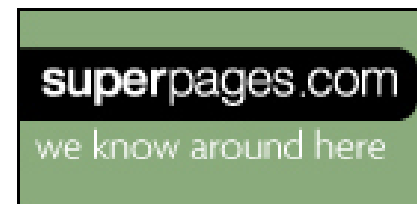




Platinum Sponsor



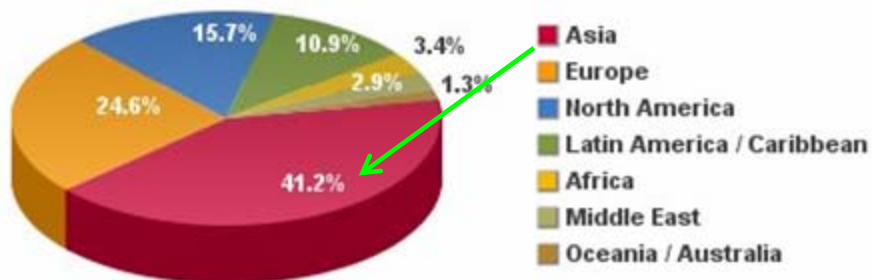


# State of Search - Asia

Presented by: **Motoko Hunt, David Temple and Vivek Bhargava**

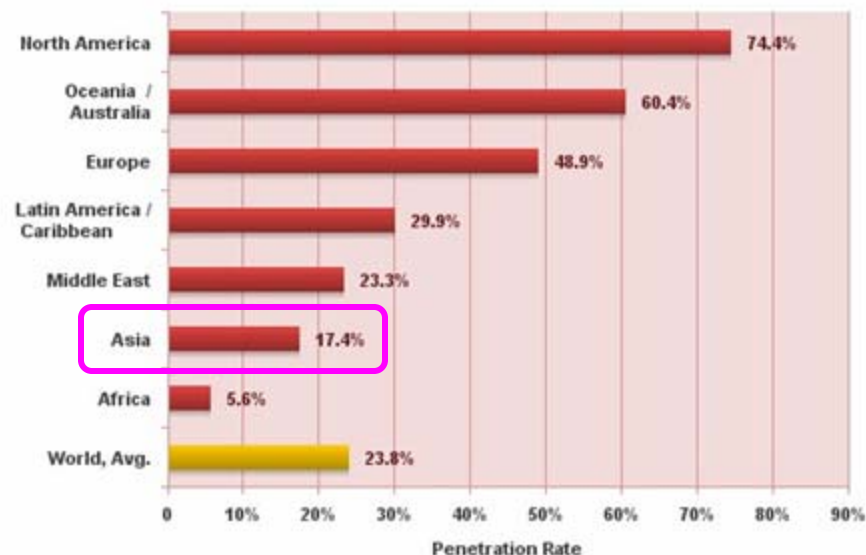
- **Leading Markets in Asia**
  - China, Japan, Korea
  
- **Emerging Markets in Asia**
  - Philippines, Thailand, Indonesia, Vietnam, Malaysia
  
- **Off Shore Markets in Asia**
  - Using Offshore Markets to Gain a Competitive Advantage

## World Internet Users by World Regions



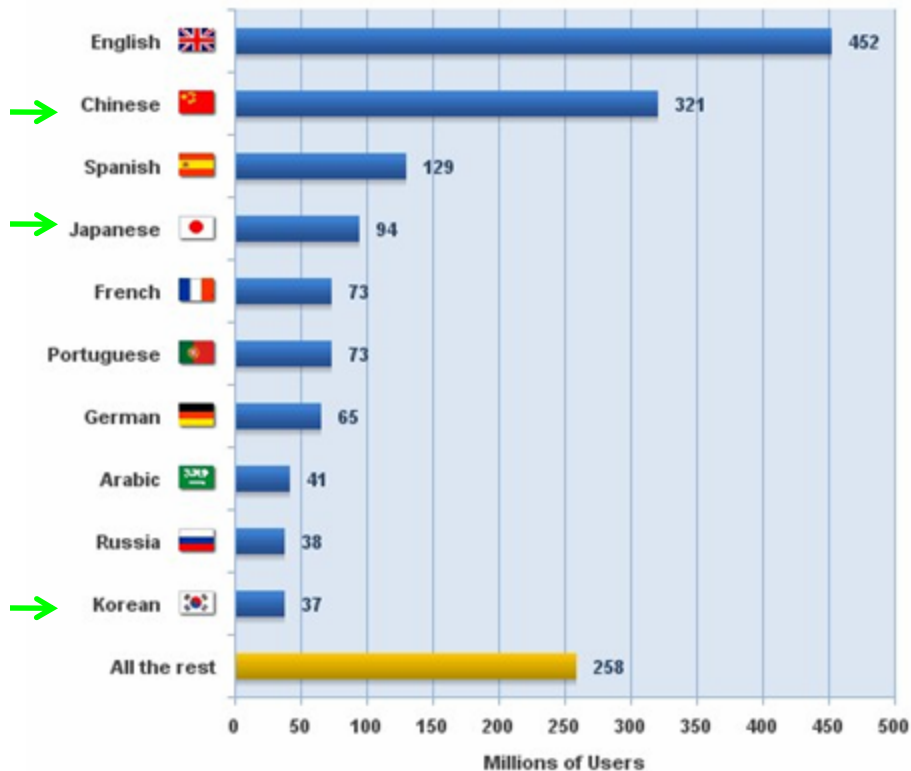
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 1,596,270,108 Internet users for March 31, 2009  
 Copyright © 2009, Miniwatts Marketing Group

