

SuperStar DJ Campaign

A few insights

Global Social Media

The target audience represent the core Social Media audience

Females and 18-34-Year-Olds Most Active Social Networkers

Females make up the majority of visitors to social networks and blogs, and people aged 18-34 have the highest concentration of visitors among all age groups. Americans aged 35-49 are also avid visitors: 4 percent more likely than average to visit social networks and blogs than they do any other site and 27 percent of these sites' audience.

Who is the average visitor to social networks and blogs? >>
Unique Audience Composition Index, Home and Work (May 2011)

Read as: During May 2011, U.S. Internet users aged 18-34 were 8 percent more likely than average to visit Social Networks and Blogs

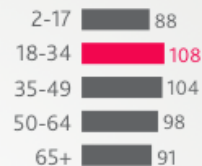
GENDER

The average visitor is female



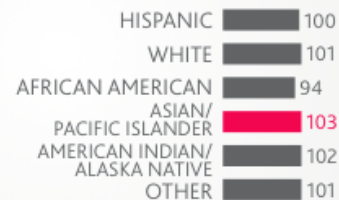
AGE

She is between 18 and 34



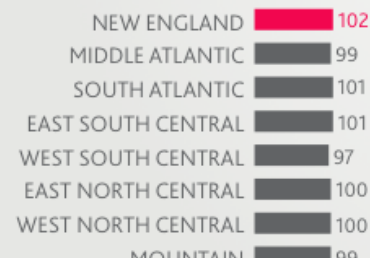
RACE/ETHNICITY

She is likely Asian or Pacific Islander



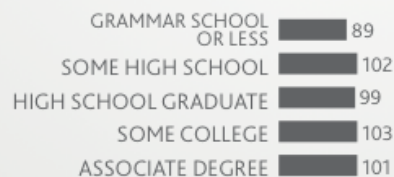
LOCATION

She likely lives in New England



EDUCATION

She has obtained a Bachelor's degree



HOUSEHOLD INCOME

Her household income is less than \$50,000 per year



Social Media reach and consumption vary amongst countries

Examples:

US:

#1 - Facebook

#2 - Blogger

UK:

#1 - Facebook

#2 - Tumblr

Brazil:

#1 - Orkut

#2 - Facebook

Social Networking around the World

Social networking is indeed a global phenomenon. In a look across a sample of 10 global markets, social networks and blogs are the top online destination in each country, accounting for the majority of time spent online and reaching at least 60 percent of active Internet users.



1 AUSTRALIA

Among Nielsen's 10 Internet-metered markets, Australian Internet users spend the most time visiting social networks and blogs, averaging 7 hours, 17 minutes per person

2 BRAZIL

Orkut is the #1 social networking and blog site in Brazil, visited by 30.3 million Brazilians in May 2011, 11 percent more visitors than #2 site Facebook

3 FRANCE

Nearly a quarter of active French Internet users - 9.6 million - visited #2 social networking site Overblog

4 GERMANY

German Internet users spend more time on social networks and blogs than they do any other online category of sites, a total of 12.7 billion minutes during May 2011

5 ITALY

Italian Internet users spend nearly one-third of their time online visiting social networks and blogs (31% of total Internet time)

6 JAPAN

FC2 Blog – the top social networking site in Japan during May 2011 – was visited by over half of active Japanese Internet users

7 SPAIN

Although Spanish Internet users spend the most total time on #1 site Facebook, they average the most time per person on #4 site Tuenti (4 hours, 42 minutes per person)

8 SWITZERLAND

Social networks and blogs reach 60 percent of active Internet users in Switzerland

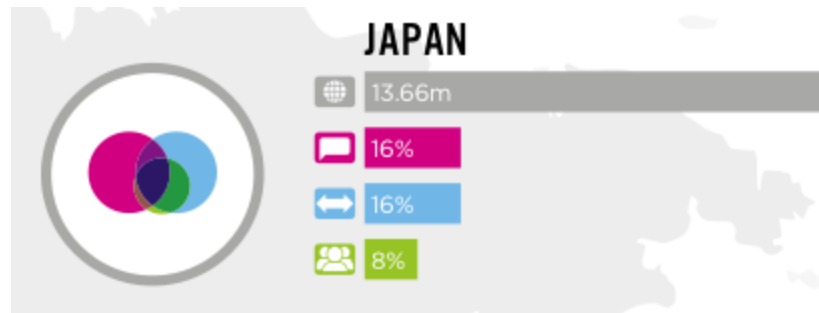
9 U.S.

