

SILVERMATTERS

A Brief Report On 55+
Social Networking Habits
In 13 APAC Countries

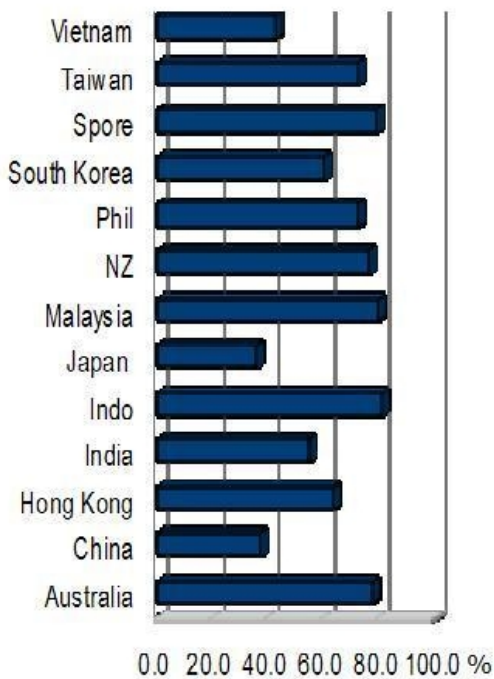
(June 2010)



Networking sites reach up to 80% of 55+ Internet users

Mature consumers in Asia Pacific are in line with global trends in social networking, according to ComScore data across thirteen APAC countries. In some of the countries, up to 80 percent of 55+ Internet users are using social networking sites.

Networking Sites % Reach of 55+ Internet Users (APAC Countries)



The chart above shows that four countries - Singapore, Malaysia, Indonesia and Australia, or about a third of all thirteen countries surveyed - have the highest percentage of mature internet users logging on to social networking sites. Three countries with the least percentage of 50+ Internet users visiting social networking sites are Vietnam (42%), China (37%) and Japan (36%).

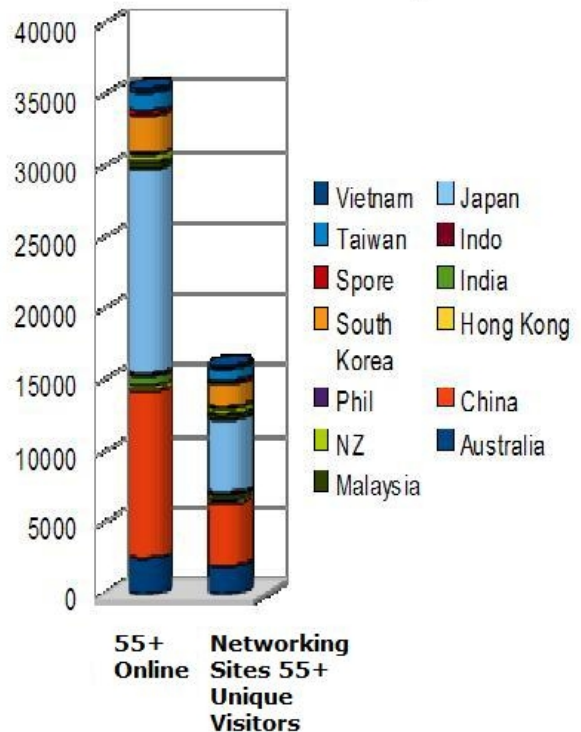
Japan, China and Australia make up the numbers

Despite having the smallest percentage of 55+ Internet users accessing networking web sites, Japan and China make up the main bulk of the 55+ audience accessing such sites.

