

Asia Pacific Digital Brand Index finds Taiwanese consumers hungry for new gadgets

Technology buzz increased in December due to the IT month and the unveiling of new IT products such as Android and rumors on Apple's new touch-screen tablet PC

Taiwan, January 20, 2010 – The second quarterly Digital Brand Index (DBI 2.0), released today shows the newest data on the most talked about brands and most used channels in Taiwan. The data was collected during the last quarter of 2009, major findings are as below:

- 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. Asus for the unveiling of a newly designed foldable display called "Waveface" and probably due to searches online for year-end tablet PC promotions.

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]

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	Chunghwa 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]

New gadgets create buzz on the internet

Taiwanese netizens are always curious about interesting new releases or market speculations on new gadgets. It is common to see large volumes of online discussion and visits around such topics. Consumer electronics brands triumphed in online conversations as indicated by DBI 2.0. As 2009 comes to an end, much attention has been focused on the new and upcoming gadgets. Consumer electronics firms are evidently the biggest beneficiary from this curiosity. The top three most talked about technology topics online recently are Microsoft Windows 7, tablet PCs and smart phones.

Microsoft Windows 7 has been generating much conversations on the web ever since its launch in Q4 . Tablet PCs received wide attentions recently due to Apple's rumored new PC tablet and IT month in Taiwan. The most discussed smart phone products were Apple iPhone, Google's Android and Microsoft Windows 7 mobile. It is worth noticing that Apple iPhone saw a significant increase (27 per cent) in online mentions in December due to a special IT Month promotion offered by its carrier, Chunghwa Telecom.

Although Microsoft remained the most talked about brand overall, we see that Google and Asus have garnered the most conversations online in the month of December. This sudden surge is due to the unveil of Asus newly designed foldable display named "Waveface" and Google's much anticipated mobile phone "Android" during IT Month. Year-end promotions might have also contributed to the surge in online discussion and news.

"Whether it is discussions around rumor or existing products, all online buzzes provide good information for consumer electronics businesses as to how to shape or market their new products/services, this marks a good reason for these businesses to proactively monitor or even engage in some of these discussions," Anita Lin, Director for Edelman Taiwan stated, "with the newly optimized and customized Taiwan Digital Brand Index (DBI), Edelman is able to assist clients to understand the social media landscape and how to utilize it as a marketing tool."

"DBI not only helps businesses identify the most influential channels and voices on-line, but also the type of content that appeals to their audiences the most," said Eden Lau, Co-founder & Managing Director of North Asia, Brandtology. "Marketers can then engage netizens through compelling social media campaigns instead of just banner ads, websites and traditional one-way on-line marketing. This is what will ultimately increase their brand "buzz", preference and profitability."

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 providers 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 has 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 http://www.brandtology.com/index.php/press_release/dbi2

For more information on the research and in-country results, kindly contact:

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