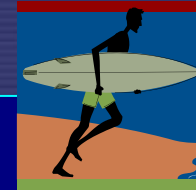


Surfing the Net....

Interactive Communication and Stuff



...social media is personal. That is, what works for one individual or organization isn't necessarily right for another. And there are certainly age groups and sectors that are slower to adapt and adopt. But a word of caution to small business owners/managers. Shun the social web at your peril.

If you want to future proof your business, you simply cannot afford to ignore it. The young people who will fill the jobs and buy the products and services of tomorrow are social web literate. They expect to communicate, share, buy, sell and be entertained online, be it on their phone, laptop, ipad or whatever. This is the modus operandi they will bring to the workplace. In the same way that websites have become an imperative for business, so the social web will be key in future.

Marcie Bell
The Foundry House
quoted in

Social PR Blog: *Small businesses should defer judgement of social web*
<http://www.socialprblog.net/small-businesses-should-defer-judgement-of-social-web/>



<http://www.telegraph.co.uk/technology/news/8216605/Top-5-technology-predictions-for-2011.html>



1. Near field communications (NFC) and mobile payments
2. Social gaming
3. IPTV
4. Social commerce
5. Everything connected

*[Everything Connected]
This trend has been present throughout 2010, but it will
accelerate throughout 2011: every device, from the television to
your phone to your fridge can now have a web address.*

- The [gaming] trend is set to become a dominant one during 2011, as Zynga, one of the largest social gaming companies responsible for the likes of Farmville and Mafia Wars, prepares to release at least three more games, with other studios following suit.
- The power of social networking has yet to be fully harnessed by advertisers. ... Turn that on its head however and you get social commerce: people coming together to benefit from massive bulk-buying schemes, even though they've never met. In this context recommendation is obviously key, too, and it becomes another medium for advertisers as well.



When will books benefit from the addition of multimedia magic? Narnia may hold the answer.

HarperCollins has released an enhanced e-book for C.S. Lewis's *The Chronicles of Narnia: The Voyage of the Dawn Treader*.

The book is a perfect test case for the promises and flaws of the enhanced e-book market.

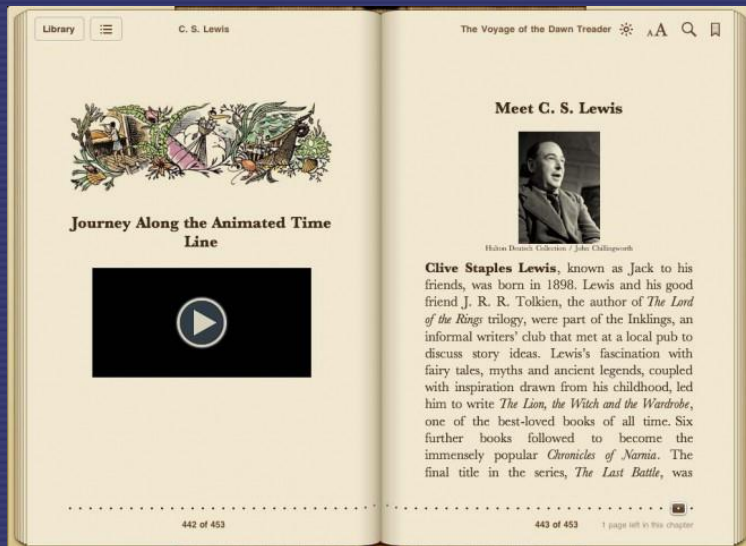


<http://www.youtube.com/watch?v=3Hr8ONYRbIE>

Sometimes, enhancing e-books with multimedia seems like a solution in search of a problem. Generally, readers aren't clamoring for enhanced books. Writers and publishers don't always understand them, and there isn't always good content to put in them.

Lewis's *Narnia* books are different. They have a well-established readership and are broadly popular with both adults and children. They've already gone transmedia, spinning off games and movies; the writer's estate is willing to develop and authorize new media, and companies like HarperCollins and Disney have the tools and incentives to develop them. The serial nature of the books, in turn, gives the books continuity and room to evolve.