## World Internet Penetration Rates by Geographic Regions



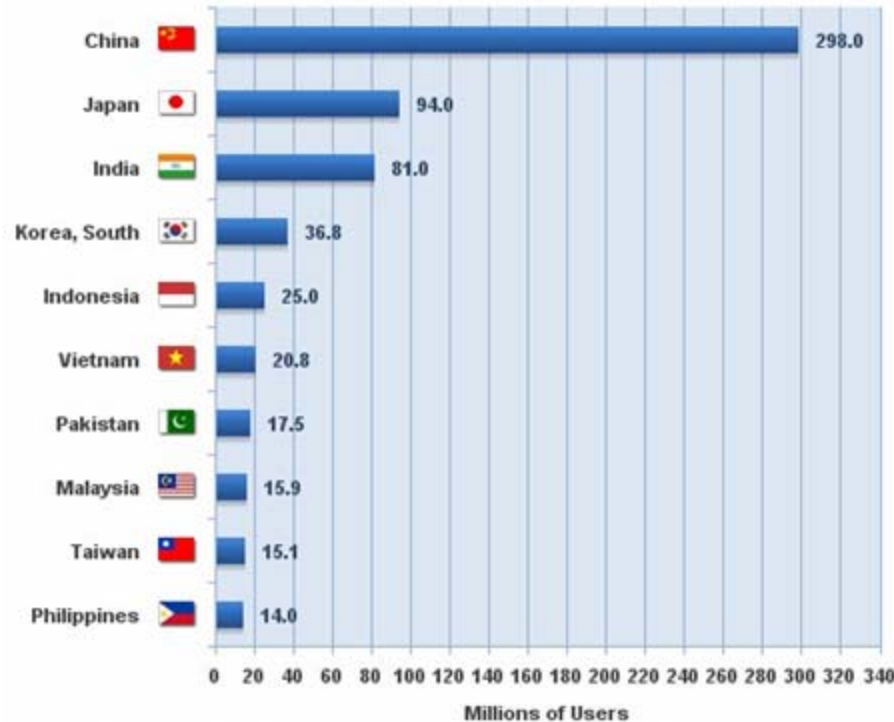
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 Penetration Rates are based on a world population of 6,710,029,070 and 1,596,270,108 estimated Internet users for March, 2009.  
 Copyright © 2009, Miniwatts Marketing Group

## Top 10 Languages in the Internet millions of users



Source: Internet World Stats - [www.internetworldstats.com/stats7.htm](http://www.internetworldstats.com/stats7.htm)  
 Estimated Internet users is 1,581,571,589 for 2008  
 Copyright © 2009, Miniwatts Marketing Group

## Asia Top 10 Internet Countries



Source: Internet World Stats - [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm)  
 Estimated Asia Internet users 650,361,843 for 2008  
 Copyright © 2009, Miniwatts Marketing Group

## ■ Stats

- 298million Internet users
- 22.4% penetration rate
- E-commerce: CNY1.9tril in 2008

## ■ Language

- Chinese – Simplified and Traditional

## ■ Engines

- Baidu – 40%
- Google China – 18%

## ■ PPC

- Baidu
- Google

## ■ Social Media

- Oak Pacific Interactive
  - Xiaonei
  - Mop
  - Donews

## ■ Others

- Taobao – CtoC
- 30mil mobile web users

## ■ Stats

- 94million Internet users
- 73.8% penetration rate
- E-commerce: JPY5.3tril in 2007

