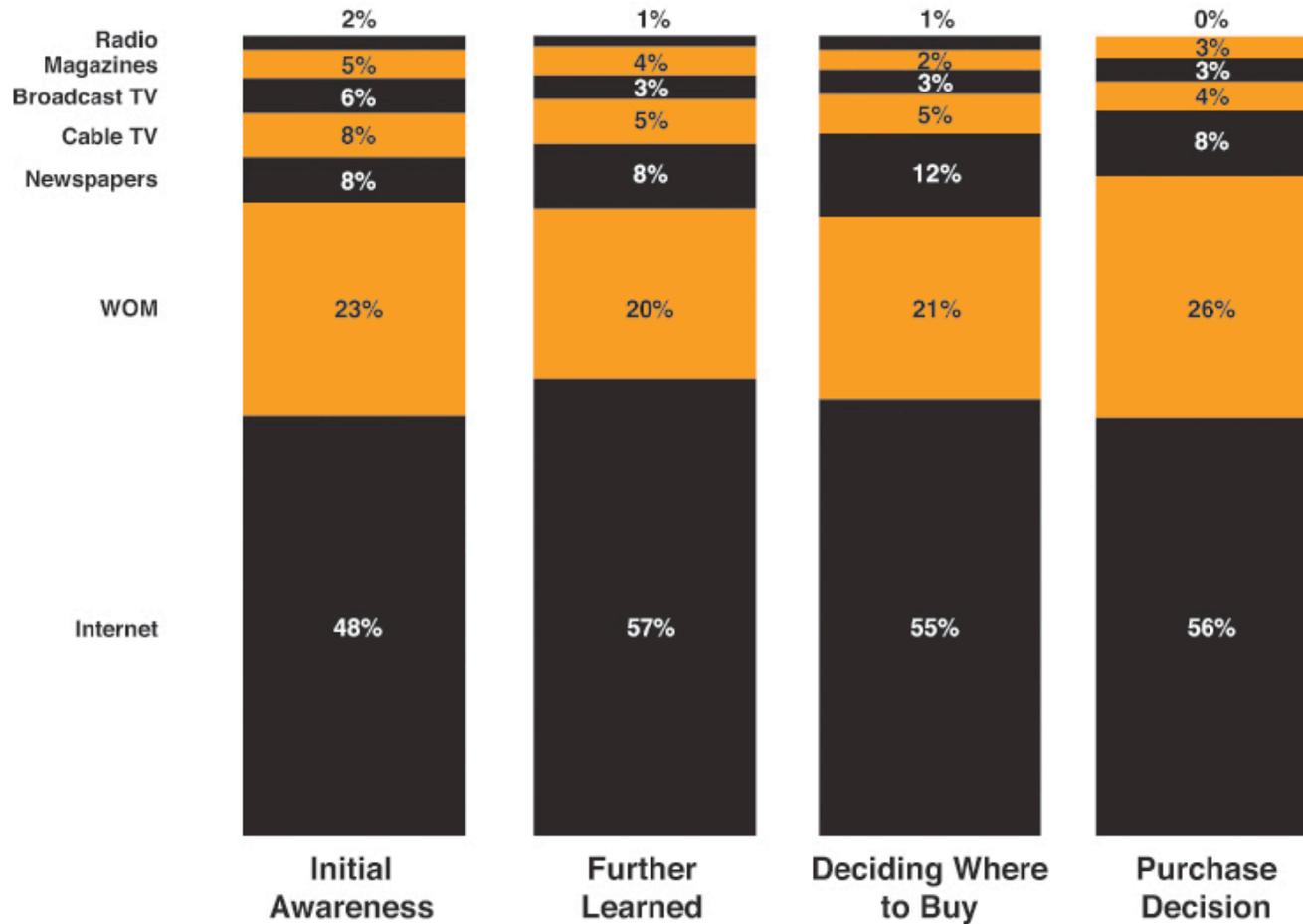


User engagement in social media

Which media shape peoples opinions and decisions

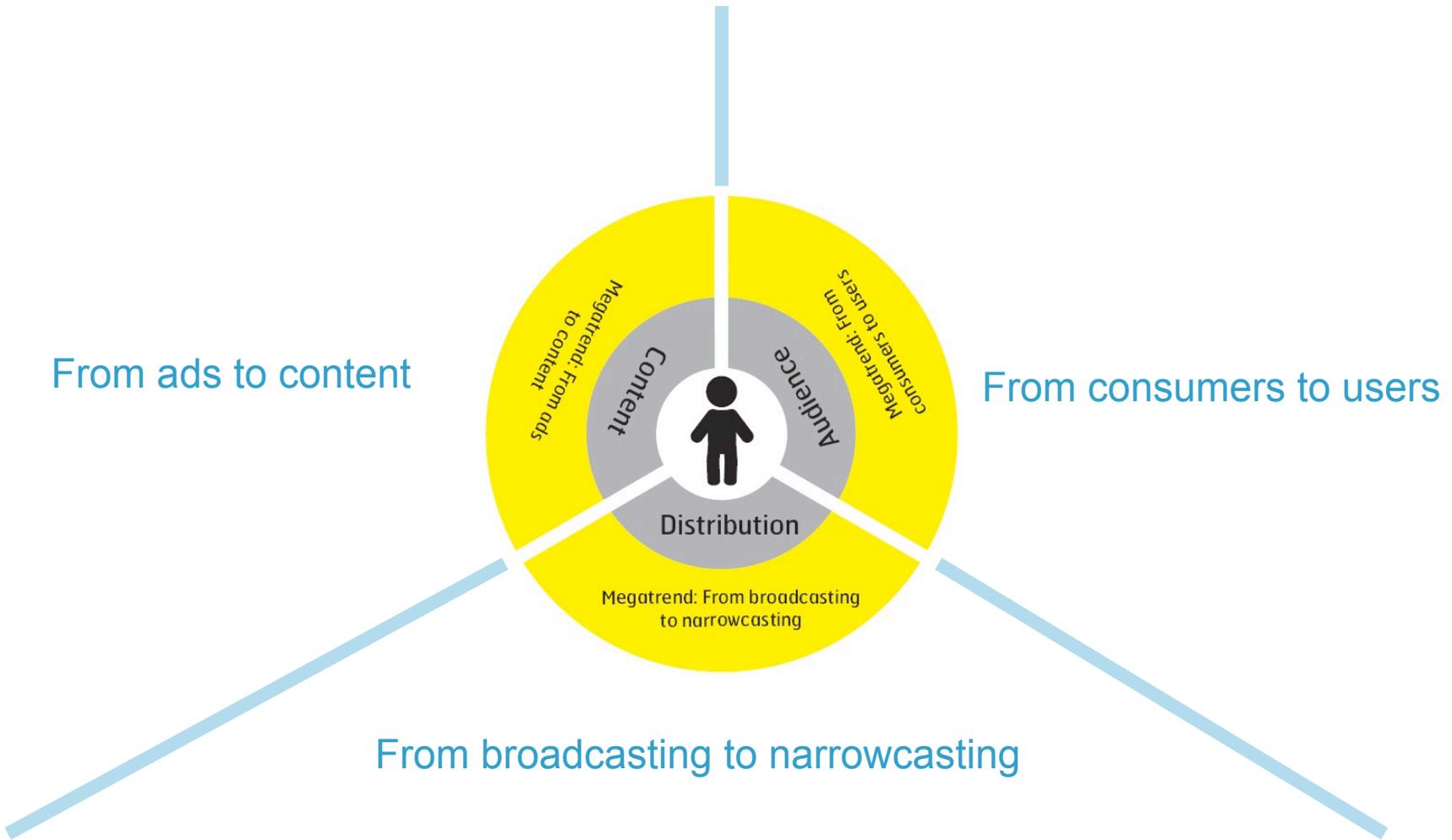


SOURCE: ONLINE PUBLISHERS ASSOCIATION - JULY 2007



Users changing the
landscape

Some Megatrends...



