



BLOG READERSHIP REPORT

March 2007



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INTRODUCTION

OBJECTIVE

- Understand blog readers' usage patterns and selection processes

METHODOLOGY

- Conducted using the Vizu Answers research network
- Research conducted between November 20th and December 4th, 2006
- Each question run across 40+ English language blogs
- Subset of questions run against Spanish speaking audience on 12 Spanish language blogs with international reach

EXECUTIVE SUMMARY

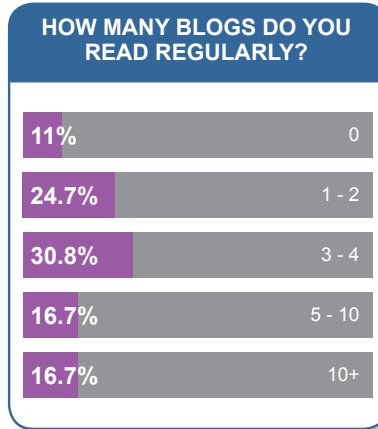
- Two thirds of blog readers read more than three blogs regularly and many are read daily
- Community is a primary driver of readership within blogosphere
 - Search engines are secondary to links and recommendations as a way to find blogs
- Quality of writing is a very important driver of how people perceive blogs
 - Personal opinion oriented content is the defining characteristic of blogs
- Personal interest and entertainment drive more readership than business or education
- About one quarter of blog readers are active participants in creating content
- Spanish blog audience very similar to English audience except claim to read more blogs on a regular basis



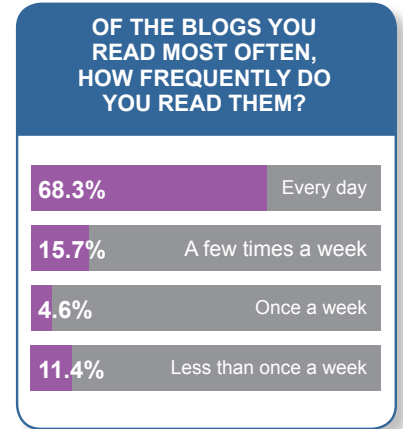
RESEARCH

HOW MANY... AND HOW OFTEN?

- Two thirds of respondents read more than three blogs regularly
 - Of the blogs they read most often, more than two thirds are read every day



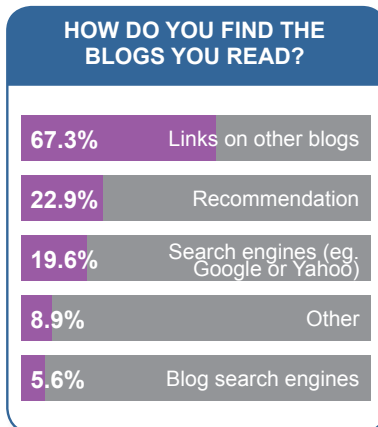
Select 1 Respondents 263



Select 1 Respondents 394

FINDING BLOGS

- Blog readership begets blog readership
 - About two thirds report finding those blogs they read through other blogs
 - Recommendations are as important as search engines with respect to selecting which blogs to read



Select up to 5 Respondents 214

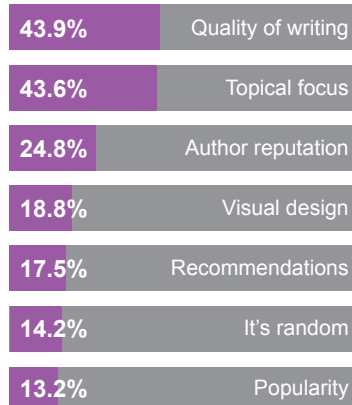
WHAT MAKES A GOOD BLOG?

- “Quality of writing” counts for a lot
 - driving readers’ choices of which blogs they will read as well as helping them to determine which blogs are credible and high quality
 - Topical focus is a key determinant of regular readership
 - Author reputation is a key driver of perceived credibility
 - Post frequency and, to a lesser extent, site design are key drivers of perceived blog quality

DEFINING ELEMENTS OF BLOGS

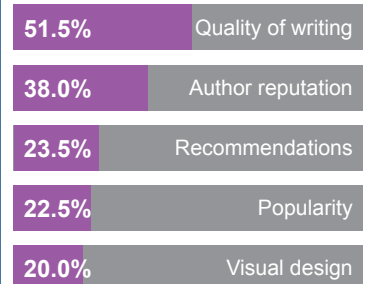
- Personal opinion is the key element in separating blogs from other online media
- Other factors that make a blog a blog
 - Editorial freedom
 - Writing style
 - Layout

HOW DO YOU CHOOSE THE BLOGS YOU READ REGULARLY?



