

Social Media **Evolves**



Thomas Ford

Global PR Manager, Desktop

Opera Software ASA



Trends shaping the Web today

You

Are businesses ready?

The old new media

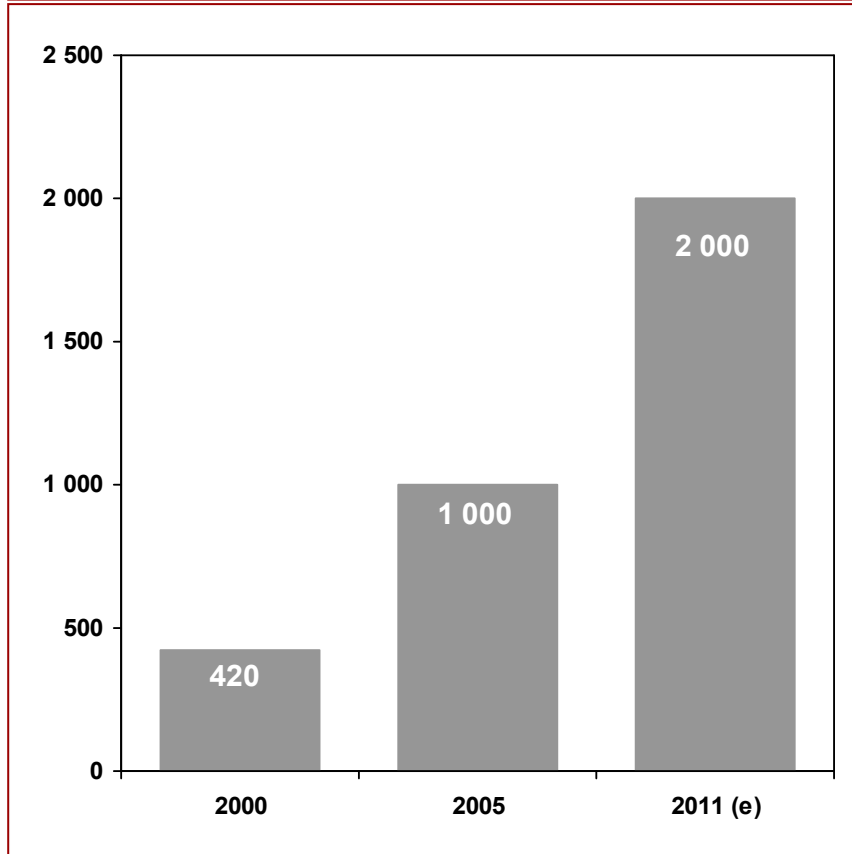
Blogs, syndication, X-casting

