

New Zealand Internet Market Report: State of the Nation 2009

Providing a comprehensive snapshot of the New Zealand digital marketplace, this report keeps key decision makers abreast of the ever-evolving online space.

The report will combine a wealth of data on the Internet market place from Nielsen Online Market Intelligence and Nielsen Media Research Panorama. Nielsen Online will also supplement this report with research from a dedicated online panel, and in addition, use Nielsen Online data from overseas to benchmark New Zealand's "performance" in this crucial market. Historical trends to show growth levels of Internet and broadband take up, as well as measuring changes in consumer behaviour, will also be included to provide the first fully comprehensive report of its kind in New Zealand.

The Package

Pre Subscription: allows subscribers to provide input into the panel questionnaire in addition to the report in Powerpoint format: \$7,000 + GST.

The first annual edition of Nielsen Online's Internet Market Report will be released in April 2009 – pre-order now!

Contacts

For more information or to schedule a presentation to learn more about our offered services, please contact Ivan Fuyala on 09 970 3678.

Topics Covered

- Internet participation and broadband uptake rates – historical trends and international benchmarking
- Cross media consumption
- Online advertising
- The Internet User environment – place of usage, type of connection at home, broadband speeds, devices used, browsers, operating systems etc
- Internet usage behaviour – frequency, engagement, information researched, activities undertaken
- Online Brand Awareness by category
- Emerging online services
- Online audio/visual content – types of content accessed, and preferred payment models/levels
- Demographic profiles of the New Zealand Internet user, and the different usage patterns.



This Report will arm organisations with the information required to thoroughly understand the New Zealand Internet Market – where it is going, where it stands internationally, the profile of the online consumer, and behaviour patterns of the nation online, thus helping to ensure that the best company online development decisions are made.