Blogger is now the number #2 social networking and blog site in the U.S. with 50.1 million unique U.S. visitors, up 17 percent from a year ago

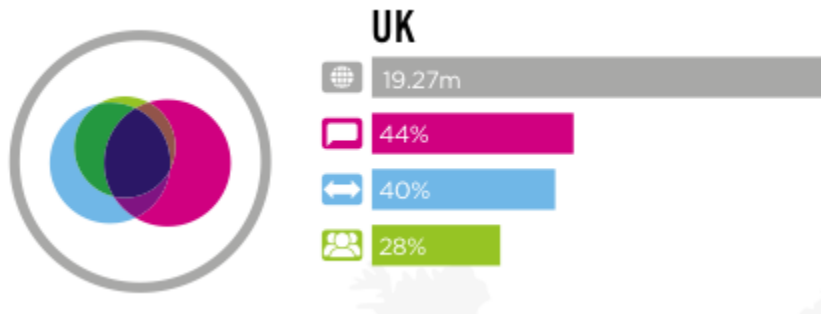
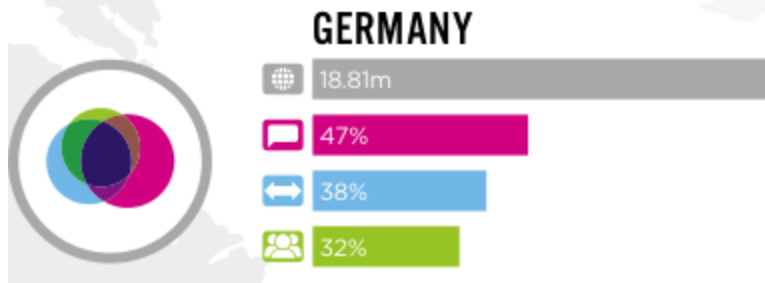
10 U.K.

Internet users in the U.K. viewed 229.6 million pages on Tumblr, the second most page views on any social network or blog in the country after Facebook (20.2 billion page views)

Social Media behaviours are culturally specific



UK and DE users are more likely to share content than JP users



BEHAVIOUR TYPES:



ACTIVE SOCIAL NETWORKERS (MILLIONS)



MESSAGERS AND MAILERS



CONTENT SHARERS



JOINERS AND CREATORS OF GROUPS



GLOBAL MAP OF SOCIAL NETWORKING 2011

Find out more: www.globalwebindex.net
mail: globalwebindex@trendstream.net

Social Media Local Differences

- Facebook dominates
- **Blogging platforms** are important
- Need to appreciate the SNs with the highest reach for each locales
- Engagement will vary amongst locales

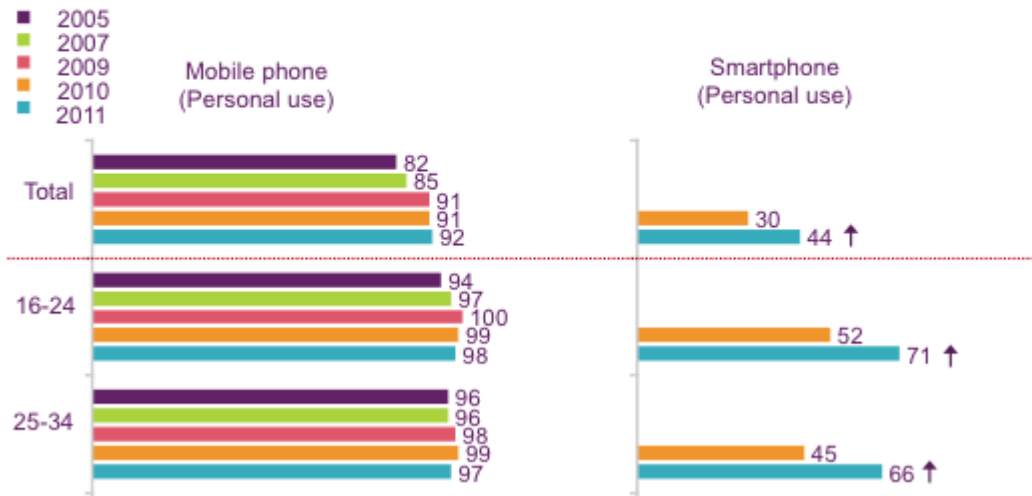
Music and Social Media on mobiles

Adults media use and attitudes report 2012 (Ofcom)

