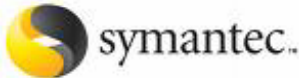


Australia Case Study



Exploring Australia's multiple 'virtual identity syndrome'
Symantec wanted to demonstrate its understanding of how the evolving digital landscape is allowing people to express their identity/identities differently online – via peer-to-peer sites, video sharing sites and virtual worlds.

This Australian-first research was designed to shift current industry focus from online fear, to a discussion around online identity and online confidence. It created intense discussion/debate across broadcast, print and the blogosphere - in Australia and around the world.

