

No cost tagging of website server data in Hong Kong, Taiwan

HONG KONG, CHINA: comScore, Inc announced yesterday, 21 October 2010, that it will offer free participation in Media Metrix 360 to online publishers in Hong Kong and Taiwan.



Under this new initiative any publisher can now participate in Media Metrix 360 measurement with no implementation fee for tagging their website server data, providing publishers of all sizes the ability to participate in this enhanced, unified approach to digital measurement. comScore also announced growing industry support of the comScore Media Metrix 360 measurement solution, with Discuss.com.hk and Uwants.com recently becoming the first Hong Kong-based publishers to participate in this approach.

"comScore Media Metrix 360 provides the most comprehensive digital measurement solution available in the industry today," said Victor Cheng, comScore head of Market Development for Hong Kong. "By offering publishers in Hong Kong and Taiwan the opportunity to participate in comScore Media Metrix 360 tagging at no cost, we hope to provide the industry with enhanced accuracy in online measurement and continued innovation that will help bring growth to the digital economy."

Media Metrix 360 launched in the Asia Pacific region earlier this year

comScore Media Metrix 360 was launched in the Asia Pacific region earlier this year. The service combines both panel and census-based approaches for measuring digital consumer behaviour to provide a more harmonized audience measurement solution, while also helping to reconcile the long-standing debate between the two measurement approaches. The enhanced methodology also accounts for a more complete view of total Internet usage, including traffic from Internet cafes and mobile devices, which are both significant originators of Web usage in this region.

"We welcome comScore's continued innovation in measuring the increasingly complex world of digital media consumption in Hong Kong," said Oscar Leung, general manager of Networld Technology Limited; owner and operator of HK's leading community websites Discuss and Uwants. "comScore Media Metrix 360 provides the most accurate and comprehensive view of visitors' behaviour at Discuss and Uwants sites. As one of the top destinations for users in Hong Kong, we are pleased to be one of the first local publishers to participate in this exciting innovation for the digital industry and to offer advertisers and agencies a more accurate and comprehensive view of the audience at our sites."

"The online channel continues to be an increasingly important advertising vehicle to reach consumers across Asia," said Kevin Huang, CEO of Pixel Media, a leading online ad sales company in HK and ad sales representative of Discuss and

Uwants. "As the industry tries to bring a larger share of ad dollars online, advertisers and publishers need reliable measures to operate effectively in the growing digital economy. comScore provides the most-trusted insights on digital media consumption and continues to deliver innovative solutions to measuring the digital landscape."

For more information on how to participate in free tagging with comScore, please visit: direct.comscore.com/

Top properties in Hong Kong

comScore also released the latest data on the most-visited Internet properties in Hong Kong. In August 2010, 4.2 million users age 15 and older accessed the Internet from a home or work location, with the average Internet user spending nearly 30 hours online during the month and consuming 2863 pages of content.

Yahoo! sites led as the most-visited destination in Hong Kong with an audience of 3.8 million visitors, followed by Microsoft sites with 3.7 million visitors. Google sites captured the #3 spot with 3.2 million visitors, followed by Facebook.com with nearly 3 million visitors. Discuss.com.hk captured the #5 spot with nearly 2 million visitors, followed by Uwants sites with close to 1.9 million visitors.

Top Properties in Hong Kong August 2010 Total Hong Kong Internet Audience*, Age 15+ - Home & Work			
Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)	Average Minutes per Visitor	Average Pages per Visitor
Total Internet : Total Audience	4,223	1,790.2	2,863
Yahoo! sites	3,844	199.0	303
Microsoft sites	3,658	340.5	82
Google sites	3,181	178.5	205
Facebook.com	2,938	307.9	584
Discuss.com.hk	1,993	63.0	150
Uwants sites	1,863	40.4	107
Television Broadcasts Limited	1,433	61.5	67
SINA Corporation	1,368	20.9	51
Baidu.com Inc.	1,216	57.2	93
Next Media Interactive Ltd.	1,115	73.8	144
Apple Inc.	1,112	8.9	13
Wikimedia Foundation sites	1,106	16.1	18
Oriental Press Group	1,027	71.1	100
PPStream, Inc.	1,004	83.4	75
HSBC	952	35.2	95

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

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