



July 2011

## State of The Internet with a Focus on New Zealand

*\*Please note: A copy of today's presentation will be sent to all attendees within 24-48 hours.*



Amy Weinberger  
Vice President, comScore

# comScore is a Global Leader in Measuring the Digital World

**NASDAQ**

**SCOR**

**Clients**

**1700+ worldwide**

**Employees**

**900+**

**Headquarters**

**Reston, VA**

**Global Coverage**

**170+ countries under measurement;  
43 markets reported**

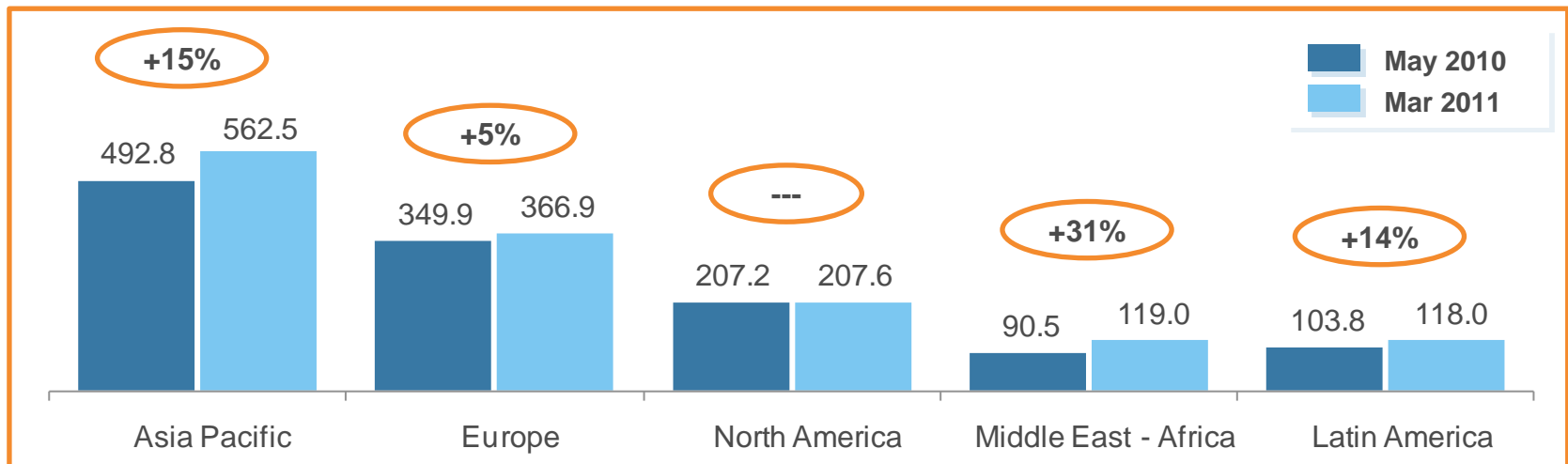
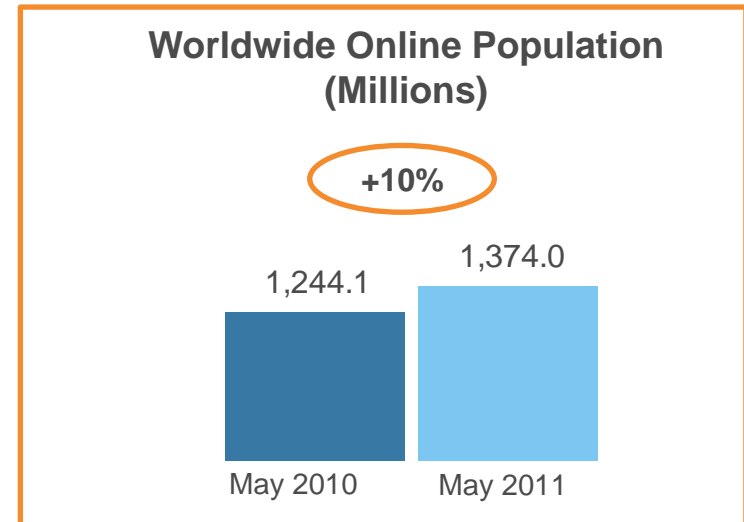
**Local Presence**

**32+ locations in 23 countries**



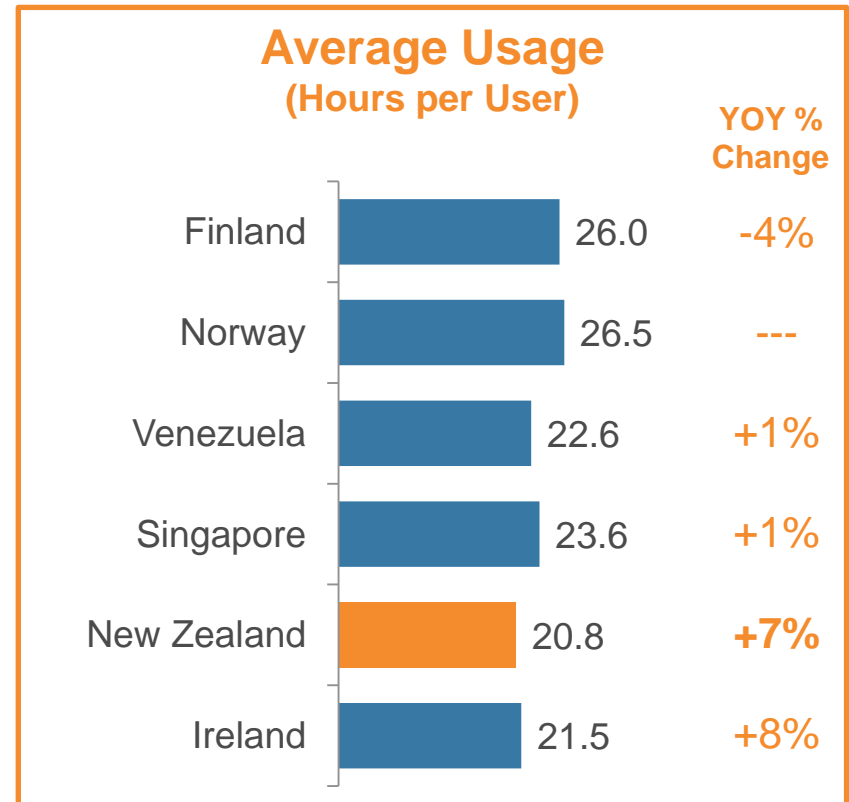
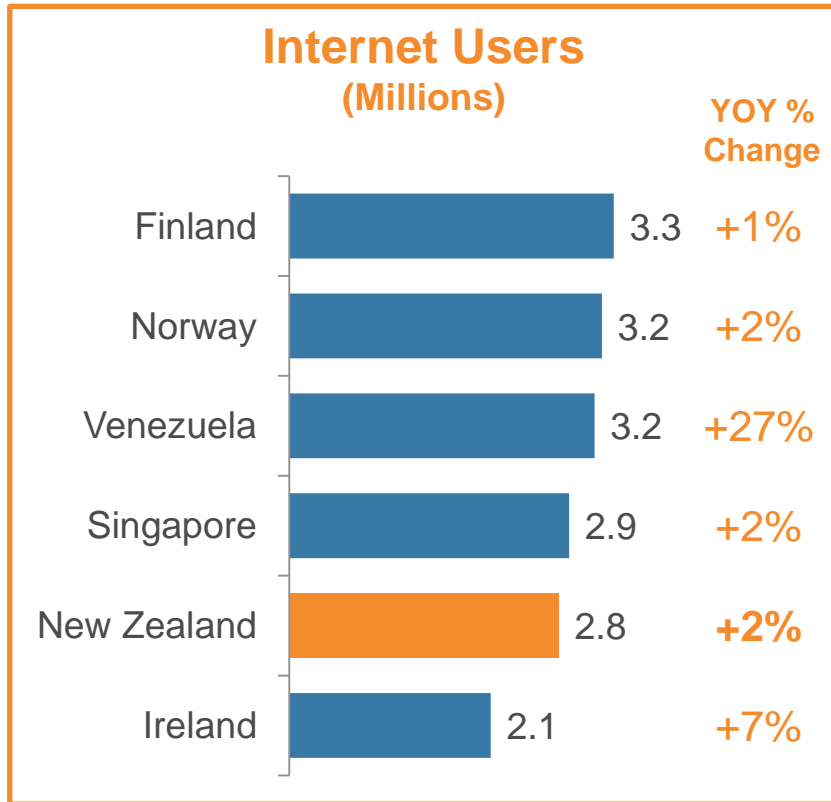
# Total Asia Pacific Continues Audience Growth

- Growth is flat in North America
- European growth mostly driven by Russia
- Growth of 15% in Asia Pacific translates to **70 million** additional Internet users over the past year
- Growth in emerging markets likely to also continue as more people move from shared-access environment to home & work use



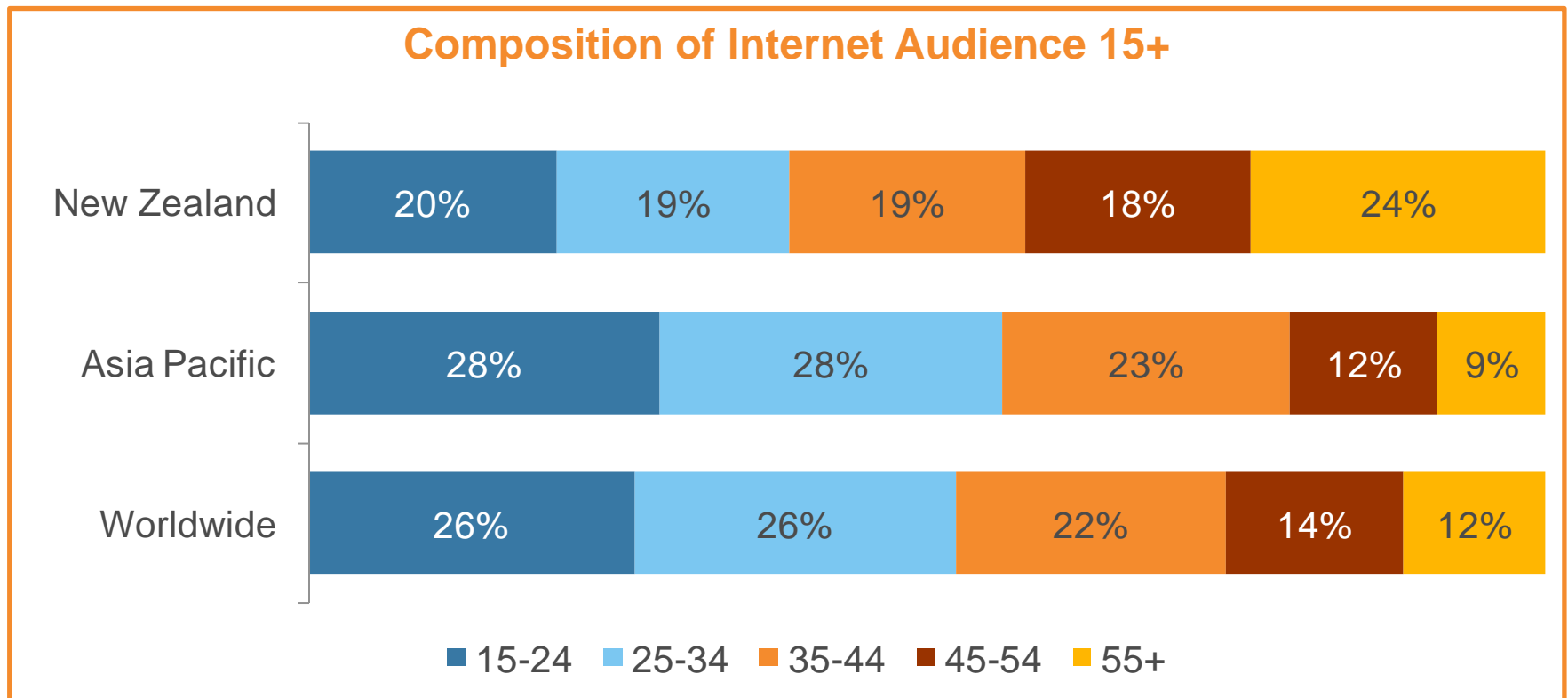
# Similarly-Sized Markets

- Like mature Internet markets of similar size, growth of the New Zealand Internet audience remains flat
- Average consumption is relatively low but is still growing