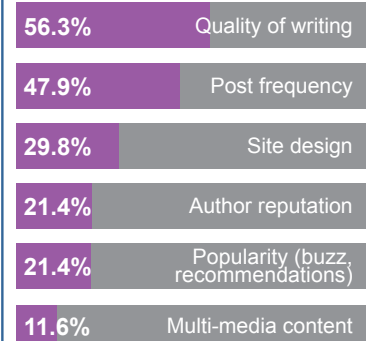
Select up to 3 Respondents 263

HOW DO YOU ASSESS THE CREDIBILITY OF THE BLOGS YOU READ?



Select up to 3 Respondents 200

WHAT FACTORS CONVEY BLOG QUALITY TO YOU?



Select up to 3 Respondents 215

IN YOUR MIND, WHAT MAKES A BLOG A BLOG?

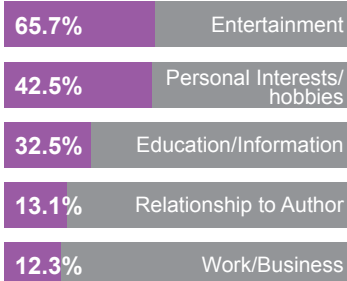


Select up to 9 Respondents 365

REASONS FOR READING BLOGS

- Entertainment and Personal Interests/Hobbies are the reason for many to read blogs
 - Nearly one third read for education or information
 - One in eight respondents report that they read blogs for work/business

WHY DO YOU READ BLOGS?



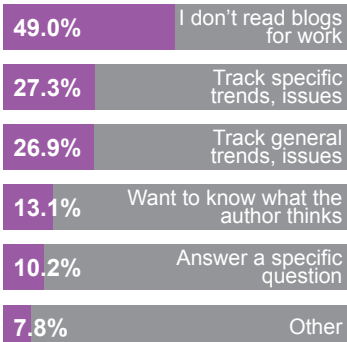
Select up to 5

Respondents 268

TRACKING TRENDS/ISSUES

- The majority of those who read blogs for work use them as a tracking tool as opposed to a research tool.

WHY DO YOU TYPICALLY READ BLOGS FOR WORK?

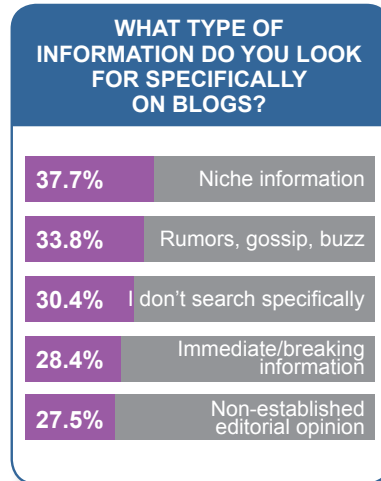


Select up to 3

Respondents 245

BLOGS ARE SOUGHT FOR MANY TYPES OF INFORMATION

- There does not seem to be a dominant type of information sought on blogs

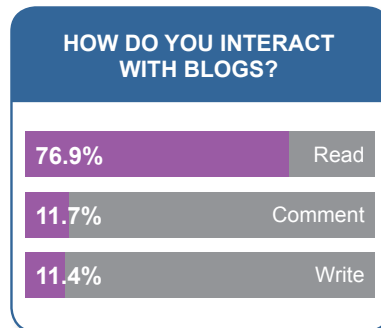


Select up to 4

Respondent 204

READING VERSUS PARTICIPATING

- Three fourths of those who interact with blogs consider themselves primarily readers
 - Over 20% of blog readers claim to be primarily involved in creating content, with an equal percentage writing their own blogs as commenting on others



