

July.09

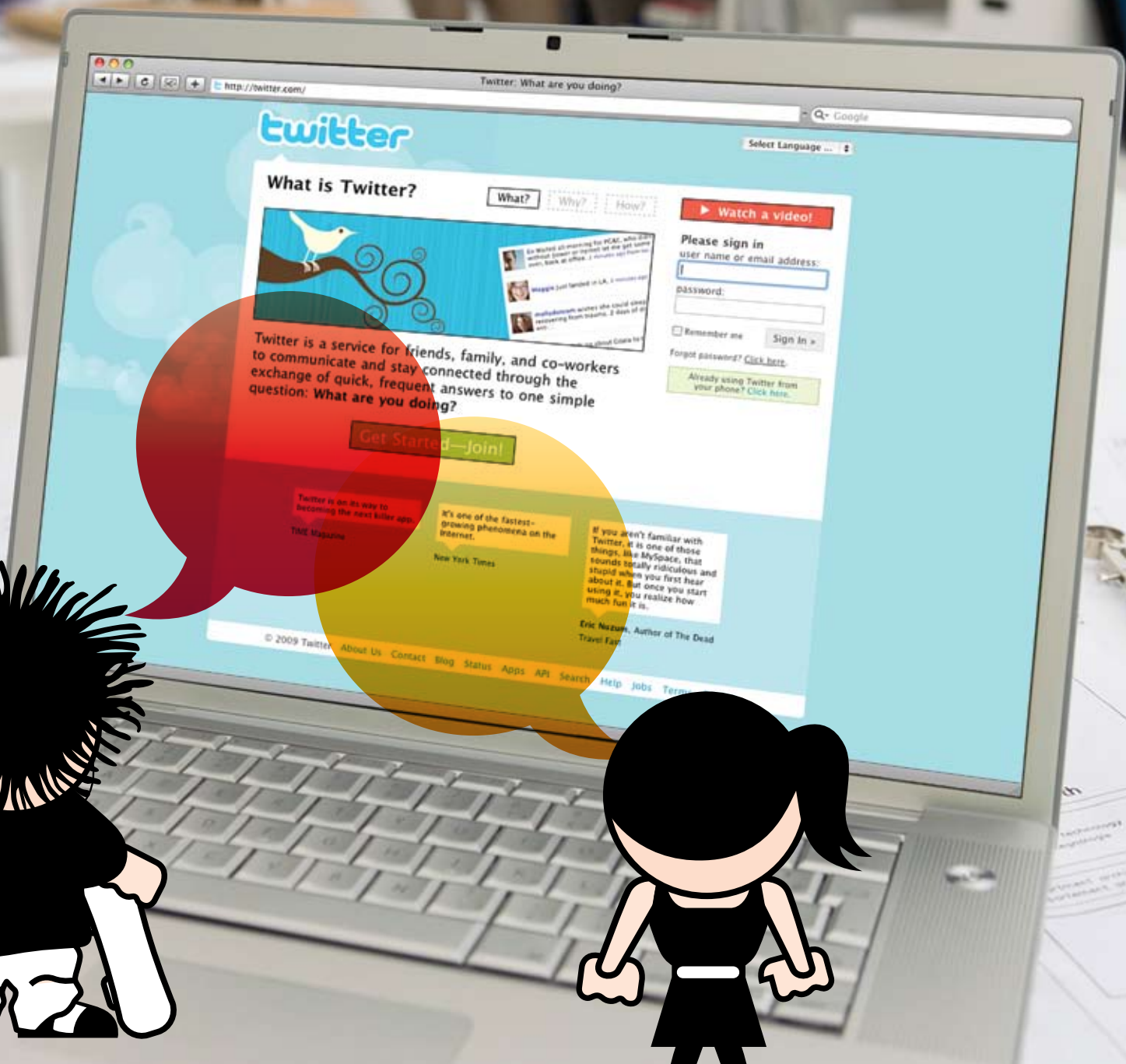
# Power to the people

Social media tracker



# wave.4

**UM**  
curious minds for surprising results



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

**Get Started—Join!**

Twitter is on its way to becoming the next killer app.  
TIME Magazine

It's one of the fastest-growing phenomena on the Internet.  
New York Times

If you aren't familiar with Twitter, it is one of those things, like MySpace, that sounds totally ridiculous and about as stupid when you first hear using it, but once you start using it, you realize how much fun it is.  
Eric Nuzum, Author of The Dead Travel Fast

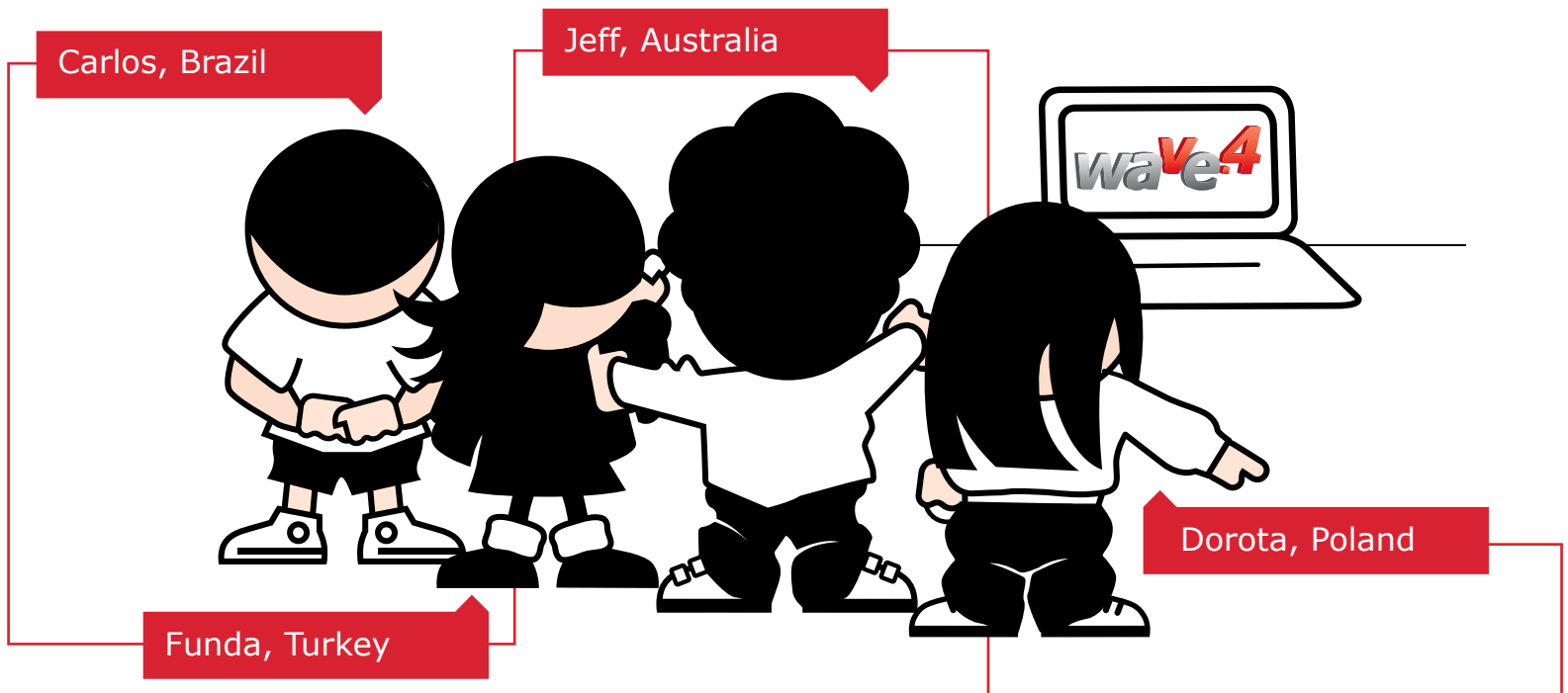
# Welcome to Wave 4

- 04 Introduction
- 07 Methodology
- 14 Key highlights
- 15 The rise of video
- 20 Social networks grow even more
- 24 The rationalisation of social media
- 28 Country spotlights

# Introduction

UM's latest "Power to the People" survey has revealed dramatic changes in the way that consumers are using the internet to create and share their thoughts, pictures and videos.

**Wave 4** of UM's research into the facts behind the hype of social media reveals that social networks are becoming the dominant platform for content creation and content sharing.



After four surveys of active internet users—those who use the internet every day or every other day—showing impressive growth for all types of social media, consumers are starting to focus their digital life around the likes of Facebook, MySpace and Orkut.

It's not that consumers are cutting back on blogging or sharing images it's just that they are increasingly opting to do it via their social network page rather than the likes of Flickr and Blogger.

76% of social network users, for example, upload photo photos, up from 45% in Wave 3, and 33% upload videos compared to 16.9% last time around.

The heavy and varied usage of social networks has proven that these sites are no fad. Not only have 96% of social networkers visited a friends' social network page but nearly two-thirds of all active internet users have spent time managing their own profile.

Another key change to note has been the expansion of video usage, with significant increases both in the number of social networkers and bloggers uploading video but also in terms of the number of the active internet users watching audio-visual content.

In the Philippines, just over 98% of active internet users have watched video and the figure is also more than eight out of 10 in markets such as Korea, Spain and USA.

## Other key statistics include:

- The total estimated global active internet audience is now 625m
- Mobile internet usage has now reached nearly a fifth of all active internet users. Seventeen percent now access internet on the move as well as at home, work or college
- Widgets continue to thrive with 34% of social network users installing them for their own use and 24% installing them to impress visitors to their profile page

“ Social media is a very fast-evolving landscape and one that's taking an increasingly important role in consumers' digital lives. Brands that want to engage with consumers in these spaces need to understand how and where and why they are using the many different platforms that enable content creation and sharing.”

“ Although the explosive growth of social media has attracted a lot of media coverage and hype only 'Power to the People'—which began in 2006 and now has four waves of comparable data—has been able to track actual usage and consumer uptake,” says Glen Parker, Research Director at UM EMEA.

## About Wave 4

**UM questioned 22,729 active internet users in 38 countries between November 2008 and March 2009 for Wave 4, making it the largest global analysis of social media usage.**

# Introduction

**Welcome to the fourth installment of UM's ongoing investigation into the rise and rise of social media.**

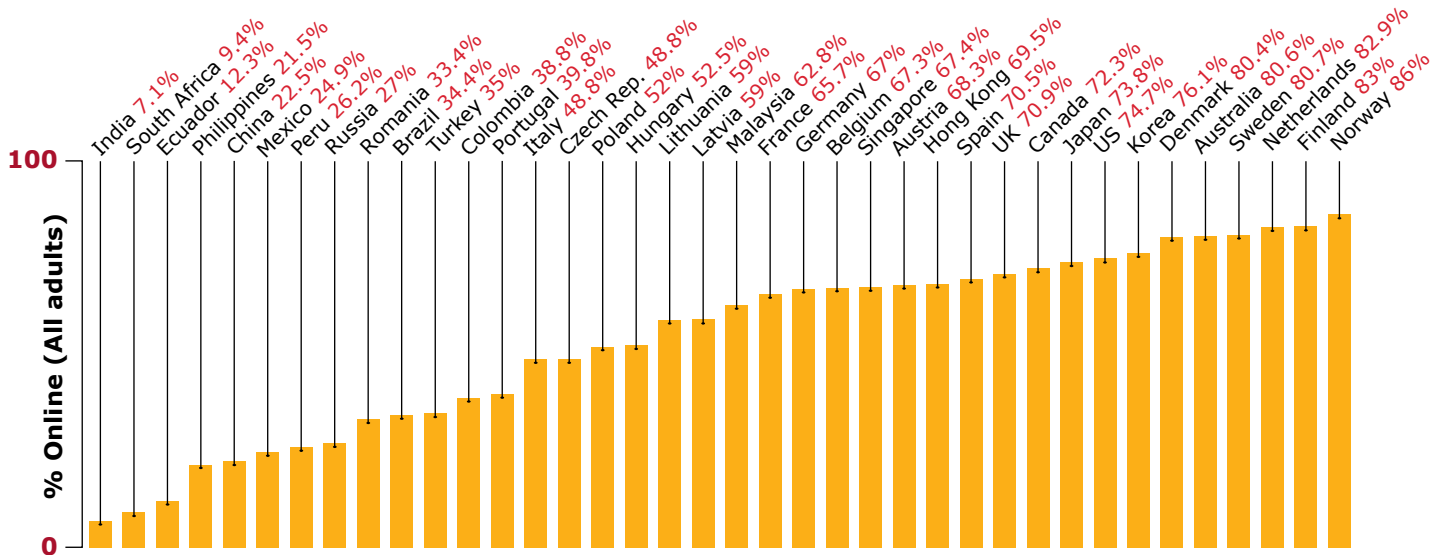
**After three waves of growth across all social media platforms, this time the picture is nuanced and much more interesting.**

**Consumers continue to flock to digital destinations in order to create and share content, but they are now becoming more selective in terms of where they are doing it.**

In essence, the tools of social media are starting to coalesce on to a single platform type—the social network. There may be some way to go before the phrases “social media” and “social networks” are synonymous, but the consolidation has started.

## Internet penetration by market

Figures sourced from [internetworldstats.com](http://internetworldstats.com)



Our first study was published in September 2006 and Wave 4 gives a snapshot of the situation now—research took place from November 2008 to March 2009.

By comparing these four global examinations of the reality behind the hype of social media, we are able to provide a clear picture of how the landscape has changed and crucially work out how it is evolving in future.

**This latest report highlights:**

- **New platforms for video**
- **Why social networks continue to grow**
- **How social media platforms are rationalizing.**
- **Changes in key markets**

# Methodology

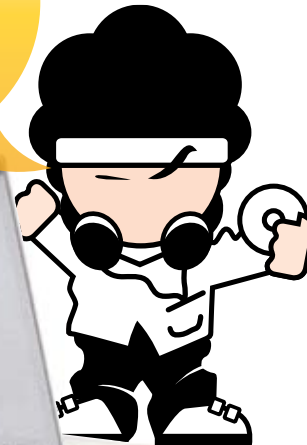
The Social Media Tracker has retained the same methodology from Wave 1 through Wave 4, enabling comparison between data sets. All surveys have been scripted and hosted on UM's in-house online research system, Intuition.

All surveys are self-completed and the data collected is entirely quantitative. Every market is representative of the 16-54 Active Internet Universe. For Wave 4, 22,729 internet users in 38 countries were interviewed. New markets are Belgium, Colombia, Ecuador, Finland, Latvia, Lithuania, Malaysia, Norway, Peru, Portugal, South Africa, Singapore and Sweden. To be included, consumers needed to use the internet every day or every other day.