1 Consumption dashboard

% of UK population	2005	2007	2009	2010	2011
Use of internet anywhere, on any device	59	63	73	74	79
Use of smartphone ²				30	44
Mobile online use (% of mobile phone users)					
Weekly use of mobile – websites			11	19	31
Weekly use of mobile – social networking			8	15	29
Weekly use of mobile – emails				16	25
Daily use of SNS sites (of those with SNS profile)		30	41	51	67
Contributed comments to a blog		19	27	29	28

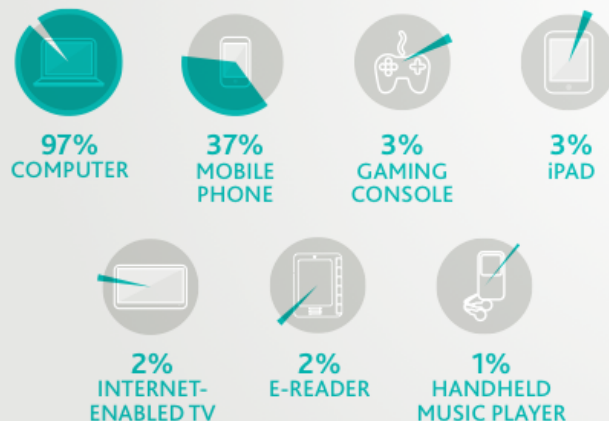
Figure 4: Take-up of mobile phone and smartphone, by age: 2005, 2007, 2009, 2010 and 2011



Mobile Social Media Use is on the Rise

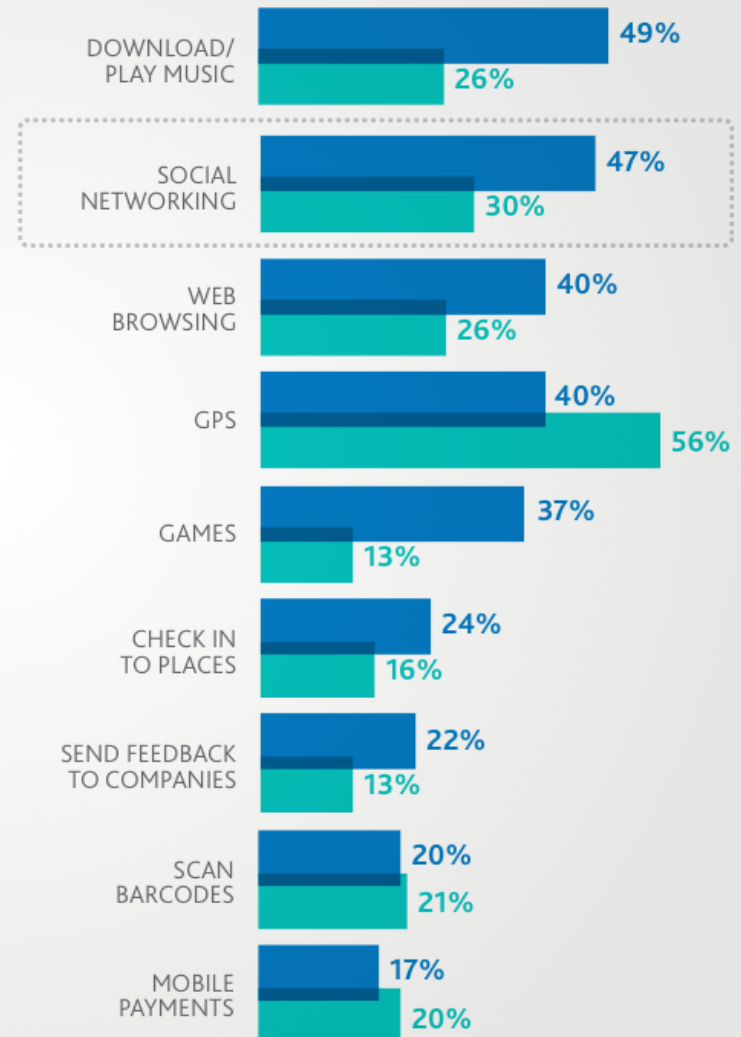
The ability to access social media is a commonly used feature among mobile owners. According to a recent study by NM Incite, a Nielsen/McKinsey Company, nearly 2 in 5 social media users access these services from their mobile phones.

How do consumers access social media?



