

New Trends in Online Advertising and Online Public Relations

Gloria Boone, Suffolk University

Linda Gallant, Emerson College

National Communication Association
November 17, 2007 8:00am-10:45am
Chicago Hilton, Lake Huron Room

gboone@suffolk.edu

linda_gallant@emerson.edu

<http://infoacrs.com/newtrendsonline.html>

Online Advertising and PR

- Introductions
- Online Advertising
- Discussion
- Break
- Online Public Relations
- Questions and Group Discussion

Introductions

- Gloria Boone
Professor of Communication (Advertising & New Media)
Suffolk University
gboone@suffolk.edu
- Linda Gallant
Graduate Director, Communication Management
Emerson College
linda_gallant@emerson.edu

Online Advertising

Overview of Trends- Gloria

Three Propositions about New Media- Linda

Search, Display, Behavioral Targeting- Gloria

Engagement, Google, YouTube- Linda

Behavioral Targeting & Mergers— Gloria

Facebook- Linda

MySpace- Gloria

Mobile- Linda

Games & Future- Gloria



Total Advertising Forecast

2008 estimates:

- U.S. ad spending - \$305 billion
- Worldwide ad spending - \$665 billion

Robert J. Coen, SVP and forecasting director at Universal McCann



Online advertising revenues

U.S. spending on Internet advertising will surpass \$21 billion this year and double by 2011 to \$42 billion. (eMarketer November 2007)

