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Social Networking Taking Off in China – 46 Million Participate Regularly – 15% More Than in the U.S.

Interactions on Social Networks Now Influence 20% of Purchase Decisions

San Francisco, December 18, 2008 -- Netpop[®] Research reports that social networking is growing in popularity and influence in China. Today, 24 percent of all Chinese broadband users regularly participate in social networking – an increase of 9 percent since 2007 – and social networking sites were influential in 20 percent of users' purchase decisions. The report also reveals a complex social networking market: Fierce competition exists between many local (Chinese) sites and global leaders Facebook and MySpace.

“Unlike the United States, where Facebook and MySpace dominate, China’s is a crowded market with many competing brands,” says Cate Riegner, VP of Research at Netpop.

“Fortunately, Chinese social networkers are enthusiastic participants in social media who use many of these sites regularly – 6 sites on average. Yet we are also seeing particular types of Chinese Social Networkers gravitate to certain sites.”

Netpop data also reveal the significant purchasing power of Chinese Social Networkers: Young, influential, empowered shoppers who spend an average of ¥509 per month online – 68% more than non-social media users. They connect with an average of 73 people in a typical week, underscoring their ability to influence others in their network.

“Clearly, social networking is an important trend in China, one that carries significant implications for consumer opinion and purchase behavior,” says Josh Crandall, President at Netpop Research. “Particularly in a market with the size, growth potential, and enthusiasm for social media as China, it is imperative for marketers to develop new approaches to marketing and advertising for these social media spaces.”

These are among the conclusions of a newly released Netpop | Connect report: “Social Networkers China: Who they are and what they mean for next generation advertising.” The report, which is available for purchase online for \$595 USD, includes:

- Comparison of Social Networkers to non-social media users
- Comparison of the five leading social networking sites (Xiaonei, 51.com, Kaixin001, Myspace, and Facebook) in China
- Overview for CMOs eager to find effective ways of reaching consumers in social media spaces

Visit www.netpopresearch.com and purchase the report today.

About Netpop Research, LLC

Netpop Research, LLC is a San Francisco-based strategic market research firm that specializes in online media, digital entertainment and user-generated content trends. Since 1997, Netpop has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the digital consumer. Netpop Research is the creator of the Netpop tracking study of Internet usage among broadband consumers in the United States and China.