# Age Distribution in New Zealand is Older than Global Average

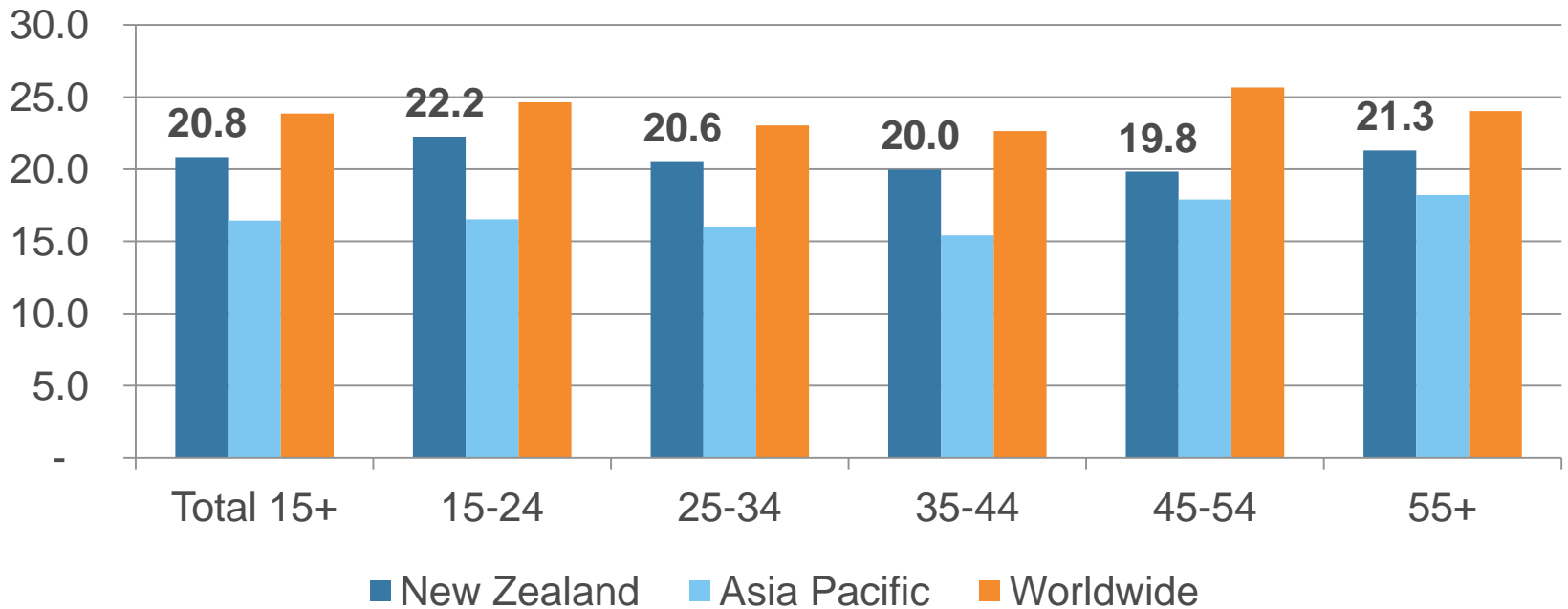
- Internet users in New Zealand skew older than the Global average: only 39% of the Kiwi Internet audience is under 35, compared to 52% of the Worldwide Internet population
- Asia Pacific market otherwise skews heavily young



# Young People Drive Internet Consumption in New Zealand

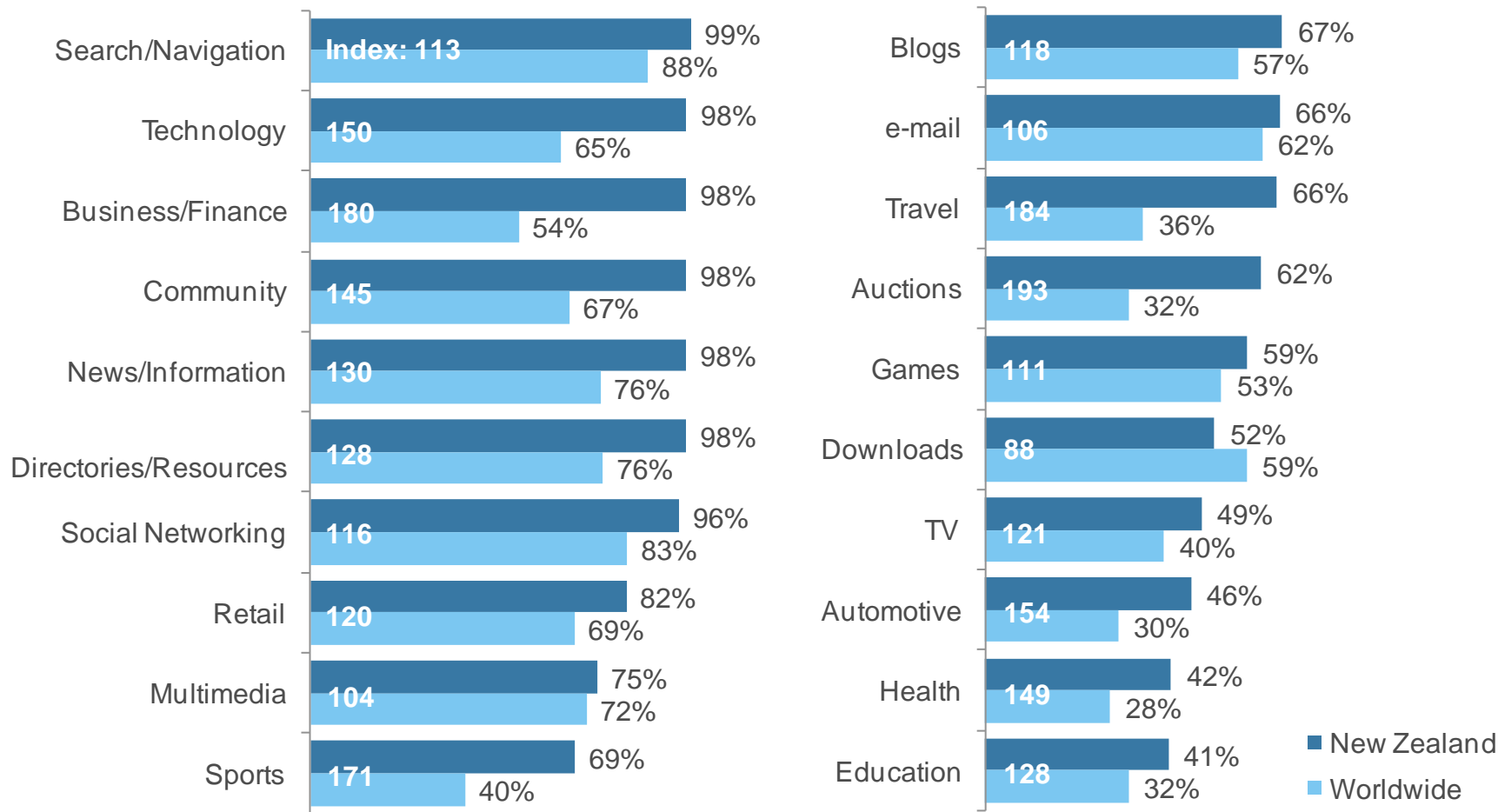
- 15-24 year olds in New Zealand are the heaviest Internet users
- In every age group, however, usage is lower than the global average

**Average Time Online by Age**  
Hours per Visitor



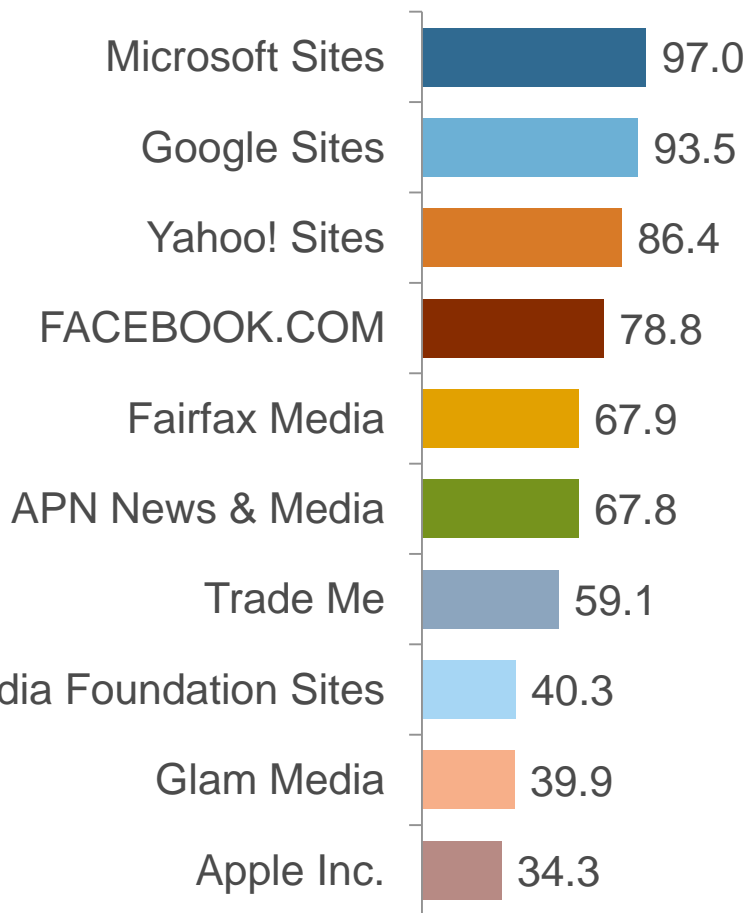
# Key Online Categories in New Zealand: Travel, Business/Finance and Sports

