








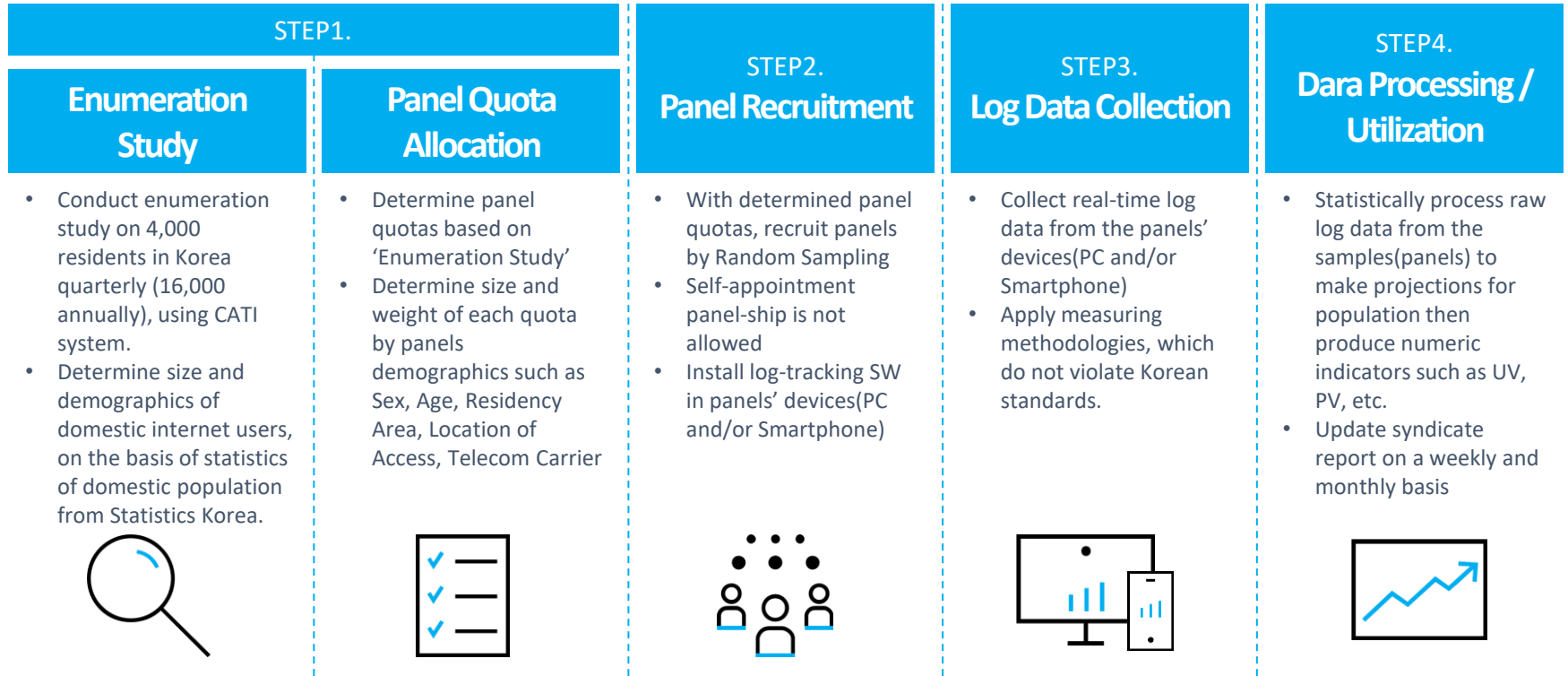


NIELSEN DIGITAL MEDIA MEASUREMENT SERVICE INTRODUCTION

DATA OUTLINE

	Research Method	<ul style="list-style-type: none"> Panel Research
	Research Subjects	<ul style="list-style-type: none"> Residents in Korea, with age of 7 to 79
	Research Area	<ul style="list-style-type: none"> All provinces and cities in South Korea, excluding public areas such as PC cafes
	Sampling Method	<ul style="list-style-type: none"> Stratified Random Sampling By Sex, Age, Residency Area, Location of Access, Telecom Carrier
	Sample Size	<ul style="list-style-type: none"> PC: 12,000 / Mobile(Android OS): 8,000 / Mobile(iOS): 1,000 Multi-Device measure by Single Source panel
	Data Collection / Analysis	<ul style="list-style-type: none"> Real-time data transmission by log-tracking SW installed in panels' PC and Mobile Statistical estimation derived from panels' usage data
	Applicable OS	<ul style="list-style-type: none"> PC : MS Windows only Mobile : Android OS & iOS

DATA GENERATION PROCESS



LOG DATA COLLECTION



PC ODM



Mobile ODM

(*Android, iOS Device)



PC Environment

Collect PC environment status data such as OS, IE, Resolution, Memory, etc.

