

Mar.08



POWER TO THE PEOPLE
SOCIAL MEDIA TRACKER

wave.3

Universal McCANN

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Welcome to Wave 3

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Introduction

Welcome to Universal McCanns global research into the impact of social media. This project is an ongoing commitment by Universal McCann to measure consumer usage, attitudes and interests in adopting social media platforms and is the largest exploration of its kind. It aims to provide the facts behind the hype.

The first study was published in September 2006 (Wave 1) and the second study in June 2007 (Wave 2). This report (Wave 3) brings together the latest results from Wave 3 as well as tracking the evolving trends since Wave 1. Wave 3 surveyed 17,000 internet users in 29 countries and was completed in March 2008.

Since Wave 1 in September 2006 the research has created genuine insights on the patterns of usage, such as China having more bloggers than the US, emerging markets leading take up and Japan shunning photo sharing.

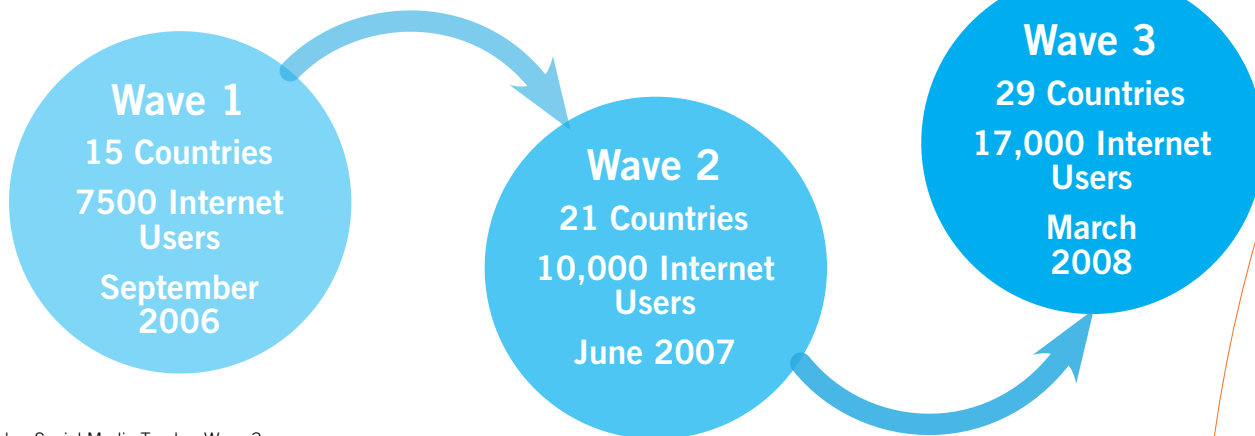
This latest report demonstrates the continued growth of social media, the impacts of this are huge.

- **The vast majority of users are producing content and there is an ongoing shift towards participation.**
- **Media consumption is internationalising along language lines thanks to global social platforms.**
- **Consumers are moving to on-demand media such as video clips and podcasts.**
- **The role for advertisers and brands has never had so much potential – branded applications, content and services all offer huge potential in social media.**
- **Emerging internet markets are leading the way in usage, closing the gap with developed countries.**



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Wave 3 Highlights

- **Social media is a global phenomenon happening in all markets regardless of wider economic, social and cultural development. If you are online you are using social media**
- **Asian markets are leading in terms of participation, creating more content than any other region**
- **All social media platforms have grown significantly over the three Waves**
 - Video Clips are the quickest growing platform, up from 31% penetration in Wave 1 to 83% in Wave 3
- **57% have joined a Social Network, making it the number one platform for creating and sharing content**
 - 55% of users have uploaded photos
 - 22% of users have uploaded videos
- **The widget economy is real**
 - 23% of social network users have installed an application
 - 18% of bloggers have installed applications in their blog templates
- **Blogs are a mainstream media world-wide and as a collective rival any traditional media**
 - 73% have read a blog
- **The blogosphere is becoming increasingly participatory, now 184m bloggers world-wide**
 - The number one thing to blog about is personal life and family
- **China has the largest blogging community in the world with 42m bloggers, more than the US and Western Europe combined**
- **Social media impacts your brands reputation**
 - 34% post opinions about products and brands on their blog
 - 36% think more positively about companies that have blogs

Methodology: How we did it

The research has retained a consistent methodology throughout Wave 1, 2 and 3. All surveys have been scripted and hosted on Universal McCann's in-house online research system, Intuition. All surveys are self completion and the data collected is entirely quantitative. Every market is representative of the **16-54 Active Internet Universe**. In this Wave 17,000 internet users in 29 countries were interviewed. **To be included you need to be using the internet everyday or every other day.**



INTERNET
WILL NOT
LISTEN TO
REASON

www.flickr.com/photos/alttemat/395937061



THE ACTIVE INTERNET UNIVERSE =

I use the internet
everyday / every other day

Why the Active Internet Universe?

- **As they are the key leaders of social media and drivers of adoption, they are the most important consumer to understand.**
- **They are the most important consumer to understand the adoption of social media who are key to growing the internet.**
- **They make up the vast majority of social media adopters. If you're not using the internet regularly, you're not blogging.**
- **Over time, all users increase the regularity of usage. Eventually everybody will be an active user, as they have been with television.**

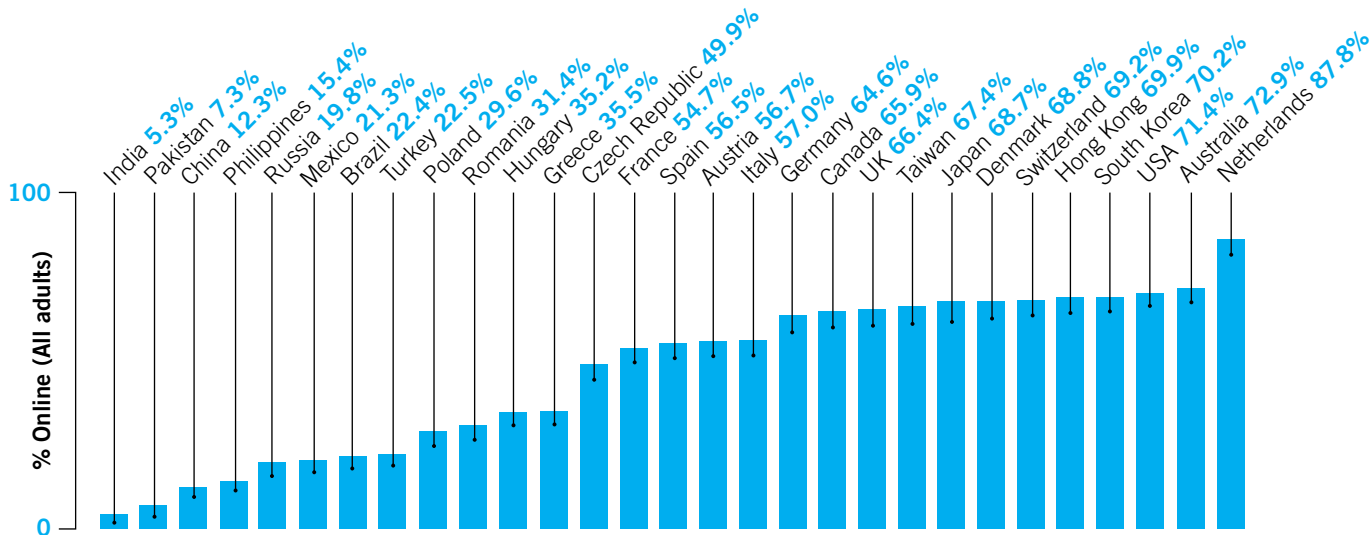
In the past Waves there has been occasional mis-understanding about what the results represent, due to the fact that smaller less economically developed countries lead the way.

The reason lies in the focus of the study, which is to understand usage of social media among internet users. Emerging Internet markets tend to have a demographical profile that fits the early adopter as opposed to the mature internet markets such as Japan and the US. This can be a factor in lower levels of adoption in penetration terms.

It must also be considered that emerging markets have lower levels of internet penetration, so the impact of social media among the country as a whole will be more measured.

Internet Penetration by market

Internet Penetration, all adults. Figures sourced from Internetworldstats.com



Methodology: Universe sizes – putting it into context

Estimated worldwide 16 - 54 active internet universe = 475m users

1 USA
100m

2

3

4

5

11

6

12

13

8

17

14

15

16

9

10

19

18

North America

1 USA 100m
2 Canada 7.8m

Central & South America

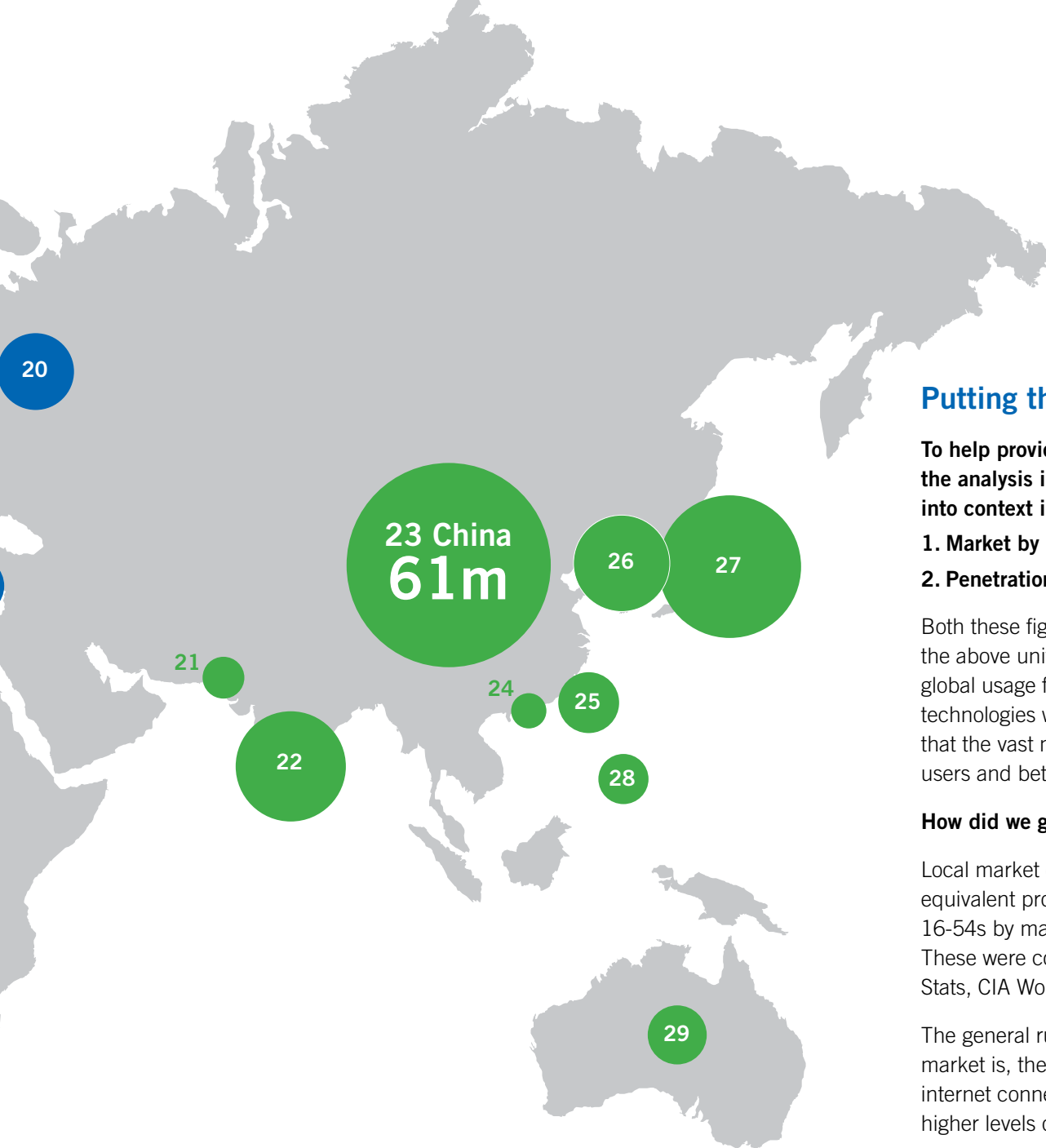
3 Mexico 6.7m
4 Brazil 13.8m

Europe

5 UK 17.8m
6 Netherlands 6.1m
7 France 12.8m
8 Switzerland 1.3m
9 Spain 10.9m
10 Italy 10.2m
11 Denmark 1.3m
12 Poland 3.6m
13 Germany 18.8m
14 Czech 1.9m
15 Hungary 1.2m
16 Romania 2.2m
17 Austria 1.2m
18 Turkey 5.0m
19 Greece 1.2m
20 Russia 8.6m

Asia & Oceania

21 Pakistan 0.26m
22 India 17.8m
23 China 61.0m
24 Hong Kong 1.8m
25 Taiwan 5.4m
26 South Korea 13.7m
27 Japan 29.8m
28 Philippines 3.7m
29 Australia 5.1m



Putting the results into context

To help provide a more complete picture, the analysis in this report puts the results into context in two ways;

1. Market by market universe estimates
2. Penetration of usage among all 16-54s.

Both these figures are estimates based on the above universe sizes. When estimating global usage figures of different social media technologies we make the fair assumption that the vast majority of users will be active users and between the ages of 16-54.

How did we get to these universe figures?

Local market data from TGI, Simmons or equivalent provided penetration figures for 16-54s by market and levels of active usage. These were correlated with Internet World Stats, CIA World Factbook and Comscore.

The general rule is the more developed a market is, the higher in home and at work internet connections are, which leads to higher levels of active usage.

What is social media?

Social media represents a big improvement over Web 2.0 as a term to describe the changes that have impacted the internet. The idea that we switched from Web 1.0 to 2.0 was always a touch crude.



Social media is an important shift, as it summarises the importance of interaction, the consumer and the community. The term emphasises the idea that as a collective it can have as much impact as any traditional media platform.

In truth, to claim social media as “new” is slightly misleading. From the beginning, the internet was founded on message boards, chat rooms and peer to peer communication. What has changed is the mass involvement that modern social platforms inspire.

Contributing to the internet has never been as accessible and less technical. Innovations in web development, computing technology and the proliferation of broadband have come together in drive monumental consumer take up. This is why the phenomenon of social media is important now – it has the potential to impact on all our media consumption therefore shifting the emphasis from professional content producers to the consumer.



The definition

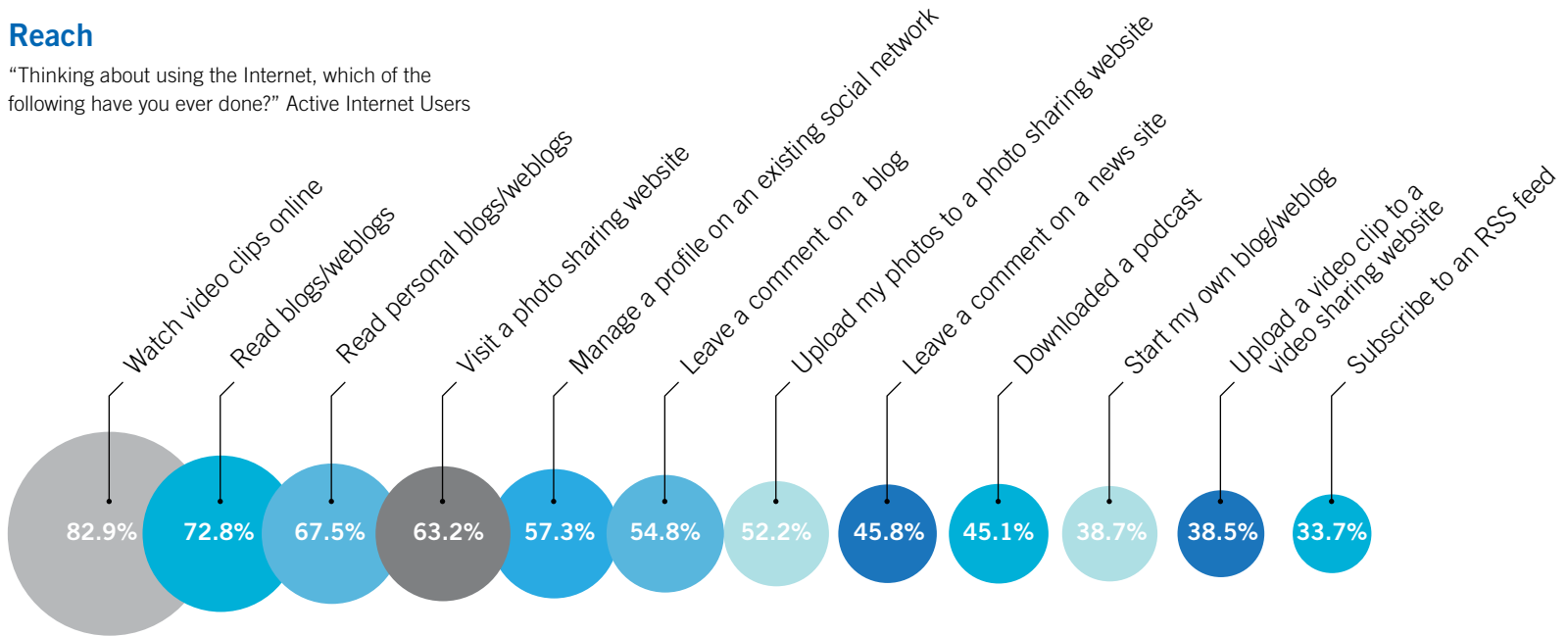
“Online applications, platforms and media which aim to facilitate interaction, collaboration and the sharing of content”



Global snapshot: Wave 3

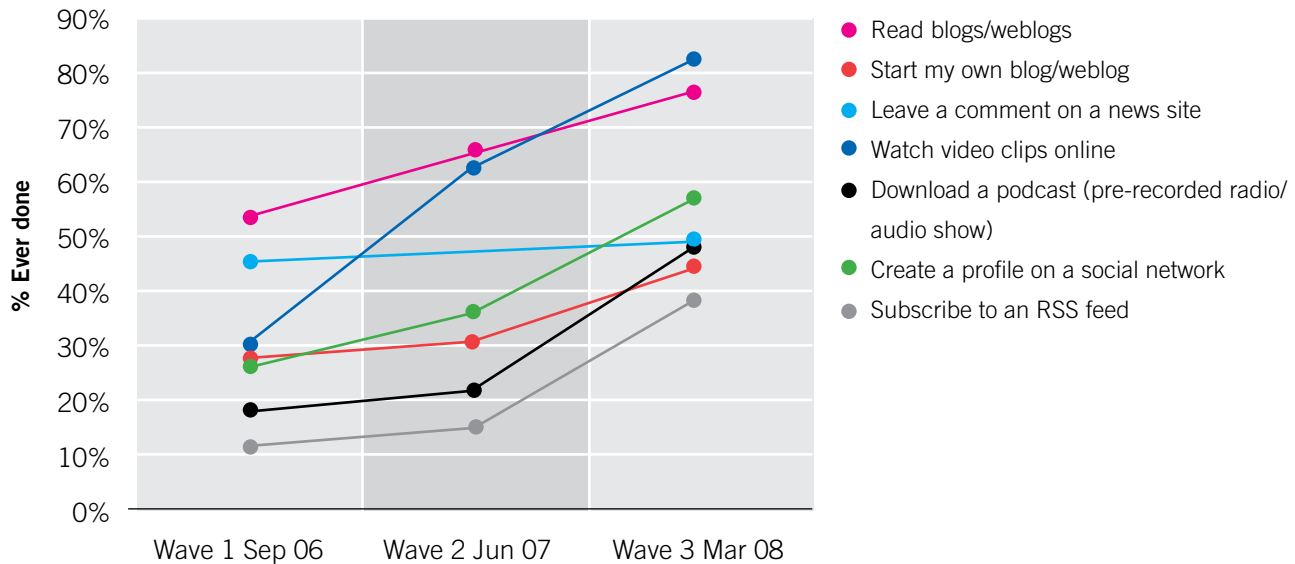
Reach

"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



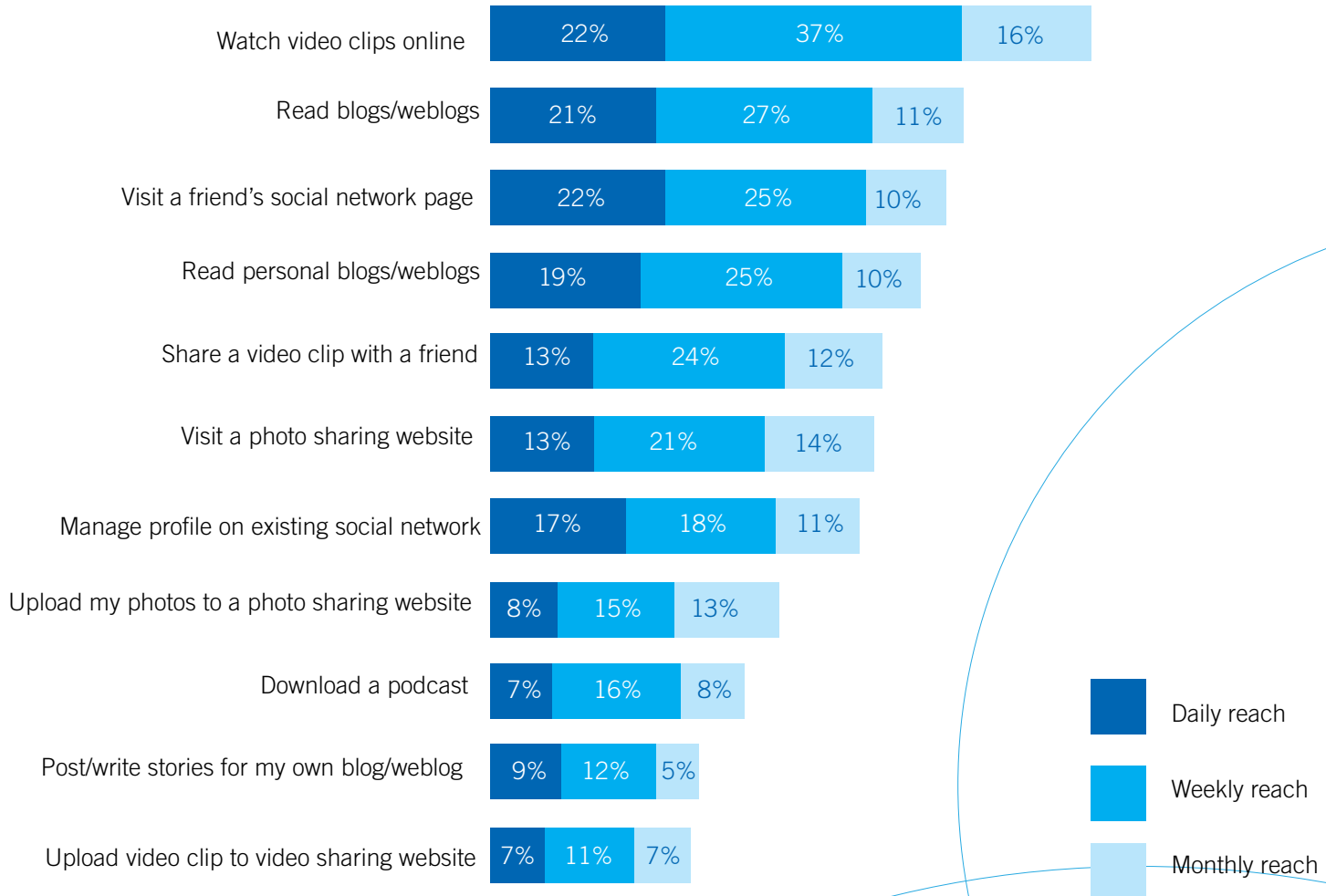
Reach over time

"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



Frequency

"Thinking about using the Internet, which of the following have you ever done?" Active internet users



Global snapshot: Wave 3

Watch video clips online
394m

Read blogs/weblogs
346m

Read personal
blogs/weblogs
321m

Visit a friends social
network page
307m

Share a video clip
303m

Mar
on a



BLOGS

WIKIS

PODCASTS

www.flickr.com/photos/grahamstanley/231628852/

Create a profile
on a social network
272m

Upload photos
248m

Download a
video podcast
216m

Download a
podcast
215m

Start my own
blog/weblog
184m

Upload a
video clip
183m

Subscribe to
an RSS feed
160m

16-54 active Internet users
global universe estimates





Country results in detail

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Reading blogs: usage trends

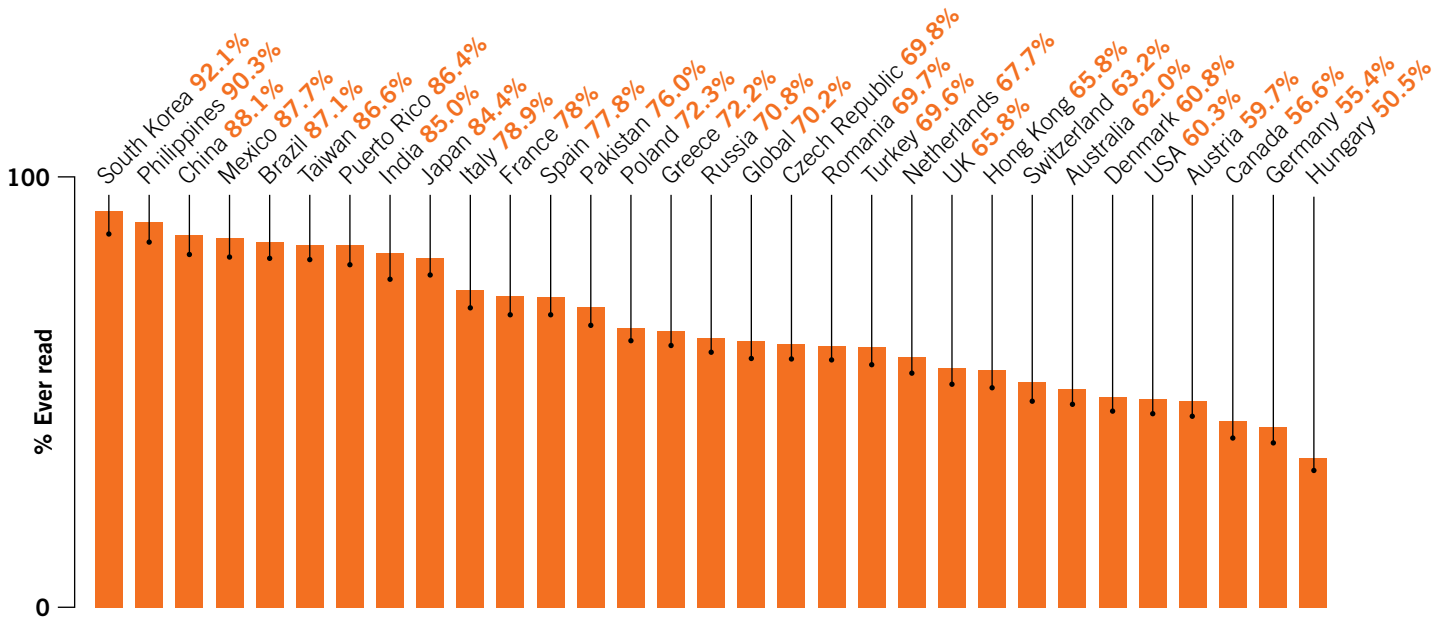
Blogging shows no signs of slowing its growing prominence in popular culture and society.

