Can you afford not to be found?

Which model wins in the online video space?

Global Forum

November 9, 2010.
SEs: the answer to “sensory overload”

Tsunami: Digital data is quadrupling daily

Source: SAS Institute
What is a SE? — a database
Brain Function of the web (#2?)

GYM / FB + Apple / a copy of the Net / content

- **Crawler** (Spider, bot)
  - Visits visible webpages
  - Follows links
  - Determines pages’ relevance as it copies them
- **Index**
  - Hierarchy of results, based on relevance
- **Algorithm**
  - The dynamic “engine” of results
  - This is how SEs compete
The Audience is in charge

SE: the operating system of the web

- Dramatic consequences of a global behavioral change: a fast searchbox.
  - Web sites that are not visible for the SEs are rendered invisible for potential (and sometimes current...) customers. Your Interface: SERPs.

- Your Web site will act as your most cost effective marketing channel:
  - SEs will drive targeted customers as they search.
  - Outward looking vs inward looking.
How people watch videos online?

*Find it / Portals-Social (stickiness)/Viral (small %)/ Paid*

- Saving Grace / Comeback plans for Portals still standing: AOL / Yahoo (#2 audience) / MSNBC (#1 Syndication); Facebook (#3). Video advertising: from $1Bn last year to 1.5Bn “They will come back for video programming.”
  Content Commerce Community – 1990s all over again.

- Social Media: same problems as Portals. Attention is the scarcity / Messaging clutter kills ROI. PR! Interruptive vs. needs based. Be aware of fads! (like mobile content). Subscription vs. Freemium.

- Motto: “Give people what they want, when they need it.”
  Low-hanging fruits from a sales perspective. Self-qualifying leads. “Reverse broadcast” model. They contact you in the moment of need. It is free. The most accountable game in town.

- When searching for information, only the top 30 placements matter on the search results pages (over 90% of traffic). Those on the top are perceived to be leaders.

Source: Online Mediapost; iProspect research,
Disruptive Technology

Explosive results

The Net as a platform will become even more ubiquitous, and potentially invisible in the background:

Control your digital footprint – Define your personal brand
Thank you for your attention

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