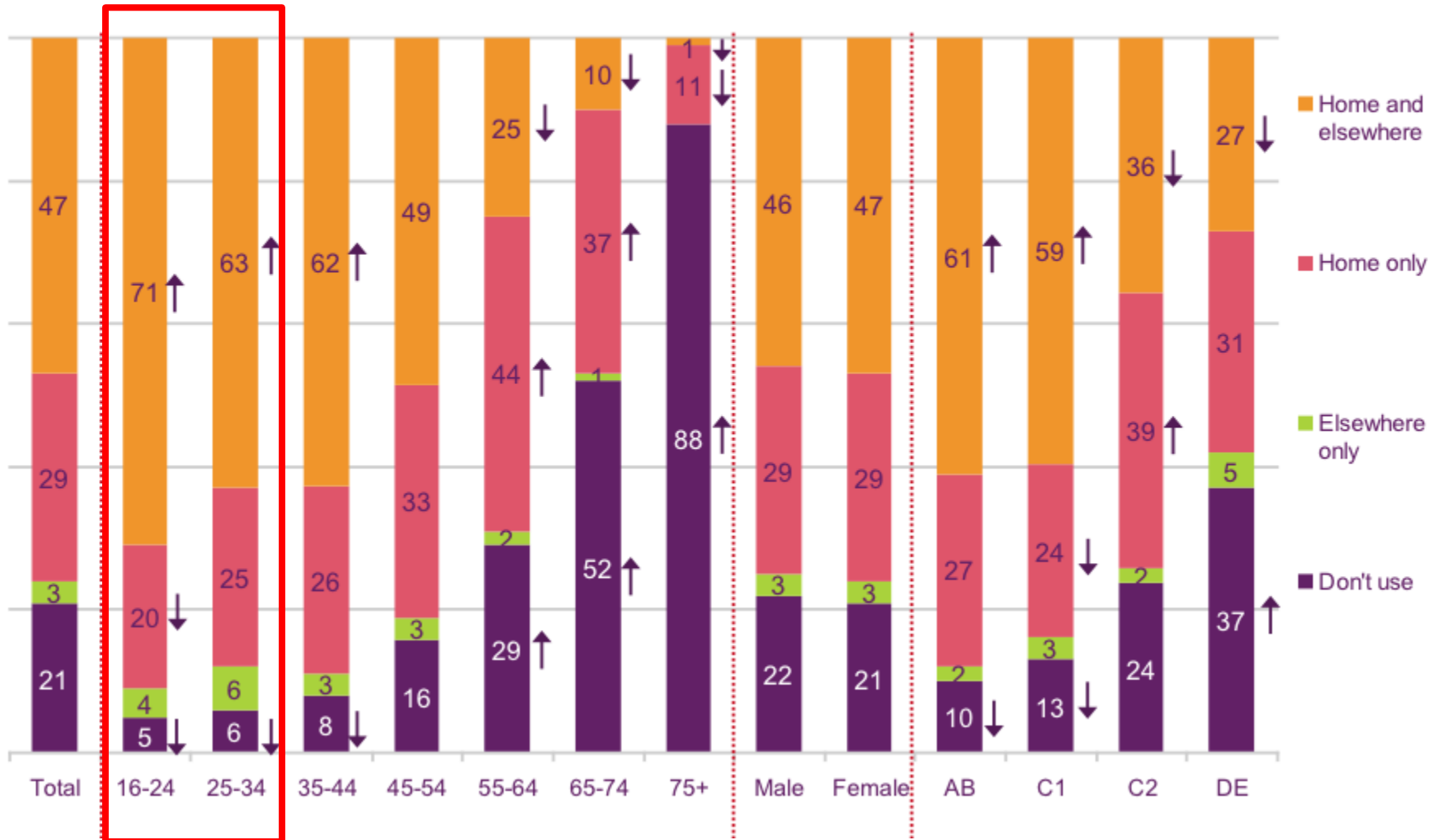
How does social networking compare to other features consumers have on their phones? And what features do they value most?

● Have featured ● Most valued



16-34 are the most frequent internet users. They are mobile.

Figure 18: Where the internet is used by UK adults, by age, gender and socio-economic group: 2011



Music and SNs are key activities on Smartphones

Figure 67: Top ten mobile phone activities ever undertaken by smartphone users, by frequency of use: 2011



Figure 64: Mobile phone activities carried out at least once a week by smartphone users compared to those with another type of mobile phone: 2011

