

Greeks among Europe's most net savvy users

Some 63 percent of Greek internet users have created a net profile on at least one social networking service, compared to the European average of 45 percent, putting Greece in third place European-wide, after Denmark and Norway, according to a European-wide online survey on "Internet & Mobile MC DC" practices.

Further, 33 percent of Greek net users update their profile on a daily basis, compared with the European average of 15 percent, while 37 percent of Greek net users monitor their friends' profiles daily (against a European average of 19 percent).

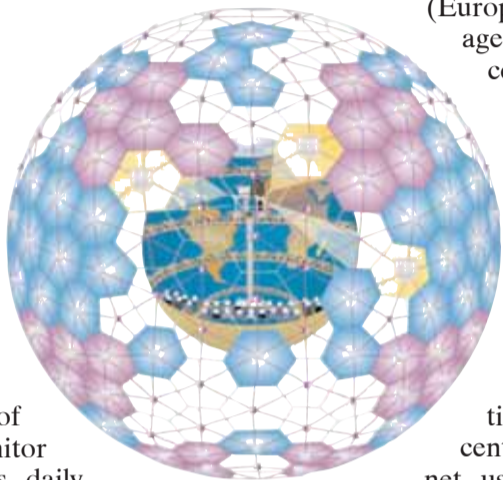
The results of the survey, conducted by InSites Consulting in collaboration with the Interactive Advertising Bureau (IAB)-Interactive Communication Organisation and the IABs of 16 countries, including Greece, were presented Monday night to the members of IAB Hellas.

The profile of the Greek net user shows a very active, social and aware user, according to the survey, which further noted that 66 percent of Greek net users log onto the web daily (against European average of 53 percent), while 24 percent remain actively online for more than four hours daily against a European average of 17 percent.

Further, 19 percent of Greek net users also possess a "smart" mobile phone (iPhone, Blackberry, etc.) and subscribes to a net access service via

mobile (vs. European average of 15 percent), while 54 percent of the Greek users check their e-mails daily (against a European average of 37 percent).

Also, 35 percent of Greek users use instant messaging on a daily average (European average 25 percent), 21 percent view videos on YouTube daily (12 percent European average), 24 percent upload videos at least once a week



(European average 12 percent), and 25 percent listen to the radio via internet daily (16 percent European average).

In addition, 36 percent of Greek net users employ search engines several times a day (European average 22 percent), while 67 percent use search engines at least once a week in search of products and services for purchase (European average 59 percent), while 64 percent use the engines to find sales points (European average 56 percent), and 69 percent trust the results of the search engines.

To the question "which sources of information (online and offline) they have more confidence in when searching for brands, products and services, the comparison websites topped the list of Greek net users' preference with 67 percent, followed by sites with user evaluation with 58 percent, and sites with expert evaluations with 46 percent. Contact with sellers was in fourth place with 41 percent, and the opinion of friends and/or acquaintances was fifth in preference with 39 percent.

The average Greek web user has made online purchases seven times in the last year, compared with the European average of eight times, while the UK topped the list with 10+ times in the past year. Also, 82 percent of the Greeks who have purchased online are likely or highly likely to do so again.

Further, 60 percent of Greek net users felt that web surfing would be more pleasant if the advertisements were more adapted to their profile (European average 47 percent), while 65 percent state their willingness to receive communications from the companies of which they are already customers.

In addition, 70 percent of Greek net users find the proposed products and services from sites they visit regularly as "useful", while 50 percent find the paid advertisements on search engines "useful". Also, 25 percent forward to friends or upload on video sharing sites at least once a week the advertisements they found to be interesting.

Also, 72 percent of Greek web users find online advertisement less annoying than on other media, while the most attractive element of an online advertisement, for the Greek user, is a smart concept and multimedia elements (sound and video).

Finally, 59 percent of Greek net users are not annoyed by advertisements on social networks (European average 32 percent), while 37 percent are not averse to the use of their data for more optimum targeting of the advertisements (European average 26 percent).

IAB Hellas was founded in 2001 and is the sectoral association in Greece for companies involved in all forms of digital and interactive market. It is a member of the relevant global network and a member of IAB Europe, which today numbers some 70 members.



Dear Editor,

I would like to complain about the change in time of the Annual General Meeting of the Hellenic Club.

I have been a member of the Hellenic Club for 45 years, 14 of those years a Committee member and 1 year as Vice President.

The meeting has always been held at 3pm on a Sunday. This proved to be the most convenient time for members to attend the meeting and after enjoying a snack and beverage.

The new committee has now changed the meeting time to a Monday at 5.30 pm. This time is too late for the ageing members and at this time there is no parking in Elizabeth Street, making access more difficult for the older members.

I would ask that the meeting time be changed back to make it more convenient for the members.

Yours truly

LA calls for shire's own opera star

SUTHERLAND Shire's first lady of song, Helen Zerefos, is spreading her wings to major international stages. Ms Zerefos is in Los Angeles where, ahead of two concert dates, she is excited at being a guest at an awards ceremony held by BAFTA-LA the British Academy of Film and Television Arts, Los Angeles tomorrow, Sydney time, at the Hyatt Regency Century Plaza. The Awards will be hosted by Stephen Fry with presenters including Benicio Del Toro, Ben Stiller, Claire Danes and Ewan McGregor. Those receiving the Britannia awards include, Robert de Niro, Danny Boyle, Emily Blunt, Colin Firth and Kirk Douglas. At the BAFTA-LA Awards, Ms Zerefos said she would be particularly honoured to be at the same table as Sir Anthony Hopkins. Ms Zerefos's first concert will be in Guadalajara on November 14. Then she is due to sing at a private recital in the home of Hollywood executive Pamela Godfrey on November 19. Guests at the recital will include the Australian deputy consul, Graeme Fay.

