

Asia Pacific Social Media Trends: *Global Perspectives and Local Realities*

June 2010

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본 보고서는,

2010년 6월 닐슨 온라인에서 진행된 Asia Pacific Social Media Trends: Global Perspectives and Local Realities 보고서의 일부 내용을 발췌한 내용으로 구성되었음을 유의하시기 바랍니다.

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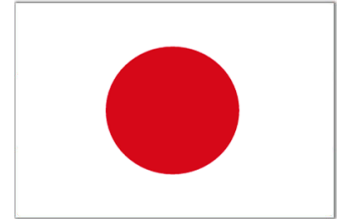
Contents

- **Overview:** global developments and APAC-wide observations
- **Drilling down to five leading APAC countries:**
 - Japan
 - China
 - India
 - Korea
 - Australia
- **Summary observations:** when it comes to social media, do local realities trump global trends?

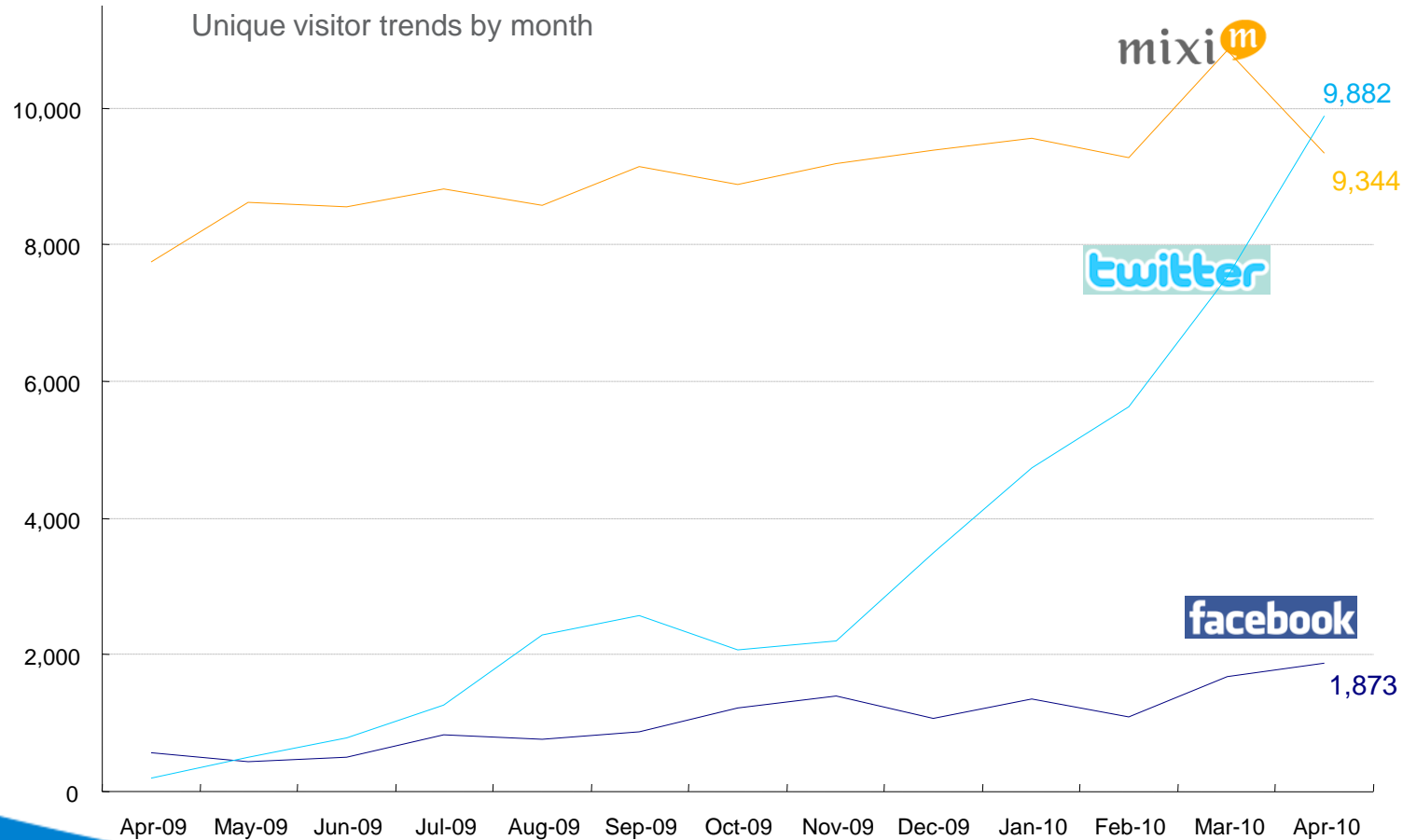
So is Social Media for real?

