

Networking on the Internet pays off financially - Second international openBC survey “Communication & Networking on the Internet”

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Press release from: [Open Business Club GmbH \(openBC\)](#)

Hamburg - March 22, 2006 — Networking on the Internet is a global success: Up to 85% of openBC users rate maintaining contacts on the Internet as being “important” or “very important”. Beyond establishing business contacts (55%), almost one in six are now reporting business deals with openBC contact partners.

With “Communication & Networking on the Internet”, openBC is publishing the second international survey on Internet networking. The target of the survey was to investigate communication and networking behaviour and to make comparisons among the global users of openBC. The survey took place from November 14, 2005 to January 31, 2006. During this period, 24,511 openBC users from around the globe were interviewed in detail about their communication behaviour and use of the openBC networking platform. This year the questionnaire was published for the first time in Chinese as well.

Networking is worthwhile: Approx. 55% have established new business contacts, 16% have generated new business

The aim of business-oriented networking on openBC is to consolidate existing relationships and to establish new, interesting contacts. If new business deals arise on this basis, then networking pays off financially.

In terms of actual new business with revenues from openBC contacts, 16% report at least one success and of these, one in four with more than six deals. At 59%, overall expectations of possible revenues are relatively high – one quarter of networkers interviewed are not seeking direct business deals through openBC.

Please click here to read the full press release:

corporate.openbc.com/survey_2006/PR_openBC_survey_2006_en...

About openBC - openBC is the foremost global online networking platform in Europe and Asia for professional and secure contact man-agement and open networking. openBC is made for all business people. openBC is more than a contact manager, it is a meeting place where entrepreneurs, employees, freelancers, directors and venture capitalists find new qualified business partners, develop deals and co-operations, create new markets and opportunities. The Open Business Club’s innovative networking and communication technolo-gies are available in 16 languages, including English, Spanish, French, Dutch, Russian, Japanese and Chinese. openBC provides a full range of services including customized branded Private Clubs. This delivers strong and innovative new value propositions for companies, universities and alumni. openBC is profitable and operates in full compliance with internationally approved data protection and privacy regulations as set by the European Commission.

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