



The NEW MEDIA Landscape

Presented by Edelman
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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*



INTRODUCTION TO **NEW MEDIA**

NEW MEDIA

facebook

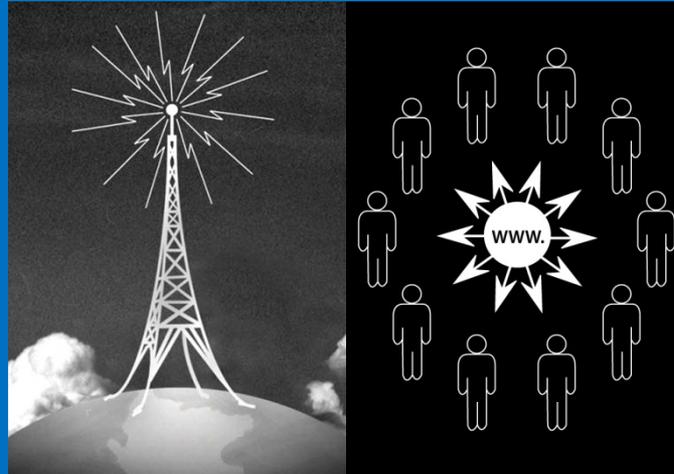
225 Million Users

twitter

12 Million Users

>1300%+ growth
in past 6 months

45 Million Users



A BRIEF HISTORY OF SOCIAL MEDIA

Gaia's... **Forest**

Forest Conservation

Forest Conservation Blog & Email Information with Additional Comments from 1995

Sent to the [Forest Conservation News](#) conservation news.

More Forest Conservation News and Information

Archives are Educational & Non-Commercial -- Don't

- 12/95-- [WWF 1995 Year End Survey](#)
- 12/95-- [Vermont/USA Logging Victory](#)
- 12/95-- [Russia's First World Heritage Site](#)
- 12/95-- [US Mining Giant Implicated in Illegal Logging](#)
- 12/95-- [Guyanas: Update on Mining and Logging](#)
- 12/95-- [Solomon Islands Forests Back on Track](#)
- 12/95-- [Peru Prospectors Defy Amazon Logging Ban](#)
- 12/95-- [Land Invasions Abound in the Amazon](#)
- 12/95-- [Clearcut Free Logging Operations](#)
- 11/95-- [How Sustainable is Malaysia's Logging Industry?](#)
- 11/95-- [Eight New Rainforest Videos](#)
- 11/95-- [US Lawsuit on Log Imports Over Logging](#)
- 11/95-- [Remember Saro-Wiwa: Embarrassment](#)
- 11/95-- [New York Times Stops Buying Logging Paper](#)
- 11/95-- [U.S. Punishes Mining Company](#)
- 11/95-- [Loggers Raid Amazon for Mahoe](#)

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.

News Feed

- All Friends
- Family
- Facebook
- San Francisco

Applications

- Photos
- Links
- Video
- More

What's on your mind?

Add: Link Photos Video Causes

Blake Ross ▸ Tom Whitnah: loving the geo info in the cnn feed
4:30pm - See Wall-to-Wall

Makinde Adeagbo Back in 05 I visited London for the first time.
First Trip to London
4:15pm - Comment - Like - Share

Charlotte Carnevale
Seeing & Setting 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

TODAY [See More](#)

- UCLA Reunion 3:00pm
- Screening of I Love You, Man 6:45pm
- Rob Goodlatte's Birthday - Send a gift

HIGHLIGHTS

Go Big or Go Home
by Julie Zhuo

Free Papa John's Pizza
Neville Bowers, Nan Gao, and 3 others are fans.