Henry, Singapore

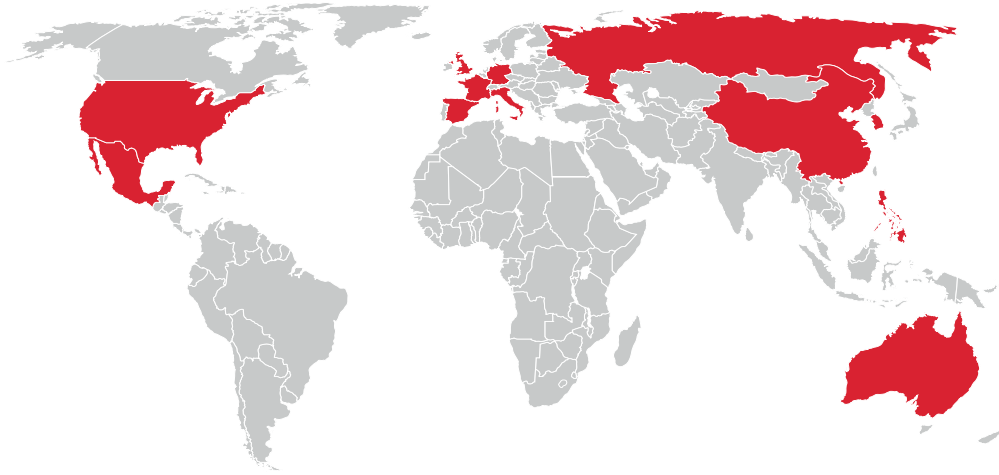


Marek, Czech Republic



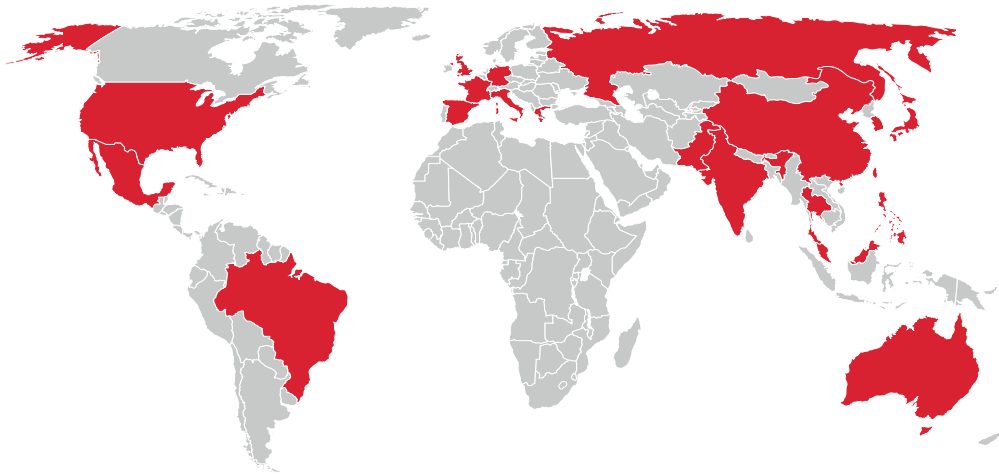
# Methodology: Growing expansion of research universe

## Wave 1:



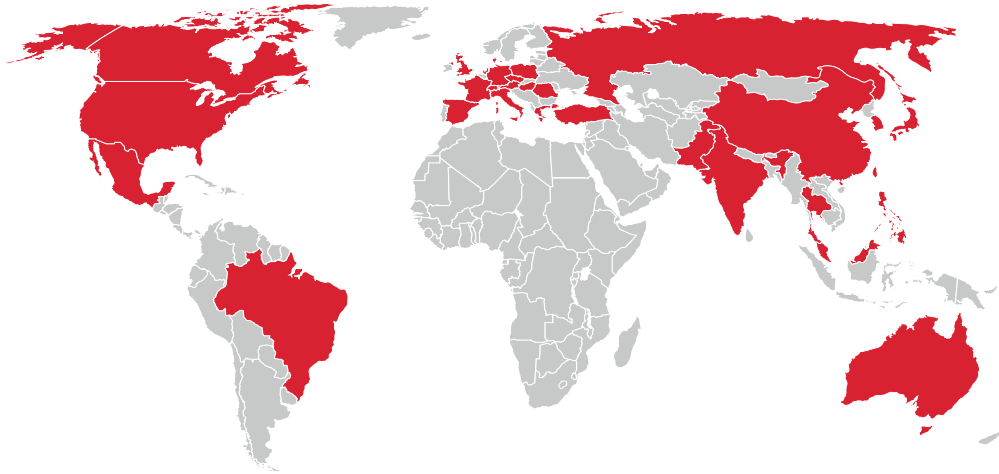
- Australia
- China
- France
- Germany
- Italy
- Philippines
- Russia
- Korea
- Spain
- UK
- US

## Wave 2:

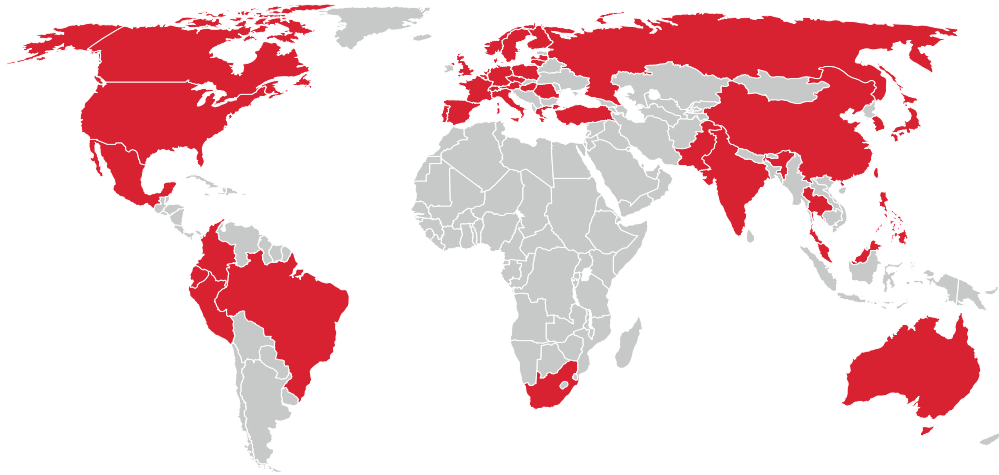


- Australia
- Brazil
- China
- France
- Germany
- Greece
- India
- Italy
- Japan
- Malaysia
- Mexico
- Pakistan
- Philippines
- Russia
- Singapore
- Korea
- Spain
- Taiwan
- Thailand
- UK
- US



**Wave 3:**

- Australia
- Austria
- Brazil
- Canada
- China
- Czech
- Denmark
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Italy
- Japan
- Mexico
- Netherlands
- Pakistan
- Philippines
- Poland
- Romania
- Russia
- Korea
- Spain
- Switzerland
- Taiwan
- Turkey
- UK
- US

**Wave 4:**

- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Columbia
- Czech
- Denmark
- Ecuador
- Finland
- France
- Germany
- Hong Kong
- Hungary
- India
- Italy
- Japan
- Latvia
- Lithuania
- Malaysia
- Mexico
- Netherlands
- Norway
- Peru
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Singapore
- South Africa
- Korea
- Spain
- Sweden
- Turkey
- UK
- US

# Methodology, cont'd.

## Why do active internet users matter?

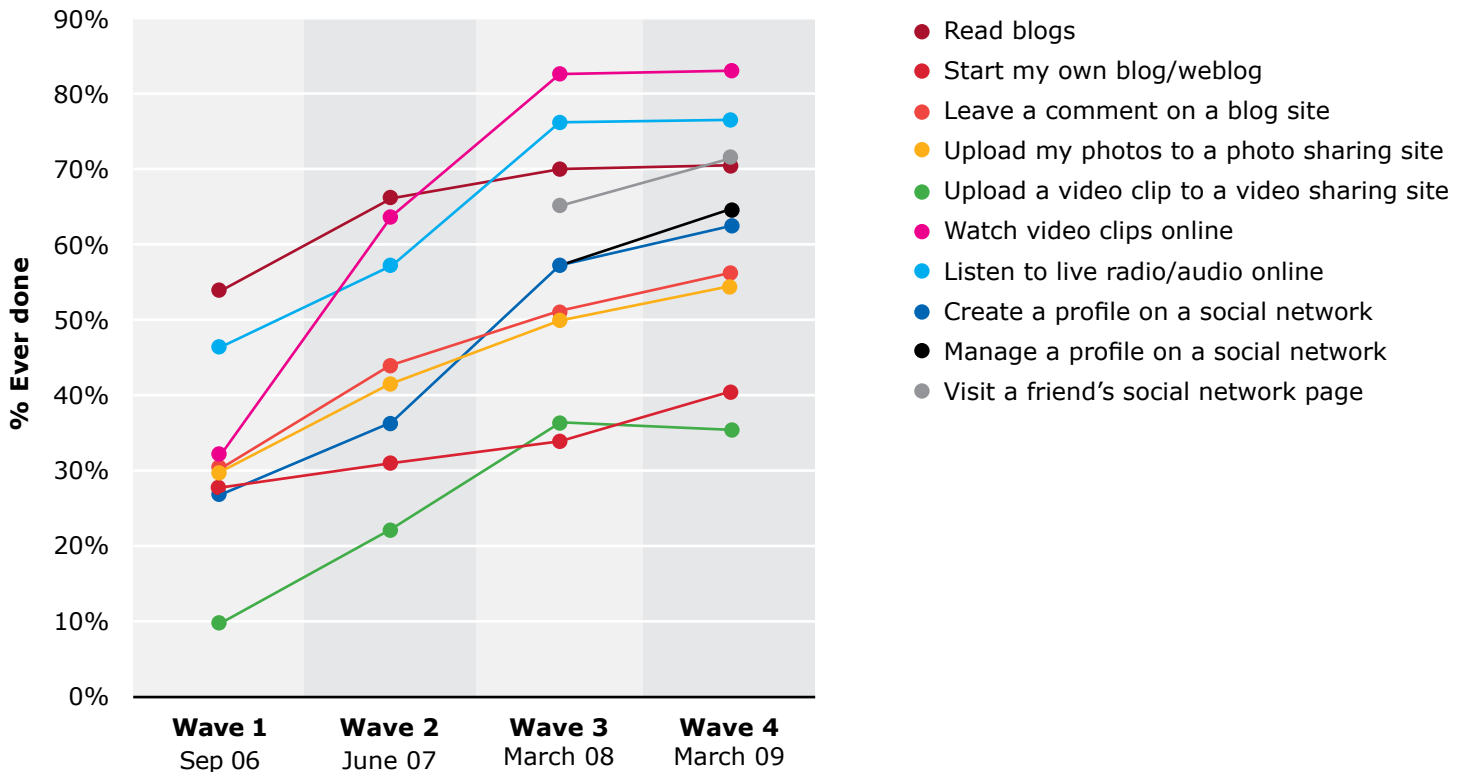
Social media is driven by active internet users, if you don't use the internet regularly you are unlikely to sign up for tools such as blogging or set up a social network profile.

Active internet users drive adoption of platforms and tools; they will determine which tools and platforms become dominant in the social media space.

They are the best proxy for the future, over time all internet users will increase their usage and eventually everyone will become an active user, just as consumers made the transition from occasional to regular TV watching in the 1950s and 1960s.

## Reach over time

**Active internet users:** "Thinking about using the internet, which of the following have you ever done?"





LinkedIn

People Jobs Answers Companies

Search People

- Home
- Groups
- Profile
- Contacts
- Index
- Applications

### Profile

Edit My Profile View My Profile

**Glen Parker** [Edit]  
Research Director EMEA at Universal McCann [Edit]  
Enfield, United Kingdom [Edit] Marketing and Advertising [Edit]



Hi, Glen

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

45% profile completeness

#### Profile Completion Tips

- Add another position (+15%)
- Add your education (+15%)
- Add your summary (+5%)
- Add your specialties (+5%)
- Ask for a recommendation (+5%)

What are you working on?

**Current**  
• Research Director EMEA at Universal McCann [Edit]  
• Add Current Position

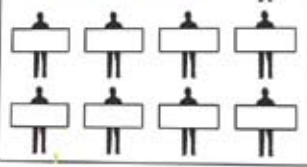
**Past**  
• Research Director at Saatchi & Saatchi  
• None • Add Education

