

NewsTrak Access Report Overview

This report is for:

October 20, 2010 01:48 PM China/Taiwan

E-Commerce Integrity Is on High Demand in Asia

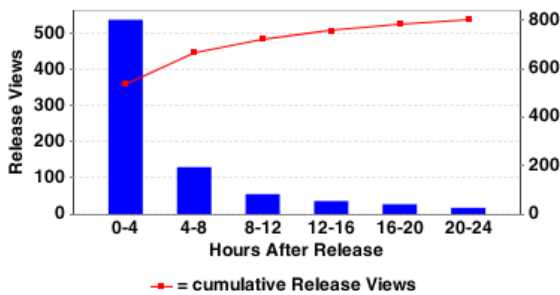
NewsTrak Access provides a snapshot of activity by measuring news release activity primarily on websites hosted by Business Wire. It does not measure the thousands of media, financial and consumer systems that receive our content and host it on their servers; or search engines that do not link back to the Businesswire.com site.

Access by User Type and Activity

User Type	Headline Impressions	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Media	0	6	0	0	0	0	0	0	0
Other Viewers	18,177	859	0	0	0	0	0	0	7
Totals	18,177	865	0	0	0	0	0	0	7

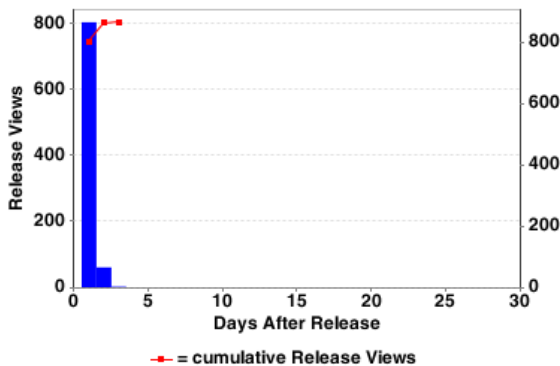
Release Views Over Time

First 24 Hours



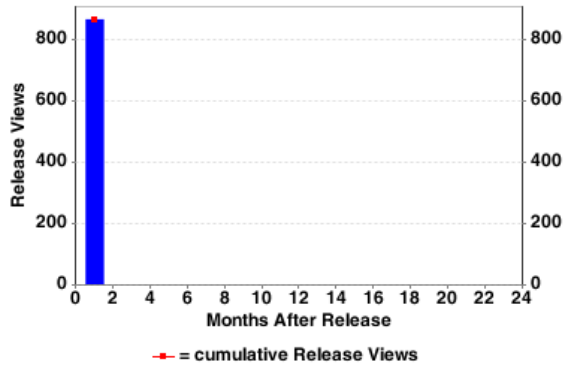
Hours After Release	Release Views
0-4	538
4-8	130
8-12	55
12-16	36
16-20	27
20-24	17