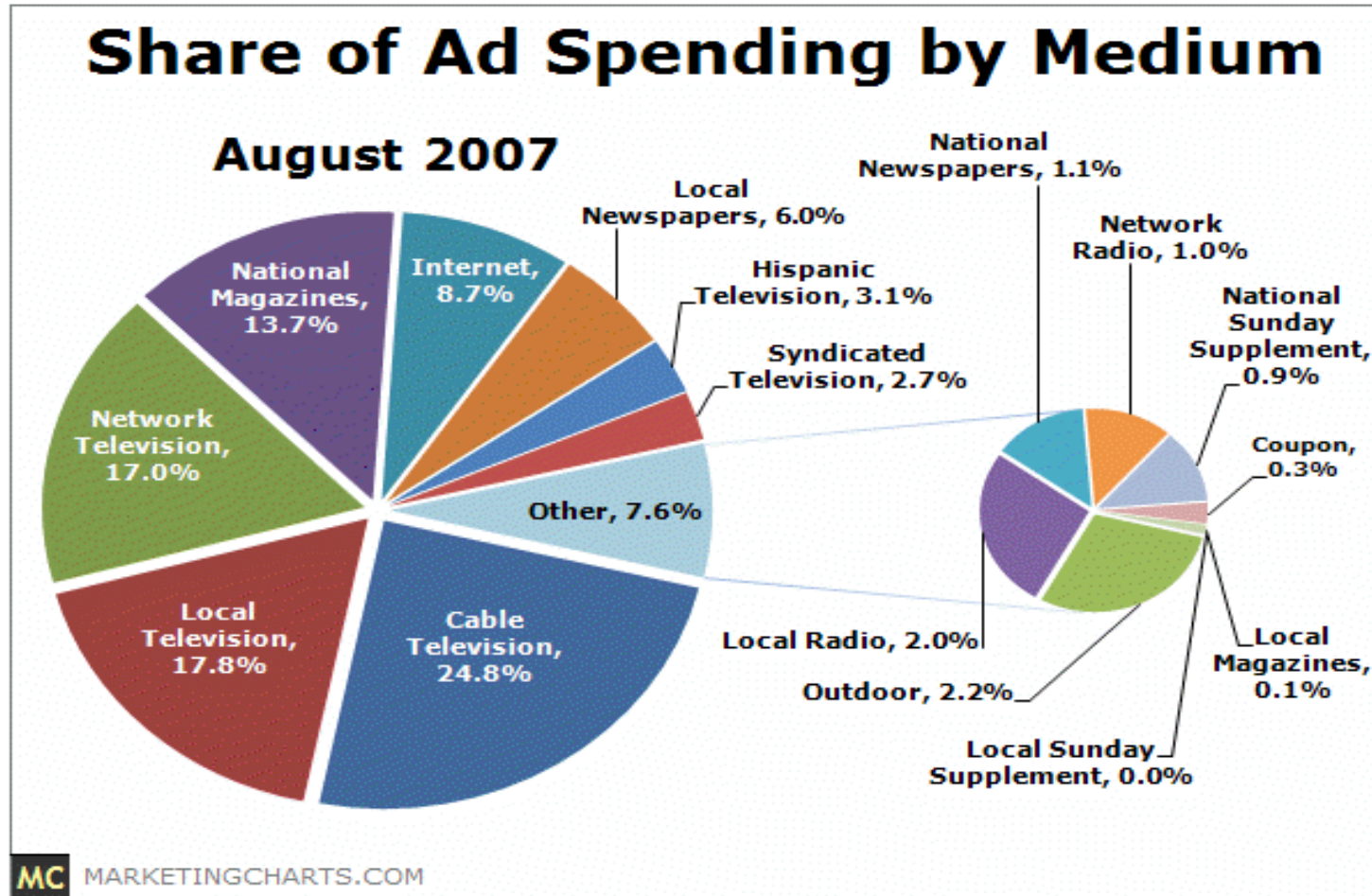
Worldwide

Internet advertising will be \$29 billion in 2007 and double by 2011.

(ZenithOptimedia, 2006)

Advertising Share

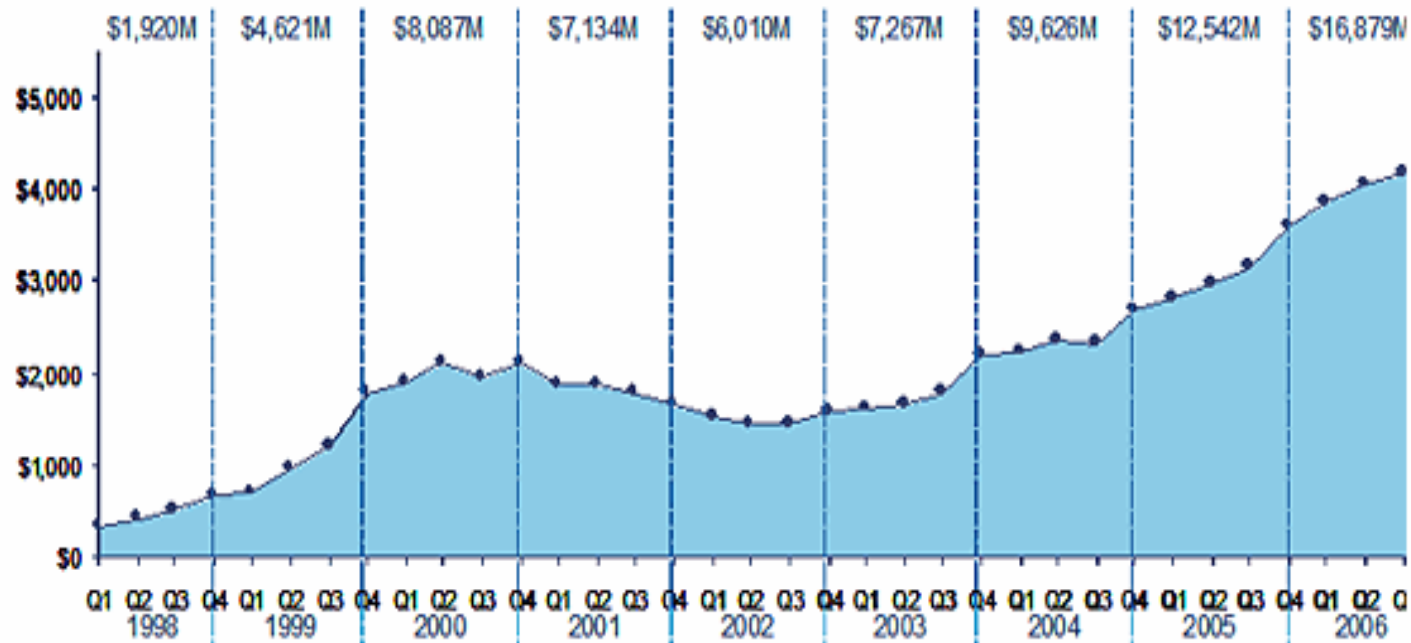
Share of Ad Spending by Medium - August 2007



Source: Nielsen Online, AdAcross

Online advertising revenues


Quarterly Internet Ad Revenues



Source: PwC/IAB Internet Advertising Revenue Report (www.iab.net)

What do advertisers know about you?