The changing control

TRADITIONAL MEDIA

Television
Print
Radio
Movies
Media outlets

SOCIAL MEDIA

Podcasts
Vlogs
Blogosphere
Forums
Wikis
Enterprise 2.0 platforms



Institutional control

Consumer control

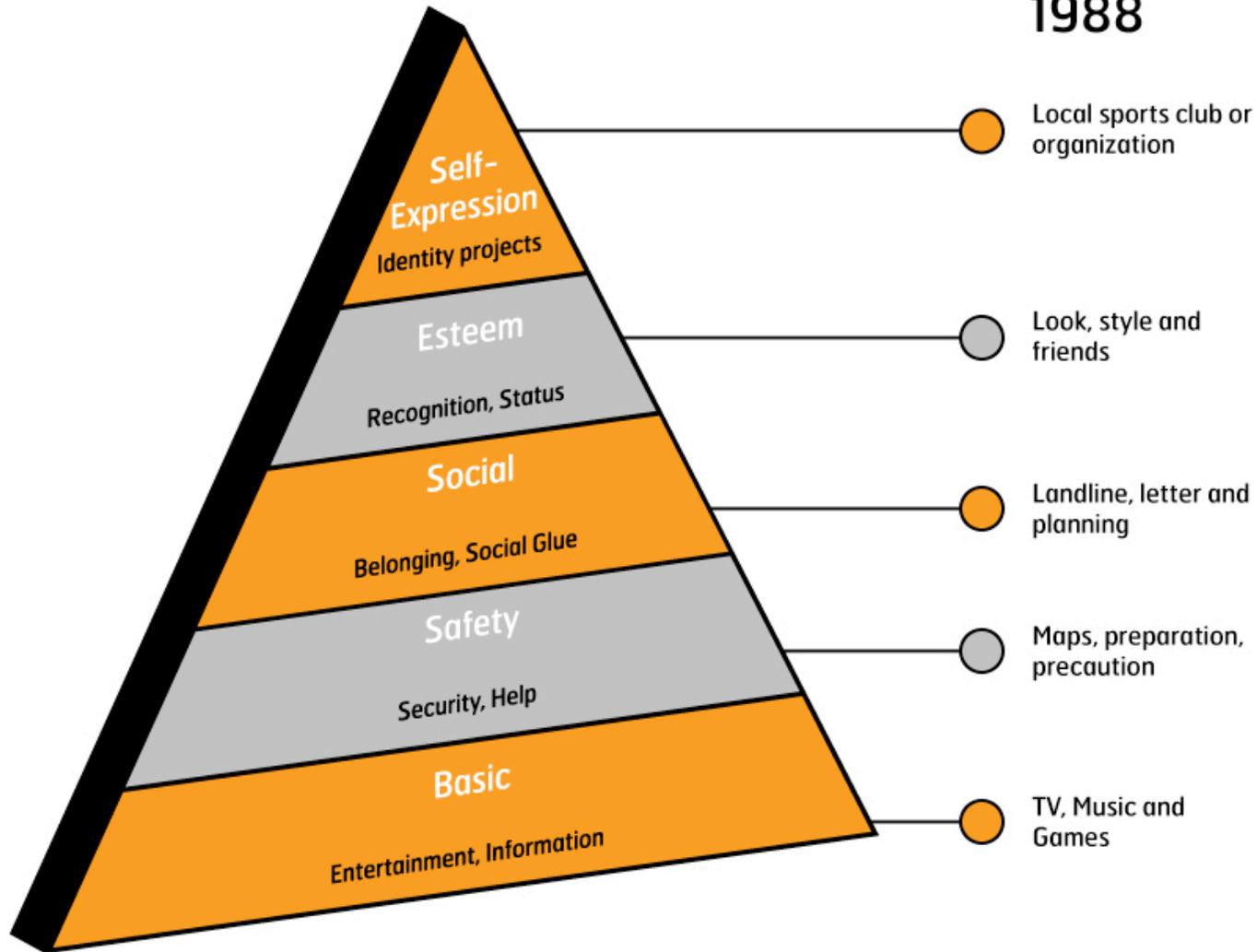


....a fundamental shift

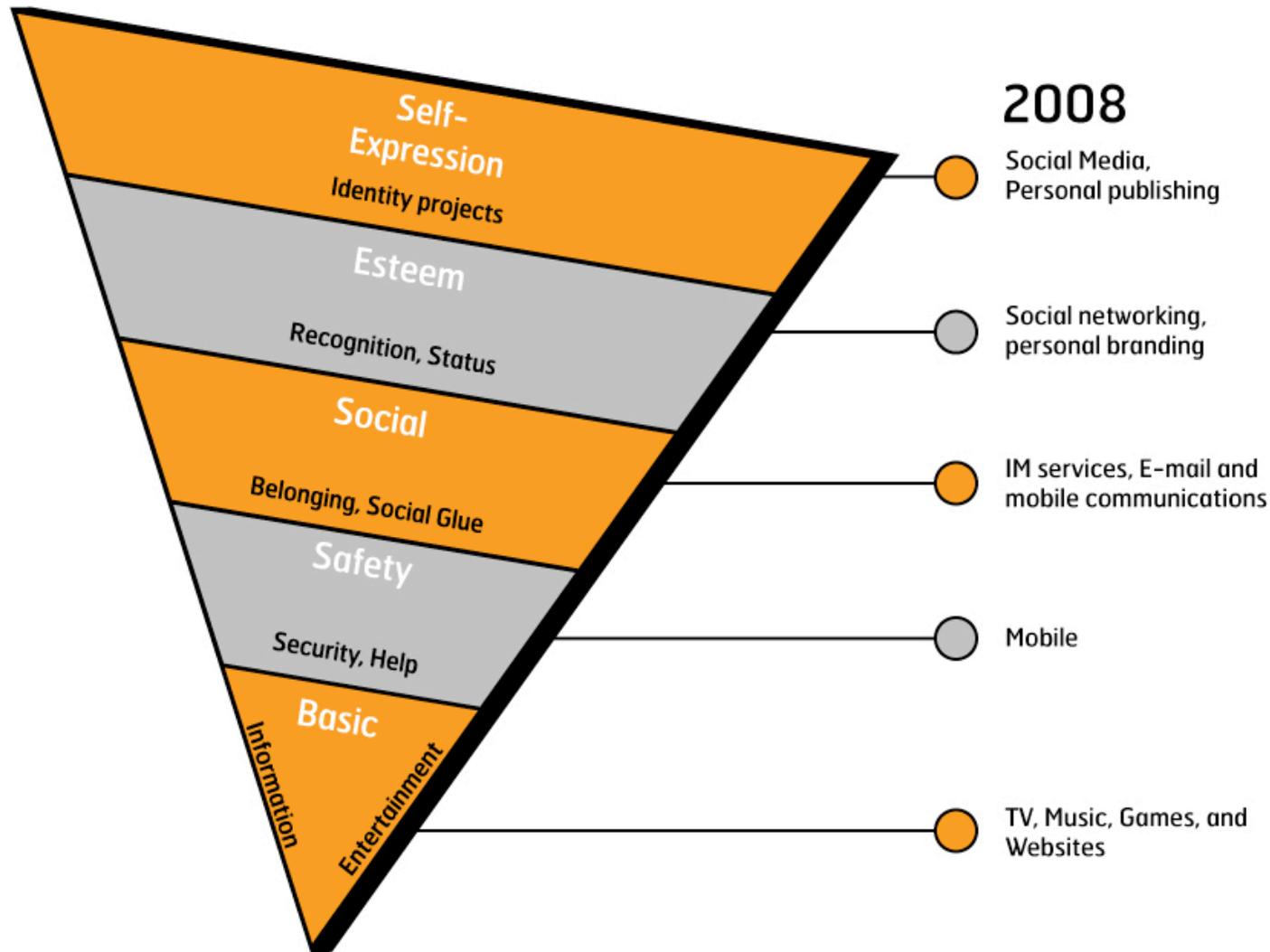


From passive media consumption...

1988



...to active media participation





Millions of destinations...