## ■ Language

- Japanese – Use 4 sets of characters & letters

## ■ Engines

- Yahoo Japan – 52%
- Google Japan – 40%

## ■ PPC

- Overture
- Google
- X-Listing
- J-Listing

## ■ Social Media

- mixi
- GREE

## ■ Others

- 75mil mobile web users
- Rakuten/Yahoo Shopping

## ■ Stats

- 36.8million Internet users
- 76% penetration rate
- E-commerce: KRW18tril in 2008

## ■ Language

- Korean

## ■ Engines

- Never – 77%
- Daum – 11%

## ■ PPC

- Overture
- Google
- Never
- Daum

## ■ Social Media

- Cyworld

## Baidu

Paid ad

Organic result

Annual Contract ads

## ■ Japan

こんにちは、ゲストさん | ログアウト | 設定 | Yahoo! JAPAN

ウェブ 画像 動画 ブログ 辞書 知恵袋 地図 一覧 ▼

留学 検索 条件を指定して検索

アメリカ 留学, 短期留学, 語学留学, オーストラリア 留学 で検索

ウェブ検索結果 留学 で検索した結果 1~10件目 / 約333,000,000件 -

**トランスファーで有名大学へ留学** スポンサーサイト  
高校生の成績関係なし。やる気がある人が合格。アメリカの名門大学へ  
[the-usa-club.org/transfer](http://the-usa-club.org/transfer)

**留学(短期留学・ワーキングホリデー)するなら留学ジャーナル・オンライン**  
モノになる留学へ-留学ジャーナルによる語学留学、海外留学、短期留学、ワーキングホリデー等の留学情報サイト。... はじめての留学。留学スタイル診断。ビックリ国診断。留学生生活をのぞいてみよう... 大学院留学。高校留学。ワーキングホリデー...  
[www.ryugaku.co.jp](http://www.ryugaku.co.jp) - ブックマーク:203人が登録 - キャッシュ

**海外留学やワーキングホリデーなど留学のことならWISH ...**  
海外留学をサポートするWISHInternational。ワーキングホリデー・語学留学から、ホームステイ・短期留学まで幅広いプログラムをご提供。... WISH BOOKS 海外留学雑誌WISH。留学のことならウィッシュインターナショナル...  
[www.wish.co.jp](http://www.wish.co.jp) - ブックマーク:121人が登録 - キャッシュ

**留学とホームステイのISA**  
留学やホームステイなどはもちろん、海外体験留学、語学留学、国内における国際交流、異文化交流、... 学校法人や自治体のご協力のもと、小中高校生を中心に35万人を超える方々へ、ホームステイや留学などの国際教育プログラムを提供しております。...  
[www.isa.co.jp](http://www.isa.co.jp) - ブックマーク:37人が登録 - キャッシュ

**留学|ワールドアベニュー**  
留学・ワーキングホリデー・インターンシップ・ホームステイの【World Avenue】... インドIT留学は企業が求めるスキル英語と最新のIT技術を同時に手に入れるプログラムを提供しています。... 看護師留学。国際舞台で活躍...  
[www.world-avenue.co.jp](http://www.world-avenue.co.jp) - ブックマーク:25人が登録 - キャッシュ

スポンサーサイト  
**一ヶ月79,000円~BECI**  
1日最大11時間の授業、高級別荘宿泊・3食掃除洗濯光熱、全て込み!  
[www.beci-jp.com](http://www.beci-jp.com)  
ト 一覧を見る  
スポンサーサイト  
掲載について

Paid ads

## ■ Korea

Ads

**NAVER** 노트북

통합검색 영화 사이트 웹문서 지식IN 블로그 카페 이미지

**파워링크** AD

- 옥션 노트북** - 삼성, 도시바, TG삼보, HP, 인기노트북 특가, 컴퓨터용품 할인판  
<http://www.auction.co.kr>
- KT와이브로 KTF중로프라자** - KT와이브로모뎀 및 노트북 온라인 가입센터, 존  
<http://www.wibropartner.com>
- GS이숍 노트북** - 노트북 파격할인, 컴퓨터, 노트북, 복합기, 주변기기, 최대30%  
<http://www.gseshop.co.kr/>
- KT와이브로 사이버영업 센터** - 최신 HP, 삼성, 삼보, 고진샤, 제이씨현 등 각종  
<http://www.wibrokt.net>
- KT와이브로 링엔오바일** - 노트북, 3월신학기이벤트, 한달무료, 가입비면제, 두  
<http://www.ktwibromall.co.kr>