You haven't been recommended  
• Get Recommended

**Connections**  
Add Websites  
linkedin.com/pub/glen-parker  
your URL with an address  
in/GlenParker

The Ladders.co.uk **SEARCH JOBS**

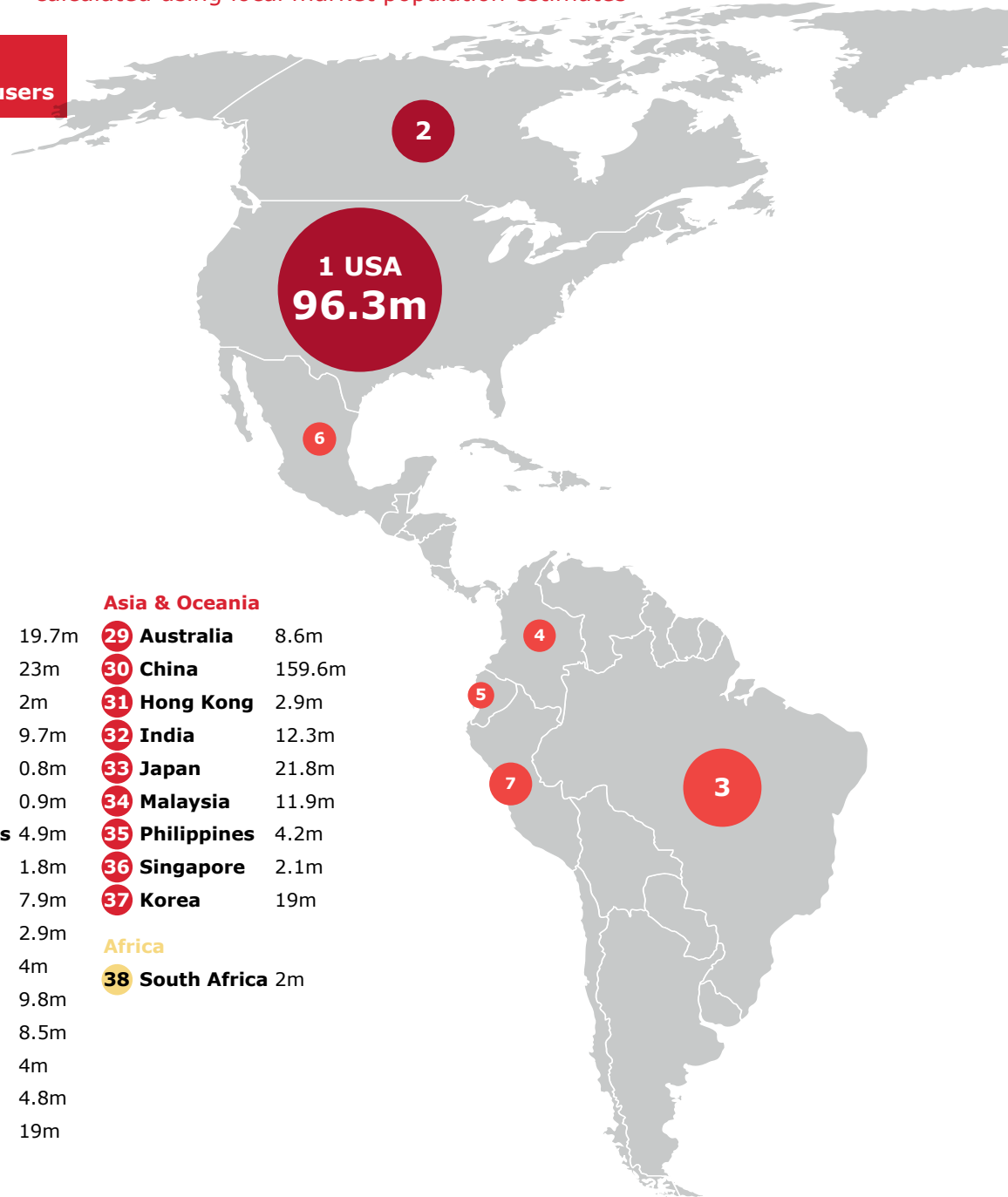
ONLY £50k+ JOBS



# Methodology: Universe size—putting it into context

calculated using local market population estimates

Estimated worldwide 16-54  
active internet universe = 625m users



## North America

- 1 USA 96.3m
- 2 Canada 14.1m

## Central & South America

- 3 Brazil 21.9m
- 4 Colombia 3.8m
- 5 Ecuador 2.5m
- 6 Mexico 4m
- 7 Peru 6.6m

## Europe

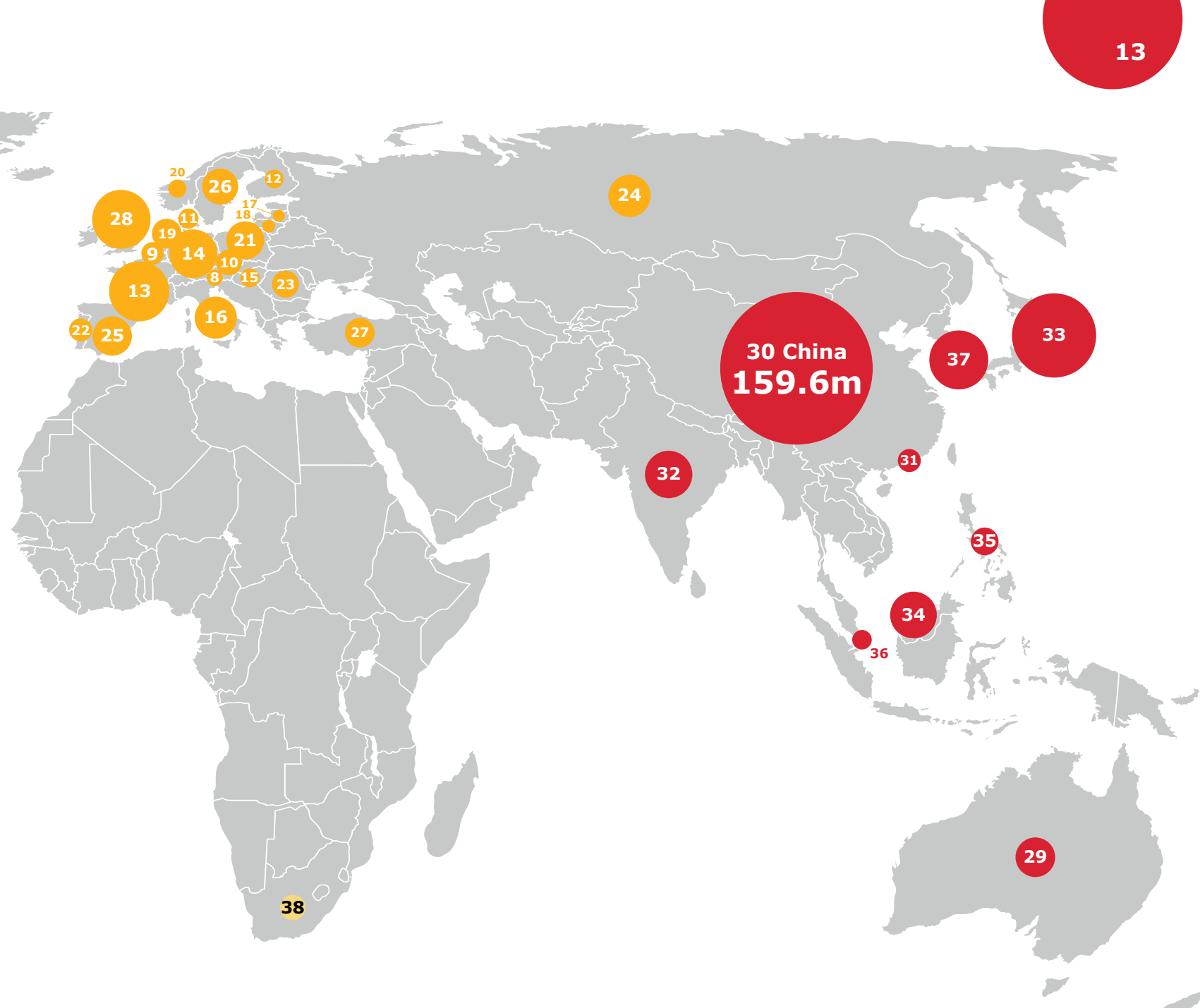
- 8 Austria 1.4m
- 9 Belgium 2.8m
- 10 Czech Rep. 3.6m
- 11 Denmark 2.2m
- 12 Finland 1.9m
- 13 France 19.7m
- 14 Germany 23m
- 15 Hungary 2m
- 16 Italy 9.7m
- 17 Latvia 0.8m
- 18 Lithuania 0.9m
- 19 Netherlands 4.9m
- 20 Norway 1.8m
- 21 Poland 7.9m
- 22 Portugal 2.9m
- 23 Romania 4m
- 24 Russia 9.8m
- 25 Spain 8.5m
- 26 Sweden 4m
- 27 Turkey 4.8m
- 28 UK 19m

## Asia & Oceania

- 29 Australia 8.6m
- 30 China 159.6m
- 31 Hong Kong 2.9m
- 32 India 12.3m
- 33 Japan 21.8m
- 34 Malaysia 11.9m
- 35 Philippines 4.2m
- 36 Singapore 2.1m
- 37 Korea 19m

## Africa

- 38 South Africa 2m



# Key highlights—global stats from Wave 4

There are now an estimated **625 million** active internet users, **one in thirteen** of all humans and one in three internet users.

Social networks continue to grow. Nearly two-thirds of active internet users have now joined a social network site, up from 57% in Wave 3.

- **Malaysia leads the way with 47% penetration of all 16-54-year-olds.**

Social networks are now a regular part of the online experience with 64.1% of active internet users spending time managing their profile.

- **Danes have the highest penetration among all 16-54-year-olds, followed by Malaysia, Norway and Sweden.**

Blogging has nearly reached saturation in terms of total numbers, with 71% reading blogs, a small increase from 70% last time out. Active internet users however, do continue to put finger to keyboard in greater numbers, globally up from 34% to 40%.

Social media platforms are becoming more multi-media. The number of bloggers and social network users who have uploaded photos, videos, music and widgets has continued to rise.

Social media is going mobile. Seventeen per cent of active internet users globally now access the internet on the move as well as at home, work or college.

# The proliferation of video

In Wave 1, social media was, broadly speaking, a text-based occupation for the majority of active internet users. Consumers typed or read; uploading pictures or watching video was a minority occupation.

Faster broadband, the rise of YouTube and its ilk and the ability to embed video on everything from blogs to social network profile pages has made the moving image an essential part of the social media landscape.

In Wave 4 we have seen a high penetration of active online consumers uploading and watching videos on video sharing sites such as YouTube. However there has been a notable and significant increase in the number of bloggers and social networkers uploading audio-visual material to these platforms.

Video watching is now at 83% amongst active internet users. This is consistent with Wave 3 but significantly ahead of the 32% recorded in Wave 1 and the 63.3% in Wave 2. The reason for this recent levelling off is that, for many markets, there is barely any more room for the penetration of watching video amongst active online users to rise.

All of the Latin American markets have a penetration of more than 90% and in 75% of markets surveyed the penetration of video watchers amongst active online users clears 80%.

Thirty-three per cent of social networkers have uploaded video to their profile, up from 16.9% in Wave 3 and 32% of bloggers have uploaded video, an increase of 8%.

**33%** of social networkers have uploaded video to their profile, up from **16.9%** in Wave 3

Glen, London

Matt, USA



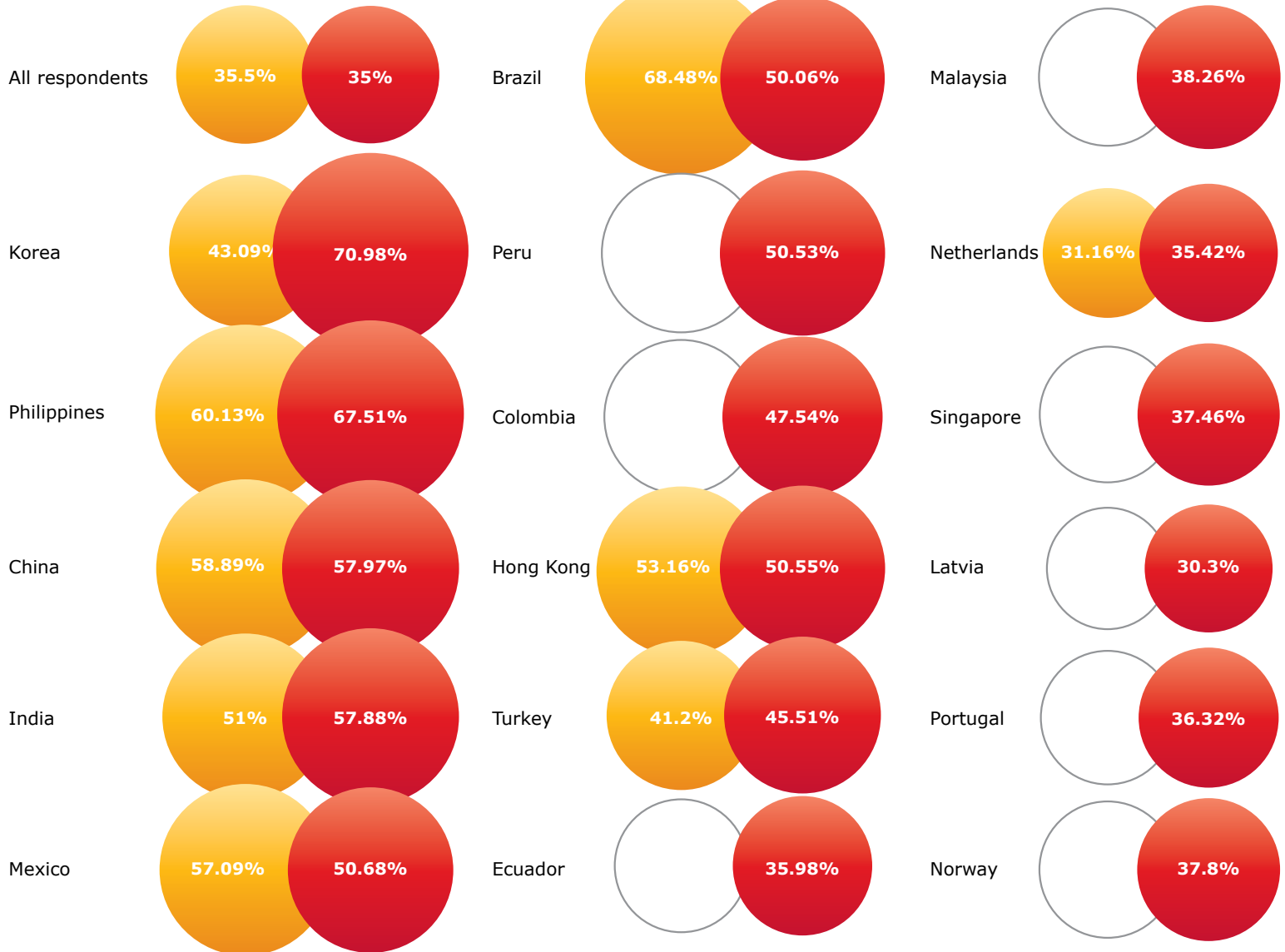
# Uploading videos—Wave 3 & 4

Thinking about using the internet, have you ever done the following?  
Active internet users uploading videos to a video sharing site

Wave

3

4



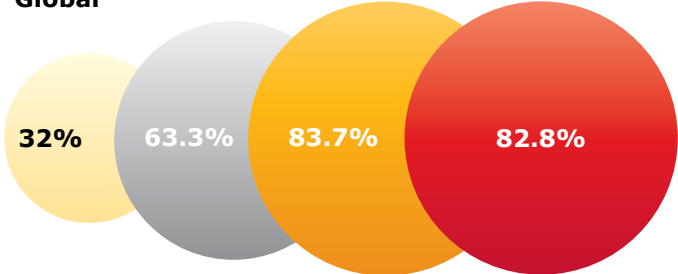




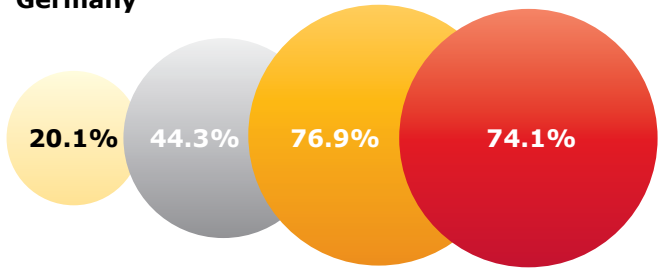
# Video watching—Waves 1-4

Thinking about using the internet, have you ever done the following?  
Active internet users watching video clips online

