

# Emerging Technologies

BlackOut Design  
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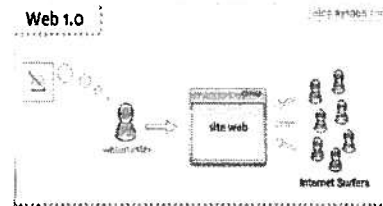
## Topics For Today

- ◆ Overview of Web 1.0 (Static Web)
- ◆ Emerging Tech/Trends/Opportunities
  - ◆ Web 2.0 (Interactive Web)
  - ◆ Web 3.0 (Semantic Web)
- ◆ Group Q & A
- ◆ Quick break
- ◆ Technology in Practice (Advertising Demo)
- ◆ Group Q & A
- ◆ 1 on 1 Q&A

## Web 1.0 Overview

- ◆ Interconnected hypertext
- ◆ Mostly all HTML Webpages
- ◆ Primarily One-way communication
- ◆ Some interactivity via Flash or Email Updates
  - But still unidirectional

## Web 1.0 Illustration



## Web 1.0 Real World Example



## Web 1.0 Cont'

- ◆ Static Websites
  - Online brochures (brochure-ware)
- ◆ Content was pushed out
- ◆ Greater reach and potential visibility
- ◆ Lower trust, interactivity, engagement, feedback, satisfaction, repeat business



## Web 2.0 Channels

- ◆ Blogs/Microblogs
- ◆ Social Networks/Social Media
- ◆ Social Promotion/News/Tagging (Folksonomy)
- ◆ Syndication/RSS
- ◆ Collaborative Software

## Social Computing (Web 2.0)

Social Technology	Examples
Search Publishers	Imzygator, Facebook, YouTube, iStock
RSS	NewsGator, Bloglines, MyYahoo!
Open Source Software	Linux, Apache Software Foundation
Blogs	Google, TypoPad, Weblogs.com
Search Engines	Google, Yahoo!, MSN, AOL, Technorati
User Review Portal	Top Advisor, ReviewCentre
C2C eCommerce	eBay, Craigslist, iStock
Collaboration/Shopping Sites	Prologix, Shopzilla, iStockPartner
Podcasts	Podcast Alley, Odeo, Podshow
Wiki/Collaborative Software	Basecamp, Wikipedia, Socialtext
Tagging	Del.icio.us, Flickr, Digg

## Why Are These Tools Important?

- ◆ Landscape is changing
- ◆ Internet usage is up among individuals
- ◆ Growing number of websites to beat out
  - Incumbents
  - New entrants
- ◆ Web 2.0 Content is growing
- ◆ New consumer behavior
  - Advent of Consumer 2.0
    - Social Researcher/Shopper

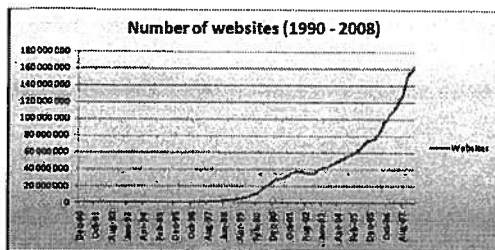
## Internet usage is up among individuals

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Region	Population (2007 Est.)	Population % of World	Internet Usage, Latest Data	% Population (Penetration)	Usage % of World	% Change (2006-2007)
Africa	933,448,292	14.2 %	33,334,800	3.6 %	3.8 %	658.4 %
Asia	3,712,527,624	53.5 %	398,769,063	10.7 %	35.8 %	248.8 %
Europe	803,621,694	12.3 %	314,782,225	39.3 %	28.3%	159.2 %
Middle East	393,452,727	5.7 %	19,424,700	4.9 %	1.7 %	451.4 %
North America	364,579,019	5.1 %	233,188,082	63.7 %	20.9%	115.7 %
Latin America/Caribbean	465,824,027	6.7 %	96,286,009	20.7 %	8.7 %	413.4 %
Oceania / Australia	34,428,413	0.5 %	18,438,541	53.6 %	1.7 %	142.0 %
WORLD TOTAL	6,574,836,417	100.0 %	1,114,274,428	16.9 %	100.0 %	208.7 %