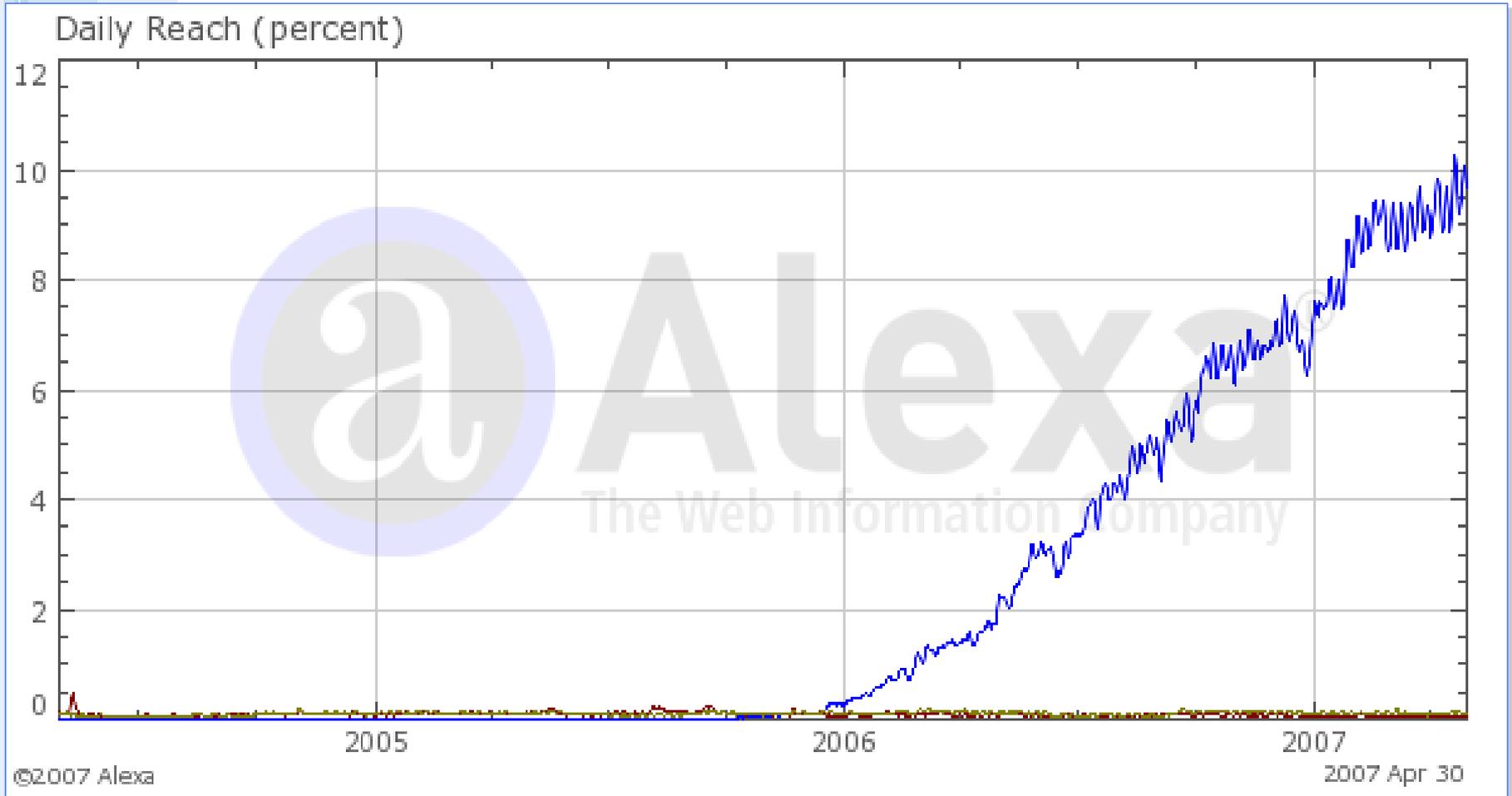
PIZZA
PAPA JOHN'S
BECOME A PAPA FAN

Become a fan of Papa John's

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 panicked - 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



youtube.com

nbc.com

cbs.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...

The screenshot shows the YouTube channel for Associated Press. At the top, the YouTube logo is on the left, and navigation links for 'Videos | Shows | Channels | Community | Upload' are in the center. On the right, there are links for 'Sign Up', 'Custom List', 'Help', and 'Sign In', along with a search bar. Below this is a banner for 'AP Associated Press the essential global news network' with a world map background. Underneath the banner are links for 'Videos | Playlists | Groups | Subscriptions'. On the left side, there is a channel profile for 'Associated Press' with a 'Subscribe' button. The profile includes the AP logo, the name 'Associated Press', and statistics: 'Joined: September 18, 2006', 'Last Sign In: 1 hour ago', 'Subscribers: 58,147', and 'Channel Views: 2,531,129'. Below the profile is a 'REPORTER' badge and a short bio: 'AP draws on its worldwide staff of journalists, a global network of news sources and a rich historical archive to create authoritative video clips of international and national events, entertainment, sports, and business news.' At the bottom of the profile, there is a website link 'http://www.ap.org/' and a list of achievements: '#4 - Most Subscribed (All Time) - Reporters', '#31 - Most Viewed (Today)', and '#21 - Most Viewed (Today) - Partners (more)'. The main content area features a video player showing a white SUV driving on a road. The video has an 'AP' logo in the bottom left corner and a progress bar at the bottom showing '0:37 / 1:33'. There are also volume, HQ, and full-screen icons.

