

Emerging Technologies

BlackOut Design
Matt Artz

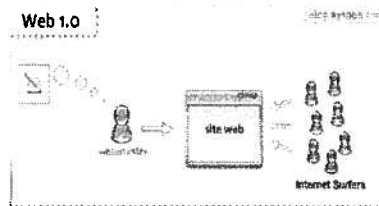
Topics For Today

- ◆ 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

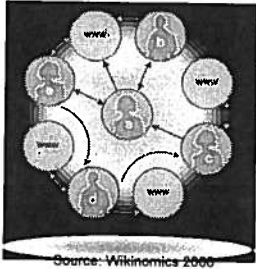


Web 1.0 Cont'

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

But Today

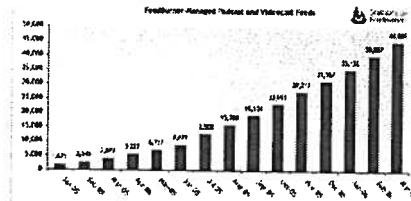
- ♦ The web has changed!



And Today?

- ♦ Today's Web is Social (Web 2.0)

Growth of social media



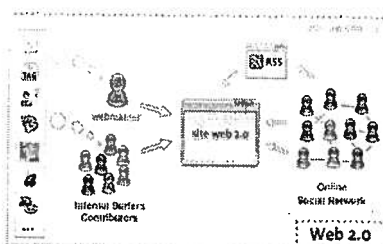
Differences Between 1.0 and 2.0

- ♦ In Action
 - Top-down vs Bottom-up
 - Push vs Pull
 - Publishing vs participation
 - Upfront endeavor vs ongoing content creation
 - Central vs distributed
 - Static vs interactive

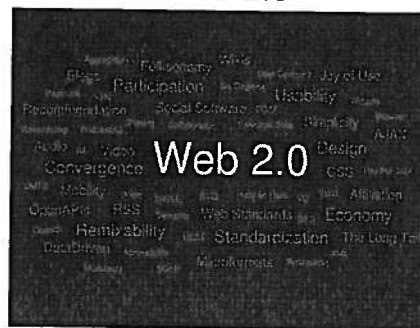
Web 2.0

- ♦ "...a shift towards new ways of using the web as a platform for tools and services that have an emphasis on user participation and interaction."
 - National Computing Center (2008)
- ♦ Architecture of participation

Web 2.0 Illustration



Web 2.0



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	Prozorro, Shopzilla, iStockphoto
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

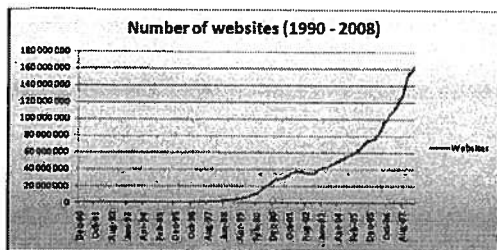
Internet usage is up among individuals

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	324,579,019	4.7 %	233,188,082	72.2 %	20.9%	115.7 %
Latin America/Caribbean	465,826,027	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 %

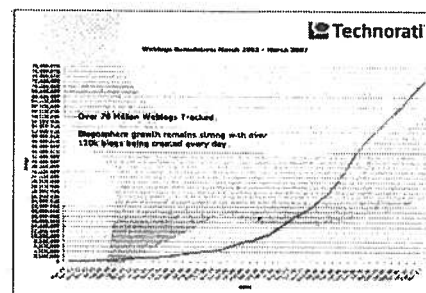
NOTES: 1) Internet Usage and World Population Statistics were updated on Mar. 13, 2007. 2) CLICK on any world region for detailed statistical information. 3) Demographic/Population statistics are based on data attributed to the corresponding nation. 4) Internet usage information comes from data collected by Technorati/Pingdom by the Internet Reference Information Systems (IRIS) and other data sources. 5) For detailed statistical analysis and methodology, visit the Data Center at www.technorati.com. 6) For information about this study, visit www.pingdom.com. 7) For information about this study, visit www.pingdom.com. 8) For information about this study, visit www.pingdom.com. 9) For information about this study, visit www.pingdom.com. 10) For information about this study, visit www.pingdom.com. Copyright © 2007, Internet Reference Information Systems. All rights reserved.

