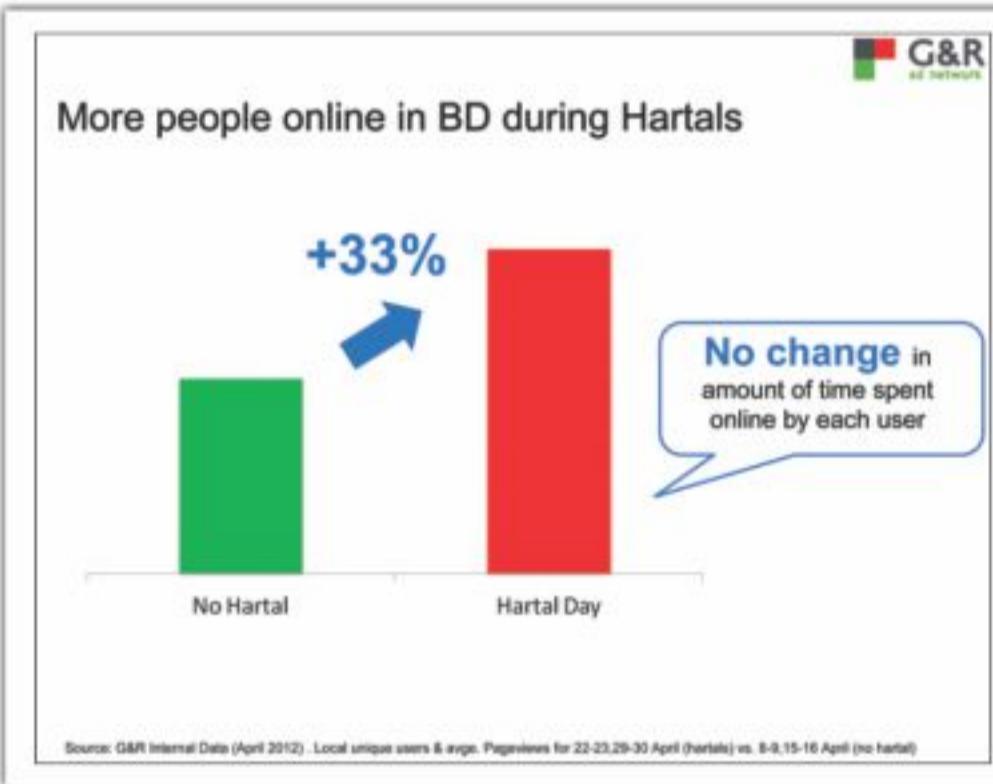
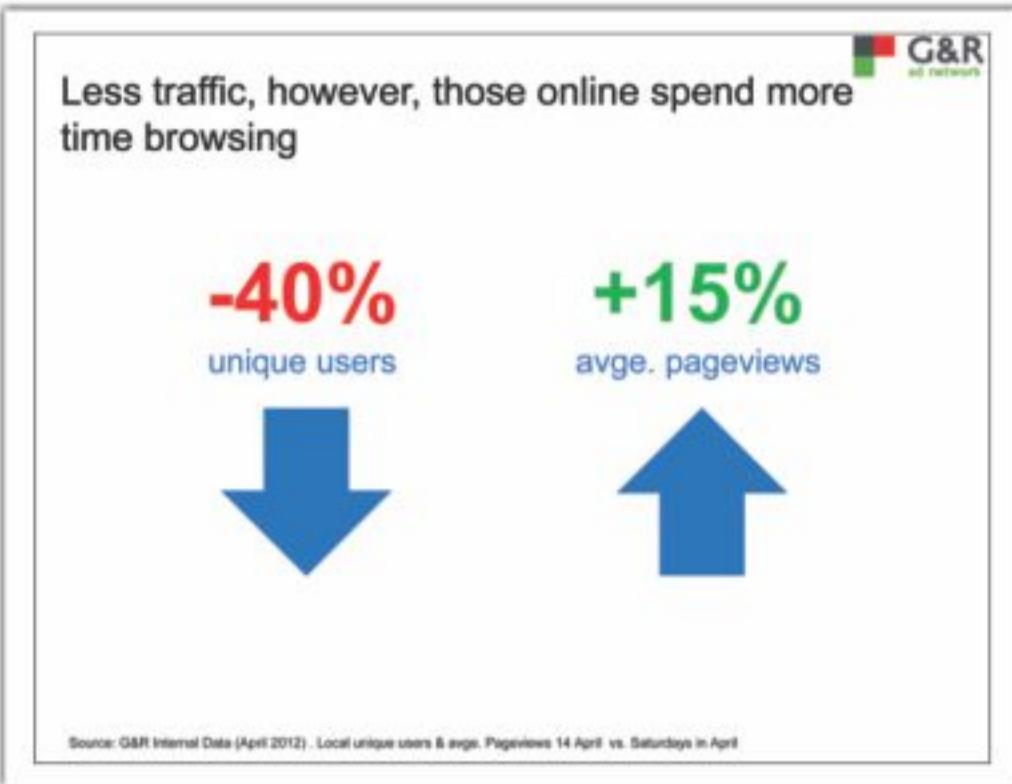
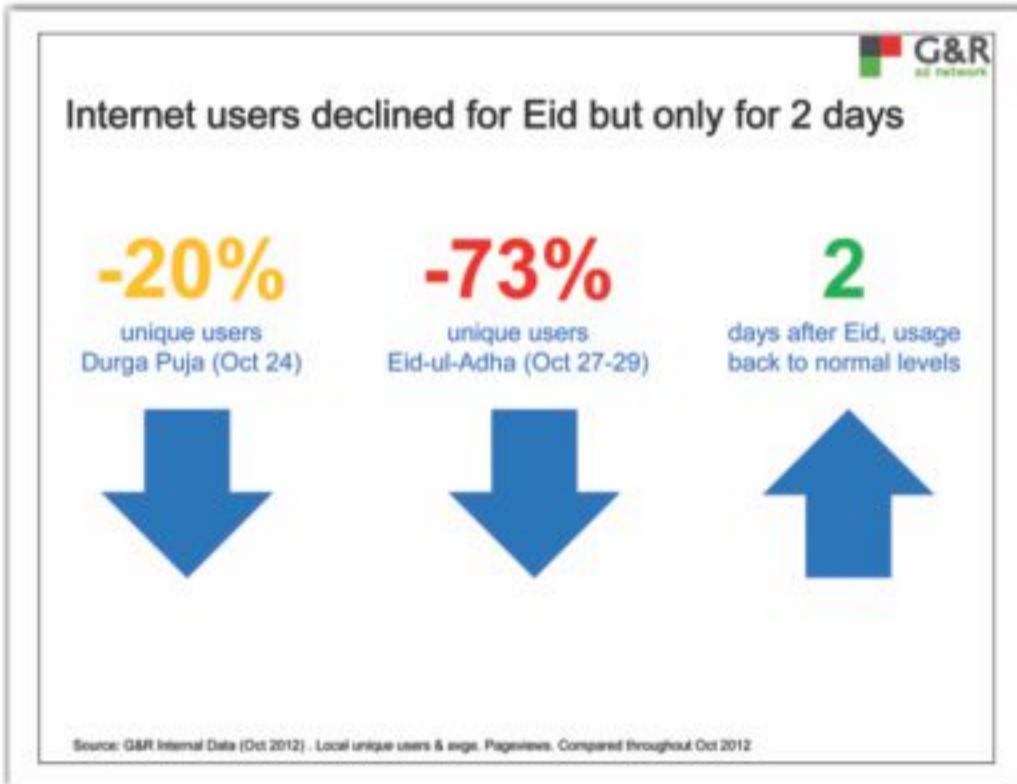


