



Nielsen Online

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News Release

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CGM GOES MAINSTREAM AS AUSSIES' THIRST FOR SOCIAL MEDIA SOARS

- **6.5 million Australians now belong to an online social network**
- **More than two in five Aussies publish opinions online about products, services and brands**
 - **Facebook, YouTube, Flickr and Photobucket the big movers in 2008**
- **Facebook users use the site to stay in touch with their existing friends, MySpace users use the site to search for new friends and entertainment information**

Sydney, 16 March 2009 – Around 6.5 million Australians belong to an online social network and two thirds of Internet users looked at other people's content on social networking sites during 2008, according to Nielsen Online's latest Consumer Generated Media Report, released today.

The report, which provides the industry's most in-depth analysis of consumer generated media (CGM) in Australia, shows that CGM has become a mainstream activity for the majority of Internet users, and identified not only growing penetration of CGM, but also a deepening of the level of involvement of consumers, with 57 percent publishing their opinions online in the last year. Further, more than two in five (41%) published opinions *specifically* about products, services and brands, and a massive 86 percent read such content.

"Australians are adopting CGM with gusto," notes Melanie Ingrey, Director, Market Research, Nielsen Online. "It's surprising to see just how involved we are becoming – CGM has certainly burst onto the



scene and is now a very real mainstream media in Australia. If companies are not listening to what is being said about their brands and products through this media, they should be.”

A trend worth noting by Australia’s corporate marketers is consumers’ openness to engage with companies and brands through this ‘new’ media – 23 percent of online Australians interacted with a company via a social networking site during 2008, while one quarter participated on an organisation’s website by uploading photos/video or placing comments. The opportunities for companies to make use of social media are certainly there, with more than half of Australians who use social networking (52%) stating companies need to find new ways for consumers to interact with their brands.

Looking at where the majority of CGM participants are spending their time the three leading destinations are clearly Facebook, MySpace and Blogspot with Facebook, Flickr, YouTube and Photobucket being the biggest movers in 2008. While Flickr posted a 14 percentage point increase and YouTube and Photobucket each recorded 11 percentage point increases, Facebook racked up an impressive 32 percentage point gain on 2007 (see Chart 1). For bloggers, MySpace maintained its lead, with more than one third of bloggers (31%) preferring it over any other site – even dedicated blog sites such as Blogger. Uptake of newcomer, Twitter, as yet remains relatively low in Australia, and around half of all Twitter users (44%) have only been using the service since October 2008. However, it is the social media activity stimulating the most frequent use, with many reporting to ‘Tweet’ several times a day, and with strong uptake via mobile.

Within this same social networking space it is also clear that there is a high propensity for people to have multiple memberships or accounts. Newer offerings are mostly being consumed in addition to already established players such as MySpace. (See Chart 2).

“The CGM report identifies that the key reason for multiple memberships or accounts is because social network users have different uses for the various offerings available,” notes Ingrey. “For example, while Facebook users tell us they use it to stay in touch with their existing friends, MySpace users were more likely to use the site to search for new friends and entertainment information.”