What's more, the visually rich and conceptually encyclopedic nature of the books means that adding maps, illustrations, animations, reference guides, and timelines actually become very useful reading aids. Add in audio readings and commentaries, critical essays, and you have something that could become the equivalent of a deluxe DVD edition of a beloved book.



<http://www.wired.com/gadgetlab/2010/11/enhanced-narnia-e-book-has-promise-restrictions/>



1. Web Video On Your TV
2. Quora Will Have Its Twitter Moment
3. Mobile Social Photo Apps
4. Mobile Wallets
5. Context-Aware Apps
6. Open Places Database
7. The Streaming Cloud

What makes Quora so special? Why are people raving about it?

I don't think it's any one thing, but it's a bunch of little things. Part of it is the right audience. Instead of just Q&A, we think about this as blogging. Some people call it inverse blogging or reverse blogging. When you write a blog post, you write to your audience. When you write on TechCrunch, you know that these people are expecting techie news about startups.

When you come to a question page on Quora and it's blank there are a bunch of people waiting for the answer. An expert will look at it and say "there's an audience here and I know exactly what they want to hear. And I actually know about this stuff, or know enough to research and produce a really interesting piece of content, and it's going to go to the perfectly targeted audience who opted in to hearing about this."

When we worked on building the infrastructure for the product we also worked on building a website that works in realtime, so you can be up to date and it feels really alive.

People say they feel smarter after they use Quora.

<http://www.techgearx.com/quora-has-the-magic-benchmark-invests-at-86-million-valuation/>

As all media moves to the cloud, more and more people will stream their movies and music whenever they want to any device. I've already mentioned the forces that will bring Web video streaming to your TV, but those movies and TV shows should also be available on your iPads, Android Tablets, or even mobile phones if you want.

Expiring downloads will still make sense for plane trips and other places where the network is spotty, but you will manage your subscriptions and collections in the cloud. Think Netflix streaming applied to all media.

The Dawn of the Social Consumer

- Tweet...ReTweet
- Like
- Share
- Check-in
- Group buy
- QR code scan
- Augmented reality
- RFID



Not only are consumers broadcasting their location, but they're now willingly sharing their purchases as well.

@lulugrimm
Lisa Grimm

@briansolis Haven't had 12 to watch yet, but I'm loving AMEX's Social Currency (ability to share purchased and wants) add on to **@Foursquare**.

What may sound like buzz words or mere hype, is actually the beginning of the end of business as usual. Welcome to the rise of the social consumer and a new era of social commerce. Look at the picture above and think about how physical and online stores can integrate the social graph into the shopping experience right now.



The possibilities are limitless and we can introduce everything today.



<http://www.briansolis.com/2010/11/the-rise-of-the-social-consumer/> ←

10 Predictions for the News Media in 2011



<http://mashable.com/2010/12/20/news-media-predictions/>



1. Leaks and Journalism: A New Kind of Media Entity
2. More Media Mergers and Acquisitions
3. Tablet-Only and Mobile-First News Companies
4. Location-Based News Consumption
5. Social vs. Search
6. The Death of the 'Foreign Correspondent'
7. The Syndication Standard and the Ultimate Curators
8. Social Storytelling Becomes Reality
9. News Organizations Get Smarter With Social Media
10. The Rise of Interactive TV

