

# Research Briefing

A briefing for IAB Europe members and partners



2007

Leading interactive marketing across Europe



"Interactive marketers devising their European Social Computing strategies can capitalize on these differences by concentrating specific Social Computing activities in those countries where consumers practice them the most."



Mary Beth Kemp, Senior analyst, Forrester Research

## 60 % of Europeans have adopted social computing

60 percent of European online consumers are taking part in Social Computing activities such as reading or writing blogs, listening to podcasts, setting up RSS feeds, reading and writing online customer reviews, or taking part in social networking sites, according to a new report by Forrester Research, Inc. However, the survey of more than 7,000 online consumers across the United Kingdom, France, Germany, Italy, Spain, Netherlands and Sweden found that consumers in those countries are adopting Social Computing at differing rates. The result is a unique Social Computing profile for each nation. The Forrester research report discussed in this research briefing can be downloaded by IAB members for free at <http://www.forrester.com/IAB>.

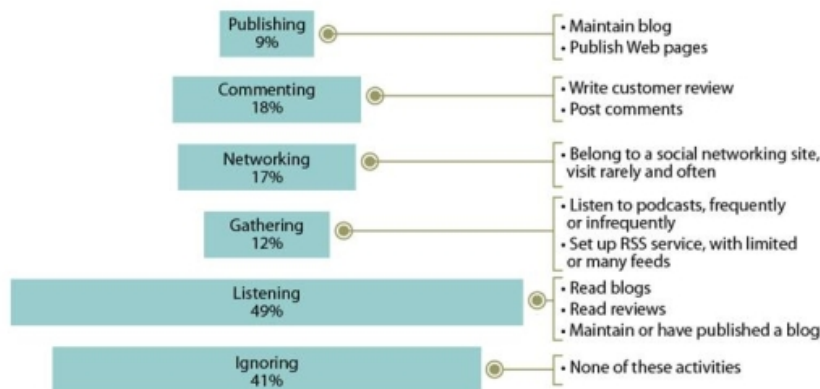
The research showed that:

- Reading peer reviews is the No. 1 Social Computing activity, with nearly one-third of European online consumers taking part in that activity.
- Consumers in the UK and Sweden are embracing social networking sites, while users in Germany and France are far less impressed. More than one-third of UK consumers take part in social networking sites, double the European average.
- Nine percent of all Europeans maintain blogs or publish Web pages. The Dutch are the most prolific, with 15 percent of users in the Netherlands taking part in this activity.
- The Spanish actively comment on Web sites, while Germans are, by and large, reluctant to offer their opinions online.

There are many reasons for the differing behavior in Social Computing. Countries are at different stages of Internet adoption: only 40 percent of Spanish consumers and 44 percent of Italians are online regularly. Furthermore, access remains a challenge for some, with broadband not yet universal: one-fourth of Germans still only have dial-up or ISDN networks. Forrester believes social media distinctions are here to stay. As a result, marketers shouldn't choose social media based on fashion, but rather begin with how their market is using the Internet



### FORRESTER June 2007, "Europeans Have Adopted Social Computing Differently" How Europeans Participate In Social Computing Activities



Base: 7,377 European online consumers

Source: Forrester's Online Media, Marketing, and Retail Study Q3 2006 Survey

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#### Methodology

The data used here is from Forrester's Q3 2006 Media, Marketing, and Retail Survey, which surveyed 7,377 online consumers across the UK, France, Germany, Italy, Spain, Netherlands, and Sweden. This survey is representative of the European online population aged 16 and over. IPSOS conducted the fieldwork in July 2006. To download the full report from Forrester [click here](#).

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