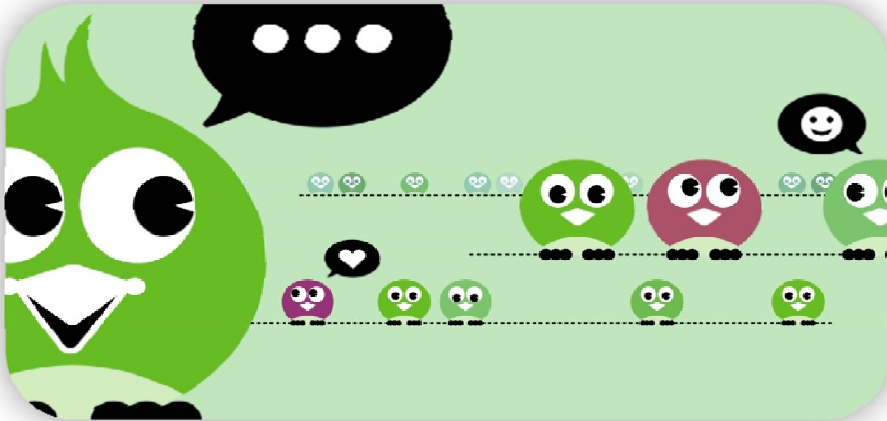


Harris Interactive Asia

ONE STEP AHEAD



Social Media Monitoring: What's the buzz around your brand?

With increasing clutter and the rise in user-generated content in mass media and communications, we are seeing our clients seeking out ways they can better utilize social media both in terms of marketing as well as gathering information about their target consumers.

And for good reason: a recent poll conducted by Harris Interactive Asia suggests that at least 6 in 10 people in urban Asia use Facebook. This number climbs when you include other, local, social networking applications in China, Korea, and Japan.

Further, there are signs that the older population is a big part of the Facebooking revolution, with 45% of the online population in Asia aged 50-64 on Facebook. This has powerful implications for marketing products to the masses.

"In many countries, the rise in Internet penetration and usage is marked by the older segments of the population gaining increasing comfort online and seeing it as a part of their regular lives. The number of people who are involved in social networking in higher age brackets suggests that Asia is coming of age in social media," according to Asha Choksi, Head of Research, Asia Pacific, Harris Interactive.

Social media has provided consumers with a fun platform through which they can make and connect with friends, followers and communities, broadcast their viewpoints on recent issues, share their experiences with various brands, products and services they have used, express how they are feeling, open up their lives before each other through pictures.

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SOCIAL MEDIA 101

What is Social Media?

2



CASE STUDY:

Banks and the Global Financial Crisis.

2



FEATURED:

Research LifestreamingSM a revolutionary new Research Platform

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Further Information:

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