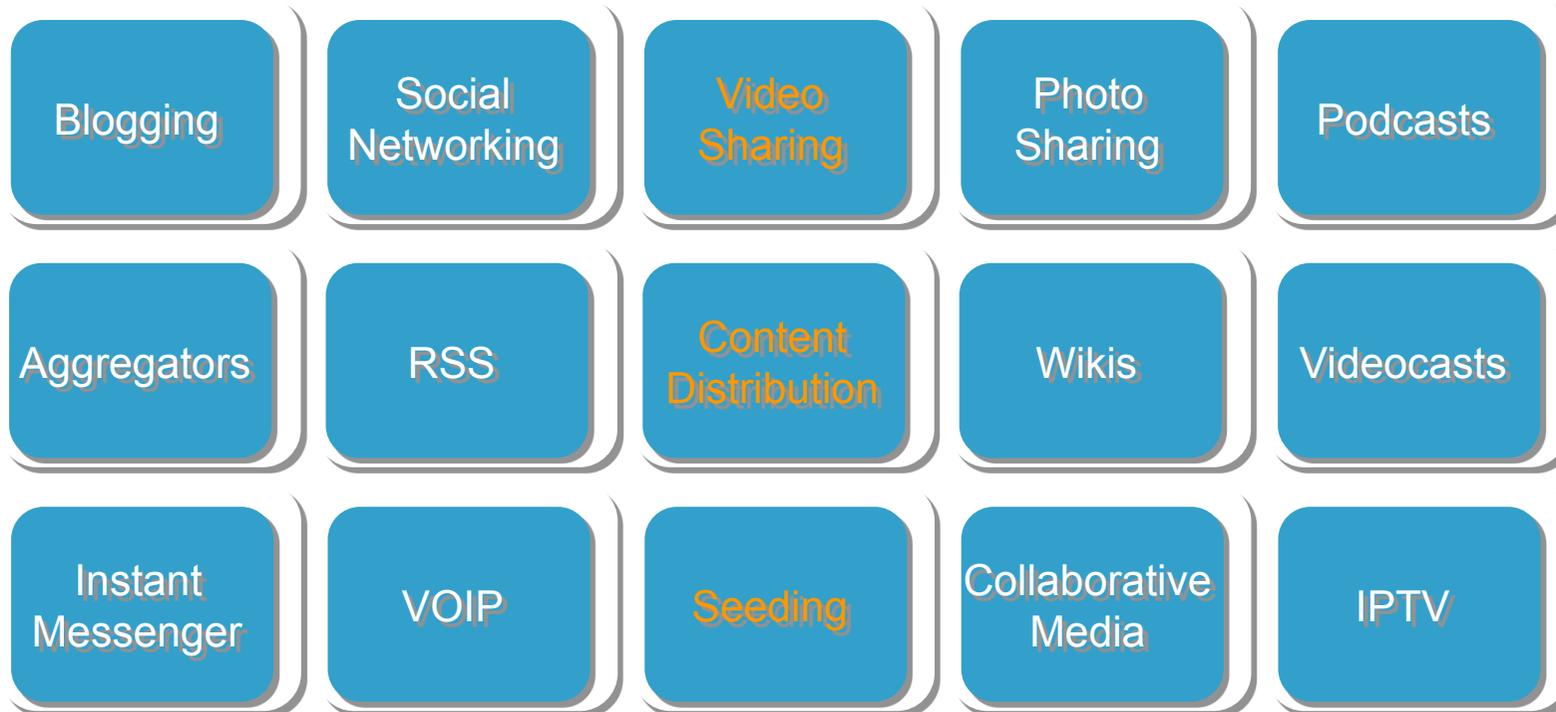
The Distributed Marketing Model



The Content IS the Destination



The Social Tools



SOCIAL MEDIA: “Online applications, platforms and media that allow users to interact, connect and contribute. Social Media orientates the development of the Internet in the hands of consumers”



Engagement through content

How do you get their attention?

By delivering content that is worth spending time
on



In the right context.

SURF.com

Dynamite Surfing Video

Play Video

0:00/0:00

Dynamite Surfing

Incredible surf video from the centre of Copenhagen.

sign in my account help

search

SFLICKS

SurfFlicks: Your online surf video sharing community

SHARE YOUR SESSION

Home Upload Watch

Win US\$1000 at the shaper or surf store

EVERY VIDEO YOU UPLOAD EQUALS ONE ENTRY FOR THE

SIGN UP AND UPLOAD YOUR SESSIONS TODAY!

Most Recent | Most Viewed | Most Discussed | Top Favorites

Quiksilver Dynamite Surfing Viral

CLIPSHARE

Post Comments # Add to Favorites # Flag This Video

Average (1 votes)

Please sign up and login to rate this video!

Common Sense Rules for Surfing 73

By coolbreeze

rate this page

Surfing Holidays
Massive Savings In July 2008! All Inclusive - Pro Tuition

Glasgow Sofa Surfing
Couchsurfings In Glasgow. 1000's Of Listings. Simple & Free!

Ads by Google

5 Tips for making sure you have fun surfing

Being a Lifeguard for through several Florida Hurricane seasons I learned very fast to close the beaches when the surf got over 10 ft. It became and swim at your own risk. Surfers, swimmers and divers would attempt to get past a 10-15 ft shore break and get caught inside the impact zone. The state of Florida does not supply the equipment to rescue people in heavy surf. Well it only happens a few times a year so that could be why.