## Reach of Key Categories

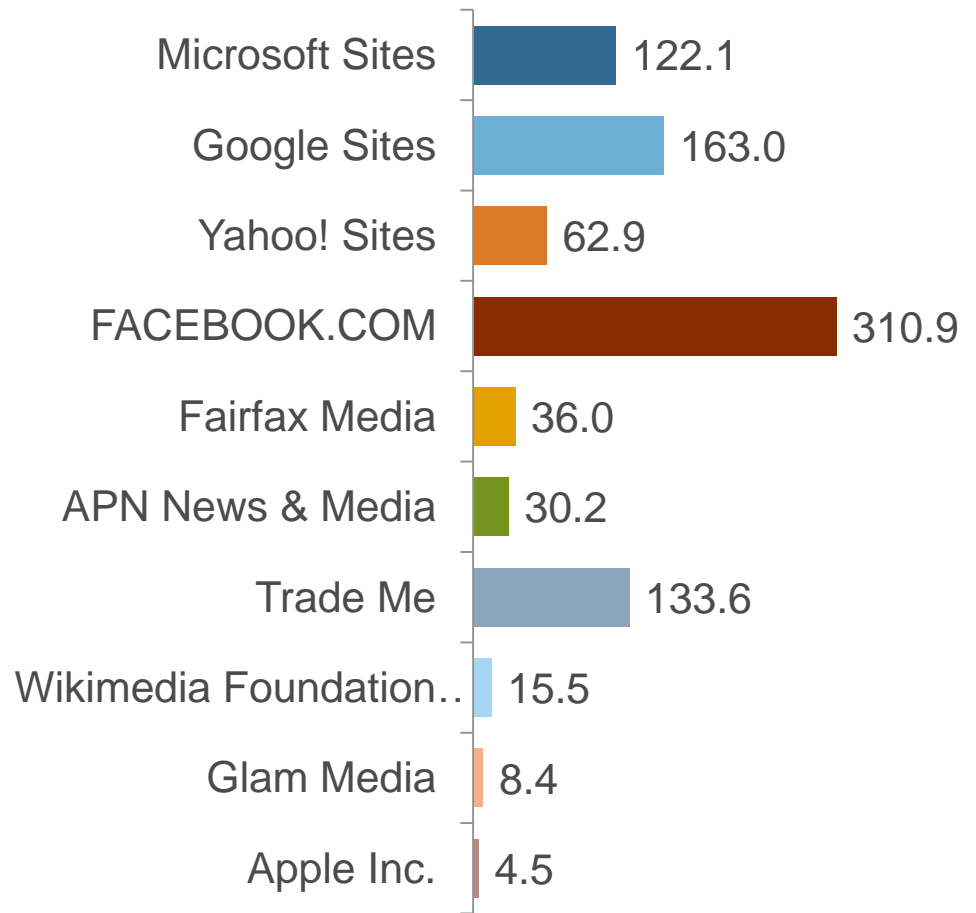


# Top Internet Properties in New Zealand

## % Reach of Audience



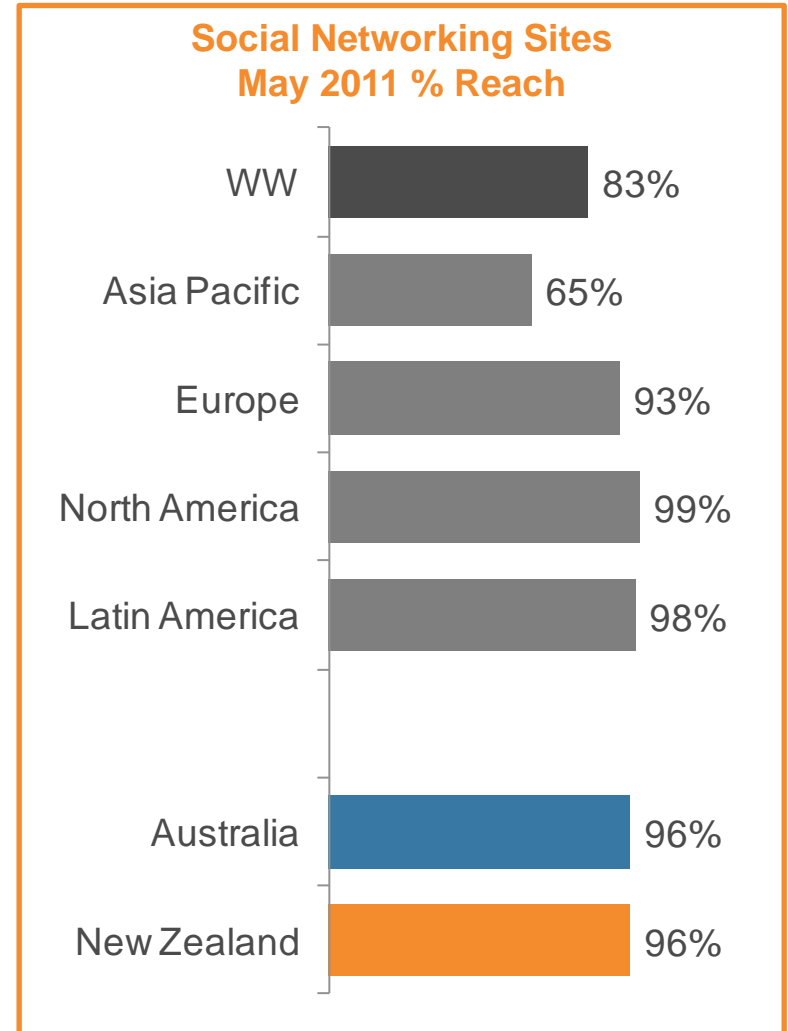
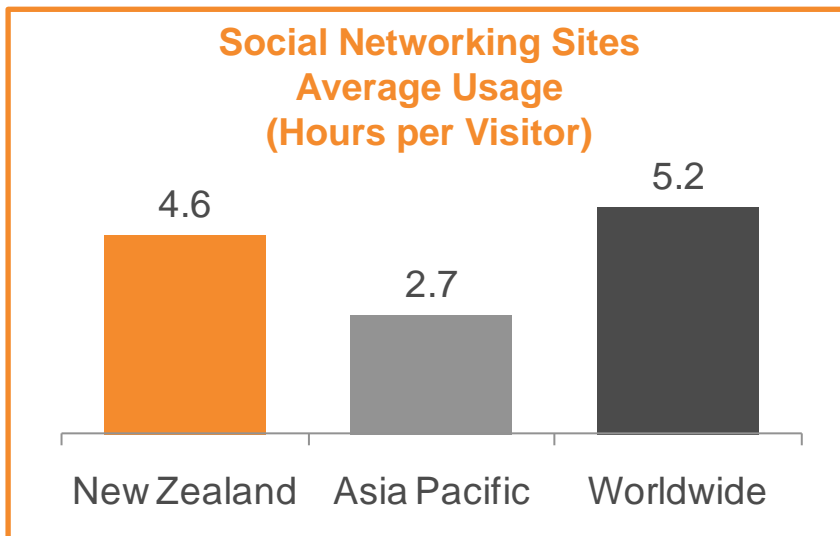
## Average Time Spent on Site (Minutes)





# Social Networking Usage is Strong in New Zealand

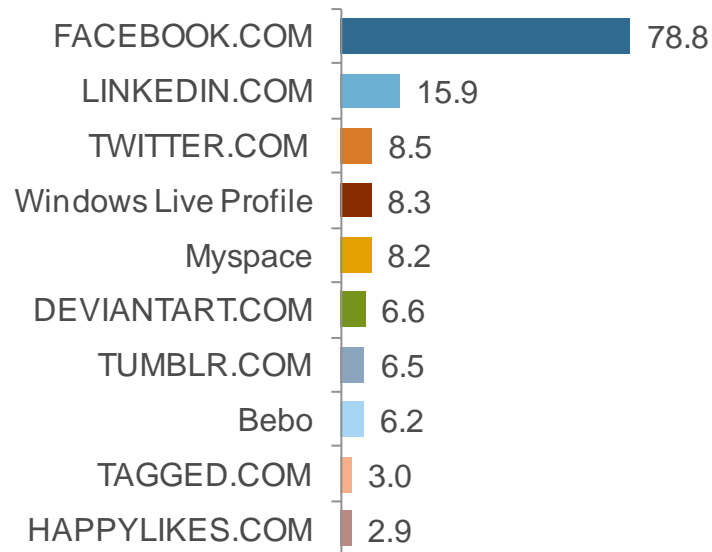
- Social Networking is now THE key component in web usage around the world; New Zealand is no exception – 96 percent of users here visited a Social Networking site in May
- Usage of these sites is slightly below the global average but higher than APAC's



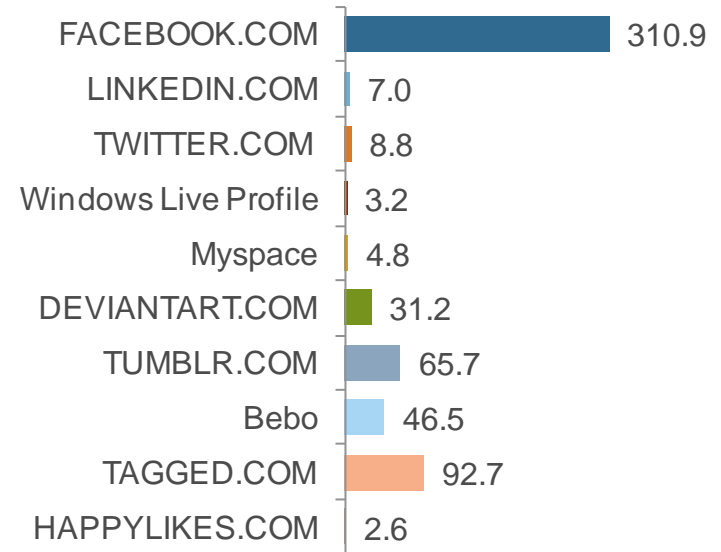
# Top Sites: Social Networking

- Facebook dominates usage in this category by a large margin. 79 percent of Internet users in New Zealand, averaging 5 hours and 10 minutes of usage in May
- New Zealand ranked 4<sup>th</sup> among countries by % reach for LinkedIn, with 16 percent using the business-focused Social Networking site

**Top Social Networking Sites: New Zealand**  
% Reach

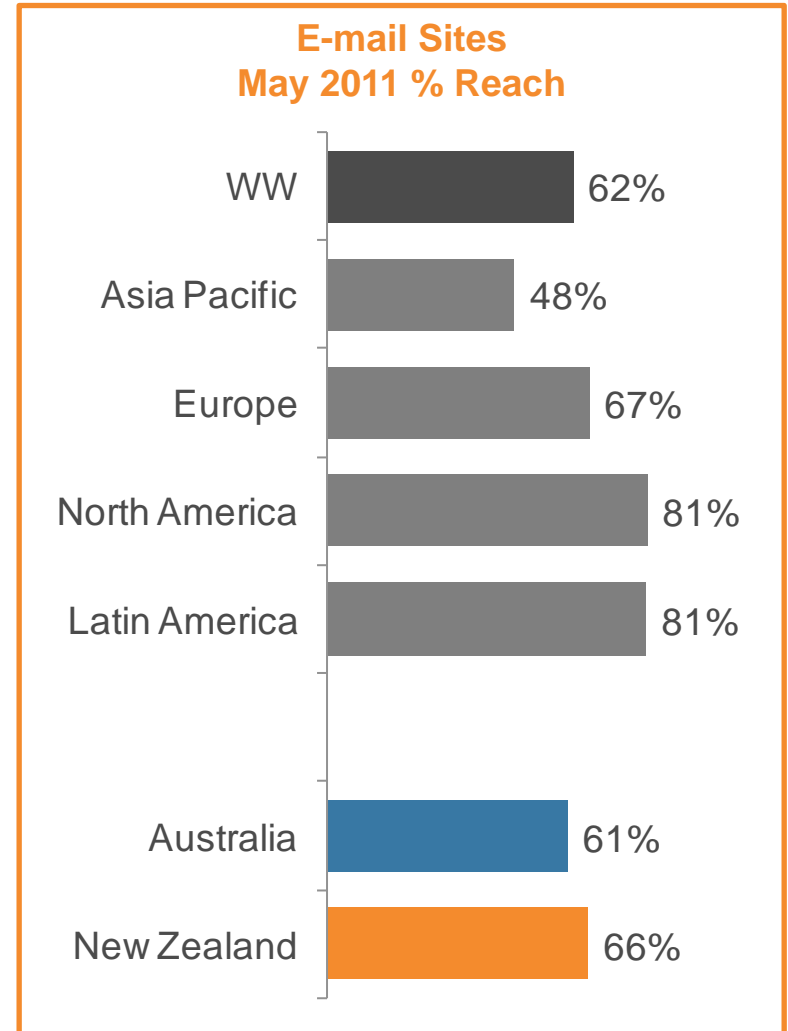
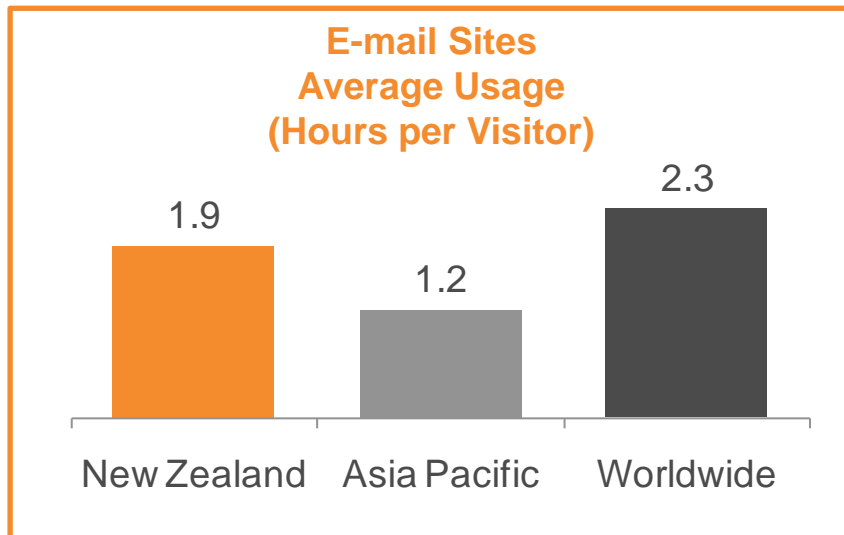


**Top Social Networking Sites: New Zealand**  
Average Minutes per User



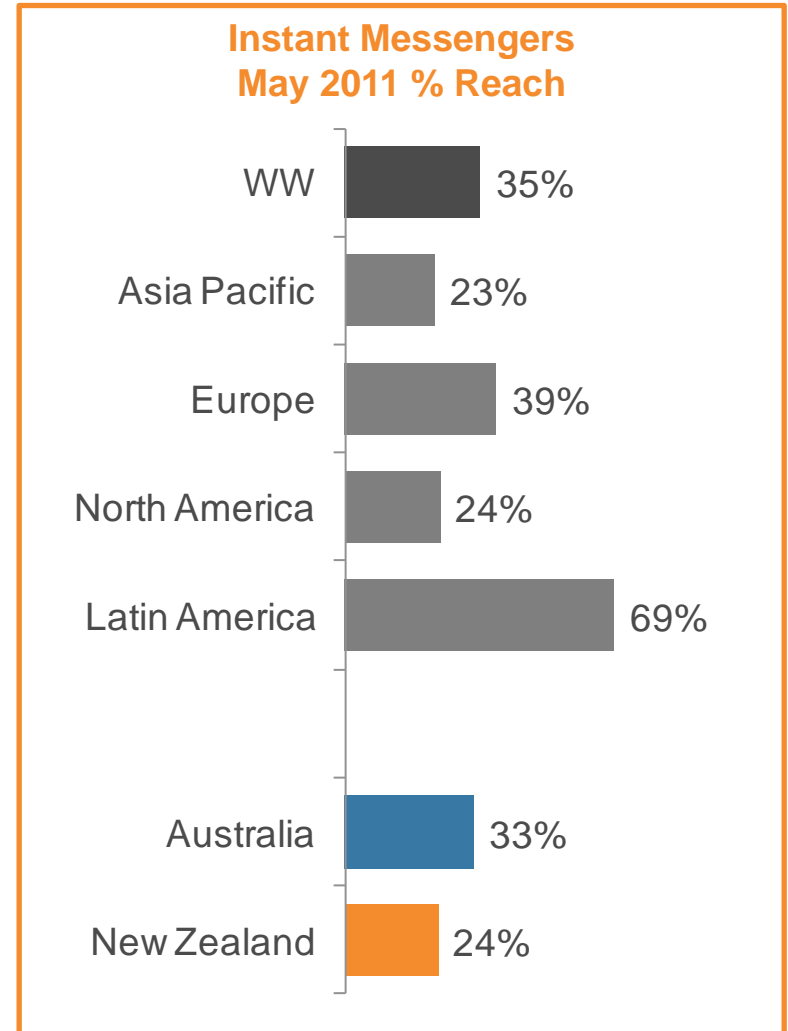
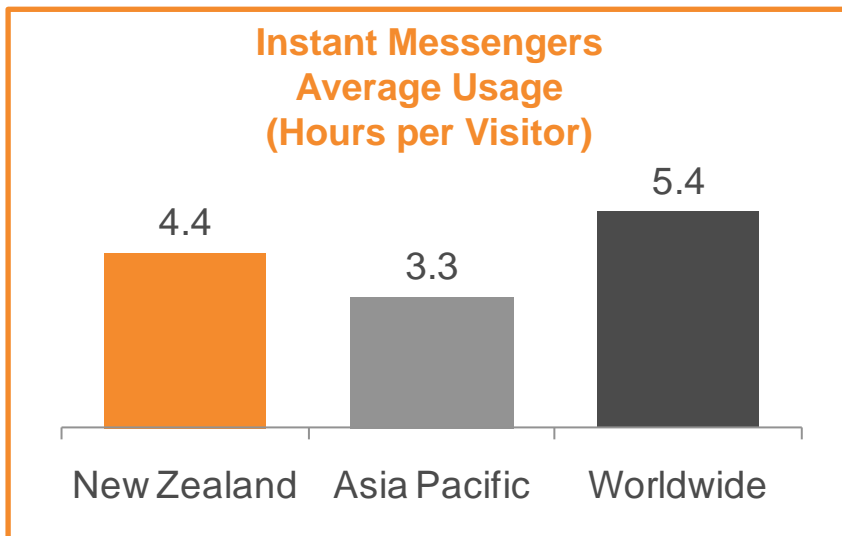
# Two-thirds Use Webmail in New Zealand