Politicians, celebrities, brands and family members all seem to have one. Traditional media outlets use them to supplement their normal output. At the same time legions of micropublishers have utilised blogs to start mini media empires, from Perez Hilton to Treehugger in every niche imaginable. The result is a massive wealth of new sources of information that we continue to digest.

- **Growth continues at a global level**
 - 77% Read blogs – up 11% on Wave 2
- **Saturation in growth in some markets**
 - South Korea, China, Italy and Russia all reached their limits of growth
- **Blogging as a collective rivals traditional media**
 - 70% weekly reach
- **Very high frequency medium**
 - 50% daily reach in Brazil and Japan
- **Blogs are primarily a community media**
 - Personal blogs and friend and family blogs are number one destination for reading
- **They're not for geeks**
 - Music, TV, film and News are the next highest destinations

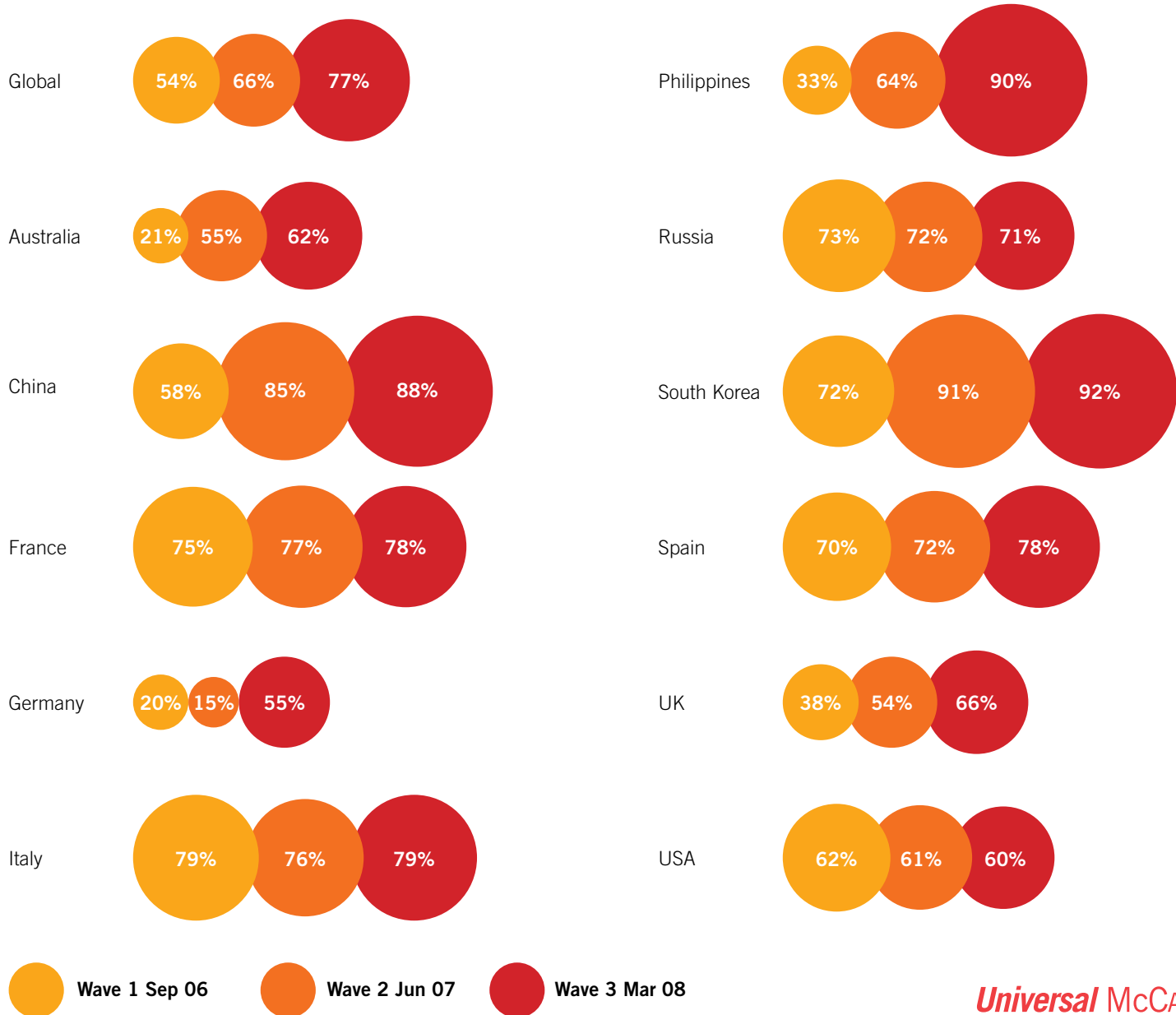
Blog readership Wave 3

"Thinking about using the Internet, which of the following have you ever done?" Active Internet Users



Blog readership Waves 1-3

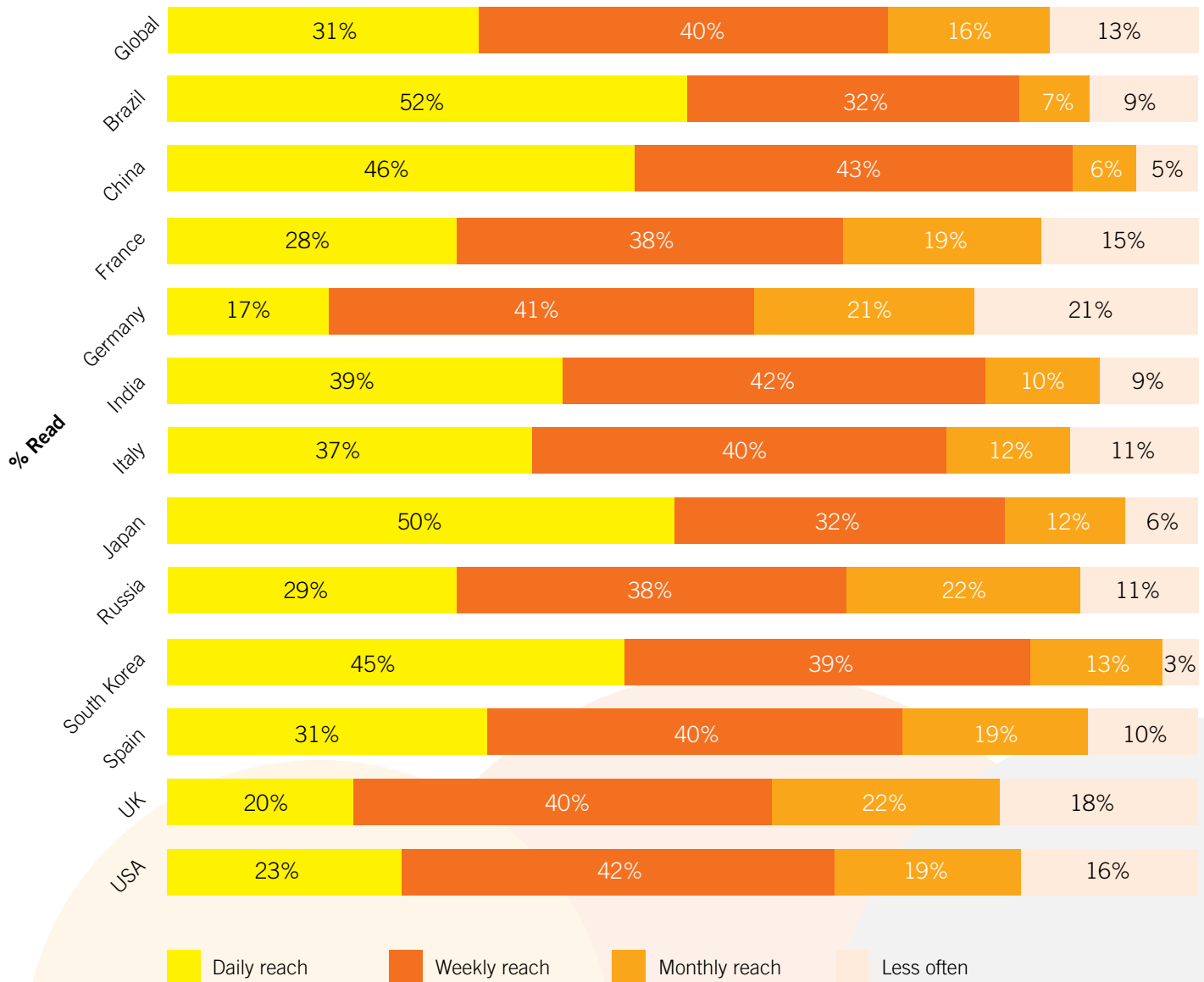
"Thinking about using the Internet, which of the following have you ever done?" – "Read blogs / weblogs" Active Internet Universe



Reading blogs: usage trends

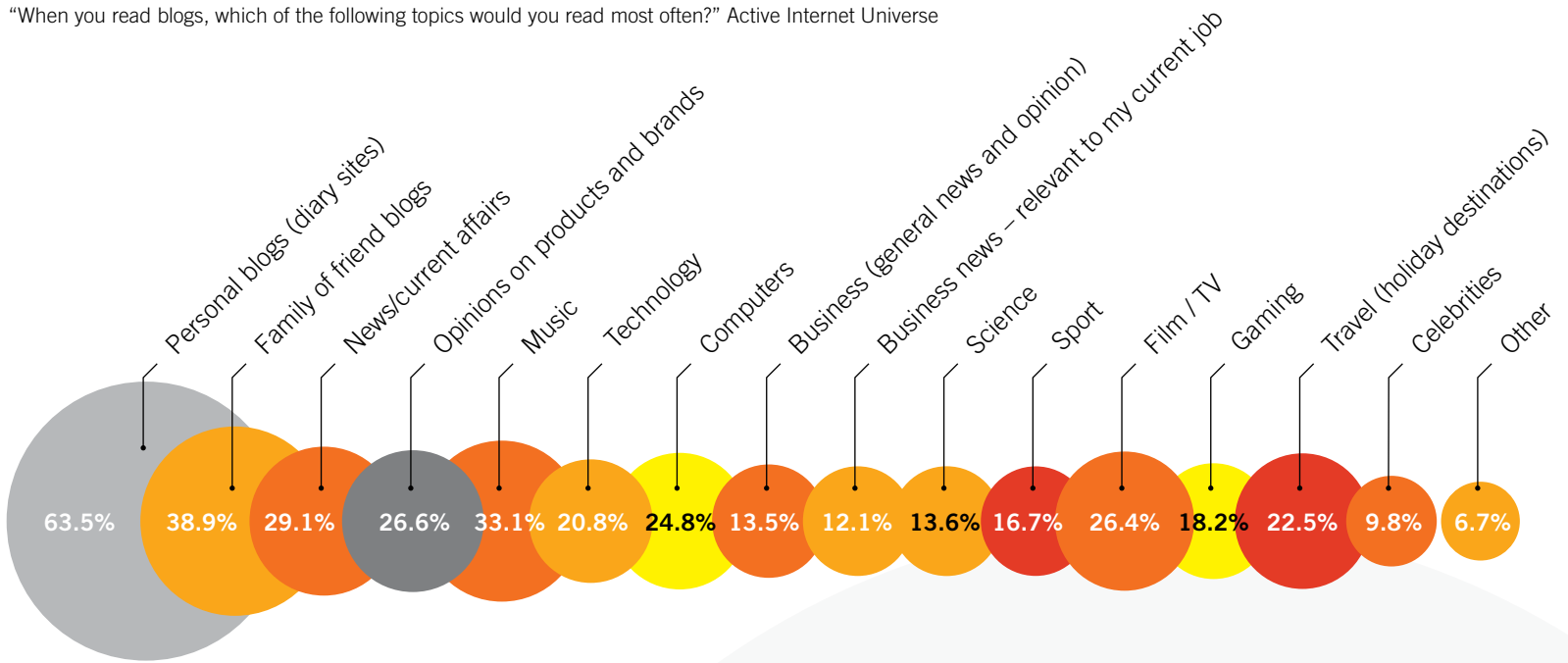
Frequency of readership – key markets

“Thinking about using the Internet, how often do you do any of the following?” – “Read blogs / weblogs” Blog Readers Only



What kind of blogs do you read?

“When you read blogs, which of the following topics would you read most often?” Active Internet Universe



Reading blogs: putting it in context

North America

- 1 USA 60.3m
- 2 Canada 4.1m

Central & South America

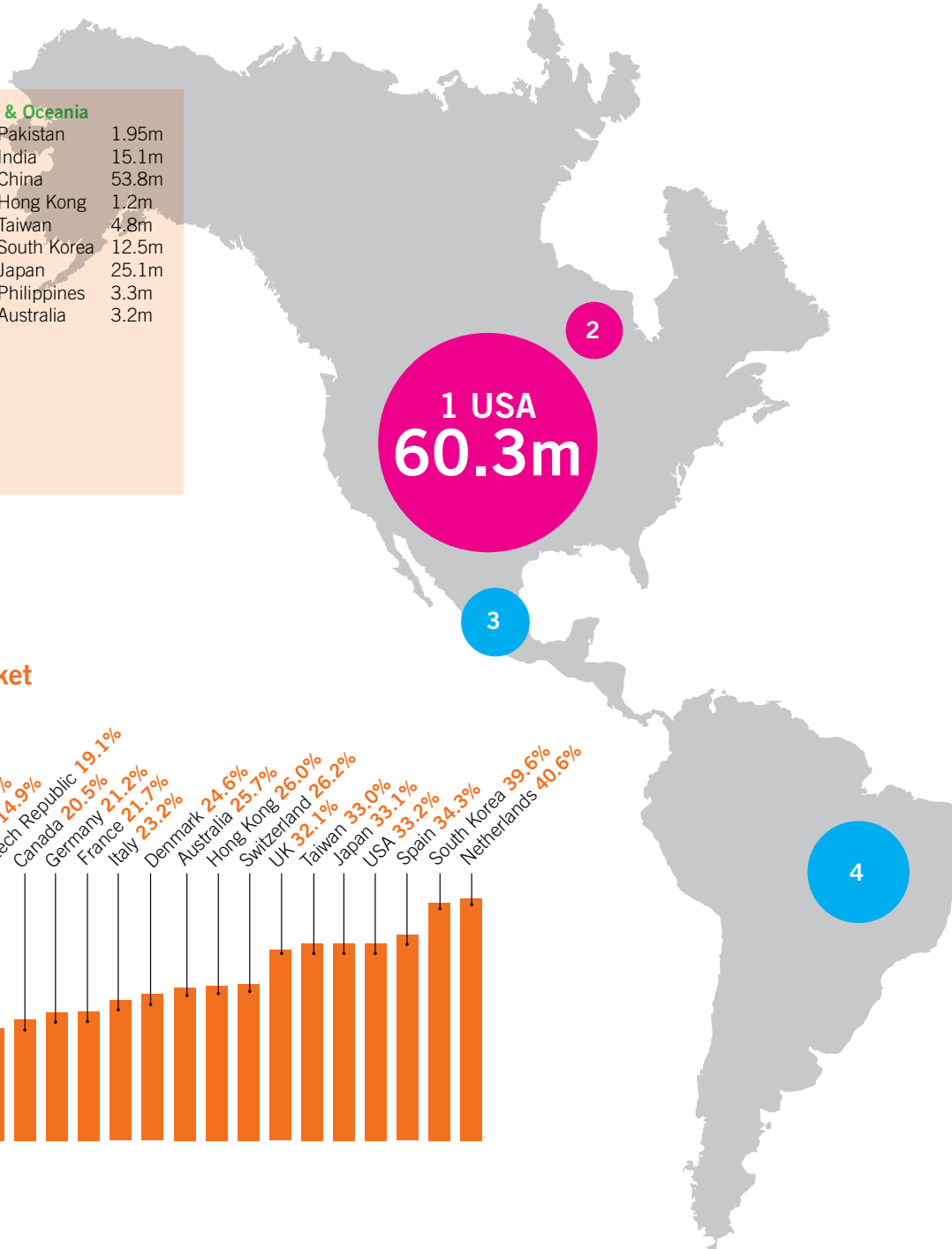
- 3 Mexico 5.9m
- 4 Brazil 13.1m

Europe

- 5 UK 17.8m
- 6 Netherlands 4.1m
- 7 France 8.1m
- 8 Switzerland 1.21m
- 9 Spain 8.5m
- 10 Italy 8.1m
- 11 Denmark 0.81m
- 12 Poland 2.6m
- 13 Germany 10.5m
- 14 Czech 1.2m
- 15 Hungary 0.1m
- 16 Romania 1.5m
- 17 Austria 0.75m
- 18 Turkey 3.5m
- 19 Greece 0.86m
- 20 Russia 6.1m

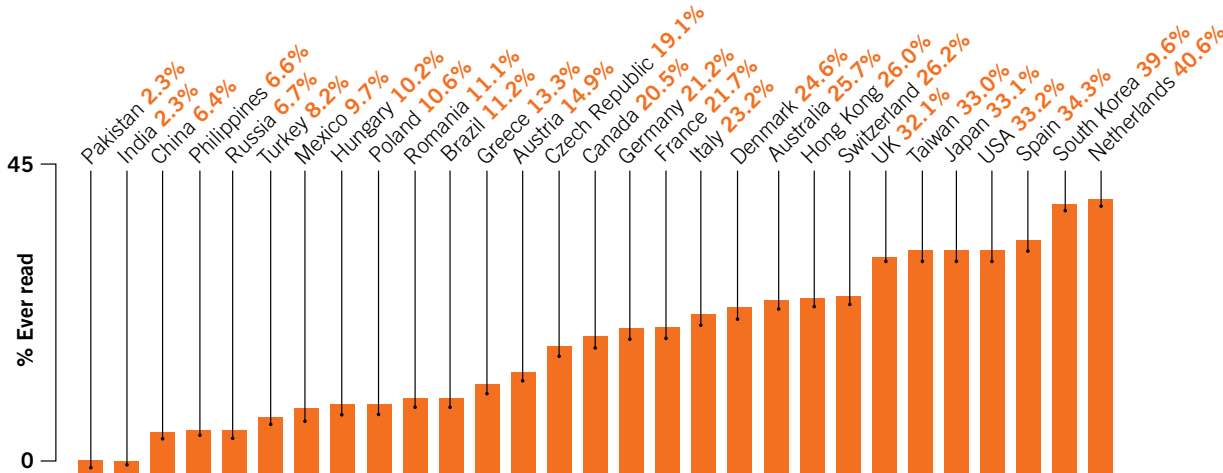
Asia & Oceania

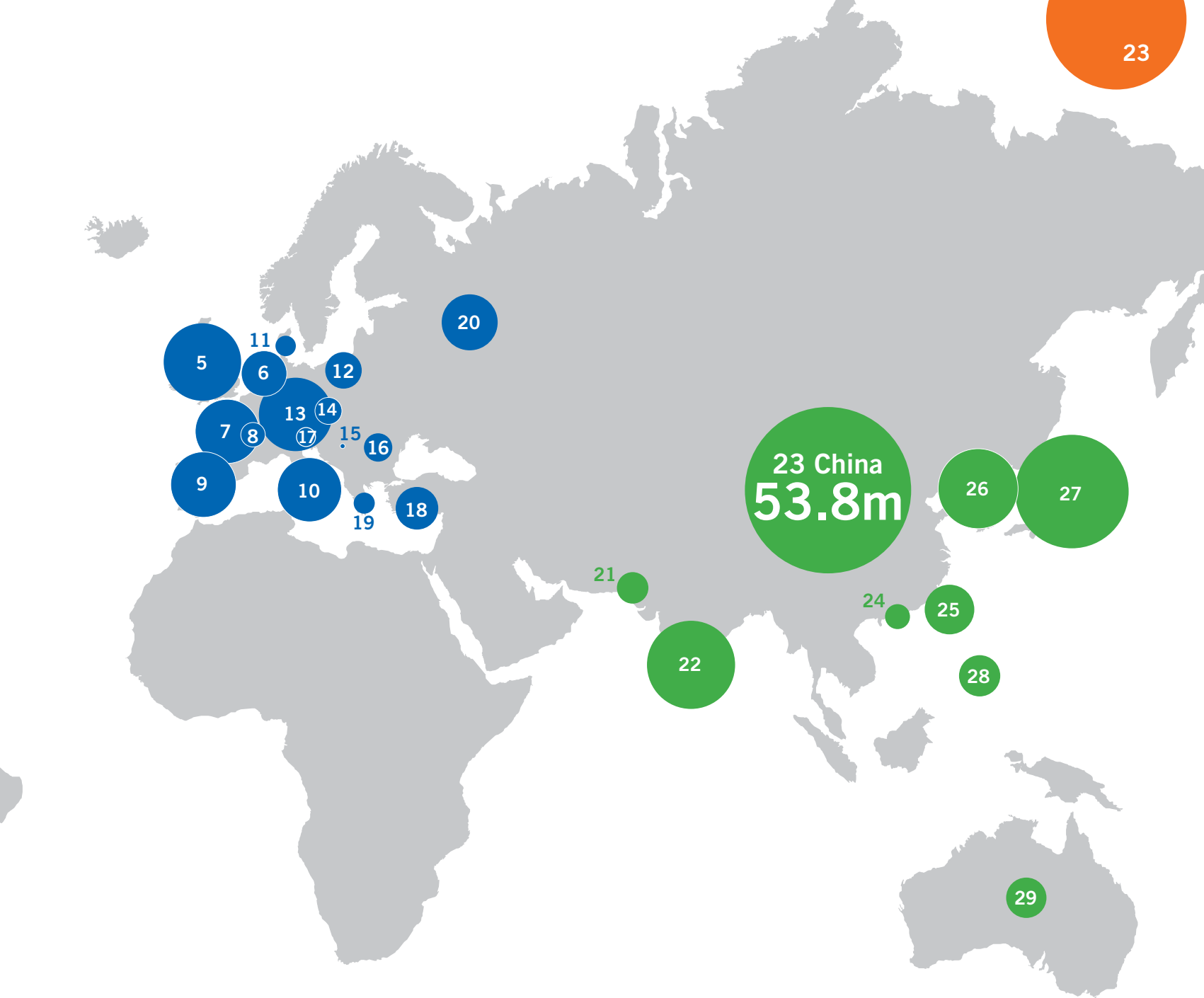
- 21 Pakistan 1.95m
- 22 India 15.1m
- 23 China 53.8m
- 24 Hong Kong 1.2m
- 25 Taiwan 4.8m
- 26 South Korea 12.5m
- 27 Japan 25.1m
- 28 Philippines 3.3m
- 29 Australia 3.2m



Reading blogs: impact versus total market

Universe Sizes versus total 16-54 population





23

23 China
53.8m

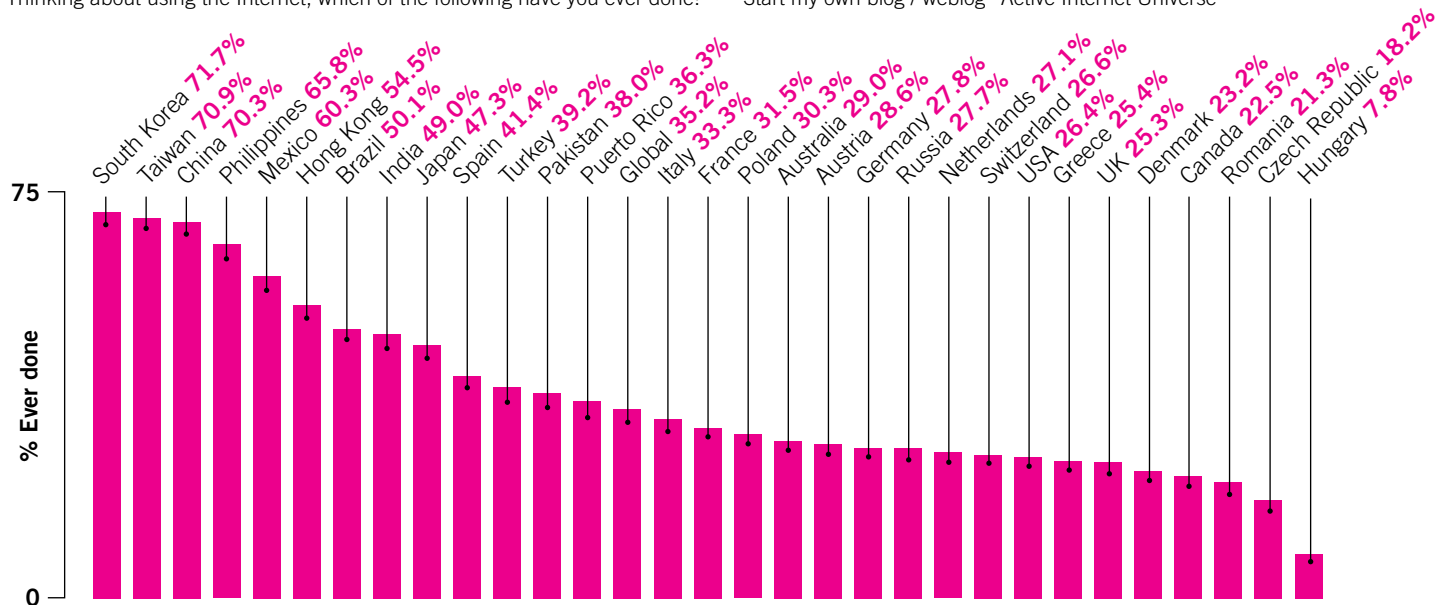
Writing blogs: usage trends

Blogging is becoming increasingly participatory with every Wave. The concept of Citizen Journalists is becoming the reality.