- Tracking of target markets
- Tracking of Unique IDs
- Targeting of micro audiences with the personalization of messages.



Lease the 2007
BMW 328i
for \$339/month
for 36 months.
(through 10/1)

Visit
bmwmass.com ↗

BMW 2007
3 Series Sedan



The Ultimate
Driving Machine®

People online

- 1.1 billion of the world's estimated 6.6 billion people are on-line.
- A third are now accessing the internet on high-speed lines (Wray 2007).



Average day

For people 15 years and older on an
average day in April 2007:

122 million Europeans were online

114 million in the U.S. were online (ComScore)



Average day

79 percent of adults -- about 178 million -- go online, spending an average 11 hours a week on the Internet.

(2,062 adults surveyed July-Oct. 2007, Harris Poll)



Proposition 1: The Audience is Active.

Boone and Gallant (2007)

- The audience has agency. The audience makes choices.
- Pew Internet & American Life has constructed scales of audience engagement based on typology of Internet use (Horrigan, 2007).
- From Omnivores (8%) to Off the net (15%)

Proposition 2: The Audience is Creative (Boone and Gallant 2007).

- Construct blogs, posts, tags, uploading photos, create ads, vote on content, and form online communities.
- Identity, meaning, community creation
(Gallant, Boone, & Heap, 2007)
- Connected Lives (Barry Wellman)
- Third place Oldenburg & Brissett (1982)
(Lawson, 2004).

Proposition 3: The Audience is Monitored (Boone and Gallant 2007).



Targeting by corporations, advertisers, and politicians of search, blogs, video, and mobile messages.

Types of online ads

Search	41%
Display Ads	21%
Classified	17%
Rich Media	8%
Email	2%

(IAB, Oct./4/ 2007)

Search

August 2007 (ComScore) U.S. Searches:


- Google Sites 6.8 billion
- Yahoo! Sites 2.5 billion
- Microsoft Sites 1.1 billion
- Time Warner Network 937 million
- Fox Interactive Media 571 million

Search

The image shows a screenshot of a Google search results page for the query "montreal". At the top, the Google logo is on the left, followed by a search box containing "montreal" and a "Search" button. To the right of the search box are links for "Advanced Search" and "Preferences". Below the search bar, there are navigation tabs for "Web", "Maps", "News", and "Blogs". The search results are displayed in a list format. The first result is a map titled "Map of Montreal, QC, Canada" from "maps.google.com". The second result is "bienvenue - welcome to montreal.com", described as a tourism guide. The third result is "TOURISME MONTRÉAL - TRAVELLER", the official tourist information site. The fourth result is "Montreal - Wikipedia, the free encyclopedia", providing historical context. The fifth result is "of montreal" from "www.ofmontreal.net/". On the right side of the page, there is a "Sponsored Links" section with four advertisements: "Montreal Tourism Web Site", "Discount Hotels", "Montreal" (with subtext "Info from Pros & Travelers Like You"), and "Montreal Trip Deals".

Google Search [Advanced Search](#) [Preferences](#)

Web [Maps](#) [News](#) [Blogs](#) Results 1 - 10 of about 113,000,000 for **montreal** [definition] (0.11 seconds)

 [Map of Montreal, QC, Canada](#)
maps.google.com

[bienvenue - welcome to montreal.com](#)
Tourism guides and cultural listings constantly updated both for visitors and locals.
[www.montreal.com/](#) - 14k - [Cached](#) - [Similar pages](#) - [Note this](#)

[TOURISME MONTRÉAL - TRAVELLER](#)
The **Montreal** Official Tourist Information Web Site. The Online Reference for **Montreal**. Le site officiel d'information touristique de **Montréal**, ...
[www.tourisme-montreal.org/](#) - 38k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Montreal](#) - [Wikipedia, the free encyclopedia](#)
Originally called Ville-Marie (literally 'City-Mary', translated 'Mary's City' or 'City of Mary'), the city had come to be known as **Montréal** by the end of ...
[en.wikipedia.org/wiki/Montreal](#) - 324k - [Cached](#) - [Similar pages](#) - [Note this](#)