- 66 percent of the NZ Internet audience used E-mail in May. This rate is higher than the Asia Pacific average, and slightly higher than the global average
- Usage neared 2 hours per visitor during the month



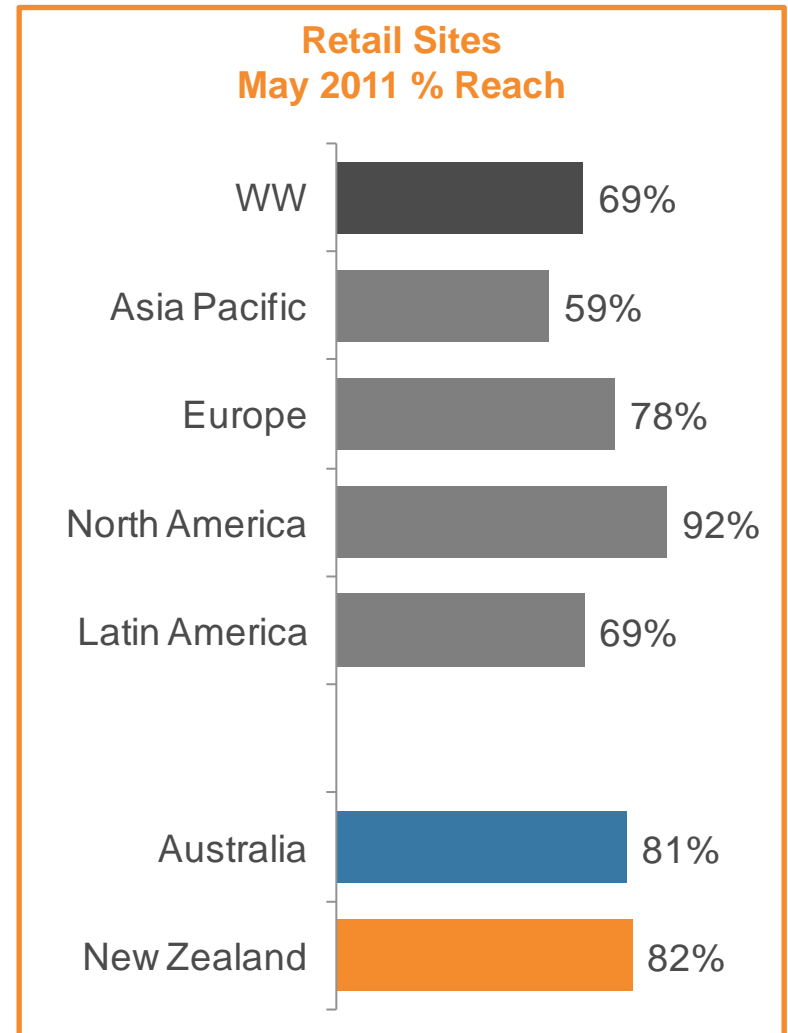
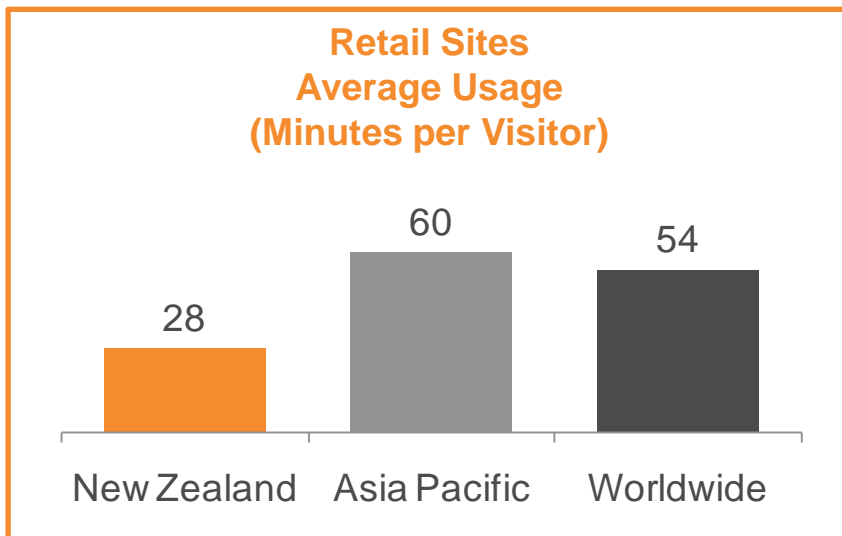
# Fewer People Use Instant Messengers, but Stay On Longer

- Only about a quarter of web users in NZ used an instant messenger in May, compared to a third of Australians
- Latin Americans highest usage- 69% of population instant messaging
- Usage in NZ averaged 4.4 hours per user



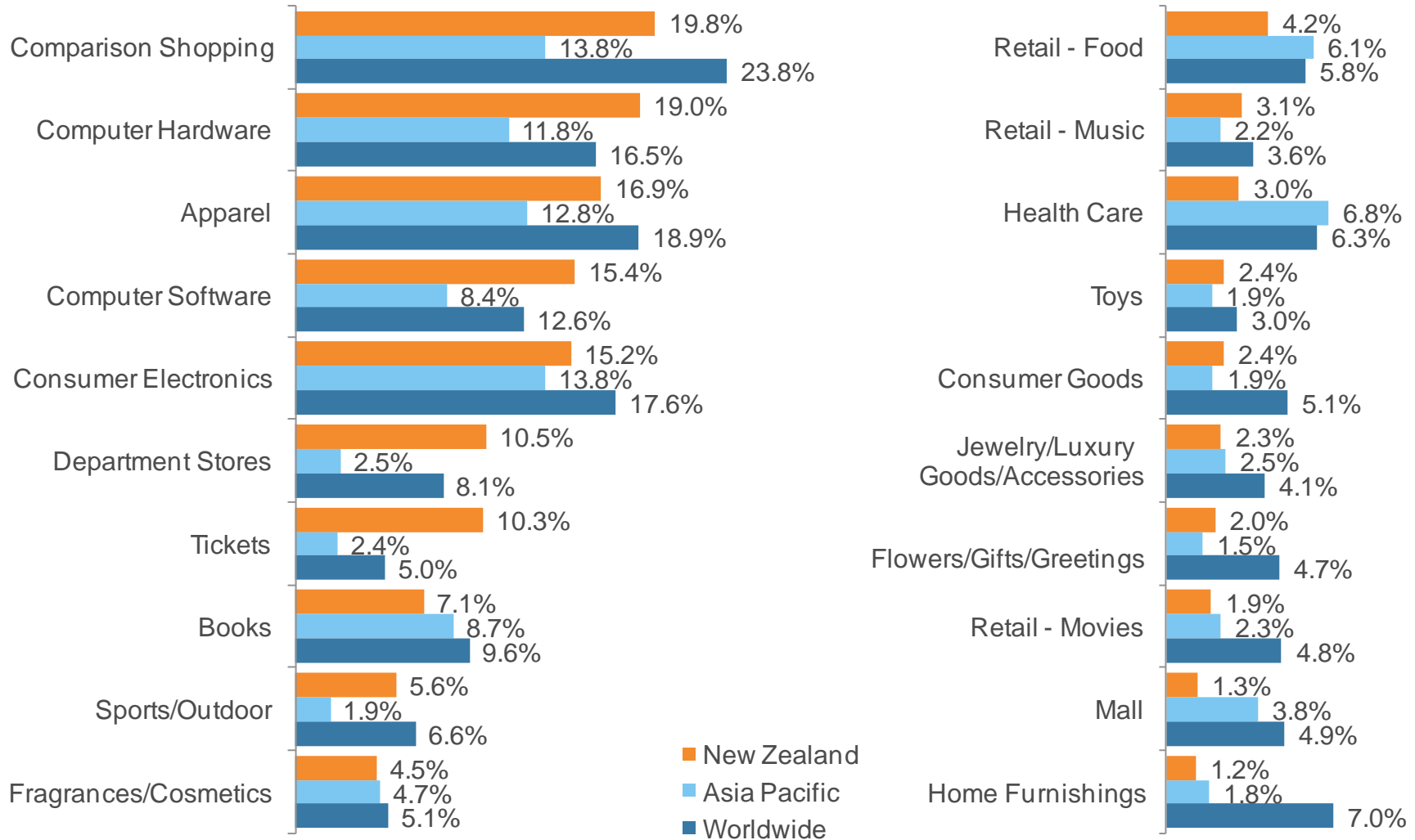
# Retail Sites: High Reach, Low Duration

- Plenty of room for growth in the online retail market in New Zealand
- Visitation rates are healthy
- 82 percent of the web audience visited a retail site, but only 28 minutes avg. spent on the category, well below the regional and global usage rates



# Most Popular Categories in Retail: Comparison Shopping, Computer HW and SW and Apparel

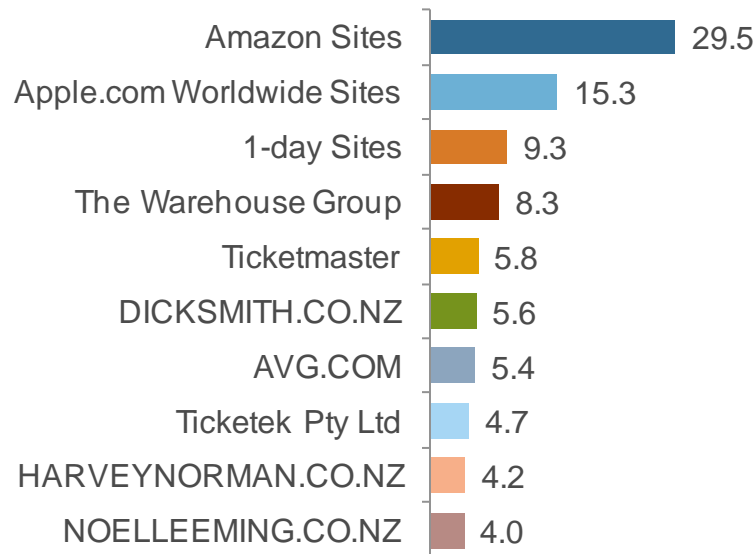
## New Zealand vs. Regional & Global Reach of Retail Subcategories



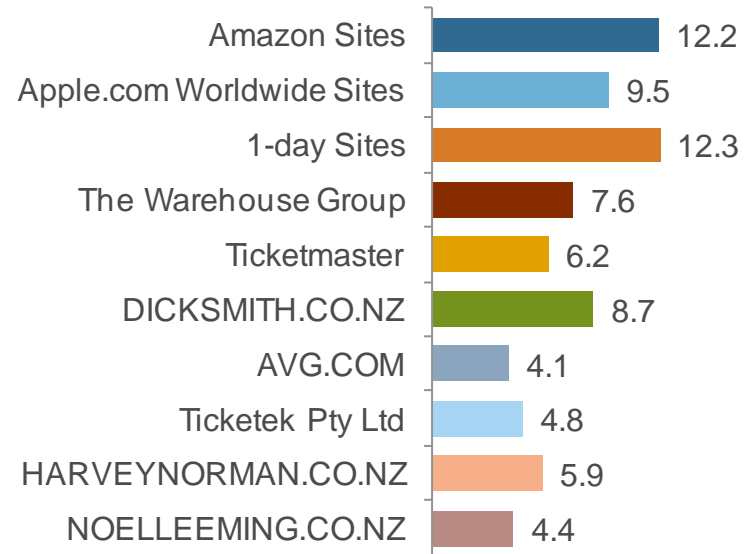
# Top Sites: Retail

- Amazon tops the list of most-visited Retail sites in New Zealand, reaching 29.5 percent of the online population