- **Continued shifts into participation**
 - 45% have started a blog, up 14%
 - 184m started a blog
- **Asia leads the way**
 - South Korea, Taiwan, China top the league table with 70%+ penetration
- **China the biggest blogging market in the world**
 - Estimated 42.5m bloggers
- **Eastern Europe lowest levels of participation**
 - Hungary, Czech and Romania are bottom 3
- **Germany finally found its blogging voice**
 - 28% have started a blog, up from 8%
- **Blogging is a community medium**
 - 64% write about personal life
- **Content is multimedia**
 - 61% post photos, 29% post videos, 24% upload music
- **Blogs impact on brands**
 - 34% write about their opinions on products and brands.

Starting a blog: Wave 3

“Thinking about using the Internet, which of the following have you ever done?” – “Start my own blog / weblog” Active Internet Universe



“Below are a list of statements – please can you answer reflecting your opinion.”
– Responses “Definitely Agree / Somewhat Agree” Active Internet Universe

56% Blogging is a good way to express yourself

36% I think more positively about companies that have blogs

33% I have a favourite blog that I read regularly

32% I trust bloggers opinions on products and services

31% Blogging is an important way to socialise with friends

I'm blogging this.

www.flickr.com/photos/antigone/457089364/

www.flickr.com/photos/antigone/457089364/

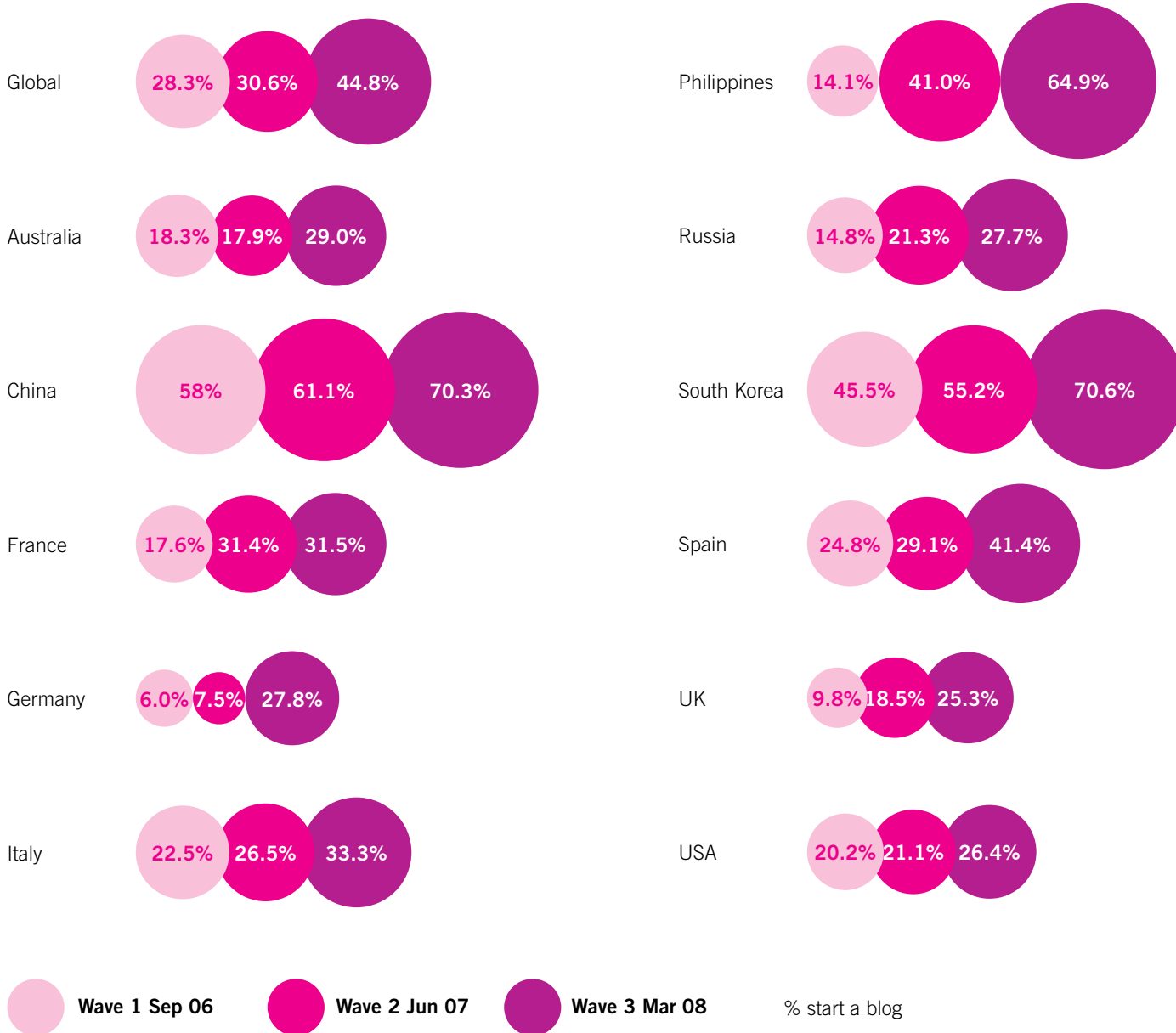
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Writing blogs: usage trends

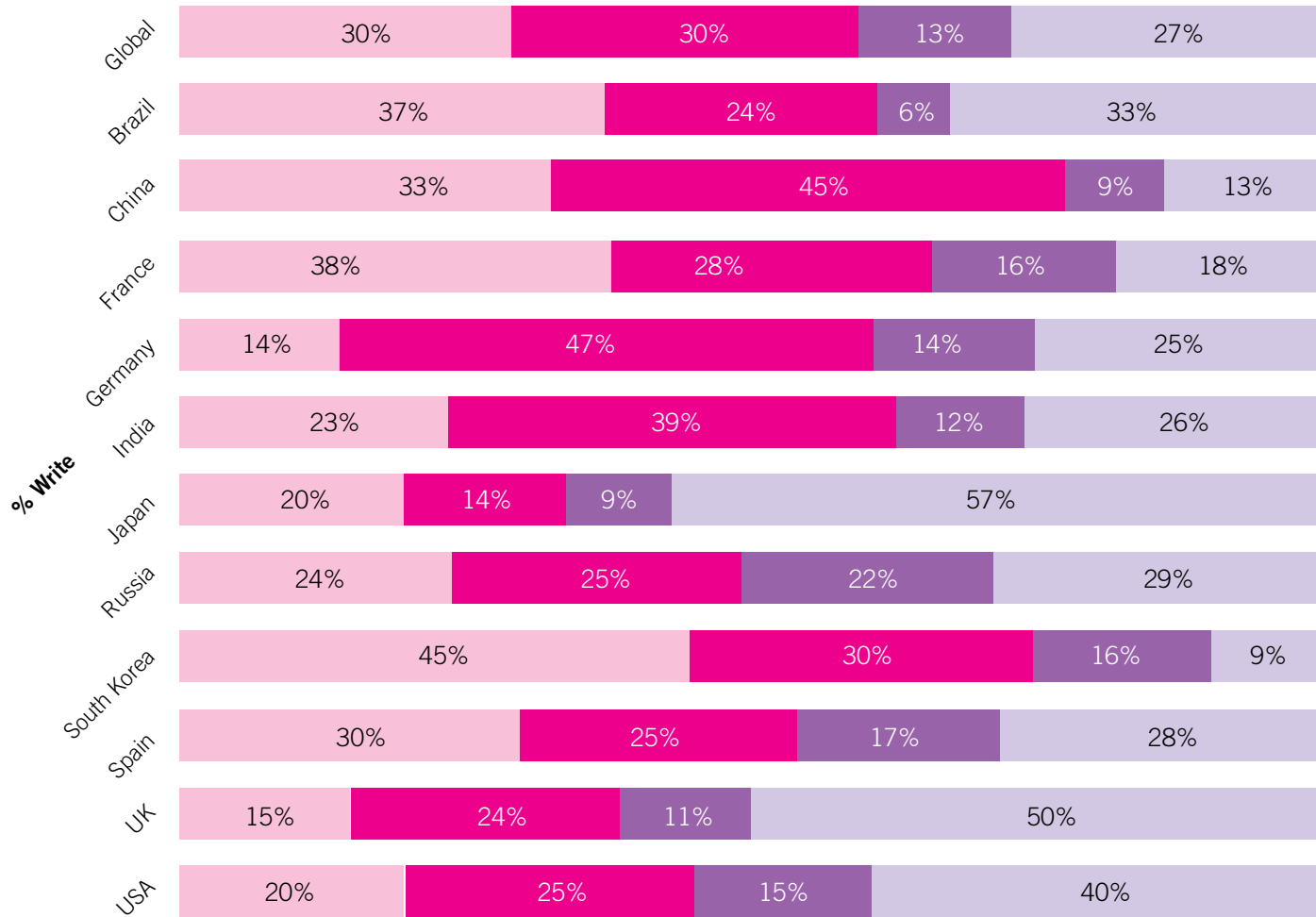
Blog writing Waves 1-3

“Thinking about using the Internet, which of the following have you ever done?” – “Start my own blog / weblog” Active Internet Universe



Frequency of writing

“Thinking about using the Internet, how often do you do any of the following?” – “Read blogs / weblogs” Blog Writers Only



Daily reach
 Weekly reach
 Monthly reach
 Less often

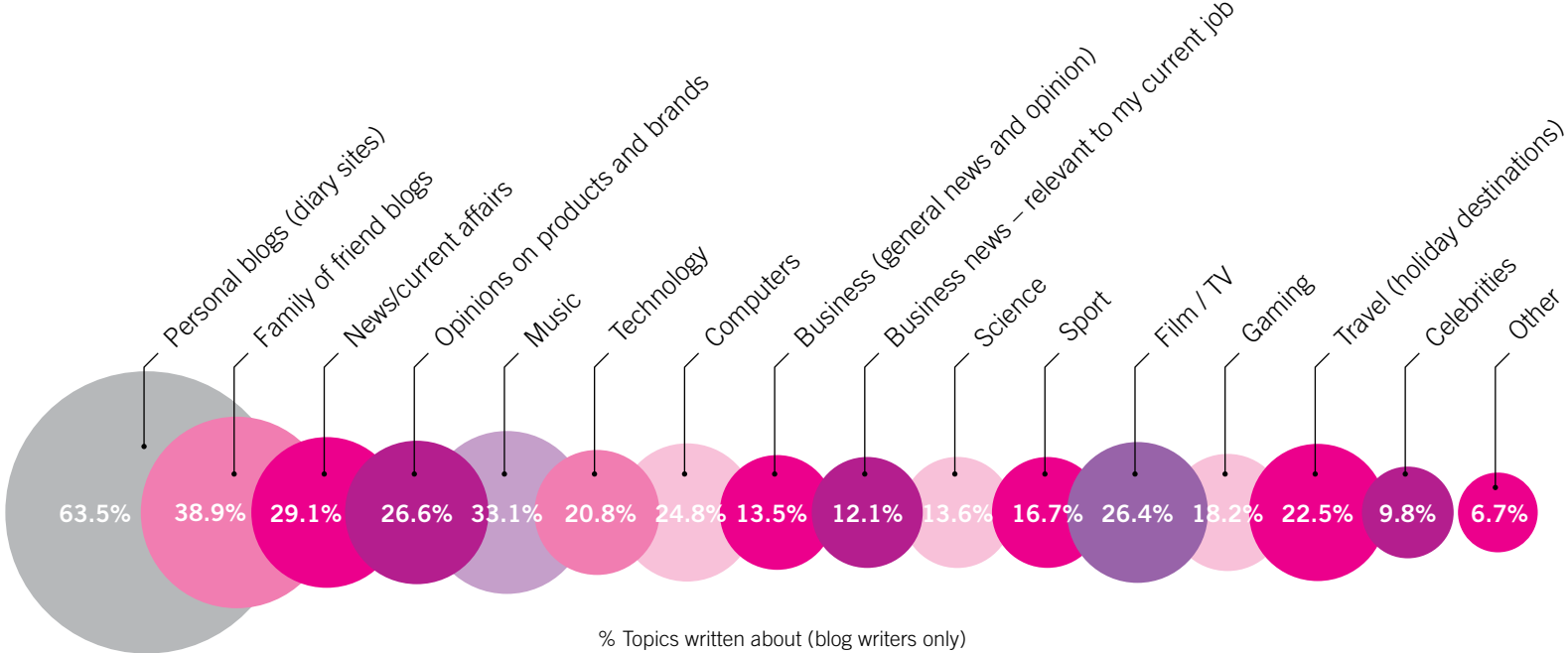
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Writing blogs: usage trends

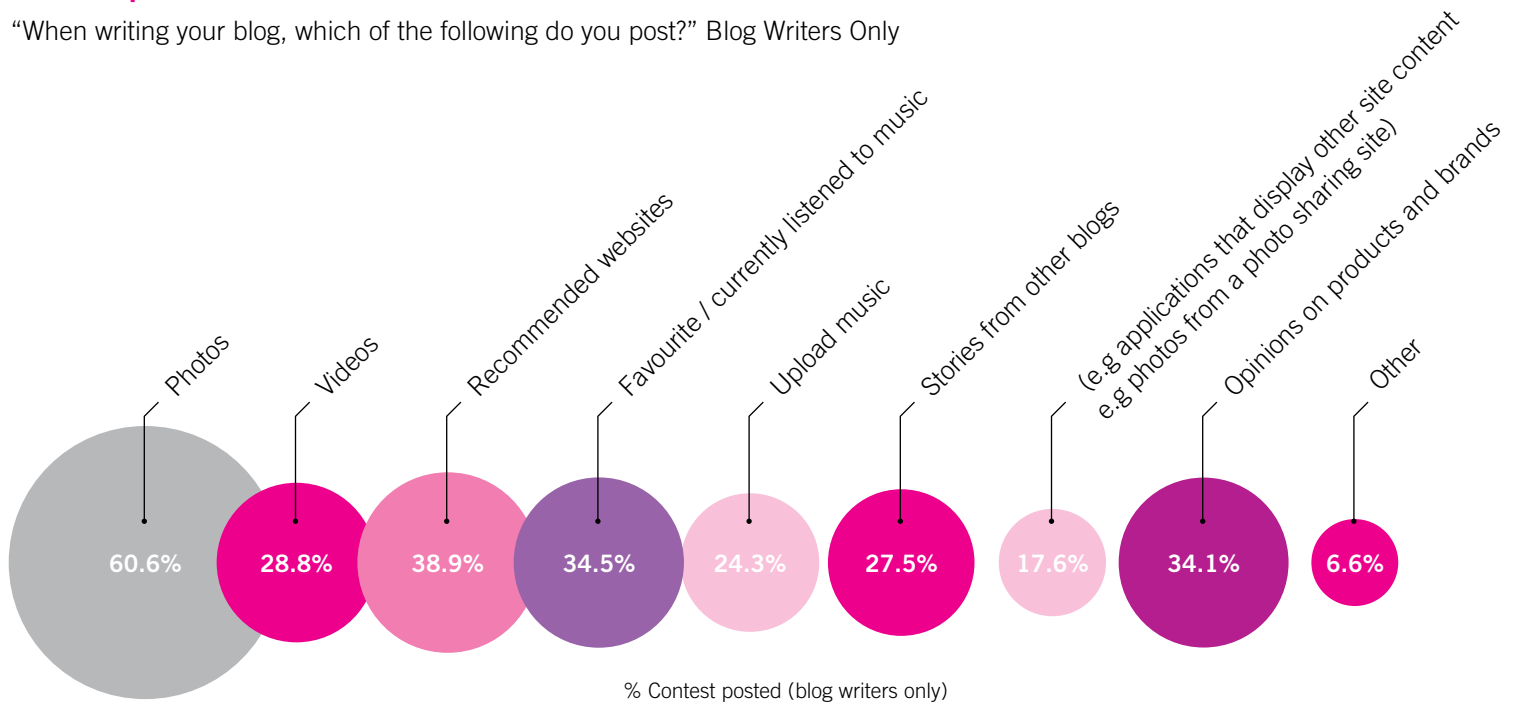
Topics blogged about

“When writing your blog, what topics do you normal write about?” Blog Writers Only

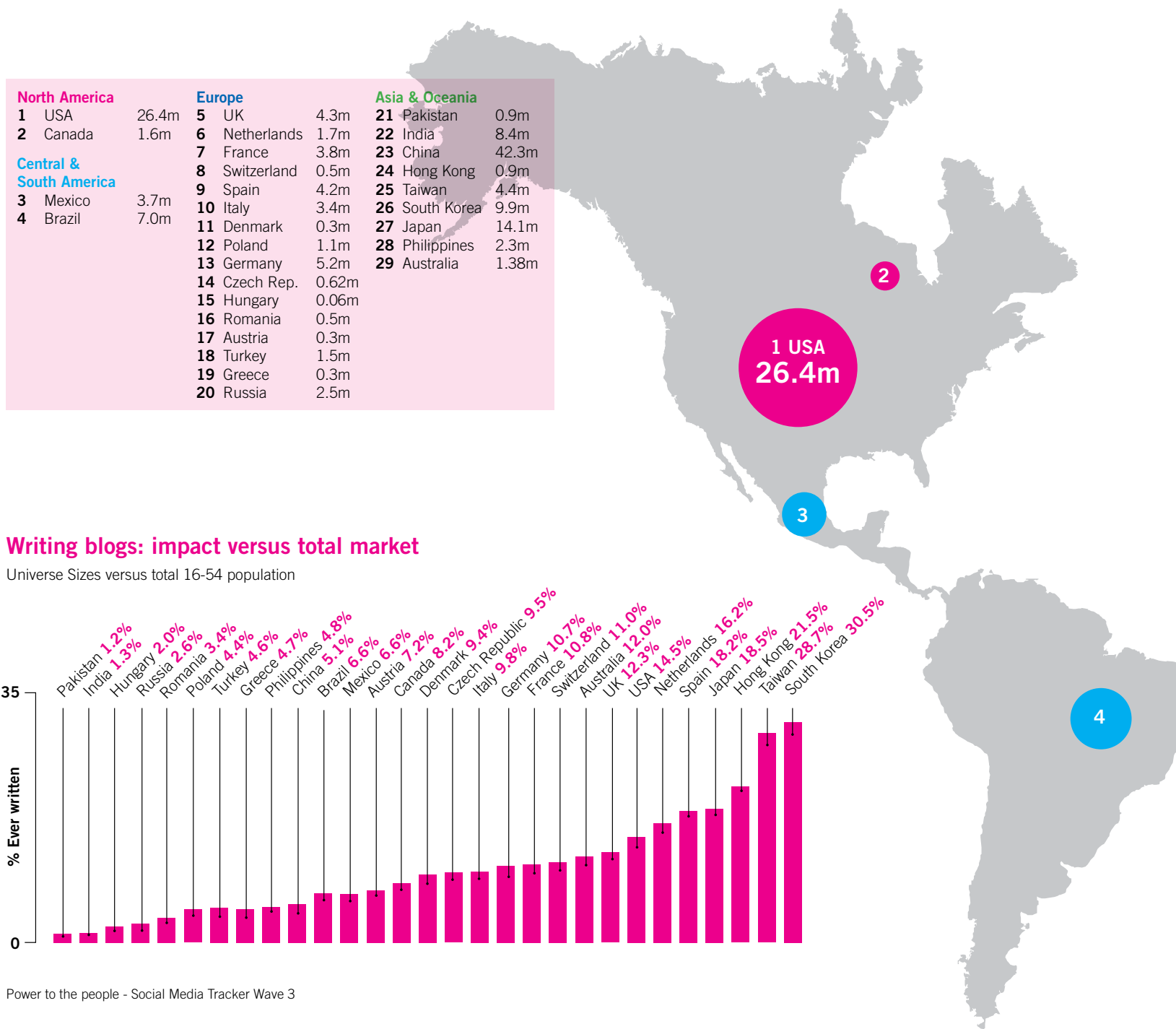


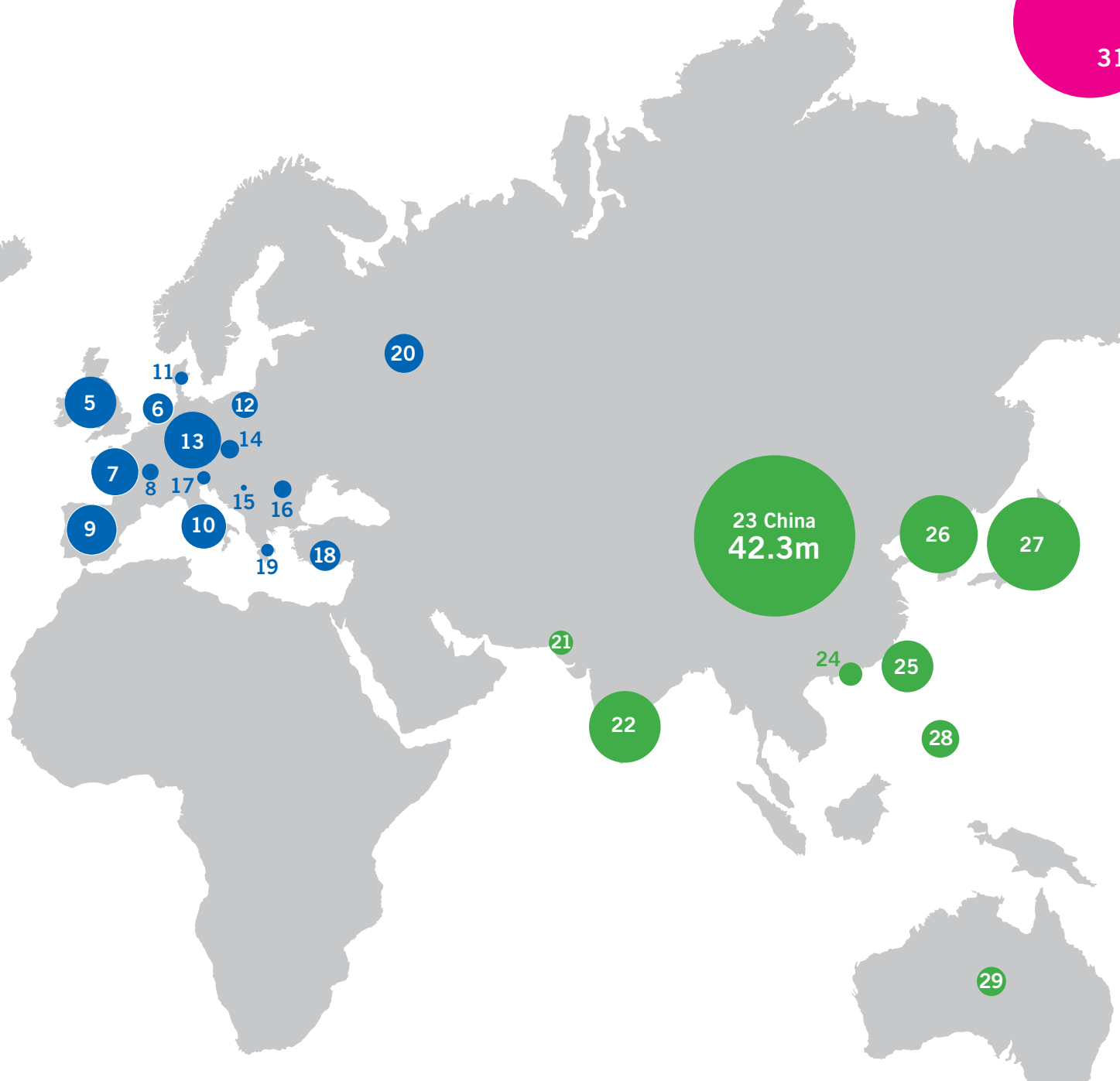
Content posted

“When writing your blog, which of the following do you post?” Blog Writers Only



Writing blogs: putting it into context





Blogging: the impact

As a collective, the blogosphere rivals any mass media in terms of reach, time spent and wider cultural, social and political impact. There are also major shifts into participation, pioneered by the Asian markets and now happening everywhere, even Germany. Blogging today must be embraced whether you are a marketer, advertising professional or content producer.

All companies and brands should consider employing them to create open and honest dialogue. Any blog that spins the truth will be found out. In a world of social media honesty is the only policy.



- In the open and transparent age of social media blogs are an essential tool for reputation management and consumers have come to expect them. All companies and brands should consider employing them to create open and honest dialogue. Any blog that spins the truth will be found out. In a world of social media honesty is the only policy.
- The collective might of the blogosphere means that today it is an obvious platform for advertising. Only a few blogs have the size to attract advertisers alone so affiliate programs and advertising networks are the way forward to reach a mass audience.
- Bloggers value advertisements, not only for the money they can bring, but the credibility they lend to their site. The role for advertising is going to be more important in the future as it becomes essential to provide free access to sites, web services and content. Everything is becoming ad supported.
- Increasingly blogs are incorporating widgets. Branded widgets are a huge opportunity and will be adopted if they provide a clear benefit for the blogger.
- The blogosphere is now so large it is an accurate barometer of consumer opinion. All brands should be using it as a means to measure consumer opinion, track response to marketing initiatives and as a forum for research.

The role for advertising is going to be more important in the future as it becomes essential to provide free access to sites.

Things to watch in the world of blogging:

Micro Blogging: Blogging in 140 characters or less. Sounds inane, but surprisingly addictive. Check out Twitter.com and Jaiku.com Perfect for the mobile age.

Political Influence: All the candidates in the US presidential race are blogging. Barack Obama is even on Twitter. Political blogs are having more impact, check out the Daily Kos and the Drudge report.

Fake Blogs: The real pretend thoughts of the rich and famous. Check out Steve Jobs (www.fakesteve.blogspot.com) or a whole network from Hillary Clinton to Gordon Ramsay at Newsroper (www.newsroper.com).

Blogging Fame: Bloggers are finding fame and crossing over into professional media. Perez Hilton (celebrity news), Robert Scoble (ex Microsoft blogger) and Michael Harrington of TechCrunch are all examples.

Social networking: usage trends



Social Networks have evolved into platforms to organise users internet experience. Users are posting a massive variety of content

www.flickr.com/photos/gustavmg/8279684/

Social networking is evolving fast. Increasingly features such as blogging, photo sharing and video sharing are the norm. They are becoming platforms, opening themselves up to external developers to distribute their programs. They are aiming to be the one stop shop for all your internet needs. Consequently we are spending more time with them and doing more on them.

