

**Digital view:
Life on the Danish Internet, August
17-23 2009**

**„ Once-giant Danish social networking site Arto.com
shrinks drastically - misses chance of back-to-school
comeback**

*Perspective: New generation Social networking crosses the
generation gap, paving way for development of a yet more
homogeneous Danish society*



Introduction

Digital 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.

Once-giant Danish social networking site Arto.com shrinks drastically - misses chance of back-to-school comeback

Findings. Social networking site Arto.com - once giant among Danish youth - misses back-to-school opportunity for comeback. The number of visits on arto.com for the week ending August 23 not only doesn't restore pre-vacation levels as the rest of Danish society returns to normal activity, but actually falls. This marks a yet a missed opportunity for getting back into the race, highlighting the succes of Facebook.com. The development draws up the contours of the development of a more homogeneous Danish society.

Findings: Back-to-school opportunity missed

The missed back-to-school opportunity is clear from the preliminary official statistics for the week just ending July 23, 2009 - the first full back-to-school week after Danish national summer holiday. Arto.com reached only 766.000 visits - a decrease of 25,7 percent compared to week 23 (June 7-13) compared to an average growth in the same period on 1,9 percent.

	Arto.com, visits (index)	Gross average, visits (index)
June 1-7, 2009	100	100
June 8-14, 2009	101,7	110,6
June 15-21, 2009	97,1	104,6
June 22-28, 2009	85,6	96,6
June 29 - July 5, 2009	No data available	No data available
July 6-12, 2009	No data available	No data available
July 13-19, 2009	76,7	90,4
July 20-26, 2009	77,5	91,6
July 27 - August 2, 2009	79,6	94,1
August 3-9, 2009	82,7	97,2
August 10-16, 2009	80,3	104,7
August 17-23, 2008	74,3	101,9

Number of users by agegroups, June 1-August 23, 2009. Source: FDIM/gemiusAudience realtime-study.

Findings: 2/3 of traffic lost to Facebook in one year

Not only does arto.com slip in the back-to-school race. It does after having lost more than 2/3 of activity on their website for the past year. In June 2008 arto.com could claim 10,3 million visits generated by 454.000 Danes. This year only 3,9 million visits were generated by 256.000 Danish users.

At the same time the Facebook.com grew from 15,6 million visits generated by 1,03 million Danish users to a stunning 69,3 million visits, generated by 2,47 million Danes - nearly half of the total 5,5 million Danish population.

Analysis: Youth on the move

Arto.com is a typical first generation social networking site - much like US myspace.com or Swedish lunarstorm.se it succeeded in getting teenagers and young adults to embrace the by then still emerging social networking technologies. With the advent of facebook.com this however changed.

While more detailed data is spare on the usage by the youngest kids, valid data does exists for the target groups 15-19 years of age. And they speak clearly to a demographic change: From June 2008 to June 2009 Arto.com lost 87.000 15-19 years olds, while Facebook gained 95.000 users in the same age-range.

The age-composition of the two sites as of June 2009 is shown in the table below.

	Arto.com	Facebook.com
7-14	153.000	Data not available
15-19	38.000	200.000
20-29	18.000	568.000
30-39	13.000	573.000
40-49	22.000	488.000
50-59	8.000	372.000
60-	6.000	267.000
Total	256.000	2.470.000

Number of users by agegroups, June 2009. Source: FDIM/gemiusAudience-study.

Perspective: Social networking crosses the generation gap

The shift in the Danish social networking landscape, and particularly the advent of Facebook, brings one thing in particular to the forefront: Not only are all different agegroups seemingly engaged in social networking - but they do the networking in the same social sphere: on facebook.com. The age-distribution is remarkably stable: Almost half of Danes over the age of 60 who are online uses facebook!

This has lots of implications. The perhaps most important is that Danes in this way are building a shared knowledge about the (increasingly digital) world in which we live. Paving way for a more homogeneous Danish society, not being fragmented into diverse sub-cultures, but knitting the diverse subcultures together in an online meta-community.

From a business-perspective this highlights the transparent nature of the internet, and particularly, the extend to which transparency spreads throughout the markets. If all your customers, business contacts and employees are using the same social networking tools and are randomly interconnected, you need to rethink all level of market communication. How is your advertising campaign being influenced by a group publicly discussing your poor customer service levels? How does your corporate branding strategy deal with the fact, that information of sometimes very private character about your employees is visible on the internet, often somehow linked to your company-name? How “personal” do you yourself have to be in order best to build trust and loyalty among your customers and business contacts - as well as the public per se?

From the point of view of individual well-being, the age of social networking opens yet other perspectives: While you may not be online-friends with your teenage-boys, and while you may not know the exact substance of their social activities (what photos they upload, what they write in their status-mentions), you do know what it’s all about, giving you a chance to adopt realworld conversations on how they’re doing. And what’s more: chances are one of their connections is also a connection of yours. Or a connection of a connection of yours. And that you in this way would be informed should they ever show signs of distress, of a character deemed socially important for you.



Data and methodology

"Digital 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 hereoff 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 estimated realtime figures, the last known defintion of each site is used - that is the definition stems back to the latest officially 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, carried out by Gemius, based on monthly reporting. This statistic, which is also been drawn upon in this analysis, 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, business-partners 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.