



ZDNet Asia (www.zdnetasia.com),
Where Technology Means Business

ZDNet Asia (www.zdnetasia.com) is a comprehensive online resource for decision makers building shortlists for their IT priorities.

Business professionals in charge of technology rely on ZDNet Asia to deliver deep insight into IT planning, vendor consideration, and product selection.

The site offers daily news, white papers, webcasts, editorial analysis, peer feedback, and ongoing research.

ZDNet Asia offers a wide range of features, including:

TECH NEWS: Timely, informative and influential
Keeping IT professionals on the pulse of developments in the technology market

INSIGHT: In-depth, strategic and authoritative
Commentaries and analysis on the latest technology trends and issues, plus exclusive interviews with Asia's most influential CIOs and IT directors

REVIEWS: Reviews of software and hardware products, including product specifications and editors' ratings

TECHGUIDES: Strategic, useful and actionable. Providing help and how-to information onsite and through email

TOP TECH: Bi-annual research of top 50 technology vendors in the region, followed by an online directory of the Top Tech 50 throughout the year

TECHJOBS: Integrated content and resources on career development

SMBs: Current, practical and real. Helping small to medium-sized businesses make well-informed technology decisions through case studies and features

BLOGS: Business technology blogs by ZDNet Asia's team of regional bloggers

VIDEOS: ZDNet's global formula of delivering technology videos at the whiteboard, news & interviews and special reports

COMMUNITY: A platform featuring social networking functions and user-generated content by ZDNet Asia members

DOWNLOADS: Robust and accessible library of trial software and development tools

IT LIBRARY: The web's largest database of technical whitepapers, case studies and Webcasts on the Internet

POWER CENTER: A 100% vendor-owned space integrated within ZDNet Asia content, focused on a much deeper engagement and relationship between IT issues and IT buyers

MOBILE EDITION: Visit <http://m.zdnetasia.com> on your mobile phone



ZDNet Asia Provides an Authentic Brand Experience by :

Reaching IT professionals and business influencers throughout South East Asia and Hong Kong.

Helping audience stay abreast of the latest technology developments, with its fast search and retrieval features.

Providing marketers access to an engaged audience and opportunities to "interact" with them through effective online strategies and campaigns

Offering an ideal setting for marketers to align themselves with informative content on current technology topics



DID YOU KNOW?

ZDNet Asia

- Has a registered community of over 140,000 members
- Is visited by over 800,000 unique visitors each month
- Has monthly traffic of over 3,000,000 page views