

Attention Please: Net Advertisers Battle for Eyeballs

The average Japanese Web surfer spent more than 11 hours surfing the Internet from his or her home PC in August, according to Nielsen//NetRatings, which tracks worldwide Internet usage. But that same surfer clicked on advertising banners just twice per every 1,000 banners viewed – and there’s no saying how many of those clicks were by mistake. Even advertisers will admit that banners just don’t cut it in the battle for eyeballs. So what’s a corporation to do?

One strategy being used by more companies these days, according to Nielsen//NetRatings, is cross-media advertising. The company recently pointed to two successful campaigns run in Japan – one by food and drugmaker Meiji Seika and another by carmaker Mazda. Each company ran advertisements on TV and other media to draw traffic to special campaign pages on their Web sites. The results were impressive: Meiji, for one, received 630,000 visitors to its Web site in August from surfers on home PCs – well above the 81,000 visitors it drew in July. And an impressive 87 percent of those viewers viewed the campaign page, as opposed to just 17 percent who viewed the company’s top page. In other words, people seemed to log on to the site after seeing ads in other media.

Mazda’s campaign fared nearly as well: It drew 437,000 visitors using home PCs during August, compared with 141,000 visitors during the previous month. Nearly half the viewers viewed the company’s campaign page.

But some companies have no need for big cross-media ad campaigns right now. Perhaps it’s a sign of the times, but of the 10 advertisers home PC users saw most while surfing the Net in August, four were moneylenders and one was an employment agency. @

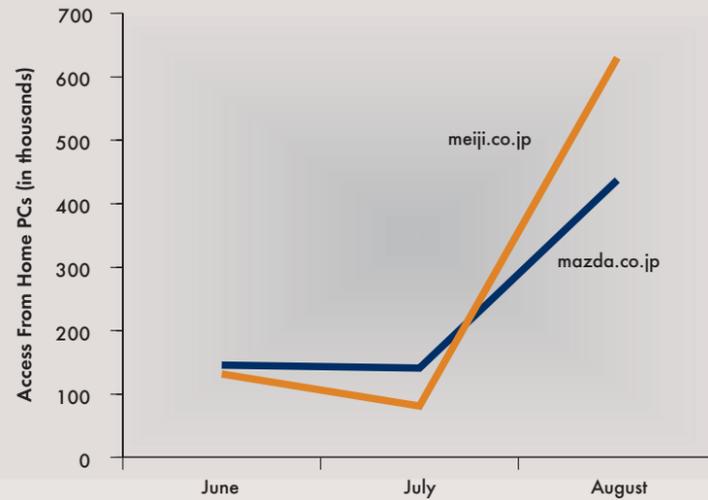
Average Internet Usage from Work PCs in Japan

	August	July	Change(%)
Number of Sessions per Month	47	52	-9.62
Number of Domains per Person	79	84	-5.95
Page Views per Month	1,551	1,571	-1.27
Page Views per Surfing Session	33	30	10
Time Spent per Month	22:27:09	24:30:29	-8.39
Time Spent During Surfing Session	28:53	28:07	2.73
Duration of Page Viewed	0:53	0:56	-5.36
Average Monthly Banner Click Rate	0.10	0.13	-23.08
Internet Users	8,385,538	8,208,088	2.16

Average Internet Usage from Home PCs in Japan

	August	July	Change(%)
Number of Sessions per Month	20	20	0
Number of Domains per person	59	58	1.72
Page Views per Month	1,181	1,099	7.46
Page Views per Surfing Session	59	55	7.27
Time Spent per Month	11:11:35	10:54:45	2.57
Time Spent During Surfing Session	33:35	32:41	2.75
Duration of Page Viewed	0:34	0:36	-5.56
Average Monthly Banner Click Rate	0.20	0.18	11.11
Internet Users	26,196,199	25,172,390	4.07

Visitors to Meiji and Mazda Web Sites



Top 10 Advertisers (Banners Viewed by Those Using home PCs, in August)

Advertiser	Unique Audience (in thousands)
1. Yahoo!	19,332
2. Amazon	18,116
3. ORIX Credit	10,919
4. GE Consumer Credit	6,831
5. Mobit	10,407
6. ORBIS	5,860
7. en-japan	7,546
8. AIC	7,413
9. At-Loan	8,606
10. avex network	5,641

Proportion of Visitors Viewing Specific Pages

www.meiji.co.jp (top page)	17%
cmp.meiji.co.jp (campaign page)	81%
www.mazda.co.jp	36%
campaign.mazda.co.jp (campaign page)	48%

Source for all graphs: Nielsen//NetRatings

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Note: All statistics apply to Japan unless otherwise noted.