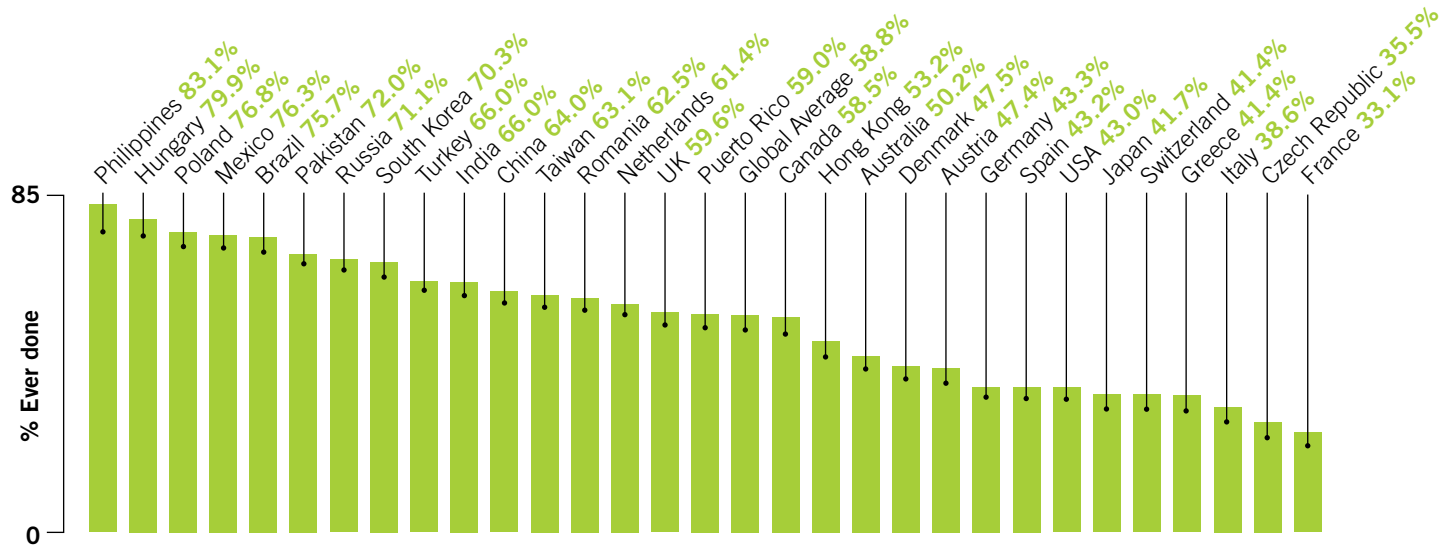
Wave 3 confirms this:

- **Global penetration has increased significantly**
 - Growth appeared to be slowing. Not so; Wave 3 is up to 58% an increase of 21%.
- **Collectively massive platform**
 - Estimated 272m users world-wide
- **Connecting people globally: emerging markets with high emigration lead the way**
 - Philippines 83%, Hungary 80%, Poland 77%, Mexico 76%
- **UK hit by the Facebook factor**
 - Usage up 32%
- **US saturated as growth stalls at 41%**
- **Brazil has the most active users**
 - 56% manage their profile every day
- **Social Networks have evolved into platforms to organise users internet experience. Users are posting a massive variety of content**
 - 55% uploaded photos
 - 21% installed applications
 - 23% uploaded video
- **Social Networks becoming social utilities for managing peer to peer relationships**
 - 74% use them to message friends

Social networking: usage trends

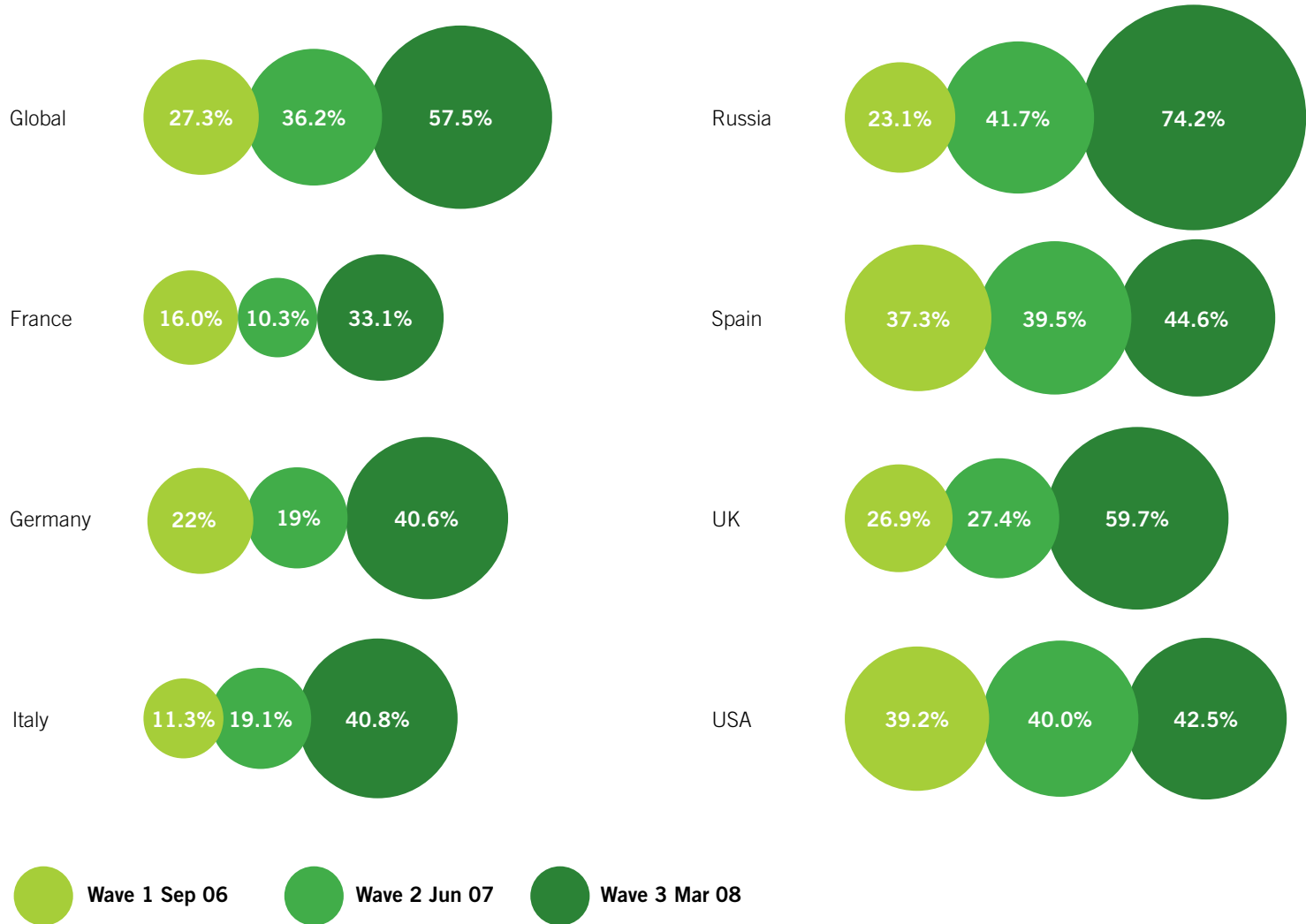
Belong to a Social Network Wave3

"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe



Belong to a Social Network Waves 1-3

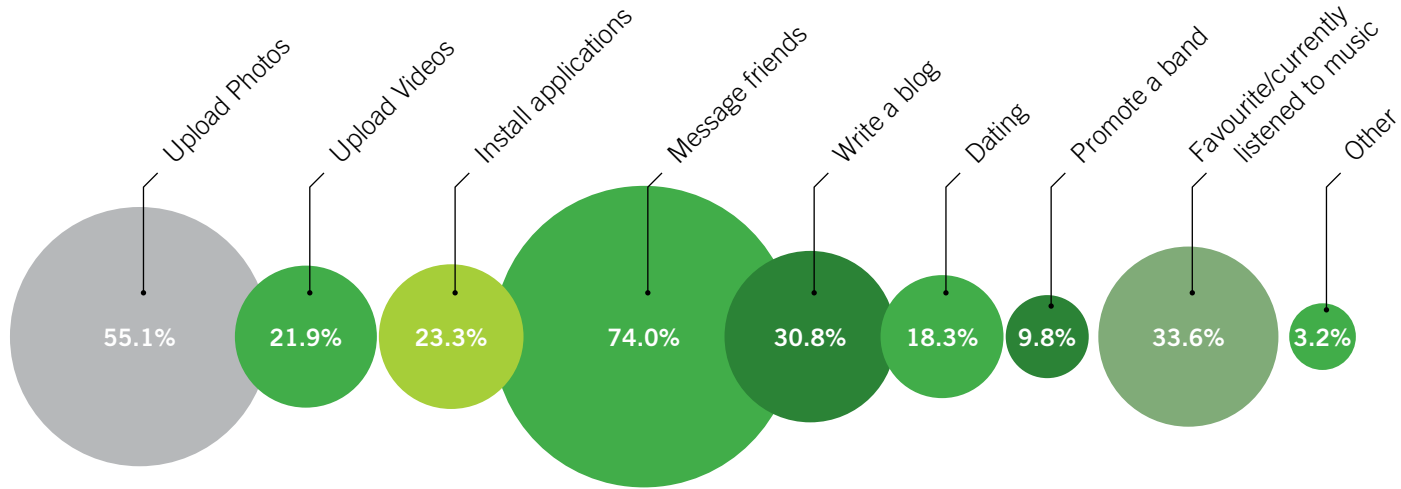
"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe



Social networking: usage trends

Content posted on social network

"What do you do with your social networking profile?" Active Internet Universe



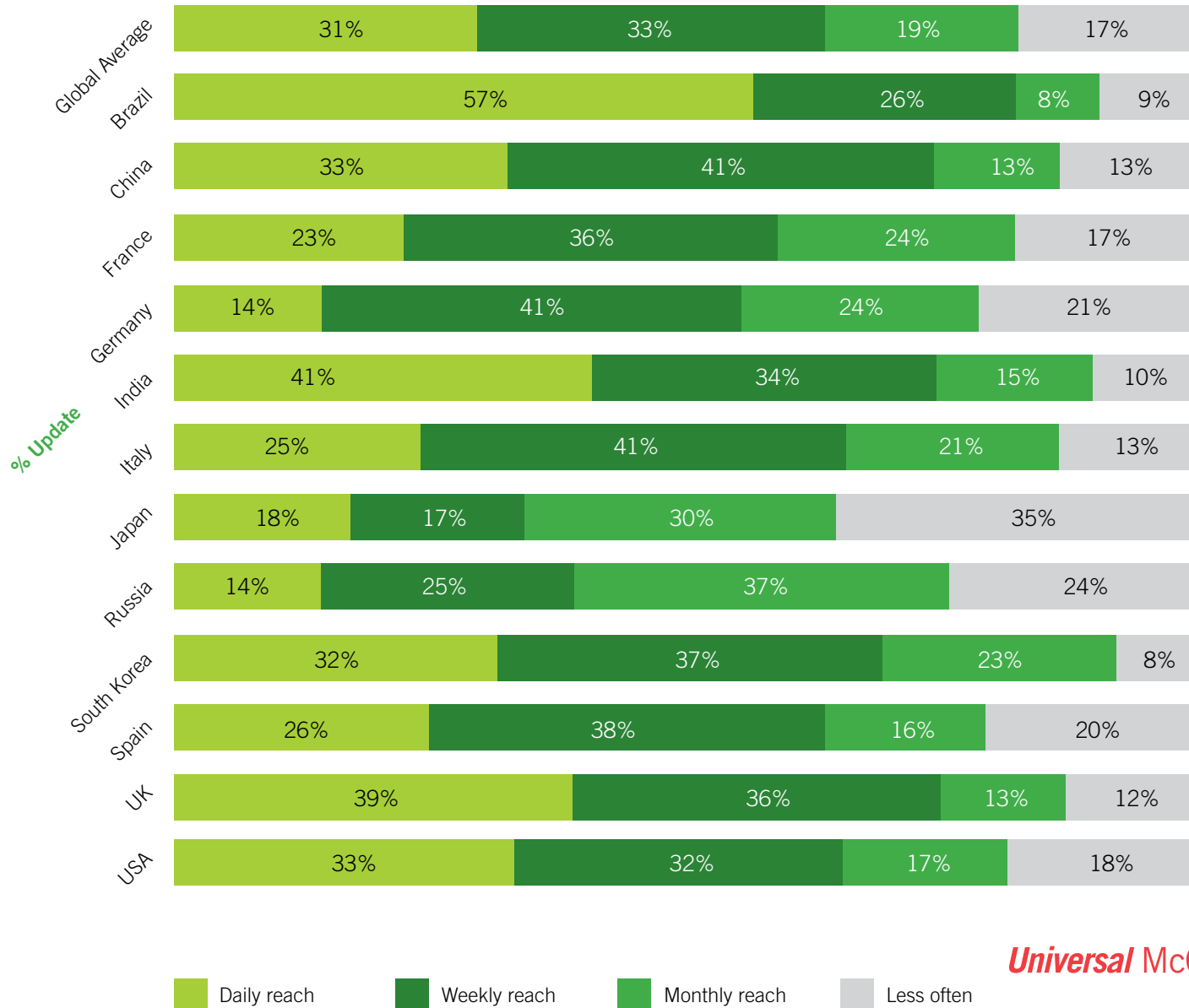
% Added to Social Network Page (Social Network Users)

Social Networks have evolved into platforms to organise users internet experience. Users are posting a massive variety of content.

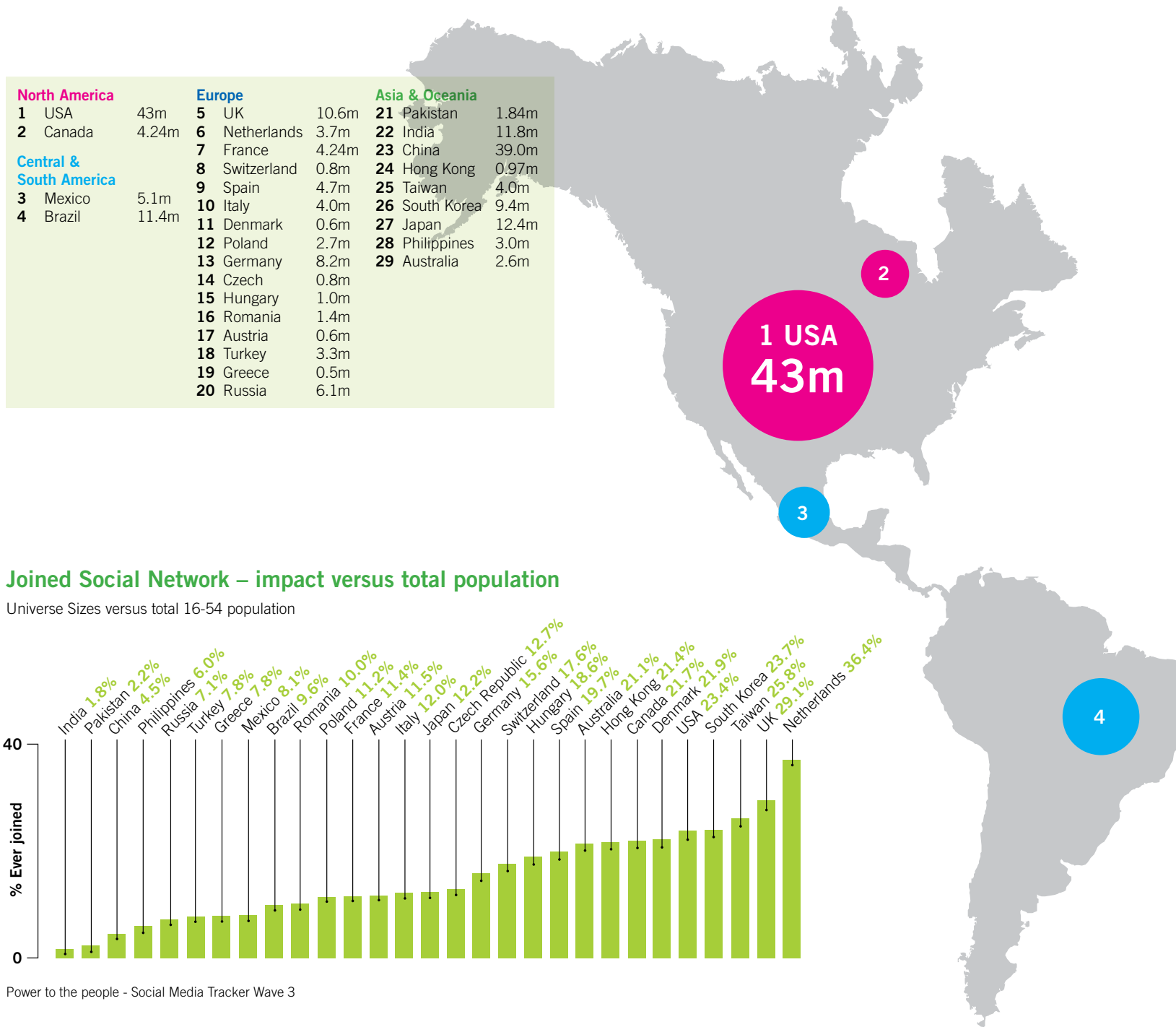
Frequency of updating Social Network page

“Thinking about using the Internet, how often do you do any of the following?” –

“Manage your social network page” – Social Network users only

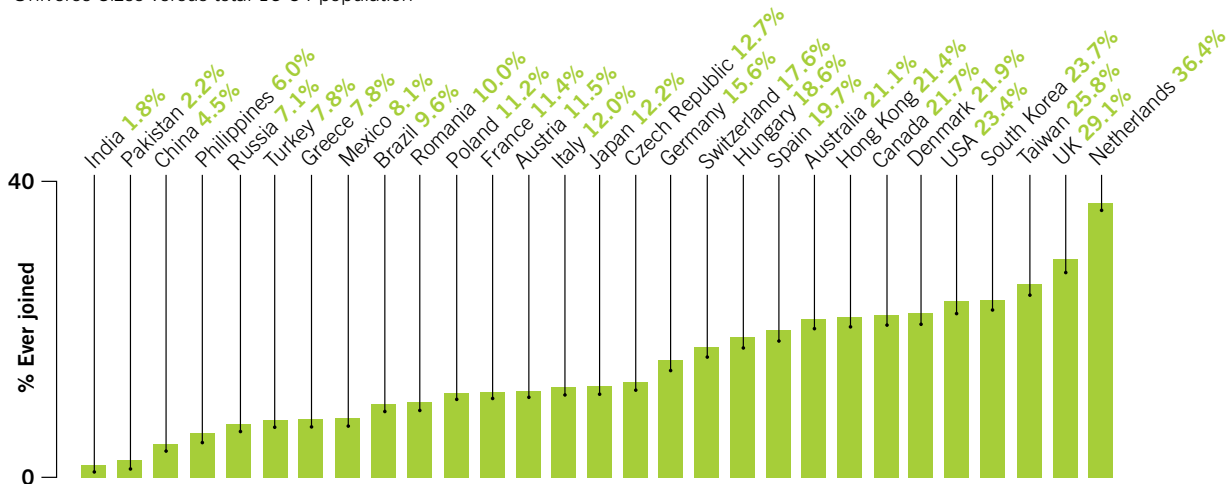


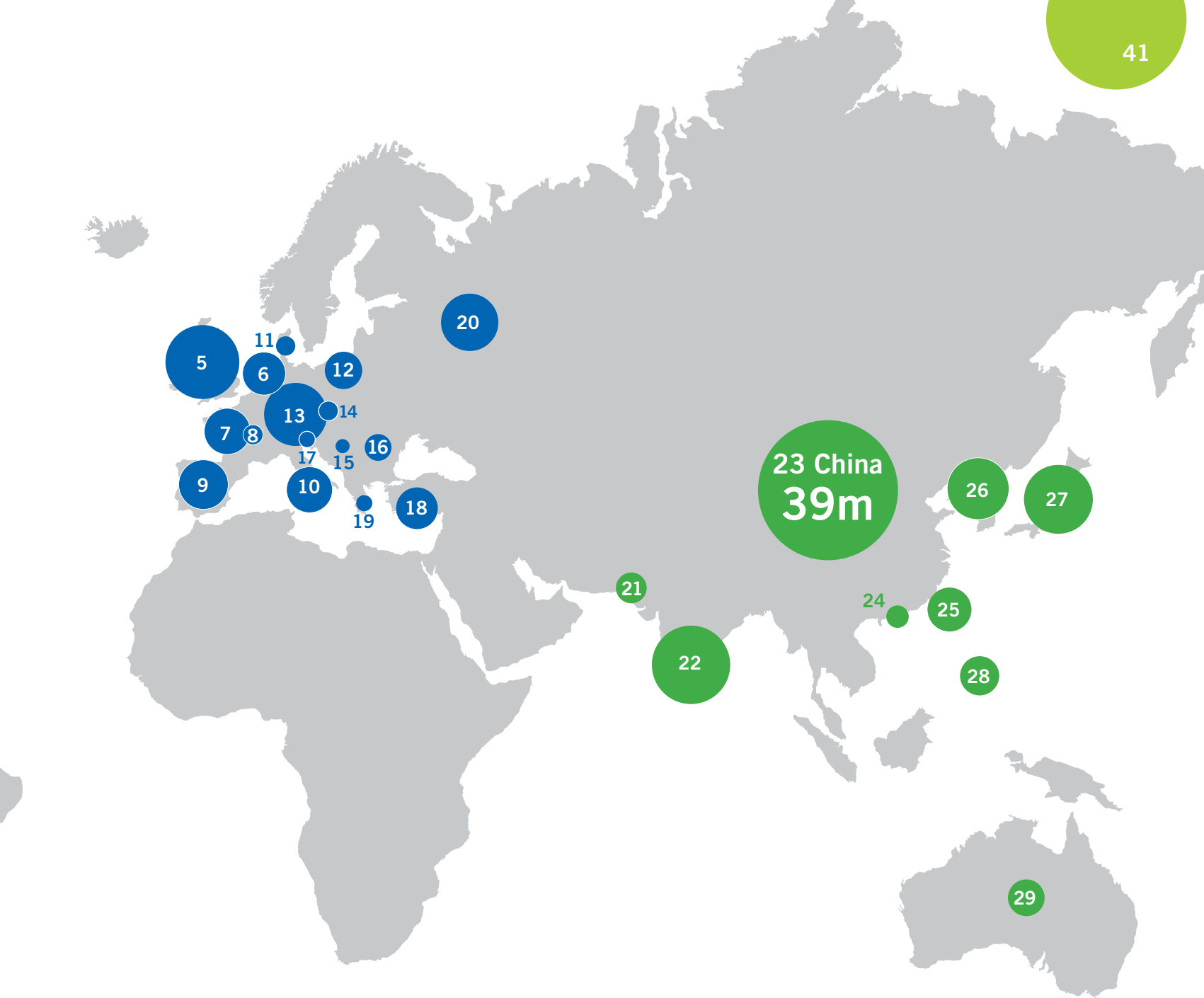
Social networking: context



Joined Social Network – impact versus total population

Universe Sizes versus total 16-54 population





Brand penetration: usage trends

There is a lot of talk about which is the biggest social network in the world.

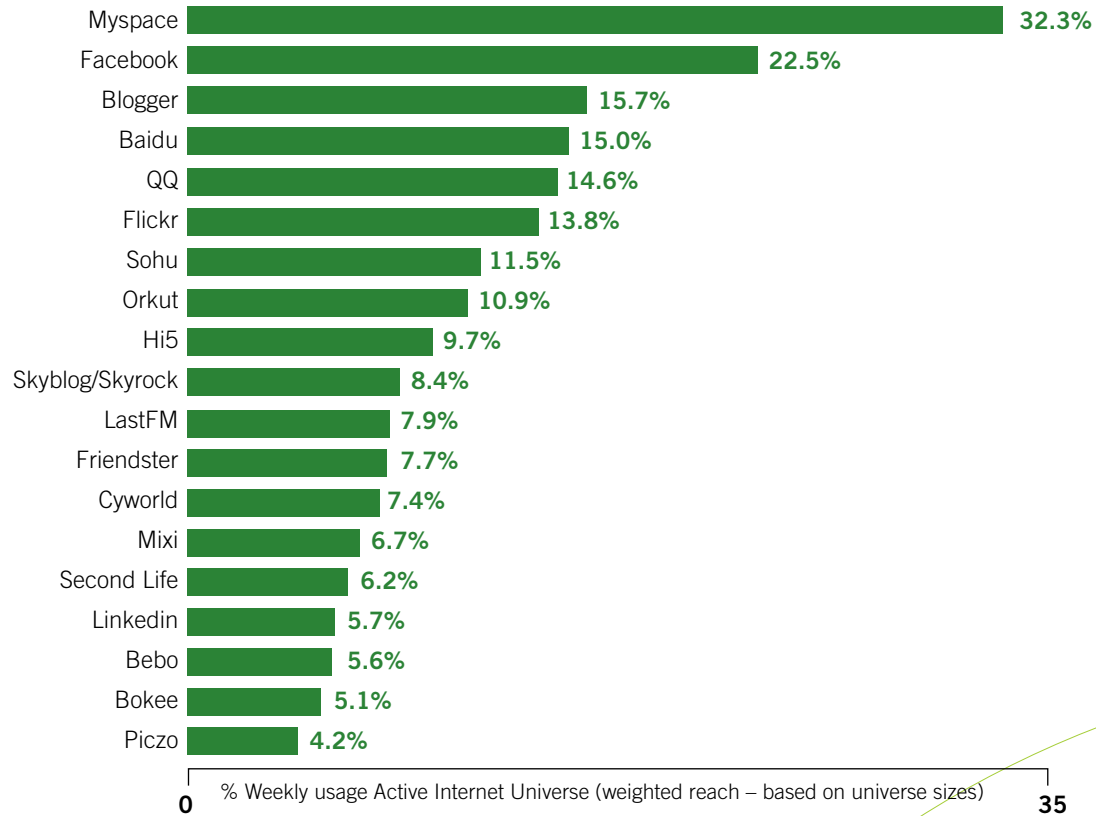
This research provides clear proof that Myspace is still number one among a broad collection of international networks with a 32% weekly reach. Its position has been maintained by its focus on music and commercial content, rather than connecting friends. Facebook is not far behind on 22.5% weekly reach and the number one in many markets and surely will grow as it becomes internationalised.

However the pattern is very mixed globally and its far from a two horse race. In Asia a variety of local sites like QQ, Cyworld and Mixi dominate in their home markets, while Orkut is number one in Brazil.



