

## Should You Be On LinkedIn?

With all the buzz going around about social networking (and in particular the inexorable rise of Facebook in New Zealand), it's useful to review the current status of the leading business networking site, LinkedIn. As of October 11th (per *BlueBanana.co.nz*) there were nearly 160,000 LinkedIn members based in NZ (and over 50 million members across the globe). Not trivial.

Should you be on LinkedIn? These groups are:

### Top 5 Companies in New Zealand that have the most employees on LinkedIn

1. Telecom New Zealand
2. Gen-I
3. Vodafone
4. HP Enterprise Services
5. IBM

### Top 5 Industries for LinkedIn Members in NZ

1. Information Technology and Services
2. Telecommunications
3. Computer Software
4. Education Management
5. Marketing and Advertising

Still a little way to go until the service mainstreams over here, but worth keeping in mind as a source of business intel, especially in the IT or telco sectors.

## The Secret Life of Kids

The Cartoon Network team were in town last week, sharing the results of their latest round of research into the media habits of 7-14 year old Kiwi kids.

Most of the data indicated a continuation of trends we've seen in past years, but there were some surprises.

Perhaps the most important finding was the nearly universal possession of mobile phones by the oldest youth segment (99% of 13-14 year olds have one) -- and the significant and growing penetration of smartphones (rather than just basic hand-me-down mobile devices) amongst this age group. That in turn suggests that we should look to increased opportunities for mobile multimedia targeting Gen Z (especially mobile game applications, the most attractive offering for young 'uns).

Another key trend: the Internet is consuming more and more hours of childrens' time (although TV still rules). Weekly consumption by medium:

- Television 15.8 hours per week
- Internet 13.3 hours per week
- Music 9.8 hours per week
- Video Games 9.6 hours per week

*Contact us if you'd like to see the full preso.*

## Other Snippets

### NEW ONLINE TRAFFIC SEGMENTATION TOOL

Launched last week: NZ online traffic segmentation tool, Hitwise Lifestyle. The new tool reveals the demographics, attitudes and behavioural characteristics of visitors to more than 40,000 different websites and over 165 industries. New Zealand Internet users are classified into 11 household-level Groups and 42 Types, from Urban Intelligence to Grey Power. Combined with Experian Hitwise's online data analysis, an organisation can identify websites that attract the highest concentration of its brand's most desirable customers. It also provides businesses with the ability to further segment their own website's visitors by numerous characteristics including age, attitudes and shopping preferences.

### OZ BUDGETS LOOKING UP?

Australian marketers are predicting a 7% rise in marketing budgets in 2010, according to a new survey of 345 senior Oz marketers, commissioned by the Australian Marketing Institute (*as reported by B&T*). These findings are somewhat at odds with the projections from the World Advertising Research Centre, which suggested Australian media inflation would be minimal in 2010. According to the WARC study, Australian television advertising rates are expected to rise just 1.6%, the highest of all Oz media except online (5.5% rise expected in Internet ad rates).