The Famed Dynamite Surfing (How Not to go Surfing!)

YouTube

0:00 / 0:00

Dynamite Surfing (Hell No)



From: Wabasso FL

Score: 91

Fans: 124

Hubs: 67

Joined: 8 months ago

Read more hubs by coolbreeze

Contact coolbreeze

Join coolbreeze's fan club

Hans Hedemann Surf School

Hans Hedemann Surf School English Blog

Saturday, February 17, 2007

Dynamite Surfing

We are so lucky to live in Hawaii where the waves roll in day after day.

Here is a video from Eastern Europe where they have to use their imaginations to find ways to catch a wave.

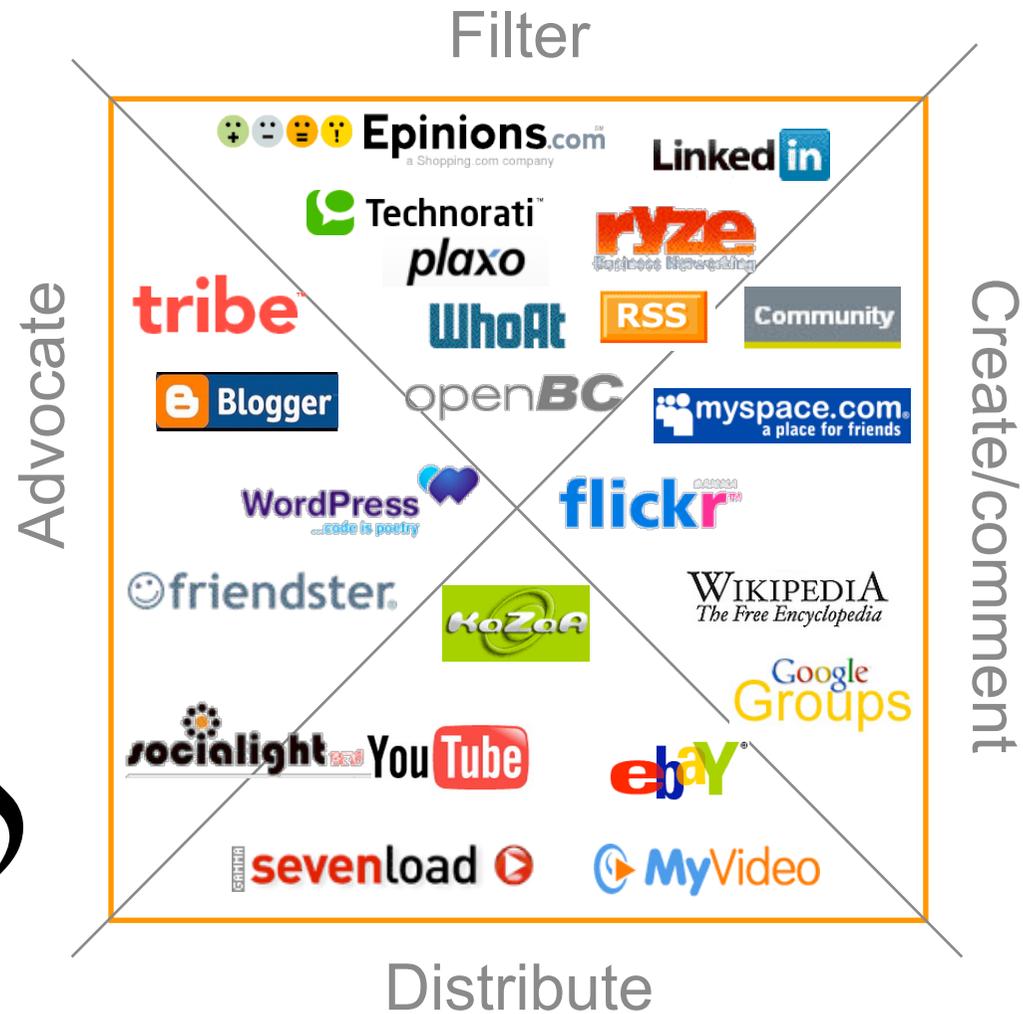
This could also be a "Name That SurfSpot Challenge."



The user response

The cornerstones

- i.) Filter: Consumers will only send to friends/family that it has a relevance to (natural targeting)
- ii.) Distribute: Distribution will happen from mailbox-to-mailbox, but also from site-to-site
- iii.) Comment: They will create a 24/7 online focus group that keep you on top of what get's them to click/chat/blog and talk
- iv.) Advocate: They will be your most important 'influencers' and advocate in their peer-groups and social networks 



What does engagement look like?

A selection of user comments including deeplink to comment.

 **Crimson_Ryan** at 08:19 PM on 06/16/08

LOL
How unexpected!

 **mbx** at 08:19 PM on 06/16/08

well...I didn't laugh, did anyone else?

 **The Magnificen7** at 08:19 PM on 06/16/08

Ha ha! That's terrific! And I thought the robot band was the best

 **Tom Clancy's Samuraidino** at 08:19 PM on 06/16/08

Il admit i chuckled.