First 30 Days



Days After Release	Release Views
1	803
2	60
3	2

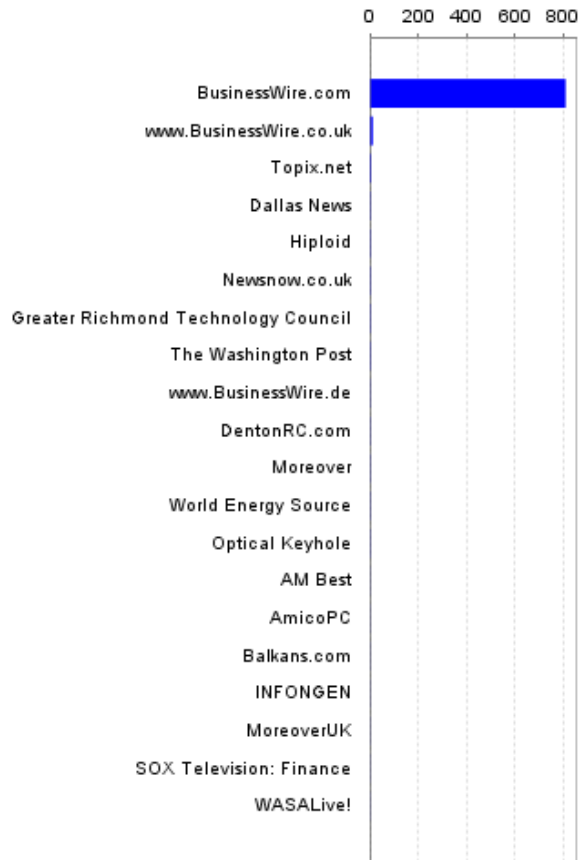
By Months



Months After Release	Release Views
1	865

Access By Site

Top Sites



Site	Release Views
BusinessWire.com	811
www.BusinessWire.co.uk	13
Topix.net	6
Dallas News	3
Hiploid	3
Newsnow.co.uk	3
Greater Richmond Technology Council	3
The Washington Post	3
www.BusinessWire.de	2
DentonRC.com	2
Moreover	2
World Energy Source	2
Optical Keyhole	2
AM Best	1
AmicoPC	1
Balkans.com	1
INFONGEN	1
MoreoverUK	1
SOX Television: Finance	1
WASALive!	1

Access by User Location

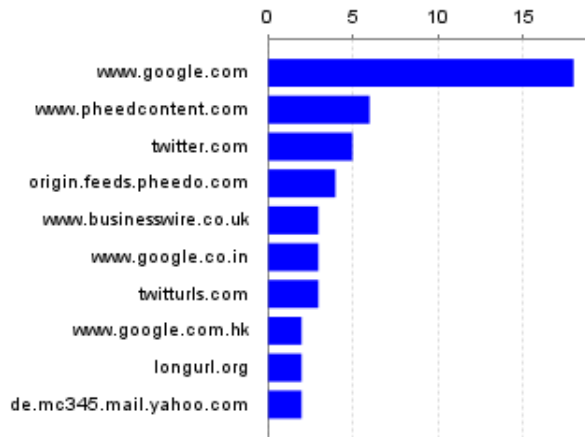
Top Countries

Country	Release Views
United States	858

Referring Sites

Top Sites

Referral URLs identify pages from which users linked to your news release.

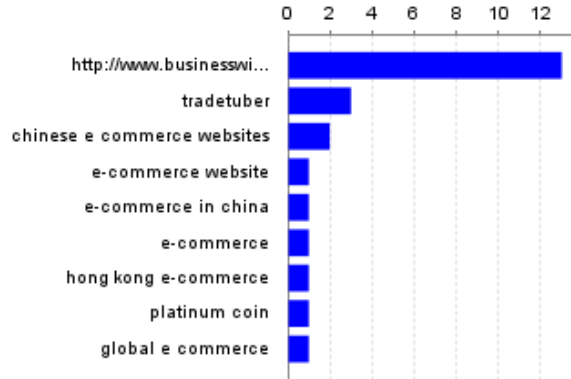


Site	Headline Impressions	Release Views
www.google.com	0	18
www.pheedcontent.com	0	6
twitter.com	0	5
origin.feeds.pheedo.com	0	4
www.businesswire.co.uk	0	3
www.google.co.in	0	3
twitturls.com	0	3
www.google.com.hk	0	2
longurl.org	0	2
de.mc345.mail.yahoo.com	0	2

Search Engine Activity

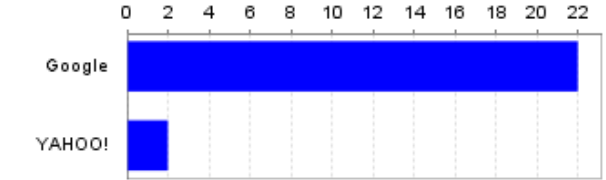
This information shows how people are finding your release on search engines. Analyzing search terms can help you optimize future releases.

Top Search Terms



Search Term	Release Views	% of Total
http://www.businesswire.com/news/home/20101019007710/en/e-commerce-integrity-high-demand-asia	13	56%
tradetuber	3	12%
chinese e commerce websites	2	8%
e-commerce website	1	4%
e-commerce in china	1	4%
e-commerce	1	4%
hong kong e-commerce	1	4%
platinum coin	1	4%
global e commerce	1	4%

Top Search Engines



Search Engine	Release Views	% of Total
Google	22	92%
YAHOO!	2	8%

User Interaction

Links

This chart shows how many times the hyperlinks you added within your press release have been clicked.

Link No.*	Link Text	Clicks
1	www.tradetuber.com	7

* **Link No.:** The order in which the links appear in your release.