**Top Retail Sites: New Zealand**  
% Reach



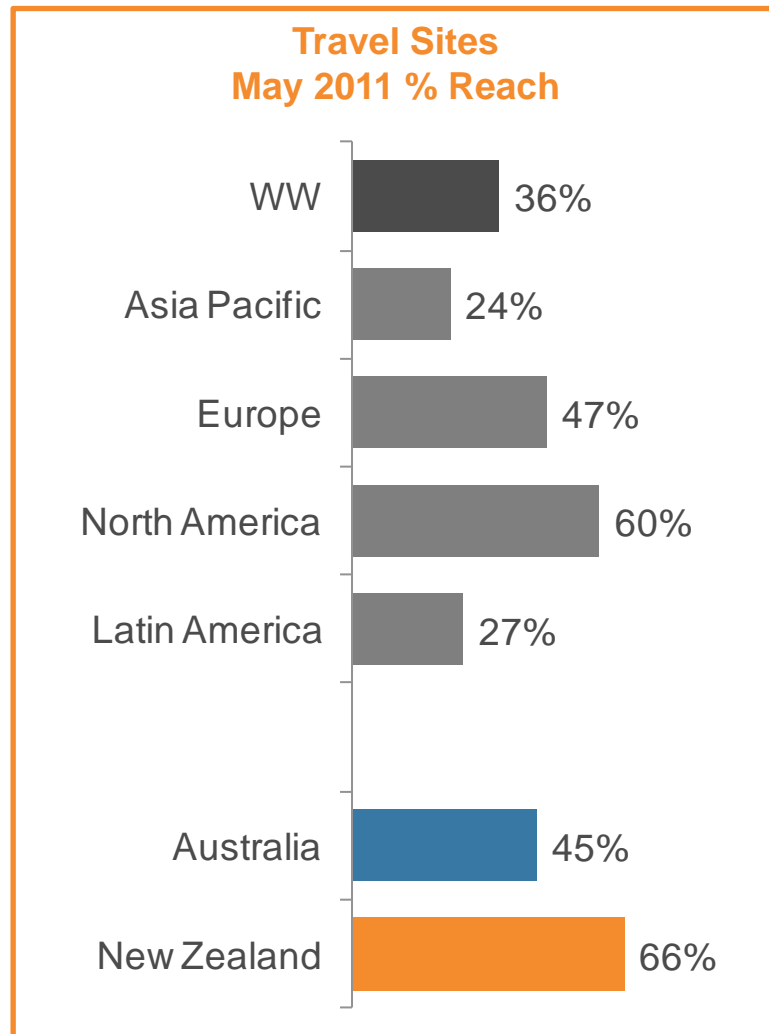
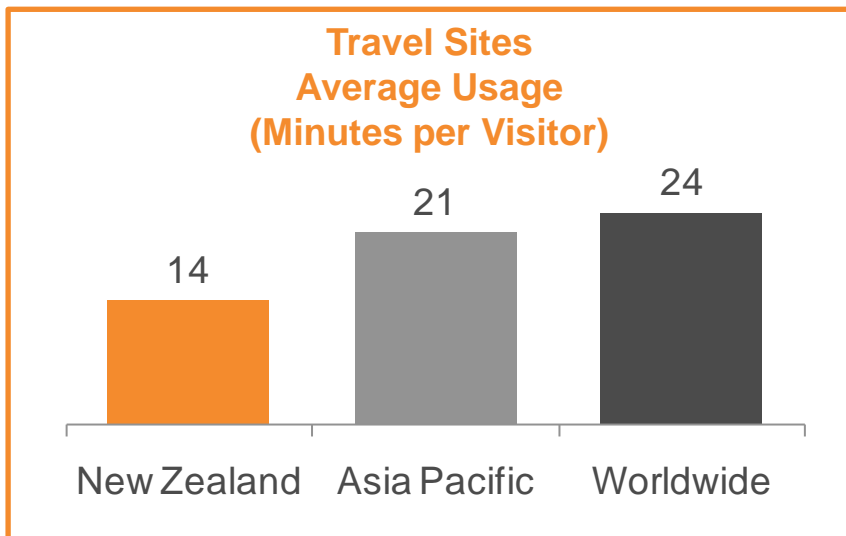
**Top Retail Sites: New Zealand**  
Average Minutes per User



# Travel:

## Two-thirds of Kiwi's Visited the Category in May

- 66 percent of Internet users in New Zealand visited a Travel site in May. High visitation rates in this category reflect Kiwis' penchant for regional and international travel
- They do not linger, however – average usage of 14 minutes is well below regional and global norms

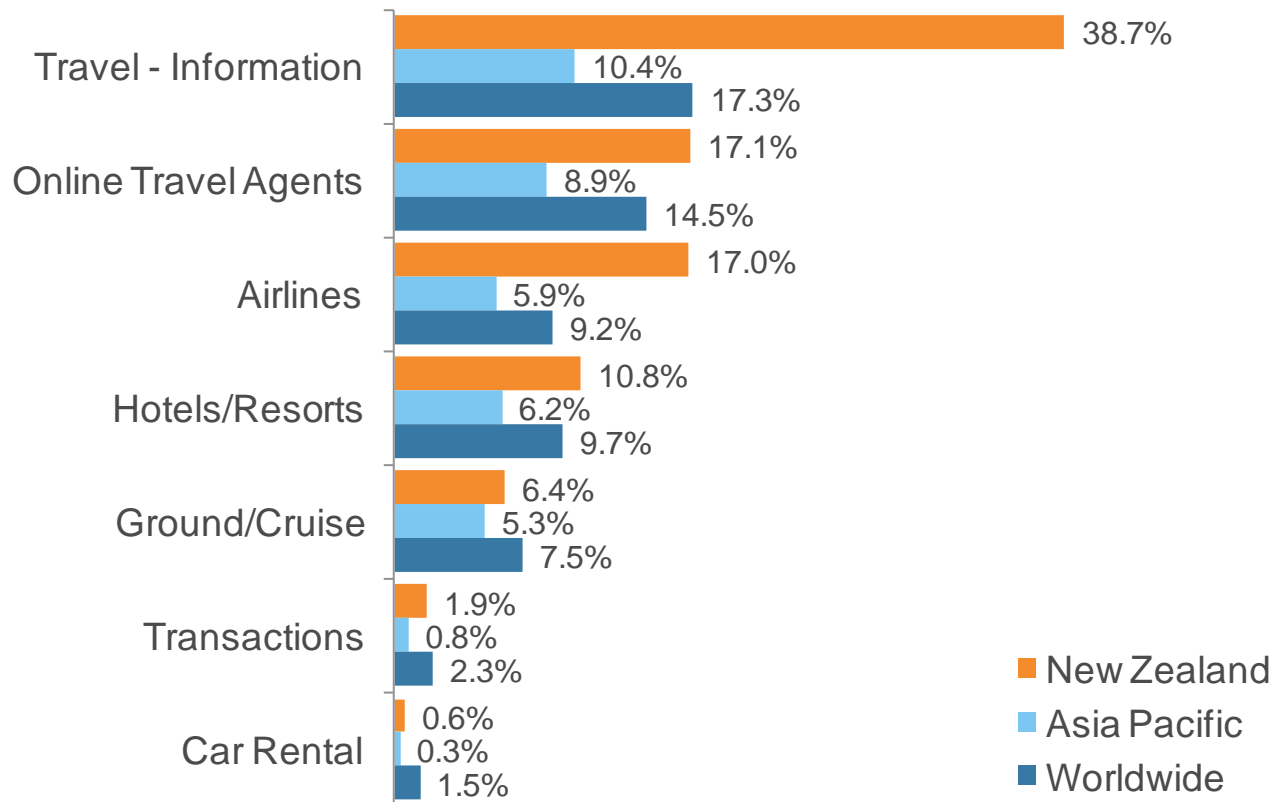




# Travel Category: Information, Airlines and OTAs Drive Travel Category

- Internet users in New Zealand are far more likely to visit Travel Information and Airline sites than their counterparts elsewhere in the world.

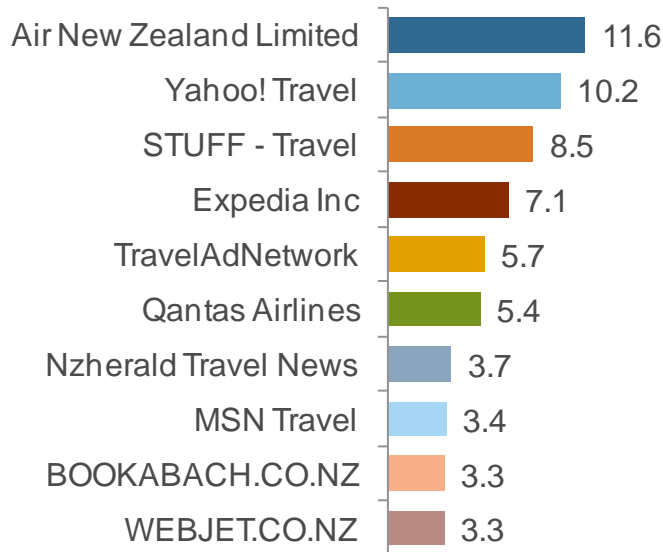
## New Zealand vs. Regional & Global Reach of Travel Subcategories



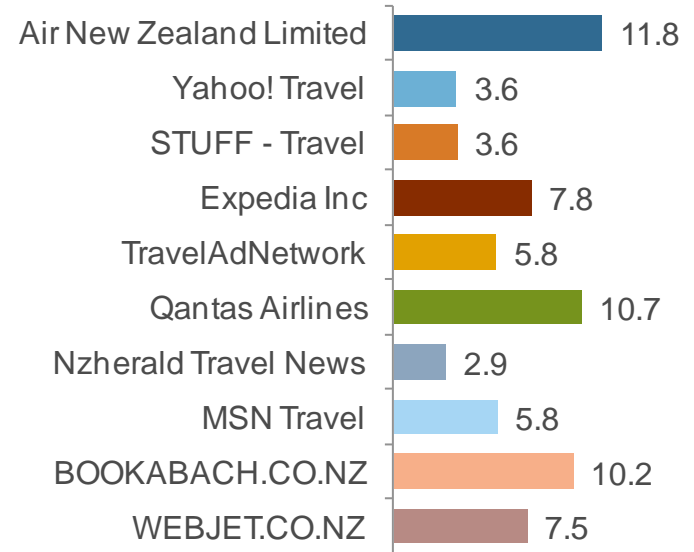
# Top Sites: Travel

- Air New Zealand is the most-visited travel site in New Zealand, and has the highest usage among the top 10
- JetStar, Qantas' discount airline, would be among the top 10 if broken out separately, with 3.8 percent reach.

**Top Travel Sites: New Zealand**  
% Reach

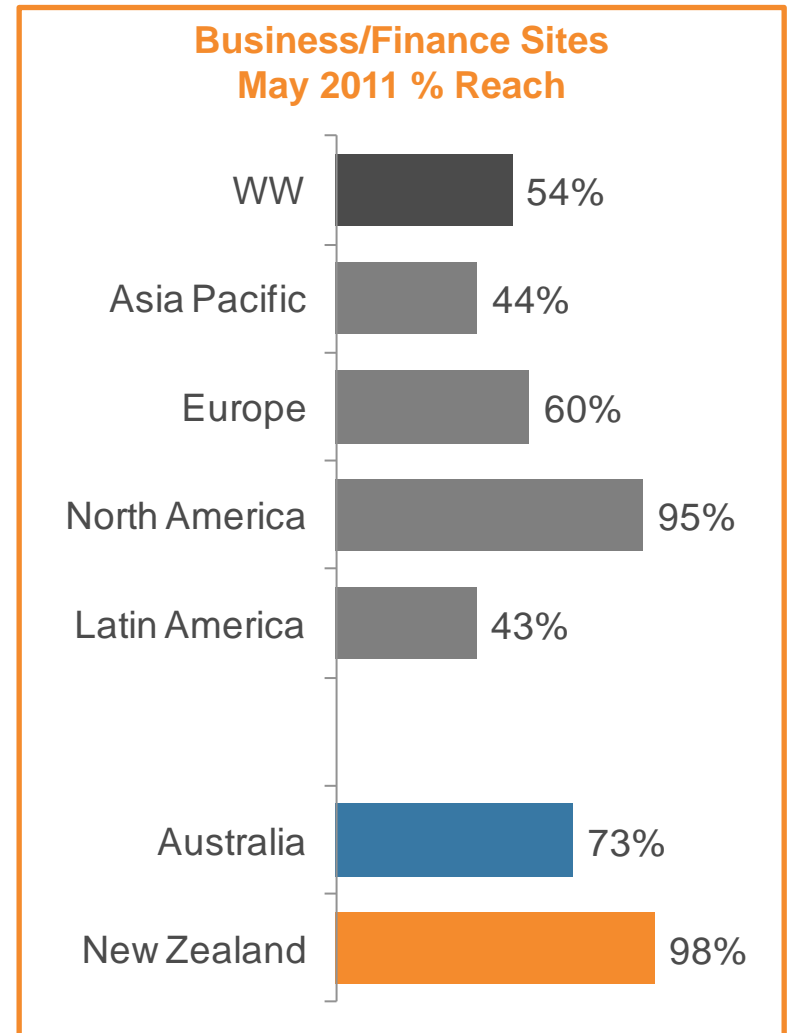
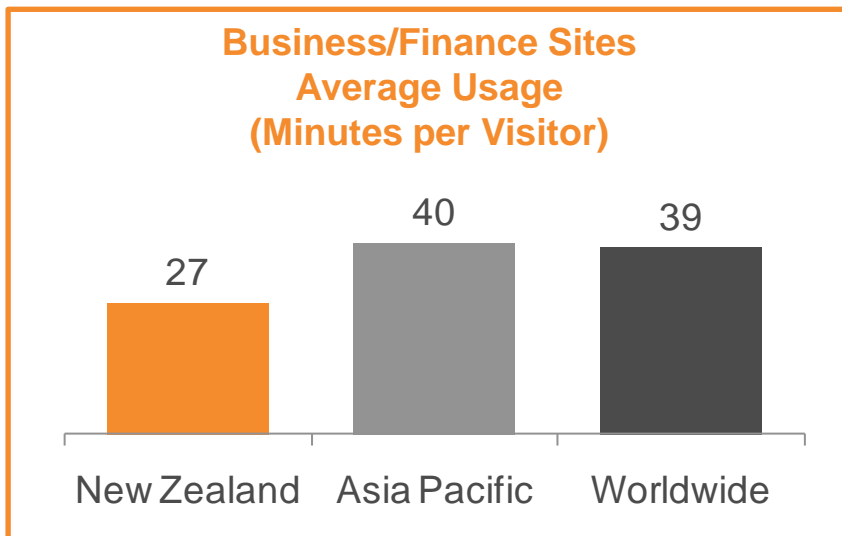


