

## Software and Consumer Tech Dominate Online Technology Conversations

### Mobile Apps & New Device launches fuel online conversations around Portable Devices

*India Digital Brand Index 10.3 findings reveal Software and Consumer Tech brands amass 70 per cent of the overall online technology conversations in the three month period between Q1'10 and Q2'10*

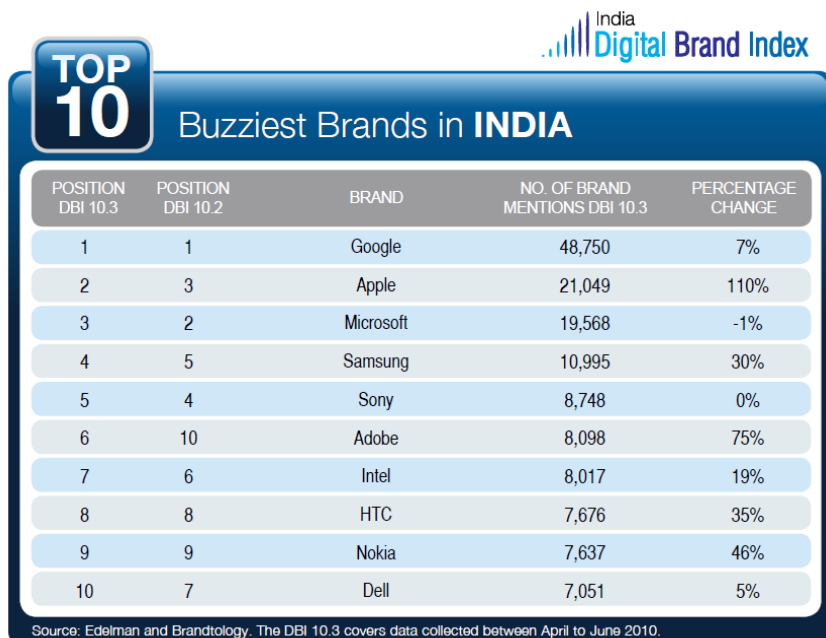
*TechArena Community Forum sees a 201 per cent increase in conversations related to Portable Devices, while Twitter remains most popular online channel for technology conversations in India*

**India, August 13, 2010** – Edelman, global public relations firm, in partnership with social media intelligence firm, Brandtology, jointly unveiled the fourth edition of its Digital Brand Index (DBI 10.3) for India.

Researched in the second quarter of 2010, the **DBI 10.3 tracked 222,818 online conversations pertaining to 97 large technology brands contained in 479 influential channels.** This indicates that over a hundred technology brands are mentioned online, each hour.

#### Additional findings from DBI 10.3 revealed:

- There has been a 19 per cent increase in online brand mentions between April – June 2010, compared to the DBI 10.2 (January – March 2010)
- Google continued to be the most discussed technology brand online in India, with a 7 per cent rise in conversations fueled by their Android mobile operating system
- Apple clocked a 110 per cent increase in conversations led by mentions of the iPad, Apple App Store and iPhone 4G
- Samsung's touch-screen Corby and Android OS Galaxy helped them clock a 30 per cent gain in conversation share
- Rise in conversations around Adobe Photoshop, Flash and Reader led to Adobe gaining four places in DBI 10.3.
- Twitter remains the de facto channel for sharing news and information on technology brands, with 69 per cent of all mentions (152,651) found on the micro-blogging platform – up 4 per cent since DBI 10.2.



“The 33 leading Software and Consumer Tech brands included in the DBI amassed 70 per cent of the online technology conversations in the three month period, amongst the 97 Tech brands included in the index. The earned rankings of seven leading Software and Consumer Tech brands in the DBI 10.3 Top-10 – Google, Apple, Microsoft, Samsung, Sony, Adobe, and Dell – attests to the trend” said **Varghese Cherian, National Practice Leader - Technology, R&PM: Edelman – India.**

“In line with mainstream media coverage, and global mobility trends, DBI 10.3 findings show a significant rise in mobile applications and new device launch related conversations. These conversations include, but are not restricted to leading mobile app stores, smart phones, other mobile devices, laptops and net books. Given that social media conversations reliably reflect global lifestyle trends, it is imperative for businesses to understand and learn more about what’s being said online about their products and brands.” said **Kelly Choo, Business Development Director, Brandtology.**

**TOP 10**

**Buzziest Channels in INDIA**

POSITION DBI 10.3	POSITION DBI 10.2	CHANNEL	NO. OF BRAND MENTIONS DBI 10.3	PERCENTAGE CHANGE
1	1	Twitter - India	152,651	4%
2	2	TechArena Community Forum - Portable Devices	11,083	201%
3	-	Digits Technology Discussion Forum - Mobile Monsters	5,516	-
4	-	DigitalPoint Forum - General Business	3,680	-
5	5	TechArena Community Forum - Windows Software	3,420	75%
6	-	DigitalPoint Forum - Pay Per Click Advertising	3,407	-
7	-	TechArena Community Forum - Hardware Peripherals	3,356	-
8	-	TechArena Community Forum - Monitor & Video Cards	3,105	-
9	3	CIOL IT News	2,993	10%
10	4	Techiz Buzz	1,245	-40%

Source: Edelman and Brandtology. The DBI 10.3 covers data collected between April to June 2010.

**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](http://www.edelmandigital.com) or [www.brandtology.com/page/digital-brand-index-10-3/](http://www.brandtology.com/page/digital-brand-index-10-3/).

### **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](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).

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