	Smartphone	Other type of mobile phone
Make or receive calls	99% ↑	88%
Send or receive text messages	97% ↑	77%
Visit websites	60% ↑	3%
Take photos	58% ↑	19%
Visit social networking sites	55% ↑	4%
Send or receive email	50% ↑	2%
Listen to music	48% ↑	8%
Send or receive photo messages	33% ↑	9%
Play games that are loaded on the phone	32% ↑	5%
Visit sites like YouTube or Bebo to look at videos or clips posted by other people	30% ↑	2%
Take videos	27% ↑	7%
Download apps/ applications (including games)	26% ↑	0%
Check your bank balance	24% ↑	1%
Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to a destination	20% ↑	0%
Use Instant Messaging services	16% ↑	1%
Play games over the internet	13% ↑	1%
Send or receive Twitter updates	13% ↑	0%
Send or receive video clips	11% ↑	2%
Put photos or videos on sites like YouTube or Bebo for others to see	11% ↑	1%
Use your phone to make or receive calls over the internet on services such as Skype	9% ↑	0%
Watch TV programmes	8% ↑	0%

Music and Social Media on mobiles

Delivering the campaign experience on mobile devices will be critical to the success of the campaign in terms of:

- Exposure
- Participation
- Interactions with SNs

Online music distribution

SoundCloud (Jan 2012)

Thank you,
10,000,000
SoundClouders!



MySpace (March 2012)



262 million users
(are they active?)

iTunes



12 million songs per month

<http://www.asymco.com/2011/07/13/itunes-app-total-downloads-finally-overtook-song-downloads/>

"I've sold 1.2 million albums, and the stat is that there's 8 million downloads of that as well illegally.

Illegal music filesharing is now mainstream

The Digital Music Index shows just how popular illegal downloading – particularly of Ed Sheeran – has become



Lanre Bakare

[guardian.co.uk](https://www.guardian.co.uk), Tuesday 18 September 2012 14.48 BST



[Jump to comments \(81\)](#)



Ed Sheeran at the German Radio Awards, Hamburg. Photograph: Action Press/Rex Features

If you're like me and the vast majority of people in the UK, on Monday morning you discovered many people in your area risked legal action so that they could [own Ed Sheeran's music](#). That in itself is quite a discovery, but the first ever Digital Music Index also showed that there were 43,314,568 files shared in the UK, with the data being collected from people who used BitTorrent in the first six months of this year.

BitTorrent downloads



Worldwide chart

Country	Total BitTorrent downloads, first six months of 2012
United States	96,681,133
United Kingdom	43,263,582
Italy	33,158,943
Canada	23,959,924
Brazil	19,724,522
Australia	19,232,252
Spain	10,303,633
India	8,964,360
France	8,398,550
Philippines	8,380,208

Source: Musicmetric

= 40 million songs per month

Piracy local charts

The most illegally shared artist near you is

Pitbull

shared on average 15 times per month in Hoxton

Search again

Enter your postcode



Or start typing to choose a UK area

Share your result

Share



Piracy ranking (shares per person)

1. Manchester
2. Nottingham
3. Southampton
4. Liverpool
5. Sheffield
6. Leicester
7. Stoke-on-Trent
8. Glasgow
9. Cardiff
10. Leeds

See below for global ranking

Top 3 illegal shares in the UK

1



Ed Sheeran

+

55,512 shares on average per month

2

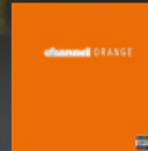


Rihanna

Talk That Talk

35,838 shares on average per month

3



Frank Ocean

Channel ORANGE

28,239 shares on average per month

Online music distribution

Consider **all** music distribution channels to:

