

Taiwan Digital Brand Index 2.0

The social media landscape in Taiwan

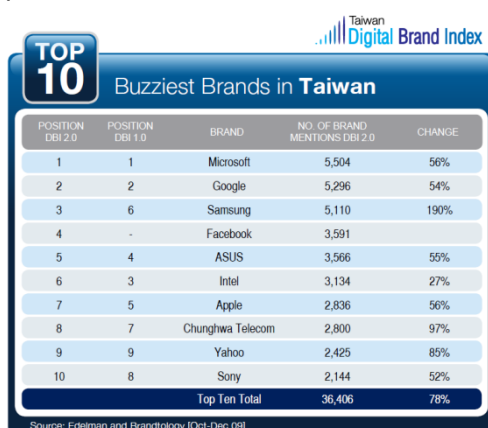
Taiwanese consumers rely heavily on social media to find information especially when they are considering tech products. It is common to see consumers searching online for their desired products and reading online reviews done either by professional tech specialists or just a random user. Most popular tech websites/social sites have their own ‘staff’ reporters/bloggers/specialists at popular who provide insightful updates on their trials of new products.

Nonetheless, traditional media channels are also an important source of information for netizens. Consumers use a combination of traditional media channels and social media channels to search for information.

Key findings from the DBI 2.0

From DBI data conducted from July to September and October to December, it can be seen that online conversations are constantly changing. Top brands remain to be similar, with minor shuffles in rank. However channels where conversations are carried varied greatly. This could be due to nature of different topics at the time of discussion. The buzziest channels during past three recent months that carries online conversations are Pchome Tech, CnYes.com and Yam, these are news sites. This indicates that traditional news is still an important for netizens and that the combination of traditional and social media is most popular source of information.

The DBI 2.0 in particular finds that conversations online is largely driven by users’ curiosity in new or rumored products.



TOP 10 Buzziest Brands in Taiwan

POSITION DBI 2.0	POSITION DBI 1.0	BRAND	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	1	Microsoft	5,504	56%
2	2	Google	5,296	54%
3	6	Samsung	5,110	190%
4	-	Facebook	3,591	-
5	4	ASUS	3,566	55%
6	3	Intel	3,134	27%
7	5	Apple	2,836	56%
8	7	Chungwa Telecom	2,800	97%
9	9	Yahoo	2,425	85%
10	8	Sony	2,144	52%
Top Ten Total			36,406	78%

Source: Edelman and Brandtology [Oct-Dec 09]



TOP 10 Buzziest Channels in Taiwan

POSITION DBI 2.0	POSITION DBI 1.0	CHANNEL	NO. OF BRAND MENTIONS DBI 2.0	CHANGE
1	4	PChome 科技	6,414	257%
2	1	鉅亨網 新聞 - 科技	6,066	22%
3	3	yam天空新聞 財經	2,453	-7%
4	-	PChome 即時新聞	4,511	-
5	10	PCDVD數位科技討論區	4,115	434%
6	5	Hinet 新聞網 Infotech	3,958	121%
7	2	Pchome財經	3,415	24%
8	-	Twitter Taiwan	3,344	-
9	7	Yahoo 奇摩新聞 科技	3,309	211%
10	-	yam天空新聞 科技	2,748	-
Top Ten Total			40,333	101%

Source: Edelman and Brandtology [Oct-Dec 09]

Developed by Edelman and derived from Brandtology data, the DBI 2.0 for Taiwan found:

- 80,310 online conversations tracked, mentioning 74 major technology brands contained within 247 influential channels were monitored between October and December 2009.
- Most stories (78.1 per cent) are generated from online news channels – Pchome Tech, CnYes.com and Yam and these were the top contributors. This indicates that traditional news is still important

- PCdvd ranked number one in all technology related forum discussion
- The topic of tablet PC (92) gained a lot of attention in Taiwan recently due to Apple’s rumored new tablet computer. Windows 7 and smart phones also created much buzz on the web.
- Intel was associated with the most negative online sentiments due the recent accusation of using “Anti-competition tactics” by the FTC.
- Microsoft(5,504), Google(5,296) and Samsung (5,107)are three most talked about brands
- Microsoft has the most positive sentiments (44.4 per cent are positive messages) Google and Asus received the most mention in the month of December. Google for Android.