NewsTrak Access Report: Access By Registered Media

This report is for:

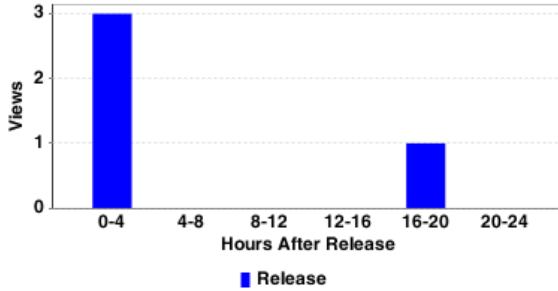
October 20, 2010 01:48 PM China/Taiwan

E-Commerce Integrity Is on High Demand in Asia

Information on this page measures activity by Business Wire's PressPass registered media community.

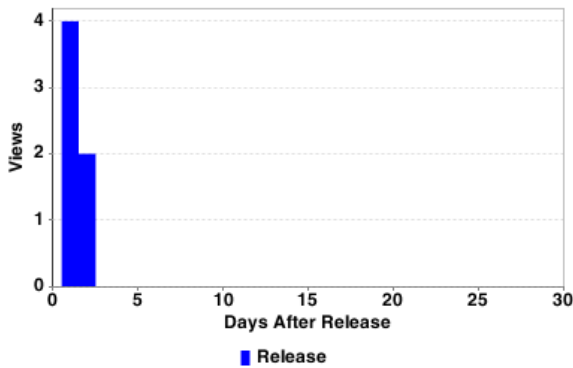
Views Over Time

First 24 Hours



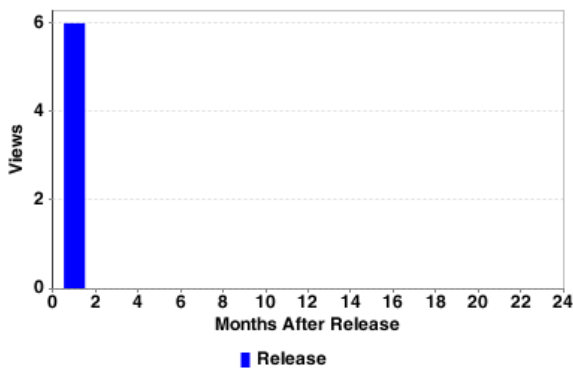
Hours After Release	Release Views
0-4	3
4-8	0
8-12	0
12-16	0
16-20	1
20-24	0

First 30 Days



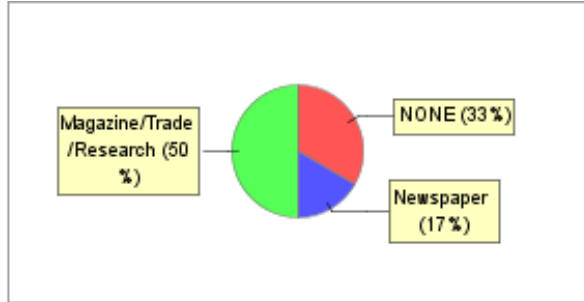
Days After Release	Release Views
1	4
2	2
3	0

By Months

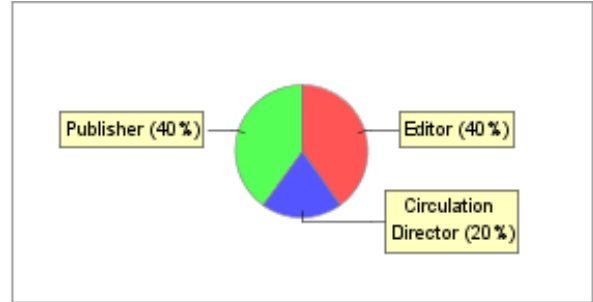


Months After Release	Release Views
1	6

Access by Media Type



Access by Job Title



Access by Media Type

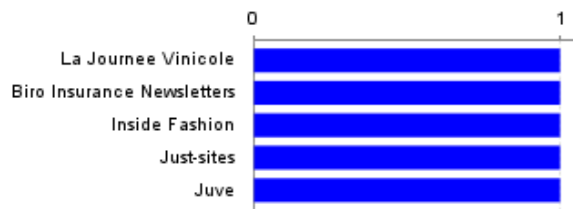
Media Type	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
NONE	2	0	0	0	0	0	0	0
Newspaper	1	0	0	0	0	0	0	0
Magazine/Trade/Research	3	0	0	0	0	0	0	0
Totals	6	0	0	0	0	0	0	0