Im looking forward to this game...not really for its gameplay asp
the demo its like a watered down COD4 with some alright destruc

What I like is the whole Three Kings sorta vibe that im getting fr

 **moneyb363** : LVL 365 VP 4.45 said:
16 days 9 hours ago...
the dmo is damn good and the multiplayer is just like h2 want t

 **hellfish77** : LVL 355 VP 4.31 said:
16 days 8 hours ago...
These trailers for the game are great Please don't let the game

 **mrbu791** : LVL 265 VP 3.51 said:
16 days 7 hours ago...
All these trailers are really cool, especially this one with the pa
whole campaign is so cool that I'm going to try the game

 **Batman** : LVL 402 VP 4.81 said:
16 days 5 hours ago...
Brilliant. I cant fucking wait to play this game tomorrow.

 **NYTurk2003** : LVL 191 VP 2.81 said:
16 days 2 hours ago...
this game does seem real funny and awesome i hope it is even though i dont got a ps3,
when i do buy it ill def get this game.

 **Jackass1993**
Posted 7-7-2008 5:28pm
cod= shit
Battlefield=10 better than all shooters combined

 **Conbattan**
Posted 7-7-2008 5:44pm
I have this game and its really awesome. Every gamers who had play
any FPS before will like this game. Because in any FPS when you got
shot you will try to find cover behind a wall. But here you CAN'T !!!
And this is changing your mind and you will never think like before.

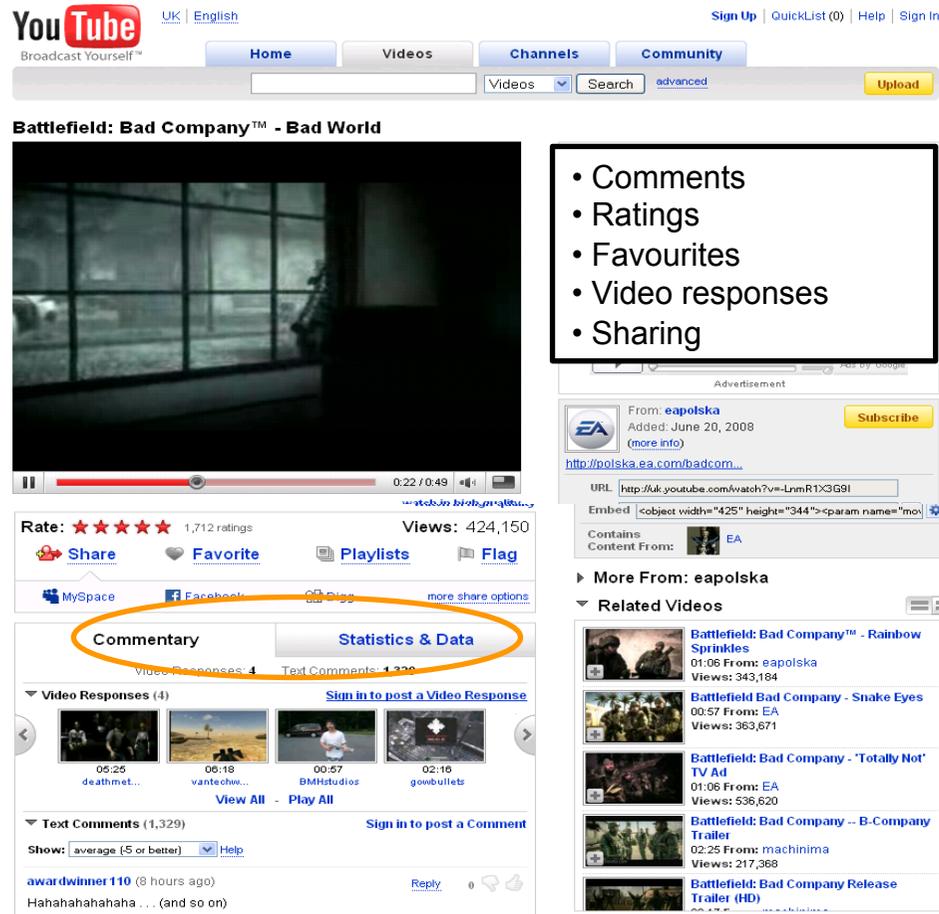
 **zoo4moo**
Posted 7-7-2008 6:30pm
isn't it teen, thats a plus, not that it needs it, it looks amazing

 **Solider1stClassScoop**
Posted 7-7-2008 6:31pm
BOOM! I like to blow shit up. This game looks good to me

 **bfaircloth**
Posted 7-7-2008 9:09pm
they could make this game better

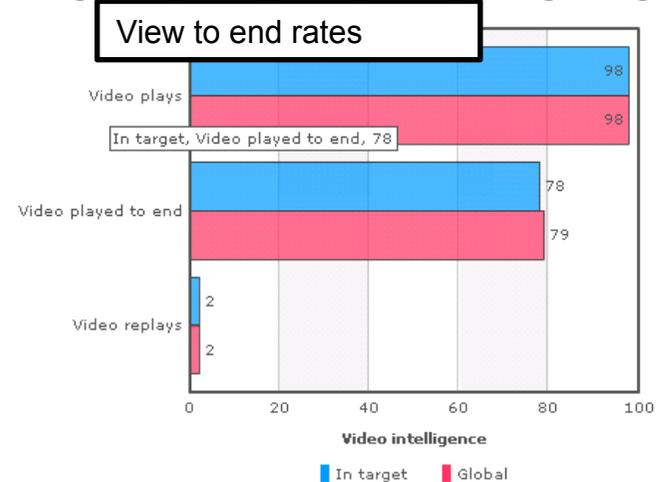
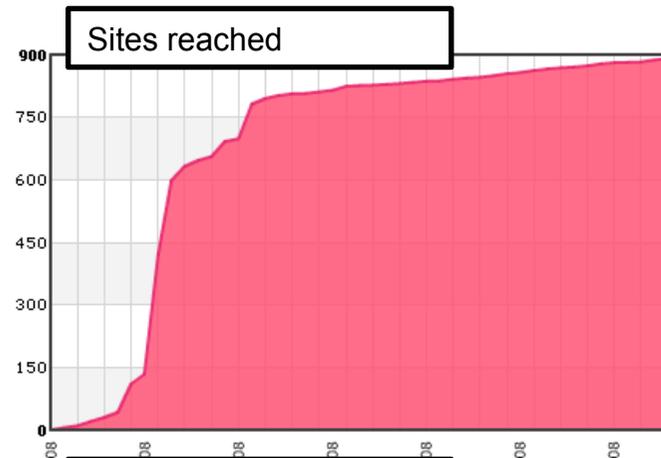


