

Digital view: Life on the Danish Internet, August 24-30 2009

„Jobseeking & secondhand buying and selling grows

Analysis: Danes: the crisis is here to stay - shop away the cheap way.

Perspective: The internet takes on the role as provider of tools, information and help on how to manage the crisis



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“Digital view: Life on the Danish Internet, August 24-30 2009 - Jobseeking & secondhand buying and selling grows. Perspective: The internet takes on the role as provider of tools, information and help on how to manage the crisis” is written by Jon Lund.

You can download your own free copy at www.jon-lund.com. or order it at

Jon Lund
Byholmvej 10 // 2720 Vanløse // Copenhagen // Denmark
jon@jon-lund.com // +45 2819 9052
CVR: 32 17 61 19 // Bank: 2128-7563384616

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).

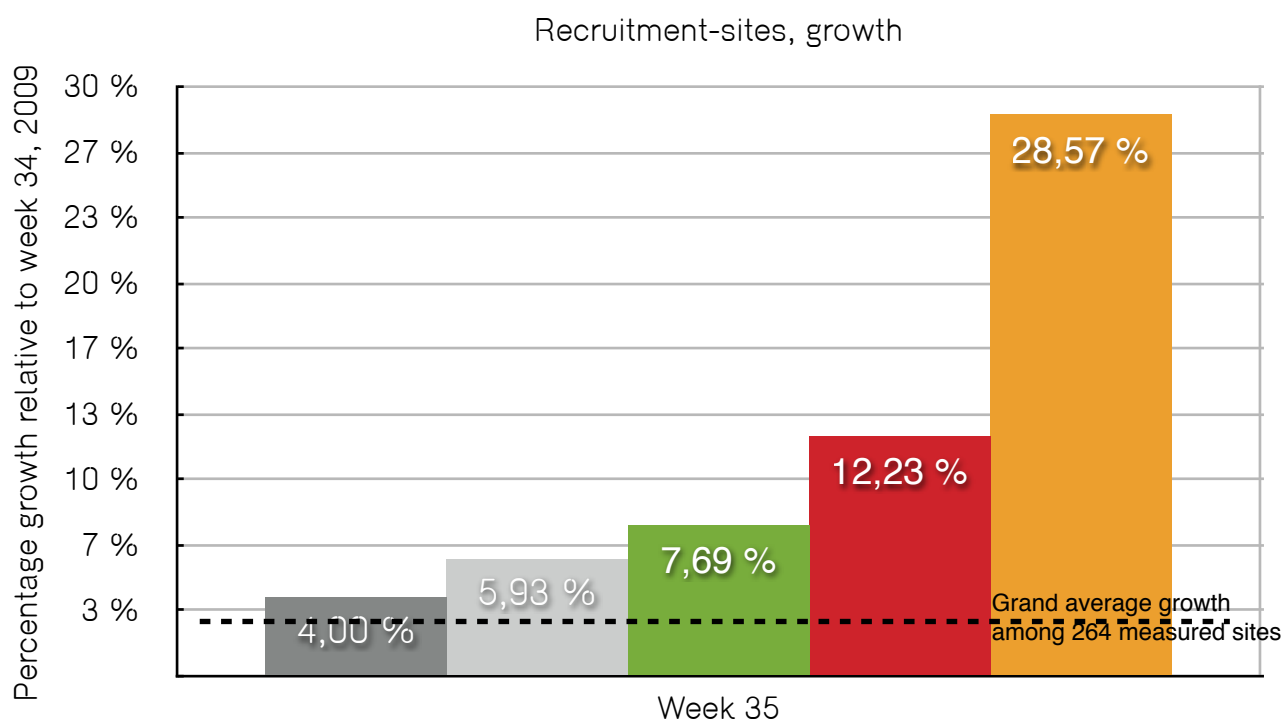
Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on fdim.dk.

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

Jobseeking and secondhand buying and selling grows

Findings: Jobs-searching activity stands out, lifting job-sites traffic-records

While overall activity on the Danish internet grew with 2,7 percent in the week ending sunday August 30, jobsites stood out as a cluster of sites with much higher growth rates.



Number of visits (preliminary) August 24-30, 2009. Source: FDIM/gemiusAudience realtime-study.

Most notably the (relatively small) jobworld.dk managed an increase in the number of visits of nearly 30 percent. But also the larger sites jobindex.dk and jobzonen.dk, dominating the market together with Stepstone, grew above average with 5,93 and 12,23 percent respectively. (Stepstone apparently had a growth of 80 percent (!) - this figure however needs further investigation).

Not only are the recruitment-sites growing this week, they're on the highest activity level for quite a longer time: Category leader jobindex.dk, eg, will have to go back 5 month in time to late march to find a more active week.

Site	Visits, week 34 (August 17-23 2009)	Visits, week 35 (August 24-30 2009)	Growth
jobindex.dk	455.000	482.000	5,93 %
jobzonen.dk	139.000	156.000	12,23 %
jobbank.dk	25.000	26.000	4,00 %
monster.dk	13.000	14.000	7,69 %
jobworld.dk	7.000	9.000	28,57 %

Number of visits (preliminary) August 17-30, 2009. Source: FDIM/gemiusAudience realtime-study

Analysis. Danes: the crisis is here to stay

The global financial and economic crisis marks the Danish recruitment-market.

On the one hand the Danish workforce does not feel at ease about their general work safety: will their companies survive the crisis, will they themselves be layed off or fired? This leads them to investigate the opportunities through the internet's joblistings-sites.