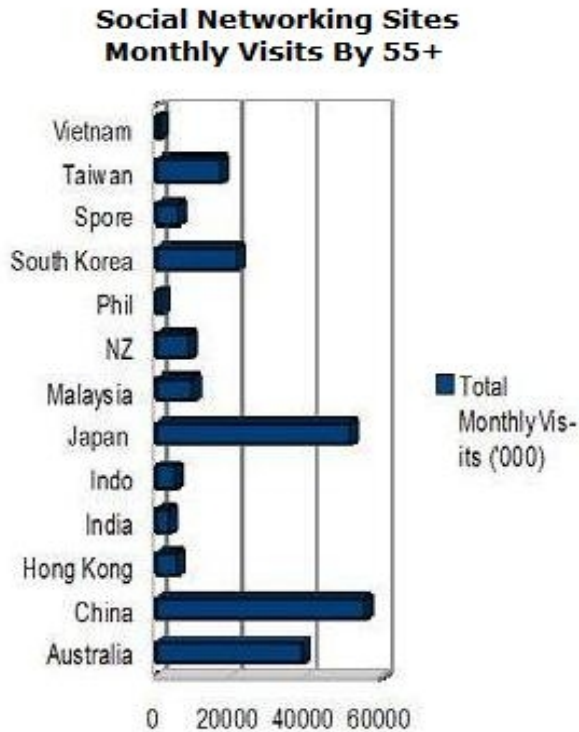
With 5,122,000 million unique visitors, Japan has the largest number of 55+ visiting social networking sites among the countries surveyed. This is followed by China with 4,351,000 unique visitors and Australia with 1,970,000. South Korea trails closely behind Australia with 1,582,000 unique visitors.

The following chart shows the number (totalling approx 35 ml) of 55+ unique visitors to networking sites from the APAC countries:

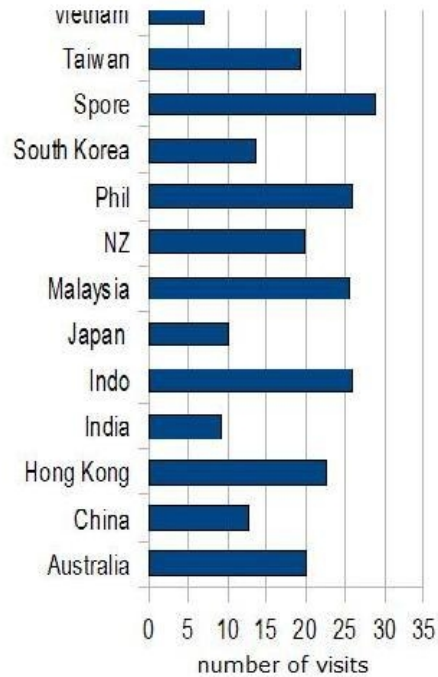
Number of 55+ Unique Visitors To Social Networking Sites



Just three countries – Japan, China and Australia - account for 83% (146,376,000) of 175,360,000 monthly visits to networking sites:



Average Monthly Visits Of Social Sites By 55+ Internet Users (APAC Countries)



Frequency and duration of visits

On a monthly basis, individuals from Singapore, Philippines, Malaysia and Indonesia chalked up the highest number of visits (25 to 29 visits) to networking sites as compared to Vietnam, Japan and India, which have the lowest incidence (7 to 10 visits), as shown in the following chart:



In terms of duration, visitors from China, Indonesia and the Philippines each spent between 12 to 14 mins per visit. In contrast, visitors from Vietnam, Japan and India spent between 8 to 9 mins per visit.

How do the sites rank?

Facebook was the most popular site among all the countries except for China (Facebook not ranked here), Japan (ranked 4th), South Korea (ranked 3rd) and Taiwan (2nd). The top position for these four countries are held by Baidu Space, Mixi, CyWorld and Wretch, respectively.

Twitter is the next most popular among the countries being one of the top 5 in 8 out of the 13 countries. This is followed by Windows Live Profile – a website for Windows Live users, which is similar to Facebook's profile feature.

