



PRESS RELEASE

Social Media Matters: Hong Kong Addicted to Facebook

*92% of Hongkongers on Facebook every week and 77% reading blogs;
social media use higher in Hong Kong than in the US*

Hong Kong, (August 22, 2011) — A new survey has revealed that Hongkongers are spending more time reading and writing blogs, and on social media sites such as Facebook and YouTube, than other markets around the world, including the US.

These were some of the key findings from the *BlogHer 2011 Social Media Matters Study* co-sponsored by Ketchum, one of the world's largest communications consultancies. The study was fielded by BlogHer, the leading participatory news, entertainment and information network for women online, and Nielsen Company in Hong Kong, the US, Germany and Brazil. The results show the influence social media has on consumers.

Social Media Has a Positive Impact on Daily Life

Whether over a home broadband service or a mobile device, Hongkongers are spending an increasing amount of time watching video, gaming, shopping and sharing online. The survey showed that alongside the continuing importance of traditional media channels such as print, TV and radio, nearly half of all respondents thought that social media has had a positive impact on their life.

On a weekly basis, 77% of Hongkongers surveyed were reading blogs, 52% were writing blogs and 92% were engaged on Facebook indicating a significantly higher level of online participation than other markets surveyed around the world. In the US, 87% of those surveyed used Facebook weekly, 72% in Brazil and 58% in Germany.

Social media is playing a role in addressing challenges to work-life balance in Hong Kong – a place well known for its work hard play hard lifestyle. 68% of those surveyed spend the same or more time with friends online than they do in person.

“When face time is being squeezed, people switch online to share stories, gossip, tips and advice,” said Simeon Mellalieu, general manager Ketchum Hong Kong. “Supporting this trend is smartphone penetration which in Hong Kong is double that of the global average. Teenagers, businessmen and grandparents are using even two minutes of downtime to stay connected and share experiences with friends and loved ones.”

Bloggers Like to Keep It Personal, Not Controversial

Ketchum Newscan Public Relations Ltd
凱旋先驅公共關係有限公司

33rd Floor,
Two Chinachem Exchange Square,
338 King's Road,
North Point, Hong Kong
香港北角英皇道338號
華懋交易廣場二期33樓

T: (852) 2566 1311
F: (852) 2510 8199
www.ketchum-newscan.com

Offices in:
North America
Europe
Asia Pacific
Latin America
www.ketchum.com

宏盟集團成員公司
An Omnicom Group Company

Amongst bloggers, 55% are writing personal blogs mostly to keep a personal record or diary of their lives. But other information is also being shared. Survey respondents stated that they also blog about news (35%), entertainment (34%), food and recipes (35%), travel (29%) and health and wellness (22.5%). This is similarly reflected in what people like to read about online: news tops the list (59%) followed by travel (54%), shopping (51%), health and wellness (41%) and technology and gadgets (41%).

“The digital space is often perceived as a hotbed for consumer rants and political activism largely because these are the subjects that grab the headlines in traditional media. But the reality is actually quite different as only 11% of respondents in Hong Kong blog about politics,” said Mellalieu.

Social Media Affect Purchasing Decisions

Social networking sites are also as influential on purchasing decisions as traditional media. 50% of respondents had made a purchase based on a blog recommendation. Blogs, message boards and social networks ranked only a few percentage points behind television in the media formats influencing purchasing decisions (52% v 58% respectively).

With such a high percentage of the population actively engaged in social media, companies and brands clearly have a huge opportunity to spark influential conversation and win vocal advocates in the online space. However, Hong Kong marketers have been slow to take up the opportunity.

“One of the barriers for initiating digital communications strategies among Hong Kong marketers is that, until now, there hasn’t been sufficient quantitative data to provide a deeper understanding of online behavior and the influence social media has on target audiences,” said Mellalieu. “The utilization and influence of digital tools revealed by this research fills this knowledge gap and should help encourage the incorporation of digital channels into any PR campaign in Hong Kong in future.”