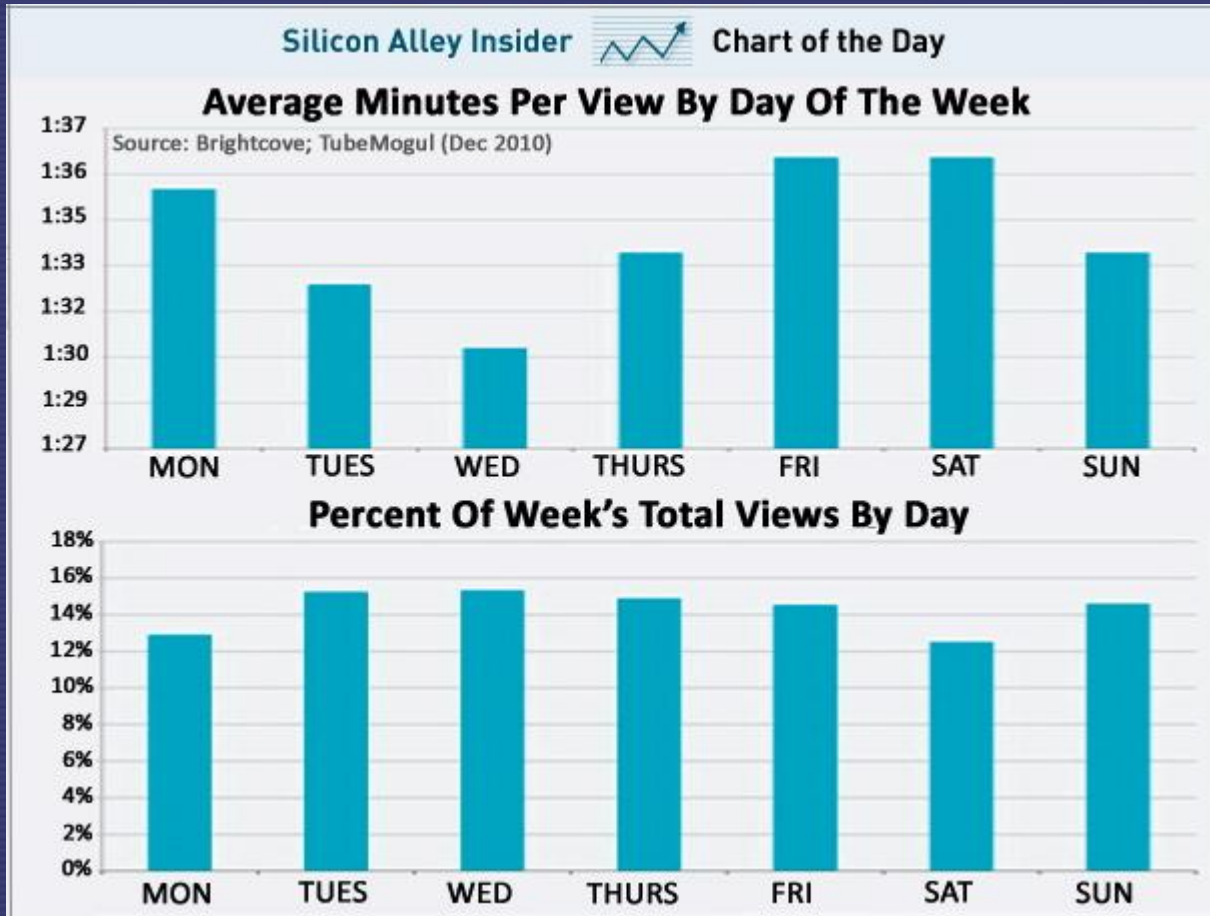
In 2011, we'll not only see social curation as part of storytelling, but we'll see social and technology companies getting involved in the content creation and curation business, helping to find the signal in the noise of information.

In many ways, 2010 was finally the year of mobile for news media, and especially so if you consider the iPad a mobile device. Many news organizations like *The Washington Post* and CNN included heavy social media integrations into their apps, opening the devices beyond news consumption.

In 2011, the focus on mobile will continue to grow with the launch of mobile- and iPad-only news products, but the greater focus for news media in 2011 will be on re-imagining its approach to the open social web.

The focus will shift from searchable news to social and share-able news, as social media referrals close the gap on search traffic for more news organizations. In the coming year, news media's focus will be affected by the personalization of news consumption and social media's influence on journalism.

CHART OF THE DAY: People Are Watching A Lot Of Short Videos On Wednesdays



People watch more web video on Wednesday than any other day of the week, according to a new study released by Brightcove and TubeMogul.

The work week is most popular time to watch video because everyone is sitting in front of a computer for hours at a time.

Wednesday, being smack in the middle of the week, just happens to be when people watch most video.

However, people are watching video in the shortest increments on Wednesdays.

They only average just over 1:30 per video. Fridays and Saturdays people watch video for longer on average.