Web Log Data

Collect log data of websites panels visit via web-browsers

Application Usage Data

Collect usage data of PC applications

Portal Search

Collect Search behavioral(Query user, # of Query, Keyword) in main portal site



Mobile Environment

Collect mobile environment status data such as Device Model, OS version, Telecom Carrier

Application Usage Data

Collect usage data of mobile applications

Application Installation Data

Collect installation status data of mobile applications
(*Android OS only)

Web Log Data

Collect web log data from default and Chrome browsers
(*Android OS only)

PRODUCTS & SERVICES



1. Syndicated Report

Is to provide clients internet usage data of domestic PC, Mobile, N-Screen users on a weekly and monthly basis in the form of standardized syndicate report.



2. Custom Research

Is to provide clients customized research services to resolve clients' business questions and to help them to build online business/marketing strategies through Nielsen Koreandick's capabilities in data analysis and various research methodologies, such as online surveys.



3. Regular Report

Is to regularly provide industry reports of online media markets and services in detail, containing market trends and insights that are derived from Nielsen Koreandick's credible data and analysis methodologies.

1. SYNDICATED REPORT

Please enter the Domain or Application name you want to search.

Settings

Recent Reports

My Measure

Trend Chart

Rank

Site / Application

Category

Section

Provider

Running Up/Down

Demo

KPI

Competitive Analysis

Term

Plus+

Notice

Nielsen Reports

WEEK MONTH 202001 Mobile WEB Android

Currently Data Profile

Category 1 Level Category 2 Level... 결과 내 검색 Nielsen Chart Excel GO

	Ran Rank	Tot Rank	Chang	Domain	Unique Users	Reach Rat (%)	Total Time Spent (*1000 min)	Avg. Duration Time (mi Avg. Usage Days)	Total Visits (*1000)	Avg. Visit Cn	Total Pageview (*1000)	Avg. Pageview w	Growth Rate of Unique Users (%)	Growth Rate of Total Time Spent (%)
<input type="checkbox"/>	1	1	=	naver.com	12,537,936	38.36	557,301	44.45	6.32	153,376	12.2	781,076	62.3	10.11
<input type="checkbox"/>	2	2	=	daum.net	10,743,279	32.87	624,988	58.17	5.37	128,988	12.0	635,760	59.2	4.72
<input type="checkbox"/>	3	3	=	11st.co.kr	6,702,543	20.51	68,832	10.27	3.50	45,067	6.7	61,261	9.1	8.52
<input type="checkbox"/>	4	4	▲ 1	gmarket.co.kr	4,414,533	13.51	42,284	9.58	3.11	20,645	4.7	42,830	9.7	4.70
<input type="checkbox"/>	5	5	▽ 1	google.com	4,382,175	13.41	62,525	14.27	5.26	40,431	9.2	117,908	26.9	-11.58
<input type="checkbox"/>	6	6	▲ 1	ssg.com	3,656,704	11.19	21,544	5.89	2.78	14,465	4.0	20,535	5.6	-38.18
<input type="checkbox"/>	7	7	▽ 1	tmon.co.kr	3,274,240	10.02	23,061	7.04	2.61	16,307	5.0	26,067	8.0	-17.07
<input type="checkbox"/>	8	8	▲ 1	auktion.co.kr	3,231,488	9.89	17,859	5.53	2.25	8,434	2.6	19,030	5.9	-28.85
<input type="checkbox"/>	9	9	▲ 2	cjmall.com	2,658,369	8.13	52,979	19.93	7.36	26,507	10.0	57,828	21.8	6.84
<input type="checkbox"/>	10	10	▽ 2	kakao.com	2,631,403	8.05	34,198	13.00	3.15	13,482	5.1	48,143	18.3	-23.13
<input type="checkbox"/>	11	11	▲ 6	mt.co.kr	2,029,216	6.21	8,147	4.01	1.79	3,726	1.8	7,572	3.7	9.78
<input type="checkbox"/>	12	12	▲ 1	tistory.com	2,010,104	6.15	9,168	4.56	2.29	4,916	2.4	5,870	2.9	16.22
<input type="checkbox"/>	13	13	▲ 1	danawa.com	1,870,892	5.72	11,703	6.26	2.39	5,165	2.8	10,933	5.8	-20.98
<input type="checkbox"/>	14	14	▲ 2	uplus.co.kr	1,857,215	5.68	8,804	4.74	4.22	9,658	5.2	18,456	9.9	-3.64
<input type="checkbox"/>	15	15	▽ 3	interpark.com	1,838,754	5.63	7,050	3.83	1.84	3,984	2.2	6,532	3.6	-16.74
<input type="checkbox"/>	16	16	▽ 6	chosun.com	1,817,066	5.56	7,176	3.95	1.90	3,739	2.1	8,759	4.8	-36.39
<input type="checkbox"/>	17	17	▲ 6	newspic.kr	1,815,171	5.55	11,599	6.39	3.34	8,110	4.5	14,183	7.8	16.82
<input type="checkbox"/>	18	18	▲ 12	news1.kr	1,727,398	5.29	2,122	1.23	1.90	3,566	2.1	5,756	3.3	31.21
<input type="checkbox"/>	19	19	▽ 1	wikintree.co.kr	1,706,195	5.22	17,294	10.14	4.33	9,422	5.5	12,975	7.6	-0.95
<input type="checkbox"/>	20	20	▲ 1	joins.com	1,645,036	5.03	24,703	15.02	1.99	3,749	2.3	16,068	9.8	5.21
<input type="checkbox"/>	21	21	▽ 6	donga.com	1,634,755	5.00	28,814	17.63	2.06	7,753	4.7	78,513	48.0	-2.71

