



# Social Media Report 2010

The second edition of Nielsen's Social Media Report (previously known as the Consumer Generated Media Report) in New Zealand is now available.

Nearly three years on since Nielsen launched this first-of-a-kind study of social media in New Zealand, edition two will provide your business with the most up to date trends and participation rates in social media among New Zealand consumers, forecast where behaviours will go in 2011 and uncover which social media brands have had the most success locally.

Social media continues to change the way New Zealanders interact with one another, as well as the way they interact with brands, products and companies. It is causing an evolution not only in New Zealanders' online habits, but in their overall media consumption.

Now nearly three years since the initial Nielsen Consumer Generated Media Report was released in the market place, this updated Social Media Report will examine growth in adoption over the past three years and provide an understanding of:

- What is driving these behaviours
- Which brands and activities are fads versus longer term trends
- Who is participating and how the audience profile has changed as adoption reaches the masses
- What product categories are the most prevalent for social media

Importantly, the study will provide a valuable foundation for your social media strategy going forward.

## The Package

A very comprehensive 160 page+ report in powerpoint format: \$3,495 +GST.



## Key Benefits:

The second edition will again quantify and explore participation in the four key areas of social media:

- Online social networking
- Blogging
- Publishing, browsing and share other consumers' reviews of brands, products, services and organisations
- Uploading and sharing rich media such as video and audio

Social media is a very real and evolving media in the local marketplace. Ensure your business keeps pace by subscribing to this year's Social Media Report.

For more information or to schedule a presentation about Nielsen's offered services, please contact Tony Boyte on (09) 970 4143 or email [tony.boyte@nielsen.com](mailto:tony.boyte@nielsen.com)