Description: a ratio of the number of times a brand is mentioned compared to the average (the average being 1)

Key insights

- Microsoft and Google remain as the top two most talked about brands among top 10 brands.
- Some brands such as Samsung started a series of intense marketing campaign as year comes to an end and scored higher ranking
- Chunghwa Telecom is gaining many discussions as it is the only provider of iphone and is doing intense promotion in Q4

Public engagement recommendation

- Online discussions increase as promotions are launched. Marketers should engage actively in social media to create an interactive opportunity between consumers and the business



Description: a ratio of the number of channels the brand is mentioned in compared to the average (the average being 1).

- Buzziest channels during past three recent months that carries online conversations are Pchome Tech, CnYes.com and Yam, these are news sites
- Rankings for buzziest channels shifted quite dramatically over the three months period
- Different platforms of PChome are monitored (PChome Tech, PChome News Flash and PChome Finance; ranked 1, 4 and 7
- Popularity of channels change depending on the hot topic of period. Marketers should make use of and prioritize different channels according to the nature of their products/services
- Most popular channels carry traditional news and conversations usually derive from news contents. Marketers should establish a integrated communication that targets both traditional and social media.

respectively), indicating PChome overall is an important channel

POSITION Q3/20	POSITION Q3/19	BRAND	INDEX POINT	CHANGE
1	4	Microsoft	1.4	-2.6
2	6	Google	1.4	-1.8
3	2	Samsung	1.3	-3.6
4	-	Facebook	0.9	-
5	7	ASUS	0.9	-2.2
6	5	Intel	0.8	-2.6
7	3	Apple	0.7	-3.8
8	1	Chunghwa Telecom	0.7	-4.4
9	7	Yahoo	0.6	-2.5
10	5	Sony	0.6	-2.8

Source: Edelman and Brandtology (Oct-Dec 09)

Microsoft, Google and Samsung ranked as the top three in the engagement index, indicating that discussions are more consistent than other brands

It is important to monitor and understand consumer conversations online in order to provide products or services to meet their needs

Description: the average number of times a brand is mentioned per unique post.

Survey Methodology

The DBI was conducted across eight key markets in the Asia Pacific region, namely, Australia, China, Hong Kong, India, Indonesia, Malaysia, Taiwan and Singapore. Delivering deep online insight on a quarterly basis, the Asia Pacific Digital Brand Index monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting and IT and Technology, across a list of popular online channels – including influential blogs, forums, and online news outlets. The channels were selected by identifying conversations based on both qualitative as well as quantitative research.

For more information, please visit www.edelmanapac.com/index.jsp?series=36 and/or www.brandtology.com/index.php/press_release/dbi2.

About Edelman

Edelman is the world’s leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named PRWeek’s “2009 Agency of the Year,” PRWeek’s “Large Agency of the Year” (for the third time in the last four years), and Holmes Report’s “2009 Best Large Agency to Work For” and was listed as a top-10 firm by Advertising Age in 2007 and 2008. For more information about Edelman, visit www.edelmanapac.com.

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

About Brandtology

Brandtology is one of the largest independent business and brand online intelligence service provider that combines technology, processes and trained professionals to deliver accurate and relevant intelligence to

global organizations. Our proprietary opinion mining technologies aid organizations in listening to digital conversations across countries in multiple languages while our trained Social Media Professionals ensures high accuracy and relevancy of the intelligence provided to clients. Astute use of such intelligence have enabled Brandtology's global clients to make timely and informed strategic decisions for public engagement, crisis management, media planning, campaign measurement, product development and strategic planning, amongst other uses. For more information, please visit www.brandtology.com.

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