What Will 2011 Bring?



http://blogs.intel.com/technology/2010/12/wow_2010_is_over_2011.php



1. Smart TV experience gets real
2. Tablet mania
3. Even stronger laptop sales
4. PCs, smart devices gain senses
5. Smart signage
6. Consumer revolution on energy, environment
7. Securer security
8. The "Consumerization" of IT
9. Sunny forecast for cloud, virtualized computing
10. Auto tech
11. Moore's Law thrives

If Internet-connected PCs and phones were transformative, imagine what happens when the Internet connects cars, home media phones, digital signs and shopping carts, mobile medical diagnostic tools, factory robots and intelligent wind turbines. ¹

Doug Davis
executive VP

Intel® Embedded and Communications Group

- Consumers are bound to fall in love with the first wave of context aware or perceptual computers that leverage hard and soft sensor technologies.
- The enterprise cloud will take off as more cloud-based services are recast for business use, including social networking.
- Over the next year, the industry will focus on foundational capabilities for infrastructure protection and maintaining both personal and business secrets.
- Tablet computing, in a multitude of form factor and operating systems, will inundate the market.

1) <http://www.intel.com/embedded/Intelligence/embedded-internet/index.htm>



Alienating the 2%



When a popular rock group comes to town, some of their fans won't get great tickets. Not enough room in the front row. Now they're annoyed. 2% of them are angry enough to speak up or badmouth or write an angry letter.

When Disney changes a policy and offers a great new feature or benefit to the most dedicated fans, 2% of them won't be able to use it... timing or transport or resources or whatever. They're angry and they let the brand know it.

Do the math. Every time Apple delights 10,000 people, they hear from 200 angry customers, people who don't like the change or the opportunity or the risk it represents.

If you have fans or followers or customers, no matter what you do, you'll annoy or disappoint two percent of them. And you'll probably hear a lot more from the unhappy 2% than from the delighted 98.

It seems as though there are only two ways to deal with this: Stop innovating, just stagnate. Or go ahead and delight the vast majority.

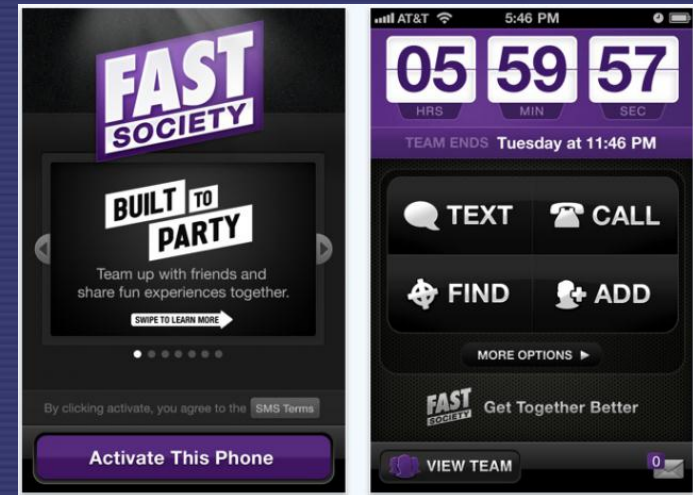
Sure, you can try to minimize the cost of change, and you might even get the number to 1%. But if you try to delight everyone, all the time, you'll just make yourself crazy. Or become boring.

6 Predictions for Digital Advertising in 2011



<http://mashable.com/2010/12/21/advertising-industry/>

1. Local Advertising Becomes Relevant Again With Location
2. Silicon Valley Will Be the Next Madison Avenue
3. Influencers Will Be the Celebrities of the Social Web
4. Small Will Be the New Big for Social Networks
5. Brands Will Become More Like Media Companies
6. Facebook “Likes” Will Be Important for Your Brand



...as consumers incorporate social media more into their daily lives, alternatives to the “big three” [Facebook, YouTube, Twitter] in the form of niche and location-based social networks have increased in appeal.

Advertisers willing to experiment with media campaigns on these networks will have a distinct advantage moving forward as consumers become desensitized to text, display and even rich media ads.