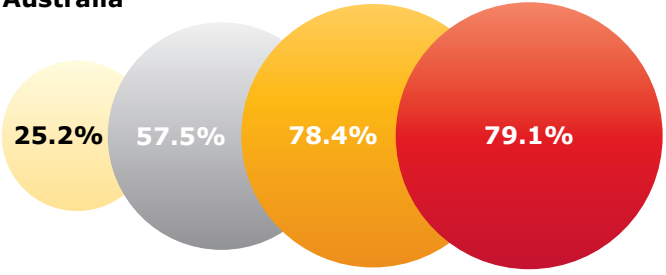
## Global



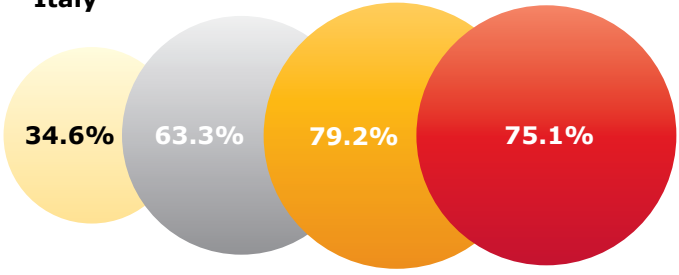
## Germany



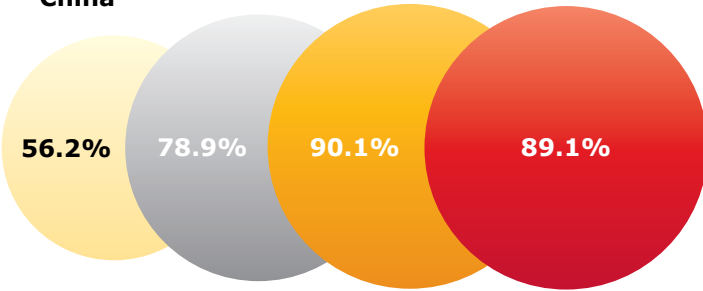
## Australia



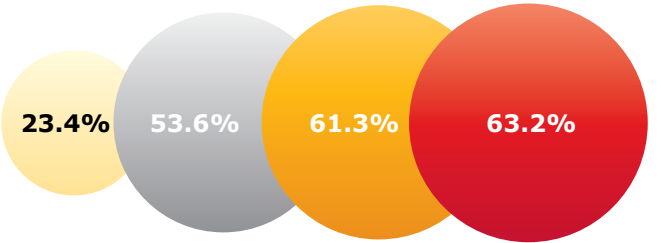
## Italy



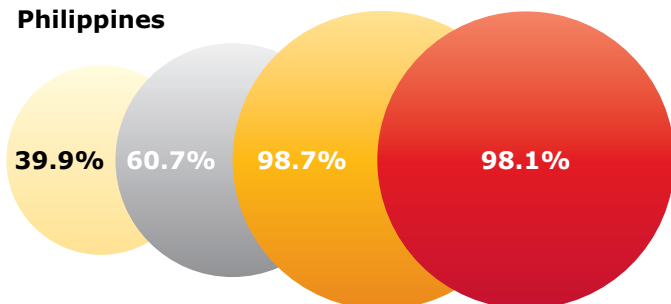
## China



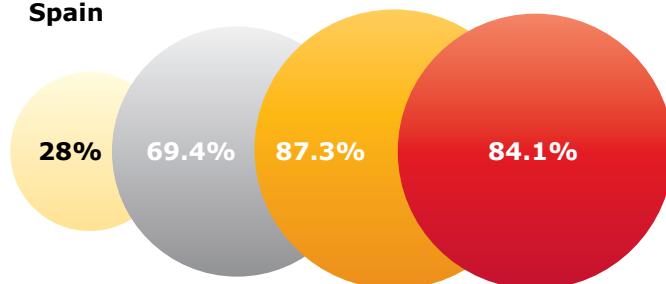
## France



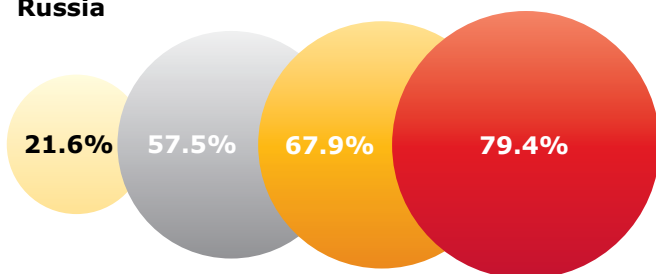
## Philippines



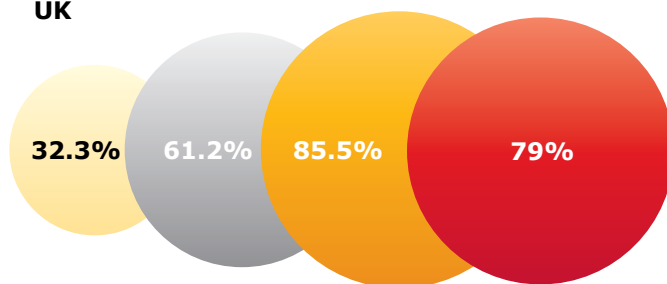
## Spain



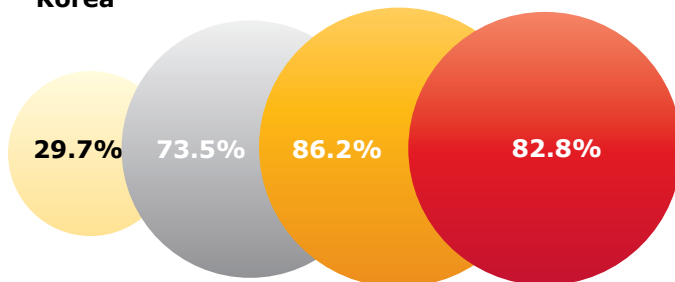
## Russia



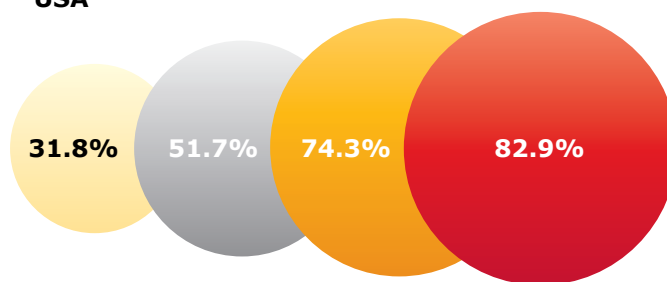
## UK



## Korea



## USA



Wave

1

2

3

4

# Social networks grow even more

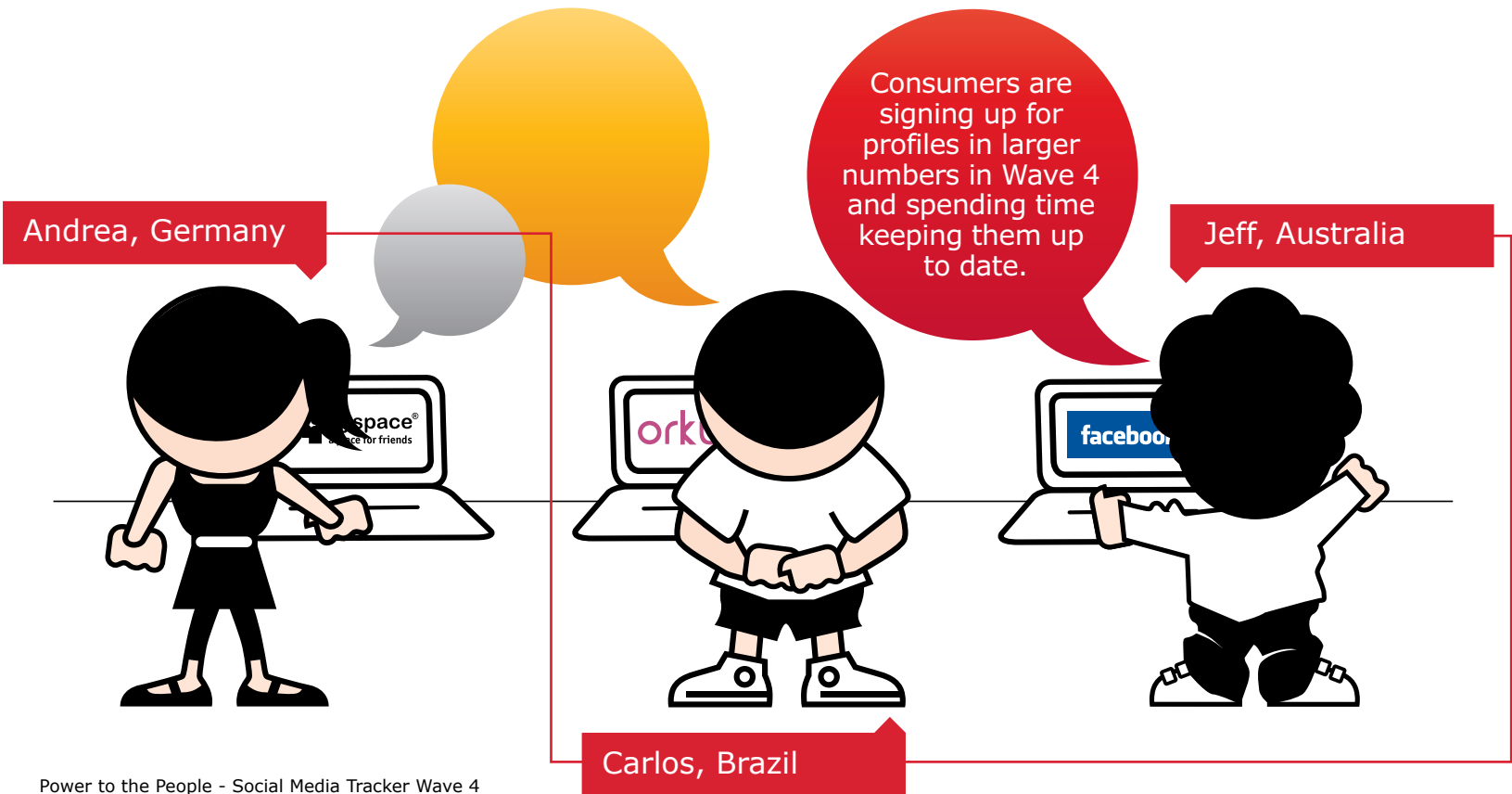
(and consumers really use them)

It's very easy to set up a social network profile, but the key question is whether the excitement starts to pall after a few weeks.

The answer is very clearly not. Consumers are signing up for profiles in larger numbers in Wave 4 and spending time keeping them up to date. Nearly two-thirds have managed a social network profile.

And they also spend time visiting their friends' profiles as well: 71.1% have visited a friend's social network page, a figure that's increased in every market surveyed with the exception of Brazil and Mexico.

**71.1%** have visited a friend's social network page



## Belong to a Social Network, Waves 1-4

Wave

1

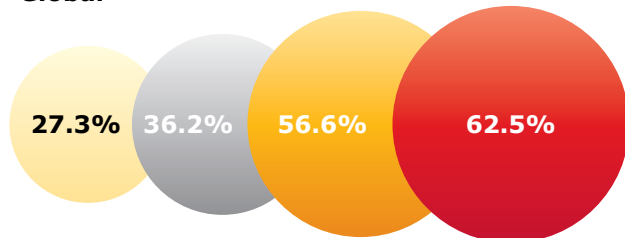
2

3

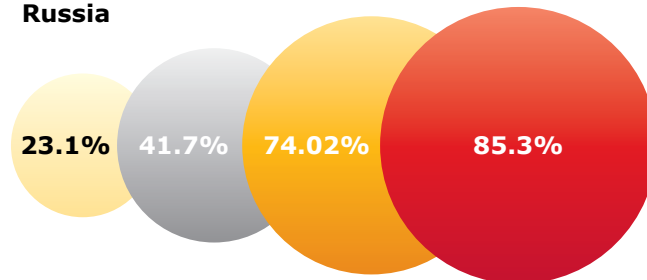
4

Thinking about using the internet, have you ever done the following?  
Active internet users create a profile on my social network