What does engagement look like?



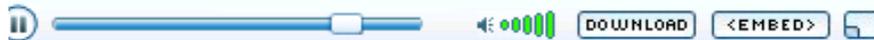
The screenshot shows a YouTube video player with the following elements:

- Annotations:**
 - A box on the right lists engagement metrics: Comments, Ratings, Favourites, Video responses, and Sharing.
 - A box at the bottom highlights the 'Statistics & Data' link in the video player interface.
- Video Info:**
 - Title: Battlefield: Bad Company™ - Bad World
 - Views: 424,150
 - Rating: 5 stars (1,712 ratings)
- Related Videos:**
 - Battlefield: Bad Company™ - Rainbow Sprinkles (343,184 views)
 - Battlefield Bad Company - Snake Eyes (363,671 views)
 - Battlefield: Bad Company - "Totally Not" TV Ad (536,620 views)
 - Battlefield: Bad Company -- B-Company Trailer (217,368 views)
 - Battlefield: Bad Company Release Trailer (HD) (20,257 views)



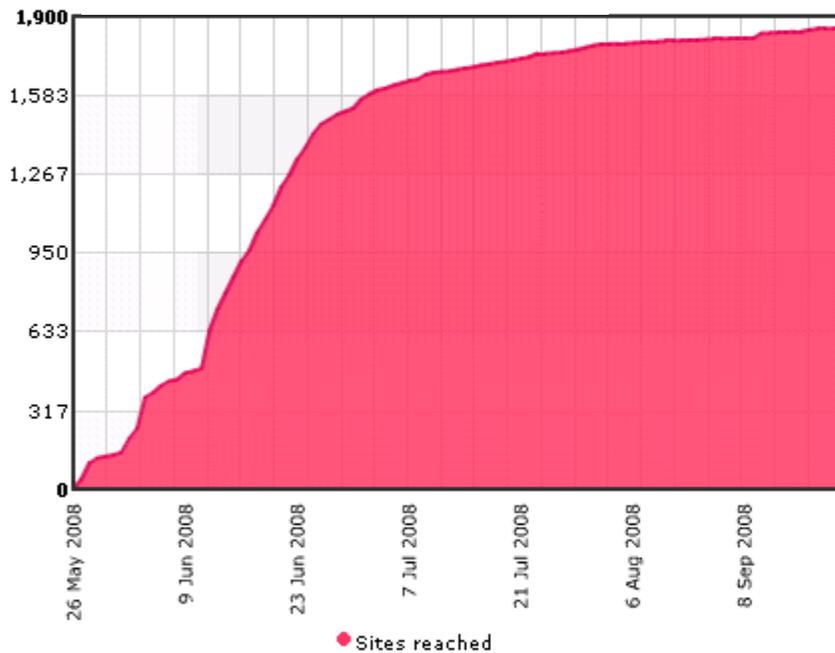
Nicomarket

Engaging video content



Launched in thousands of channels

Channels reached



• Sites reached

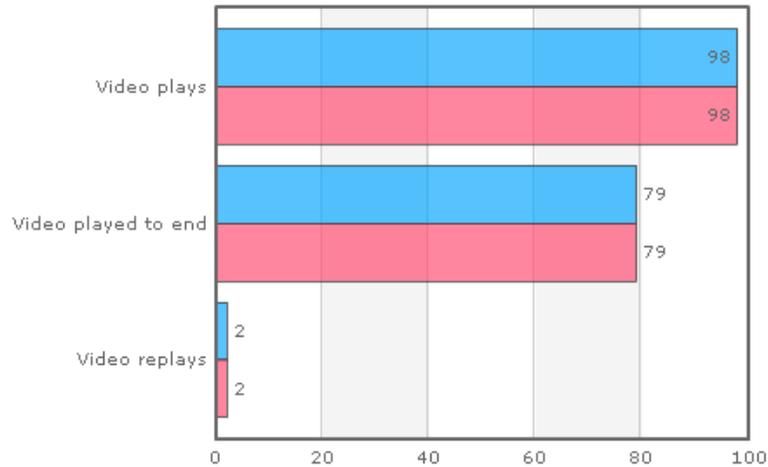
The collage features several overlapping screenshots:

- A YouTube video player showing a scene from a movie with a woman in a white dress.
- A page from 'dotSUB' with the text 'Welcome to dotSUB - Any Film Any Language'.
- A page from 'Filmupload.de' with a video player and search bar.
- A page with the text 'Los Nuevos Productos a Base de Nicotina'.
- A page with the text 'Nicocalm - for unwanted erections'.
- A page with the text 'ATTENZIONE, IL N. QUESTO PLOO PEGANTEMENTE ECCESE OFFICI'.
- A page with the text 'La ce e bunà NICOTINA'.
- A page with the text 'canta vietti'.