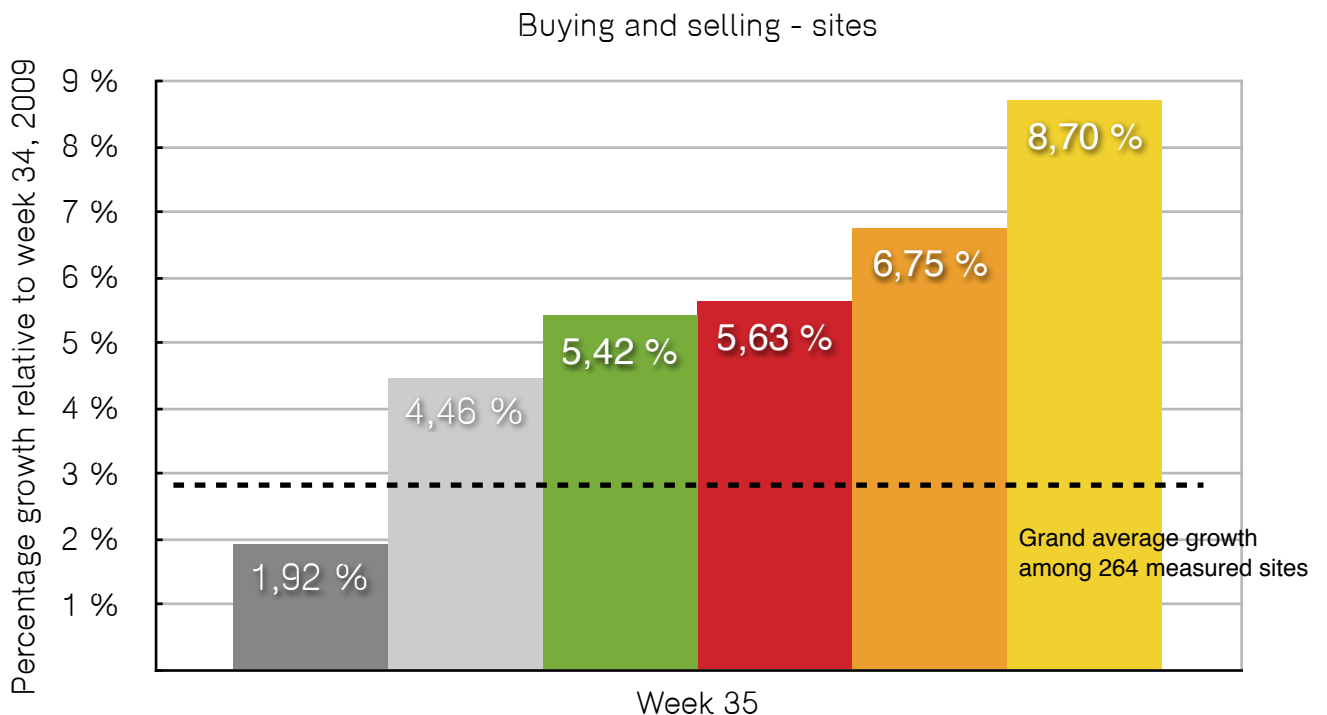
On the one hand the number of available jobs are historically low as Danish employers (negative) expectations to the future translated directly into their willingness to hire new staff.

The steadily increasing job-surfing activity on the internet therefore speaks nevertheless of an increased interest among Danes to check out their possible alternatives, which again speaks to a growing perceived insecurity and an assesment that the crisis will stay for a while.

Findings: Danes goes internetshopping

Internetshopping - particularly buying and selling secondhand - was one of the online activities that drew Danes to the internet in the week ending sunday, August 30. In the FDIM-measurement, encompassing 283 different medea-sites, the shopping related sites stood out with super-normal activity growth rates. 5 of the six sites in the shopping category grew more than the average 2,7 percent.

Auction-site QXL experienced 8,7 percent more visits than the week before, fashion social networking buying and selling site trendsales.dk grew by 6,75 percent, while category leader dba.dk (owned by ebay.com, which does not have its own presence in Denmark) hit a 4,46 percent growth rate.



Site	Visits, week 34 (August 17-23, 2009)	Visits, week 35 (August 24-30 2009)	Growth
dba.dk	1.750.000	1.828.000	4,46 %
gulgratis.dk	590.000	622.000	5,42 %
qxl.dk	506.000	550.000	8,70 %
trendsales.dk	504.000	538.000	6,75 %
kelkoo.dk	260.000	265.000	1,92 %
pricerunner.dk	142.000	150.000	5,63 %

Number of visits (preliminary) August 24-30, 2009. Source: FDIM/gemiusAudience realtime-study

Not only did the shopping sites grow compared to week 34, 2009. Compared to week 35, 2008 - that is exactly one year ago - dba.dk grew 35 percent from 1.355.000 to 1828.000 weekly visits.

Analysis: Shop away - but do it the cheap way

August is back-to-school-and-work month, implying also a need to fill up the stocks. This gives a seasonal component to the shopping-site growth. But as the dba.dk figures implies, activity is really up this year.

This points to another behavioural trend: When times are getting hard, Danes still shop away, but they go for the bargains and secondhand picks.

Perspicitive: empowerment is here - brought to you by the internet

Both trends this weeks - increased monitoring of the jobmarket situation and increased use of secondhand buying - shows how the internet helps Danes in their everyday life, dealing with the crisis. Danes have embraced the internet and the tool it provides for letting you yourself handle economic hardship.

The internet does not solve any or all of the problems, facing ordinary Danes. But it does give tools, that allows yourself to try to find out how to get about them. Not that any of the sites investigated in this analysis explicitly have stated aims or missions of "empowering the people".



But it is exactly what they're doing: by contributing with each their service, software, knowledge, guides and inspiration, they all - together with the millions of other sites out there - constitute an environment of exquisitely modern help to do it yourself.

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 options, 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 board of directors of the forum of the Danish Media, member of ICC Denmarks marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.