Statistically process panels' raw log data to make projections for population

Derive numeric indices such as UV, PV, etc.

Upload internet usage data on a weekly and monthly basis

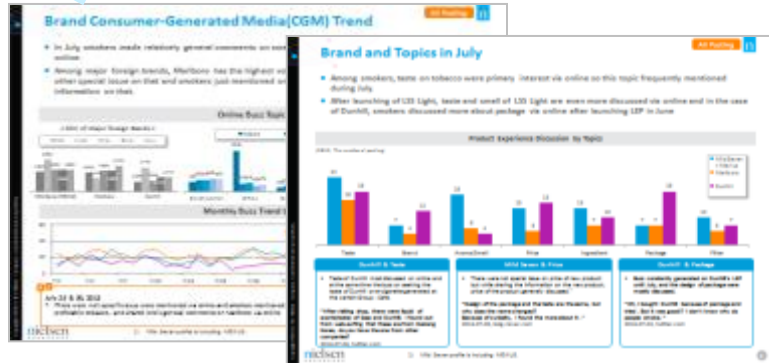
2. CUSTOM RESEARCH

Custom Research is a service that customizes, designs and analyze customized data formats for customers' business issue and provide analysis report and data.

Custom Data

- ① Check Business issue
- ② Design Data Range/Period
- ③ Estimate Cost
- ④ Generate Data
- ⑤ Data Delivery

MONTHCODE	LV1	PANEL_ID	DOMAIN_URL	PAGE	PARAMETER	SERVER_DATE	PV_CNT	DURATION
201312	soty	*****	http://soty2.sbs.co.kr	player/	appkey=P7cc1x1ce3L8b0aF6d0d00	20131231173221	1	193
201312	SBSCNBS	*****	http://sbscnbc.sbs.co.kr	cnbc_index.html		20131218130742	1	254
201312	EITV	*****	http://etv.sbs.co.kr	news/news_content.jsp	article_id=E10004900148	20131231023608	1	43
201312	라디오	*****	http://radio.sbs.co.kr			20131231160953	1	22
201312	라디오	*****	http://wizard2.sbs.co.kr	w3/template/tpl_iframetype.jsp	vVodId=V0000010346&vProgId=1	20131217211026	1	3
201312	인프라	*****	http://www.sbs.co.kr	Login/login.jsp	Login_ReturnURL=http%3A%2F%2F	20131218214710	1	14
201312	메인	*****	http://www.sbs.co.kr			20131231103330	1	180
201312	메인	*****	http://www.sbs.co.kr			20131231181850	1	22
201312	기타SVC	*****	http://conting.sbs.co.kr	index.jsp		20131231201852	1	18
201312	온에어&뷰어	*****	http://vod.sbs.co.kr	onair/onair_index.jsp	Channel=PLUS	20131231114847	1	13



Consulting Service

- ① Check Business issue
- ② Erect Hypothesis
- ③ Design Data Range/Period and Survey
- ④ Estimate Cost
- ⑤ Generate Data and Conduct Process
- ⑥ Linkage Analysis and Write Report

3. REGULAR REPORT

Nielsen KoreanClick provides regular reports with trends and insights on the media market and major online industry based on reliable measurement data.