IT & TELECOM

DHAKA, FRIDAY, NOVEMBER 9, 2012, e-mail: it.telecom@thelystar.net

Online trends during hartals and holidays



DANIEL RAHMAN and REZUR RAHMAN JITU

A research by G&R, a local online ad network and digital expert, shows that internet consumption in Bangladesh differs during hartals and different type of holidays.

For this research, G&R team analysed internet usage throughout 2012 and focused on hartals, Bangla New Year, Durga Puja and Eid holidays.

The research was done by constantly looking at the data G&R generates through its digital ad network.

In the research they found that during hartals, a massive 33% more people were online. This indicates that with the limitations in commuting, more individuals actually access the web. This, however, did not impact the amount of time each person spent online as they tended to visit a similar array of websites they would do at other times.

When looking into user behaviour on April 14th (Bangla New Year), they found that unique users accessing the web declined by 40%. In stark contrast to hartal days though,

those were online on average spent 15% more time browsing the web.

The decline in unique users is clearly correlated to the outdoor festivities for Bangla New Year but the data leads to believe that those were online are the heavy internet users. While this may not seem meaningful at first, it is often agreed that heavy internet users are major influencers in day-to-day society so this more select audience during such holidays could represent an interesting opportunity for local business and organisations looking to generate buzz online.

Focusing now on the recent Durga Puja and Eid-ul-Azha holidays, again there was major impact on internet consumption. With trends more in line with the April holiday, we saw that unique internet users started dropping on October 24th, by around 25%, with the Puja holiday but it was actually the Eid day where users declined considerably even more pronounced than seen during April 14th. For the 2 days, Eid Day (October 27) and October 28, internet users were down by 73%, similar to Bangla New Year, time spent online

by those individuals was greater. By Monday October 29th, internet activity was back up to normal patterns.