Source: Miniwatts Marketing Group 2007

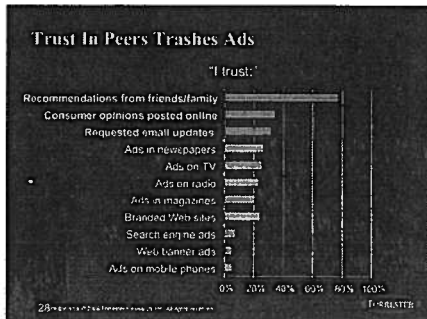
Growing Number of Websites



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"

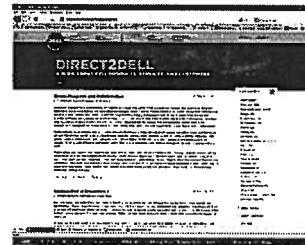
Why Should You "Have A Conversation"

- ◆ 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



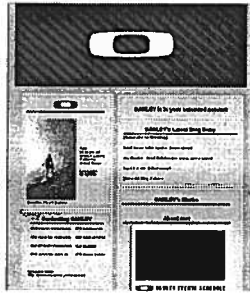
Social Networks

- ◆ 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%	

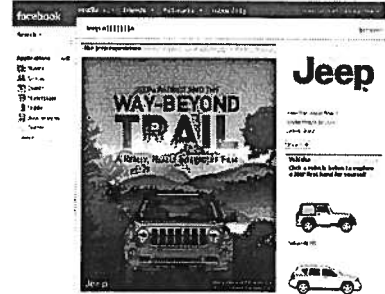
Source: FaberNovel 2008

Social Networks in Practice - MySpace



<http://www.myspace.com/youare>

Social Networks in Practice - Facebook

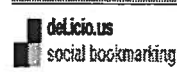


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Social Media



Social Promotion/News/Tagging



Ning

- ◆ Create Your Own Corporate Community
 - Ning allows for Interest based Social Network
 - ◆ Social Media integration
 - Photos
 - videos
 - ◆ Social Tagging integration
 - ◆ Blogging Integration
 - ◆ Forum Integration



Ning

Collaborative Group Work

- ◆ Open Source
- ◆ Wikis
- ◆ Basecamp/Zoho
- ◆ Uses
 - Co-Create/Educate with consumers
 - Interactive FAQ
 - Internal Knowledge Mgmt

Syndication and RSS

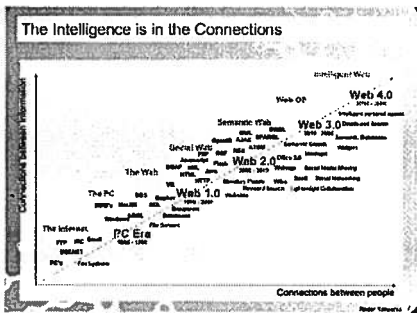
- ◆ News syndication
 - Blog postings
- ◆ Media syndication
 - Photos
 - Videos
 - Podcasts
- ◆ eCommerce Syndication
 - Product lists with descriptions
 - Froogle
- ◆ RSS Advertising Networks
 - New model affiliate network



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



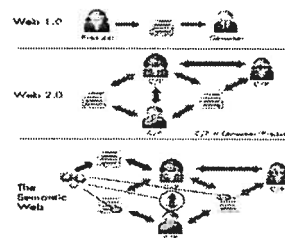
Differences Between 2.0 and 3.0

- ◆ 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. On the right side, there is a dark grey box with white text that reads "4-26% CTR for sponsored News Feed stories". Below this, there are several sponsored advertisements, including one for "ditech" with the text "Stamp EZ Loan". The News Feed itself contains various posts from users and pages, including one from "The national credit score is 681" and another from "Apple AdSense".

Checkout Twine

The screenshot shows the Twine website interface. The main content area displays a list of items for sale or purchase, organized into columns. Each item includes a small image, a title, and a price. The items appear to be a mix of physical goods and digital products. The website has a clean, organized layout with a search bar at the top.

Questions

Web 2.0 Resources

- ◆ Social Networking Sites
 - 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