



Gain the latest insights on Southeast Asian consumers' digital behaviour

with the Nielsen Southeast Asia Digital Consumer Report 2011

The digital landscape in Southeast Asia is a dynamic and constantly evolving environment. As new technologies continue to emerge, consumers are assessing online media via an ever-expanding array of devices and screens, often simultaneously with other forms of media.

With a regional and country specific view, this comprehensive report on Southeast Asia's digital consumers provides in-depth insights into who is doing what online, device usage where, how and why. The report uncovers drivers of digital behaviour and its role in the lives of today's consumers. It is a vital resource for any business wanting to stay abreast of the ever-evolving digital media space, to inform decision making and planning for 2011 and beyond.

The report provides subscribers with:

- A complete picture of digital behaviour, including the important role now played by social media and rich media
- Insight into the way Southeast Asian consumers are using social media to inform their purchase decisions, and what motivates consumers to engage with brands online
- An understanding and explanation of patterns of behaviour and content consumption across the many connected devices now available, including smartphones, PCs, laptops, games consoles, e-book readers and tablets

The Package

Total Southeast Asia regional report:
US\$18,000

Single country deep dive report:
US\$8,000

All subscribers receive a hard and soft copy of the comprehensive written report plus a detailed set of data tables delivered electronically.

Pre-subscription by 30 June allows subscribers to receive a face-to-face presentation of key findings, in addition to the written report.



Key Benefits:

- The Nielsen Southeast Asia Digital Consumer Report draws from a sample of more than 8,000 consumers, culminating in a rich data set profiling today's Southeast Asian digital consumers
- The depth and breadth of the report provides never-before seen insights making it a 'must have' for anyone operating in the Southeast Asia digital marketplace

For further information contact your Nielsen Account Manager or call +612 8873 7000.