The new new media

SMRs, widgets, and yes, Second Life

The Internet Revolution continues on a global basis

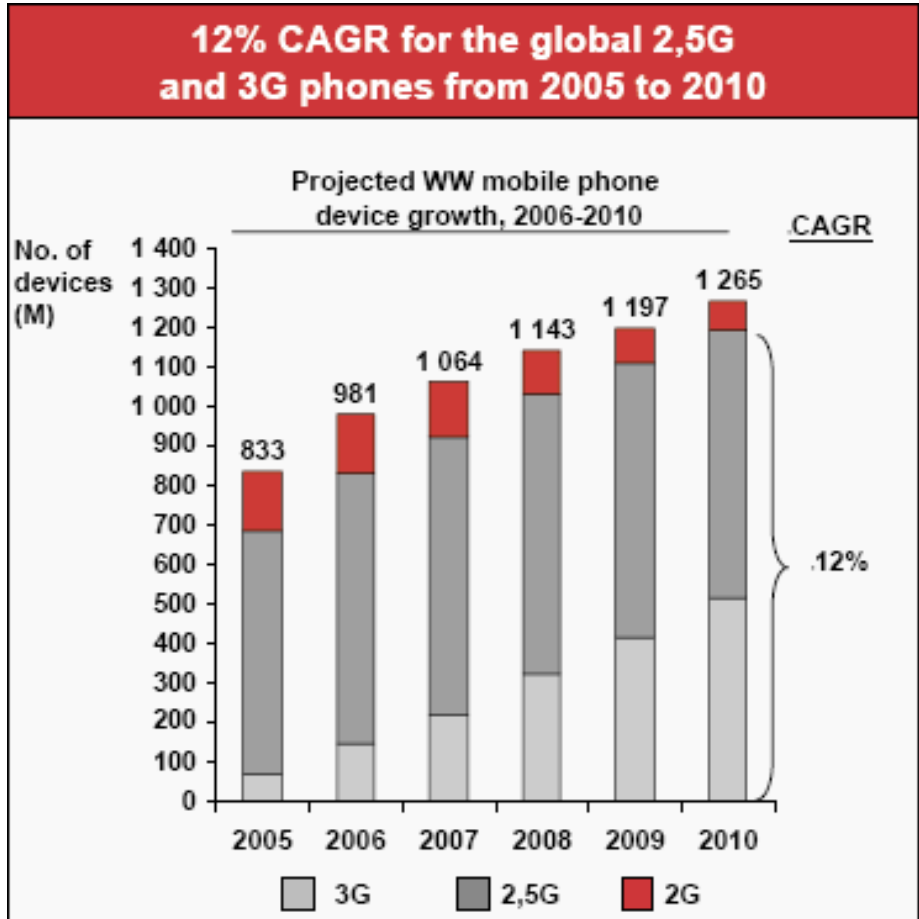
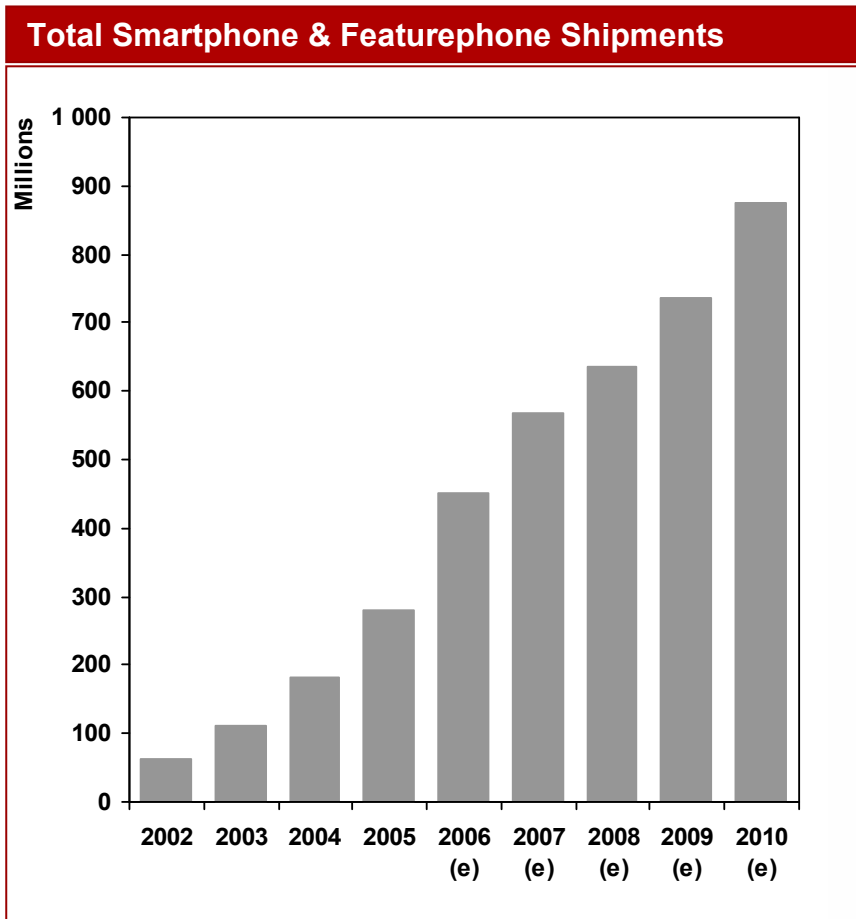
Growth in Internet Users (Global, MM)



