

Apple Makes Big, Obvious Gains, While ‘Cloud Computing’ is the Most-Discussed Topic
India Digital Brand Index 10.2 findings reveal 26 per cent increase in tech brand mentions between Q1’10 and Q4’09

Twitter remains most popular online channel for technology conversations with a whopping 79 per cent share, followed by the TechArena Community Forum

India, April 28, 2010 – Edelman, global public relations firm, Edelman, in partnership with social media intelligence firm, Brandtology, jointly unveiled the third edition of its Digital Brand Index (DBI 10.2) for India.

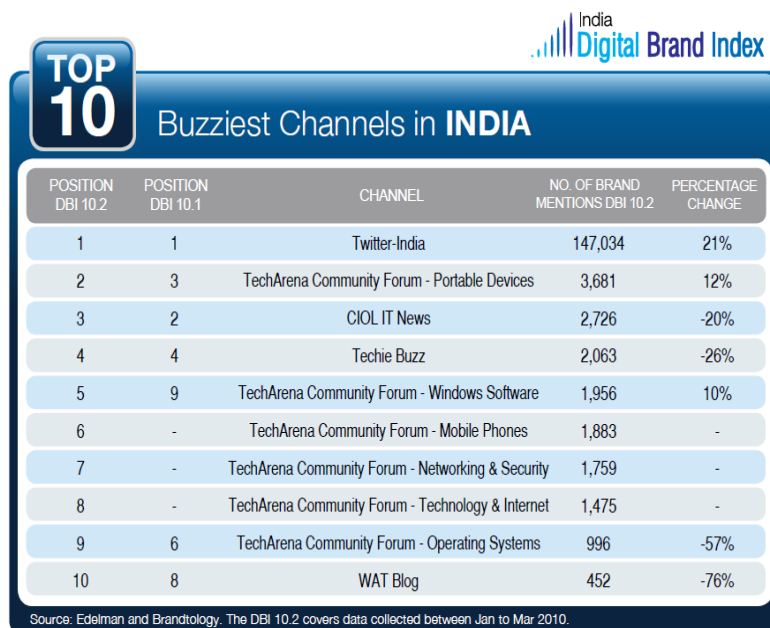
Researched in the first quarter of 2010, the DBI 10.2 tracked 186,588 online conversations pertaining to 97 large technology brands contained in 552 influential channels. This indicates that seven technology brands are mentioned online every five minutes.

The findings revealed:

- There has been a 26 per cent increase in online brand mentions between January – March 2010, compared to the DBI 10.1 (October – December 2009)
- Google continued to be the most discussed technology brand online in India on the back of Google Buzz and assorted Android-related conversations. Google registered a 46 per cent rise in conversations, or a total of 45,256 brand mentions.
- With the launch of the iPad, Apple clocked the highest gains in overall online buzz with a 67 per cent rise, followed by Sony’s 60 per cent rise in overall conversations since DBI 2
- Microsoft’s Office 2010 launch helped them clock a 7 per cent rise in online conversations, staying stable at second place, with nearly double the online buzz of their next DBI ranking competitor.
- Twitter remains the de facto channel for sharing news about technology brands, with 79 per cent of all mentions (141,034) found on the micro-blog platform – up from 21 per cent since DBI 10.1.
- Among online forums, *TechArena Community Forums* further secured their place as the most popular technology forums in India, displacing the thinkDigit Discussion Forum & Chip India Forum from the top-10 altogether
- *TechieBuzz* remains as the only blog in the Top-5 on the DBI.



The Twitter Phenomenon Continues



Twitter is still the most used social media channel for discussing technology brands, and has only grown stronger over the last two DBI findings. The total brand mentions on Twitter grew by 21 per cent in DBI 10.2 from the previous edition. This is due to the fast growing nature of Twitter in the Indian social media landscape.

Learning's from the Apple Buzz

Apple's iPad is not yet officially available in India. Irrespective of that fact, the DBI 10.2 findings show that iPad has already generated massive product awareness and positive sentiment based on content discussed internationally.

"This clearly demonstrates the fact that the internet is not alienated by geographical boundaries, and information seamlessly flows from one country's online resource to another. Further, these findings also demonstrate that online space is fast becoming a media outlet by itself and somewhat influenced by, but not dependent on mainstream media channels like print & television" said Varghese Cherian, National Practice Leader - Technology, R&PM:Edelman in India.

Cloud computing, now out of the clouds

Cloud computing was one of the most discussed themes and the direct beneficiaries were brands like IBM, Cisco, NetApp, EMC, Microsoft, Symantec and Oracle. "It is interesting to note that cloud computing was predominantly being discussed in mainstream media in the earlier quarters, but gained traction online in the January to March quarter due to key online influencers discussing and offering opinions on the subject. The topic of discussion has also evolved beyond a conceptual stage to exploiting cloud computing and Software as a Service, to add value to businesses" added Cherian.

Overall, the consistency in the technology brands and channels that continue to rank amongst India's top 10 list since the launch of the first quarterly DBI in 2009 supports the use of the DBI as a predictable measure and benchmark of technology brands' performance online.

"We've seen great growth of buzz in the digital space across multiple markets since we started the DBI, especially in the micro-blogging area like Twitter. Marketers would need to further look into strategies rather than just use it to broadcast their messages, which users would get tired of or worse still, become annoyed and decide to block the brand. They should also look at this holistically along with the other channels like forums, blogs, social networks to measure, learn and craft their strategies accordingly," said Kelly Choo, Business Development Director, Brandtology.

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 www.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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