The screenshot shows the Facebook page for 'The Oprah Winfrey Show'. At the top, the Facebook logo is on the left. Below it, there is a green 'Sign Up' button and the text 'The Oprah Winfrey Show is on Facebook'. Underneath, it says 'Sign up for Facebook to connect with The Oprah Winfrey Show.' The main content area features a large photo of Oprah Winfrey in a yellow top. To the right of the photo, there are tabs for 'Wall', 'Info', 'Be on Oprah!', and 'Blog'. Below these tabs, there are links for 'The Oprah Winfrey Show' and 'Just Fans'. There are also two posts from 'The Oprah Winfrey Show'. The first post says 'The Oprah Winfrey Show 's Whitney Houston! Tune in to see 10 hours ago' and has 1,782 likes and a link to 'View all 466 comments'. The second post says 'The Oprah Winfrey Show If o live, find out where you can catch http://www.oprah.com/article/o'.

The screenshot shows the Twitter profile for 'andersoncooper'. At the top, the Twitter logo is on the left. Below it, there is a profile picture of Anderson Cooper and the name 'andersoncooper'. There is a 'Follow' button. Below the profile information, there is a tweet that says 'Evening Buzz: Punishment for "You Lie" Outburst? http://bit.ly/1I0Bq' and is dated '3 minutes ago from twitterfeed'.

INFLUENCE ON TRADITIONAL MEDIA

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Bernanke: Recession Is Very Likely Over

Comments 178

1,400,000
daily
visitors

837,000
daily visitors

The Washington Post

Recovery Underway, Bernanke Suggests

Recession 'Very Likely Over,' but Job Growth Could Lag Into 2010

108 Comments



Ben Bernanke From a technical point, the recession is very likely over at this point...

9 hours ago

32 people like this.

facebook®

Posted before
Washington Post

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:



Tracking Conversation:



