

Digital view: Life on the Danish Internet, August 10-16 2009

„Finance and Gossip joins forces in huge lifting of Danish Financial sites. Perspective: Danes soaked in data.

„School's in: profound activity-boom in knowledge powered sites. Perspective: Since students will share their assignments no matter what, just as well learn them how to do it right.



Introduction

Digitalt view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

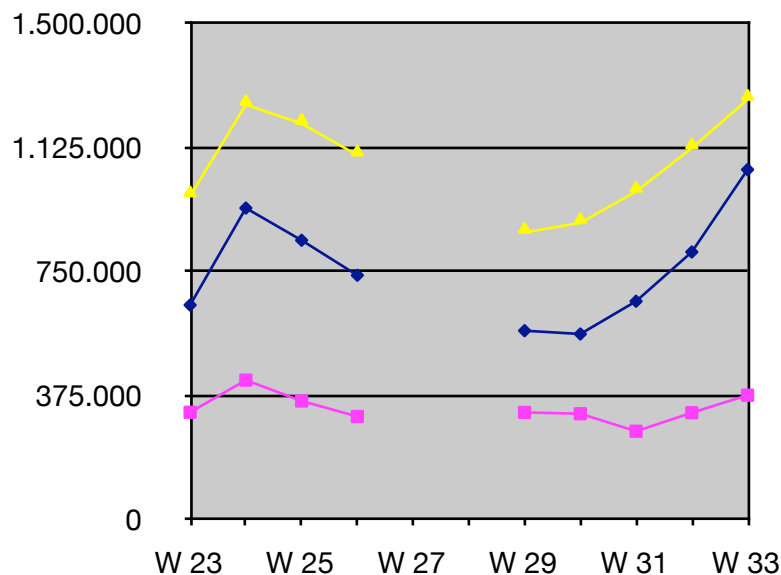
Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on fdim.dk.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

Finance and Gossip joins forces in huge lifting of Danish Financial sites

Findings. Last week was outstanding for Danish financial sites. The financial sites of Danish printed newspapers Børsen, Berlingske and - particularly - Jyllandsposten experienced a substantial lift in user activity. Users visited the financial site of Jyllandsposten, epn.dk, a total of 1 million and 57 thousand times - an increase on more than 30 percent vis-a-vis the previous week, while the number of visits on Borsen.dk og Business.dk increased by 13 and 16 percent respectively - approximately double the growthrate of the average Danish website in this first week after cessation of schools summer vacation.

Not only did the three sites rush into the race after the somewhat more quiet summermonths. They also turned out figures well ahead of pre-vacation figures.



	W 23	W 24	W 25	W 26	W 27	W 28	W 29	W 30	W 31	W 32	W 33
epn.dk	647.474	940.683	843.295	737.553	-	-	570.000	560.000	659.000	808.000	1.057.000
business.dk	323.266	420.461	357.414	310.567	-	-	323.000	319.000	266.000	322.000	375.000
borsen.dk	977.000	1.253.122	1.196.100	1.100.665	-	-	867.000	896.000	991.000	1.122.000	1.269.000

Selected financial sites. Weekly estimated visits, week 33, August 10-16 2009. Source: FDIM/gemiusAudience realtime-study.



Analysis: **Comedian Finn Nørbygaard made the difference**

Massive problems for Scandinavian Airlines (SAS) and the closing of the last major Danish Shipyard, Lindø, was among the financial news which broke last week. But the instant success of the sites wasn't caused by neither of these two stories, according to the editors of Jyllandsposten og Børsen. Two other stories made the real difference: the charging of golf star Søren Hansen with tax evasion, after claiming a false address in Monaco and - particularly - the confessions by Danish comedian and former millionaire Finn Nørbygaard, that he's now personally bankrupt following his involvement in the IT Factory's scam. High involvement stories in the crossing of hard finance news and pure gossip.

The Finn Nørbygaard-story emerged from an interview on DR P4 "Cafe Hack"-radio program wednesday morning and was soon picked up by epn.dk resulting in epn.dk breaking the curves and making its way to the very top of the FDIM realtime traffic-charts for a few hours, until the story eventually was spread to other Danish media.

Perspective: **Danes soaked in information**

The instant success of epn.dk after taking up the Finn Nørbygaard-story points not only to the importance of news-journalists acting fast in a world of free-flowing information. The success also bares witness to how Danes' relationship to information has changed as the internet has gotten hold of Danish society: Ordinary Danes are themselves in charge of their news-consumption, actively seeking the information they want, when they want it.

