

Q1 - Q2 2009 IT Report in Hong Kong

This report bases on 162,257 visits, 271,624 page views and 62 seconds average time on site which is monitored by Google analytics.

Top 10 topics with highest page view

1. YouTube 電影頻道
2. Canon 全新 Digital IXUS 110 IS、100 IS 及 95 IS 數碼輕便相機
3. Facebook 受歡迎遊戲第一位：《Pet Society》
4. Omegle 二周爆紅，陌生人 1 對 1 聊天室的百萬習題何解？
5. Sony Cyber-shot DSC-S950 提供簡便實用功能以拍攝精美相片
6. 不用 Redeem Code 免費開啓美國及全世界 iTunes Store 戶口
7. My Brute 對戰小遊戲經過 4 點精心設計，一周內爆紅全地球！
8. 迅雷新產品 — 史上最快 BT 下載器 (各大電腦店將會發售，售價待定)
9. 平價的 Sony Ericsson C510
10. YouTube 現場節目

Top 5 categories

1. Mobile
2. Gadget
3. Tech news
4. Design
5. E-learning

Top 5 tags

1. K touch a168
2. Nokia e72
3. Viliv s5
4. Blockberry
5. Dsc s950

Top 5 searched brands

1. Samsung
2. Canon
3. Apple
4. Dell
5. Microsoft

Top 10 keyword search

1. youtube com hk
2. omegle
3. my brute
4. samsung n120
5. c510
6. pet society
7. nokia e72
8. sony ericsson idou
9. you tube hk
10. palm pre

Top 10 media source to IT information

1. Google
2. Yahoo
3. Direct access
4. Facebook
5. Baidu
6. Google image
7. Google image Taiwan
8. Google image HK
9. eDM
10. Twitter

We discover that normal online users would like to search the IT related information mainly in search engine due to many different brands or related name of product.

Consuming products are dominated in the market search share as top 5 out of 10 keyword searches are mobile phone. Also, most of the top topics and tag are mainly consuming products which mean people tend to spend more time on time to get product information for comparing and make purchase decision.

Users in Hong Kong tend to search IT information more on the media of Google and surprisingly there are quite a big volume traffic come from Google image. Social network of Facebook and Twitter are increasing also.