

NETREPORTER

Where will the information take you?

Client News/August 2009

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DATA RELEASE DATES:

AdRelevance (July)	August 6
NetView (July)	August 10
MegaView Search (July)	August 11
MegaView Online Retail (July)	August 10
VideoCensus (July)	August 10
@Plan (Fall '09)	August 31

PRODUCT TRAINING SCHEDULE

@Plan	AdR	NetView
8/18	8/13	8/20
8/27	8/25	9/1
9/8	9/3	
VideoCensus		
9/9		

To register for an upcoming training class, [click here](#).

CATEGORY CLOSEUP

Site	Unique Audience (000)
About.com Food & Drink	5,609
Food and Wine	922
DrinksMixer.com	597
Bevmo.com	298
wine.com	233
wine.woot.com	223
Beeradvocate.com	228
Snooth	123
Wine Spectator Online	101
Heineken International	82

Source: Nielsen NetView, 6/09, custom data, U.S. work and home

UPCOMING ENGAGEMENTS

Retail Trends



Maya Swedowsky
Associate Research Director

Drivers, Barrier and Opportunities for Online Grocery Retailers and Marketers

Before the dot.com bubble burst in 2000, online grocers were all the rage. Start-up retailers with ambitious plans were flush with capital, and it seemed that the brick and mortar grocery store might go the way of the five and dime. Of course, we know how that played out: consumers were not ready to abandon their local grocery store, online shopping services like Webvan ran out of money, and the sole online survivors were brick-and-mortar grocers able to leverage their offline presence and specialty retailers aimed at niche markets.

A decade later, the vast majority of consumers continue to buy their groceries at their local stores. However, online grocery is beginning to show a resurgence—funded not by venture capital dollars but by sustainable growth plans and increasing consumer interest. What's different now compared to a decade ago?

Consumers are better equipped: the advent of broadband allows shoppers to make online purchases with greater ease and speed, and to avail themselves of a growing range of uniquely digital features and functions

Online grocers are proceeding more cautiously this time around, selectively expanding their offerings and geographic availability, even as they address the logistical challenges that plagued their predecessors

We'll discuss this topic in-depth in our next [Webinar](#) on August 18 this month—here are a few of the questions we'll be examining:

- How large is online grocery and how does it compare to other e-commerce categories?
- Which demographics purchase groceries online and how do they use the Web, social media and other online tools to plan and execute purchases?
- What drives consumers to shop for groceries online? What are the barriers to entry?
- How can grocers use their Web sites to connect with and engage shoppers, even if they do not sell products online?

Date: Tuesday, August 18

Time: 2:00 p.m., EDT / 1:00 p.m., Central / 11 a.m., PDT

[REGISTER NOW!](#)

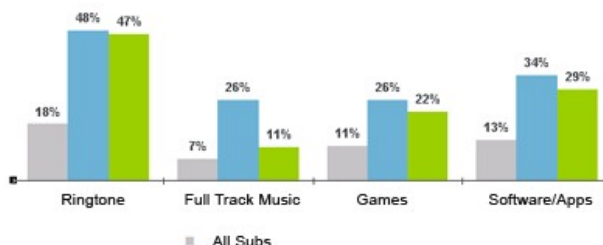
Data Center: Teens

Back to School Teen "Mobile Upgraders" on the Rise

As summer winds down and back-to-school shopping begins its ascent, teens and college students are compiling their shopping lists. Among the purchases of pencils, notebooks and organizers, we also can expect purchases of new mobile phones and associated content—games, music, ringtones and other apps. In fact, nearly 40% of wireless subscribers under the age of 25 plan to upgrade their phone compared to 32% of the total wireless population. Increasingly—especially for young adults aged 18 – 24—likely "upgraders" are in the market for high-powered handsets: more than 50% of them plan to make their next handset purchase a smartphone.

Adoption of smartphones leads to overall higher ARPU (average revenue per user) for carriers as subscribers take on monthly (often unlimited) data plans facilitating advanced data usage like Web browsing and video streaming—fueling the growth of mobile ad supported content.