Country	users (1000s)	Share (%)
1. USA	197.8	18.3
2. China	119.5	11.1
3. Japan	86.3	8.0
4. India	50.6	4.7
5. Germany	46.3	4.3
6. UK	35.8	3.3
7. South Korea	33.9	3.1
8. Italy	28.8	2.7
9. France	28.8	2.7
10. Brazil	25.9	2.4

Source: Computer Industry Almanac, Jan 06

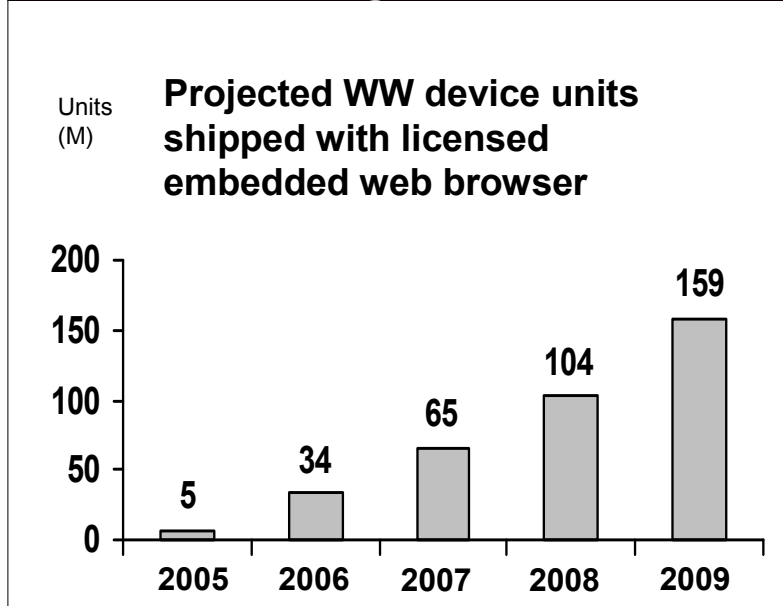
Mobile Web usage is expanding rapidly, as phones become more powerful, networks become faster ...



Sources: SOMO 2006 , Nomura Equity Research

Non-mobile phone devices are rapidly adding Internet connectivity

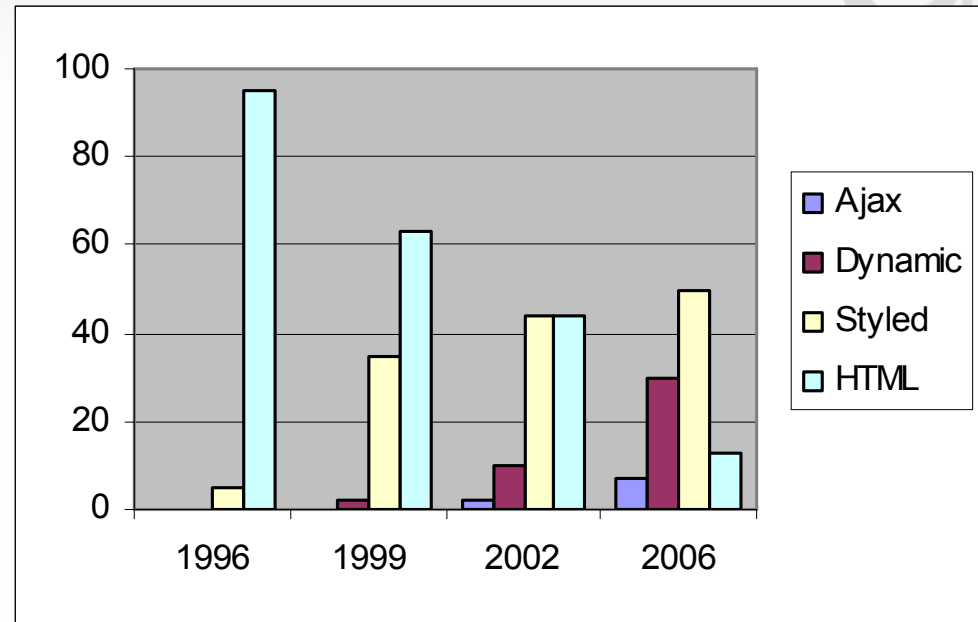
Devices – a whole range of new devices are adding internet