COMMUNICATION

Social Networking

The fastest growing
social networking site

facebook

 **myspace.com**
a place for friends

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

Professional networking

Linked in

orkut beta

Google's social
networking site

Social networking
with a focus on media
and entertainment

bebo

friendfeed

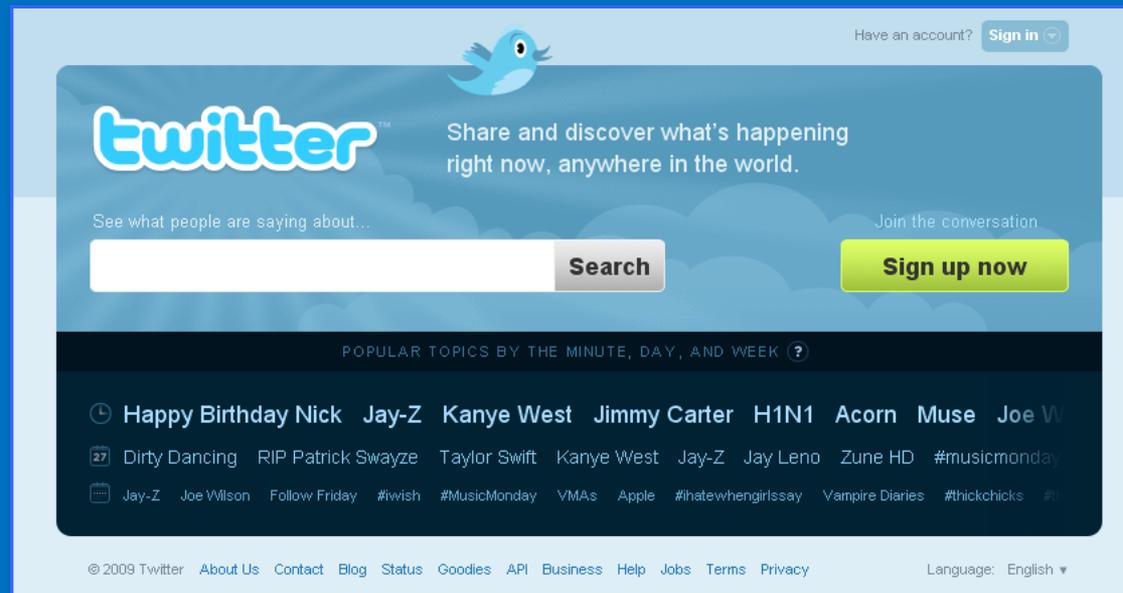
Network aggregator

COMMUNICATION

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



The definitive Micro blog





wsdot

Follow

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

about 17 hours ago from CoTweet

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

about 21 hours ago from web

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

2:51 PM Sep 14th from web

What do you think? Selling naming rights to ferries? <http://bit.ly/EAUgd>

10:01 AM Sep 14th from web

Name Washington State DOT
Location Olympia, WA
Web <http://wsdotblog...>
Bio Official Washington State Department of Transportation



wsdot @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 twhirl



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

about 23 hours ago from web



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

about 19 hours ago from Tweetie



wsdot 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



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

about 21 hours ago from TweetDeck



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

about 21 hours ago from TweetDeck



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

about 22 hours ago from API

The SKITTLES Experiment

The image shows a screenshot of a Twitter search results page for the keyword "skittles". The search bar at the top contains "skittles" and shows a search time of 0.06 seconds. The page features a purple navigation menu with links for HOME, PRODUCTS, MEDIA, CHATTER, FRIENDS, and CONTACT. A large promotional banner for "WARP THE RAINBOW" Skittles is overlaid on the left side, featuring two men and a Skittles logo. The banner includes the text "YOU COULD WIN A PRELOADED GIFT CARD" and "LEARN MORE". Below the banner, the search results show several tweets. The first tweet is from "OTHER GOBBLEDYGOOK" and says "skittles are fantastic...! I wish i could find someone to go". The second tweet is from "OTHER GOBBLEDYGOOK" and says "ate and Skittles put me in a better mood. =)". The third tweet is from "souisgood201" and says "I love sour skittles". The fourth tweet is from "s4clion" and says "Ima eat some of her skittles". On the right side of the page, there are options to "Feed for this query", "Twitter these results", "Show tweets written in: Any Language", "Translate to English", and "Trending topics: #nmyhood, Jets, Bears, Steelers, NFL, Bengals, Saints, etc".

HOME PRODUCTS MEDIA
CHATTER FRIENDS CONTACT

WARP THE RAINBOW
Skittles
YOU COULD WIN A PRELOADED GIFT CARD
LEARN MORE
SEE OFFICIAL RULES FOR DETAILS
OTHER GOBBLEDYGOOK

skittles 0.06 seconds

skittles are fantastic...! I wish i could find someone to go
Reply · View Tweet

ate and **Skittles** put me in a better mood. =)
Reply · View Tweet

souisgood201: 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

Feed for this query
Twitter these results

Show tweets **written in**:
Any Language

Translate to English

Trending topics:
· #nmyhood
· Jets
· Bears
· Steelers
· NFL
· Bengals
· Saints
· etc

COLLABORATION

Wikis: user-generated and controlled information databases



The screenshot shows a Wikipedia article page for "Social network". At the top, there is a navigation bar with buttons for "article", "discussion", "edit this page", and "history". The article title "Social network" is prominently displayed. Below the title, it states "From Wikipedia, the free encyclopedia" and "(Redirected from Social networks)". A note says "Not to be confused with social network service." The main text defines a social network as a social structure of individuals or organizations (nodes) connected by various types of interdependency, such as friendship, kinship, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge, or prestige. It also discusses social network analysis, network theory, and the complexity of resulting graph-based structures.

You can [support Wikipedia](#) by making a tax-deductible donation.

[article](#) [discussion](#) [edit this page](#) [history](#)

Social network

From Wikipedia, the free encyclopedia
(Redirected from [Social networks](#))

Not to be confused with [social network service](#).

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.

navigation

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

search

CALLING ON THE COLLECTIVE

The Army asks troops to wiki



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.