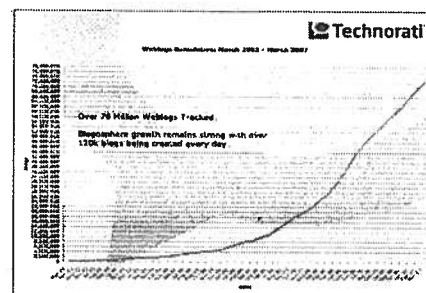
NOTES: 1. Internet Usage and First Penetration Statistics were updated on Mar. 13, 2007. 2. CLICK on any world region for detailed statistical information. 3. Demographic Penetration numbers are based on data attributed to the corresponding nation. 4. Internet usage information comes from data collected by Technorati Partners by the International Telecommunications Union, by local ICA, and other other reliable sources. 5. For detailed statistical and mapping help, see the Data Center at <http://www.technorati.com>. 6. Information from this site may be subject to change without notice. 7. For detailed statistical and mapping help, see the Data Center at <http://www.technorati.com>. Copyright © 2007 Technorati Marketing Group. All rights reserved.

Source: Miniwatts Marketing Group 2007

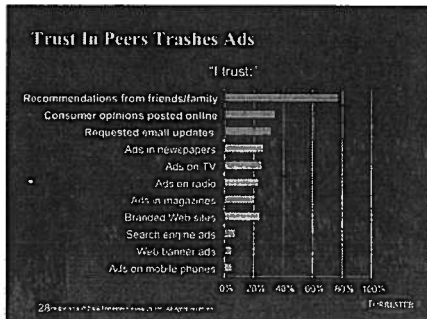
## Growing Number of Websites



## Growth of Web 2.0 Content



## Consumer 2.0



Source: Forrester 2006

## What it Means to Companies

- ◆ Marketing 2.0
  - ◆ Market Research/Customer Feedback has changed
    - ◆ Real-time input from consumers
  - ◆ Product Development has changed
    - ◆ Co-creation/distributive collaboration
- ◆ Advertising has changed
  - ◆ It is no longer a One-2-Many non-targeted approach
  - ◆ It can be a highly targeted Many-2-Many approach
- ◆ "Have a conversation"

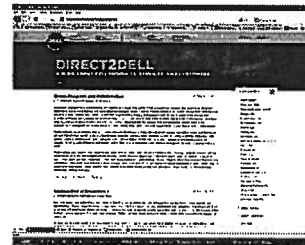
## Why Should You "Have A Conversation"

- ◆ If you listen, you will learn!



## Marketing 2.0 Example

- ◆ Direct-2-Dell (<http://direct2dell.com>)



## Blogs

- ◆ Examples
  - ◆ Typepad
  - ◆ Blogger
  - ◆ Twitter



- ◆ Have the conversations
- ◆ Customers in the loop



## Social Networks

- ◆ MySpace
- ◆ Facebook
- ◆ Hi5
- ◆ Friendster
- ◆ Orkut (Google)
- ◆ Bebo
- ◆ LinkedIn

Social Network %	Total Unique Visitors (M)	Jun 05	Jun 07	% Change
MySpace	86,401	114,147	172%	
Facebook	14,033	52,162	279%	
Hi5	18,108	26,176	56%	
Friendster	14,247	24,675	55%	
Orkut	13,353	24,120	78%	
Bebo	0,004	20,200	1725%	
Tagged	1,504	14,107	7.74%	

Source: FaberNovel 2008



## Syndication and RSS

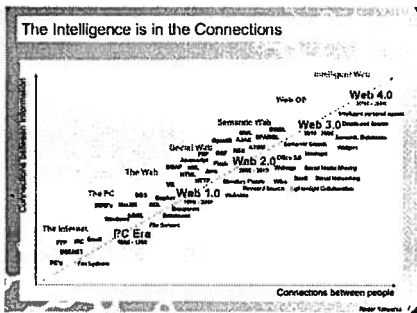
- ◆ News syndication
  - Blog postings
- ◆ Media syndication
  - Photos
  - Videos
  - Podcasts
- ◆ eCommerce Syndication
  - Product lists with descriptions
  - Froogle
- ◆ RSS Advertising Networks
  - New model affiliate network