Source: IDC, BCG



**Websites growing in complexity
- AJAX/Dynamic applications
replace basic HTML pages**



Source: Opera Software

**Technology advancements
lead to greater collaboration
and interactivity**



guestbooks

comments

stickiness

syndication



No more native applications: Practically all new services and applications are based on Web technologies such as AJAX.

The Social web : People create web content through services like Flickr, MySpace, Blogger and YouTube.

The Open web: Content providers make their services available to all by using open Web standards and APIs.

Exercise: Find the Windows applications...



Pick one:

Web 2.0 is...

- The Web is a “platform”
- A good buzzword
- Getting tired
- A way to identify new from old’
- The migration of content consumer to content contributor
- A convenient term to denote social technologies

“The Web doesn't progress like software from one version number to the next; rather it evolves organically over time with the introduction of new technologies.”

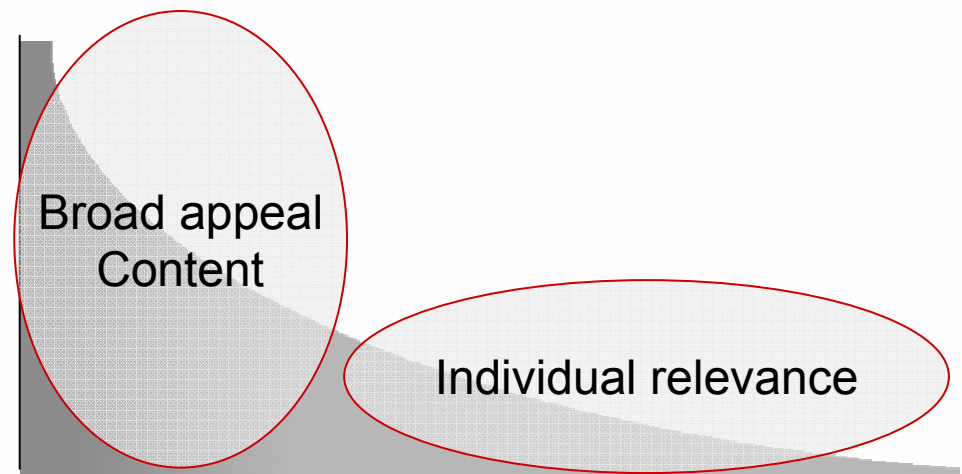
- Jon von Tetzchner, Opera



A snapshot of the world today

- 60 million+ blogs
- 554,266 feeds from 328,504 sources
- 70 million monthly unique users on YouTube

It's all about user-generated content, right?



17+ billion
Web sites

Sources respectively: *technorati.com*, *feedburner.com*, *Deloitte*

What does *Time Magazine* know that we don't?



Who are these people? Seriously, who actually sits down after a long day at work and says... I'm going to turn on my computer and make a movie starring my pet iguana? I'm going to mash up 50 Cent's vocals with Queen's instrumentals? I'm going to blog about my state of mind or the state of the nation or the steak-frites at the new bistro down the street?

The answer is, you do.

- Lev Grossman, *Time Magazine*

Not everyone agrees...



“Owning a professional-quality video camera, a PC or a mobile phone is unlikely magically to imbue the majority of people with talent.”