Mobile Content Download Penetration: Youth Recent Acquirer vs All Subs Q1 2009, Youth Device Tenure <1month



HostingCon 2009

August 10-12
Washington DC

Speaker:

- Pete Blackshaw

ad:tech Chicago

September 1-2
Chicago

Speakers:

- David Wiesenfeld
- Jon Gibs
- Paul Kultgen
- Jessica Hogue

ESOMAR Word of Mouth Workshop

September 15
Switzerland

Speaker:

- Pete Blackshaw

Advertising to Kids 2.0

October 7
New York

Speaker:

- Pete Blackshaw

Digital Hollywood

October 19-22
Santa Monica

Speakers:

- David Gill
- Bill Stephenson
- Richard Sussman

Social Networking

World Forum

November 9-10
Santa Clara

Speaker:

- Pete Blackshaw

BlogPulse

[BlogPulse.com](#) is Nielsen's free online blog tracking service, which tracks and analyzes millions of blogs daily for trends, issues, news, events, people, blogs and more.

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Nielsen Wire

Our online analyst blog, Connecting the Dots, has now been integrated into the Nielsen Wire. You can find even more content and links to online and mobile data as well as news and information from across The Nielsen Company. View the [Wire](#) here, and read our recent posts?

Recent Posts

[Improving Customer Experience by Listening and Responding to Social Media](#)

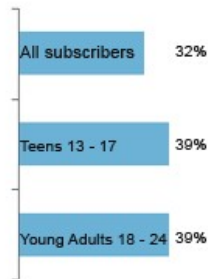
[Global Advertising:](#)

- Teens w/ New Phones
- Young Adults w/ New Phones

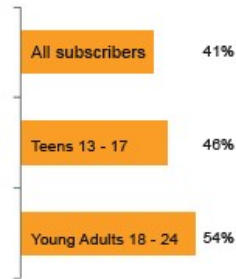
Source: Mobile Media Marketplace/Mobile Consumer Insights Q2 2009

Regardless of the type of phone, young subscribers with new phones almost immediately begin customizing them with downloadable content. Looking at youth who have had their phone for a month or less in Nielsen's Mobile Consumer Insights panel shows that just under half of these new phone owners purchase a ringtone compared to only 18% of the total population. Game and application download penetration is twice as high for young recent handset acquirers while teens also get a substantial bump in full track music downloads. Nielsen's mobile Q3 data will reveal what handsets these young subscribers are adopting as well as the top downloaded content—stay tuned!

Likelihood to Upgrade Handset Q2 2009, National



Likelihood to Upgrade to Smartphone Q2 2009, Likely Upgraders



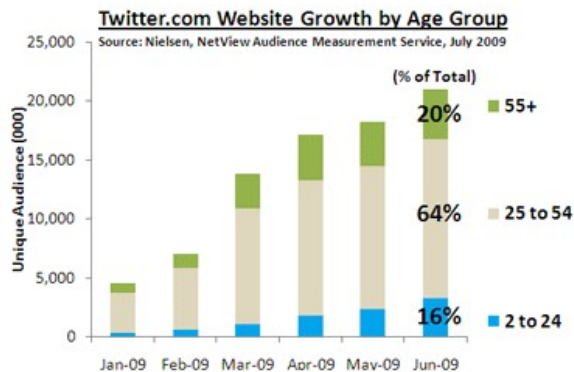
Source: Mobile Media Marketplace/Mobile Consumer Insights Q2 2009

Teens Don't Tweet; Twitter's Growth Not Fueled by Youth

- by Dave Martin, Nielsen's VP of Primary Research for Online

You've probably heard of the [Morgan Stanley report](#) that declares "teenagers do not use Twitter," based on a sample size of one 15 year-old intern named Matthew Robson. Morgan Stanley rightfully disclosed that they do not claim that his study is representational or merits statistical accuracy, so we thought we could provide both with our NetRatings panel of 250,000 U.S. Internet users.

Twitter's footprint has expanded impressively in the first half of 2009, reaching 10.7 percent of all active Internet users in June. Perhaps even more impressively, this growth has come despite a lack of widespread adoption by children, teens, and young adults. In June 2009, only 16 percent of Twitter.com website users were under the age of 25. Bear in mind persons under 25 make up nearly one quarter of the active US Internet universe, which means that Twitter.com effectively under-indexes on the youth market by 36 percent.



[Click here to read the full article on Nielsen Wire](#)

Product Updates

@Plan Enhancement

Next month, @Plan users will see increased data sets and deeper demographics. The September Beta data release will provide more than 4,000 profile points and greater local market coverage. With the launch of our largest U.S. panel—measuring more than 225,000 people—other enhancements include greater depth of reported sites covering over 30,000 brands and channels. Look for more information about our official launch of Beta data in early September.

