

Cloud Computing Drives B2B and New Product Launches Drive B2C Online Buzz for Brands in Australia

Twitter continues to be the online outlet of choice for Australians to discuss technology brands

Australia, 28 April, 2010 – The third quarterly Digital Brand Index (DBI 10.2), which indexes technology brand mentions online, conducted by global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology.

The DBI 10.2 captured 164,354 mentions of 60 major technology brands researched across 587 influential online channels in Australia between January and March 2010, equating to a technology brand mention every 47 seconds. Channels monitored included online news outlets, forums, blogs, Twitter and social networking sites.

The research found that:

- Twitter continues to be the top channel for brand mentions in Australia with 60 per cent of online mentions occurring on the tool (99,079 mentions); nearly double the total number of brand mentions of all other top ten channels tracked added together (Figure 1).
- *Whirlpool* (20,385 mentions) maintained the second spot and *Overclockers* (8,582 mentions) continues to be the third most popular online platform for Australians to discuss technology brands.
- Google (36,746 mentions) continues to dominate in terms of online mentions (Figure 2), despite significant product launch announcements from other brands including Apple's (13,956) unveiling of the iPad and Microsoft's (16,146) launch of Windows Phone 7 and Surface PCs. Online noise about Google was significantly influenced by discussions around 'Google Buzz' and developments affecting Google in China.
- HTC broke into the top 10 buzziest technology brands with 4,607 mentions equating to a 236 per cent increase compared to last quarter's Digital Brand Index (DBI 10.1). HTC generated a significant amount of buzz from the brand's announcements at Mobile World Congress in February with the launch of new products including the HTC Desire, Legend and HD Mini.
- Overall, online discussions were dominated by consumer facing brands, with B2B brands such as Oracle (129) and SAP (186) receiving a low volume of online mentions.

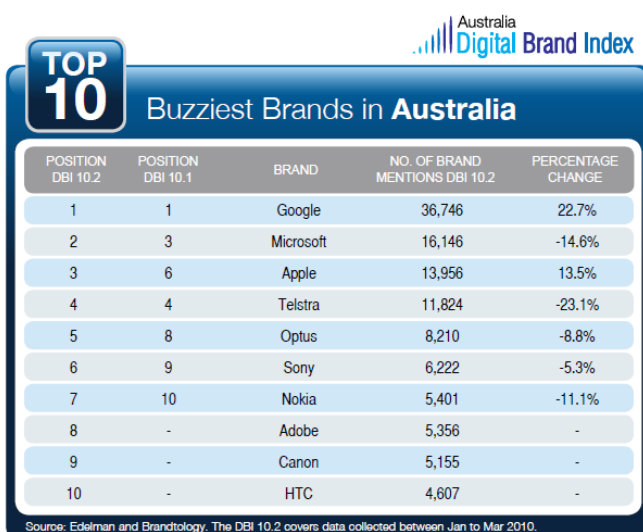


Figure 1

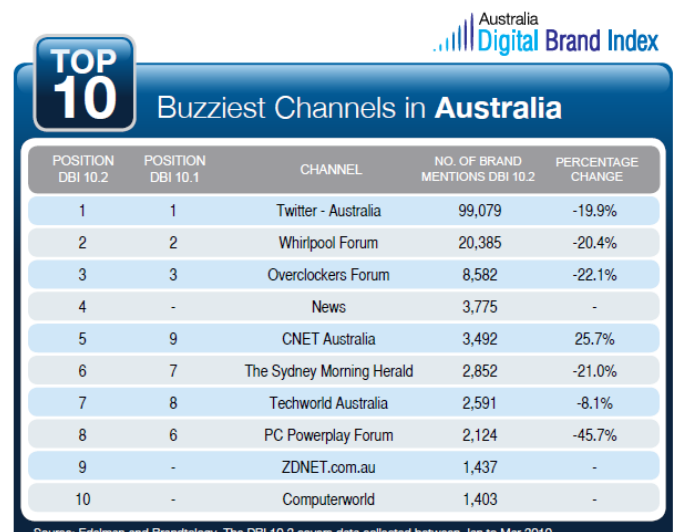


Figure 2

“The buzz generated by Microsoft, Apple and HTC are good examples of the importance of online content and communications for new product announcements,” said Amanda Little, Managing Director, Edelman in Australia. “Australians are early adopters of new technology and we love learning about it. With the number of people discussing technology brands and products online it is crucial this is factored into launch strategies.”

Overall, the consistency in the technology brands and channels that rank amongst Australia’s top 10 list since the launch of the DBI in 2009 supports its use as a predictable measure and benchmark of technology brands’ performance online.

Cloud computing helping to drive B2B buzz online

Cloud computing helped drive mentions for B2B technology brands in Australia for the quarter. Online mentions ranged from detailing new and updated B2B cloud computing solutions, to how the technology is set to impact creative industries, such as film production.

The security and legal implications of cloud computing also featured in online mentions, with a number of netizens weighing up the benefits of cloud computing over the risks involved. Twitter accounted for 70 per cent of cloud computing mentions, as netizens shared links to related articles and tweeted their thoughts about the technology.

“Online buzz for specific B2B technology brands is low in Australia, however, conversations are happening that reference technologies important to a number of these brands,” said Alex Feher, Director, Brandtology. “It is important that B2B tech brands in Australia have the ability to monitor these conversations and develop strategies to join the discussions where appropriate.”

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, 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 <http://edelmandigital.com/> or www.brandtology.com/newsroom/digital-brand-index-3/

About Edelman

Edelman is the world’s largest independent public relations firm, with 3,200 employees in 52 offices worldwide. Edelman was named Advertising Age’s top-ranked PR firm of the decade; Adweek’s “2009 Agency of the Year”; PRWeek’s “2009 Agency of the Year” and “UK Consultancy of the Year”; and Holmes Report’s “Agency of the Decade,” “2009 Best Large Agency to Work For” and “2009 Asia Pacific Consultancy of the Year.” Edelman owns specialty firms Blue (advertising), StrategyOne (research), BioScience Communications (medical education and publishing), and MATTER (sports and entertainment). Visit www.edelman.com for more information.

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 www.brandtology.com.

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Business and Brand Online Intelligence