- 74% of the world's Internet population visit a social networking/blogging site
- Social Media site visits average almost 6 hours monthly
- 3 of the 7 biggest brands online globally are social media: Facebook, Wikipedia and YouTube

Twitter growth 1900% YOY



Twitter's unique visitors increasing from under 200,000 to 10 million.



China Social Media trends of interest



- Local players dominating the market
- Market still under-monetized...
- Bulletin board systems the most popular social behavior, over 80% of social media content are bulletin board systems
- Games are main traffic driver among beginners, while posts forwarding/reading is more popular among the experienced
- “Grass roots” celebrity tracking dominates online conversations in China
- More likely to share negative reviews

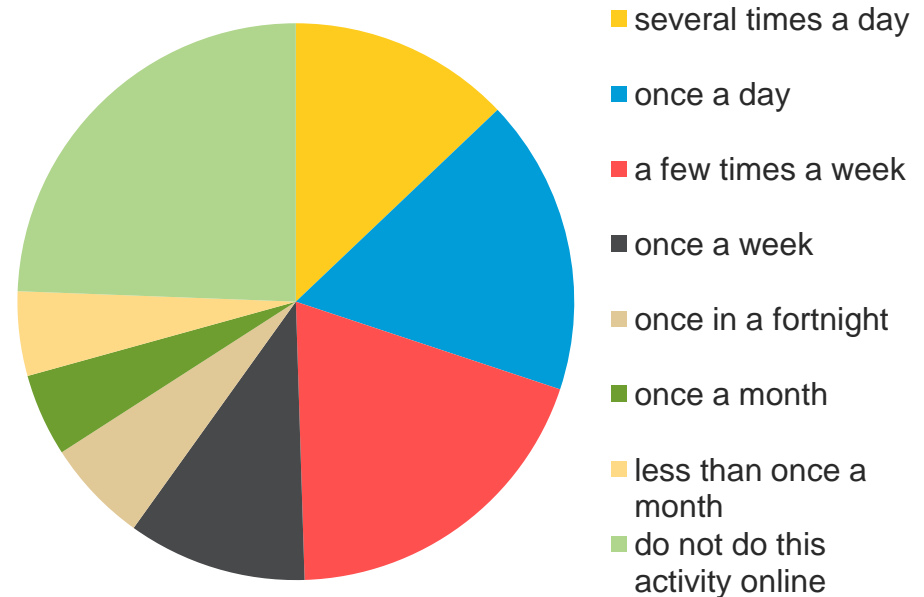


Twitter is gaining momentum over the last year



- 57% of Twitter users in India have only started using the site in the last year
- 32% of India's Social Media users use Twitter at least once a day
- Twitter's deal with local telecom operator Airtel enabling tweets through SMS/texting is expected to bolster growth
- Celebrity twitter accounts are regularly written about in mainstream media – the new "Press Conference"

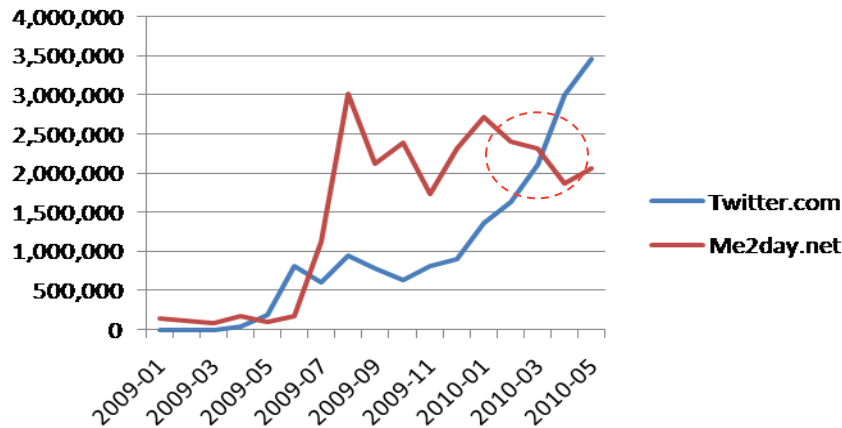
How often do you access Twitter?