**플러스프로** AD

- 옥션 노트북** - 삼성, 도시바, TG삼보, HP, 인기노트북 특가, 컴퓨터용품 할인판! 화이트데이 선물모음전, 생필품 기획특가, 패션랭킹TOP100, 계속되는 가격신화.  
<http://www.auction.co.kr>
- 인터파크 노트북** - 노트북, 센스, XNOTE, 도시바, 최대 20% 할인 I-포인트몰. I-포인트와 할인쿠폰 중복 할인 적용, 매일 매일 쏟아지는 순금 증정 이벤트.  
<http://www.interpark.com>
- 에누리닷컴 노트북가격비교** - 공정거래위, 소비자원 선정 가격정보 신뢰도 1위 정보유류로 인한 소비자 피해 예방을 위한 조사결과, 에누리닷컴 1위 상세순위 보:  
<http://www.enuri.com>

**사전**

**백과사전** 노트북 위키백과  
노트북(notebook)에는 여러 가지 뜻이 있다. 노트북은 휴대용 컴퓨

**어학사전** 노트북에 대한 [국어사전\(2건\)](#), [영어사전\(1건\)](#) 검색결과보기

**비즈사이트** AD

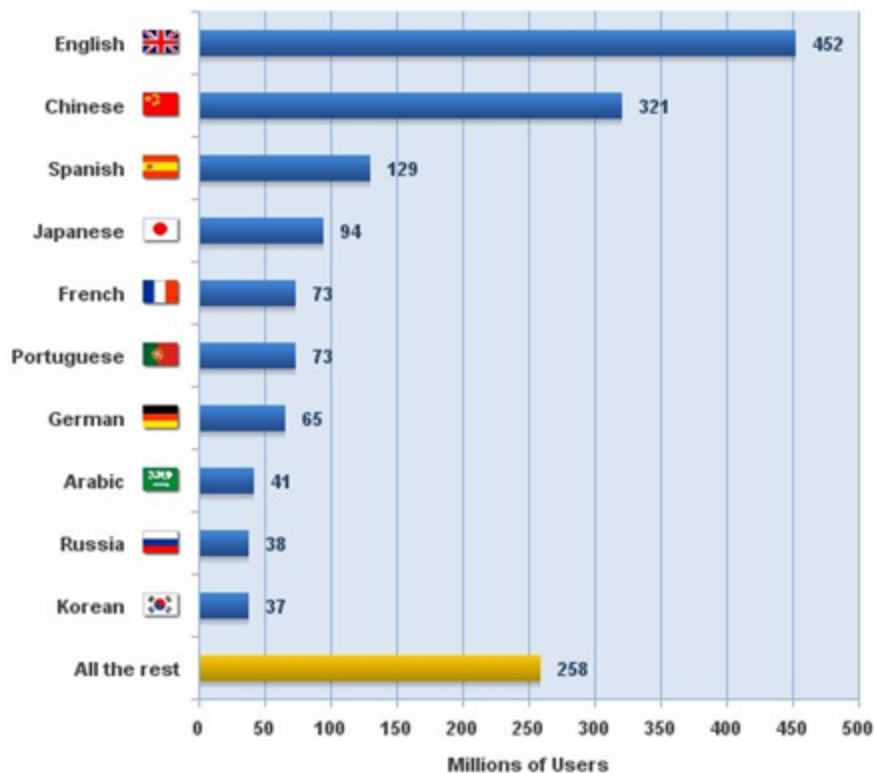
**KT와이브로 올라인가일센터** - 노트북지금 좋은조건판매중, 무이자할부, 유선 수도권 무선인터넷 월 19,800원, 무제한 30G 사용, 배송비 무료, 배송.

“Dictionary  
Local  
Shopping  
DVD  
Book  
Video  
News  
Web  
Image...”

