

## Digital Brand Index Finds a Significant Growth in Online Discussion for Telco Operators in Indonesia

**Jakarta, Indonesia, April 28, 2010** – Edelman and Brandtology today unveiled the third edition of its quarterly Digital Brand Index (DBI 10.2) for Indonesia. With data from January to March 2010, the DBI 10.2 revealed:

- A total of 163,730 mentions of technology brands surveyed contained within 469 influential channels monitored between January to March 2010. This represents growth of 61 per cent compared to DBI 10.1 (October to December 2009) with 101,866 mentions.
- An increase in the amount of online chatter about telecommunications operators in surveyed channels in Indonesia.
- Continued dominance of microblogging and Web forums as the main channels where online discussions on technology brands are taking place, with Twitter in particular topping the charts for two quarters in a row.

### Increasing Mentions of Telco Operators

Indonesia’s three telecommunications operators, Indosat, Telkomsel and Excelcomindo, continue to rank in the list of Top 10 most talked about technology brands amongst the channels surveyed from January to March 2010.

Indosat received a 102 per cent increase with 11,610 mentions, Telkomsel received a 137 per cent increase with 8,851 mentions and Excelcomindo received a 204 per cent increase with 8,212 mentions. Microblogs and Web forums contributed to the majority of mentions for Indosat and Excelcomindo (more than 90 per cent), while for Telkomsel, news portals contributed 24,6 per cent of mentions. In general, all telco operator brands contributed to 24 per cent of online discussion during the period.

The rankings in DBI 10.2 have slightly changed due to removal of social media brands. With the exception Google, technology brands are moving up the chart ladder.

### The Twitter Phenomenon Continues

The DBI 10.2 showed significant growth of four major social media channels: Twitter (186 per cent), Kaskus-Hardware Computer (140 per cent), Kaskus-BlackBerry Corner (547 per cent) and Kaskus-Mobile Phone (132 per cent).

Kaskus, as the most popular Web forum is ranked second as the most used channel with almost 30 per cent of total discussion.

“With the exception of Indosat, few telecommunications operators in Indonesia are using Twitter actively to engage their consumers online. Therein lies the opportunities for telco brands to leverage this popular channel as a means to engage with consumers in Indonesia,” said IndoPacific Edelman Digital Director, Nanda



Ivens, in reference to Edelman’s Telecom Tweetlevel Index. The index shows that Asia Pacific telecom operators are slow in using Twitter to build a two-way dialogue and reinforce customer loyalty.

Overall, the consistency in the technology brands and channels that continue to rank amongst Indonesia’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,” said Kelly Choo, Business Development Director, Brandtology. “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.”



### 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.edelman.com/insights/](http://www.edelman.com/insights/) or [www.brandtology.com/newsroom/digital-brand-index-3/](http://www.brandtology.com/newsroom/digital-brand-index-3/)

### About IndoPacific Edelman

With over 114 fulltime employees, IndoPacific Edelman is Indonesia’s largest public relations firm, specializing in six business practice areas of Financial & Investor Relations, Healthcare, Corporate, Public Affairs/Government Relations, Technology, and Brand PR, and specialist areas of Litigation PR, Political Counsel, Issues and Crisis Management, Shariah Marketing, Research and Training. For more information, visit [www.indopacedelman.com](http://www.indopacedelman.com).

### 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](http://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](http://www.brandtology.com).

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

#### **Waraney Rawung**

IndoPacific Edelman

Tel: (62) 21 721 59000

Email: [waraney.rawung@indopacedelman.com](mailto:waraney.rawung@indopacedelman.com)

#### **Erwin Seah**

Brandtology

Tel: (65) 9048 8420

Email: [erwin.seah@brandtology.com](mailto:erwin.seah@brandtology.com)