We believe this kind of insight can be useful in many ways for businesses and organisations, particularly to do with planning marketing communications campaigns. What we found from our study was very interesting.

The data presented in this article should help businesses and marketers in particular as they plan on how to engage online audiences during the upcoming holidays in December, February and March and in the event of any political unrest.

All data, analysis in this report is from G&R Ad Network internal sources. Data points consist of Bangladesh local unique web users and average. pageviews for 22-23, 29-30 April (hartals), April 14 (Bangla New Year) and various days in October (Durga Puja, Eid-ul-Azha).

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Asus brings new gaming laptop

IT & TELECOM DESK

Asus has launched its new gaming laptop ROG G55VW in the local market.

The 15.6-inch notebook has the latest 3rd generation Intel core i7-3610QM processor, NVIDIA GeForce GTX 660M graphics card and Asus SonicMaster audio technology.

The notebook comes with 1TB hard disk, 8GB RAM, DVD writer, HD webcam, Thunderbolt port, HDMI, USB 2.0 and 3.0 ports and eight-cell battery.

The laptop has a price tag of Tk 1, 46,500.



e-commerce fair in Feb

IT & TELECOM DESK

Computer Jagat, a local ICT magazine, is going to organise the first e-commerce Fair 2013 in Bangladesh.

The fair will be held in February 2013 in the capital. Companies that are directly or indirectly involved with e-commerce like banks, public and private universities and educational institutions, mobile network operators, NGOs, computer hardware and software organisations will participate in the fair.

The participating companies will showcase their products and services at the fair.

Instagram gets Facebook-style web profiles for photos

BBC ONLINE

Instagram, a photo-sharing app recently purchased by social network Facebook, has extended from mobile devices to the web.

The move will allow people to share their pictures via PCs rather than just iOS and Android-powered smartphones and tablets.

Facebook said the facility would make it easier for users to discover each others' photos.

But privacy campaigners have raised concerns about the implications.

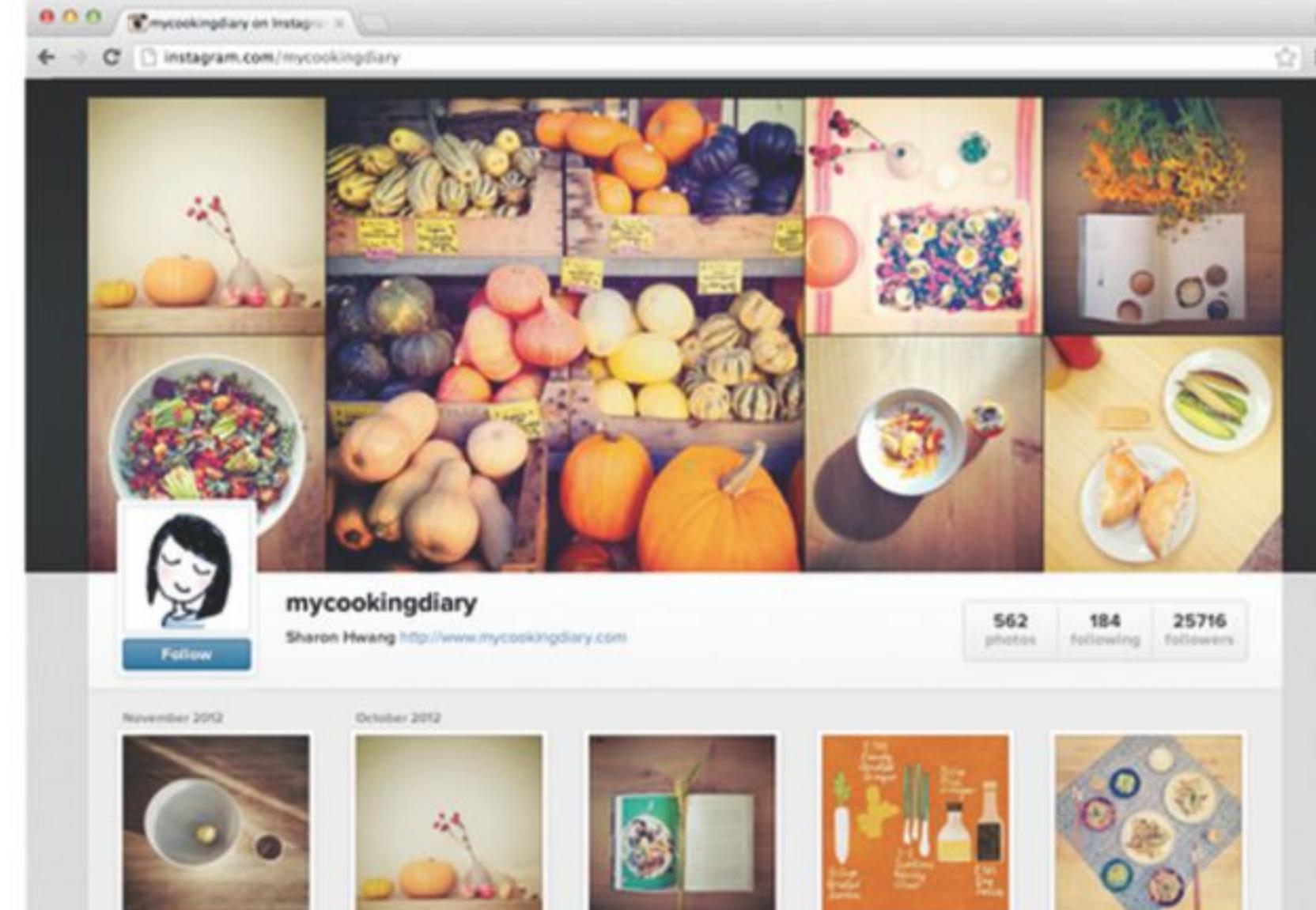
As might be expected, Instagram's new web-based profiles resemble the design of Facebook's pages.