Monthly Internet Usage

2019년 6월의 인터넷 서비스 동향

1. PC 인터넷

2019년 6월의 PC 인터넷 월평균사용시간은 전년 대비 10.7% 감소한 1,087분으로 조사되었습니다. 모바일 PC이동의 특징은 연령층에 따른 증감의 대조입니다. 7~24세의 PC이동시간은 증가한 반면, 25세 이상 연령층의 PC이동시간은 감소하였습니다. 25~29세 연령층의 PC이동시간이 가장 큰 폭으로 감소한 가운데, 특히 포털 콘텐츠 이용시간을 중심으로 감소하였습니다. 살펴본 결과 공유형 및 콘텐츠가 담긴 동영상 공유가 늘어 작업에서의 PC가용시간이 감소하여, 포털 사이트 이용시간에 하락한 것으로 보입니다.

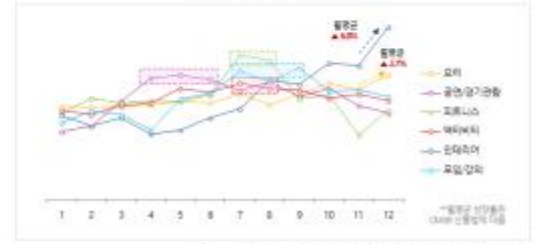
- 전년 대비 PC 인터넷 월평균 이용시간 (2019년 6월) -



Monthly Topic

두 가지 주목할 점은 각 그룹 대비 비교적 계절적 요인이 적은 '요리' 및 '인테리어' 그룹이 2018년 한 해 동안 이용자가 가장 급증했다는 점입니다. 이 두 그룹은 취미/관심사 관련 서비스 플랫폼에서도 시공간적 제약이 적고, 혼자서도 접해볼 수 있어, 인스타그램의 직관적 필수품 특성을 지닙니다. 이에 따라 서비스에 대한 검색 수요가 증가하며, 새로운 이용자들도 서비스를 쉽게 이용할 수 있다는 의문을 기반으로 2018년 한 해 동안 크게 성장할 수 있었던 것으로 보입니다. 이처럼 2018년에는 다양한 취미/관심사 플랫폼도 (플로노라) 키워드로 대표되는 가정 및 생활 관련 분야의 모바일 서비스들의 성장세가 두드러졌습니다.

- 2018년 월별 그룹 모바일 사용자 추이 -



Digital Now

최근 3년간 모바일 사용자 수 기온 연평균 24.6% 성장



20대 남성 주이용, 이용자 수 성장 중에도 높은 이용자 유지율 특성도



3. REGULAR REPORT

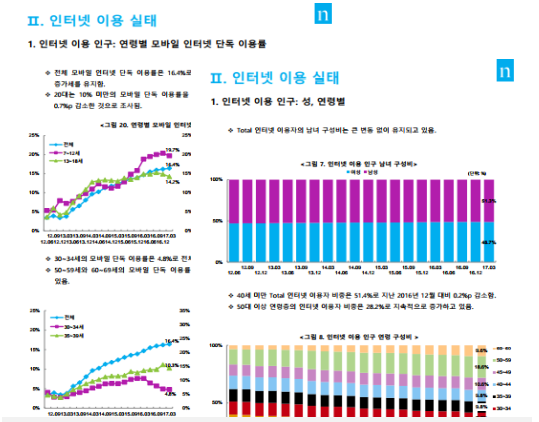
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Quarterly Report



Every Quarter KoreanClick publishes reports with industrial trends and in-depth insights through the analysis about major media industry.

Enumeration Survey Report












Based on Reports are published by each quarter to identify the Internet usage environment and user characteristics.

Media Research Report



Every year we analyze the current state and future prospects of the media industry and publish the predicted report.

OUR CLIENTS

Portals/ SNS	Ad Agency	e-Commerce	Finance	News/Media	Telecom/IT
					
					
					
					
					

"Approximately over 130 companies in Korea utilize NKC data to assess their performances and build/plan their online strategies"



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THE SCIENCE BEHIND WHAT'S NEXT TM