[of montreal](#)
[www.ofmontreal.net/](#) - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Montreal Tourism Web Site](#)
Montreal's official tourism site - Find your way.
[www.findyourmontreal.com](#)

[Discount Hotels](#)
Get Guaranteed Low Rates- Book with the Hotel Experts for Great Deals
[www.hotels.com](#)

[Montreal](#)
Montreal
Info from Pros & Travelers Like You
[www.travel.yahoo.com](#)

[Montreal Trip Deals](#)
Save up to 70% on **Montreal** Vacations & more at Shermans Travel
[www.ShermansTravel.com](#)

Display Ads

USA TODAY Snapshots™

What media planners had for dinner last night:

Item	Percentage
Microwave popcorn	39%
Day-old mocha latte	31%
Antacid	12%
Dinner with insufferable rep	18%

[Click here to visit the Media Lounge.](#)

USA TODAY
usatoday.com

Email Advertising



Email is one of the most widely used activities on the Internet.

Over 90% of Internet users report using email in both 2006 and 2007 (Fallows, 2007).

Behavioral Targeting (BT)

“THE FUNDAMENTALS OF
BEHAVIORAL TARGETING

are simple:

getting the right message

to the right person

at the right place

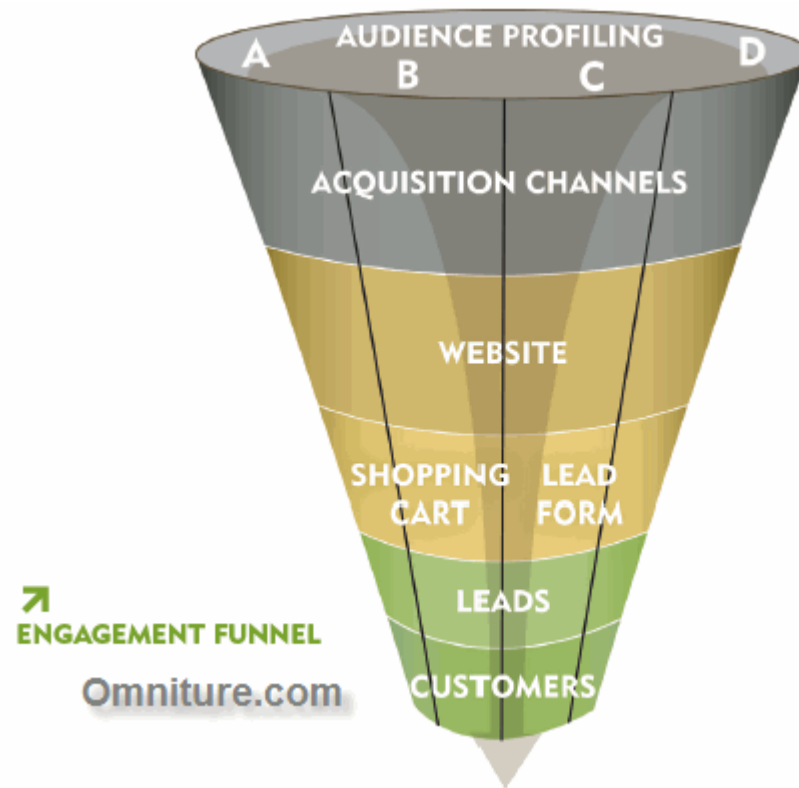
at the right time.”

(Phil Leggiere, 2007)

BT increasing

- eMarketer projects that spending on behavioral targeting will nearly double to \$1 billion next year and hit \$3.8 billion by 2011.

Engagement Funnel



Google mergers

- Google paid \$3.1 billion to obtain DoubleClick that specializes in display ads.
- DART has 1,500 clients and handles ad serving for display ads, rich media ads, affiliate marketing



Google- YouTube

- “Dove's "Evolution" commercial, a 75-second spot, proved to be a viral marketing darling last year.
- In less than one month, the free vehicle pulled more than 1.7 million views on YouTube.
- It brought Dove its biggest spike in visitors to its CampaignForRealBeauty.com, and was more than three times more effective than the company's Super Bowl commercial.”