Korean Social Media hot charts

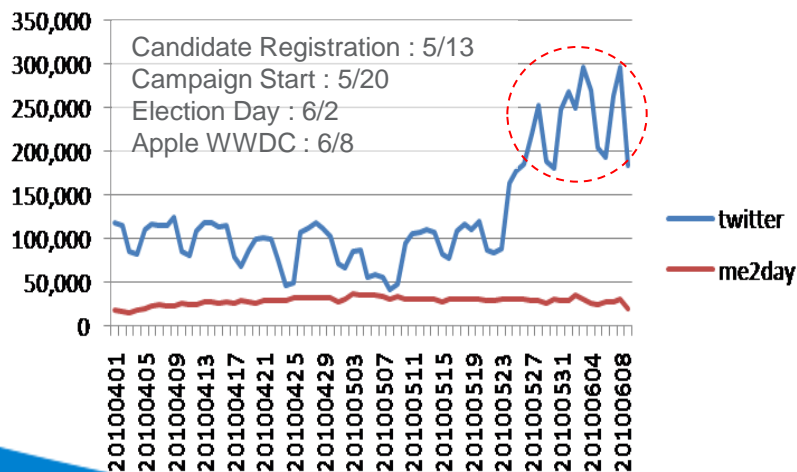


Monthly UV trend of Twitter and Me2day



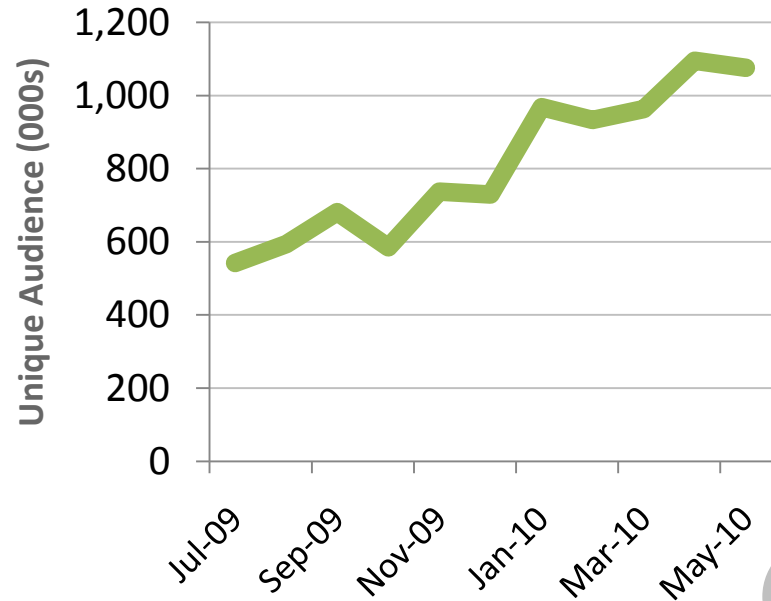
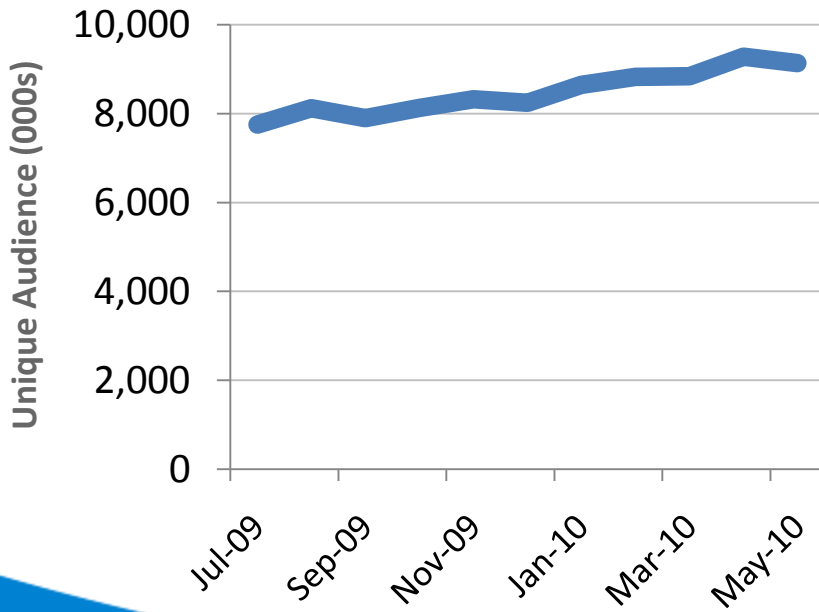
- Twitter enjoyed 1,900% UV growth while Me2day, a local microblogging service, lost some of its users

Buzz volume trend of Twitter and Me2day



- Twitter is used as an active communication channel for discussing political issues and corporation events
- Twitter's "retweet" is a powerful tool for spreading Social Media

Notable Social Media sites in Australia



Key data sources for today's presentation

BuzzMetrics

Countries available:

- Australia
- New Zealand
- China
- Japan
- Korea
- India

Coming soon - Q3 2010:

- Singapore
- Malaysia
- Philippines

Online Audience Measurement – panel data

- Australia
- China
- Japan
- Korea

Social Media Research Reports:

- Indian Consumer Generated Media Report June 2010
- Australian Social Media Report 2010

Introducing the Nielsen-McKinsey social media intelligence joint venture



...created to help leading companies harness the power of social media intelligence to drive superior business performance.

Thanks!

Questions may be directed to:

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