10 Wireless Predictions for 2011



<http://seekingalpha.com/article/240997-10-wireless-predictions-for-2011>

1. Surging mobile data traffic will continue to test 3G network capacity
2. Augmented Reality to enhance mobile games and retail
3. Cloud-based operating systems are launched
4. Mobile banking will become a “must-have” when opening a new account
5. Mobile devices begin to replace credits cards
6. Mobile handsets become even more sensitive
7. Mobile lottery tickets sales to soar, fueled by deployments in U.S., Europe and China
8. Mobile-specific threats lead to demand for mobile-specific security
9. Buyouts take social purchasing to a new level
10. More vendors develop a GreenHeart

Google recently announced that NFC (Near Field Communication) technology will be supported in the next release of Android – 2.3 or “Gingerbread,” a natural step, given it already offers several mobile commerce apps and services including shopping, coupons and products search.

CHART OF THE DAY: iPad Magazine Sales Tank



Steve Jobs' magic touch isn't spreading to sales of magazine applications for the iPad, John Koblin at WWD reports.

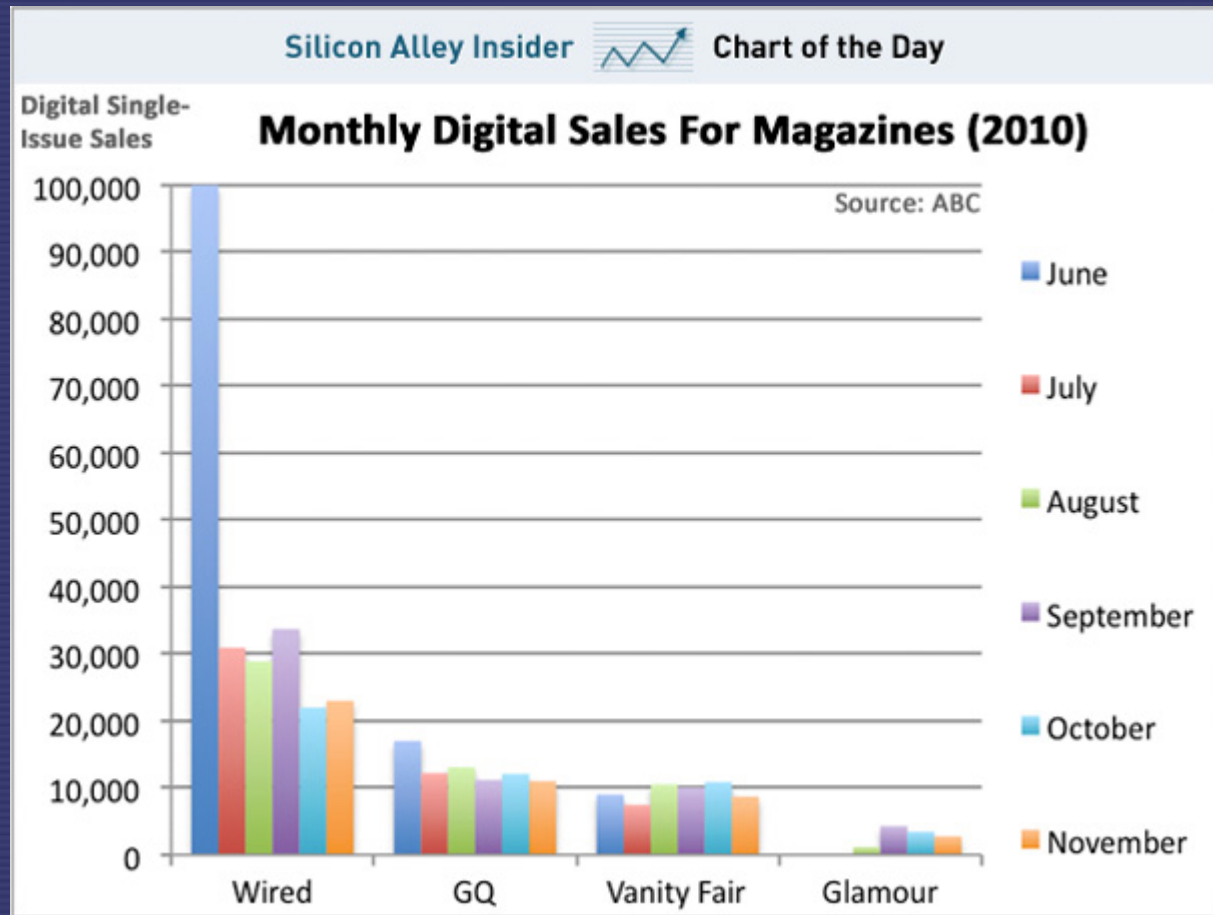
As you can see in this chart, iPad sales of Wired, GQ, Vanity Fair, and Glamour are all down or flat for the last six months. Over that same stretch, Apple has sold millions more iPads.