Select 1

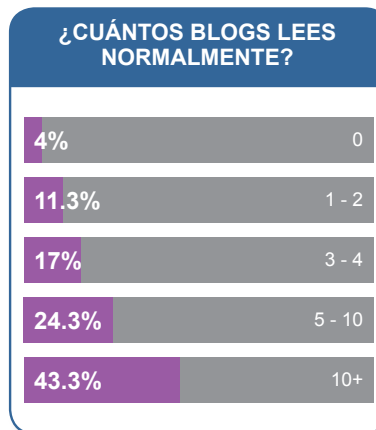
Respondents 281



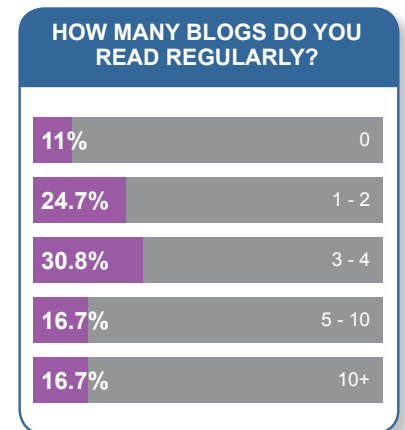
SPANISH LANGUAGE RESEARCH COMPARE AND CONTRAST

HIGHER SPANISH LANGUAGE READERSHIP

- Spanish language respondents report reading more blogs than their English language counterparts



Select 1 Respondents 300



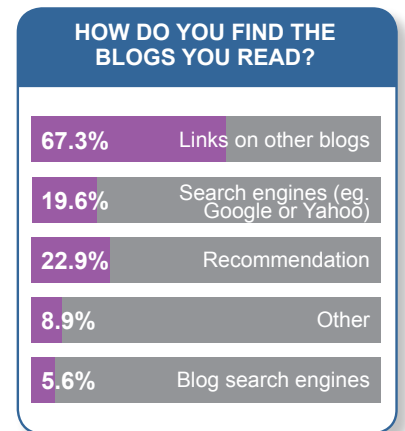
Select 1 Respondents 263

FINDING BLOGS

- Spanish and English language respondents find blogs in identical ways



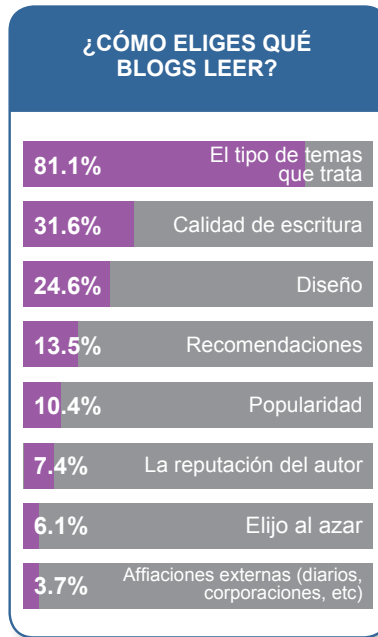
Select up to 5 Respondents 582



Select up to 5 Respondents 214

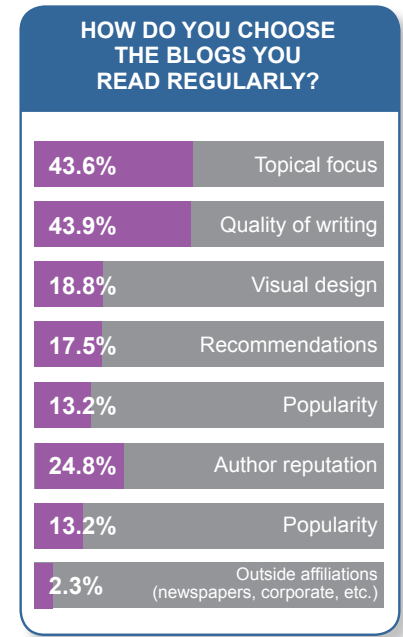
SIMILAR FOCUS

- Topical focus plays a slightly more important role with Spanish language respondents, while author reputation and quality of writing are less important



