



State of the Blogosphere study conducted by PSB unveiled at Blog World Expo

Las Vegas, NV, October 16, 2009 – In a keynote address to the Blog World Expo, Technorati CEO Richard Jalichandra today unveiled the results of the 2009 State of the Blogosphere study. The survey, now in its sixth year, charts the growth of the blogosphere and its influence and examines the technological and cultural trends driving the evolution of blogging.

This year's survey, conducted by Penn, Schoen & Berland Associates for Technorati, also assessed bloggers' attitudes toward a range of topics including:

- The blogosphere's growing media clout – and the various ways that blogs influenced the financial crisis, the Iranian election protests, and the 2008 US Presidential Election.
- Bloggers' growing use of new technologies like Twitter and mobile blogging platforms
- Preferred methods for creating blogs, building audiences, analyzing readership and integrating advertising.
- The reasons why bloggers blog
- Why bloggers sometimes choose to remain anonymous

Complete results will be published on Technorati.com beginning on Monday, October 19, 2009.

"We were very pleased to work with Technorati on this year's State of the Blogosphere study," said PSB Vice President Beth Lester. "The blogosphere is a diverse place and the wide spread of the technology means it's now nearly as diverse as the human network itself. As digital marketing becomes a larger part of every communications practice, and as it becomes increasingly vital that businesses understand how online content creators make creative and financial decisions, we believe this data provide a nuanced perspective on a diverse audience."

Methodology: Penn, Schoen and Berland Associates, conducted an Internet survey from September 4-23, 2009 among 2,828 bloggers worldwide. The margin of error for the survey is +/- 1.84% at the 95% confidence level and larger for subgroups.

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Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.