-Igal Brightman, *Deloitte*

“I’m one of those guys who logs on and blogs for free. I’m unpaid, uncontrolled...an unfettered spirit of the new generation.

I also know that 99% of the blogs about steak frites at the local bistro are horrendous, boring and ugly.”

-Craig Mazin, screenwriter

Or is it, really?



radio.blog.club



“...the dirty little secret of ‘user-generated’ sites like YouTube and MySpace is that much of the content is not made by the users themselves — it’s appropriated from someone else.”

- Scott Karp, *Publishing2*

The current generation has adapted to technology change

- Quickly process information from multiple sources
- Demand instant access to information
- Flexible in their approaches



Source: *Aftenposten*

Millennials have always known:

- Multiple TVs, multiple channels, VCR/DVDs
- Personal computers, video games, and the Internet
- Internationalism and multi-culturalism

Businesses have not adapted

- Only 15% offer extra-value content to enhance customer experience
- 58% said that they had no plans to do so

- 14% percent monitor online discussions
- 47% had no plans to

- 30% won't provide an online discussion portal

- 28% of European executives select suppliers based on peer-network recommendations
- 36% don't intend to in the future.

- 13% say they currently post information about suppliers on community sites or blogs
- 52% have no plans to do so.

Source: Xerox/Forrester study, "Is Europe ready for the Millennials"



Source: Connecticut Historical Society



The **Old** New Media



Blogs:

Q: Does your company need to blog?

A: NO

Q: Should you monitor the blogosphere?

A: YES

Q: Should you have a corporate blogging policy?

A: YES

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Novell Open PR

Pleased to make your acquaintance

January 31st, 2007 by [Kevan Barney](#)

Social networking Web site Bebo.com is running mission-critical apps on SUSE Linux Enterprise ... in [this case](#) Oracle Database 10g. "The largest social network in the UK, Ireland and New Zealand," Bebo says reliability, scalability and cost efficiency are important to them. As they say, the customer is always right.

Posted in [General](#), [Platforms](#) | [No Comments »](#)

Desktop notes

January 30th, 2007 by [Kevan Barney](#)

There was an [interesting piece](#) in [Computer Business Review](#) yesterday about an OSDL report on desktop Linux. Said the story: "The Linux promotion group's desktop initiative reported that technical achievements in drivers, printing, graphics, wireless, sound and media, and BIOS compatibility, among other things, leave Linux poised for desktop growth this year."

We don't know anything about the [Open Source Software Distribution Initiative](#) (OSSDI) nor do we endorse it, but we do like the idea of getting OpenOffice.org into schools.

And, of course, [PSA Peugeot Citroen](#) and 20,000 SUSE Linux Enterprise Desktops ... now that's news.

Posted in [General](#), [Platforms](#) | [No Comments »](#)

The only way to fly

January 25th, 2007 by [Kevan Barney](#)

Search

Calendar

February 2007

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

« Jan

« 2006

Authors

- [Bruce Lowry](#) (156)
- [Kerry Adorno](#) (18)
- [Kevan Barney](#) (57)


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A resource
YOU can
trust

No one cares

No,
that's
PR



WAL-MARTING

across America

SELECT A STYLE

The Final Word

Our blog was about the people we met and the stories they told. As a storyteller, I should have done a better job beginning at the beginning with our tale.

In April 2006, Jim and I hiked the Grand Canyon, Bryce and Slot Canyons in Escalante. During our trip we ended up in Paige, Arizona. Not only are we early risers, we are East Coasters, which meant at 5 a.m. we were up and ready to go, although not much else is in Paige. Except, of course the Wal-Mart Supercenter. We pulled into the parking lot amid at least a dozen RVs. Not sure what was up, we asked why? We learned Wal-Mart allows RVs to stay in store parking lots over night. For free. As we hiked up Bright Angel Trail from Phantom Ranch in the Grand Canyon a new adventure was born.