So what's the problem? For one, as Choire Sicha points out, it makes little sense to pay \$3.99 for an iPad magazine when you can get a year's subscription to the print version of the magazine for \$8-\$10.

Another problem, in our opinion: iPad magazines are currently mixed up with all iPad apps.

Imagine going into a GameStop and looking for magazines. But instead of seeing \$40 Xbox games and \$4 magazines, you see \$0.99 Xbox games and \$4 magazines. Which are you going to buy?

Apple is reportedly working on a digital newsstand where magazines and newspapers could have a chance to stand out, and set up recurring subscription billing. If that doesn't do the trick, then magazine publishers better come up with a new solution to what ails them.



<http://www.businessinsider.com/alleyinsider>



Which sharing sites work best?

If you get a user to share, what is the impact?



Facebook is the most popular option for sharing, and has the highest conversion rate (share -> new visitor). It drives the lion's share (60%+) of word-of-mouth traffic: about 1 in 4 shares results in a word-of-mouth visit.



Email has high sharing rates (almost as high as Facebook), but converts at a lower rate: about 1 in 10 shares results in a word-of-mouth visit. It should be noted that for some sites, this rate can be much higher (1 in 2).



Twitter has low initial conversions (1 in 10), with lower sharing (1/4 of email or Facebook). However, it redeems itself by driving 4 downstream word-of-mouth visitors for every one that initially comes from sharing.



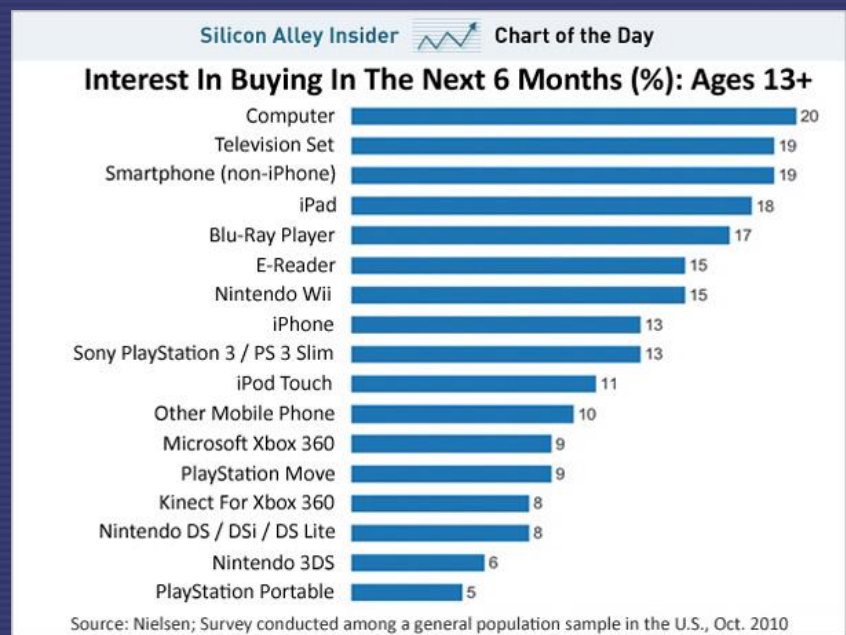
Why Apple's iPhone Will 'Drown in a Sea of Androids'

Google's Android mobile platform may still follow Apple's iPhone in the smartphone race, according to fresh Nielsen data released Monday, but that advantage may not last long.

We've seen it before: Apple is repeating the mistake that allowed Windows clones to scuttle the Mac.

Specifically, unless Apple starts licensing the iPhone to other handset makers, the platform could get lost amid the many Android competitors.

The iPhone will clearly out-earn any single Android device in the short term, but Android's diversity will win out in the long run, relegating the iPhone to niche status.



With what's surely the most closed ecosystem in the market, Apple is doing all it can to keep Android's influence at bay. It's "lawyering up" for an increasingly litigious approach, for instance, and it's also fighting any Android-related apps submitted to the App Store.

