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 New Media

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

225 Million Users

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

45 Million Users
A BRIEF HISTORY OF SOCIAL MEDIA

Filters
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.

Go Big or Go Home
by julie Zhao

Makinde Adeagbo Back in OS I visited London for the first time.
First Trip to London
4:15pm - Comment - Like - Share

Charlotte Carnevale
Seeing & Getting Personal Info
How to use Facebook Privacy Settings
Many people don’t realize that Facebook gives users a lot of control over their privacy. This video shows you how.

Agency officials warned - 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 has signed with them.
UNDERSTAND EVOLUTION & SPEED OF CHANGE ONLINE

Daily Reach (percent)

©2007 Alexa

youtube.com  nbc.com  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
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.
Blogging Platforms: Blogger

Tracking Conversation: ICEROCKET
Social Networking

The fastest growing social networking site

Slightly less affluent and less educated audience than Facebook. More open format

Professional networking

Google’s social networking site

Social networking with a focus on media and entertainment

Network aggregator
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
2:51 PM Sep 14th from web

10:31 AM Sep 14th from web

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

about 1 hour ago from twurl

Want to see how a tunnel boring machine works?


about 23 hours ago from web

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

about 19 hours ago from Tweetie

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

about 20 hours ago from CoTweet

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

about 21 hours ago from TweetDeck

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

about 21 hours ago from TweetDeck

Pretty Neat! RT: @wsdot Want to see how a tunnel boring machine works?


about 22 hours ago from API
The SKITTLES Experiment
Collaboration

Wikis: user-generated and controlled information databases

Social network

A social network is a social structure made of individuals (or organizations) called "nodes," which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.

Social network analysis views social relationships in terms of network theory about nodes and ties. Nodes are the individual actors within the networks, and ties are the relationships between the actors. The resulting graph-based structures are often very complex. There can be many kinds of ties between the nodes. Research in a number of academic fields has shown that social networks operate on many levels, from families up to the level of nations, and play a critical role in determining the way problems are solved, organizations are run, and the degree to which individuals succeed in achieving their goals.
The Army asks troops to wiki

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**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.

**MULTIMEDIA**

- **The most popular photo sharing network**
- **The top video sharing site**
- **Video sharing site that allows hi def video**

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**Flickr**

The most popular photo sharing network

**YouTube**

The top video sharing site

**Daily Motion**

Video sharing site that allows hi def video

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**Videos Being Watched Now**

1. **Obama on Kanye's VMA Outburst**
   - 77,179 views
   - AssociatedPress

2. **Taylor Swift - The View**
   - 507,160 views
   - ABCTheView

3. **Kanye West embarrasses Taylor Swift**
   - 1,889,629 views
   - Africano8liShow

4. **Local Commercials for Black & White People (ALL People)**
   - 19,644 views
   - RhetlandLink

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**jimgoldstein's photostream**

- Full Moon Setting Over Factory Butte
- Sinopah Mountain Reflected in Two Medicine Lake at Sunrise
EXPERIENCE WA ONLINE

- Twitter: @experiencewa
- Flickr Group Pool: Experience Washington
- Website: experiencewa.com
- Travel Planner

Welcome to Washington. A delicious state.
THE IMPACT OF NEW MEDIA
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?

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