Chart 1: Most popular social media websites

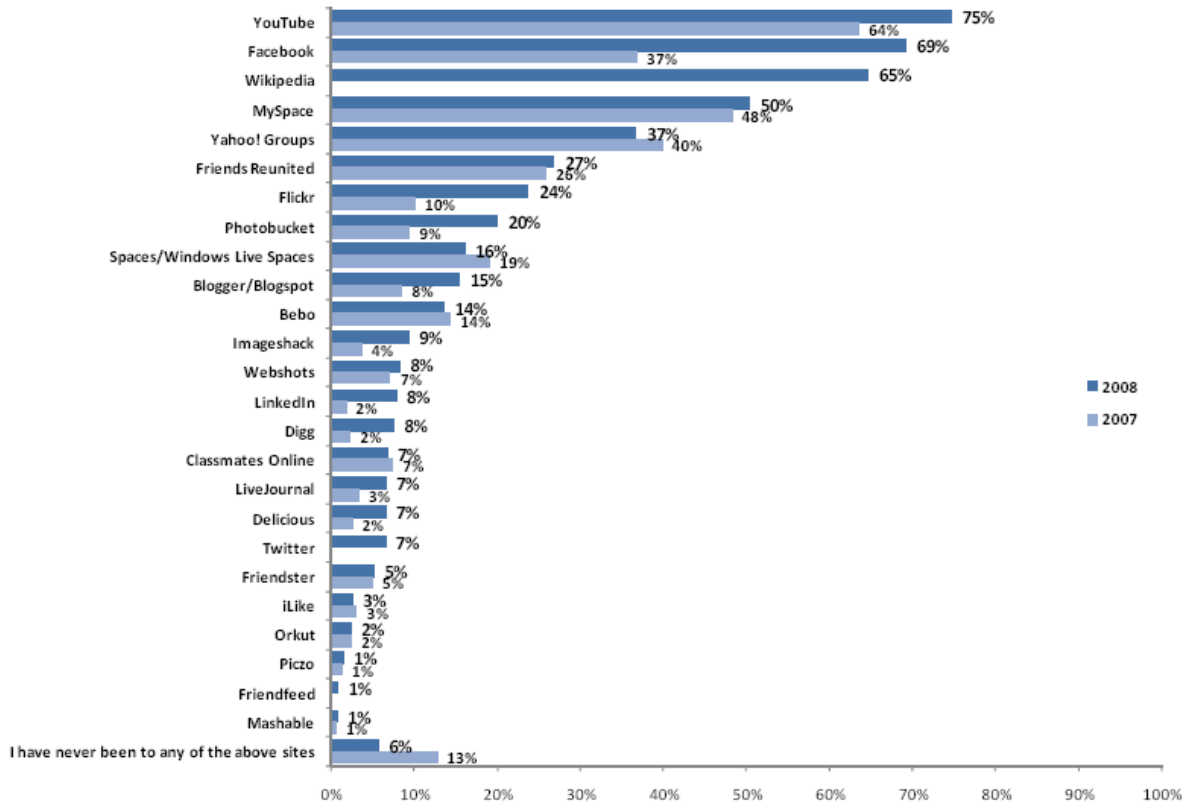
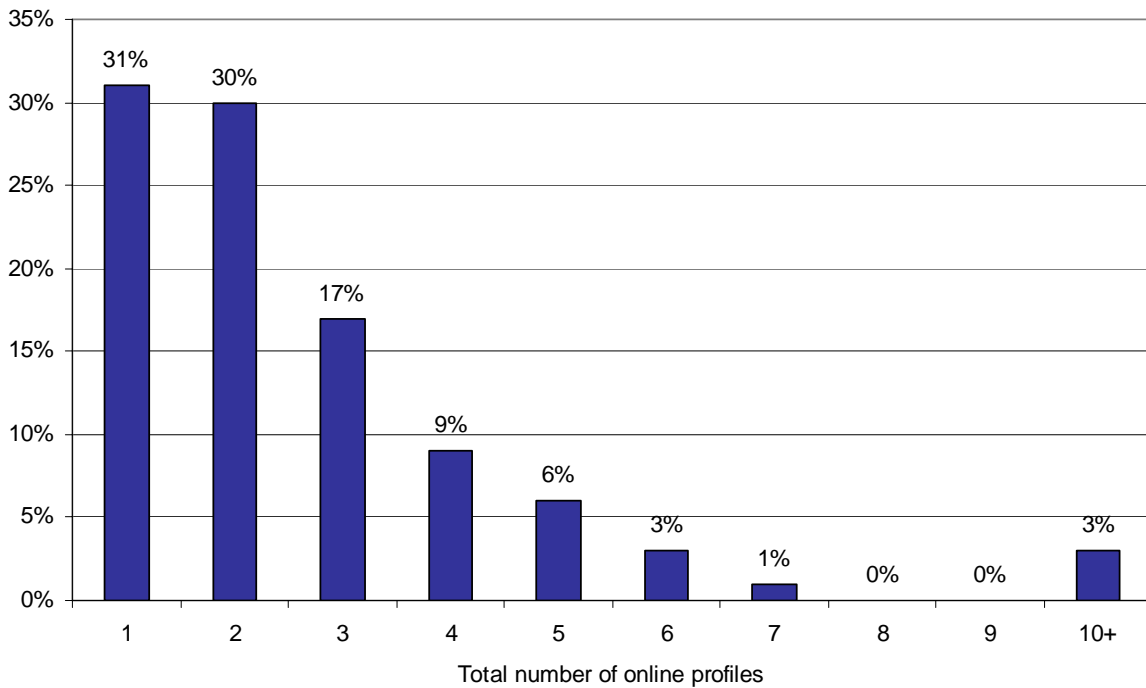


Chart 2: Number of online profiles held by social networking participants





About Nielsen Online's Consumer Generated Media Report

The Consumer Generated Media Report is one of the most comprehensive analyses of the consumer generated media (CGM) category ever published and delivers businesses and Government organisations with a detailed understanding of the uptake of CGM among consumers in Australia and New Zealand, the drivers and barriers to uptake, forecast growth and opportunities associated with this emerging trend in online behaviour.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog.

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