I started thinking about all the other amazing things there are to see in this vast country of ours. And then I started thinking about how Wal-Mart — one in every town, practically — lets you park overnight for free. The idea just sort of came together. We would take vacation from our full-time jobs and drive across the country in a rented RV, from city to city, spending the night in a different Wal-Mart parking lot every night.

And, of course, I'd write an article about it and may be able to sell a story to an RV magazine, with photos, of RVing in America and only staying at Wal-Marts. Given the litigious age we live in, we decided to get permission from Wal-Mart to do so. So I called my brother, who works at Edelman and whose clients include Working Families for Wal-Mart, in order to find out if we'd be allowed to talk to people and take pictures in Wal-Mart parking lots. As a freelance writer, I've learned over the years that it's always better to ask about stuff like that in advance.

They didn't just give us permission. They said they would even sponsor the trip! A blog seemed the perfect medium to tell those stories — a perfect way to present a diary of my trip. I would post about the trip, not after the fact but from right out there on the road. And even more exciting, no editors! What writer could say no to that?

All in all, it was a perfect fit. Working Families for Wal-Mart wants to get the word out about all the good things Wal-Mart does for people. I wanted to make this trip and write about it. It just seemed to work.

SPONSORED BY

**WORKING FAMILIES
FOR WALMART**

THE FINE PRINT

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Opera OLPC Edition

BY CSANT, TUESDAY, 23. JANUARY 2007, 15:33:15 [DESKTOP](#), [OLPC](#), [OPERA](#), [OLPC EDITION](#)

This is a special edition of the Opera desktop version – the **Opera OLPC Edition**.

We have been testing Opera on the [OLPC laptop](#) since we [received](#) the "lean-mean-green-machine", as some here at the office like to call it. I have been keeping both the Opera page on the [OLPC Wiki](#) as well as [my own blog](#) up-to-date about work on it. We feel the time to be ready to show you the progress we have made.

A few notes about this package:

This is (almost) a normal desktop build – so you can run it on any Linux box – **but...**

...you **really** want to read this first, **before** installing it:

50
Comments

Written by the
right people

Openly
engaging
the
customer

What belongs...

Employee blogs

- Disclaimer
- Respect copyright and applicable intellectual property regulations
- Encourage, do not stifle, dialogue
- Protect company secrets
- Be interesting
- Write from your expertise or interests
- Obey financial disclosure rules where appropriate
- Think about consequences

Sources: IBM and Sun

Corporate blogs

- Similar but more rigid policies
- Figure out your plan prior to publishing
- Provide a thorough corporate guideline
- A corporate style guide for consistency
- Identify the most relevant, articulate spokespeople
- Create a good template

Source: IMN

Blogging best practices

- Determine IF blogging is appropriate given the situation
- Syndicate your content (more on that soon)
- Allow comments
- Encourage customer-sourcing
- Focus on CONSISTENT frequency and quality
- Monitor the blogosphere (technorati.com)
- Involve appropriate spokespeople for commenting
- Make good use of tags...and be consistent

Spread your story

- RSS: R eal Simple Syndication
- Allows individual users, stakeholders, journalists, etc to keep updated
- Percolate story through the blogosphere
- Improved viral effect
- Can syndicate content other than blog posts



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| My Favorites | Yahoo MyWeb |
| Furl | Live Bookmarks |
| Ask | Technorati |
| Simpy | Blogmarks |
| Digg | Newsvine |
| Reddit | Netscape |
| RawSugar | Shadows |
| BlinkList | Wink |
| Backflip | LinkaGoGo |
| Spurl | Feed Me Links |

Podcasts, Videocasts, VODcasts, oh my!

- To do or not to do?
- Video is typically more viral
- Audio growth slowing compared to video
- Upload, upload, upload
- Improved viral effect
- Syndicate, syndicate, syndicate
- Rocketboom: approx. 120,000 viewers per day.

Source: *BusinessWeek*



A word about mobicasts, anyone?

Opera MarCom takes on the Vlogosphere

Opera Mini - What is it?