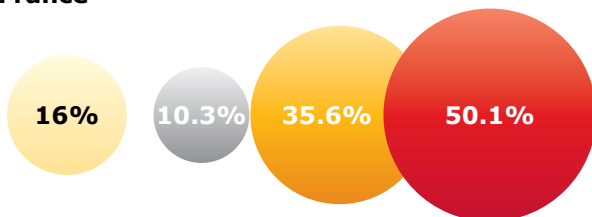
### Global



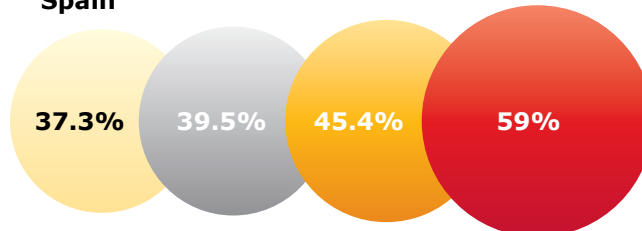
### Russia



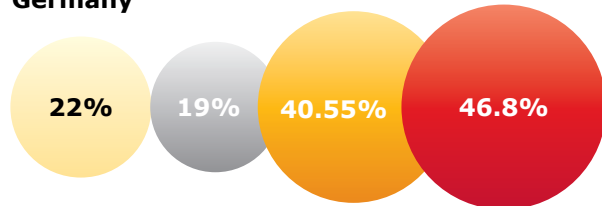
### France



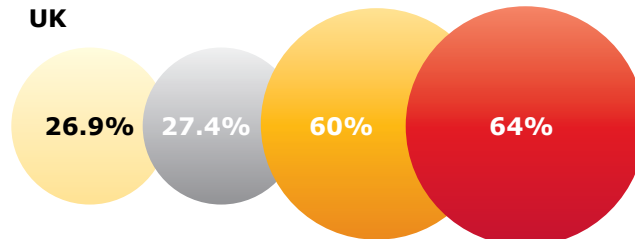
### Spain



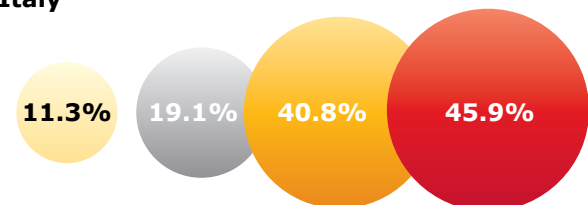
### Germany



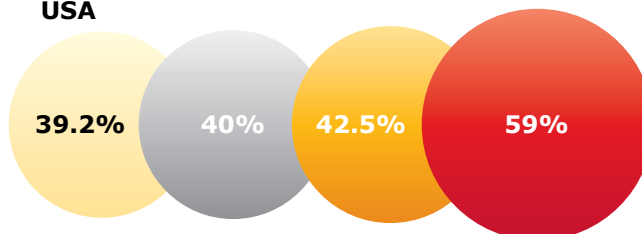
### UK



### Italy



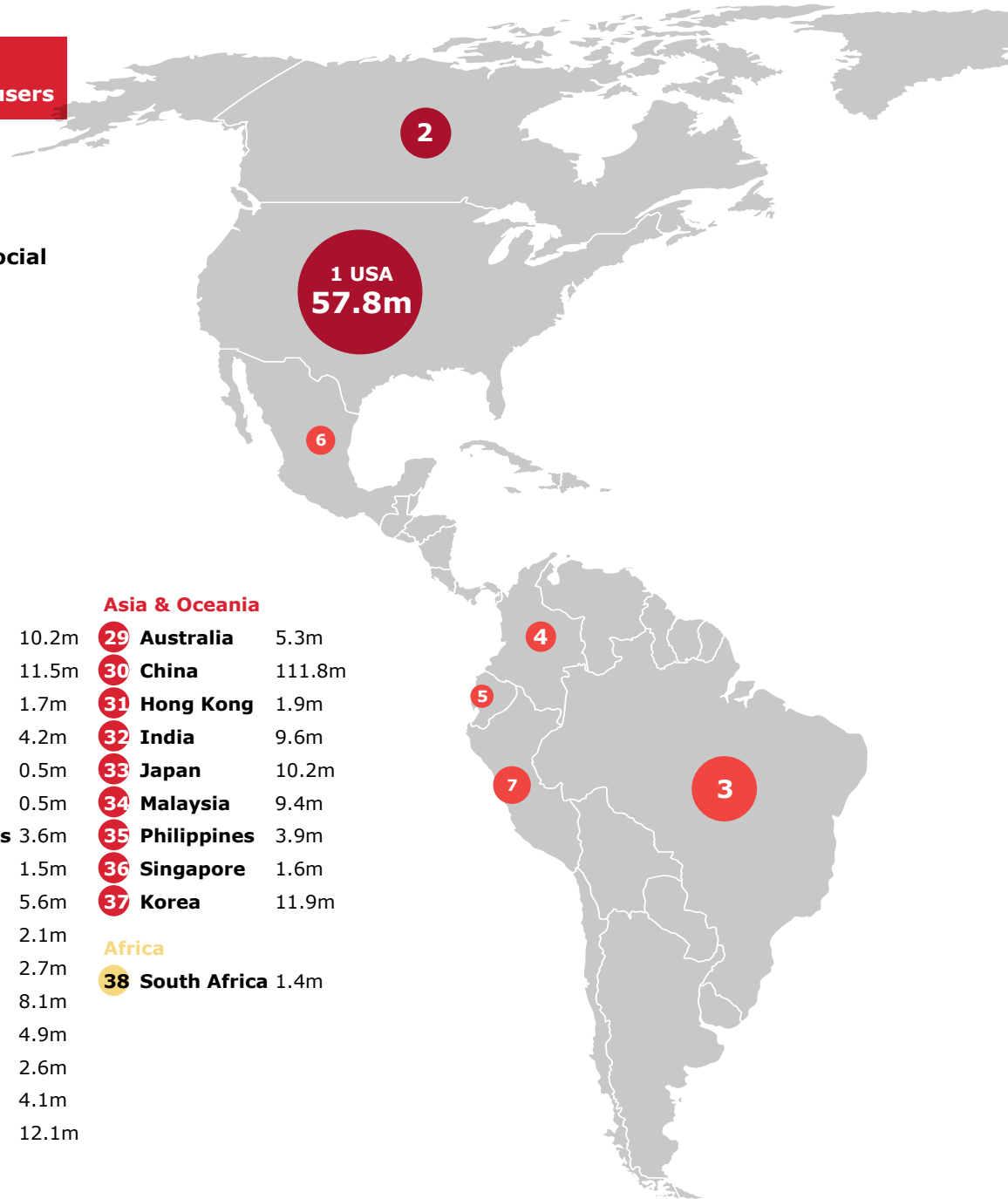
### USA



# Methodology: Universe size—putting it into context

Estimated worldwide 16-54  
active internet universe = 625m users

Thinking about using the internet,  
have you ever done the following?  
Active internet users managed a social  
network profile



## North America

**1 USA** 57.8m  
**2 Canada** 9.4m

## Central & South America

**3 Brazil** 15.6m  
**4 Colombia** 3.5m  
**5 Ecuador** 1.9m  
**6 Mexico** 3.1m  
**7 Peru** 5.3m

## Europe

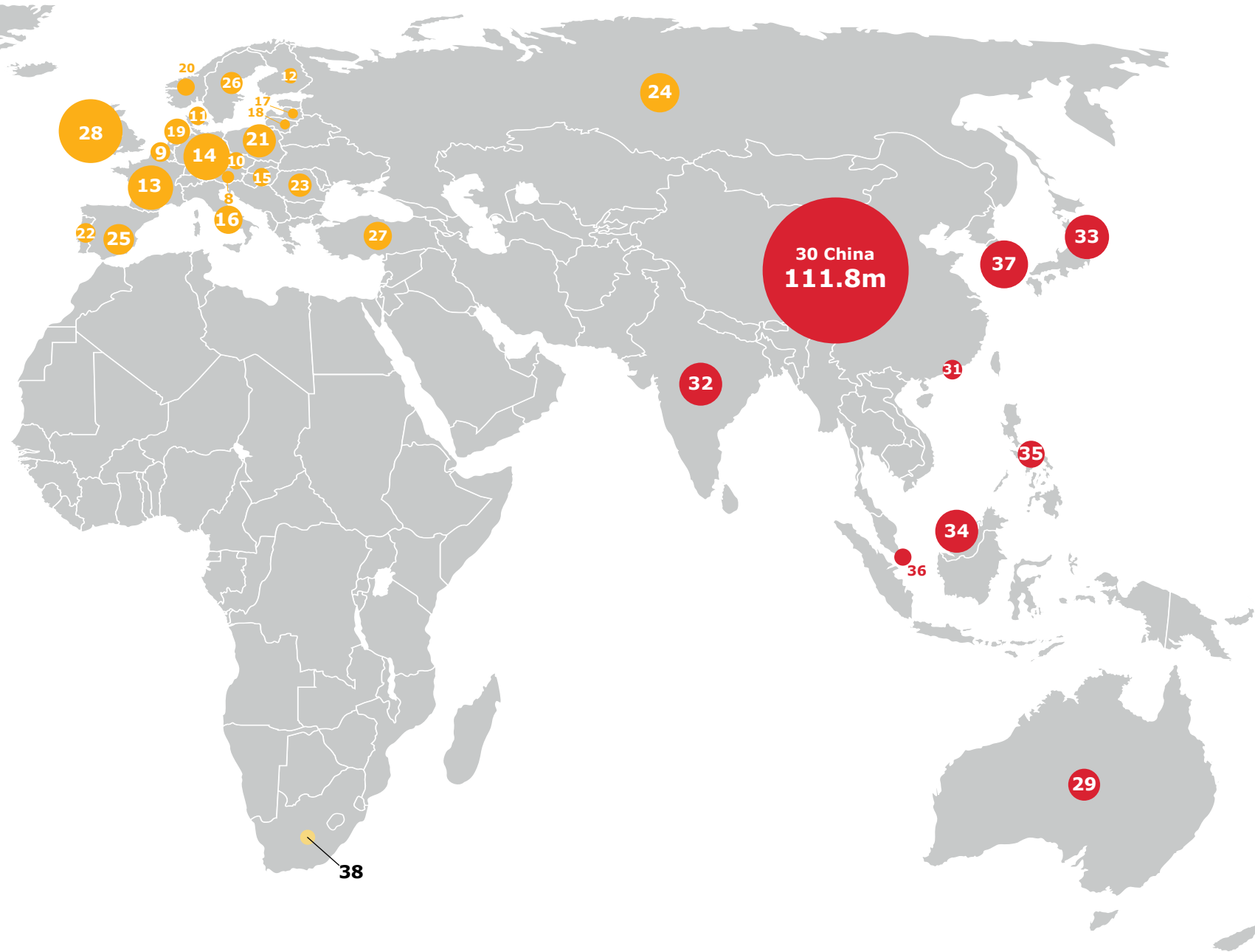
**8 Austria** 0.8m  
**9 Belgium** 2m  
**10 Czech Rep.** 1.5m  
**11 Denmark** 1.7m  
**12 Finland** 1.2m  
**13 France** 10.2m  
**14 Germany** 11.5m  
**15 Hungary** 1.7m  
**16 Italy** 4.2m  
**17 Latvia** 0.5m  
**18 Lithuania** 0.5m  
**19 Netherlands** 3.6m  
**20 Norway** 1.5m  
**21 Poland** 5.6m  
**22 Portugal** 2.1m  
**23 Romania** 2.7m  
**24 Russia** 8.1m  
**25 Spain** 4.9m  
**26 Sweden** 2.6m  
**27 Turkey** 4.1m  
**28 UK** 12.1m

## Asia & Oceania

**29 Australia** 5.3m  
**30 China** 111.8m  
**31 Hong Kong** 1.9m  
**32 India** 9.6m  
**33 Japan** 10.2m  
**34 Malaysia** 9.4m  
**35 Philippines** 3.9m  
**36 Singapore** 1.6m  
**37 Korea** 11.9m

## Africa

**38 South Africa** 1.4m

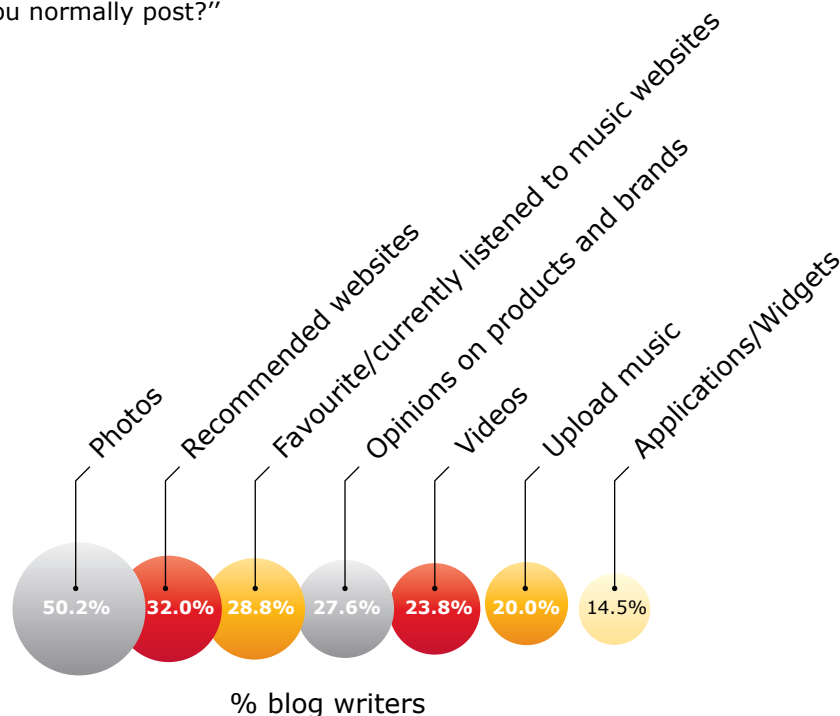


# The rationalisation of social media

## Content posted

Blog writers only: "When writing your blog what topics do you normally post?"

## Wave 3



It had to happen. The days of posting written commentary on a blog, going to a separate site to upload images or video and then managing your network of friends via a third location were always limited.

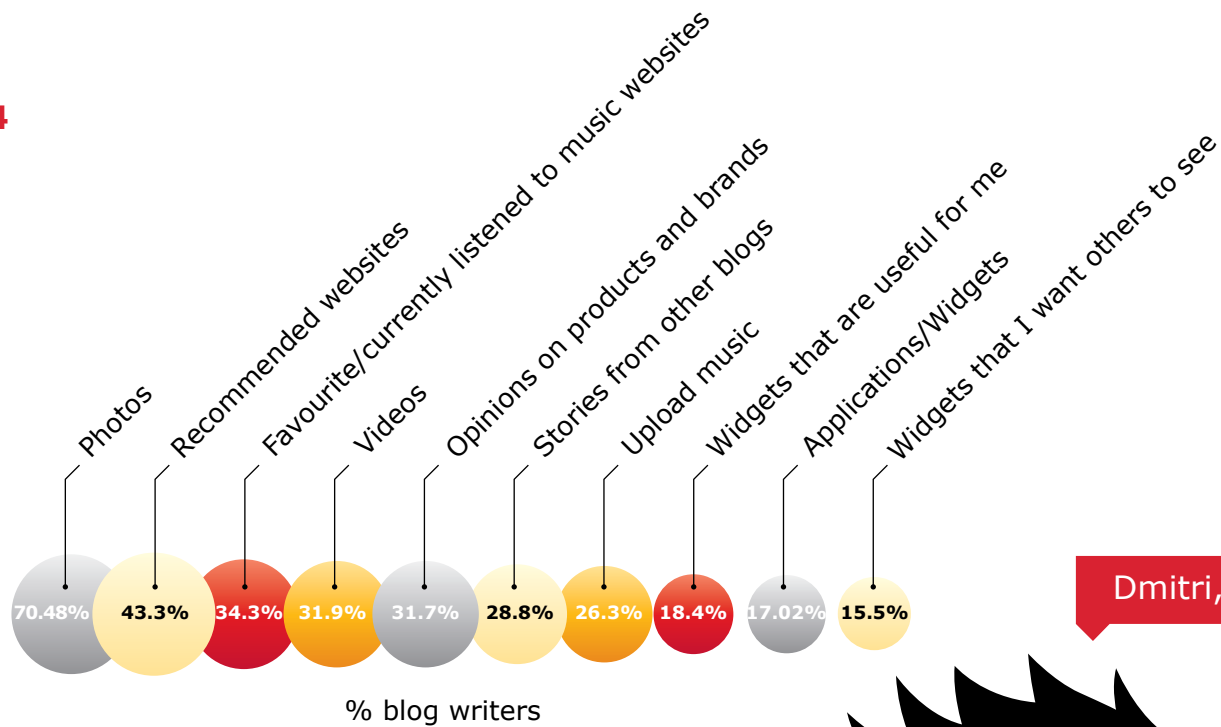
The days when a consumer would either restrict him or herself to just one of these activities or go to three different sites to upload content are disappearing.