Weekly usage of key international social networking media sites

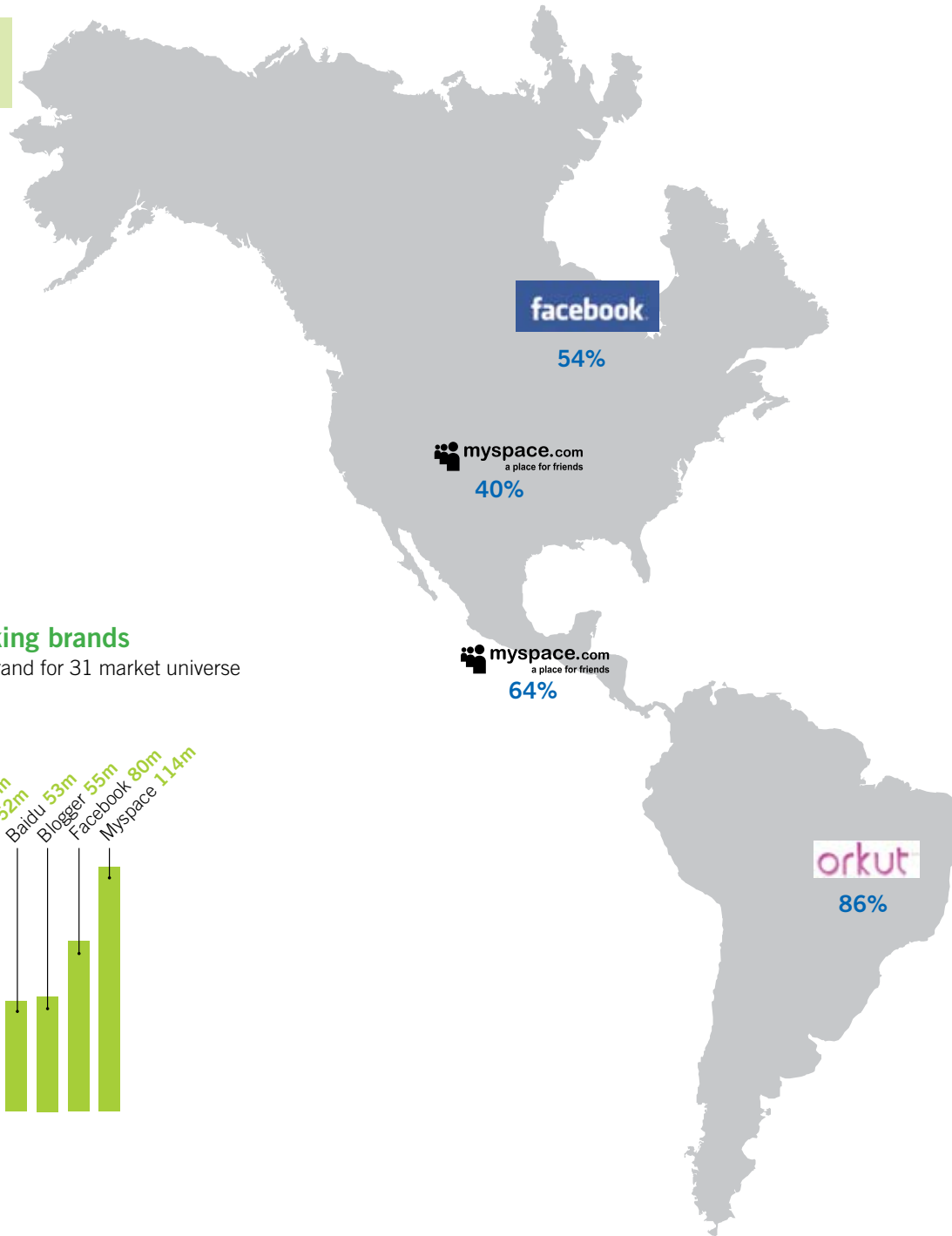
Universe Sizes versus total 16-54 population



This fragmentation suggests that a truly global platform is **impossible**.

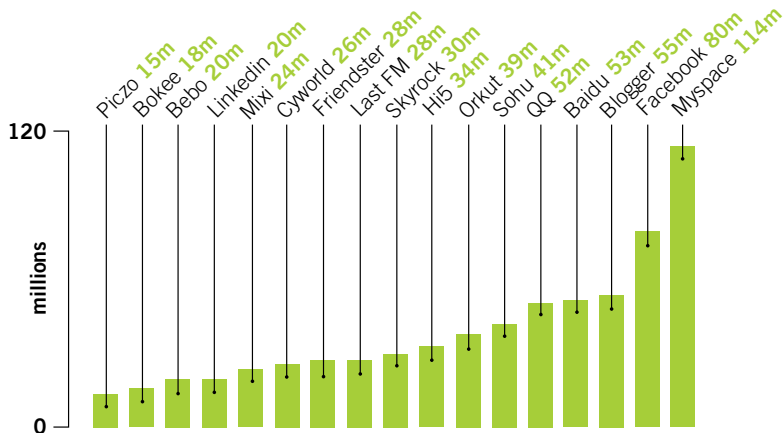
Brand penetration: usage trends

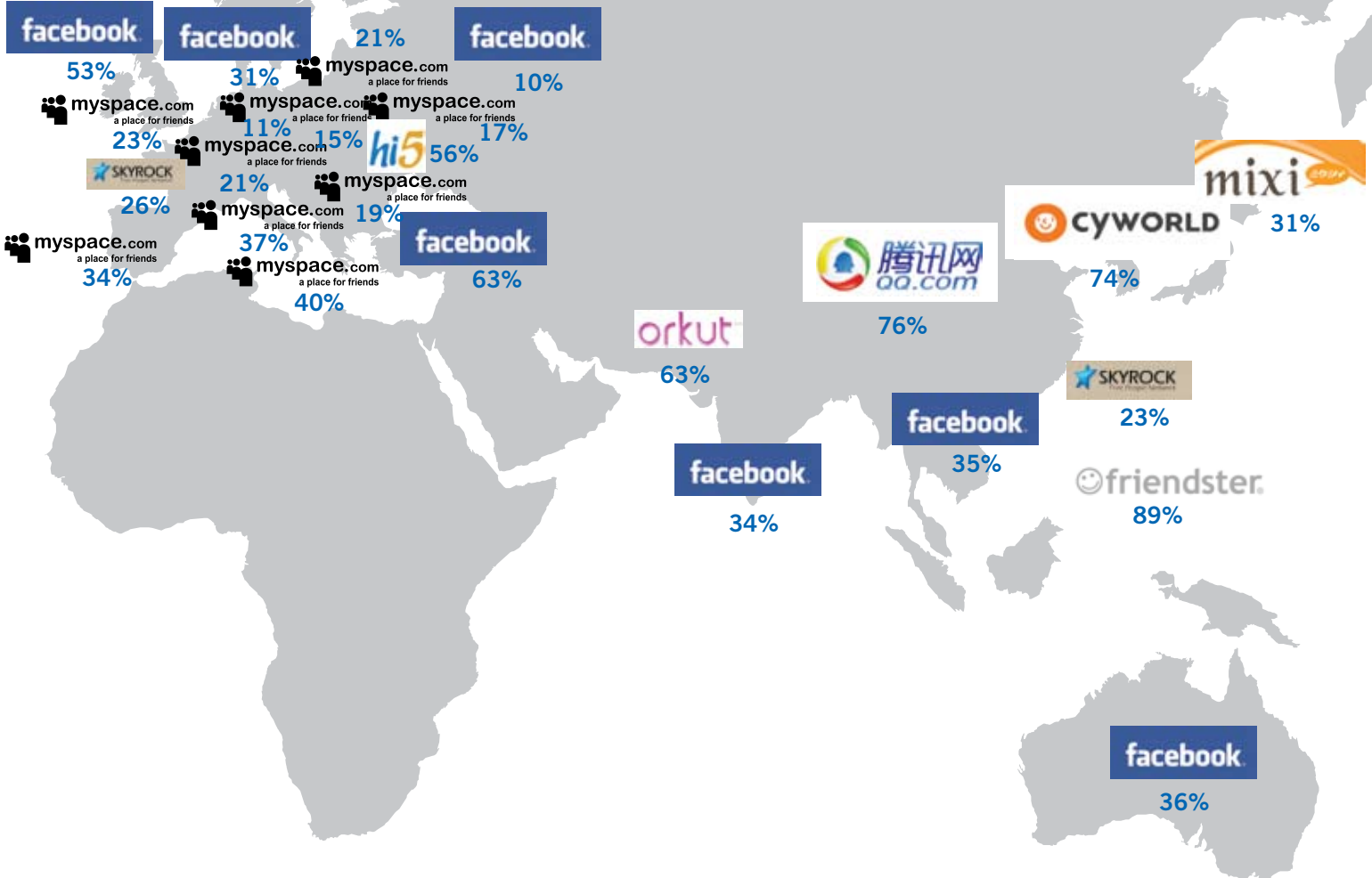
% = weekly reach to top social network by market



Weekly user estimates: sizing the international social networking brands

16-54 active Internet users universe estimates by brand for 31 market universe



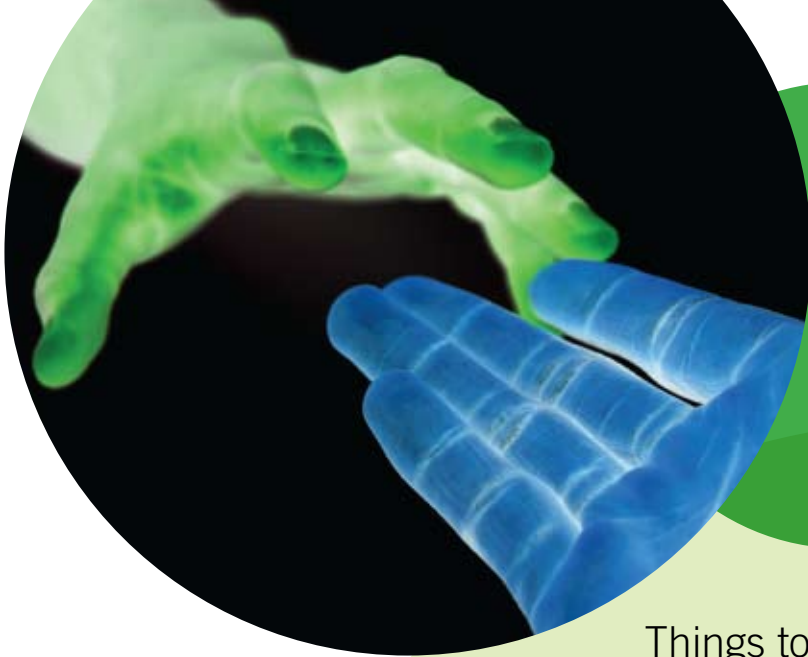


Social networking

Social networks have evolved significantly in the past year as they move to become open platforms that support all your internet needs.

- This has seen growth accelerate in *Wave 3* from a period of relative stagnation between *Waves 1* and *2*. Social networks are today the main platform for sharing content and have increasingly become the means to manage social relationships. Consequently social networks are grabbing ever more of our internet time and so brands and content producers must be active inside them.
- Large Social Networks have near unlimited inventory. For advertisers to cut-through they need to be relevant and ideally work inside the network, by bringing users to branded pages, applications or connecting them with content.
- Branded pages in social networks need purpose to create engagement. Just putting a brand on a page serves little purpose. Create content, use it to replace or compliment campaign micro-sites but most of all make it engaging.
- Widgets are clearly going to be very important to brands. They should deliver a true benefit to users, avoid overt branding and be relevant to the user if they are to be successful. Equally as important is securing successful distribution by working with the platforms, using it as a message in advertising and making it available on as many social networks as possible.
- Be International; social networks have global presence, but are heavily localised in adoption and any content and widgets should be tailored to the particular network, reflecting local and cultural differences.





Things to watch in the world of social networking:

Niche Social Networks: In the face of the all encompassing mega social networks a raft of more niche and sometimes exclusive networks are emerging. Check out dogster.com, for you guessed it, dog owners or dopplr.com for frequent business travellers.

DIY Social Networks: White label social network systems that you can customise are driving the emergence of a wealth of ultra niche networks. See ning.com or on-site.com for examples.

Reputation Management: Slowly users are realising the implications of having every drunken photo online for the world to see. Personal brand management is going to be a big deal in the next few years. Tools to report and manage your reputation are coming online; Wink.com or peekyou.com for personal search and reputa.com and reputationdefender.com for more sophisticated management systems.

Social Network Aggregators: An emerging area in 2008 as the need to pull all your social network profiles into one place becomes a pressing one. Try ex.plode.us and profilefly.com.

Sharing Content – uploading photos: usage trends

Photo sharing is the number one way to share content thanks to the proliferation of digital cameras and the continuing ease of sharing that comes with technology innovation. The platforms to share have also expanded with photo sharing becoming central to social networks.

- **The leading markets are Asian and Latin American**

Philippines leads the way with 86%.

- **Japan shuns photos**

Bottom of the table – just 21% uploaded.

- **Large numbers of consumers contributing on a very frequent basis** 16% upload everyday

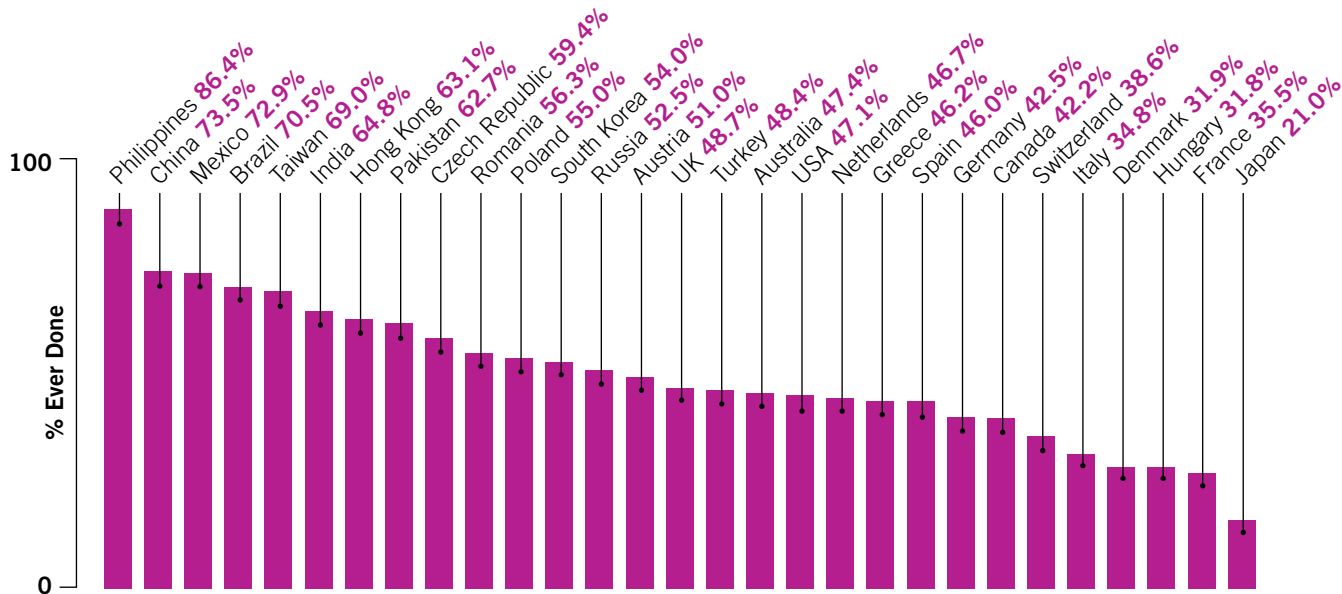
- **Brazil and Asia more frequent than the UK or US**

34% upload everyday

Sharing photos Wave 3

“Thinking about using the Internet, which of the following have you ever done?” –

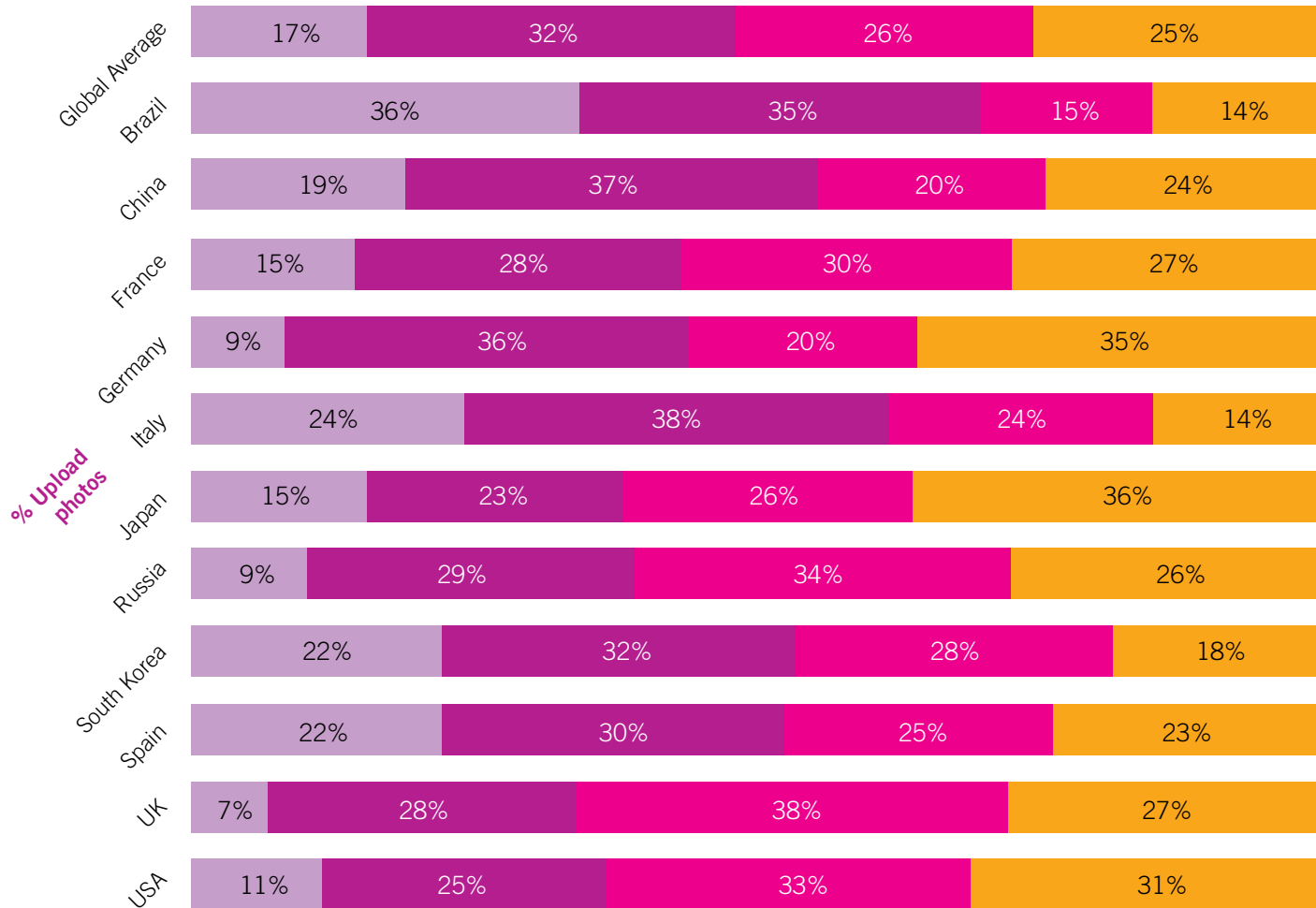
“Upload my photos to a photo sharing website” Active Internet Universe



Frequency of Sharing Photos

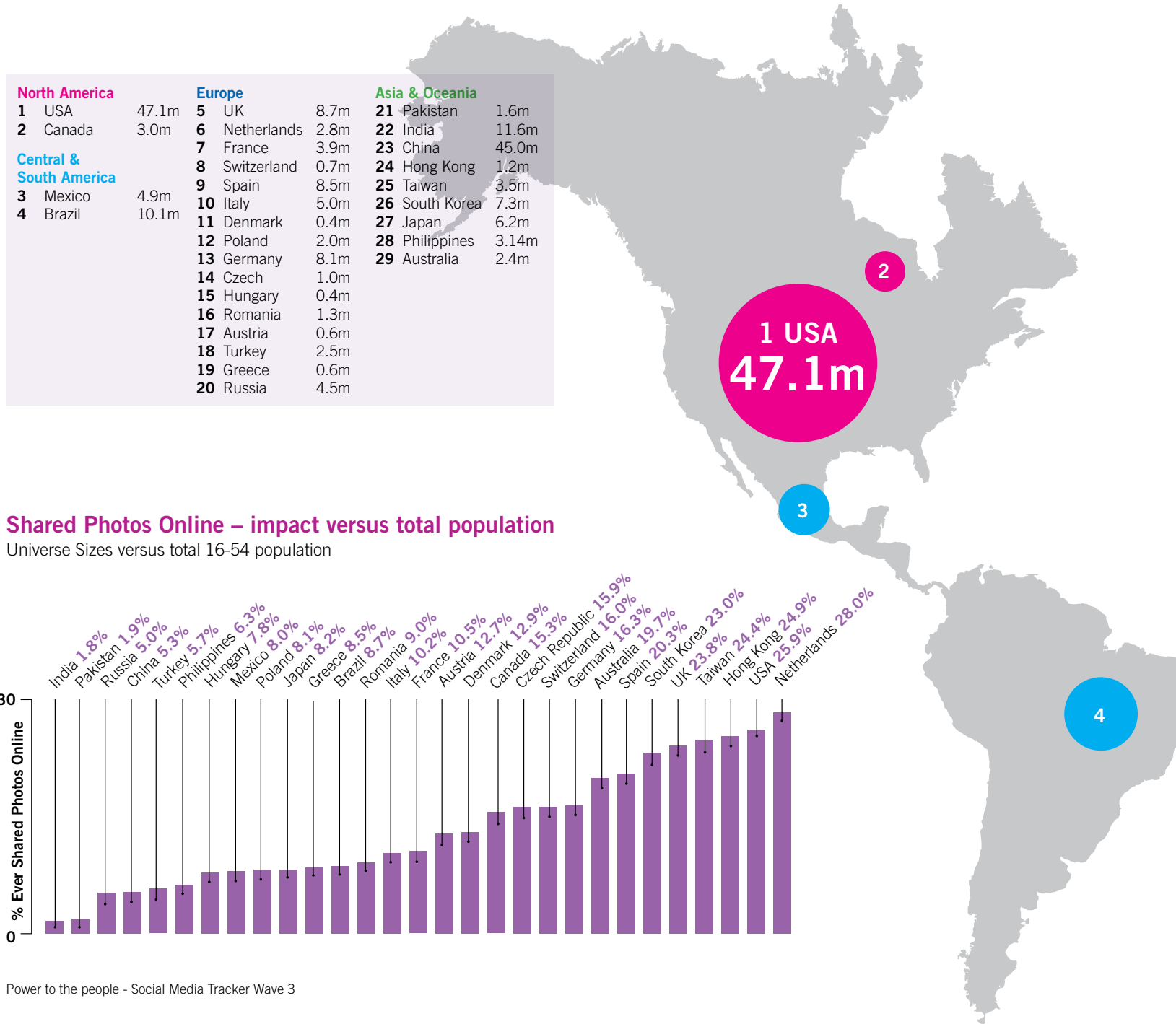
“Thinking about using the Internet, how often do you do any of the following?” –

“Upload my photos to a photo sharing website” – Photo sharers only



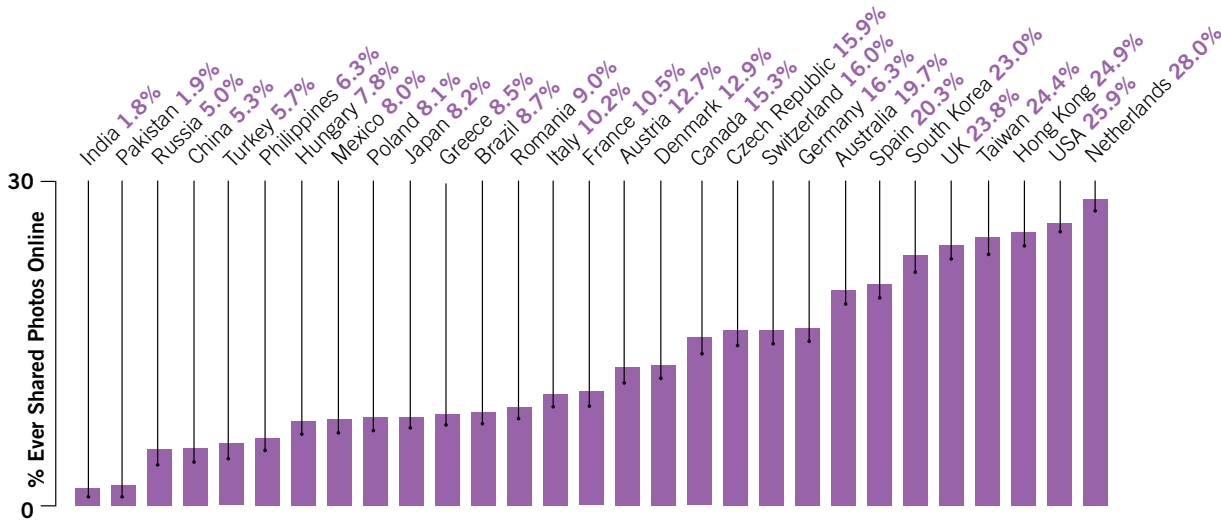
Daily reach
 Weekly reach
 Monthly reach
 Less often

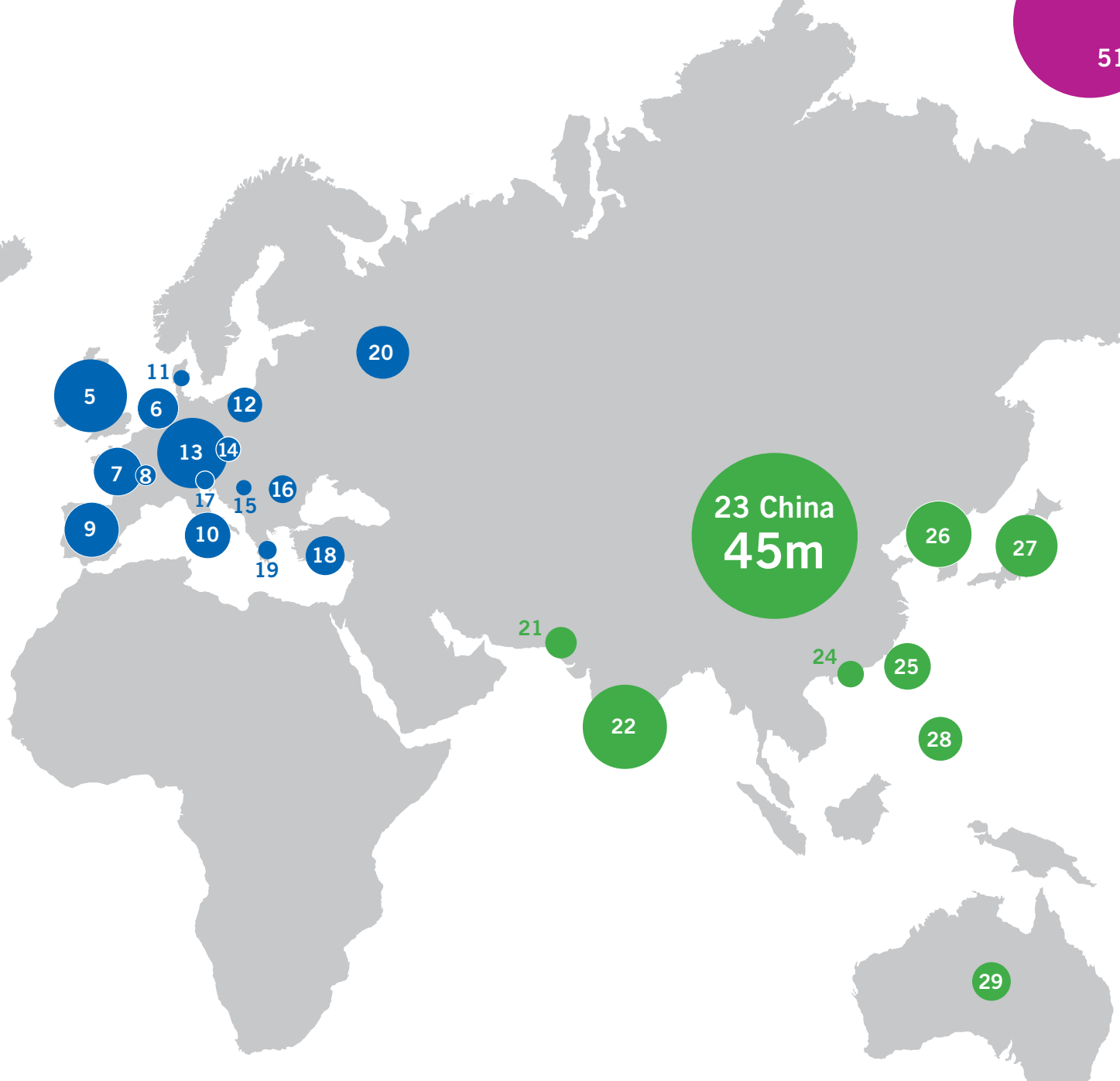
Sharing Content – uploading photos: context



Shared Photos Online – impact versus total population

Universe Sizes versus total 16-54 population





Sharing Content – uploading videos: usage trends

Considering the complexities of sourcing and uploading video the numbers of people doing it is staggering. In many markets the number of people uploading is not far from the numbers sharing photos. Even more impressive is how often they do it.