**Top Travel Sites: New Zealand**  
Average Minutes per User



# Visitation to Business/Finance Sites: 98 percent in New Zealand

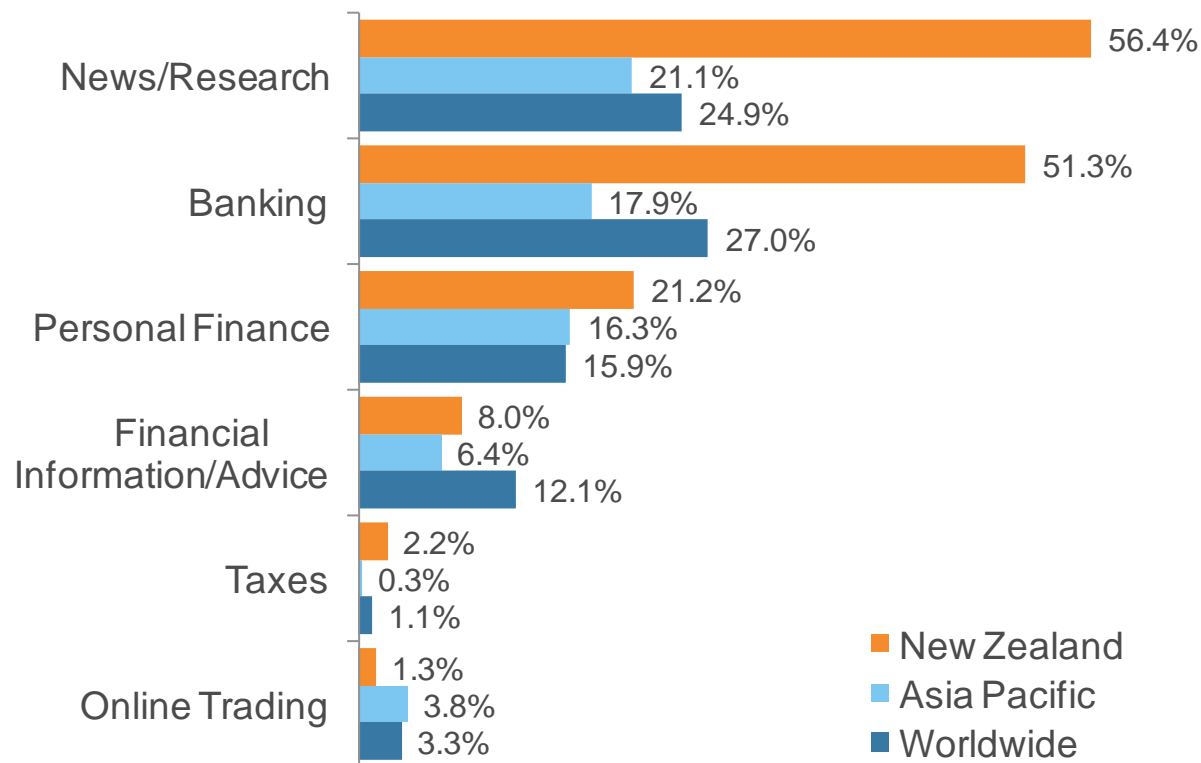
- The vast majority of the online population in New Zealand visited a Business/Finance site in May
- The average user only spent 27 minutes on the category, however, far less than the average user in Asia Pacific and Worldwide.



# Business/Finance News & Research, Online Banking Strong in New Zealand

- More than half of the Internet audience in New Zealand visited a Business/Finance News/Research site, and more than half visited an online bank
- In both categories, these visitation rates are about 2x the global average

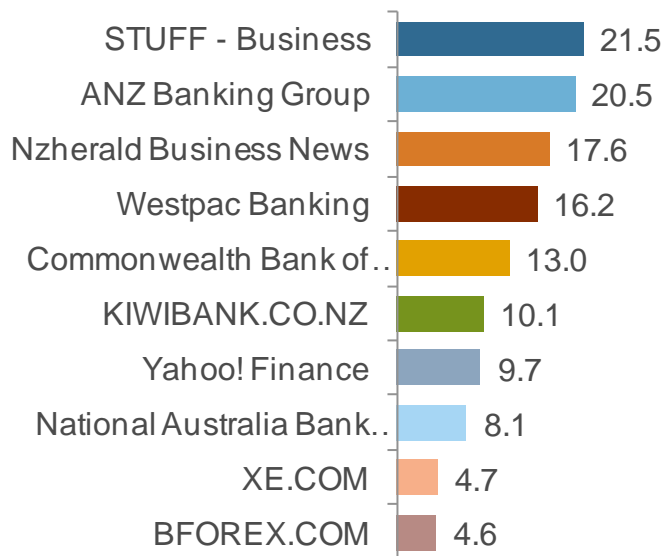
## New Zealand vs. Regional & Global Reach of Business/Finance Subcategories



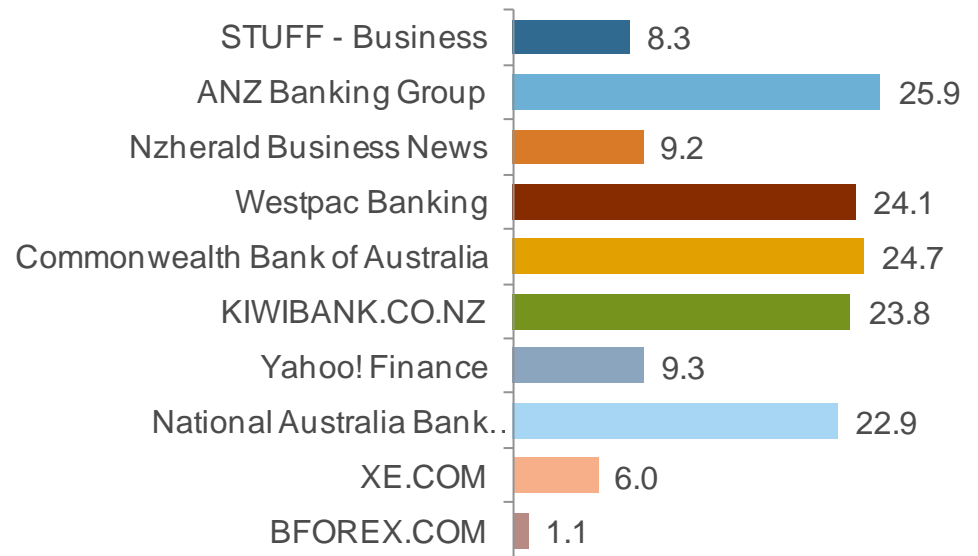
# Top Sites: Business/Finance

- Stuff-Business and NZ Herald Business News are among the top sites in this category. Time spent on those sites ranges in the 8-9 minute level
- Top sites in the category also include a number of banks, led by ANZ and Westpac Banking, and which all have similar average usage

**Top Business/Finance Sites: New Zealand**  
% Reach

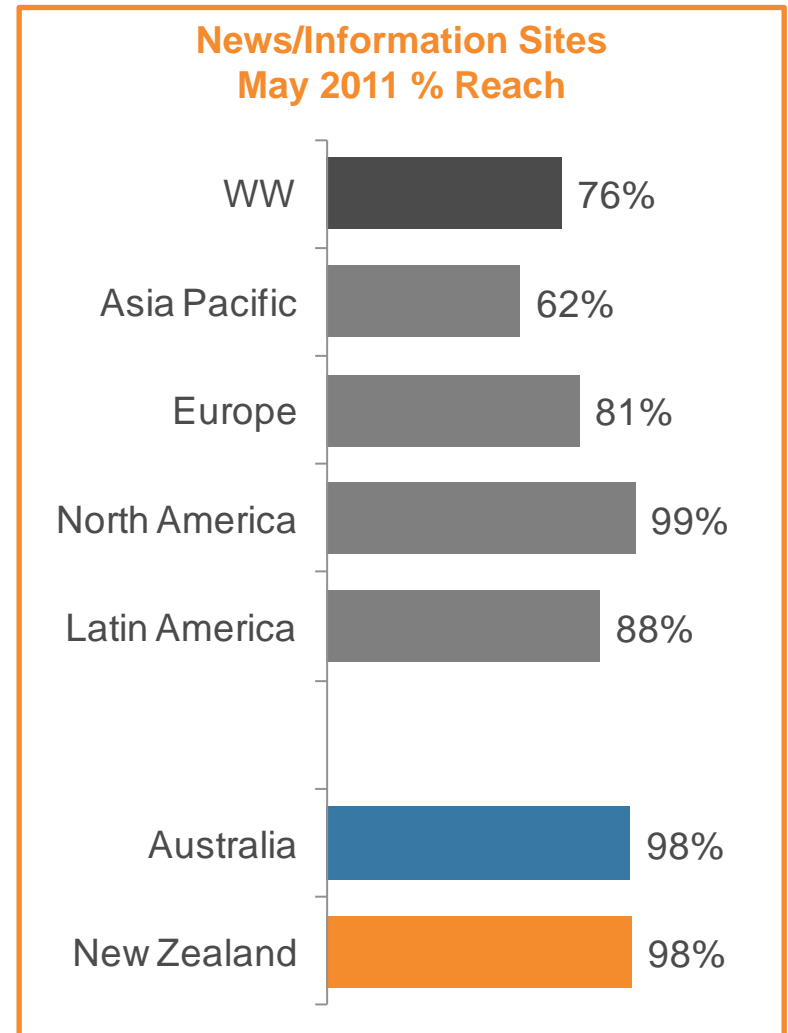
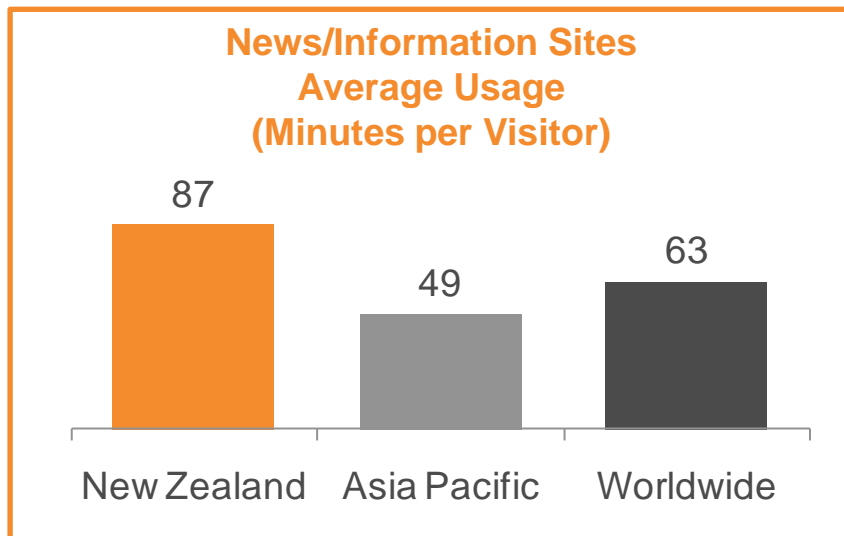


**Top Business/Finance Sites: New Zealand**  
Average Minutes per User



# Kiwis are Voracious Consumers of Online News

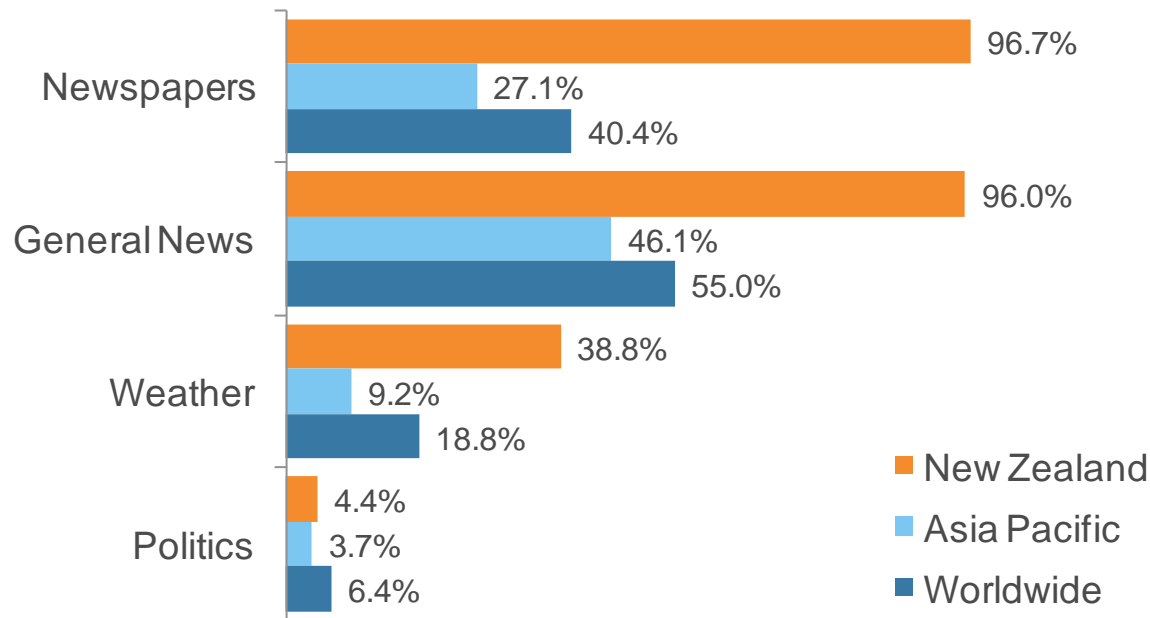
- As in neighboring Australia, the vast majority of Internet users in New Zealand visited a News/Information site in May
- It is also the rare category where Kiwis' usage far outpaces global and regional averages – 87 minutes per user