The table on the following page shows the top 5 social networking sites of the 13 APAC Countries:

TOP 5 SOCIAL NETWORKING SITES BY COUNTRY

Australia	China	Hong Kong	India	Indo	Japan	Malaysia
FACEBOOK.COM	Baidu Space	FACEBOOK.COM	FACEBOOK.COM	FACEBOOK.COM	MIXI.JP	FACEBOOK.COM
MySpace	RENREN.COM	Windows Live Profile	Orkut	MULTIPLY.COM	TWITTER.COM*	MySpace
Windows Live Profile	QQ.COM Alumni	WRETCH.CC	SULEKHA.COM	TWITTER.COM*	LOCOCOM.JP	TAGGED.COM
TWITTER.COM	KAIXIN001.COM	Baidu Space	IBIBO.COM	FRIENDSTER.COM	FACEBOOK.COM	Windows Live Profile
LINKEDIN.COM	51.COM	MYMAJI.COM	TWITTER.COM*	Yahoo! Meme	SPYSEE.JP	FRIENDSTER.COM
NZ	Phil	South Korea	Spore	Taiwan	Vietnam	
FACEBOOK.COM	FACEBOOK.COM	CyWorld	FACEBOOK.COM	WRETCH.CC	FACEBOOK.COM	
Bebo	FRIENDSTER.COM	Nate.com Flying Board	TWITTER.COM*	FACEBOOK.COM	TAMTAY.VN	
Windows Live Profile	MULTIPLY.COM	FACEBOOK.COM	Windows Live Profile	Windows Live Profile	MULTIPLY.COM	
TWITTER.COM*	TWITTER.COM*	TWITTER.COM*	MySpace	MYMAJI.COM	1280.COM	
LINKEDIN.COM	Yahoo! Meme	(Not available)	FRIENDSTER.COM	Baidu Space	(Not available)	

Conclusion

Why are the 55+ so active on social sites?

A May 2010 study in the US by AARP has shown similar results, revealing that among the 50+ who access the Internet, 37 percent used social-networking sites.

Not surprisingly, the AARP survey reports that of the 50+ who use social media, 62 percent do it to **connect with their children** and 36 percent to **connect with their grandchildren.**

The study also reveals that 40 percent of 50+ American adults considers themselves extremely comfortable (17%) or very comfortable (27%) with using the Internet.

It also reveals that almost half of the respondents came to use social media as a result of an introduction by a family member other than a spouse. And 7 percent said they were introduced to social media by their grandchildren.

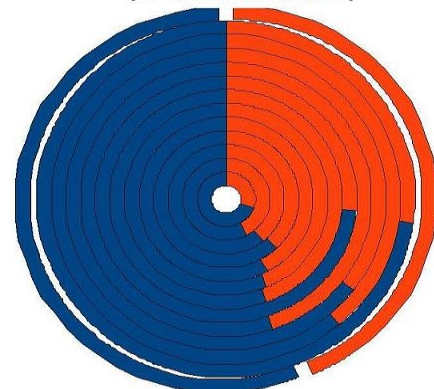
This is not surprising because studies show that older folks are not adverse to technology and that

social media has become an important tool for them to stay in touch with family members.

The ComScore and the AARP studies reinforce this trend across the globe. These studies show conclusively that many seniors are just as comfortable with social networking sites as the younger Internet users.

With baby boomers holding the largest portion of disposable income, marketers can no longer afford to ignore this segment. And online channels, including social sites have become an important means to access this market.

**55+ Online Users Visiting Social Networking Sites
(13 Asia Pacific Countries)**



■ 55+ Online Users
■ 55+ Online Users Visiting Social Networking Sites



SILVER

connecting you to the 50+ market

SILVER Group Pte Ltd

<http://www.silvergroup.asia>

Based in Singapore, Silver Group is a strategic marketing consultancy that helps companies leverage business advantage from the exploding population of 50+ consumers across the Asia Pacific. Using unique research and tools, SILVER translates consumer insights of the mature market to help marketers become 'age-neutral', the first step toward success with the mature market. .