Nielsen Online Market Intelligence Coverage Fast Growing with More than Two-Fifth of Portal Sites...

Contributed by The Nielsen Company
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(Nielsen Online Market Intelligence Coverage Fast Growing with More than Two-Fifth of Portal Sites in Hong Kong Now on Nielsen's Radar Screen)

ONLINE ADVERTISING VALUE IN Q3 RECORDED HK$163MM

November 9, 2007, Hong Kong: Nielsen Online, a global leader in Internet media and market research, has added a further 12 portals to its Market Intelligence service in response to increasing demand among advertisers and website owners for more information on Internet usersâ€™ behaviour in this emerging medium.

â€œWe are pleased to have been able to expand the list of sites weâ€™re auditing and grateful for the support from the portals. Media planners and agencies can now gain a more complete picture of the Internet advertising market, which helps evaluate the effectiveness of their promotion campaigns,â€• said Mr Joseph Kam, Business Development Director, Nielsen Online, The Nielsen Company, Hong Kong.

â€œAccording to other Nielsen reports published recently, 80 percent of Hong Kong consumers now have Internet access at home, while 50 percent surf the net every day1, and 35 percent claim to trust online ads2, which reaffirms the Internet as an integral part of not only consumersâ€™ lives but also todayâ€™s advertising industry.â€•

Launched in 2005, Nielsenâ€™s Market Intelligence service provides independent, third party verification of Internet traffic, enabling publishers, site owners, media and advertising agencies to benchmark the true performance of websites and advertising campaigns based on consistent and accurate online reporting metrics.

With an additional 12 portal sites on board, Nielsen now monitors more than 40 portals in Hong Kong, accounting for over two-fifths of the total number of portal sites in the Hong Kong Internet market (Table 1). Some popular websites in the audit list include atnext.com, mingpao.com and sina.com, etc.

Nielsenâ€™s AdRelevance study further reaffirms the importance of the online advertising market in Hong Kong â€“ in the third quarter of 2007, HK$163MM was spent on online advertising involving 900 advertisers and 2,294 ad campaigns.

By category, Computers & Electrical leads the pack in the online advertising world, accounting for 17 percent of the total advertising pie. Education & Learning (15%) and Finance (13%) follow closely in the second and third positions respectively.