The NEW MEDIA Landscape

Presented by Edelman
September 2009
WHO Are WE?

Michael Eggerling
Account Executive
Consumer Brands

Kyle Mahoney
Account Executive
Corporate & Public Affairs
AGENDA

• What is “New Media?”
• The Changing Media Landscape
• New Media Tools & Platforms
  - Communication
  - Collaboration
  - Multimedia
• The Impact of NewMedia

Remember: This is a broad overview;
the world of New Media is vast
NEW MEDIA

facebook
225 Million Users

twitter
12 Million Users
>1300%+ growth in past 6 months

45 Million Users
A BRIEF HISTORY OF SOCIAL MEDIA

Filter
Make sure you stay updated on what the friends you care about are posting. Create your own filters using Friend Lists. You can also filter by applications, like Photos.

Stream
The stream shows you all posts from your friends in real-time. This keeps you up-to-date on everything that’s happening. You can control who appears here.

Publisher
Publish your status, photos, notes and more into the stream. Posts show up both in your profile, and on your friends’ home pages.

Welcome Ben, you have 3 friend requests and 2 other requests.

What’s on your mind?

Add: 1 Link 1 Photos 1 Video 1 Causes 1

Publisher
Go Big or Go Home
by Julie Zhao

Free Papa John’s Pizza
Neville Bowers, Nan Gao, and 3 others are fans. Become a fan and visit the Papa John’s Fan Page for details on how to get your free pizza.

Highlights
Featured photos, events, notes and more that you don’t want to miss. Stories are chosen based on what your friends have interacted with.

Agency officials cautioned – Guyana already has some 8.7 million hectares under concession, far more than the over-stretched forestry commission can handle – and new concessions would be against agreements that the Government had signed with them.
UNDERSTAND EVOLUTION & SPEED OF CHANGE ONLINE

![Graph showing daily reach of websites](imageurl)

©2007 Alexa

[Alexa](https://www.alexa.com)

[youtube.com](https://www.youtube.com)

[nbc.com](https://www.nbc.com)

[rhs.com](https://www.rhs.com)
INFLUENCE ON TRADITIONAL MEDIA

Online in: 1995
Daily online visitors: 2.2M
Sunday circulation ('93): 1.8M
Sunday circulation ('09): 1.45M
Twitter accounts ('09): 37
Blogs: 69
INFLUENCE ON TRADITIONAL MEDIA

Personalities no longer share a limited amount of air time or print.

All Oprah. All the time...
There is growing tension between the traditional media and new media. The public will decide who to trust and where they can find them.
NEW MEDIA PLATFORMS
COMMUNICATION

Blogging Platforms:

- Blogger

Tracking Conversation:

- IceRocket
Social Networking

- **facebook**: The fastest growing social networking site
- **myspace.com**: Slightly less affluent and less educated audience than Facebook. More open format
- **LinkedIn**: Professional networking
- **orkut**: Google’s social networking site
- **bebo**: Social networking with a focus on media and entertainment
- **friendfeed**: Network aggregator

**COMMUNICATION**
Micro blogs: form of blogging that allows users to send brief updates

The definitive Micro blog
Know Before You Go! We've got some overnight I-5 and ramp closures in Seattle this week: http://bit.ly/AmQbr

Want to see how a tunnel boring machine works? http://bit.ly/2H6ev

Construction on I-90 is causing delays both directions near Easton, backups could last into the late afternoon - early evening


@ademillo, an AP reporter, is writing about our twitter feeds. DM him if you are willing to talk to him about us.

Want to see how a tunnel boring machine works?

How will the boring machine avoid all the old Seattle stuff under there?

Know Before You Go! We've got some overnight I-5 and ramp closures in Seattle this week: http://bit.ly/AmQbr

Want to see how a tunnel boring machine works?

Pretty Neat! RT: @wsdot Want to see how a tunnel boring machine works? http://bit.ly/2H6ev
The SKITTLES Experiment

The SKITTLES Experiment

WARP THE RAINBOW

Skittles

The SKITTLES Experiment

skittles are fantastic..! i wish i could find someone to go

ate and Skittles put me in a better mood. = )

soupisgood201: i love sour skittles

4 minutes ago from txt · Reply · View Tweet

s4clion: ima eat some of her skittles

8 minutes ago from txt · Reply · View Tweet

Trending topics:

- #inmyhood
- Jets
- Bears
- Steelers
- NFL
- Bengals
- Saints
- Bets
Wiki: user-generated and controlled information databases
The New York Times

Care to Write Army Doctrine? With ID, Log On

By NOAM COHEN
Published: August 13, 2009

Join the Army, where you can edit all that you can edit.

In July, in a sharp break from tradition, the Army began encouraging its personnel — from the privates to the generals — to go online and collaboratively rewrite seven of the field manuals that give instructions on all aspects of Army life.
Easy access to broadband internet spurred major growth in online multimedia sharing.
EXPERIENCE WA ONLINE

Twitter: experiencewa

RT @FOX-kbfe: Get ready to see pumpkin guts fly in the #FOXTexas Chainsaw Pumpkin Carving Contest in 10 minutes!

Flickr: Experience Washington

Welcome to Washington. A delicious state.

Travel Planner

Wine & Culinary

Natural Beauty

Outdoor Activities

Sports & Events

Deals & Packages

Long Beach

If seaweed makes your mouth water, then the Long Beach Peninsula is your place for sea vegetables. Fresh, fish, and vegetables available in a beautiful dining setting.

2009 Washington State Travel Planner

Snoqualmie

Hyatt Regency

Seattle Space Needle

Seattle Space Needle
WHAT THIS ALL MEANS...

The Bad News

• Too Much Noise
• Trust Issues
• Permanent Record
• Overwhelming Choice
• Citizen Journalists
• Always On

The Good News

• Global Reach
• Access to the Obscure
• Efficiency
• New Communities
• Citizen Journalists
• Always On
QUESTIONS?

Kyle Mahoney
Kyle.Mahoney@Edelman.com

Michael Eggerling
Michael.Eggerling@Edelman.com