The decline or stasis in the use of separate blogging or photo-sharing sites suggests that social media is being rationalised. The addition of new functionality to platforms originally designed to serve each of these areas also highlights their convergence.

Bloggers, for example, are no longer restricting themselves to text: they are adding images and video as well as music and widgets to their prose in ever greater numbers.



## Wave 4



Dmitri, Russia



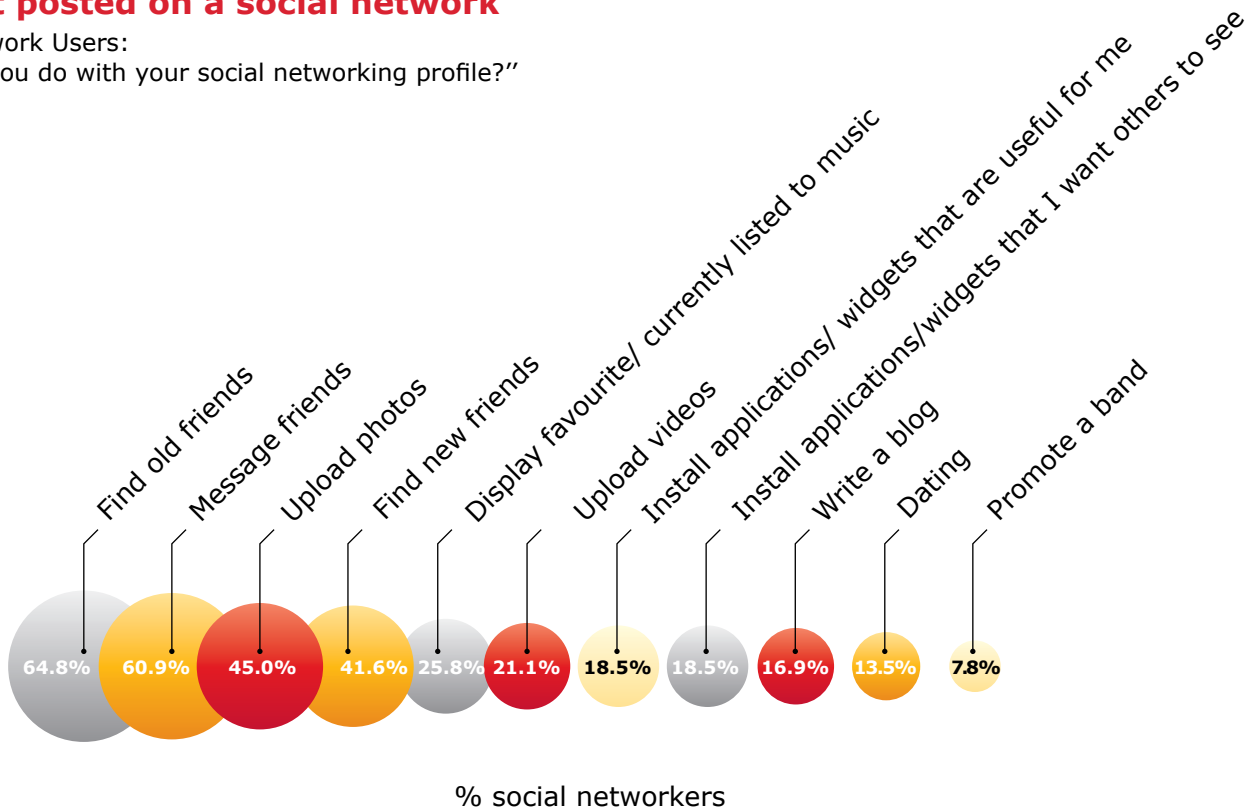
# The rationalisation of social media, cont'd

## Content posted on a social network

Social Network Users:

"What do you do with your social networking profile?"

### Wave 3

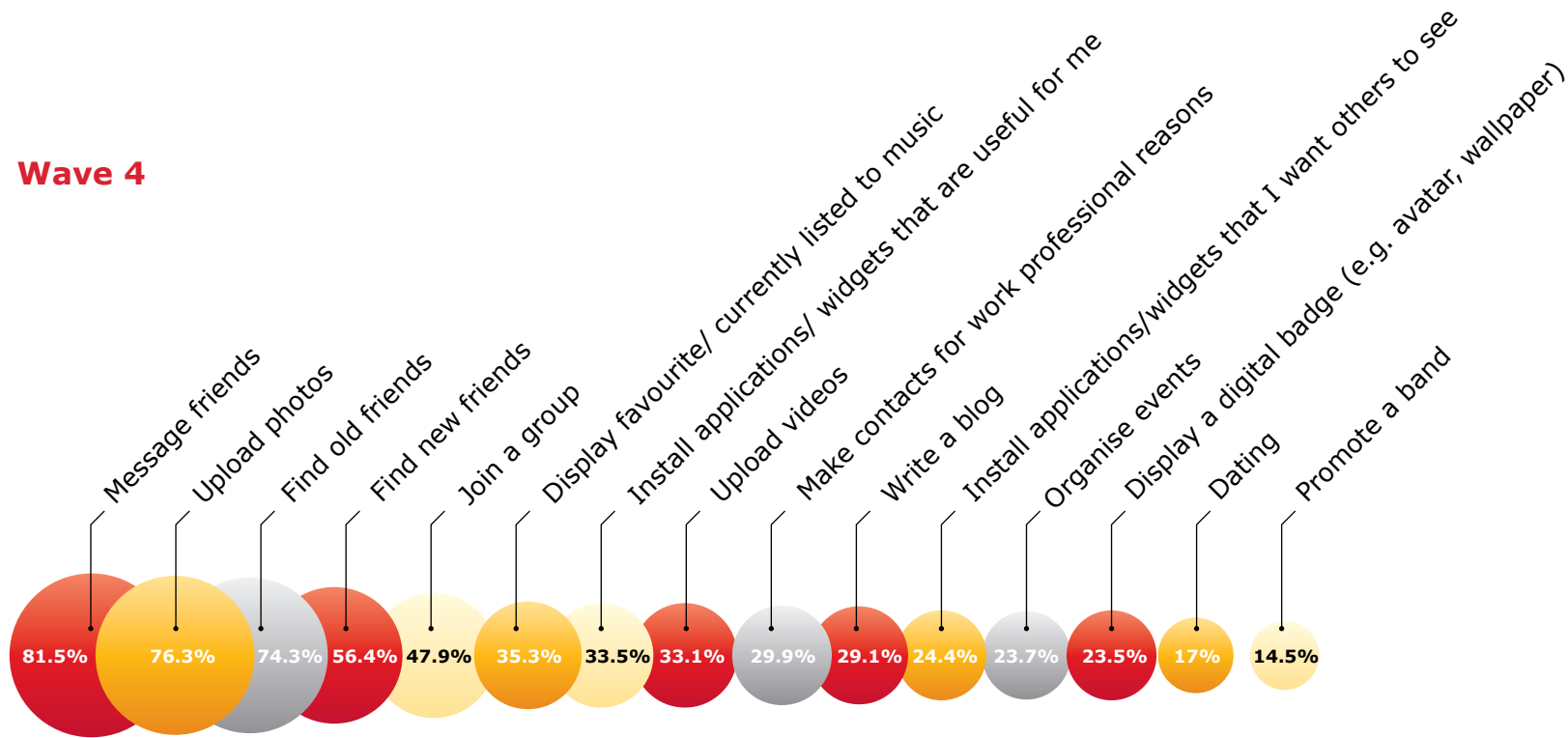


The greatest beneficiary of consolidation, however, is the social networks that enable users to do everything they can on a blogging site and more. These platforms – and there are different dominant players depending on the market – continue to grow even as other elements of the social media universe stagnate or decline.

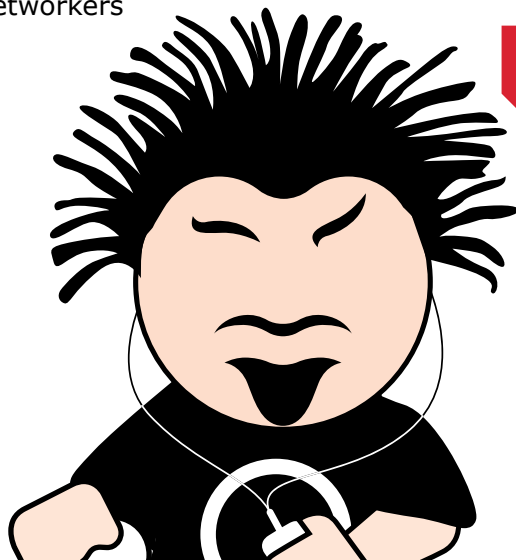
Wave 4 shows active Internet Users are using social network profiles as the hub for their social media. There are significant increases in the number of users messaging friends, finding new friends or joining a group.

At the same time, traditional social network activities are being accompanied by the uploading of videos and photos, blog postings and even dating. All of these activities are showing significant rises in Wave 4.

Wave 4



% social networkers



Scott, USA

# Country spotlights—USA

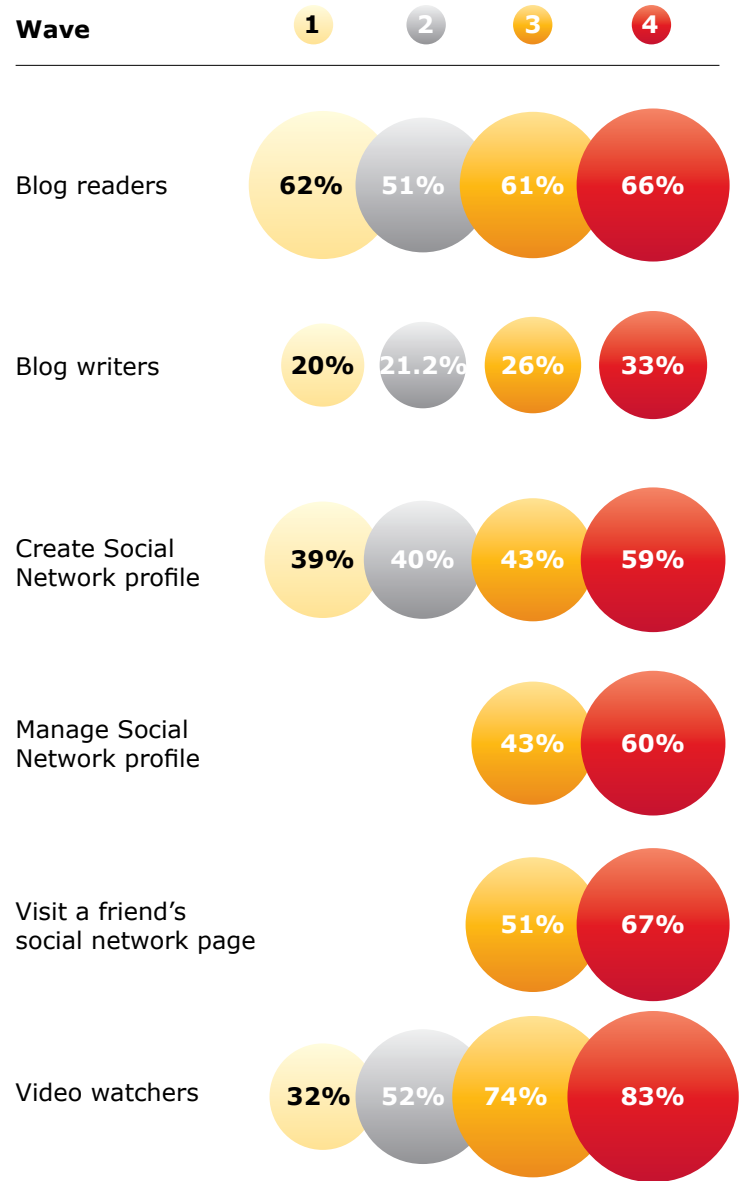
When it comes to numbers America is a dominant player in the social media space, despite having an internet penetration at just 70% – well below the Nordics, Korea, Canada, Australia and Japan.

More than 96m active internet users translates into 63.7m blog readers, 31.9m bloggers, 57.8m active managers of social network profiles and 79.9m video watchers.

The most dramatic change for the US in Wave 4 has been the rise in the number of active internet users who have managed a social network profile in the last six months, up nearly 50% from 43.2% to 60%.

As in many other markets, social networks also attract a number of nosey friends who have yet to put their own profile online.

Video continues to become as mainstream as TV viewing for active internet viewers with 83% now watching audiovisual content via the web.





# Country spotlights—UK

As it frequently does in so many other areas, the UK is defying global convention when it comes to watching videos. Unlike most of the rest of the world, Brits are watching fewer videos than they did in Wave 3.

The 79.1% figure is over five percentage points down on the same statistic from Wave 3, but remains significantly ahead of Wave 2's 61%.

In other areas, however, the UK has been happy to go with the rest of the world. Reading blogs is down at 58% whilst writing has remained pretty much consistent with Wave 3 at 24.8%.

Social network usage remains on the rise with 64.1% managing a social network profile, up from 60% last time around and 71.1% visiting their friends' pages.