Rate this video: ★★★★★ 13 ratings

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Views: **5,674** | Comments: 0 | Favorited: 2 times

Opera Mini on a Treo 650 and LifeDrive palmInsider.c



Rate this video: ☆☆☆☆☆ 0 ratings

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Views: **725** | Comments: 0 | Favorited: 0 times

Point: It makes sense to distribute your own content

Although the Depeche Mode soundtrack was far better

Still learning by doing...

- Try to make it human
- Can't you make it interesting?
- If all else fails just make me laugh
- As if that's easy
- Explore multiple distribution channels
- Don't overmarket, overmessage, or over produce
- Definitely have some level of script, though

Opera Mini - What is it?



Rate this video:
★★★★☆
13 ratings

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Views: 5,674 | Comments: 0 | Favorited: 2 times

The **New** New Media



Where is the demarcation point?



What is a social media news release?

Apparently many things...

Is it smarter tagging?

Is it the Web 2.0 way to communicate to journalists/bloggers?

Is it just a load of crap?

“Why not just use blogs? Why do we need these so-called ‘social’ press releases?”

- Stowe Boyd, stoweboyd.com

“Just give us a damn demo of your product and tell us about it.”

- Robert Scoble, [scobelizer](http://scobelizer.com)

“Look, it all starts with the need to tell a better story in a way that means something to someone. One release no longer serves everyone.”

- Brian Solis, [PR 2.0 blog](http://PR2.0.com)

So we tried an SMR for Opera Mini 3.0



The screenshot shows the Opera Software website. At the top left is the Opera Software logo. Below it is a navigation menu with links for Home, Download, Buy, Products, Company, and Investors. The main content area features a section titled "Opera Press Releases" with a sub-heading "Opera Mini drives social networking from mobile phones" and a date "Oslo, Norway - November 28, 2006". A bulleted list follows, detailing the features and availability of the Opera Mini 3.0 upgrade.

OPERA
software

Home Download Buy Products Company Investors

Opera Press Releases

Opera Mini drives social networking from mobile phones

Opera Mini™ upgrade released today with new level of interactivity

Oslo, Norway - November 28, 2006

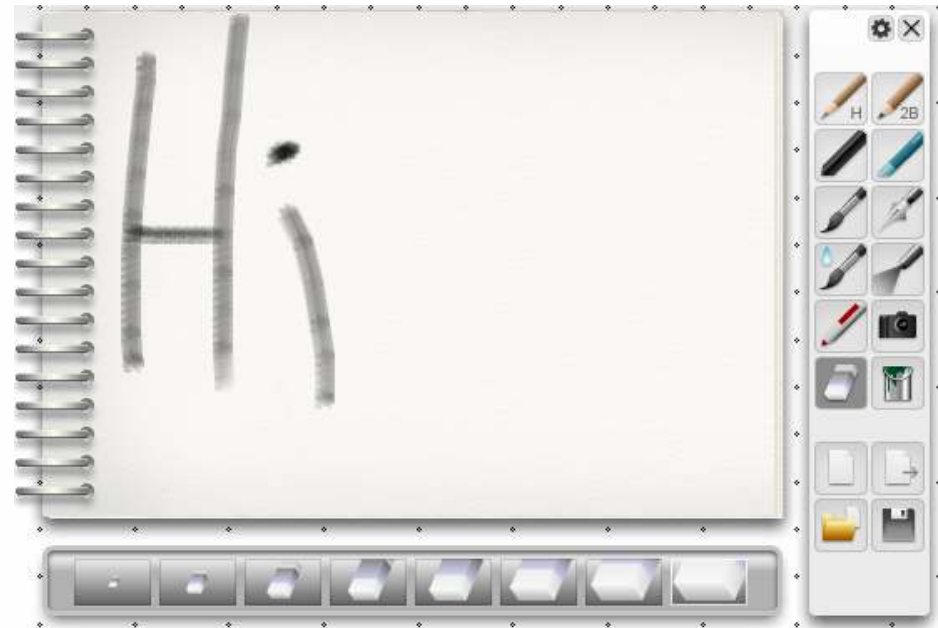
- Today, Opera Software introduces Opera Mini 3.0, the latest version of the award-winning mobile browser already used by eight million people worldwide
- The upgrade available today introduces new features that enhance mobile social networking abilities on all community sites: photo sharing, RSS feed reader and secure connections.
- Opera Mini is not tied to any single service, so it offers a personal Web experience that can be used to easily browse and upload pictures to all online community sites, including MySpace, Blogger, Flickr, Facebook and My Opera, as well as securely using popular webmail such as Hotmail, Gmail and Yahoo Mail.
- Featuring secure connections, Opera Mini makes all Web transactions safe, including banking or shopping on eBay or Amazon.
- Opera Mini is globally available free of charge and enables Web browsing on almost any mobile phone. Only an Internet data plan through your carrier/operator is needed to access the Internet.