## ■ Consider these:

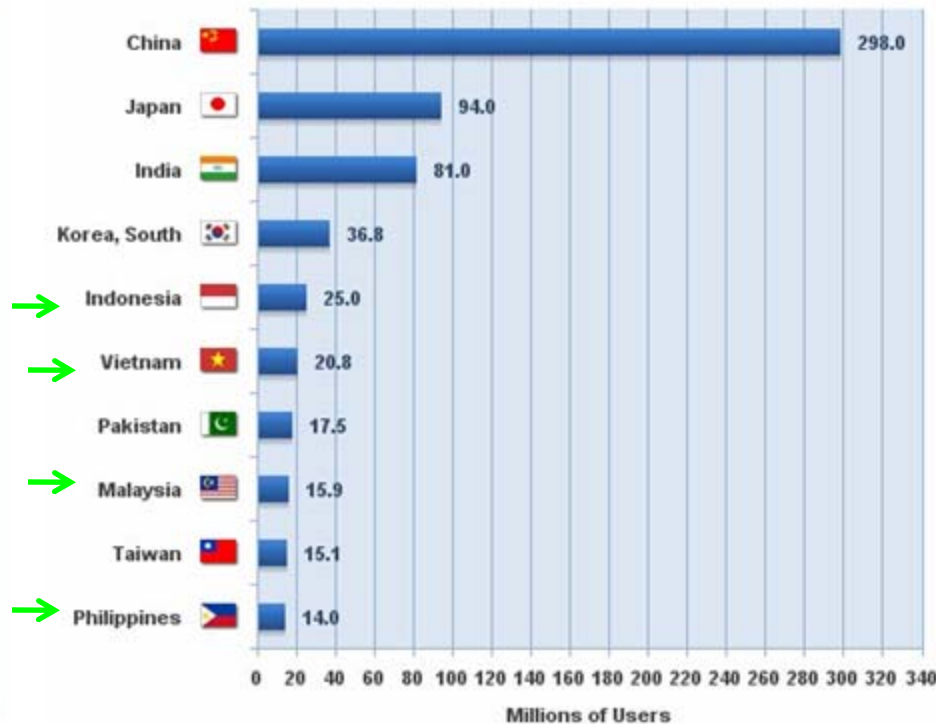
- Do not translate web site and page content. Localize it.
- Conduct the keyword research in each market instead of translating the keyword list used in home market.
- Work with local offices, representatives, or market professionals to adopt the market trend and to understand the searcher behavior unique to each market.

## Top 10 Languages in the Internet millions of users



Source: Internet World Stats - [www.internetworldstats.com/stats7.htm](http://www.internetworldstats.com/stats7.htm)  
 Estimated Internet users is 1,581,571,589 for 2008  
 Copyright © 2009, Miniwatts Marketing Group

## Asia Top 10 Internet Countries



Source: Internet World Stats - [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm)  
 Estimated Asia Internet users 650,361,843 for 2008  
 Copyright © 2009, Miniwatts Marketing Group

## ■ Stats

- 14 million Internet users
- 14.6% penetration rate

## ■ Language

- English
- Tagalog

## ■ Engines

- Yahoo – 85%
- Google – 10%

## ■ PPC

- Yahoo
- Google

## ■ Social Media

- Friendster
- Multiply

## ■ Stats

- 13.4 million Internet users
- 20.5% penetration rate

## ■ Language

- Thai
- English

## ■ Engines

- Google – 80%
- Yahoo – 10%

## ■ PPC

- Yahoo
- Google

## ■ Social Media

- Hi-5
- Facebook
- Sanook
- Kapook

## ■ Stats

- 25 million Internet users
- 10.5% penetration rate

## ■ Language

- English
- Bahasa Indonesia

## ■ Engines

- Google – 80%
- Yahoo – 10%

## ■ PPC

- Yahoo
- Google

## ■ Social Media

- Friendster
- Multiply
- Facebook

## ■ Stats

- 20.8 million Internet users
- 24.2% penetration rate

## ■ Language

- Vietnamese

## ■ Engines

- Google – 90%

## ■ PPC

- Google

## ■ Social Media

- Yahoo! 360
- Cyworld Vietnam
- Yeah 1
- Friendster

## ■ Stats

- 15.8 million Internet users
- 62.8% penetration rate

## ■ Language

- English
- Bahasa Malay

## ■ Engines

- Google – 51%
- Yahoo – 25%

## ■ PPC

- Google
- Yahoo

## ■ Social Media

- Friendster (Bahasa Malay)
- Facebook
- Myspace

## ■ Consider these:

- There are more than 88 million Internet users in the emerging markets, many that use English.
- Having the same content on sites with different ccTLD's is not considered duplicate content according to both Yahoo and Google!
- If possible, break into the markets with English first and then localize your content into the markets that prefer to use their native language.

- Cost Savings
- Scalability
- Flexibility

- Focus on Core
- Increasing Revenues
- Retention of Team

- Buy in from the team
- Culture
- Process

- Point of contact from accountability point of view
- Training
- Constant Feedback

- Experience
- Focus
- Infrastructure
- References

- **Motoko Hunt, Chairman, SEMPO Asia**
  - President, Japanese Search Marketing Strategist, AJPR
  - [www.ajpr.com](http://www.ajpr.com)
  
- **David Temple, Chairman, SEMPO Singapore**
  - Regional Head of Search, Ogilvy Asia/Pacific, Singapore
  - [www.ogilvy.com](http://www.ogilvy.com)
  
- **Vivek Bhargava, Chairman, SEMPO India**
  - Managing Director, Communicate 2
  - [www.communicate2.com](http://www.communicate2.com)

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