

From Football to Phones...Singapore's Online Channels are Buzzing

A year of buzz analysis shows Twitter at the top of online channels and all-things-mobile top of mind

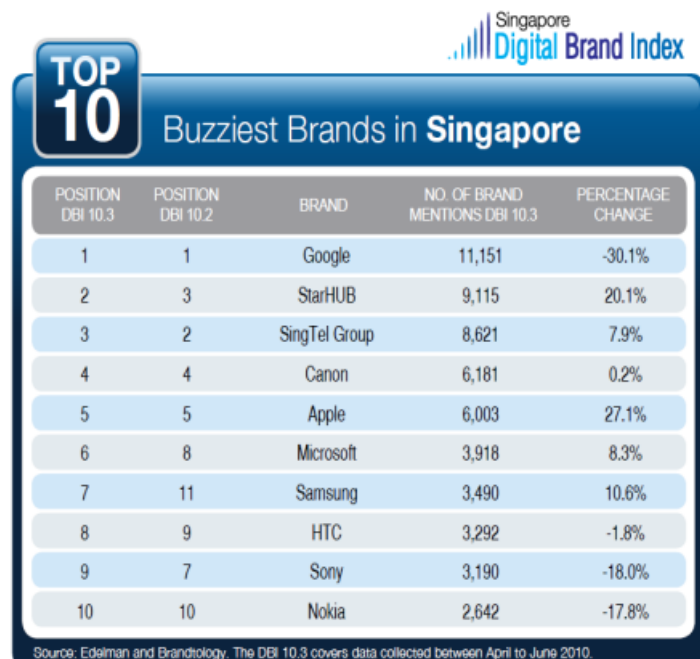
Singapore, August 13, 2010 – Singapore netizens are most passionate about football and phones, as revealed by results from the first year anniversary of the Digital Brand Index (DBI). Murmurs about Apple's standoff with Adobe's Flash, mobile product launches, and The World Cup were a few of the topics that drove the online agenda, making telcos one of the most 'buzzed' about technology companies in the Lion City.

The DBI is a joint initiative between Edelman, the world's leading independent public relations firm and social media intelligence firm, Brandtology. It identifies the 'buzziest' brands, channels and topics driving online and digital trends, and delivers deep insights for technology companies and marketers. The most recent report from April – June 2010 tracked nearly 130,000 conversations occurring on Singapore's online properties.

Twitter was once again the top channel for technology conversations in Singapore, with more brand mentions than next two channels combined – *Hardwarezone Forum* – *Eat-Drink-Man-Woman* and *ClubSNAP Photography Forums* – *Kopitiam*. This continued trend suggests Singaporean's preference for forum-based technology discussions may be waning, increasing the significance of Twitter for brands wishing to engage with consumers online. Twitter accounted for more than 24 percent of all online conversations in Singapore with more than 30,000 – "Eat-Drink-Man-Women" forums consisted of nearly 17,000 conversations while "Kopitiam" totaled approximately 5,300.

Only seven of the more than fifty technology brands tracked by the DBI currently have local Twitter handles, indicating a missed opportunity for many brands to leverage the social media platform to drive deeper online engagement.

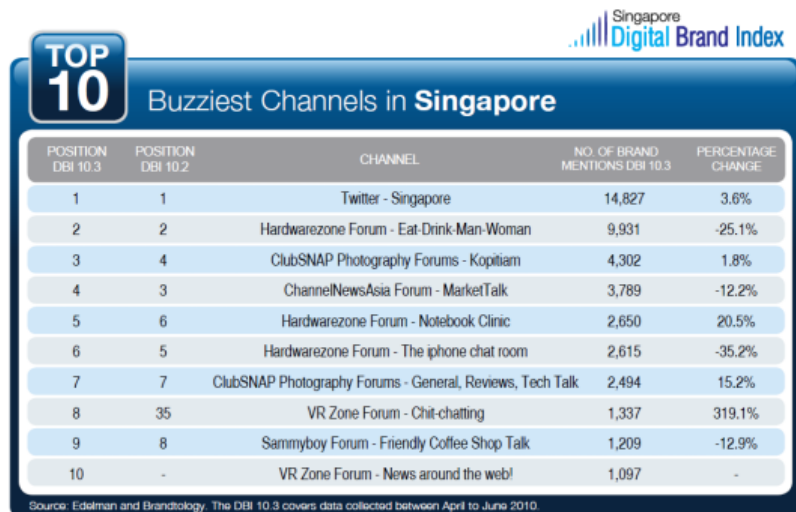
Sanjay Nair, Regional Director for Technology, Edelman in Asia Pacific says, "Brands have the opportunity to maximize the combined power of channels – **owned** (corporate sites, Facebook page etc), **paid** (digital advertising), **earned** (brand advocacy



through media or other third party endorsers) and **social** (general advocacy on third party platforms like forums and Twitter). The ability to measure success by mapping dollar spent against awareness, preference and brand loyalty will be critical in shaping budget mix for marketers,” he said.

“Overall, trust, engagement and quality of interaction continue to determine overall channel influence,” added Nair.

Kelly Choo, Business Development Director, Brandtology said: “The need to listen to the wider conversations in the various forms of localized social networks, blogs, microblogs and forums/BBS is increasing. As shown in the previous DBI studies, this continued diversification of the online landscape is leading to an increase in buzz. Brandtology can help brands to listen and measure online buzz across the landscape in an accurate and relevant way through our technology, process and trained professionals.”



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 <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 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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