Ultimately, however, Apple imposes too many restrictions in its condescending approach, and it offers too few choices to have the broad appeal it needs to dominate in the long run--namely, choices in hardware, carrier, apps, content and experience. It also leaves much to be desired when it comes to security.

Apple will always have a contingent of fanatics that support its every move. But with its current strategy, it can't compete with the diverse and powerful platform that is Android.

Oh Look, More Cord Cutters: Time Warner Cable Loses 155,000 TV Subscribers

from the *that-river-in-Egypt-keeps-growing* dept

techdirt



Surfing
the Net

Back in August, we wrote about a NY Times article insisting that the cable companies had beaten the internet and the idea that people would "cut the cord" and get their TV from the internet was something of a myth.

The centerpiece of the story was a single anecdote of a guy who tried to just watch TV on the internet, but went back to cable. Because, you know, a single anecdote must represent a trend.

We noted the irony that the day after that article came out, reports broke that cable TV had suffered its first ever decline in subscribers.

Comment:

I think the first company to work out a business model to use all these technologies and use concepts like micro-payments (also mentioned here a number of times I've noticed) successfully will make a fortune.

Comment:

Another trend that may not be getting reported is cord-fraying rather than cord-cutting. I cut back to the \$15 broadcast-only cable plan.

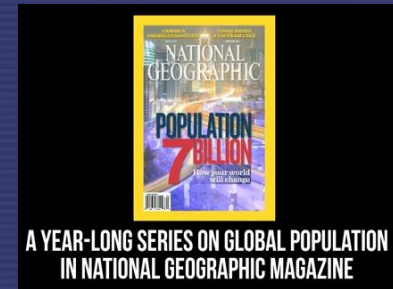
This option, coupled with Tivo, is cost effective and uncomplicated. Add in Internet streaming and downloads for premium content and movies and you have a complete package for a very reasonable price.

And since then, the evidence of cord cutting has only grown. We noted recently that Comcast had lost 275,000 video subscribers, which they tried to explain away by blaming "the economy."

Of course, the economy was a lot worse last year.

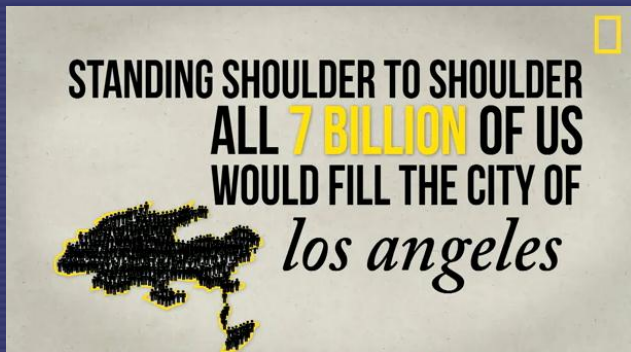
And, now, Time Warner Cable has released the news that it's lost 155,000 TV subscribers.

But cord cutting isn't real, right?



A YEAR-LONG SERIES ON GLOBAL POPULATION IN NATIONAL GEOGRAPHIC MAGAZINE

<http://www.youtube.com/watch?v=sc4HxPxNrZQ>

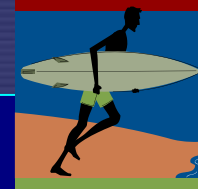


With the worldwide population expected to exceed seven billion in 2011, National Geographic magazine offers a 7-part series examining specific challenges and solutions to the issues we face.

The magazine introduces the series with its January cover story "7 Billion," offering a broad overview of demographic trends that got us to today and will impact us all tomorrow. The first in-depth story will appear in the March issue, focusing on humans' impact on the planet's geology. Other stories will follow throughout 2011.

<http://ngm.nationalgeographic.com/7-billion>





Surfing the Net....

Interactive Communication and Stuff

DAD: Dear son,

with new toy in hand and text messaging for the first time, I enter the 21st century, no longer roadkill on the super-information highway. I know not what path I follow but I am resolute to the task. For in the words of the inimitable Yogi Berra, "If you don't know where ur going, u might end up somewhere else."

love dad

When Parents Text
<http://whenparentstext.com/>