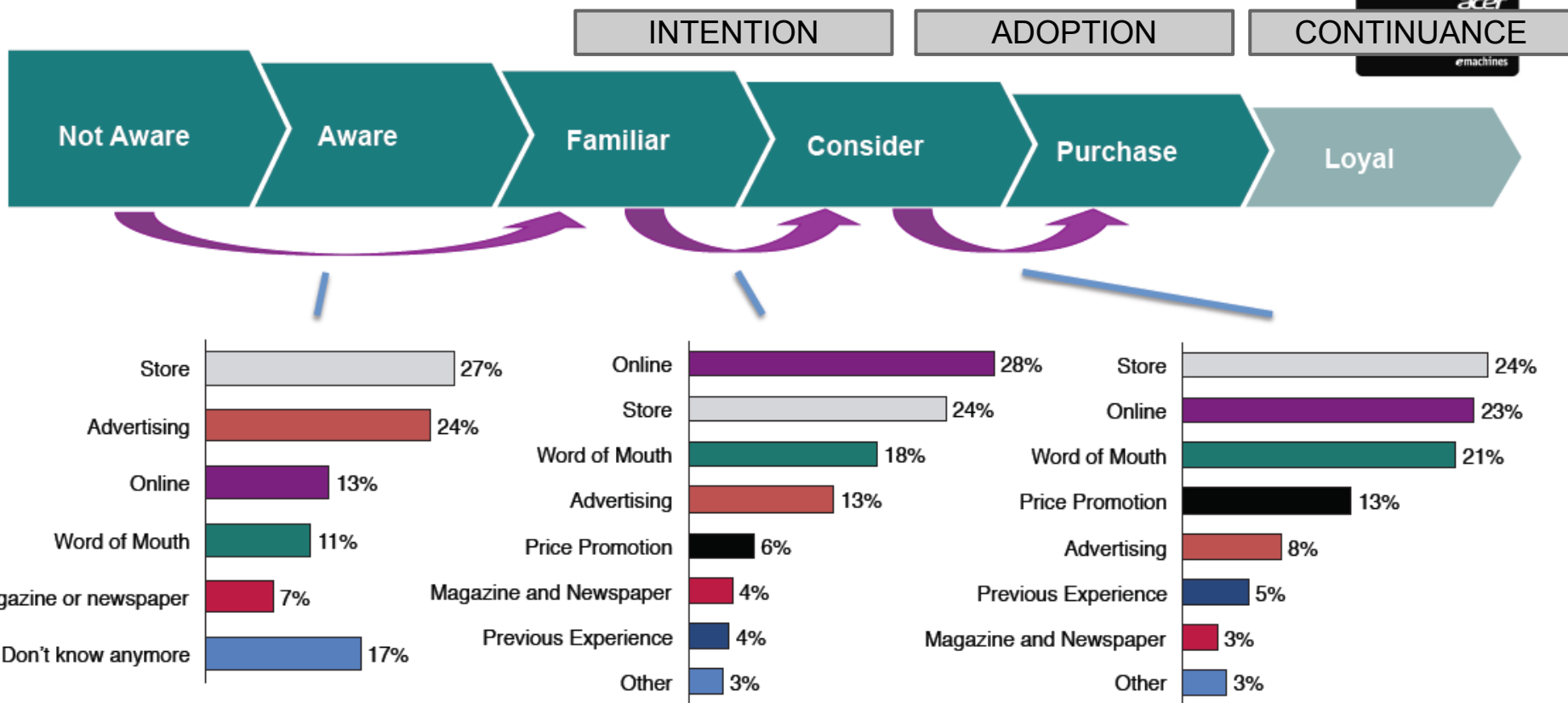
- Know what people want for each locale
- Seed music?

Online purchasing process

MIAC - ACER

Brand Exposure that drives the Funnel (Brand Popularity)

Acer Group
acer
emachines



MIAC (Model of Intention / Adoption / Continuance)