Select up to 3

Respondents 297

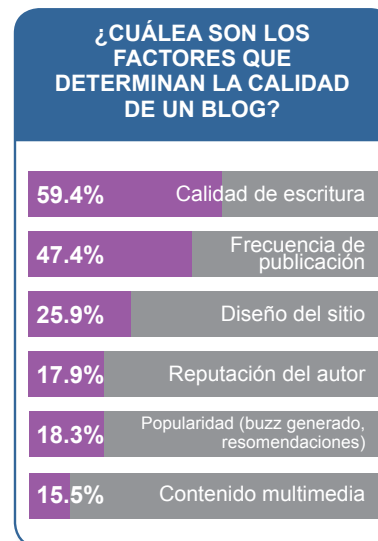


Select up to 3

Respondents 303

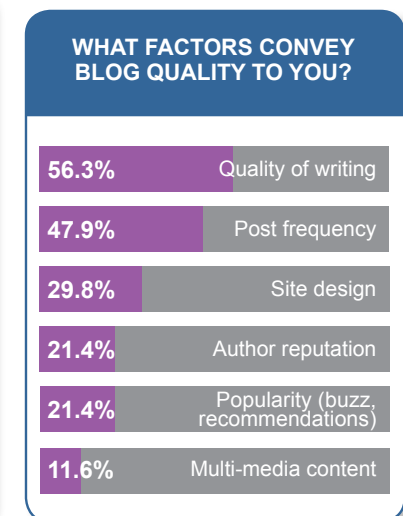
“QUALITY = CALIDAD”

- Spanish and English language respondents have identical perceptions when determining blog quality



Select up to 3

Respondents 251



Select up to 3

Respondents 215

SAMPLE POLLS

Vizuble
 "What the World Thinks" - Observations on public opinion from Vizub.com.

ABOUT

VIZU

RESEARCH POLL ZONE

Your Research Poll Here

Why do you read blogs?
 Please select up to 5 answers.

Education/Information

Relationship to Author

Personal Interests/Hobbies

Work/Business

Entertainment

Cast Your Vote


Nintendo's Mighty Wii Outmaneuvers PS3 and Xbox

Wow, Wii! With all the H that went into the launch the Xbox 360 and PS3, who have expected Nintendo's steal the thunder?

Two gaming blogs, Aeropause and ThatGameBlog, recently p their readers as to which console had the most successful launch and in each case, overwhelmingly selected Nintendo's Wii. On Aeropause, 320 respondents to date said the Wii had the best launch. ThatGameBlog, a similar 70% of the 168 respondents agree Nintendo's console had the best launch.

What is equally amazing to Nintendo's succ dark horse was how poorly the pre-game o favorite to win the launch war fared. In f Aeropause an anemic 5.3% of respondents s PS3 had the best launch and the readers of ThatGameBlog were only slightly more kin PS3 with 9% of respondents to date giving to Sony's unit.

After the Wii's strong start, the question remains...



How do you choose the blogs you read regularly?

Please select up to 3 answers.

It's random

Topical focus

Popularity

Recommendations


Quality of writing

Author reputation

Outside affiliations (newspapers, corporate, etc.)

Visual design

Cast Your Vote



How many blogs do you read regularly?

Please select 1 answer.

