Trendstream Launches The Global Web Index Powered By Lightspeed Research

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Set to become the standard measure of how social media impacts consumers worldwide

Trendstream, a specialist social media research consultancy, has launched the Global Web Index powered by Lightspeed Research, a twice yearly web usage study that will quantify global web trends and the massive impact of social media.

The research will launch with 16,000 consumers in the United Kingdom, France, Germany, Italy, Spain, the Netherlands, Russia, the United States, Canada, Mexico, Brazil, India, China, South Korea, Australia and Japan.Â

This geographical reach will provide a unique global perspective on web usage trends and, in particular, the impact of social media.Â The fieldwork will be run by online research provider Lightspeed Research with the first wave of data being delivered in June.

The Global Web Index will provide a unique set of data about the growing importance of web in consumerâ€™s lives and will focus on how social media is being adopted and the scale of usage.Â Specifically it will provide insights into what target audiences are actually doing online, allowing agencies, marketers and web properties to prove the importance of the web and social media.

Crucially the data will be complementary with existing online planning tools so all aspects of online usage can be planned as part of an integrated marketing campaign.

The data will be available to subscribers through their own online access to a global insight tool allowing custom analysis split by demographic, media usage and attitudinal profile data.Â There will also be analysis and comment from leading web thinkers to provide easy access to key global trends.

Clients can customise the Global Web Index by becoming a brand partner, which will add data brand awareness, usage, purchase internet and propensity to recommend.Â They will even have the opportunity to compare results against their main competitors, providing a true insight on how their brand is performing in the social media driven web.

David Day, CEO Europe says
â€œAs online consumers continue to embrace social media, it is vital that marketers and advertisers understand how this affects the way they communicate with consumers and can adapt their messaging accordingly.Â The Global Web Index, powered by Lightspeed Research, will provide valuable insight into how social media is impacting the way consumers across the world interact with brands, and how their views of them are evolving.â€•

Tom Smith, Managing Director of Trendstream says
â€œThe Global Web Index fills a knowledge gap in the market by providing advertisers, agencies and marketers with the insight to really understand what their target audience actually do online.Â This is crucial to quantify the true impact of social media and the consumer driven web.Â I am absolutely delighted to have access to Lightspeed Researchâ€™s high quality consumer panels across the world to deliver this important research.â€•

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Updated biannually, the Global Web Index (http://www.globalwebindex.net) will become a valuable source of reference for marketers, advertisers and anyone involved in digital communications as they plan their multinational campaigns.

Lightspeed Research is part of the Kantar Group, the information, insight and consultancy division of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies.

For more information, please visit www.lightspeedresearch.com

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