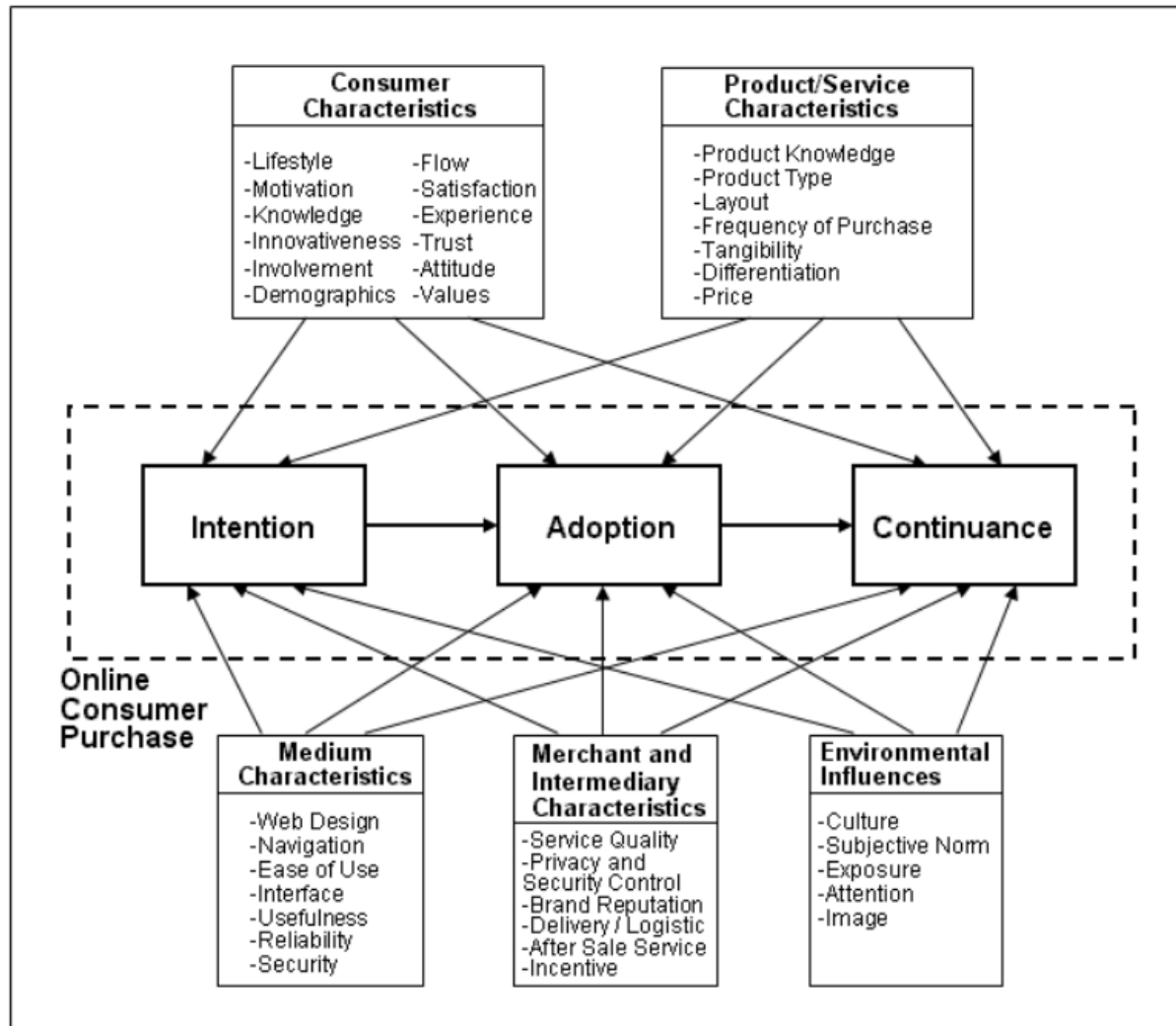


Figure 3: Framework of Online Consumer Behavior

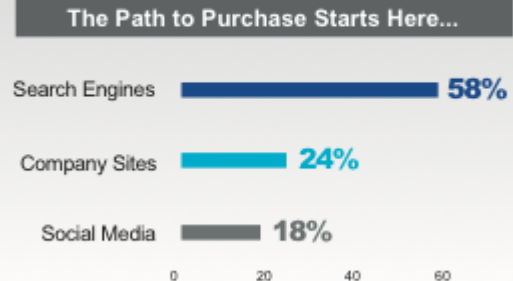
Social Media does not sell on its own

SEO is key.

Converting User Usage in the Purchase Process



Most Consumers Start With Search



That's it for now.

Music participation activities

Songify



<http://www.youtube.com/watch?v=DcJFdCmN98s>

Songified track on iTunes

iTunes Preview

[What's New](#)[What is iTunes](#)[What's on iTunes](#)[iTunes Charts](#)[How To](#)

Oh My Dayum – Single

[View More By This Artist](#)

The Gregory Brothers & Daym Drops

To preview a song, mouse over the title and click Play. Open iTunes to buy and download music.

[View In iTunes](#)

\$1.29

Genres: [Pop](#), [Music](#), [Comedy](#)

Released: Aug 16, 2012

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Customer Ratings

★★★★★ 236 Ratings

	Name	Artist	Time	Price	
1	Oh My Dayum	The Gregory Brothers & Daym Dr...	2:22	\$1.29	View In iTunes ▶

1 Song

Customer Reviews

DAYUM ★★★★★

by theyeezyfan

This pretty much convinced me to try five guys... I mean how could you not want fries that bite back?

Dayum dayum DAYUM ★★★★★

by OMG, OMD

This song is going HAM

dayum, Dayum, DAYUM! ★★★★★

by Francis San Pedro

Best song since Bed Intruder



<http://www.youtube.com/watch?v=49aokfOfxVk&list=PL3C979ABB0FD181BC&index=17>
http://www.youtube.com/watch?v=f4h-Jwj_FKQ&list=PL3C979ABB0FD181BC&index=18

Other bits that I keep at hand

- **Joiners:** users who participate in your social campaign, but don't spread the word about it beyond their own interaction, such as redeeming a coupon
- **Sharers:** users that participate with a branded campaign, then spread the word about that campaign by electing to share it with their network
- **Advocates:** users that participate with a branded campaign, share about it, and have enough clout within their network to influence friends to convert into participants as well

Of the 10,000 campaign sample, the average user breakdown per campaign is:

Joiners	Sharers	Advocates
83%	15.4%	1.5%

2_20919_How_Superbrands_Breed_Superfans_6_Best_Practices_for
_10X_Greater_Fan_Growth_-_8_7_12

FOUR MOTIVATIONS FOR COMMUNICATING ABOUT BRANDS

33%

PRODUCT-INVOLVEMENT

24%

SELF-INVOLVEMENT

20%

OTHER-INVOLVEMENT

20%

MESSAGE-INVOLVEMENT

The first (about 33% of the cases) is because of **product-involvement**. The **experience** is so **novel** and **pleasurable** that it must be shared.