0

1-2

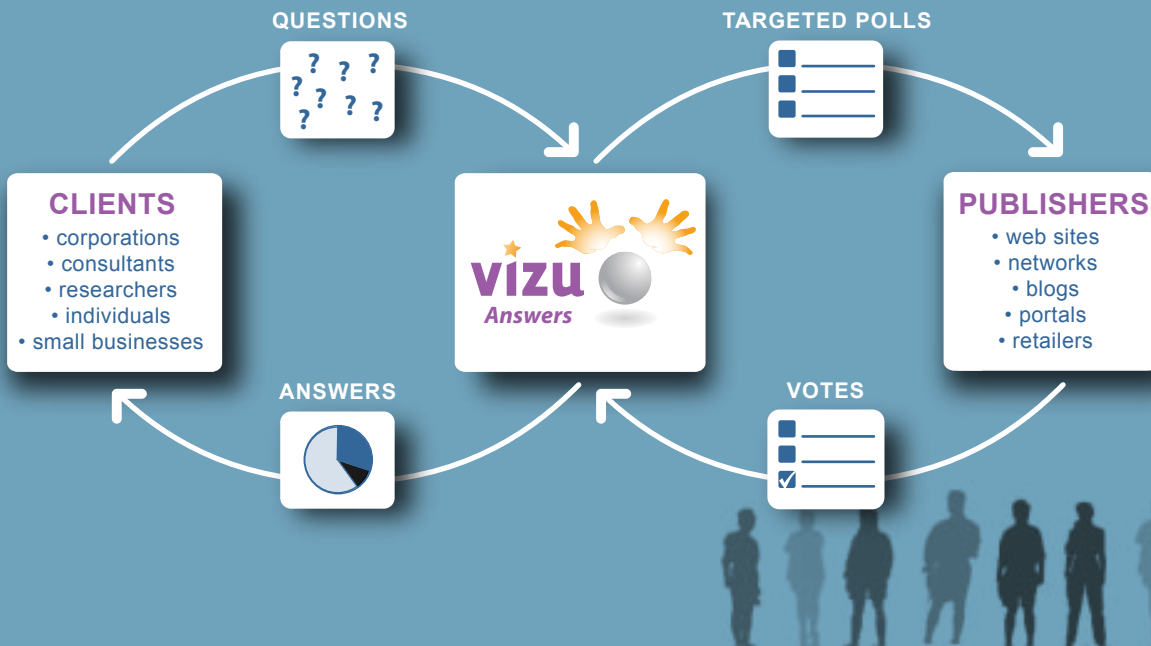
3-4

5-10

Cast Your Vote

RESEARCH NETWORK OVERVIEW

“UNTIL NOW, MOST RESEARCH HAS BEEN LIMITED BY A LACK OF TIME, MONEY, OR KNOW HOW”



Welcome to Vizu Answers. The Internet's First Research Network.

Vizu Answers allows you to conduct custom market research quickly, easily, and at an affordable price.

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VIZU ANSWERS

- Custom data delivered in as little as 24 hours
- Targeted respondent audiences
- Do-it-yourself convenience and ease
- 24/7 availability
- Costs \$100's, not \$1,000s

THE POWER OF KNOWLEDGE

- Conduct preliminary fact finding
- Test concepts for inclusion in bigger research projects
- Differentiate sales pitches
- Test nagging questions and hunches
- Answer questions left out of research budgets

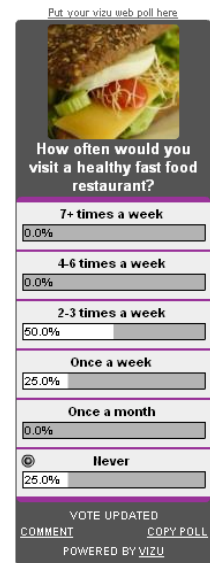
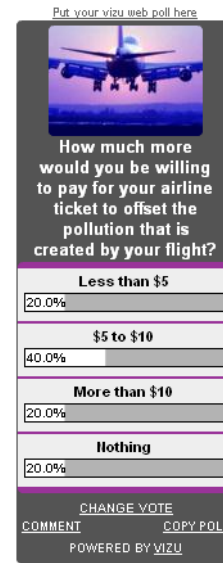
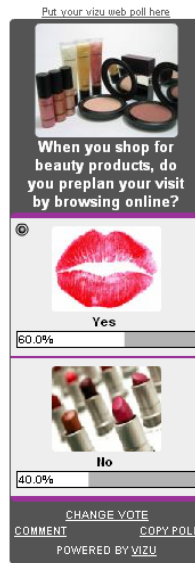
“Vizu’s simplicity and effectiveness is unmatched. The speed at which you can create a survey, distribute it to the web and gain real consumer feedback has made Vizu a vital tool for our marketing team.”

— Geoff Hamm, VP
Western Region, Orbitz Worldwide



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- Concept Research
- Public Opinion
- Product Research
- Investment Insights
- Graphic Design
- Menu Design
- And MORE...



HOW IT WORKS

VIZU ANSWERS USES ITS NETWORK OF PARTNER WEB SITES AND BLOGS TO ACCESS CUSTOM TARGETED RESPONDENT GROUPS



FIND OUT HOW YOU CAN GET STARTED TODAY

Contact anders@vizu.com

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“Vizu Answers is an innovative way to promptly obtain consumer insights.”

- Betty Chen, Institutional Research, Cowen & Company

“We were very pleased with the data from the 10 polls that we conducted with Vizu Answers.”

- Steve Douty, Founder/CEO Snapjot.com



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Instead of serving banners or text links from advertising networks, Vizu Answers pays you to host interactive Web polls. The polls only appear in locations that you specify and are from individuals and organizations that pay you to ask questions of your users.



ENHANCE YOUR SITE

- Voting does not take visitors away from your site
- Polls fit the look and feel of your site
- Polls are interactive and encourage user participation
- Polls provide content targeted to your audience

GETTING STARTED IS EASY AND FREE...

1. **Register** at VizuAnswers.com and create an account
2. **Design** your Poll template(s) and set your pricing
3. **Paste** the Vizu Answers Poll Zone code into your site(s)