Access by Job Title

Job Title	Release Views	Release Email	Subscription Email	Multimedia Views	Multimedia Download	Multimedia Play	Social Media Submissions	Link Clicks
Editor	2	0	0	0	0	0	0	0
Publisher	2	0	0	0	0	0	0	0
Circulation Director	1	0	0	0	0	0	0	0
Totals	5	0	0	0	0	0	0	0

Access by Media Name

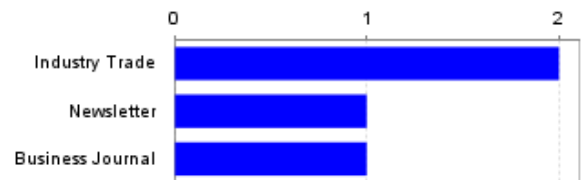
Top Media Names



Media Name	Release Views
La Journee Vinicole	1
Biro Insurance Newsletters	1
Inside Fashion	1
Just-sites	1
Inside Fashion	1
Juve	1

Access by Media Coverage

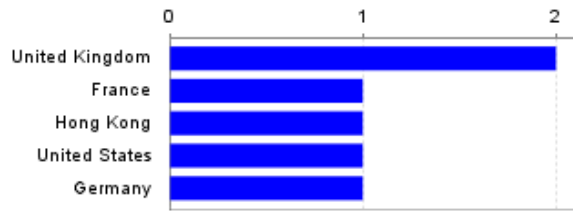
Top Media Coverage



Media Coverage	Release Views
Industry Trade	2
Newsletter	1
Business Journal	1

Access by User Location

Top Countries



Country	Release Views
United Kingdom	2
France	1
Hong Kong	1
United States	1
Germany	1

Top States & Provinces

State or Province	Country	Release Views
England	United Kingdom	2
Nordrhein-westfalen	Germany	1
New Jersey	United States	1
Hong Kong (sar)	Hong Kong	1
Ile-de-france	France	1


Access By Site

Top Sites

Site Name	Release Views
BusinessWire.com	6

NewsTrak Access Report: Access By Unregistered Media and Other Viewers

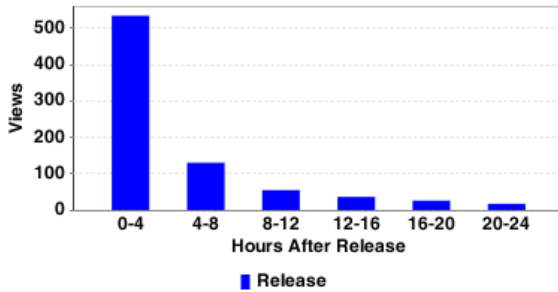
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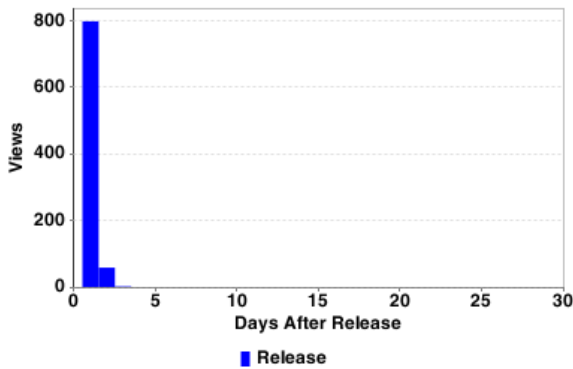
Views Over Time

First 24 Hours



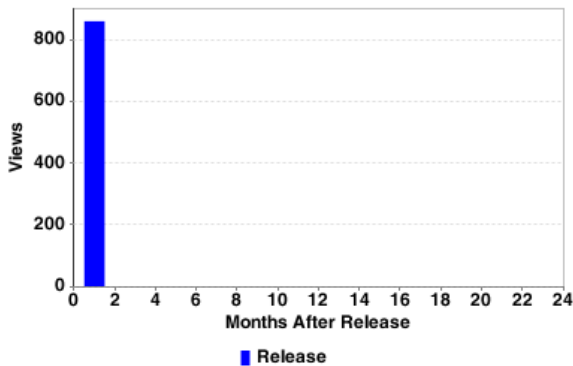
Hours After Release	Release Views
0-4	535
4-8	130
8-12	55
12-16	36
16-20	26
20-24	17