- **Similar pattern to photosharing**

Brazil lead the way on 68%

Asia lead; all Asian markets bar Japan in the top half

- **Huge variation in involvement**

Hungary 16% > Brazil 68%

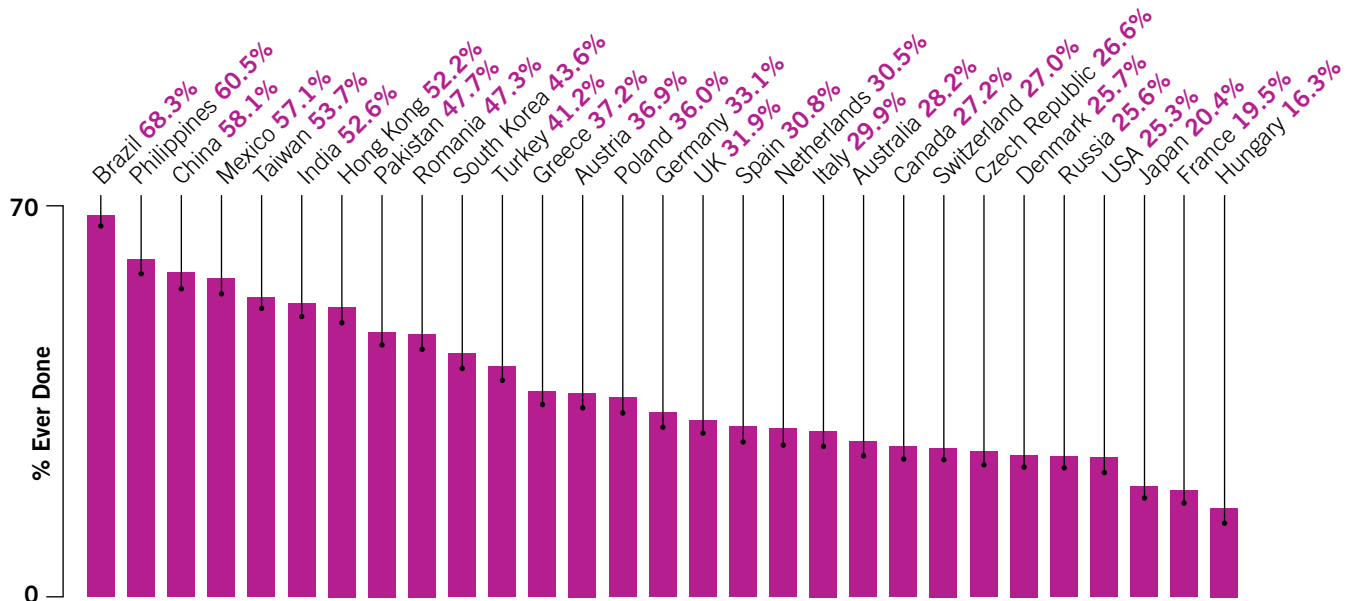
- **High frequency of involvement**

20% uploading every day

Uploading Videos Wave 3

“Thinking about using the Internet, which of the following have you ever done?” –

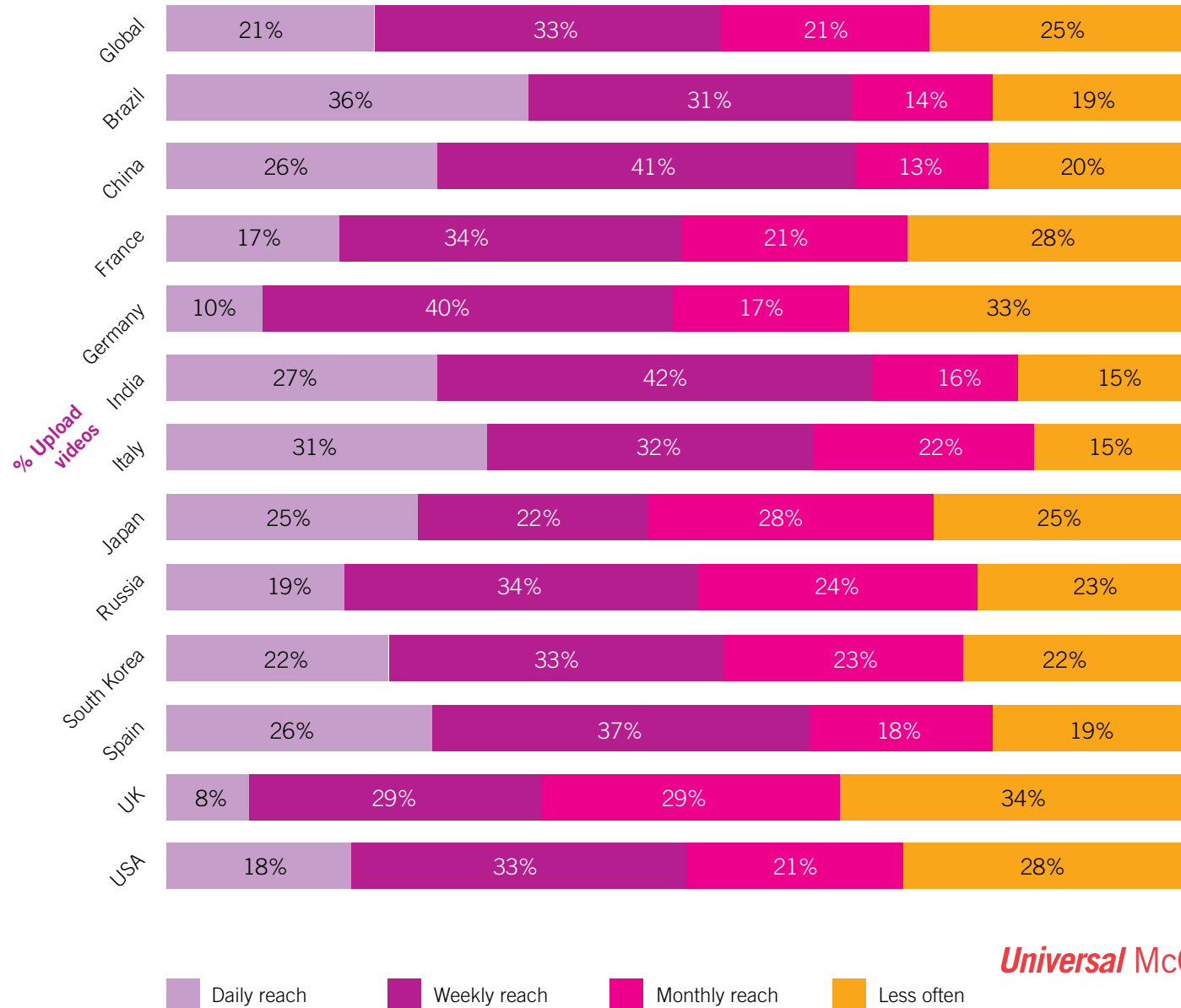
“Upload my videos to a video sharing website” Active Internet Usage



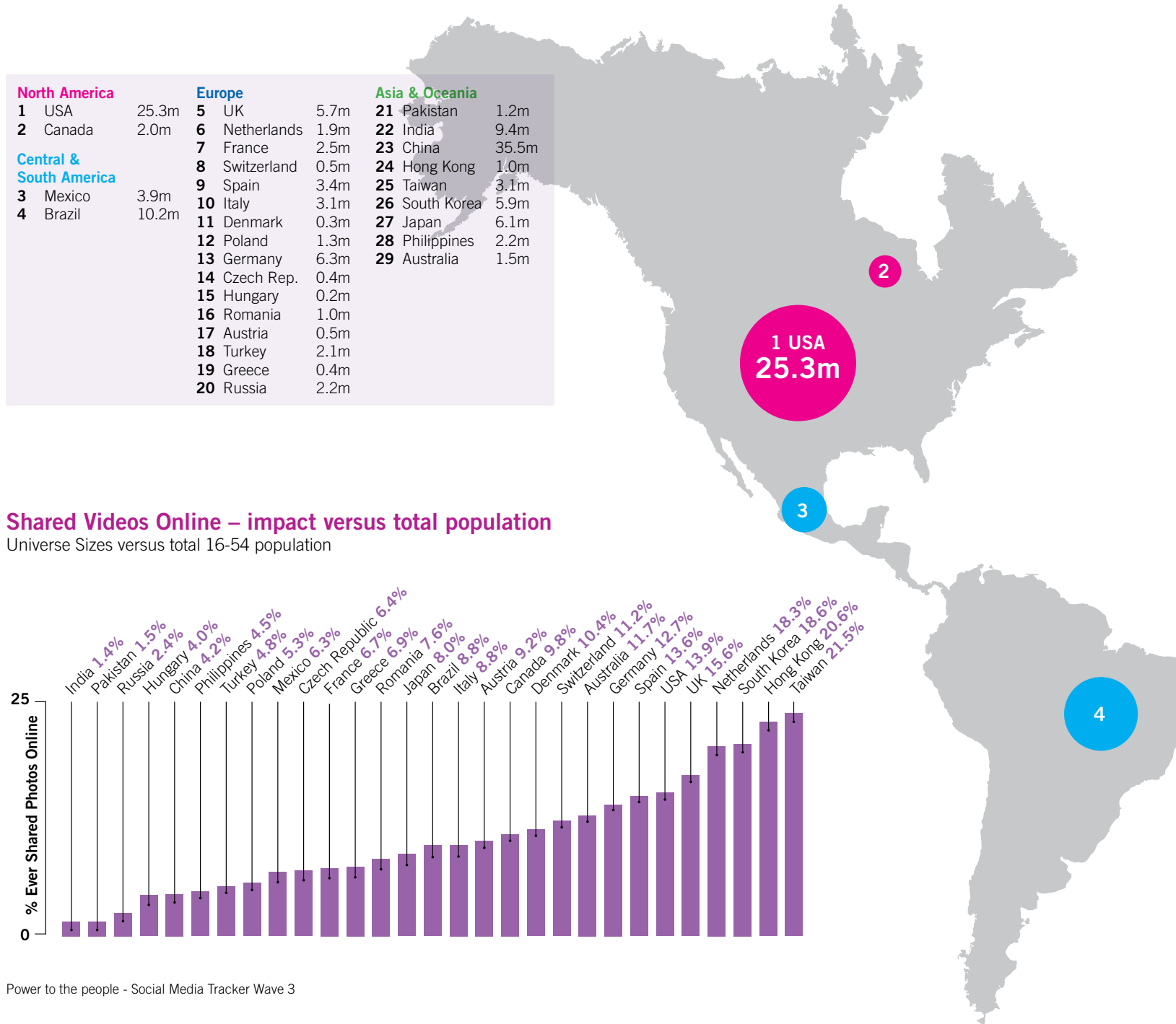
Frequency of uploading videos

“Thinking about using the Internet, how often do you do any of the following?” –

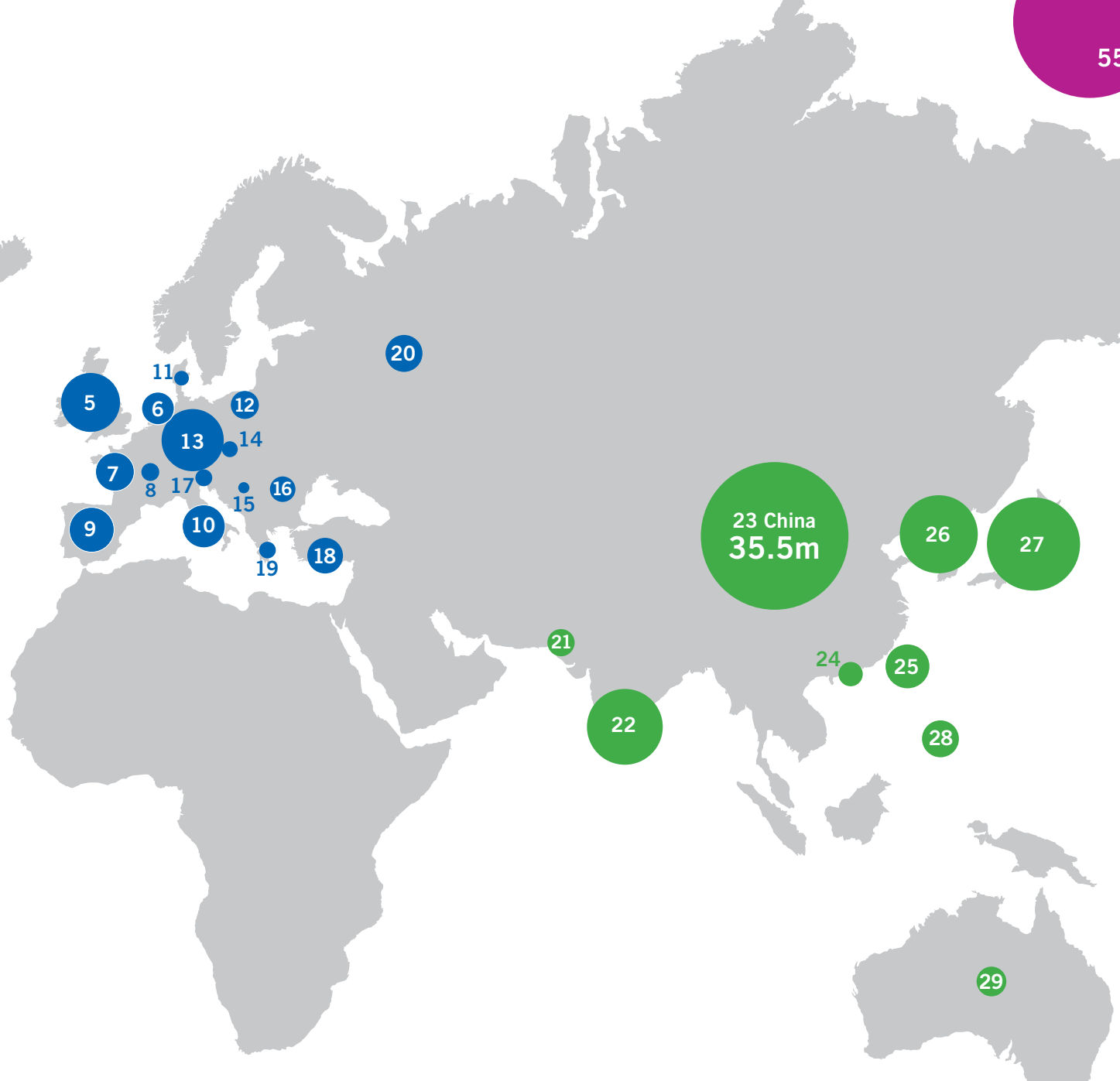
“Upload my videos to a video sharing website” – Video sharers only



Sharing Content – uploading videos: context



55



Consuming Content – video clips: usage trends

Video clips continue to grow massively and penetration is huge in all markets.

A close-up, circular view of a smartphone screen. The screen displays the YouTube logo, which consists of the word 'You' in black and 'Tube' in white on a red rounded square background. To the right of the logo, the word 'Broadcast' is partially visible in a dark font. Above the logo, the URL 'youtube.com/' is visible in a light blue font. The background of the screen is a light blue color. The entire image is overlaid with several overlapping circles in shades of blue and teal.

Video clips continue to grow massively and penetration is huge in all markets. This is thanks to the continual rise of video sharing sites and users embedding video clips on social networks, blogs and web pages.

Growth is universal across all countries

31% to 82% global reach seen in all markets

Lowest difference between markets of any social media platform

Range 63% – 99%

Very high frequency medium

71% weekly reach

Reach among total population comparable with broadcast media

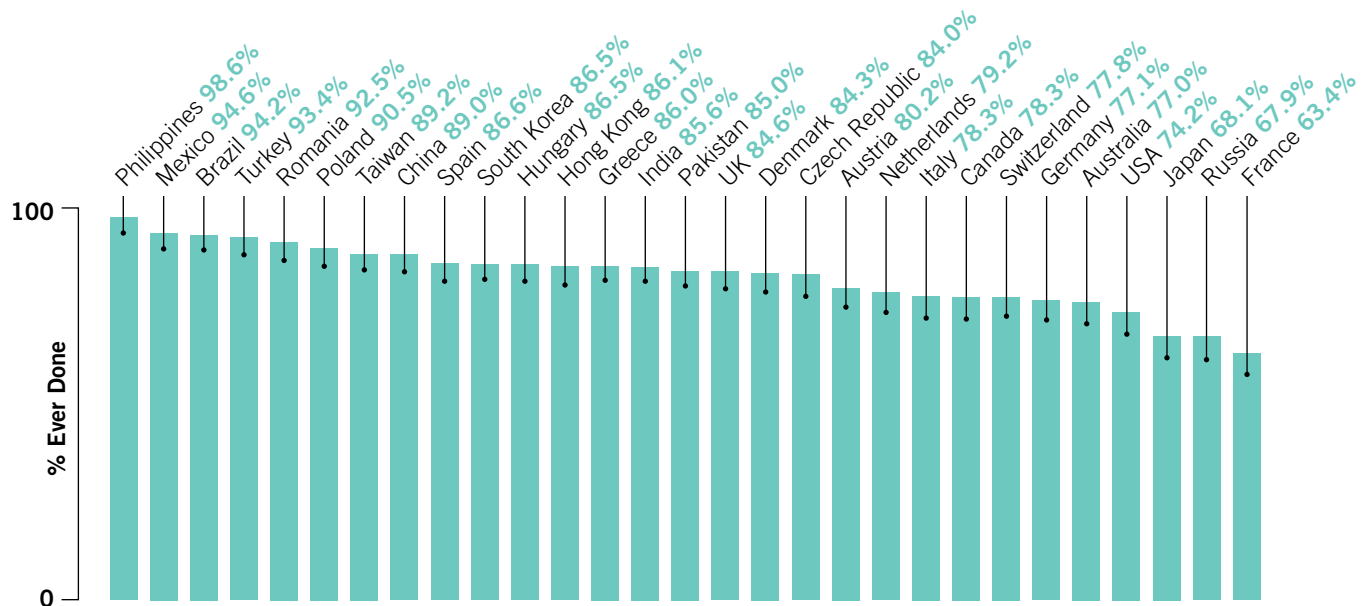
In Netherlands almost 50% of all 16-54s are watching video

Volume of users worldwide is vast

Estimated 394m users

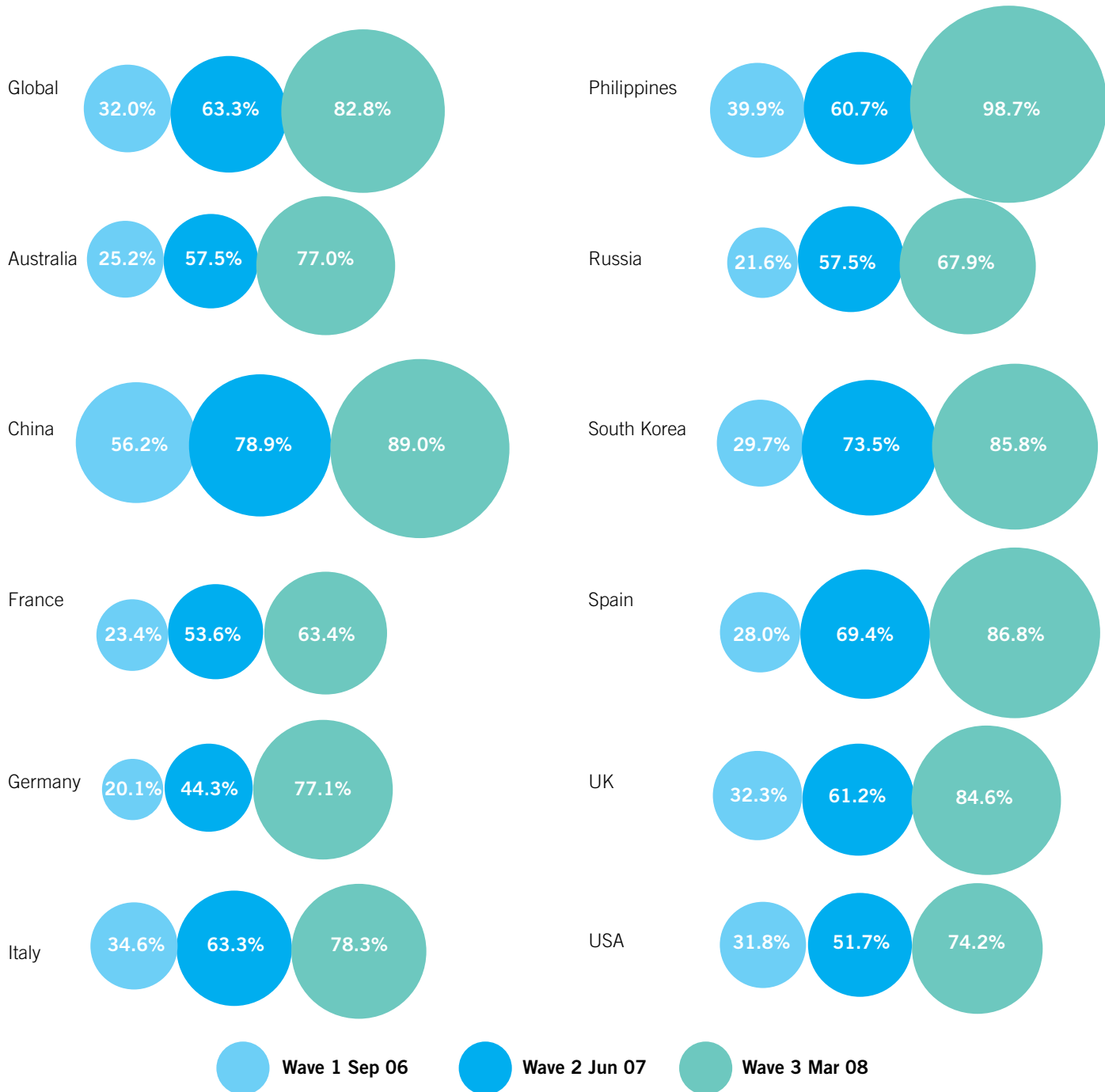
Watching Video Clips Wave 3

“Thinking about using the Internet, which of the following have you ever done?” –
“Watching Video Clips” Active Internet Universe



Watching video clips Waves 1-3

"Thinking about using the Internet, which of the following have you ever done?" – "Watching Video Clips" Active Internet Universe

