



Nielsen Online

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News Release

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QANTAS DRIVES ONLINE DISCUSSION

- **Bloggers rank Emirates best in the air, followed by Singapore Airlines and Air NZ**
- **Recent airline incidents raising travellers' concerns around air safety**

Sydney, 28 April 2009 — Qantas is the most-blogged airline by online Australians, with more than one third (39%) of consumer discussion online around airlines focusing on the iconic Australian carrier, according analysis by online measurement company Nielsen Online.

The analysis was generated by Nielsen Online 's BuzzMetrics service, which looked at consumer-generated media (CGM) relating to the top airline carriers in the Australian market.

The Nielsen data revealed that online discussion relating to Qantas was more than double that of any other carrier, followed by Virgin with a 17 percent share of chat and Jetstar which accounted for 15 percent (see chart 1).

Looking at the most discussed topics online relating to airline travel, *airline crew* drew the most comments, particularly for Air New Zealand, whose in-flight team was discussed more than any other airlines'. Maintenance was also a hot CGM topic, with Qantas the most talked about airline in terms of maintenance – 4.1 percent of online discussion around Qantas was on the topic of maintenance. Singapore Airlines also generated much discussion around maintenance (2.4% of online discussion). In the area of customer service, Virgin topped the list with 2.2% of online discussion around its brand attributed to customer service, while Jetstar had around 1.9% of online discussion focused on customer service.



Online sentiment pointed to a lingering fear amongst travellers as a result of recent airline incidents. In particular, concerns around Qantas following two mid air incidents in 2008 generated a spike in online discussion which carried on well into 2009, with consumers attributing the incidents to outsourcing of maintenance.

Nielsen BuzzMetrics found that Emirates received the most positive discussion online – 19 percent of consumer sentiment relating to the airline was positive, with consumers touting service, in-flight staff, check-in and in-flight meals as the most satisfying aspects of their experiences. However, the volume of discussion relating to Emirates was one of the lowest of the airlines analysed. Similarly, although Singapore Airlines and Air New Zealand had relatively low volumes of online discussion, the percentage of positive discussion making up that volume saw them ranked second and third respectively behind Emirates for online sentiment.

Verbatim comments sourced by Nielsen BuzzMetrics:

“On an entertainment point of view emirates and singapore airlines generally offer better in seat entertain than qantas as they allow more movies starting at any time etc.” members.essentialbaby.com.au, 27/08/2008

“Having done 4 long haul flights in the last 7 months Emirates are outstanding-from online check in till receiving baggage at end they were faultless-could teach BA/QANTAS a lot of things...” au.messages.yahoo.com, 17/06/2008

“We travel extensively internationally and domesticly - Jetstar is now our last choice for flights as they are very unreliable, we are also unlikely to use qantas again as they slipping - inflight service on international runs are very poor.” www.frequentflyer.com.au, 14/12/2008

“No one has ever said every Qantas flight is a disaster. Only that they appear to be having way too many serious issues.” aus.aviation, 01/12/2008

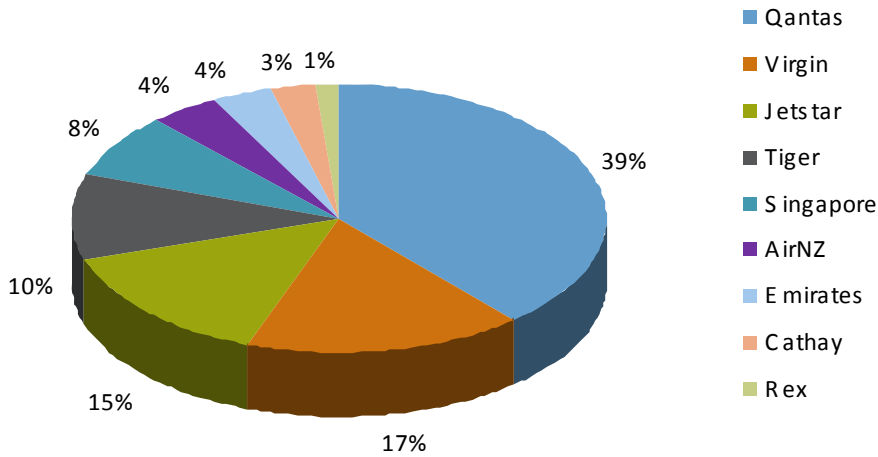
“I decided long ago never to fly with Qantas again due to their rude & unhelpful staff.” au.messages.yahoo.com, 21/11/2008

“But, that said, if I was on a plane like that QANTAS one that had the major problems recently (where quite a lot of passengers got injured etc), I think I would find it very hard to get back on a plane again.” forums.tn.com.au, 06/11/2008

“The reason I tend to avoid Virgin is 737's hate the bloody things” www.atomicmpc.com.au

“So as far as Virgin as a carrier in general I think they're great – good rates and great customer service (from my experience).” forums.whirlpool.net.au, 26/6/2008

Chart 1: Airline carrier share of online discussion



About Nielsen BuzzMetrics

Nielsen BuzzMetrics is a proprietary methodology that analyses consumers’ opinions and discussion from Internet blogs, discussion and message boards, social networks and other CGM platforms.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

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