Graham, London



Wave

1

2

3

4

Blog readers

38%

54%

67%

58%

Blog writers

10%

19%

26%

25%

Create Social Network profile

27%

27.4%

60%

64%

Manage Social Network profile

60%

64%

Visit a friend's social network page

68%

71%

Video watchers

32%

61%

86%

79%

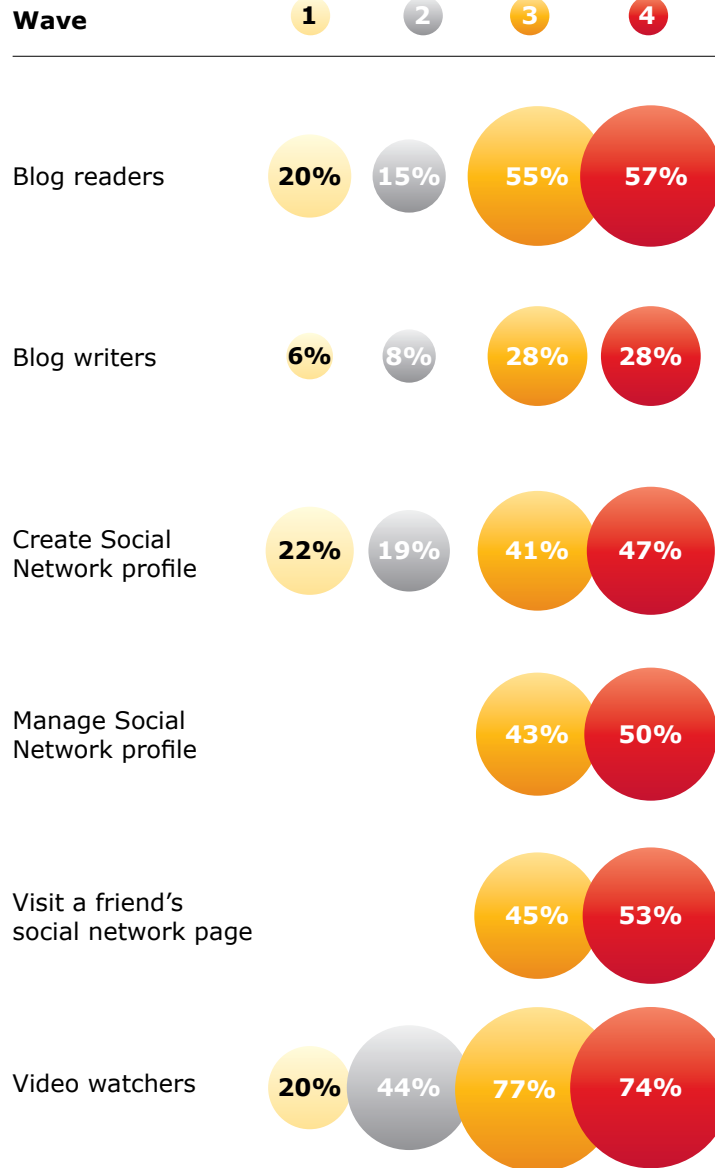
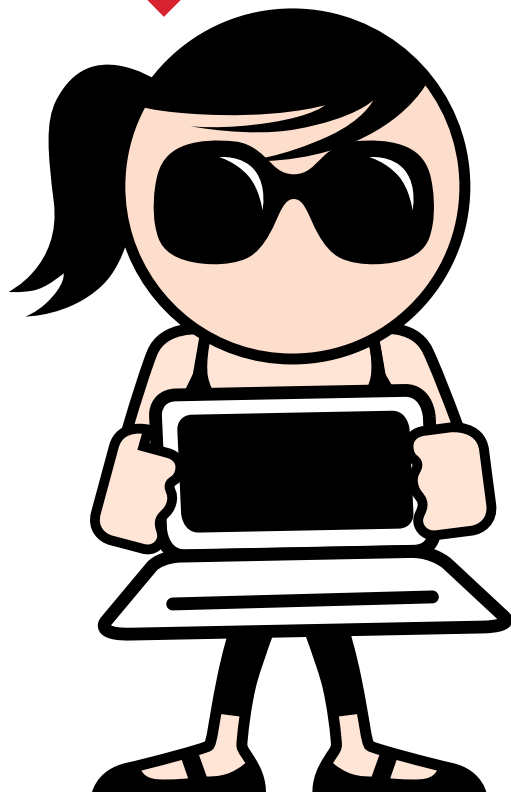
# Country spotlights—Germany

Germany has been steady in its adoption of social media and there are few drastic changes to report. By global standards Germany has been a cautious adopter of all the major platforms; an increase of five per cent here, two per cent there is the norm.

One area where it does stand out is the dramatic increase in the number of people visiting friends' profile pages. Fifty-three per cent of active internet users popped over digitally, a rise of nearly 25%.

There has also been a decline in the number of active Internet Users who are watching videos. This has fallen from 77.1% to 74.1%, although to put this in context, back in Wave 1 the figure was just 20.1%.

Hayley, UK



# Country spotlights—Korea

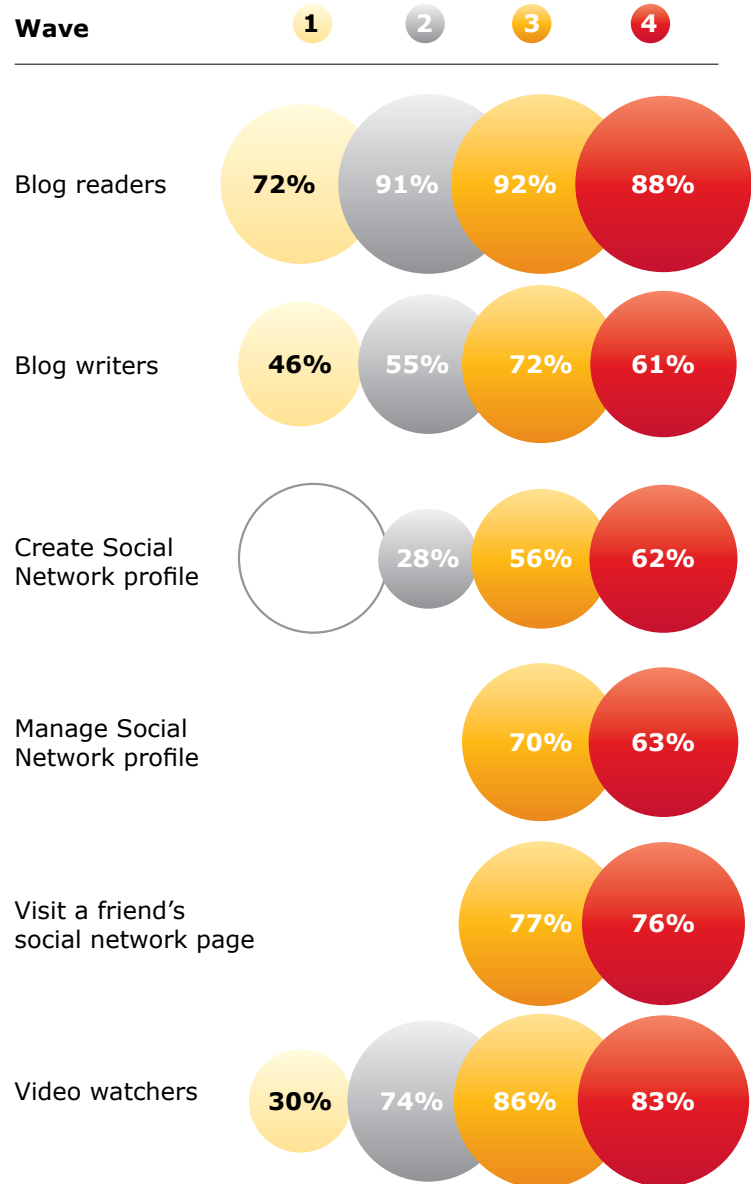
Korea is always cited as one of the most advanced global markets for telecommunications and internet; our figures show that the truth among active internet users aged 16-54 is more prosaic.

For example, when it comes to accessing the internet on the move, Korea sits at just 6%.

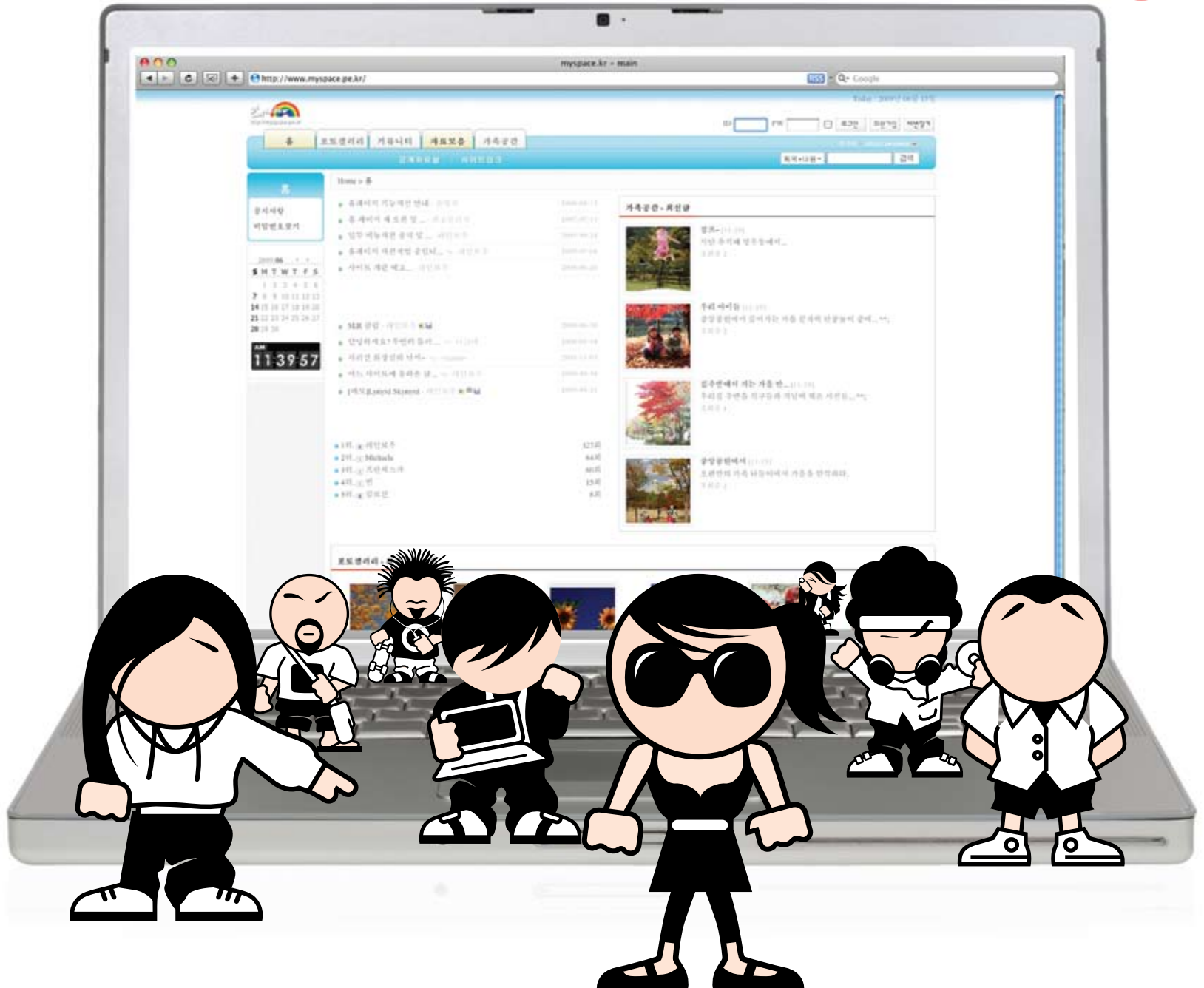
Despite a drop in the percentage of active internet users creating blogs, Koreans are more likely to put their thoughts to keypad, image or video than every other nation in the world, apart from Malaysia. It must also be noted that whilst there has been a percentage decline, the real numbers of active internet users creating blogs have increased from 9.8 million in Wave 3 to 11.6 million in Wave 4.

The number of blog readers is also much higher than average with 88% reading the words of others in Wave 4, a slight drop from 92% in Wave 3.

The other area of difference is in the number of consumers uploading video in the last six months. At 34% of the total 16-54-year-old population, a greater percentage of Koreans are making films available than any other market.







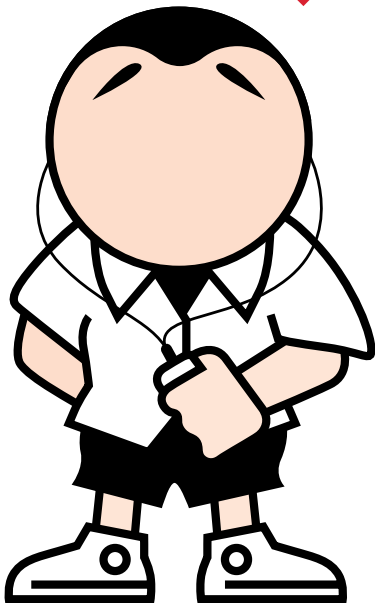
# Country spotlights—Brazil

Brazil has yet to reach the stage of rationalisation. Brazilians still appear to be using a variety of platforms in order to create content.

Social network activity has remained constant especially when we once again consider the enormous increase in the active online universe.

The penetration of creating content on blogging sites has remained consistent at 50%, and whilst the percentage of those reading blogs has fallen by a seemingly dramatic 28%, it must be noted that the actual numbers of active online users reading blogs has risen from 12 to 13.5 million.

Carlos, Brazil



Wave

2

3

4

Blog readers

76%

87%

62%

Blog writers

35%

50%

51%

Create Social Network profile

75%

74%

69%

Manage Social Network profile

76%

72%

Visit a friend's social network page

86%

84%

Video watchers

77%

94%

93%

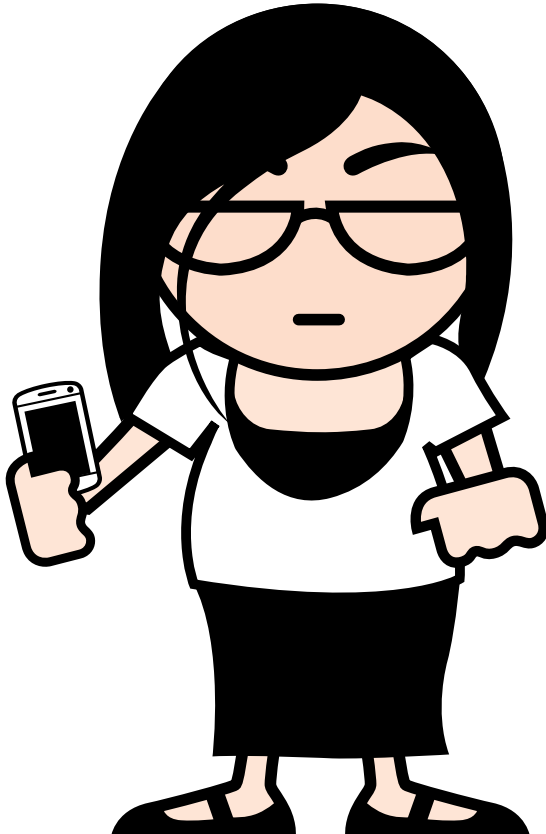
# Country spotlights—India

India records steady progress across the board with rising use of all social media platforms. Total penetration remains low, but among active Internet Users statistics are going in the right direction.

More Indians are managing social network profiles at 78%, visiting friends' social network pages (82%) and uploading photos – (77%).

There are slight increases in the number watching videos and reading blogs up from 72.4% to 73.0% and 62.2% to 63.1% in the last six months, respectively.