They feature a profile image and short biography of each user above a grid showing their recent photo uploads.

For the time being members will only be able to view and download images from the service.

"Instagram is focused on the production of photos from mobile devices so users are not currently able to upload from the web," Facebook said in a statement.

Despite this limitation the move should help boost the service's



popularity by making it accessible to more people than before.

That, in turn, might make Facebook's environment more appealing to marketers. The firm highlights Nike's Instagram web profile as an example of the new feature at work.

Privacy concerns

Since its launch in 2010, Instagram has gained more than 100 million registered users, becoming one of the most popular social media services.

Facebook bought the app using its own shares. They were worth about \$1bn (£625m) at the time, although they have since fallen in value.

The company has been keen to stress that users can restrict who has access to their uploads.

But Nick Pickles, from Big Brother Watch, expressed concern that the facility would make it easier for users to copy and spread potentially embarrassing photos allowing them to go viral.

Qubee's new offer

IT & TELECOM DESK

Qubee has introduced a new offer for its monthly package subscribers.

The new offer is designed to give the customers better service in terms of selecting right internet solutions and maintaining continuous connectivity for a longer period.

The offer lets new Qubee monthly package customers choose a service type and pay for a connection. And Qubee will ensure that subscriber has a functioning modem for a longer period than any other offer in market. This new offer starts with 'On the Go' solution at Tk 2,000. Other solutions include 'Desktop' at Tk 3,500 and 'Wireless (Indoor Wi-Fi)' at Tk 5,000.

Customer will get minimum 36-month assurance of a working device.

This new offer is also available for existing monthly package customers. Existing users can avail this offer by paying only Tk 500 (vat applicable) as service charge.

CSL holds cyber game competition

IT & TELECOM DESK

Computer Source Ltd (CSL), organised a three-day cyber game competition - World Cyber Game (WCG) - from yesterday.

It's been held at the IUB (Independent University Bangladesh) campus at Bashundhara from 9am to 9pm.

Four games - FIFA 2012, NFS Most Wanted, Counter Strike Source and Call Of duty will be played at the competition.

One hundred and twenty gamers are competing in NFS Most Wanted, 250 in FIFA 2012, 20 teams of five gamers are competing in Counter Strike and 25 teams in Call of Duty.

Winners of the Counter Strike and Call of Duty will receive gaming products worth of Tk 80,000 while the winners of FIFA 2012 and NFS Most Wanted will receive gaming products worth of Tk 14,300.

Samsung launches Galaxy S Duos

IT & TELECOM DESK

Samsung has launched dual SIM handset Galaxy S Duos, in the local market.

Powered by Android Ice Cream Sandwich, the device has 1 GHz processor and optimised Touchwiz UX all to deliver a faster and smooth navigation and superb browsing experience.

The phone has 4-inch large display, 5MP rear camera with LED and front facing camera as well.

The S Duos has 3GB internal memory,

which is expandable up to 32 GB. It also features Bluetooth 3.0, WiFi 802.11 b/g/n, A GPS, 3.5 mm earjack, push email and native SNS links and 1500 mAh battery. The Samsung Galaxy S Duos is available in the market at Tk 27,900 in 2 colours - black and white.