# Kiwis are Avid Consumers of Online News

- The Internet is clearly a key channel for news and information in New Zealand
- Kiwis are about twice as likely to visit a Newspaper or General News site when compared to the global average
- Politics is the only category in which visitation is below the worldwide average

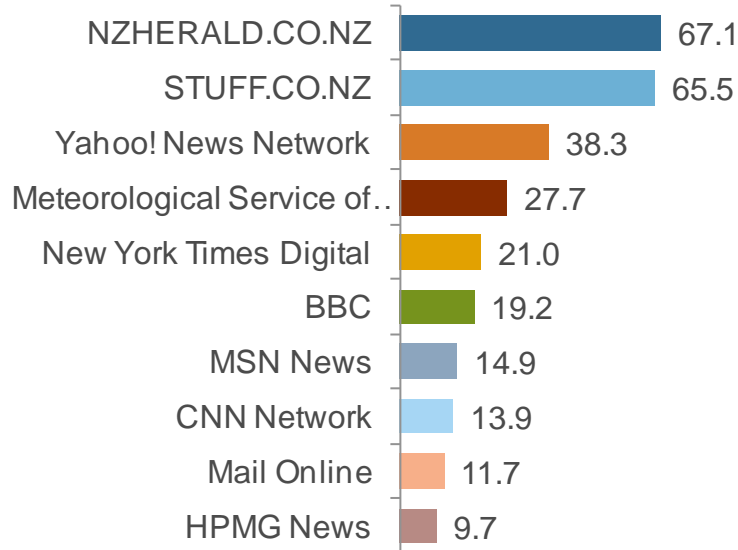
## New Zealand vs. Regional & Global Reach of News/Information Subcategories



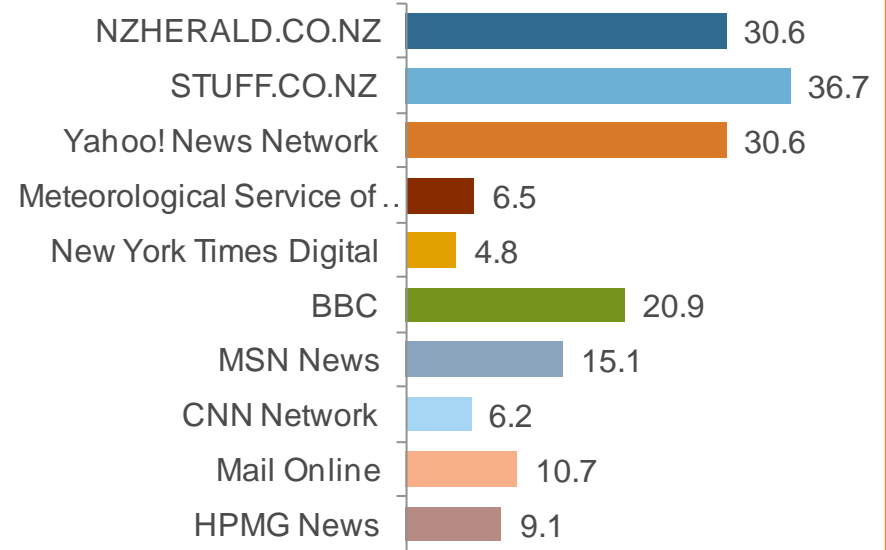
# Top Sites: News/Information

- NZ Herald and Stuff lead in News/Info sites, each reaching about two-thirds of the web audience.
- Non-AU/NZ properties such as NYT Digital and the BBC also garner significant share of the New Zealand Internet audience

**Top News/Info Sites: New Zealand**  
% Reach



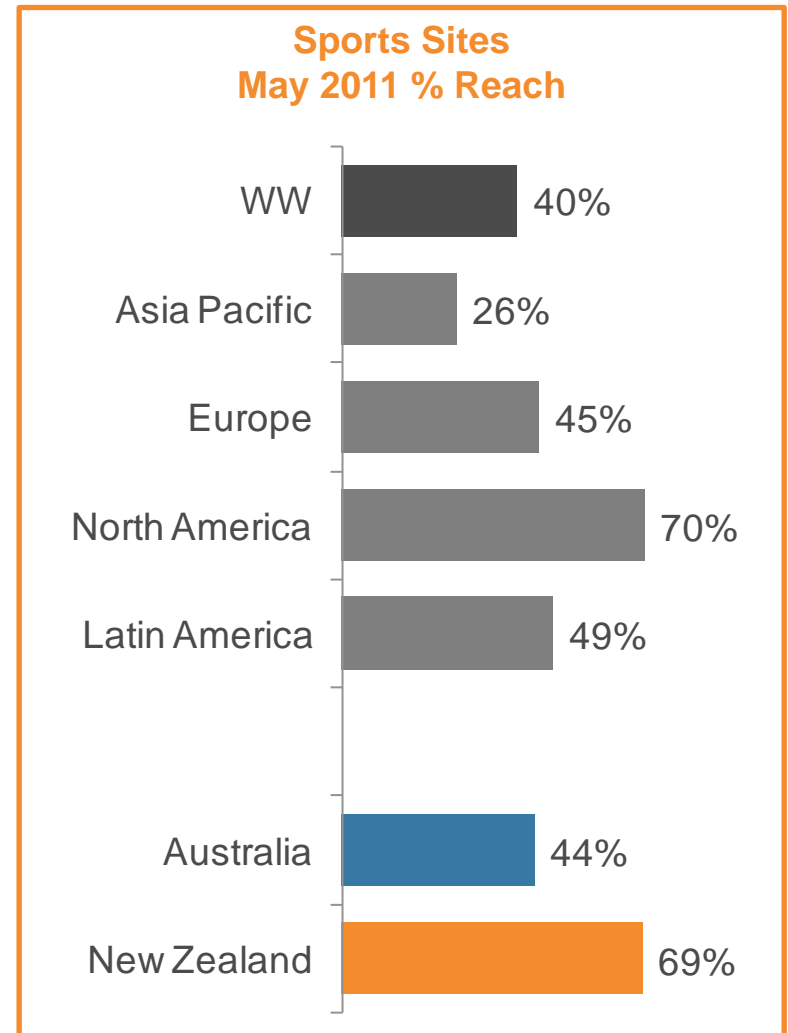
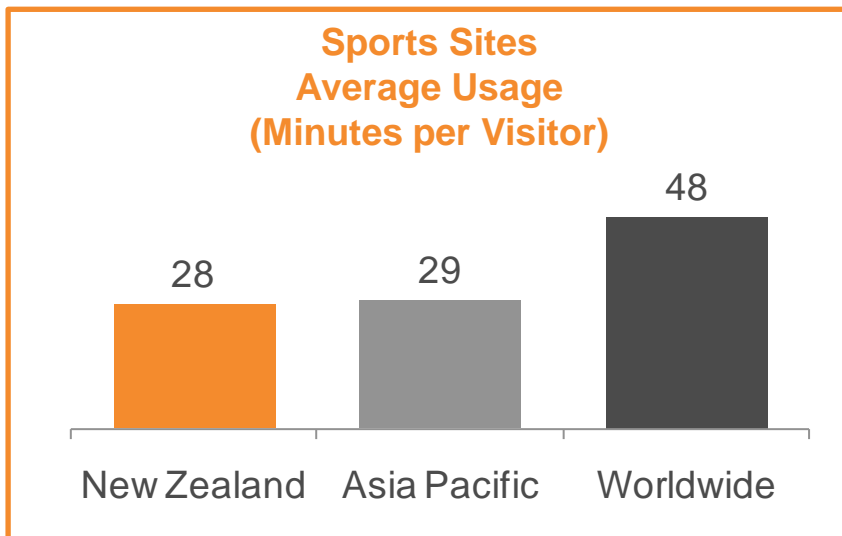
**Top News/Info Sites: New Zealand**  
Average Minutes per User





# Most New Zealanders get their Sports Updates Online

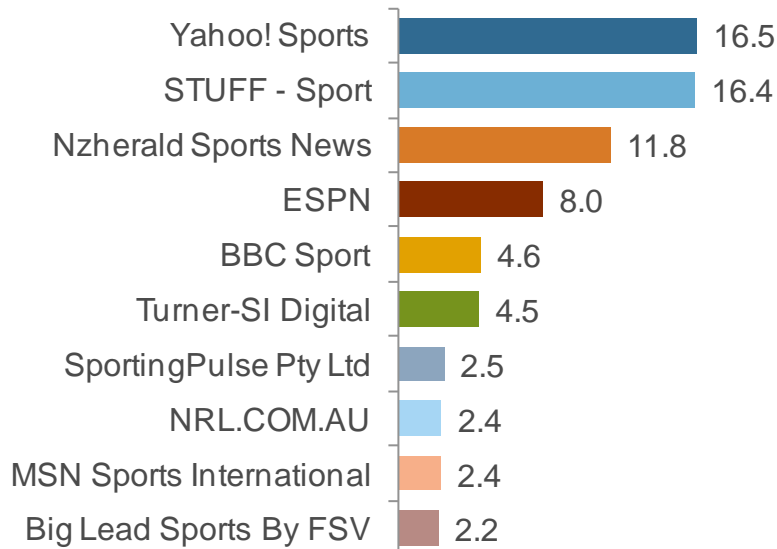
- 69 percent of sports-hungry Kiwis visited a Sports site in May, far more than the global and regional averages. And much higher even than Australia's 44 percent reach
- Average usage, again, is below WW average, at 28 minutes per user



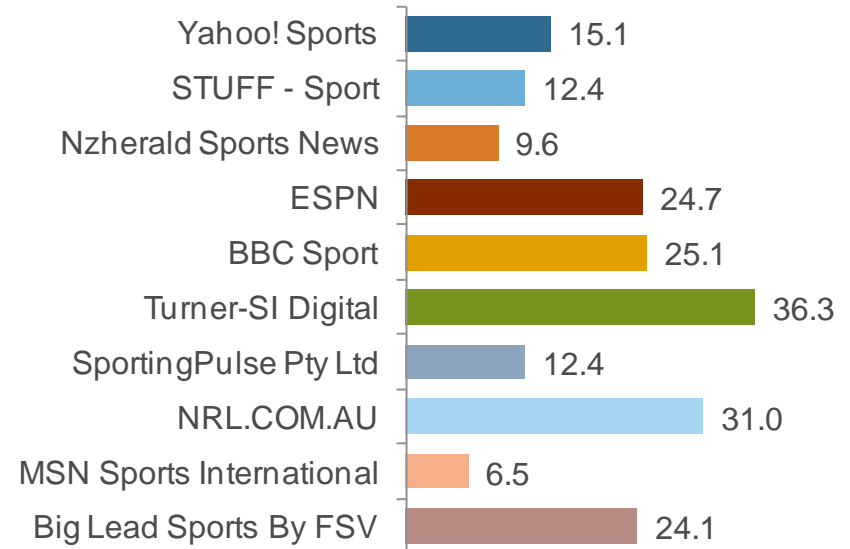
# Top Sites: Sports

- High reach for the total category and low reach across a large number of individual sites indicates that Kiwis are not cross-visiting across sports sites
- Unlike in the News/Information category, where consumers are visiting multiple outlets, sports consumers seem to have a preferred site and return to it when looking for Sports updates and news

**Top Sports Sites: New Zealand**  
% Reach

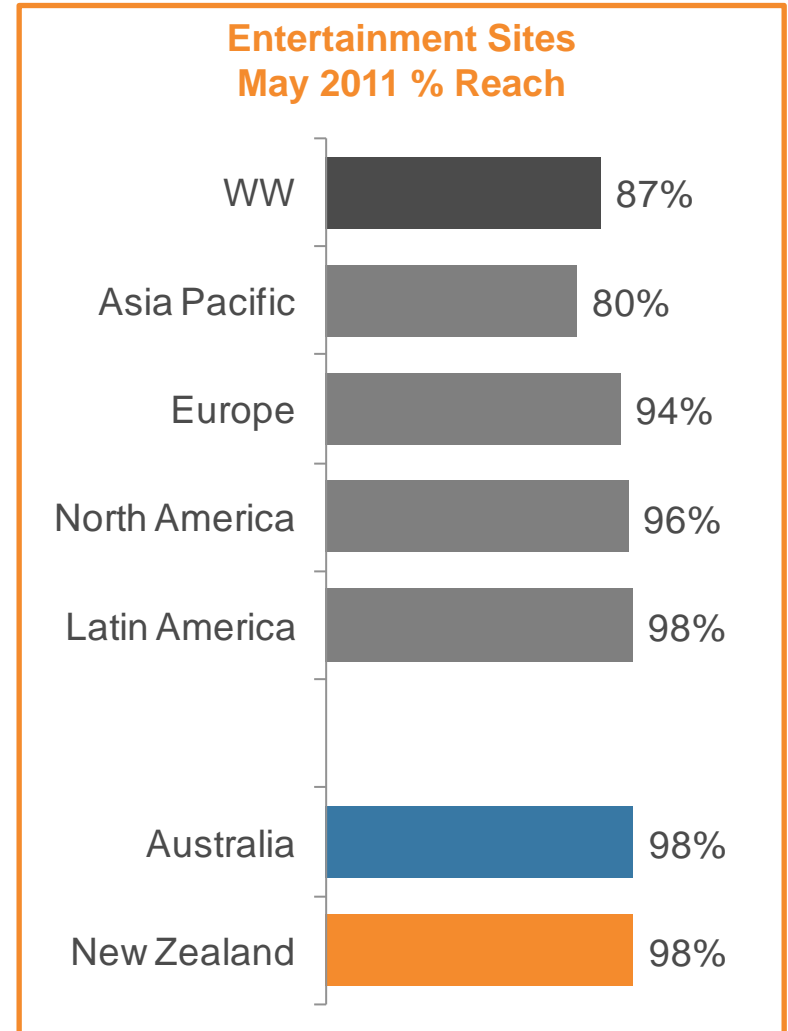
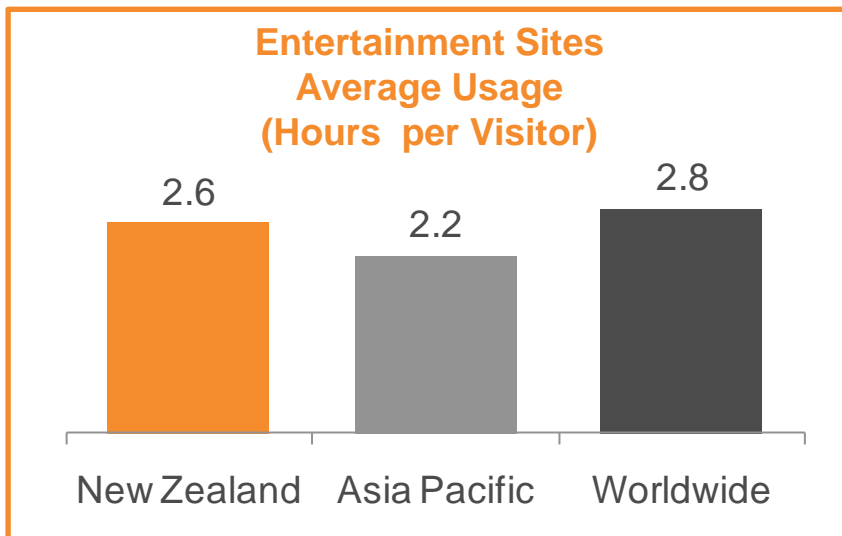


