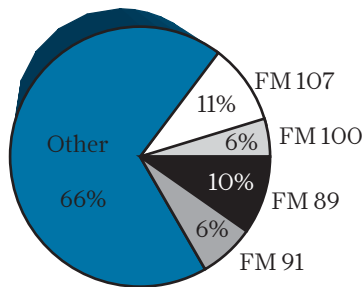


Where's Your IT News Feed Coming From?

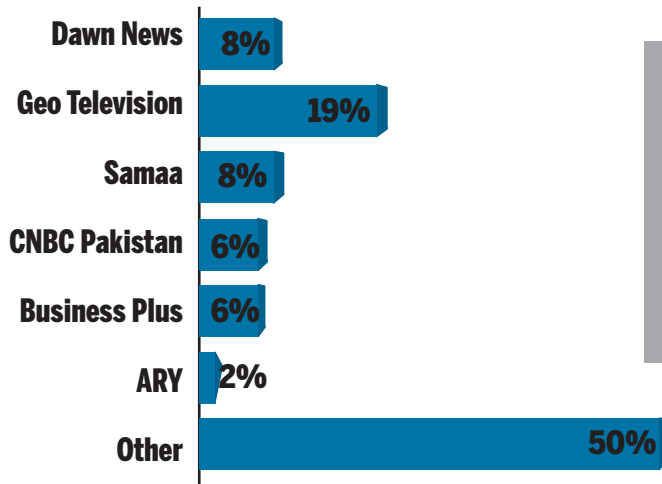
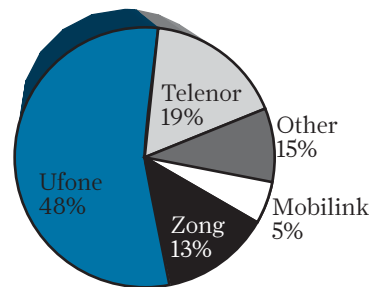
How do people access their dose of IT News and updates locally? Considering one of the biggest problems identified by companies is the lack of budgets to get the word about their companies out to the market. They want to but either don't know what the information acquisition trends their audience has or simply don't have the adequate resources to dedicate to the consistent development of such content. Coupled these issues with the dearth of content or perhaps general lack of interest, in local IT and Telecom news, there is a gap that desperately needs to be filled.

CIO Pakistan contacted 80 people at random to try and assess just what their readership or content acquisition behavior is like. The sample population demographic is an already serious internet-savvy audience. Here's what we found:

Name the radio channel you've heard IT news on?



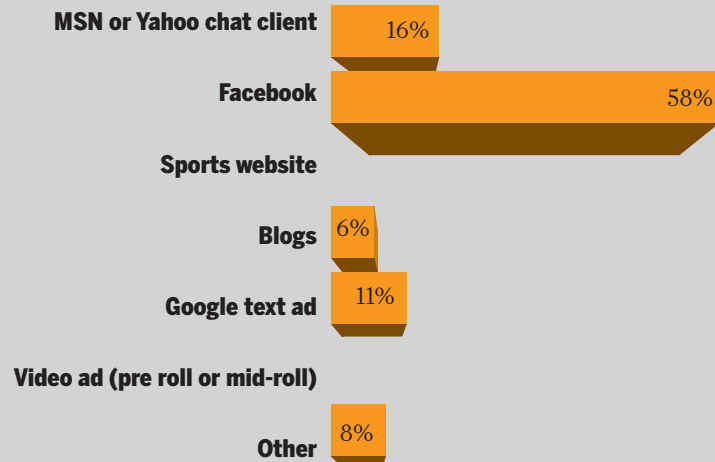
What IT or Telecom-related ads do you hear or see most of?



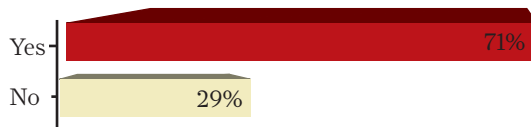
Can you name a local IT show you may have seen in the past one year?

Bits & Bytes, Tech,
None, Capital Talk, Right
Click, Gadget Guru

Where have you seen the most local online ads?



Have you ever clicked on a local online ad?



What do you like best about an online ad?

interactivity, they prompt you while surfing. If they are relevant then they are really good, simplicity, purposeful

What do you find most irritating about an online ad?

Distracting, Pop Ups, not always relevant, Flashy, action-oriented, stale ads

Most people find online ads to be meaningful if they can click on the ad and take part in a specific campaign. Generic ads may not work well in this scenario unless you have a specific message to get across.