About the Survey

The *BlogHer 2011 Social Media Matters Study* co-sponsored by Ketchum was fielded by BlogHer, the leading participatory news, entertainment and information network for women online, and Nielsen Company, in the US, Brazil, Germany and Hong Kong. 387 people over the age of 18 in Hong Kong were polled in an online survey conducted in March 2011. The questions probed current social media and cause marketing trends amongst men and women, various age groups as well as the use of social media by brands to advance causes.

About BlogHer

Reaching more than 26 million women each month (Nielsen Site Census, January 2011), BlogHer is the leading participatory news, entertainment

and information network for women online. Founded in February 2005 by Elisa Camahort Page, Jory Des Jardins and Lisa Stone, BlogHer's mission is to create opportunities for women who blog to pursue exposure, education, community and economic empowerment. Today BlogHer creates opportunities for members via a community hub (www.blogher.com), annual conferences and a publishing network of more than 2,500 qualified, contextually targeted blog affiliates. BlogHer provides the highest quality content on a range of topics, with all blogs continually edited to meet strict editorial standards, including content quality, category relevance and blog frequency. BlogHer enjoys a strategic partnership with iVillage, part of Women@NBCU. BlogHer's investors are Venrock, GE/NBC Universal's Peacock Equity Fund, and Azure Capital Partners.

###

About Ketchum

Ketchum is a leading global communications firm with operations in more than 70 countries across six continents. Named Greater China Consultancy of the Year 2011 (*Holmes Report*) Ketchum has colleagues that partner with clients to deliver strategic programming, breakthrough creative and measurable results that build brands and reputations. For more information on Ketchum, a unit of Omnicom Group Inc. (NYSE:OMC), visit www.ketchum.com.

###

Media Contact:

Portia Cheuk
Ketchum Hong Kong
+ 852 3141 8080
Portia.Cheuk@knprhk.com

Yvonna Law
Ketchum Hong Kong
+ 852 3141 8095
Yvonna.Law@knprhk.com

Factsheet: *BlogHer 2011 Social Media Matters Study* co-sponsored by Ketchum

Sample Details: Hong Kong

	Hong Kong
Total Sample Size	387
Men	203 (52%)
Women	184 (48%)
18-27yo	31%
28-45yo	47%
46-64yo	21%

Weekly Media Usage

	Hong Kong	U.S.	Germany	Brazil
Read Blogs	77%	40%	65%	81%
Write Blogs	52%	18%	26%	48%
Message Boards	69%	31%	50%	72%
Facebook	92%	87%	58%	72%
YouTube	82%	54%	71%	89%
Twitter	32%	21%	12%	45%
TV	97%	93%	97%	94%
Radio	66%	82%	91%	77%
Print News	89%	61%	85%	73%

What kind of impact has social media had on your life overall?

	Hong Kong	U.S.	Germany	Brazil
Positive	44%	42%	28%	53%
Neutral	53%	49%	59%	42%
Negative	3%	5%	7%	2%

Do you spend more or less time with friends online?

	Hong Kong	U.S.	Germany	Brazil
More/Same	68%	56%	38%	53%
Less	32%	44%	62%	47%

What do you like to write or read about online (Hong Kong only)

	What topics do you like to blog about?	What topics do you like to read about online?
1.	Personal blog: 55%	News: 59%
2.	News: 35%	Travel: 54%
3.	Food/cooking: 35%	Shopping: 51%
4.	Entertainment: 34%	Health/Wellness: 41%
5.	Travel: 23%	Tech/gadgets: 40%
	<i>Other:</i>	
10.	Green/environment: 13%	
11.	Social activism: 12%	
12.	Politics: 11%	

Influence of different media on purchasing decisions (top 2 box: very and somewhat influential)

	Hong Kong
Blogs	52%
Message Boards	56%
Social Networks	56%
Television	58%
Print Magazines	56%
Print Newspapers	58%

How often do you trust information or advice from blogs?

	Hong Kong
1.	Sometimes depending on blogger/topic: 55%
2.	Frequently, especially if it's a favourite blog: 21%

3.	Seldom: 10%
4.	All the time: 4%
5.	Never: 2%