

Cloud Computing

Project:

Sample Quantitative Report on Social Media

Period:

1st April to 30th June 2009

Sample Quantitative Social Media Report on Cloud Computing

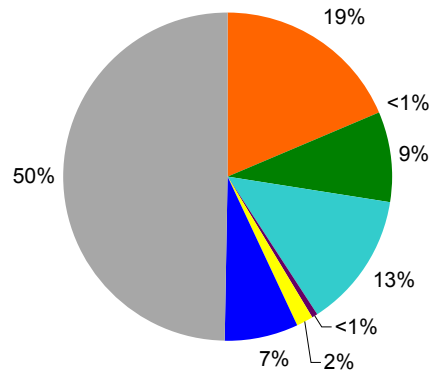
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Social Media Report on Cloud Computing

The following document is based on analysis of **44,017** social media posts from 1st April to 30th June 2009 to feature the terms 'Cloud Computing' or 'Utility Computing'. This is a sample quantitative report and further quantitative analysis would be available to drill down into company messages if requested.

Share of Voice by Company

The following chart shows the share of coverage attributed to each company. The chart is based on the volume of posts to feature the company name in conjunction with 'Cloud Computing' or 'Utility Computing'.

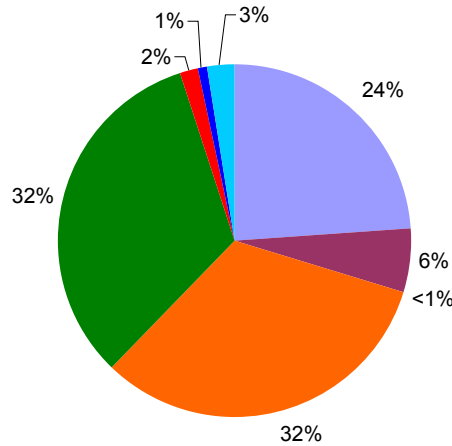


Google took the majority share of the coverage, featuring in **37%** of the posts analysed. Following it was **Microsoft** with **27%** and **IBM** with **17%**. **Hitachi Data Systems** and **NetApp** both attracted comparatively little coverage.

Share of Voice by Media Type

The following chart shows the share of coverage attributed to each media type. The chart is based on the volume of posts to feature 'Cloud Computing' and 'Utility Computing' in each media type.

- Blog
- Forums
- Mainstream Media
- Micromedia
- Other
- Social Network
- Video / Photo Sharing
- Wiki

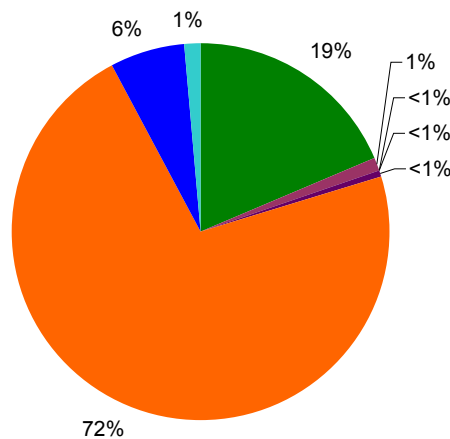


Micromedia sources, such as Twitter, and 'Other' media types were responsible for the largest share of coverage, followed by Blogs.

Share of Voice by Source

The following chart shows the share of coverage generated by users of selected social media platforms. The chart is based on the volume of users to comment on feature 'Cloud Computing' or 'Utility Computing' on each platform.

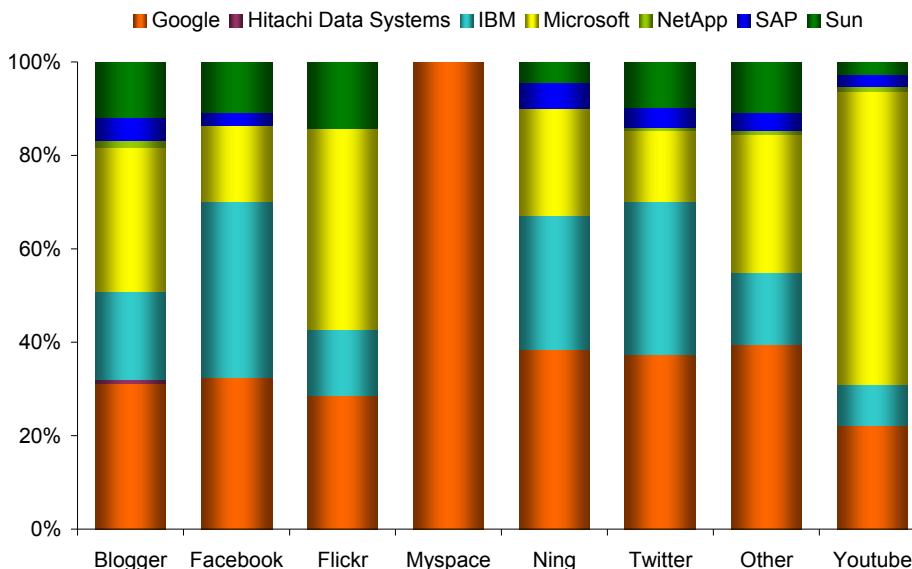
- Blogger
- Facebook
- Flickr
- Myspace
- Ning
- Twitter
- Other
- Youtube



The overwhelming majority of Cloud Computing commentators published their thoughts on Twitter. **71%** of commentators used the platform, whilst **19%** used the Blogs to talk about the subject. Social Network sites such as Myspace and Facebook featured very little coverage.

