Twitter's Influence Remains

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Twitter, Lowyat, Google, and Microsoft cemented leads in the Buzziest Channels and Buzziest Brands categories, according to the latest Digital Brand Index results for Malaysia.

The third quarterly Digital Brand Index (DBI 10.2) for Malaysia, jointly developed by Edelman and Brandtology, tracks the top online channels and brands discussed online in Malaysia.

It showed Twitter and Lowyat, and Google and Microsoft, cementing their leads as top online channels and tech brands, respectively.

The DBI 10.2 captured 67,678 mentions about 50 major technology brands researched across 467 influential online channels in Malaysia between January and March 2010.

Twitter's pole position as top online channel in Malaysia is consistent with the trend across the majority of markets tracked by the DBI in Asia Pacific, except in China, where Twitter is restricted.

The DBI 10.2 sees the return of Samsung in ninth position, after an absence in the previous quarter, reflecting the increasing competitive nature of consumer electronics and mobile devices sectors, trailing the heels of Sony (#3), Nokia (#6) and Apple (#8).

Samsung Malaysia Electronics actually consolidated its PR account with Edelman back in April last year.

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