In November, with the first official release of @Plan data of record, the new @Plan interface launches with a range of client benefits: saved target, lists and reports, greater control over Boolean queries, and easier navigation. In addition, @Plan will include a Mobile @Plan module to enable optimized mobile Internet media planning.

Please contact your [Account Manager](#) for more information.

Press Center

[Consumers Trust Real Friends and Virtual Strangers the Most](#)

▶ [Online Advertising Has Work to Do to Elicit Consumer Trust](#)

▶ [Nielsen Launches Expanded Web Measurement Panel](#)

▶ [Price of Diesel Fuel, Along with Diesel Buzz, Goes Down](#)

▶ [The Long Tail of the Net – Just How Important is it?](#)

▶ [United Airlines and Consumer Generated Turbulence](#)

▶ [Social Media Stats: MySpace Music Growing, Twitter's Big Move](#)

▶ [Web Buzz Honors Moon Landing and Cronkite's Role](#)

▶ [Grading India's Wireless Providers](#)

nielsen Reports

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▶ [Are Value-Themed Ads Making an Impact?](#)

▶ [Is the Blue Planet Truly "Going Green"?](#)

▶ [Budgeting for the Upturn – Does Share of Voice Matter?](#)

▶ [Building Loyalty – One High Profit Customer Segment at a Time](#)

▶ [Listen Up: Online Yields New Search Pathway](#)

▶ [Breaking Teen Myths](#)

▶ [How Teens Use Media](#)

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Recent Press Releases

[07/24/09](#)

Q+A: Probing the Amazon-Zappos Deal

- Ken Cassar, VP Industry Insights

Last month, Amazon acquired Zappos for \$847 million in cash and stock. Since Zappos founder Tony Hsieh asked and answered some of his own questions about the deal in a letter to employees, Ken Cassar thought it would be useful to engage in a Q&A with himself about the deal.

[Click here to read the full Brand Week interview.](#)

[07/22/09](#)

Vampire Fan Base Runs Thicker Than Blood Online

With the increasing mainstream interest in an growing gravitation towards all things vampire, vampire-related sites are drawing audiences on the Web.

[Read more here](#)

[07/17/09](#)

Social Media Stats: MySpace Music Growing, Twitter's Big Move

As Myspace.com continues its strategic move toward becoming an "entertainment portal", highlighted by the growth to Myspace Music in June, Twitter.com was again the fastest growing social media site.

[Read more here](#)

[07/13/09](#)

Nielsen Launches Largest, Most Representative Online Audience Measurement Panel In U.S.:

Enhanced panel reports on more than 30,000 Web sites and includes more than 230,000 panelists; delivers major innovations in quality and depth.

[Read more here](#)

[07/11/09](#)

Time Spent Viewing Video Online Per Viewer Up 49 Percent Year-Over-Year In May 2009.

[Read more here](#)

[06/02/09](#)

Time Spent on Facebook up 700 Percent, but MySpace.com Still Tops for Video.

[Read more here](#)

Visit the [Nielsen Wire](#) for a complete press roundup of all Nielsen news and reports.

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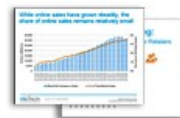
Free Download Library

Download free Nielsen reports, Webinars and presentations from www.nielsen.com. One-time registration required

Here are a few of the most recent online-specific reports:

Consumers in Control: Social Media Strategies for Retailers and Brands

This presentation looks at the insights retailers can glean from CGM, from the micro to the macro, and how retailers can communicate with consumers in a way that encourages trust, engagement, customer satisfaction and ultimately advocacy.



The Path to Listening-Centered Marketing: "Listening" vs. "Asking"

In a joint project with the Procter and Gamble Co., Nielsen set out to understand how insights gleaned from "listening" compare to traditional survey-based findings ("asking"). This presentation takes a look at the findings and provides ways marketers can use "listening" and "asking" techniques to maximize their understanding of the marketplace and consumer.



The Auto Industry: Road to Recovery?

Recent Nielsen data suggests that some key sectors of the auto industry may indeed be on a road to recovery. In this Webinar, we take an in-depth look at what auto manufacturers and their agencies can learn about consumers from online behavior and buzz including current trends in online vehicle comparison shopping and the impact recent government initiatives have had on vehicle purchase decisions.



About Nielsen

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business decisions about their digital and mobile strategies. For more information, please visit [Nielsen Online](#). Also, [Click here](#) to visit our blog.