Released for Opera Mini 3.0

- Each video seen several thousand times
- Some coverage picked up verbatim (hmmm....)
- Kept messages focused while providing cut and paste relevance
- Tried to keep the language straightforward and simple
- Kept the facts to simple bullets
- Approximately 200,000 hits for Opera Mini 3.0

What are widgets?

- Widgets are small, Web-based applications
- Opera widgets made with open standards
- Opera widgets easily ported to mobile devices
- Easy to create, easy to deploy
- Services as client-side applications
- Services as a glue to stop churn and to attract new customers



Dashboard

Microsoft Gadgets



But why?

- Widgets are the new POS for the Web
- Get customers at the point of interaction...be it a blog or the desktop
- User-appropriated content: a great solution
- Ties into open APIs to create higher-value services
- Community developer base keeps you at the edge of what's hot
- Lowered development costs



Many companies vying for a piece of the pie...



Everything's going Second Life

- A virtual world where residents can engage in commerce, live their lives, etc
- It's a platform, not a planet
- Approximately 3,000,000 accounts registered
- According to *The Guardian*, active users number approx. 120,000 with a churn rate of 85%
- World of Warcraft has 8,000,000 subscribers



Source: panther.com

The jury may be out, but the cash is coming in...

- Reuters has a Second Life bureau
- IBM just purchased 12 islands in Second Life
- With Circuit City, IBM is planning an online virtual store
- Sweden is opening an embassy (no, seriously)
- GM is selling virtual cars
- There is already a self-made Second Life millionaire



Question: How would you consider Second Life marketing for budget purposes? And how would you evaluate your return?

But don't forget

GET A FIRST LIFE

Your World. Sorry About That.

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WHAT IS LIFE? | [SHOWCASE](#) | [BUSINESS PARTNERS](#) | [DEVELOPERS](#) | [COMMUNITY](#) | [BLOG](#) | [SUPPORT](#)

GO OUTSIDE
MEMBERSHIP IS FREE

FIRST LIFE IS A 3D ANALOG WORLD WHERE SERVER LAG DOES NOT EXIST

- WORK
- REPRODUCE
- PERISH

FIND OUT WHERE YOU ACTUALLY LIVE

FORNICATE USING YOUR ACTUAL GENITALS

ACCESS YOUR CLOSET TO BUILD YOUR FIRST LIFE LOOK

Total Residents:	6,553,628,382
Born Today:	364,936
Died Today:	152,029
Pants Purchased:	27,021
TV Hours Watched:	82,124,102,305

Source: getafirstlife.com

- Now is the time to experiment
- Trends point to convergence
- Do not marry yourself to one technique or methodology
- Evaluate social media strategy in context of overall marketing goals
- Goal is to reduce customer churn; improve brand and customer loyalty
- Old truism holds: know your audience...in this case, which people you want to target and why



Thomas Ford on My Opera

Thank you

Thomas Ford

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