## Mashups and Widgets

- ◆ Interact across all platforms/services
- ◆ RSS Widget (Spread the News)
- ◆ Upcoming (Calendar to carry events)
- ◆ Polldaddy (Get Customer Feedback)
- ◆ ChipIn (Raise Money)
- ◆ Frappr (Geotag your Social Media)
- ◆ Google Maps
  - Integrated with Flickr and Youtube for stats
  - Local Search with microformats

## Evolution into Web 3.0



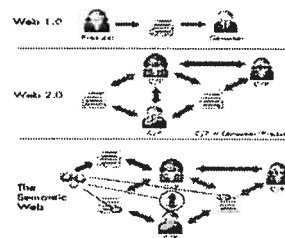
## Differences Between 2.0 and 3.0

- ◆ Human Readable/Created Content vs Machine Readable/Created Content
- ◆ Data Portability
- ◆ Microformats

## Web 3.0 (Semantic Web)

- ◆ "...is the extension of the World Wide Web that enables people to share *content* beyond the boundaries of applications and websites."
  - (SemanticWeb.org 2008)
- ◆ Machine Readable

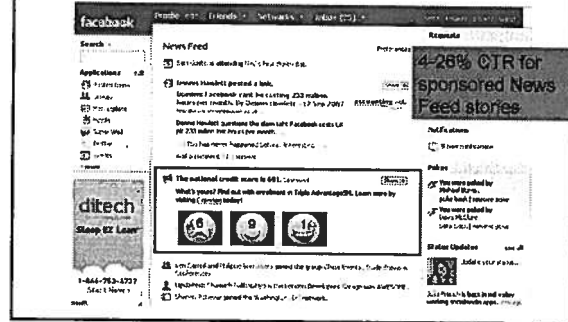
## Web 3.0 Illustration



## Relevance to Marketing/Advertising

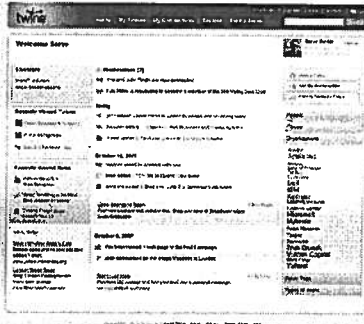
- ◆ Easier, Lower Cost Market Research
  - Semantic Data Mining
- ◆ Narrowcast Advertising
  - Contextual targeting
  - Behavioral targeting
- ◆ Semantic SEO
  - Because keyword searches are becoming hard to compete on

## Contextual Ads - Facebook



The screenshot shows a Facebook News Feed interface. A prominent advertisement for 'ditech' is visible, featuring the text 'ditech Stop EZ Loan' and 'What's yours? Find out with ezloans at ditech.com'. To the right of the feed, a dark box contains the text '4-26% CTR for sponsored News Feed stories'. The interface includes a search bar, navigation tabs (Home, Friends, Marketplace, Groups, Events, Pages), and a list of news feed items.

## Checkout Twine



The screenshot shows the Twine website, which is a platform for creating and sharing interactive stories. The page features a navigation menu, a search bar, and a list of story cards. Each card displays the title of the story, a brief description, and a small thumbnail image. The layout is clean and organized, with a focus on user-generated content.

## Questions

## Web 2.0 Resources

- ◆ Social Networking Sites
  - [http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)
- ◆ Social Media Sites
  - <http://www.prelovac.com/vladimir/top-list-of-social-media-sites>
- ◆ Social Promotion/News/Tagging Sites
  - [http://www.ebizmba.com/articles/social\\_30](http://www.ebizmba.com/articles/social_30)