



**Can you afford not to be found?**

**Which model wins in the  
online video space?**

**Global Forum**

**November 9, 2010.**



# The Company We Keep





# SEs: the answer to “sensory overload”

*Tsunami: Digital data is quadrupling daily*





# 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.**



# 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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