SIGN IN TO RECOMMEND

 TWITTER

SIGN IN TO E-MAIL

 PRINT

 SINGLE PAGE

 REPRINTS

MULTIMEDIA

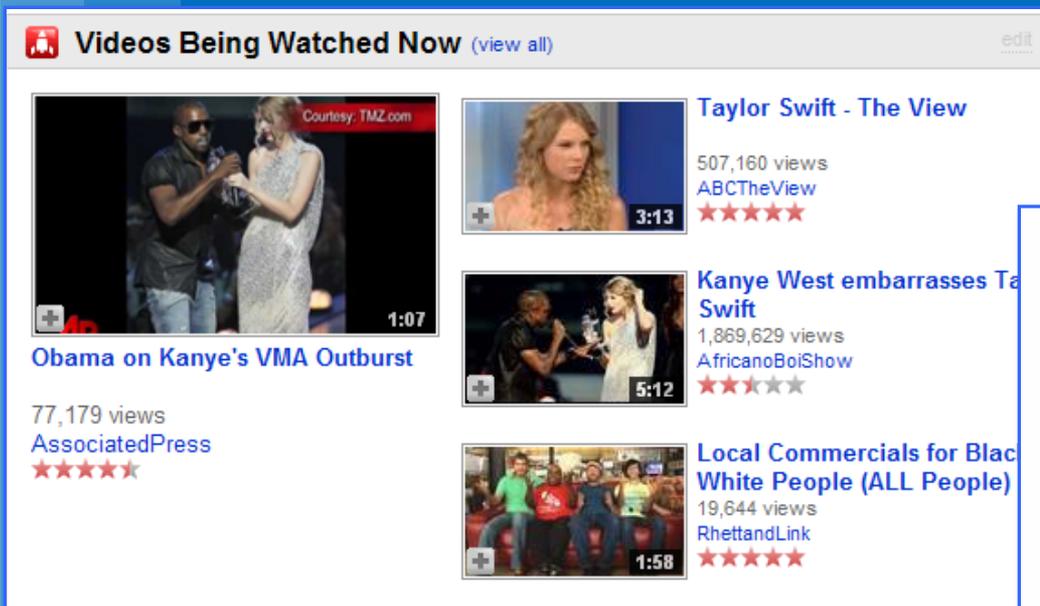
Easy access to broadband internet spurred major growth in online multimedia sharing



The most popular photo sharing network

The top video sharing site

Video sharing site that allows hi def video



Videos Being Watched Now (view all) edit

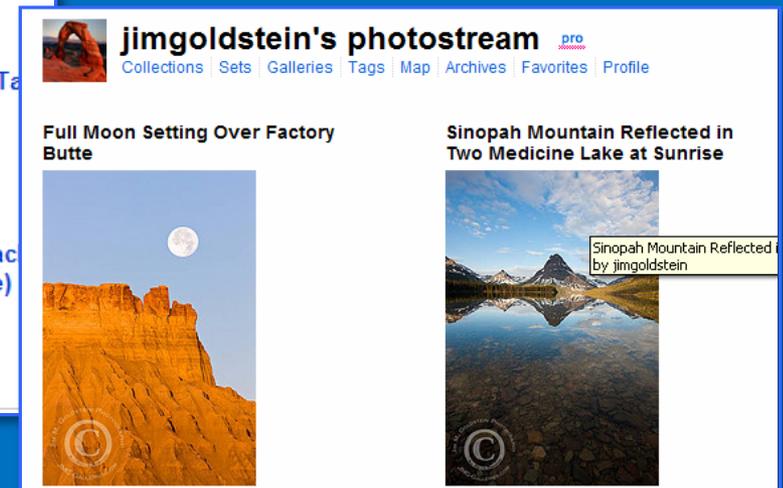
- 

Obama on Kanye's VMA Outburst
77,179 views
AssociatedPress
★★★★★
- 

Taylor Swift - The View
507,160 views
ABCTheView
★★★★★
- 

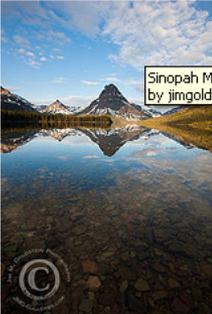
Kanye West embarrasses Taylor Swift
1,869,629 views
AfricanoBoiShow
★★★★★
- 

Local Commercials for Black White People (ALL People)
19,644 views
RhettandLink
★★★★★



jimgoldstein's photostream pro
Collections | Sets | Galleries | Tags | Map | Archives | Favorites | Profile

- 

Full Moon Setting Over Factory Butte
- 

Sinopah Mountain Reflected in Two Medicine Lake at Sunrise
Sinopah Mountain Reflected in Two Medicine Lake at Sunrise
by jimgoldstein

EXPERIENCE WA ONLINE





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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