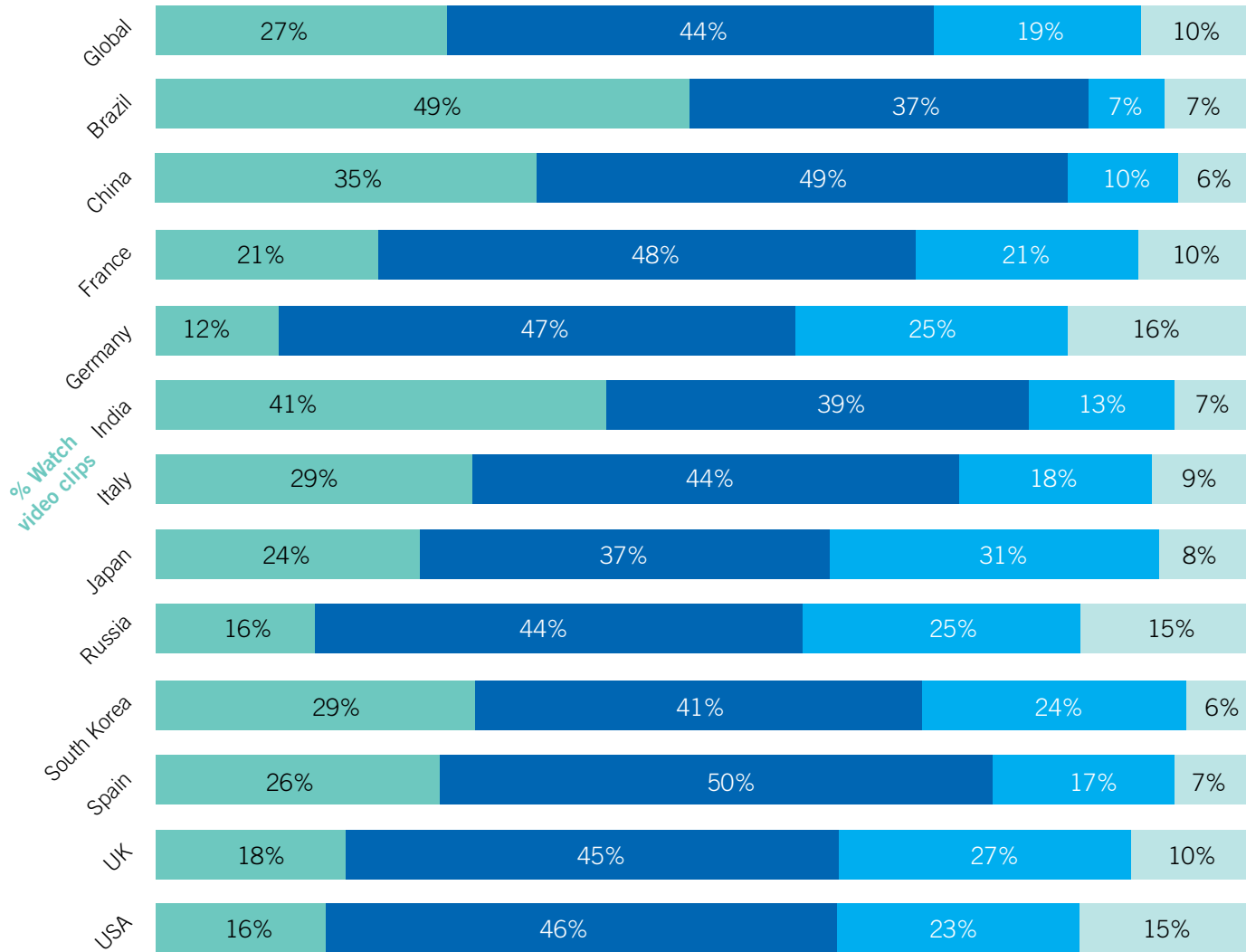


Consuming Content – video clips: usage trends

Frequency of watching video clips

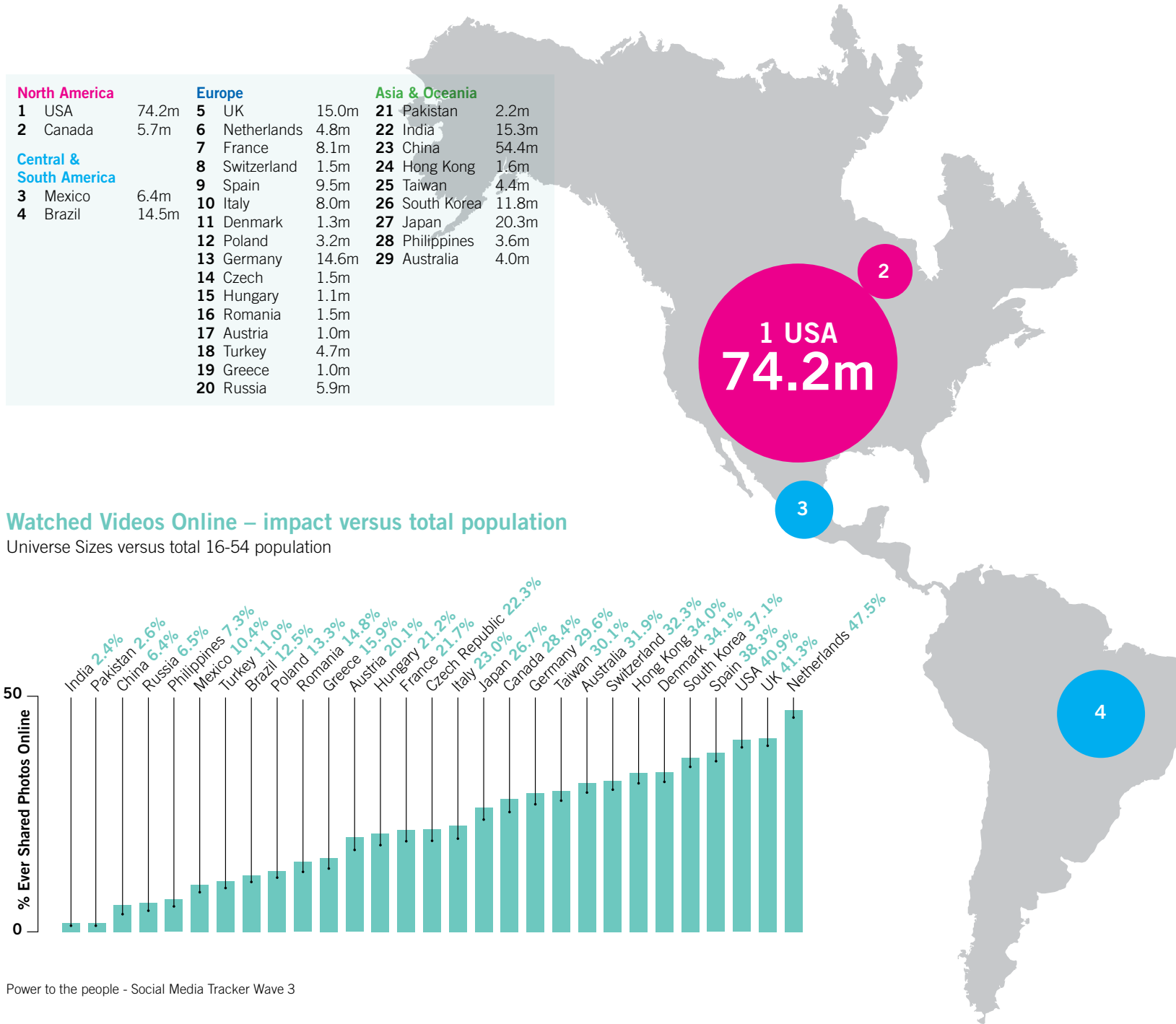
“Thinking about using the Internet, how often do you do any of the following?” –

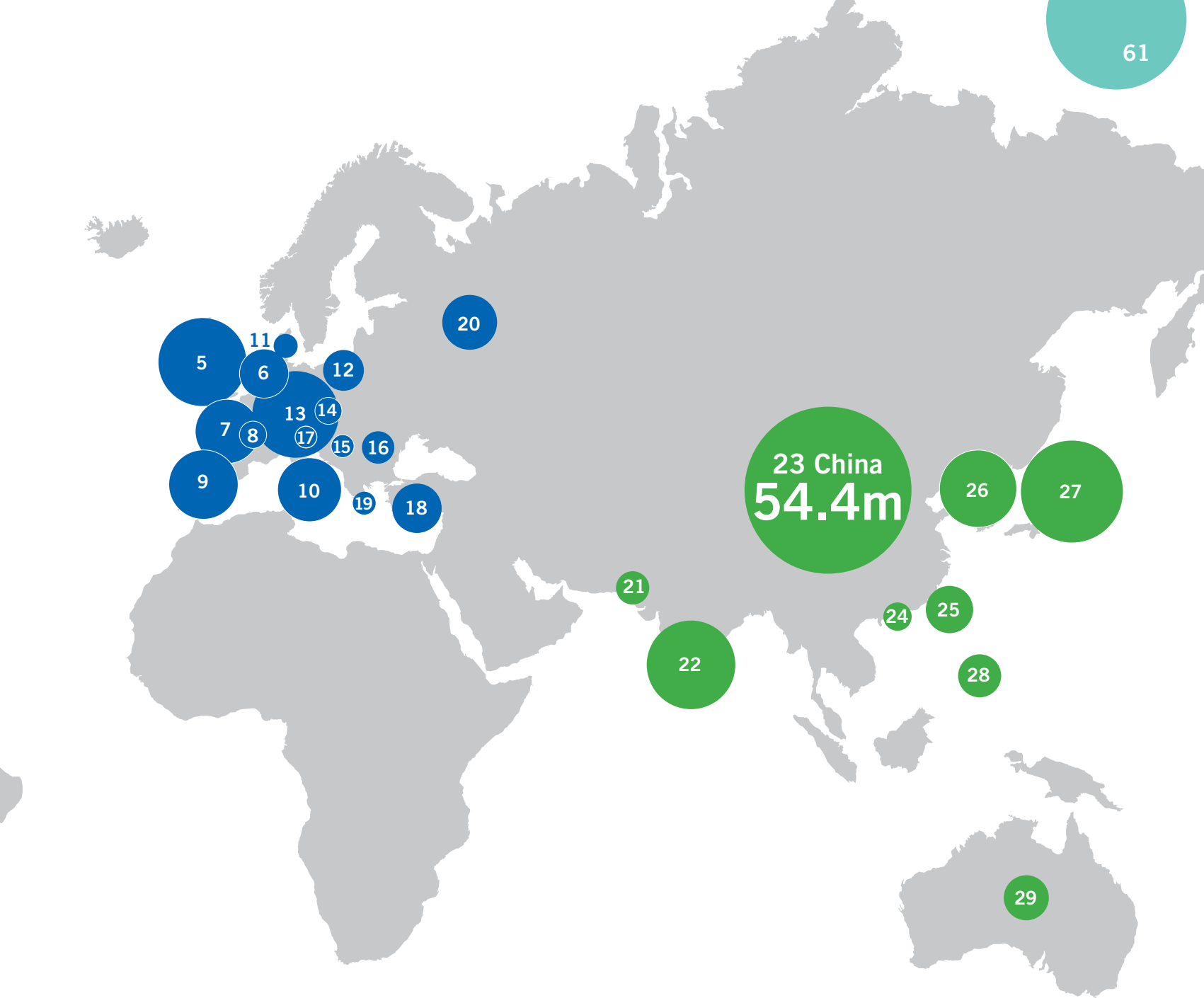
“Watch video clips” – Video clip viewers only



Daily reach Weekly reach Monthly reach Less often

Consuming Content – video clips: context





Consuming Content – podcasts: usage trends

Podcasting was initially slow to take off, but recently has shown real and significant growth. This is thanks to the increase in portable video players and the ease of access that services like iTunes have pioneered.

Growth massive between Waves 2 and 3

From 21% to 49% world-wide.

China is the worlds biggest podcast market

74% use, with an estimated 45m users

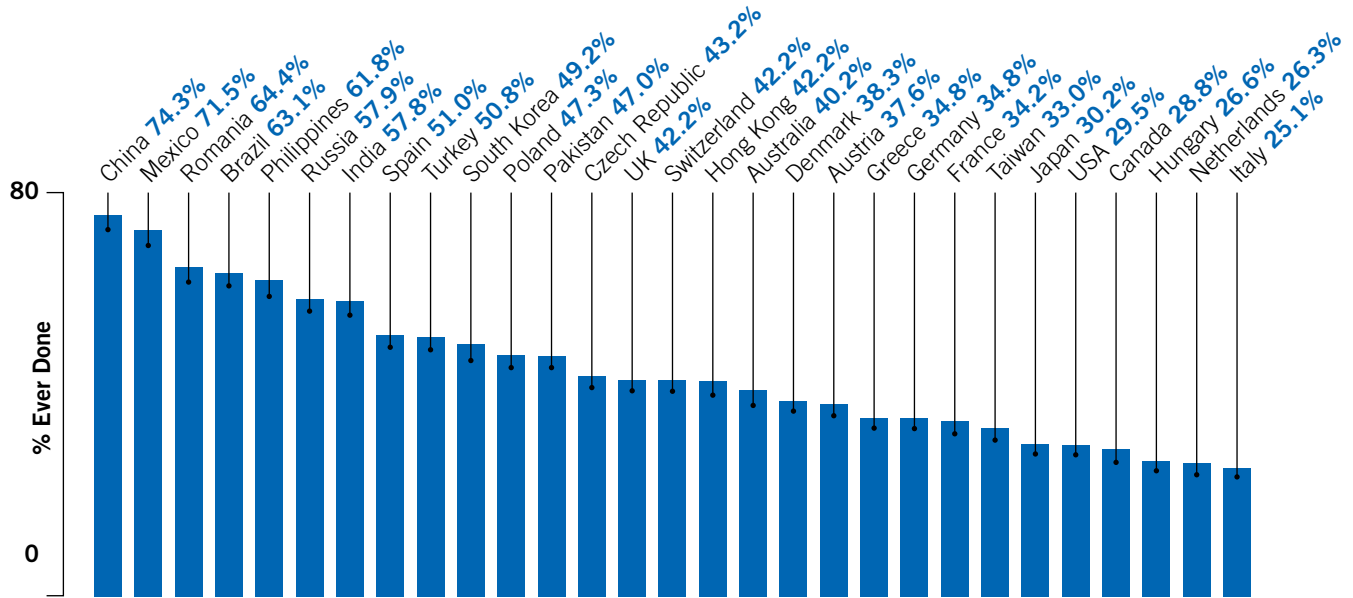
Actively involved – regular downloads

18% listen and download everyday



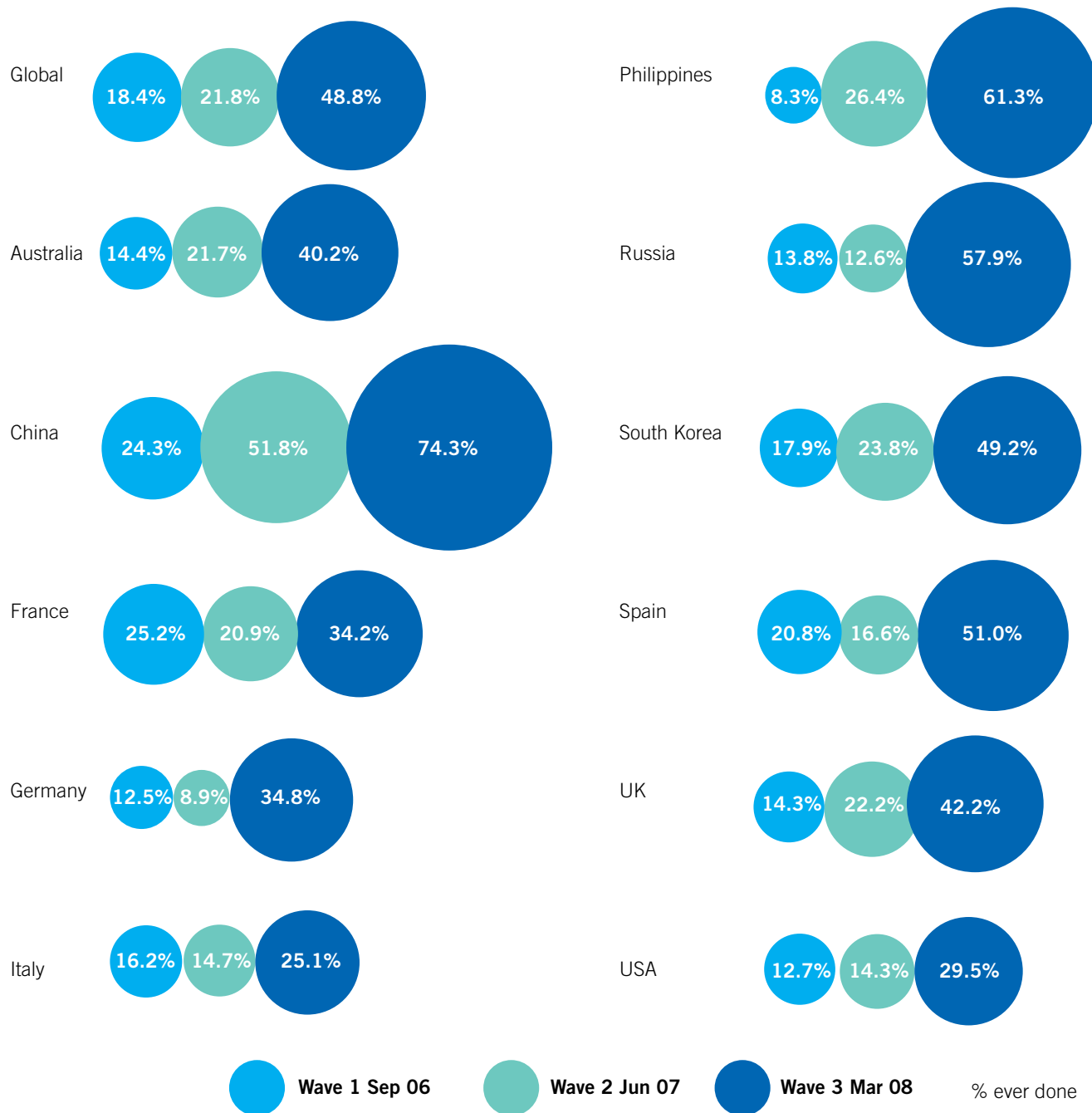
Downloaded a podcast

“Thinking about using the Internet, which of the following have you ever done?” –
 “Downloaded a Podcast” Active Internet Users



Downloading Podcasts Waves 1-3

"Thinking about using the Internet, which of the following have you ever done?" – "Downloaded a Podcast" Active Internet Users

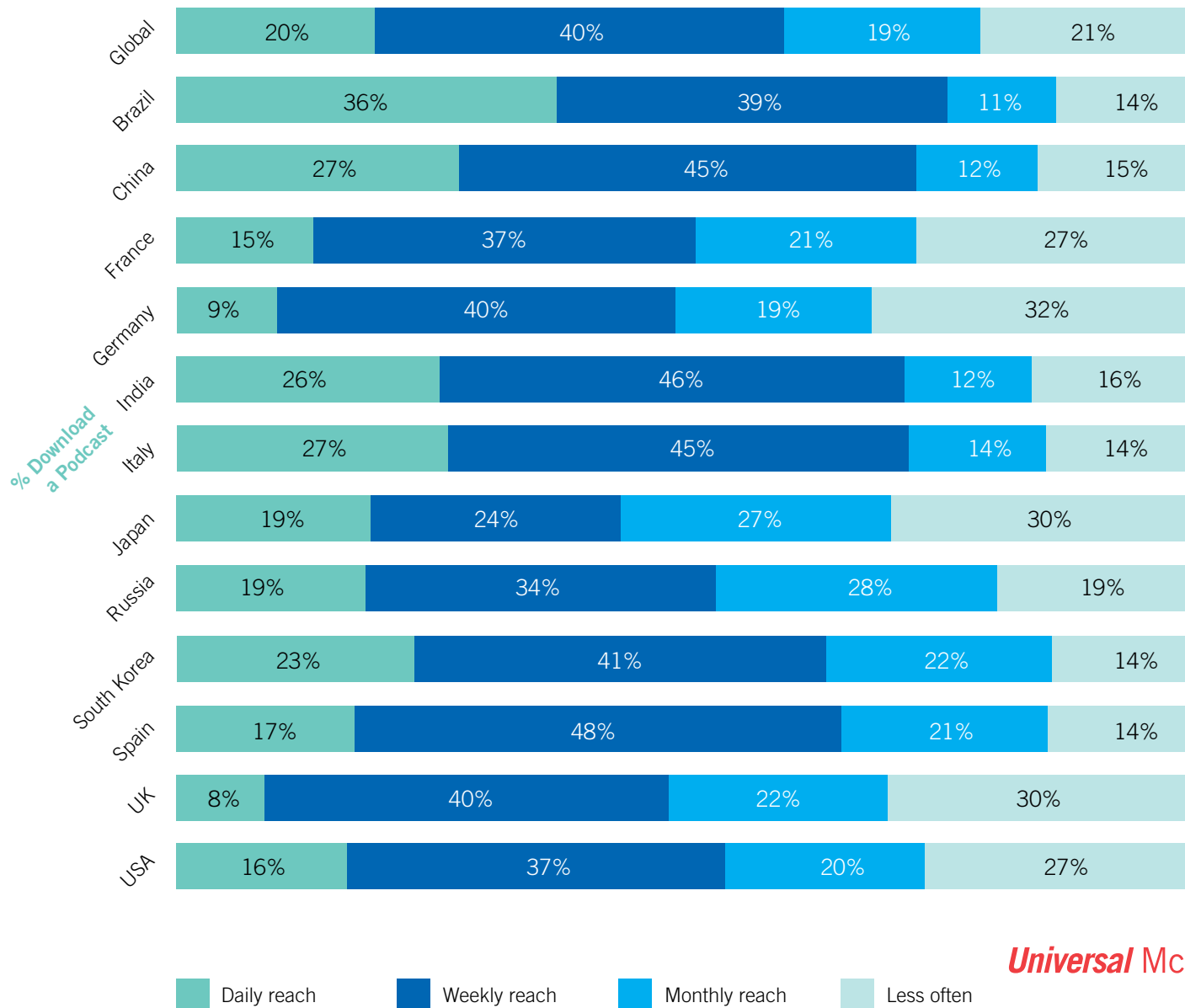


Consuming Content – podcasts: usage trends

Frequency of Downloading a Podcast

“Thinking about using the Internet, how often do you do any of the following?” –

“Download a Podcast” – Podcast users only



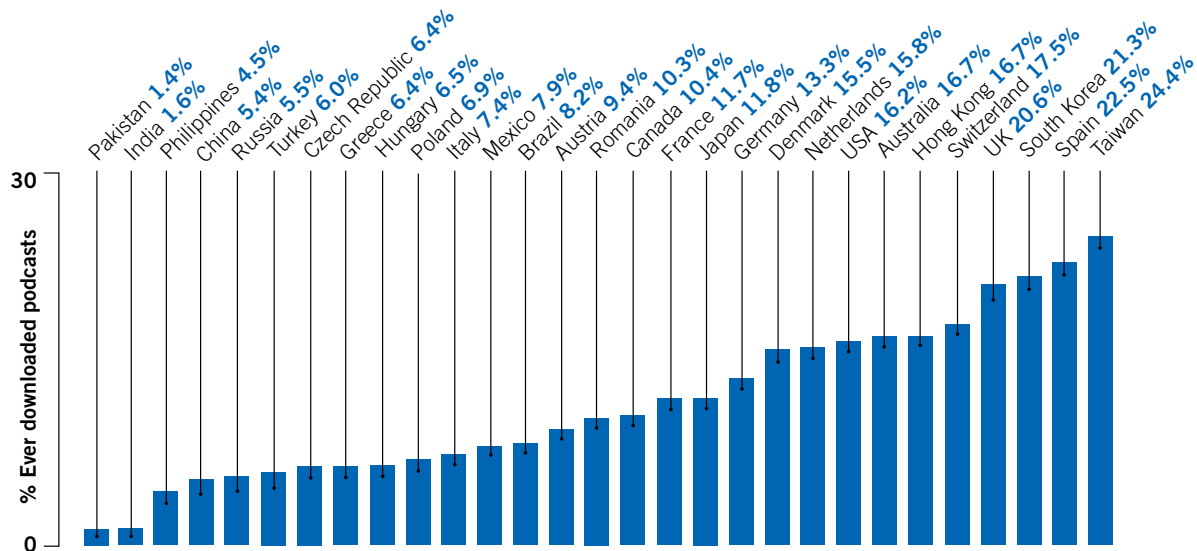
Consuming Content – podcasts: context

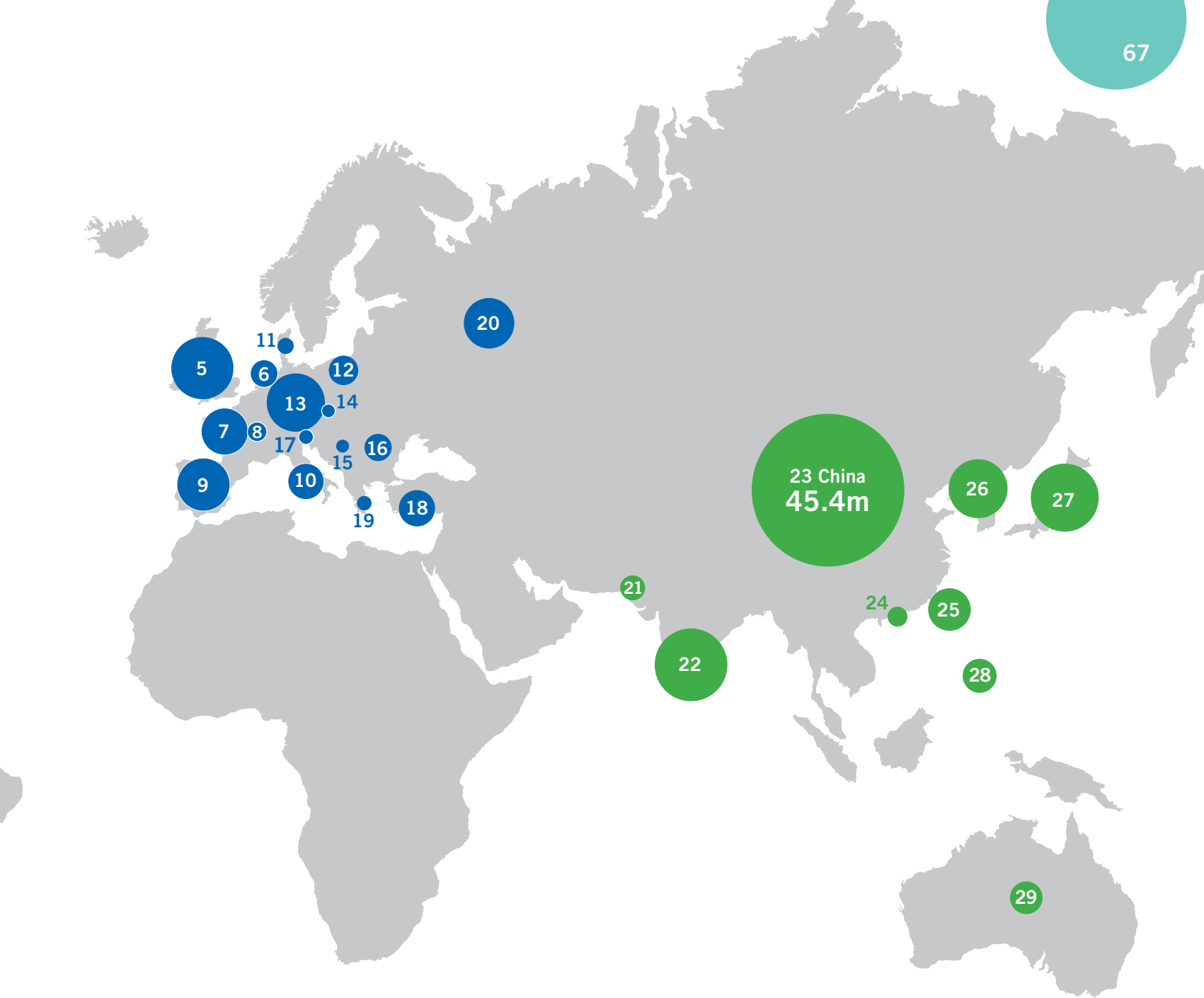


North America		Europe		Asia & Oceania				
1	USA	29.5m	5	UK	7.5m			
2	Canada	2.1m	6	Netherlands	1.6m			
Central & South America		7	France	4.4m	23	China	45.4m	
3	Mexico	4.8m	8	Switzerland	0.8m	24	Hong Kong	0.8m
4	Brazil	9.5m	9	Spain	5.6m	25	Taiwan	3.5m
			10	Italy	2.6m	26	South Korea	13.7m
			11	Denmark	0.5m	27	Japan	9.0m
			12	Poland	1.7m	28	Philippines	2.3m
			13	Germany	6.6m	29	Australia	2.1m
			14	Czech Rep.	0.4m			
			15	Hungary	0.3m			
			16	Romania	1.4m			
			17	Austria	0.5m			
			18	Turkey	2.6m			
			19	Greece	0.4m			
			20	Russia	5.0m			

Downloading Podcasts – impact versus total population

Universe Sizes versus total 16-54 population







Consuming content: RSS

RSS (Really Simple Syndication) is a key technology in social media. It connects users to content and moves content into a variety of platforms. However in Waves 1 and 2 it had stubbornly refused to gain popularity despite its crucial role in changing the way we access information and use social media platforms, The issues were lack of consumer awareness and low knowledge about what it does. Wave 3 seems to have heralded a tipping point in adoption.