Theresa, London



Wave

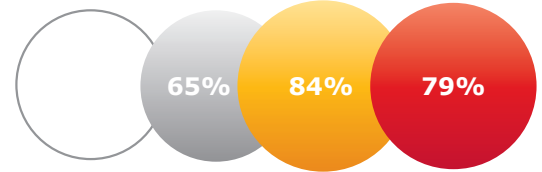
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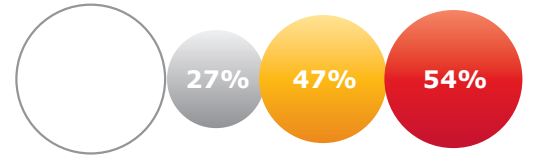
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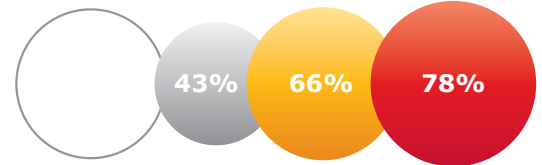
Blog readers



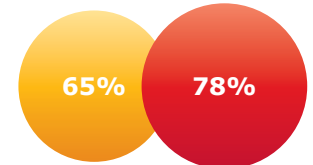
Blog writers



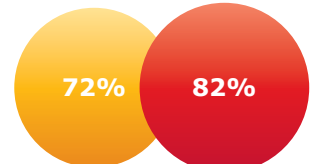
Create Social Network profile



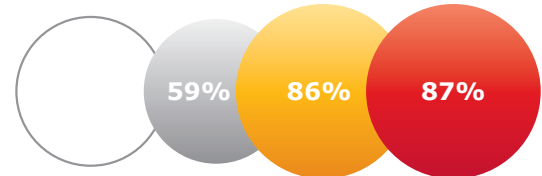
Manage Social Network profile



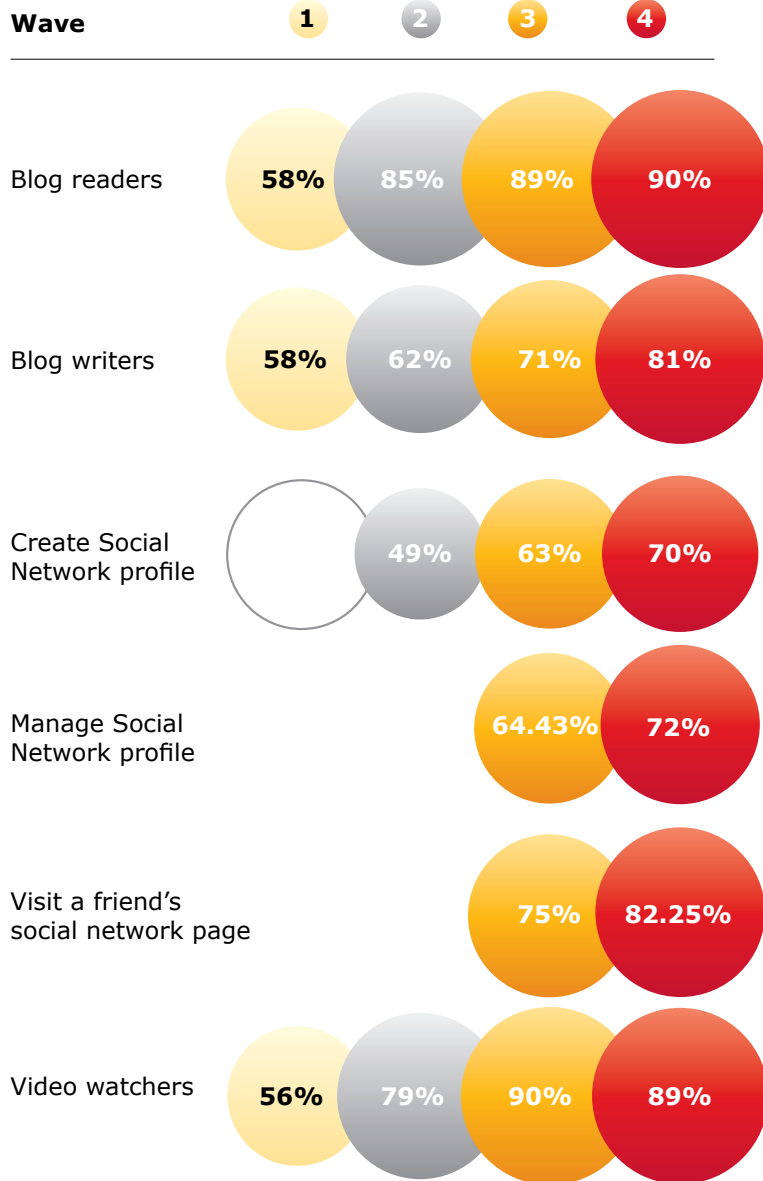
Visit a friend's social network page



Video watchers



# Country spotlights—China



The Chinese market is very much an early adopters market. The penetration of social media in the last six months remains well below 10% of all 16-54s for every single platform.

Despite having internet penetration of just over 20%, universe sizes remain solid—although below some of the more exaggerated figures that are often quoted—but are still a fraction of what they will be when a greater proportion of the world's most populous nation has access to the internet.

As in many Asian markets, blogging remains a major social media platform in China. The number of consumers reading blogs has risen to 90% from 89%, while the number writing blogs is now more than 81%.

Social networks are catching up but still have some way to go with 72.3% managing their social network profiles. Video is unsurprisingly big—nearly 90% are watching video online.

Tala, UAE



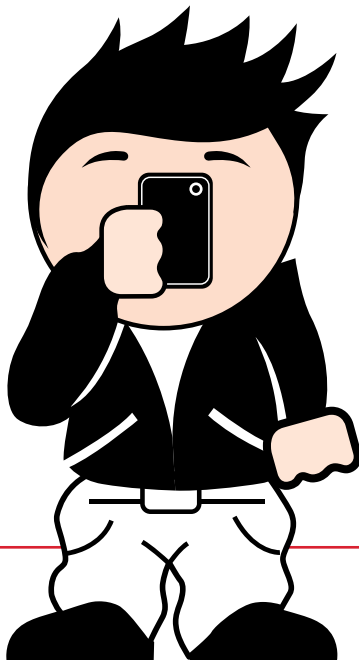
# The key to success in social media

Every element of digital media is becoming socialised, providing marketers with new ways to engage a target audience like never before.

Wave 4 shows that social consumption of digital content is either already highly penetrated among active internet users or still growing rapidly. It also sheds new light on consumer motivations for social media behaviour. We now know that the desire to belong to something is as motivating as the desire to communicate and express one's self.

UM believes that the engagement opportunities of social media are deeper than those of traditional mass media and that the power of social amplification is also much stronger.

At the heart of our thinking is the concept of "Gravitational Mass Media" where audience engagement provides a dense core that then attracts other consumers.

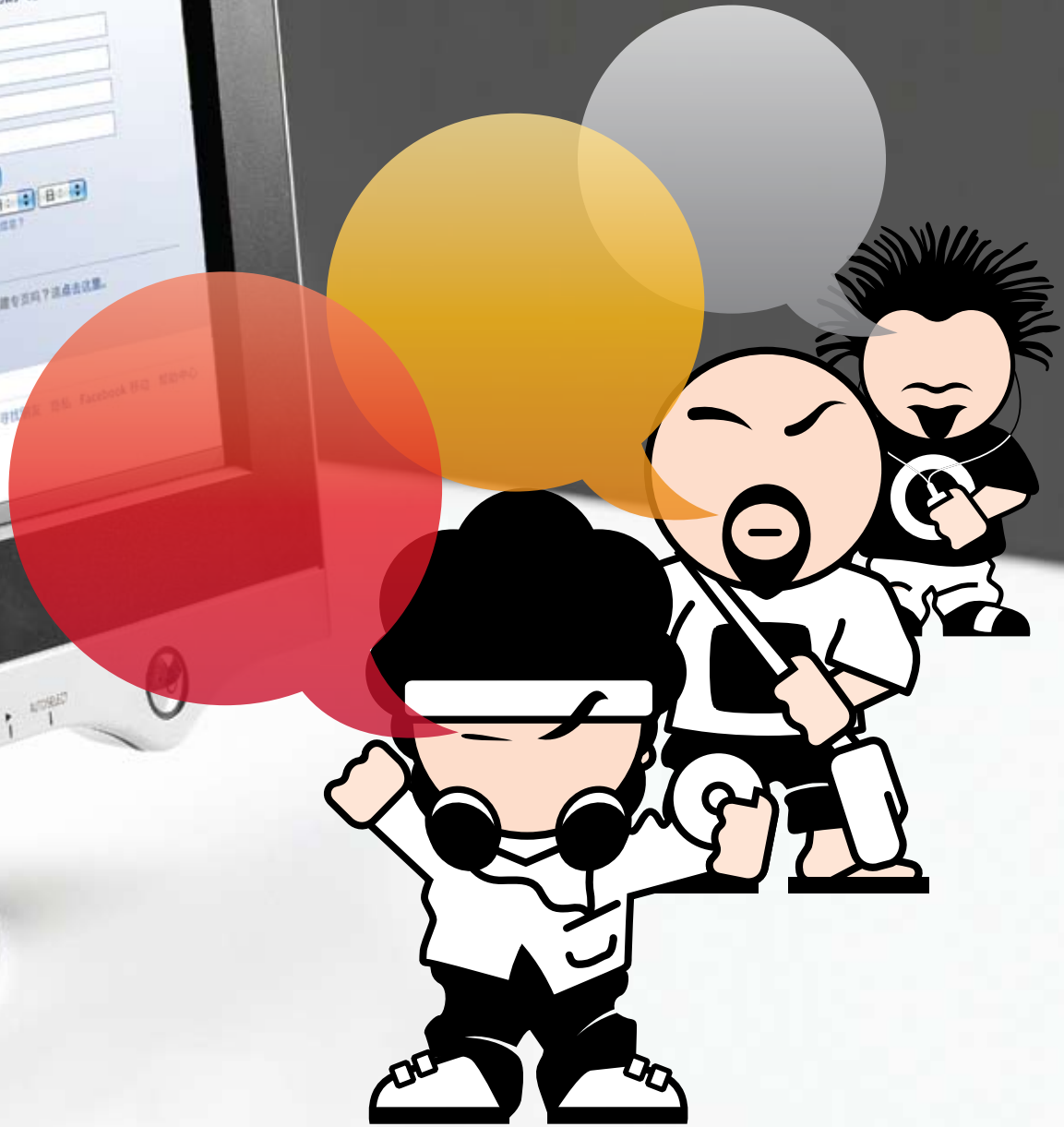


Michael, Germany

Our 10-step programme for successful social media is:

- 1 Listen to/observe what the target audience is doing in social media**
- 2 Create a "social object" that is relevant to the brand and of genuine interest**
- 3 Segment the target into tribes. Give them something they can join.**
- 4 Allow them to engage via their preferred platform of choice—create multiple interfaces to your community**
- 5 Make the experience better when shared**
- 6 Optimise your content for sharing—particularly via newsfeeds and Twitter**
- 7 Use paid-for media to get the ball rolling**
- 8 Take advantage of extreme targeting offered by social networks**
- 9 Make sure you have the resources to manage your community management and refresh the content.**
- 10 Track the results and optimise where necessary**

The data in Wave 4 juxtaposed with the relatively low ad spend in social media shows that consumers are out in front of marketers. The opportunity for success in the relatively uncluttered landscape will never be higher.



# What UM can do for you?

The figures and analysis in this report are just a small fraction of the insight available from the “Power to the People” Social Media Tracker.

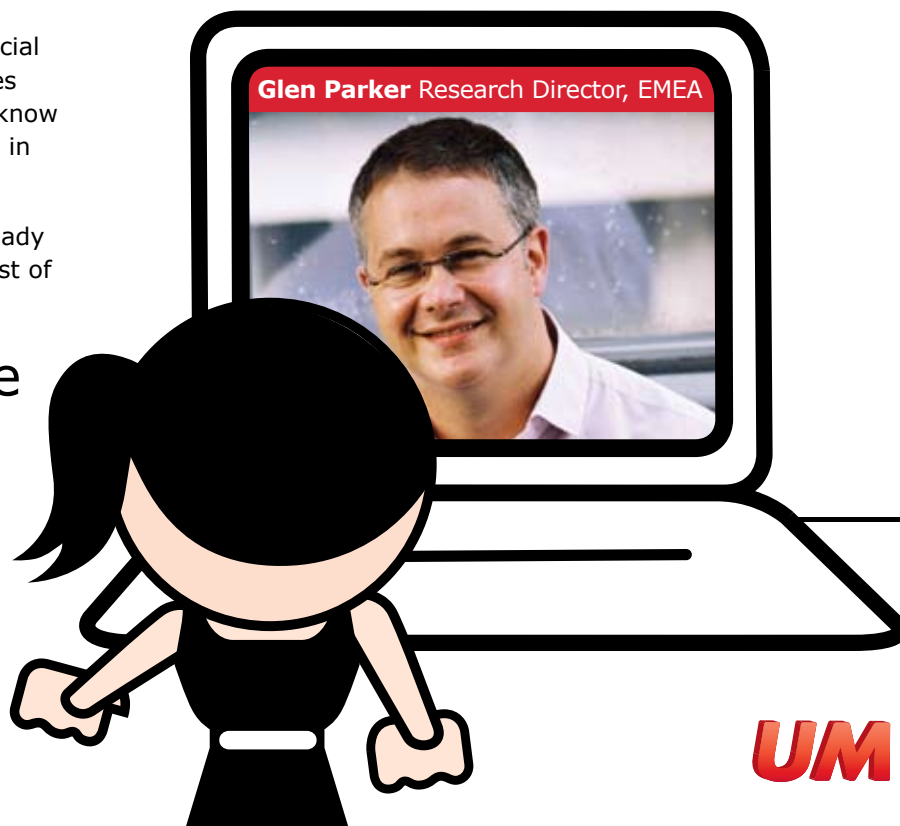
Wave 4 and the three preceding tranches of data contain a much wider range of information: detailed facts, figures and insight that are crucial to understanding how consumers are behaving.

If you want to know how your consumers are using social media, if you want to know how social media influences your consumers’ purchase decisions or if you want to know how effectively your communication is cutting through in the social media landscape, then we can help.

We can tell you how the social media revolution is already hitting your business and how you could make the most of this communication opportunity.

If you’d like to know more please contact

[Glen.Parker@umww.com](mailto:Glen.Parker@umww.com)



**wave.4**

Power to the People - Social Media Tracker Wave 4

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