**Top Sports Sites: New Zealand**  
Average Minutes per User



# Web is a Key Entertainment Channel in New Zealand

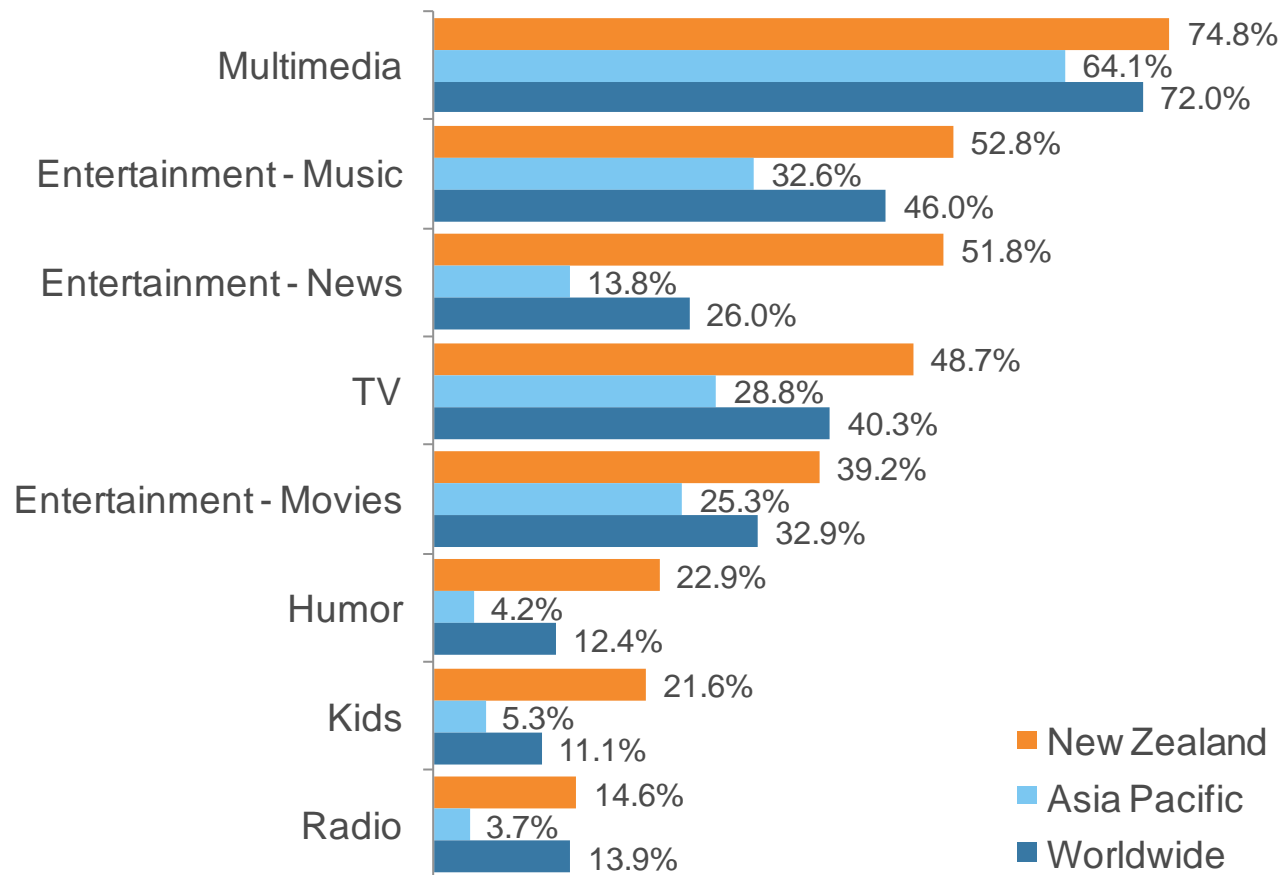
- Virtually all web users in New Zealand visited an Entertainment site in May
- Substantial time spent, 2.6 hours per user
- High broadband penetration in NZ makes it no surprise that Entertainment usage is high.



# Entertainment News, Kids, Humor Index Highest in New Zealand

- Web users in New Zealand were more likely to visit a variety of Entertainment sites – but outpaced the global averages most in **News, Kids, and Humor**

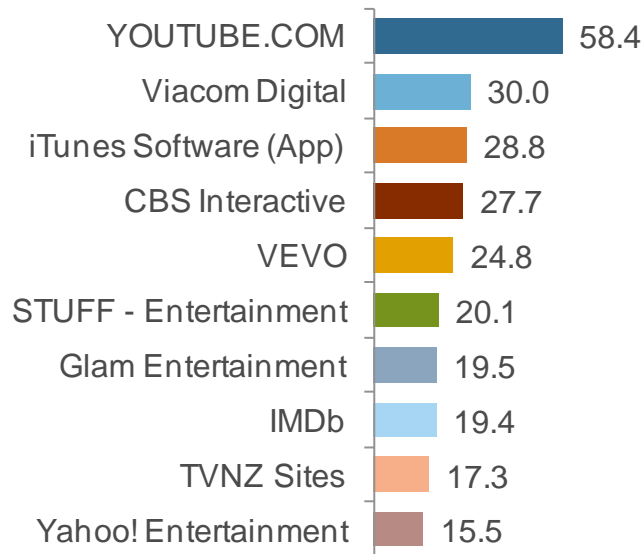
## New Zealand vs. Regional & Global Reach of Entertainment Subcategories



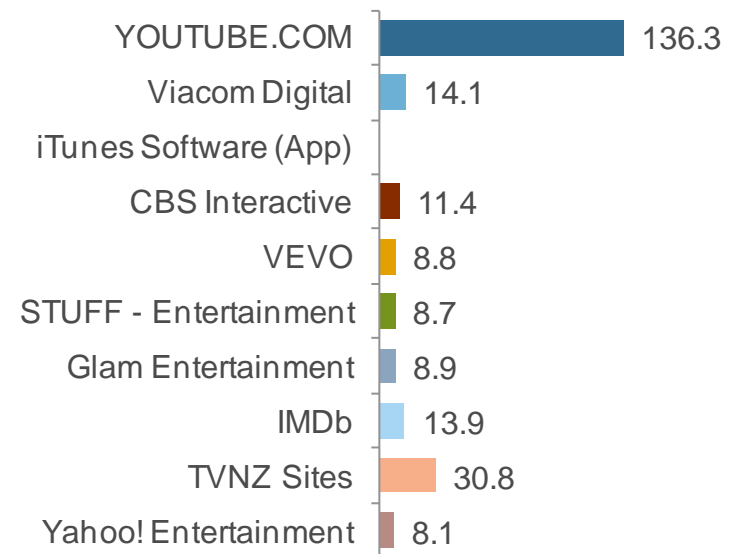
# Top Entertainment Sites

- YouTube leads the Entertainment category, with 58 percent reach of the New Zealand web audience. Usage averages more than 2 hours per user
- Average usage on TVNZ is also notable – half an hour per user

**Top Entertainment Sites: New Zealand**  
% Reach



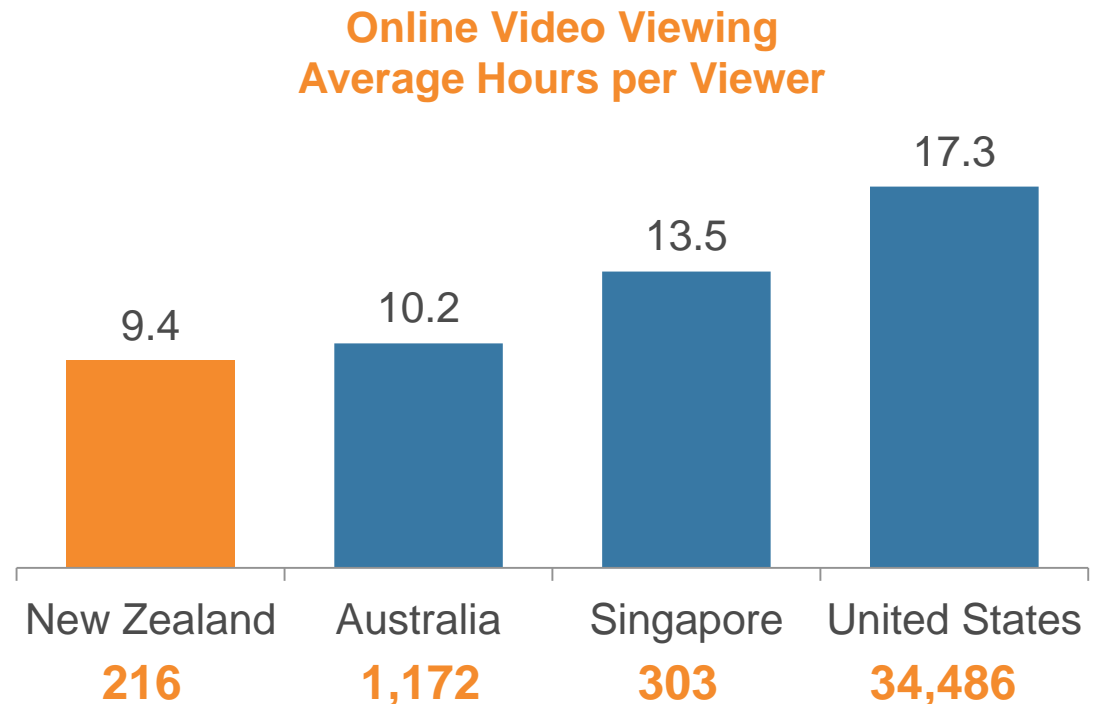
**Top Entertainment Sites: New Zealand**  
Average Minutes per User



# Actual Video Consumption in New Zealand is Relatively Low

- Despite high broadband and high consumption of other types of Entertainment content, online video consumption in New Zealand lags behind Australia, Singapore, and the United States
- There is room for growth, but Kiwis' patterns of web usage indicate that they do not spend tremendous amounts of time online.

**Total Number of Videos (MM):**



# NEW ZEALAND: ONLINE SEARCH ACTIVITY

## Searchers

2.6 million unique searchers

Avg. 34.9 search visits per searcher

Avg. 127 searches per searcher

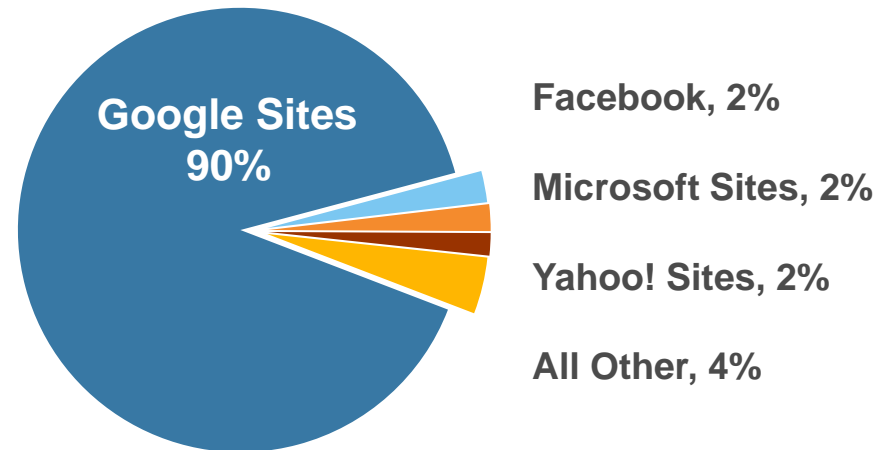
## Searches

327 million searches

397 million search result pages

89 million search visits

## Share of Searches by Property



**Thank You!**

**Amy Weinberger**  
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