First 30 Days



Days After Release	Release Views
1	799
2	58
3	2

By Months

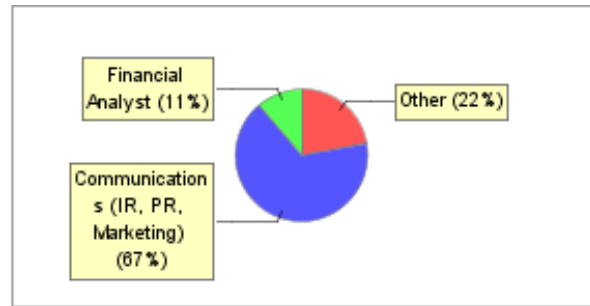


Months After Release	Release Views
1	859

Access by Activity

View Type	Totals
Headline Impressions	18,177
Release Views	859
Link Clicks	7

Access by Registered Users' Field of Interest



Field of Interest	Release Views
Communications (IR, PR, Marketing)	6
Other	2
Financial Analyst	1

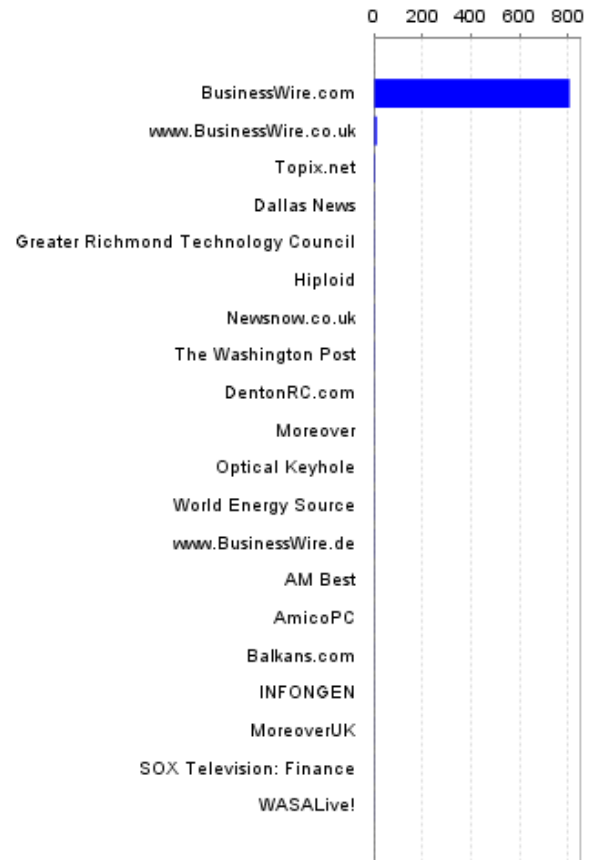
Access by User Location

Top Countries

Country	Release Views
United States	857

Access By Site

Top Sites



Site Name	Release Views
BusinessWire.com	805
www.BusinessWire.co.uk	13
Topix.net	6
Dallas News	3
Greater Richmond Technology Council	3
Hiploid	3
Newsnow.co.uk	3
The Washington Post	3
DentonRC.com	2
Moreover	2
Optical Keyhole	2
World Energy Source	2
www.BusinessWire.de	2
AM Best	1
AmicoPC	1
Balkans.com	1
INFONGEN	1
MoreoverUK	1
SOX Television: Finance	1
WASALive!	1

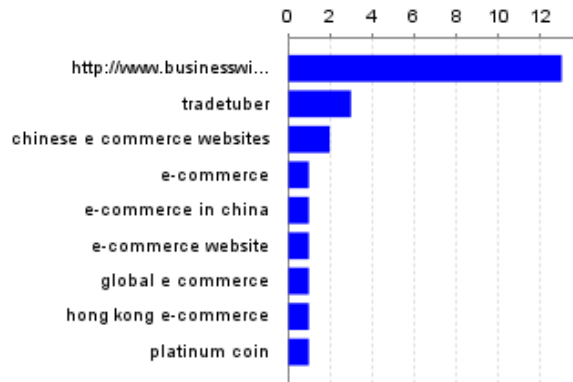
Top States & Provinces

State or Province	Country	Release Views
California	United States	849

Search Engine Activity - Unregistered Media and Other Viewers

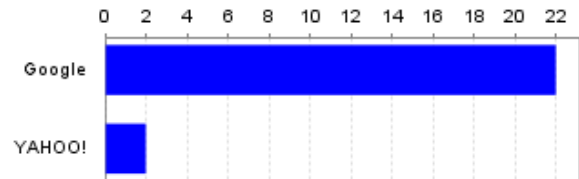
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e-commerce	1	4%
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e-commerce website	1	4%
global e commerce	1	4%
hong kong e-commerce	1	4%
platinum coin	1	4%