The sudden huge influx of users to the epn.dk site is this way mirrors a society in which people have gotten so acquainted to the notion of information being right at their fingertips, they're able instinctively to find their ways to the news, when or where they break, if the news are deemed important enough. When you're used to being soaked in information, you learn yourself actively to navigate it. And you can find and access information so swift, you can do it in business hours without interfering negatively with your regular business tasks.

School's in: profound activity-boom in knowledge powered sites

Findings. Post-vacation behavior exhibits significant growth in knowledge-offering sites. The two dedicated "social homework-sites" studienet.dk and studieportalen.dk grew with 114 and 63 percent respectively. The offering of studienet.dk and studieportalen.dk is to set up sharing of written assignments and general knowledge between users, targeting students in schools, high-schools and higher education institutions.

With 15.000 respectively 49.000 visits both sites still have some way to go to reach pre-vacations levels, but then again colleges and universities haven't started yet, and the schools already started has only just begun. Written assignments are not really due yet.

The growth pattern is not, however, restricted to social homework-sites. Also denstoredanske.dk (a wikipedialike site enhanced with expert editors), bibliotek.dk (the central portal for Danish libraries) and euo.dk (the Danish Parliaments site on information about the European Union) shows larger-than-average growth rates on 24, 18 and 40 percent growth in number of visits, respectively.

	W 23	W 24	W 25	W 26	W 27	W 28	W 29	W 30	W 31	W 32	W 33
bibliotek.dk	52134	67896	59357	47632			44000	46000	48000	50000	59000
denstoredanske.dk	150157	177704	172239	112911			88000	97000	104000	105000	130000
euo.dk	42706	19630	14279	8961			6000	5000	5000	5000	7000
studienet.dk	48590	60799	48229	16405			4000	5000	5000	7000	15000
studieportalen.dk	137764	161040	168204	72735			18000	19000	37000	30000	49000

Selected knowledge-sharing sites. Weekly estimated visits, week 33, August 10-16 2009.

Source: FDIM/gemiusAudience realtime-study.

Analysis: Demand for knowledge increases, restoring previous levels

The above-average post-vacation growth in the knowledge-offering sites reflects partly activity performed by students, partly by other professionals, now having returned from vacation. The pattern of a large decline in activity during summer month followed by a steep increase in activity when work and school starts up again is typical of professional niche-sites.

Perspective: Since students will share their assignments no matter what, just as well learn them how to do it right

Social homework-sites like studienet.dk and studieportalen.dk invariable sparks allegations of modern-day students transcribing reports without in any way reflecting on the substance, let alone learning from, the given assignment. The internet is widely feared as a vehicle for production of lazy and dumb students, who eventually will face severe difficulties when they are to perform real jobs in the real world, if not before.

To others the ability to gather and process information in order to answer specific questions is seen as the task sine-qua-non in today's societies. As transparency transcends into even greater



areas of business, government and private institutions, the ability yourself to find answers to specific hypothesis becomes of utmost importance, it is argued.

Instead of continuing the rather fruitless discussion, note should be taken of the fact, that students today de facto are engaged in a wide variety of knowledge-sharing services, as the social homework-sites, the denstoredanske.dk and other wikipediastyle sites and genuine roadmap to information-sites like bibliotek.dk and euo.dk.

Some pupils no doubt cheat on their assignments. Most such hampering is however easily detected by teachers, and efforts should be directed to developing forms of assignments that stays clear of the worst tempting-to-cheat while at the same time encouraging students to engage in collaborative endeavours into the world of open data laid bare by the internet.



Data and methodology

"Digitalt view: Life on the Danish Internet" provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on <http://fdim.dk/?pageid=123>

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The preliminary number of visits used in this report, has a general uncertainty of +/- 5 % within a 90% level of confidence. This uncertainty is, as FDIM notes, explained as follows: "In the regular gemiusAudience measurement, the definition of publications (websites) is given in the rules for the said study, especially the concept of "Look & Feel". The definition heroff can vary from month to month. The final definition of a given publication for a given month is decided upon after all data have been gathered for the month in question. For the esmate realtime figures, the last known defintion of each site is used, that is the definion stems back to the latest offically published gemiusAudience measurement, being two month prior to the present month (m-2)."

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, based on monthly reporting. This statitic includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on www.fdim.dk and through a special analytics application.



About Jon Lund

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, businesspartners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of The forum of Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.