Huge growth from Wave 2 to Wave 3

15% to 38% worldwide

BRIC markets lead

Russia, Brazil and China lead the way, all 50% plus adoption

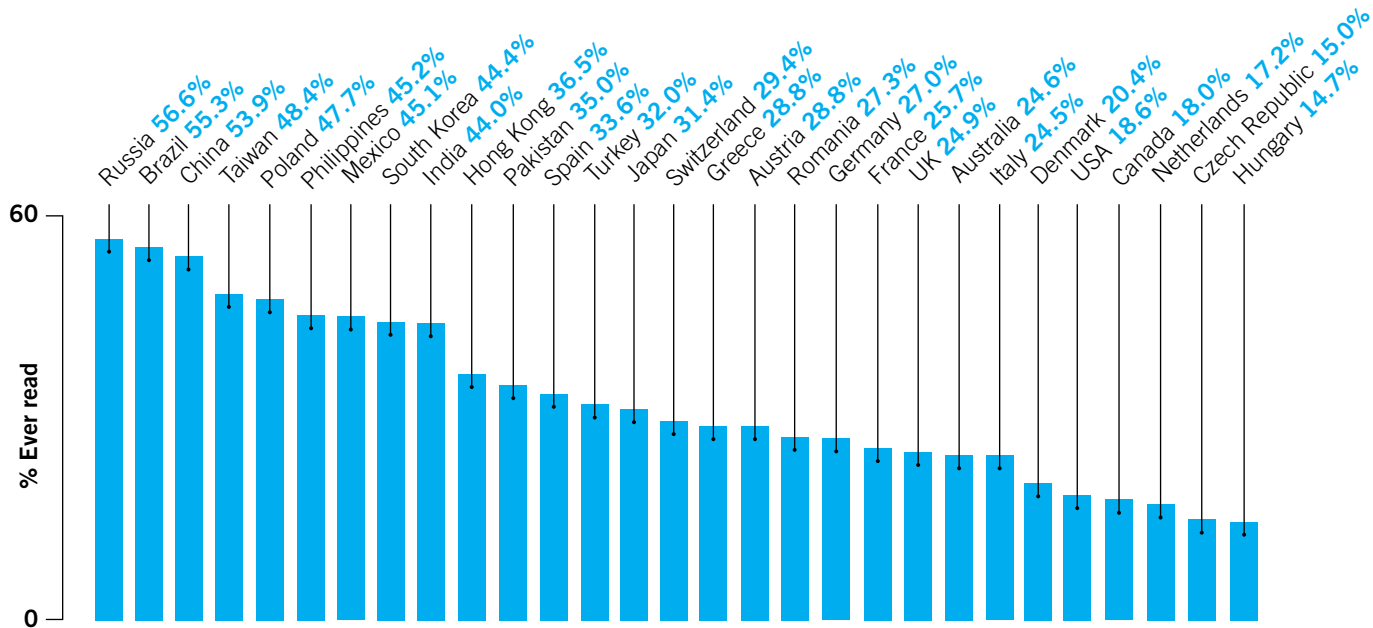
Huge variations in adoption

Hungary 15% > Russia 57%

Still lags relative to other social computing technologies

Subscribed to an RSS feed

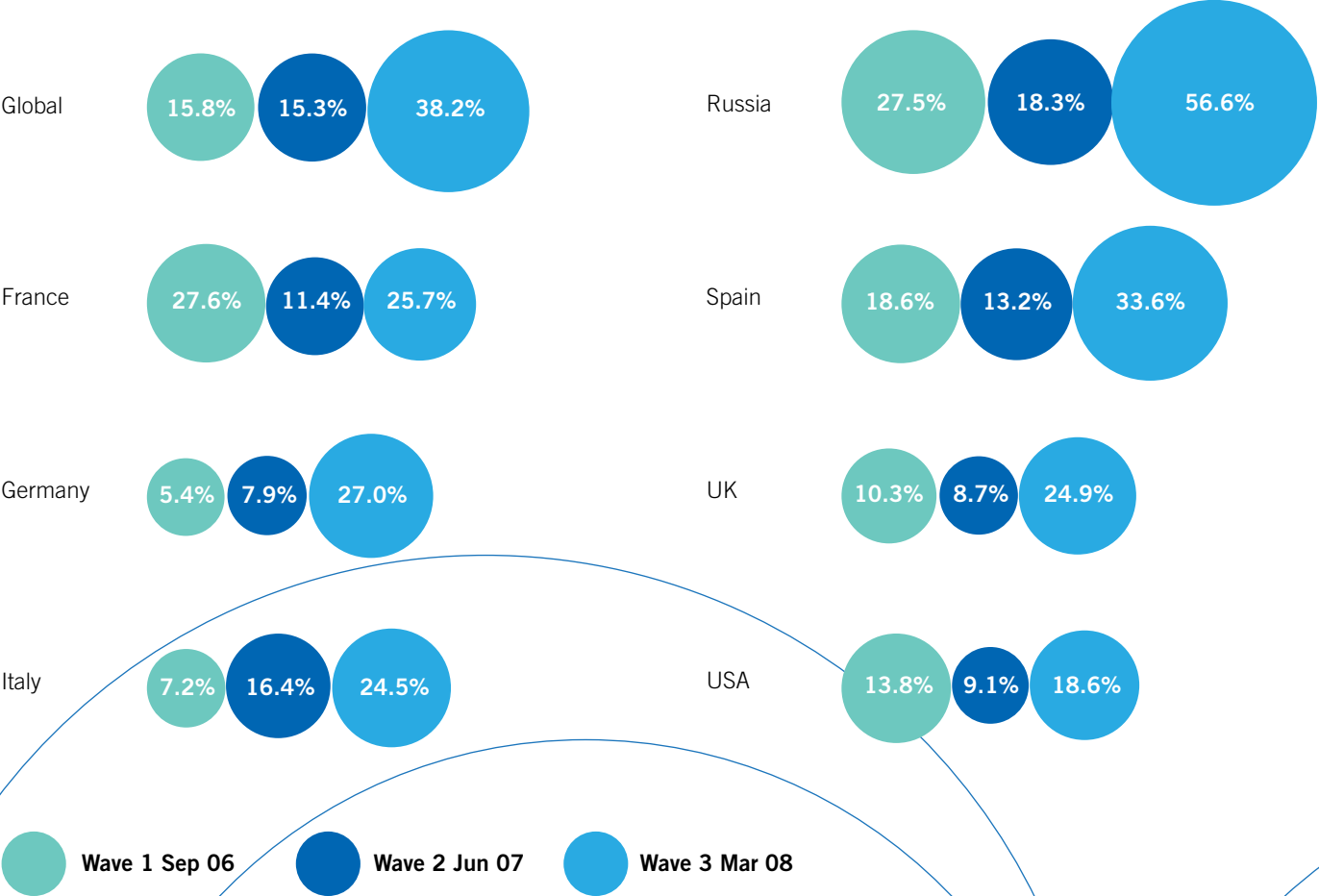
“Thinking about using the Internet, which of the following have you ever done?” – “Subscribe to an RSS feed” Active Internet Users



Consuming content: RSS

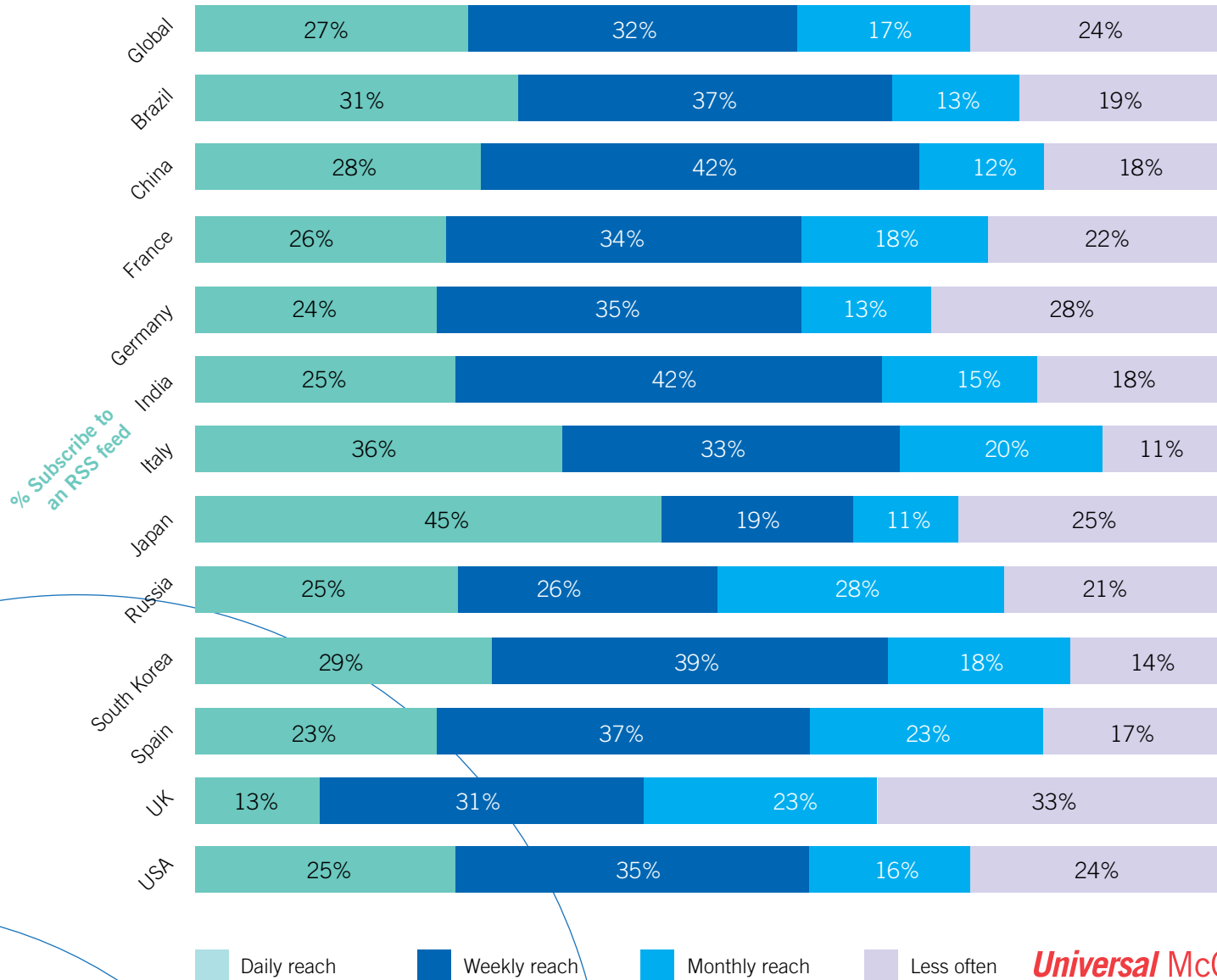
Subscribing to an RSS feed – Waves 1-3

“Thinking about using the Internet, which of the following have you ever done?” – “Subscribe to an RSS feed” Active Internet Users

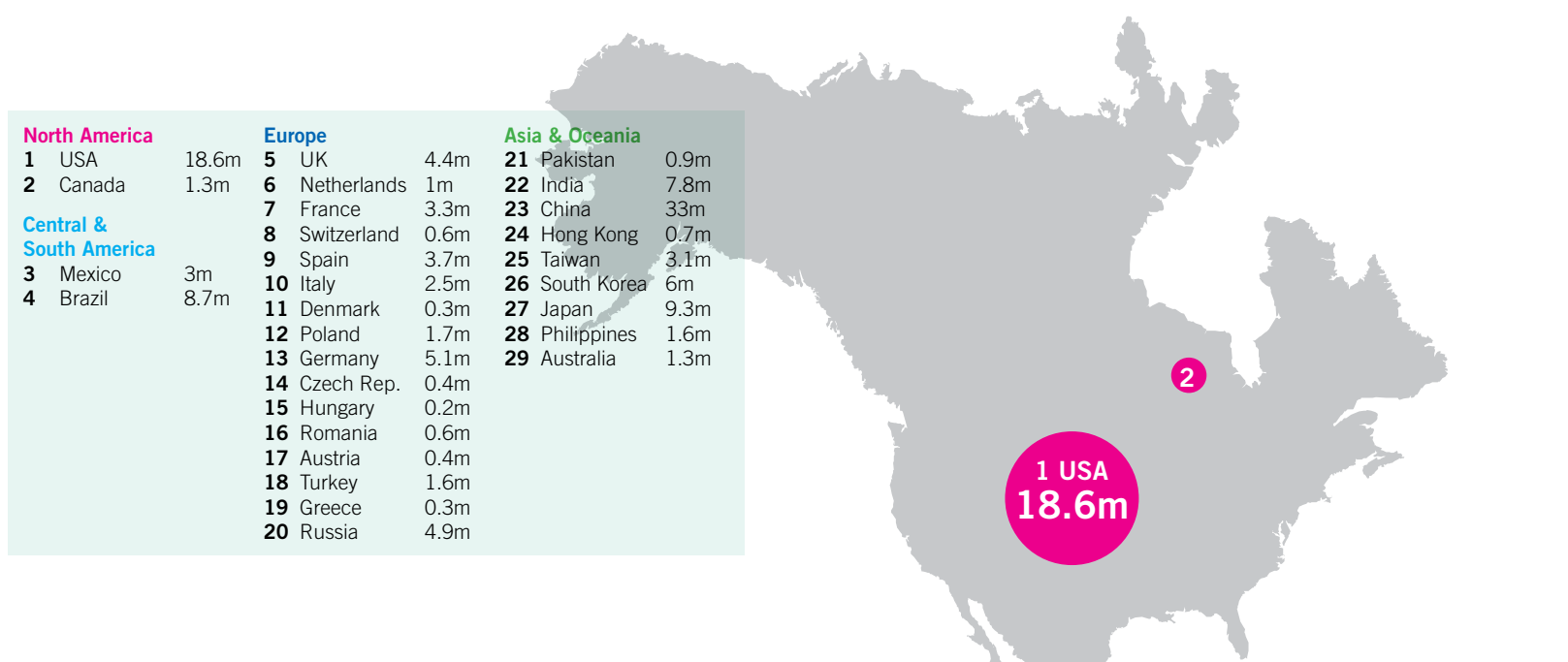


Frequency of accessing RSS Feed

“Thinking about using the Internet, how often do you do any of the following?” – “Subscribing to an RSS Feed” – RSS users only



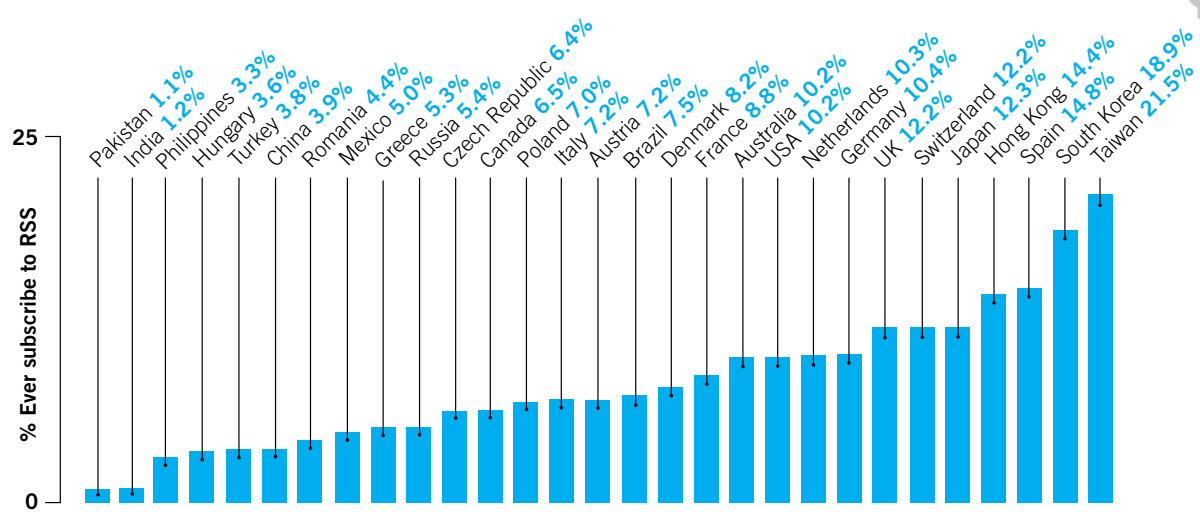
Consuming content: RSS

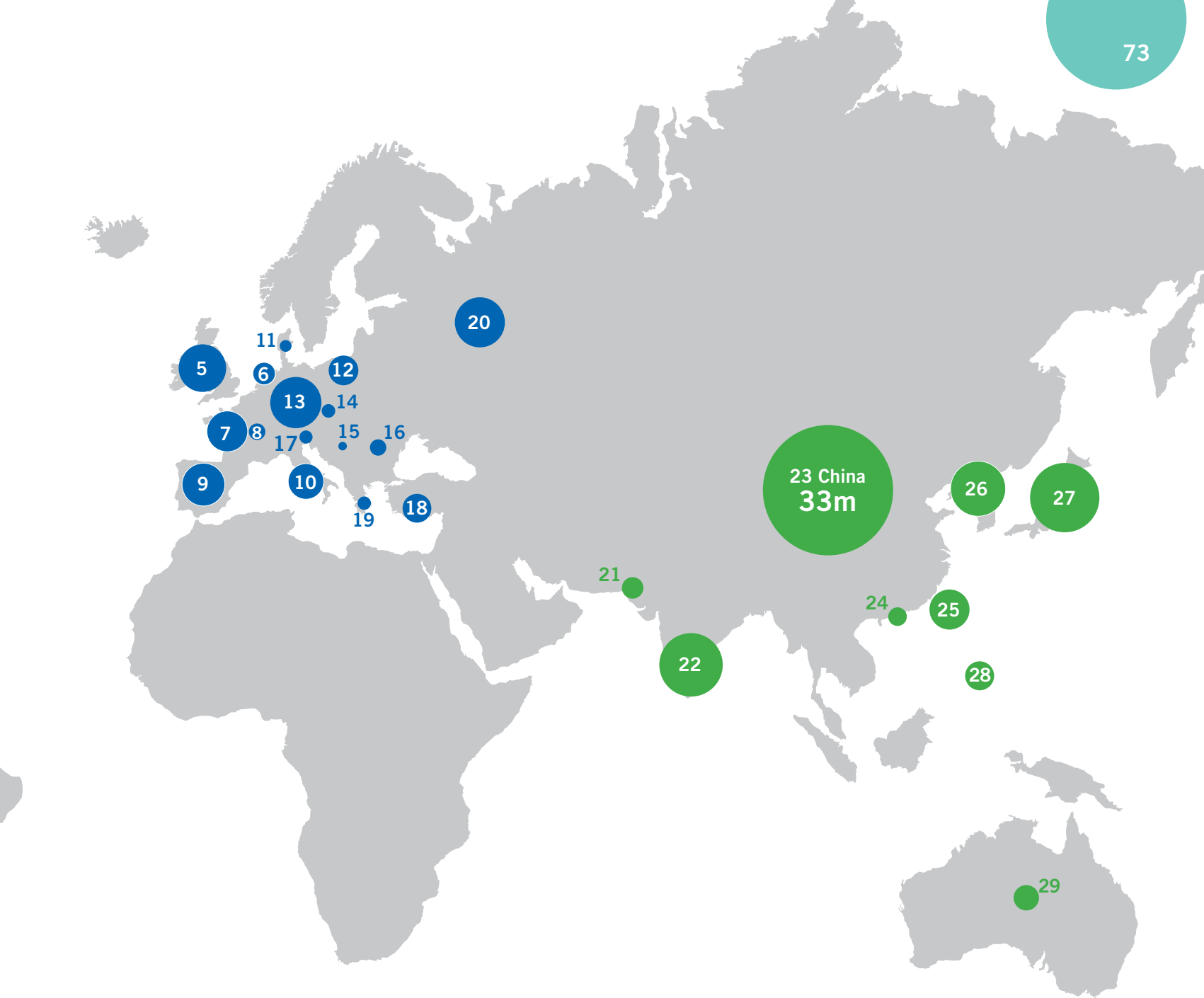



North America		Europe		Asia & Oceania	
1	USA 18.6m	5	UK 4.4m	21	Pakistan 0.9m
2	Canada 1.3m	6	Netherlands 1m	22	India 7.8m
		7	France 3.3m	23	China 33m
		8	Switzerland 0.6m	24	Hong Kong 0.7m
		9	Spain 3.7m	25	Taiwan 3.1m
		10	Italy 2.5m	26	South Korea 6m
		11	Denmark 0.3m	27	Japan 9.3m
		12	Poland 1.7m	28	Philippines 1.6m
		13	Germany 5.1m	29	Australia 1.3m
		14	Czech Rep. 0.4m		
		15	Hungary 0.2m		
		16	Romania 0.6m		
		17	Austria 0.4m		
		18	Turkey 1.6m		
		19	Greece 0.3m		
		20	Russia 4.9m		

Subscribing RSS – impact versus total population

Universe Sizes versus total 16-54 population







The trend in Wave 3 is the continued shift to uploading and sharing rich multi-media content and as with blogging, there is a big movement towards participation. We can also see real changes in how people consumer content; they are now watching on demand in greater numbers than ever. This represents a real shift in media consumption from passive to personal control. As the internet becomes more central to living room media consumption, it will impact the way we consume television. In the short term it is commanding more of our time, fuelling dual media consumption in home (laptop with the TV on) and changing our relationship with media to one of being in control.

- The environment is now perfect for creating and distributing branded content. Consumers expect to see and are happy to share it if the content is good. Brands are part of the modern fabric of society and have as much legitimacy as consumers to create and share content.
- In the future web distributed content could potentially become another revenue stream for existing content producers and brands as video sites begin to cut the advertising revenue with uploaders.
- Consumers are creating content in unprecedented numbers, brands who have far more resource should be to.
- User generated content is now firmly part of the media spectrum. This is an opportunity for media companies to supplement their professional content with user content. It is also an opportunity for advertising to inspire consumers to create with branded elements.
- The role for advertising will move away from the interruptive model towards less interruptive formats such as pre rolls, sponsorship and branded content which help consumers access new content.



It's not all about You Tube:

Dailymotion: A European youtube rival (dailymotion.com)

MSN Video: Microsoft rival. (video.msn.com)

Metacafe: Pay the contributor based on pageviews (metacafe.com)

Metatube: Searches every video site in one hit (metavideo.com)

Myspace TV: Social Network giant diversifies (vids.myspace.com)

Chinese versions: Tudou.com, 56.com, pomoho.com

Japanese versions: Watchme.tv, peevee.tv, cliplife.jp

South Koreans number 1: Pandora.tv

Final word

The key technologies that underpin the social media revolution continue their ascent. Social media is established everywhere there is an internet connection and it has to be considered for all advertisers, marketers and content producers as a core part of their communications. Social media has impacted every aspect of the internet and transformed the role it plays in our lives.

The social orientated internet is a massive opportunity for brands, advertisers and marketers if embraced properly. It enables a much more positive relationship with consumers where true benefits are created.

The social orientated internet is a massive opportunity for brands, advertisers and marketers if embraced properly.

Create

- The future of marketing is about acting how you want to be perceived rather than talking about it. Social media gives you this possibility by creating experience.
- Create branded content to be distributed across the global social media platforms. Consumers are doing it; well resourced brands have no excuse.
- Develop widgets, applications, services and platforms that create a genuine consumer benefit and drives engagement. Provide consumers with tools to manage their personal brands online.
- Be inventive in connecting with consumers. Integrate it with offline communications and use social media as link or as a story to communicate.

Participate

- Move away from siloed brand sites: In a world of interlinked platforms and content, the stand alone brand site is not as engaging.
- Think global; consumers are. Media consumption and social interaction are moving international, constrained by language not borders. Global brand identities, multi market campaigns and international structures are all essential.
- Embrace social platforms as part of your communications mix; blogging platforms, social networks, video and photo sharing sites are where consumers spend most time and where the greatest opportunities for engagement exist.

Use social
media to create
a dialogue with
consumers.

Think global;
consumers are.

Connect

- Use social media to create a dialogue with consumers.
- Track opinions in the blogosphere.
- Exist inside Social Networks: Create profiles, develop networks to distribute content and employ advertising and sponsorship to drive engagement with consumers.
- Allow consumers to interact with your brand: User generated advertising, branded blogs and ongoing feedback are expected.

Moving Forward

Wave 3 of this social media tracker is part of an ongoing global research programme that focuses on the impacts of digital media and technology.

In parallel to the tracker in-depth studies are carried out to look at particular digital media topics.

The last in-depth study “Anytime, Anyplace” looked at mobile phones and portable technology, in particular demands for content services and the role of advertising.

The next major in-depth due to be released in mid 2008 will investigate word of mouth in the online age. It will focus on how the wealth of consumer and peer to peer opinion we are now exposed to impacts on how we form opinions on brands, products and services.

Wave 4 of the social media tracker is scheduled for late 2008 and should include a number of new social media innovations and a larger geographical coverage.

Any questions or comments please contact tom.smith@universalmccann.com



...an ongoing global research programme that focuses on the impacts of digital media and technology.



wave.3

Power to the people - Social Media Tracker Wave 3

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THING
NOW**

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