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User Interaction - Unregistered Media and Other Viewers

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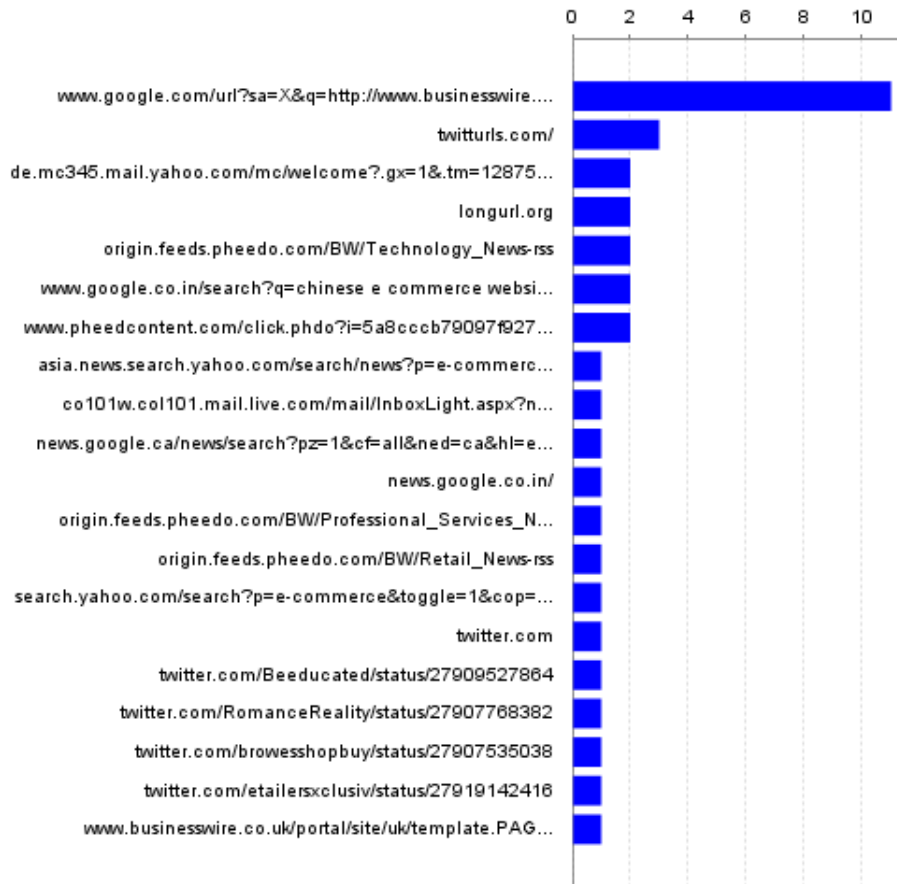
Link No.*	Link Text	Clicks
1	www.tradetuber.com	7

* Link No.: The order in which the links appear in your release.

Links from Other Sites

Top Referral URLs

Referral URLs identify pages from which users linked to your news release.



Referral URL	Release Views
www.google.com/url?sa=X&q=http://www.businesswire...	11
twitturls.com/	3
de.mc345.mail.yahoo.com/mc/welcome?.gx=1&tm=12875...	2
longurl.org	2
origin.feeds.pheedo.com/BW/Technology_News-rss	2
www.google.co.in/search?q=chinese e commerce websi...	2
www.pheedcontent.com/click.phdo?i=5a8cccb79097f927...	2
asia.news.search.yahoo.com/search/news?p=e-commerc...	1
co101w.col101.mail.live.com/mail/InboxLight.aspx?n...	1
news.google.ca/news/search?pz=1&cf=all&ned=ca&hl=e...	1
news.google.co.in/	1
origin.feeds.pheedo.com/BW/Professional_Services_N...	1
origin.feeds.pheedo.com/BW/Retail_News-rss	1
search.yahoo.com/search?p=e-commerce&toggle=1&cop=...	1
twitter.com	1
twitter.com/Beeducated/status/27909527864	1
twitter.com/RomanceReality/status/27907768382	1
twitter.com/browesshopbuy/status/27907535038	1
twitter.com/etailersxclusiv/status/27919142416	1
www.businesswire.co.uk/portal/site/uk/template.PAG...	1