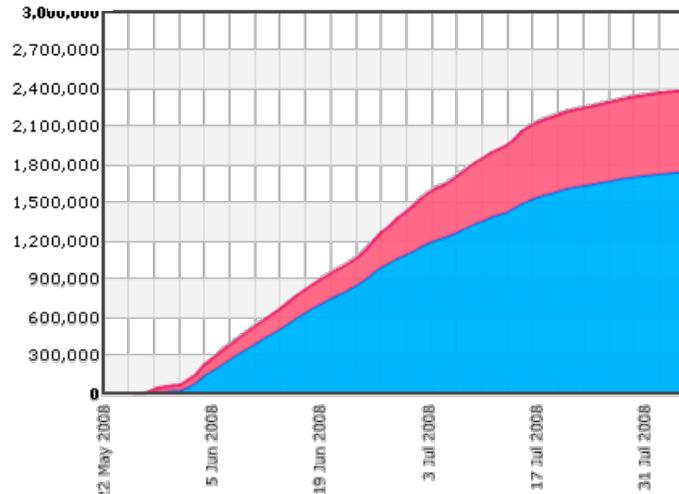


Creating a lot of views & engagement

User actions



Views in total



Text Comments (10) [Sign in to post a Comment](#)

Show: [Help](#)

Leonar12345 (1 week ago) [Reply](#) 0

this for real?

Comment(s) marked as spam [Show](#)

jkgatting (1 month ago) [Reply](#) 0

its an campaign that people shall stop smoking

Skorsch (1 month ago) [Reply](#) 0

so this isnt a joke right?

shabcrazynut (2 weeks ago) [Reply](#) 0

Lol, well said. hahahahaha

Schockosaucex3 (1 month ago) [Reply](#) 0

Thats lol xD

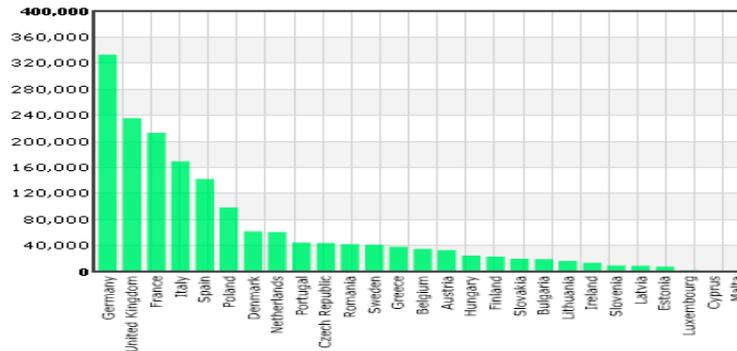
AT8official (1 month ago) [Reply](#) 0

ermmmm.....this is genius!!!! xx

daidalosicarus (1 month ago) [Reply](#) 0

Hilarious... and scary...

Views per country

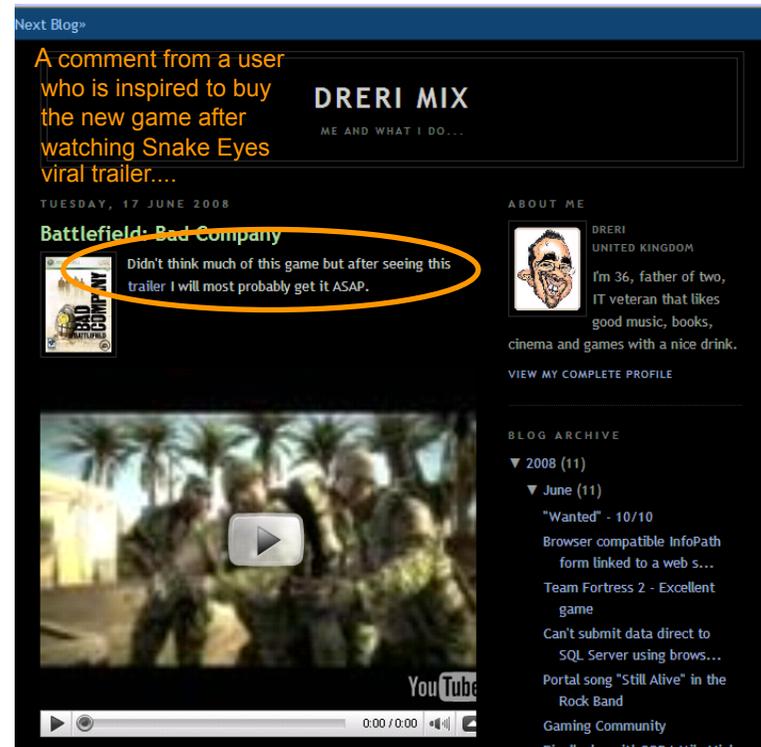


Summary

Why follow the consumer?

..Because we have very little choice in an increasingly cluttered media landscape...

- Branded content is relevant & engaging
 - CTR, View-through and participation are extremely high
 - It generates brand engagement through user conversation and discussion
 - Conversations are the way to influencing audience behaviour



<http://drerimix.blogspot.com/2008/06/battlefield-bad-company.html>

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This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.