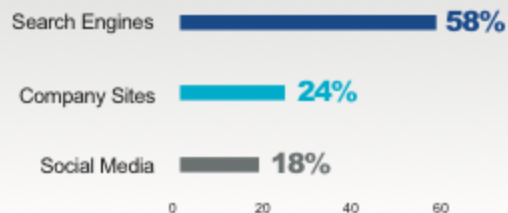
The second (about 24%) is **self-involvement**. sharing knowledge or opinions is a way to **gain attention**, show connoisseurship, feel like a pioneer, have inside information, seek confirmation of a person's own judgment, or assert superiority.

The third (around 20%) is other-involvement. The speaker wants to reach out and help to express neighborliness, caring, and friendship.

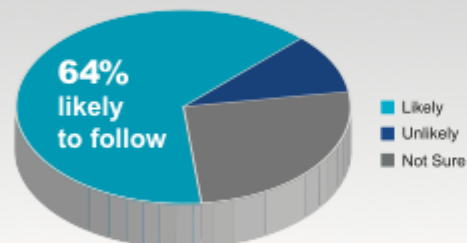
The fourth (around 20%) is **message-involvement**. The **message** is so **humorous** or **informative** that it **deserves sharing**.

Most Consumers Start With Search

The Path to Purchase Starts Here...



Likelihood of Consumers to Follow a Brand via Social Media



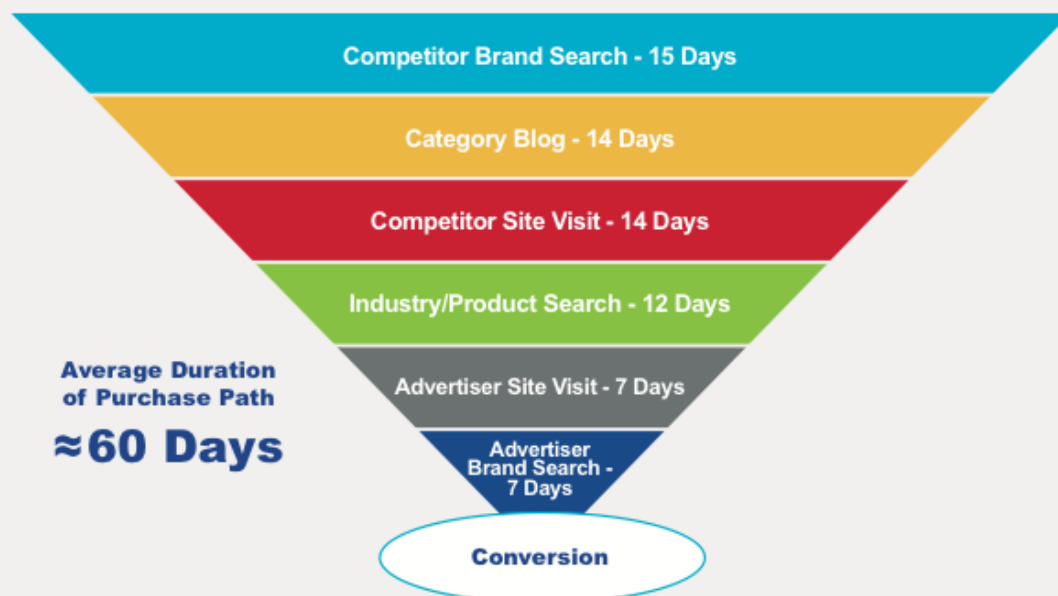
Motivations for Following a Brand Via Social Media

- New product reviews
- Learn about sales or discounts
- Specials for "followers only"
- Be the first to get news and info
- Feel more connected to the brand
- Gives a voice/opp to communicate with brand

Converting User Usage in the Purchase Process



Average Conversion Funnel Within 15 Days of Purchase



INBOUND MARKETING FUNNEL



BROUGHT TO YOU BY
FIRST 10 & **Smart Insights**

INBOUND MARKETING

CONTENT, SOCIAL & SEARCH MARKETING

