

Synopsis

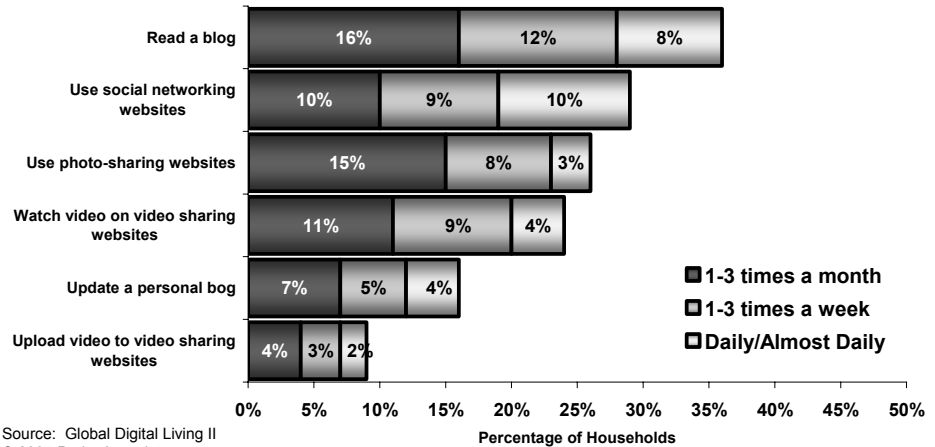
Consumers are no longer just 'consuming' content online but creating, sharing, and organizing. Parks Associates analyzes this phenomenon, cutting through the hype and probing into the heart of the key questions it presents to the industry: Is there money to be made in the Web 2.0 space? How should established players react? Parks Associates delivers its latest consumer data on Web 2.0 trends which illustrate the current adoption and usage patterns.

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U.S. Social Media Activities

U.S.: Social Media Activities (Q1/07)

"How often do you do the following?"
(Among Internet HHs surveyed, n=1,000, ±3.1%)



"Like it or not, social media is here to stay and its rise has implications for everyone," said John Barrett, director of research with Parks Associates. "The process though which people communicate, create, connect, and consume is changing. The industry had better learn to adapt."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

1.0 Notes on Methodology

- 1.1 Consumer Data
- 1.2 Definitions

2.0 Market & Business Strategies

- 2.1 Overview
- 2.2 Party Like its 1999?
- 2.3 Monetizing your Benefactors
- 2.4 Revenue Models
 - 2.4.1 Advertising: Is Web 2.0 Too Hot to Touch?
 - 2.4.2 The Critical Mass of Users
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- 3.2 Social Networking
 - 3.2.1 Social Networking & Communication
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- 3.5 Photo Sharing

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Resource Book

Section I: Demographics

Section II: Overlap of Social Media

Section III: Social Media and Product Purchase Intent

Section IV: Company Profiles

AOL Video
Bebo
Cafe.com
CyWorld
Digg
eSnips
Facebook
Flickr
Friendster
Hi5
Kaboodle
LastFM
Linked In
Live Journal
Meet-Up
MySpace
Orkut
Photobucket
Rave
Revver
VideoEgg
Wikipedia
Windows Live Spaces
Xanga
Yahoo 360
YouTube

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The Bottom Line

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Web 2.0 Eco-system
Contributing vs. Consuming
U.S.: Content Viewed by Users of Video Sharing Sites
Monthly Expenditure on Social Media Activities & Photo Printing
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Social Networking, by Country
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 Social Networking & Multitasking
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 Dating & Social Networking by Age
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 Paying for Online Photo Sharing

Resource Book

Gender and Social Media
 Age and Social Media
 Education and Social Media
 Marital Status and Social Media
 Social Media Site Usage
 Read a Blog Overlap
 Update a Blog Overlap
 Social Networking Overlap
 Photo Sharing Overlap
 Upload Video Overlap
 Watch Video Overlap
 Watch Video Online and Purchase Intent

Attributes	
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