Share of Voice by Company by Source

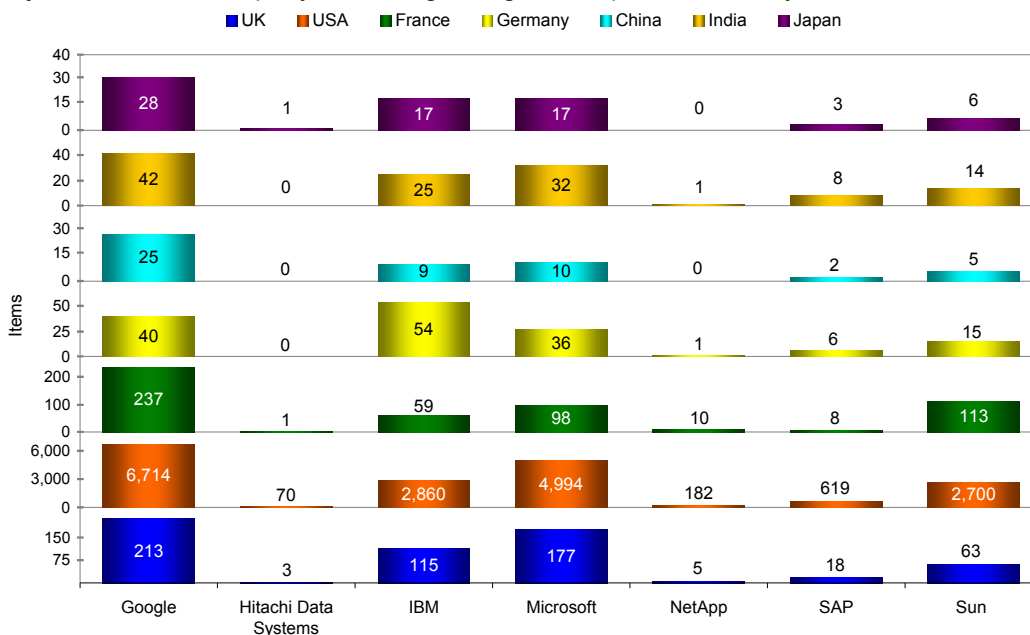
The following chart shows the share of coverage generated by users of selected social media platforms attributed to each company. The chart is based on the volume of users to comment on feature 'Cloud Computing' or 'Utility Computing' in conjunction with a company.



In the posts to feature a named company, **Google** took a large share of the coverage on most of the platforms, however **Microsoft** dominated the image and video platforms (Flickr and Youtube).

Company Coverage by Country

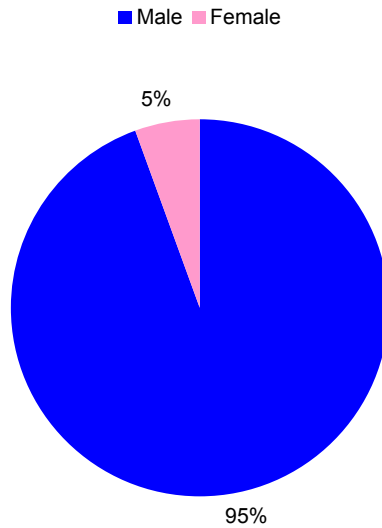
The following chart shows the share of coverage generated by each company in selected countries. The chart is based on the volume of posts to feature 'Cloud Computing' or 'Utility Computing' in conjunction with a company name originating in the specified country.



The leading company in most countries was **Google** followed by **Microsoft**. The exceptions to this rule were in Germany, where **IBM** was the leading company, and France, where **Sun** was the second biggest name in the market. The majority of coverage originated in the USA, where the volume of posts reached into the thousands.

Share of Voice by Gender

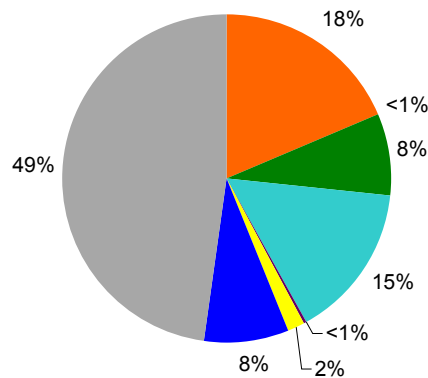
The following chart shows the share of posts generated by gender of the authors. The chart is based on the volume of posts to feature 'Cloud Computing' or 'Utility Computing'.



Share of Voice by Most Popular Coverage

The following chart shows the share of coverage generated by each company in the most popular blogs. The chart is based on the volume of posts to feature 'Cloud Computing' or 'Utility Computing' in conjunction with a company name.

- Google
- Hitachi Data Systems
- IBM
- Microsoft
- NetApp
- SAP
- Sun
- None of the Mentioned



Of the **6,120** highly popular posts, almost half did not feature any of the mentioned companies. In the posts that did, **Google** were again the most frequently mentioned, closely followed by **Microsoft**.



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