

## Finance Was Biggest Q2 Online Spender In Hong Kong

September 19, 2008

Hong Kong: The online advertising spending in Hong Kong reached HK\$164MM in the second quarter of 2008 with the *Finance* sector the biggest spender investing HK\$26MM in online ads, according to the latest AdRelevance report from Nielsen Online in Hong Kong.

As Nielsen Online's quarterly AdRelevance report reveals, almost 1,100 advertisers in Hong Kong promoted their brands online from April to June in 2008, involving over 2,900 advertising campaigns, and more than 5.2 billion ad impressions. (Chart 1)

By category, *Finance* accounted for 16 percent of the total online advertising pie, taking over *Computer & Electrical* (15%) as the biggest spender this time round. In the third place was *Entertainment* (12%), followed by *Education & Learning* (8%) at the fourth. Collectively, these four sectors comprised of 50 percent of the total online advertising pie in Hong Kong. (Chart 2)

By brands, Citicorp was the largest online advertiser by ad impression in the second quarter in 2008 as well as the top spender in the *Finance* category with 327 million ad impressions across its campaigns. PCCW came in as a second with 190 million ad impressions, the highest within the *Communications* category, followed by Global Beauty International Limited and Dell. It's worth noting that Dell continued to be the top spender in the *Computers and Electrical* category. Hong Kong Jockey Club ranked fifth with a total number of ad impression of 168 million. (Chart 3)

"The Internet provides marketers with a borderless medium to reach an increasingly Internet-savvy and highly mobile audience. The online advertising market is expected to be an increasingly important advertising channel with a huge room for growth," said Mr. Joseph Kam, Commercial Director, Nielsen Online, The Nielsen Company, Hong Kong & Taiwan.

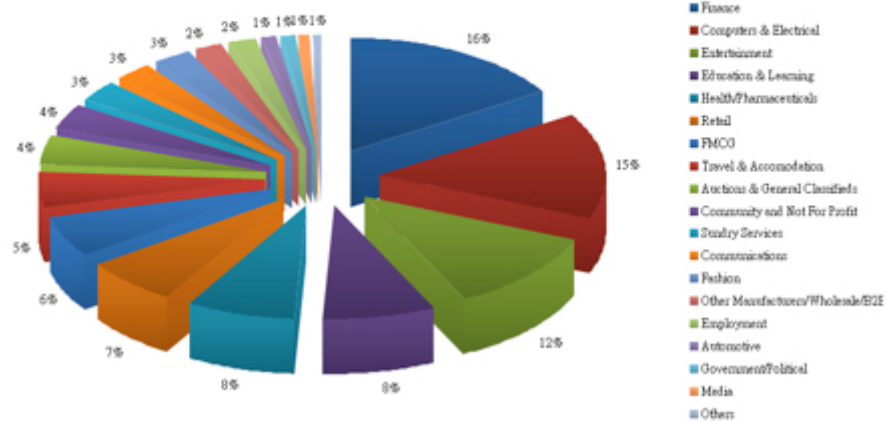
**Chart 1: Hong Kong Online Advertising Activity (Q2, 2008)**

No. of advertisers	1,094
No. of campaigns	2,989
Average no. of campaigns / advertiser	2.7
No. of banners	6,121
Average no. of banners / advertiser	2
<b>Total ad impressions</b>	<b>Over 5.2 billion</b>
<b>Total ad expenditure</b>	<b>Over HK\$164 million</b>

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**Chart 2**

HK's Estimated Online Ad Spendings in 2008 Q2  
Total Ads Spends: HK\$164 Million (Apr-Jun 2008)



**Chart 3: Top 10 advertising brand (Q2, 2008)**

Ranking	Advertiser	Ad impressions (in 000's)
1	Citicorp	327,247
2	PCCW	189,701
3	Global Beauty International Limited	173,939
4	Dell	170,061
5	The Hong Kong Jockey Club	168,097
6	Cathay Pacific Airways Limited	165,555
7	eBay	141,484
8	Funtown	139,028
9	Hong Kong Government	111,878
10	Wall Street Institute	108,050

Source: asiamediajournal.com