(Klimkiewicz, 2007)

Video

- 80% of viewers have watched a video ad online
- 52% have taken action
 - checking out a website (31%)
 - searching for more info (22%)
 - going into a store (15%)
 - or actually making a purchase (12%)

(OPA, 2007)

Video



[Jerry Seinfeld](#)

From: [diggart06](#)

Comments: 88

Login to rate video



602 ratings

Yahoo mergers

- Yahoo acquired Right Media and Blue Lithium.
- Right Media sell display ads and provide an ad exchange with companies like newspaper publishers and Ebay.



BT on Yahoo

- Nineteen of the top 20 consumer packaged goods companies use Yahoo! Consumer Direct.
- Employs Nielsen's HomeScan unit to monitor the online behavior and purchases of 46,000 consumers.

BlueLithium-Yahoo

We target each of our 145M unique users based on their demonstrated interests, then serve the right ad regardless of what site they are on across our network.

When both are reading the same page of a website we serve them different ads



BlueLithium- Voter Network

- Raise funds, get out the vote, build grassroots support by district or zip-code
- Target video and/or banner advertising as specifically as "Women, ages 18-34 who live in New England with a household income of \$70K+ who are interested in foreign affairs."

BlueLithium- Voter Network

- The Voter Network reaches 119 million U.S. Internet users, or 65 percent of the US Internet population.
- Real-time reporting
- Modify campaigns on the fly

aQuantive (Microsoft)

- “Using technology from aQuantive’s Atlas division, Microsoft will be able to provide advertisers with a log of all the places on the Internet where people see ads before going to the advertisers’ Web sites.
- The data is based on individual computers’ electronic signatures, not individual people.”
(Story, 2007)
- This will decrease the importance of search ads that Google now dominates.

AOL mergers



- AOL has Advertising.com
- Recent acquisitions include Tacoda, Third Screen Media, Lightningcast, AdTech, and Quigo.

TACODA

- TACODA has established partnerships with more than 4,000 Web sites and reaches more than 150 million unique visitors per month.
- Major media partners include The New York Times Company, NBC Universal, Hoovers, Scripps Broadcasting, Dow Jones, Kelley Blue Book and Orbitz.

TACODA segments

Academic Minded

Active Gamer

Auto Enthusiast

Auto Intender

Avid Golfer

Business Decision Maker

Career Watcher

Digital Youth

Die Hard Sports Fan

Entertainment Buff

Entrepreneur

Family Chef

Family Planner

Gadget Geek

Health Seeker

Money Minder

Facebook Ads

facebook

Homepage Sponsored Stories



Rates:
CPM: \$10 (untargeted)

Targeting filters: Gender, Geography,
Major = \$2 premium

Targeting filters: Favorite Interests,
Activities, Movies = \$5 premium

Minimum investment: \$50,000

Nick O'Neill

Facebook Beacon Ads

- Tracks the user's across external partner site
- Provides reports to Facebook.
- Fan-sumer endorsements with their picture in an ad directed toward their friends

Facebook Ads

- Shauna- a Revlon products Fan. Revlon buys Social Ads and can display ads on her news feed or on her profile. If Shauna purchases Revlon makeup from Amazon, her news feed could indicate an eCommerce links recommending it to her 100 trusted friends, resulting in further sales. (adapted from Jeremiah Owyang, Web-Strategist.com)

MySpace Interest Ads

- Interest Targeting began in July 2007 based on users' pages in 10 categories such as finance, health, autos, fashion, video games and music.
- The site has more than 3 million users in each category
- “Algorithms determine ad placement based on a member's groups, friends, age, gender, and prior ad engagement history.

(Gavin O'Malley, Media Post, Sep 19, 2007)”

Mobile

- “In January 2007 there were an estimated 2.7 billion mobile handsets in use around the world, of which 1 billion were sold during 2006.
- This is more than three times the number of PCs, and roughly double the number of fixed landlines in use...most of these handsets have the processing power of yesteryear's PCs.” (Red Orbit, 2007)

Mobile

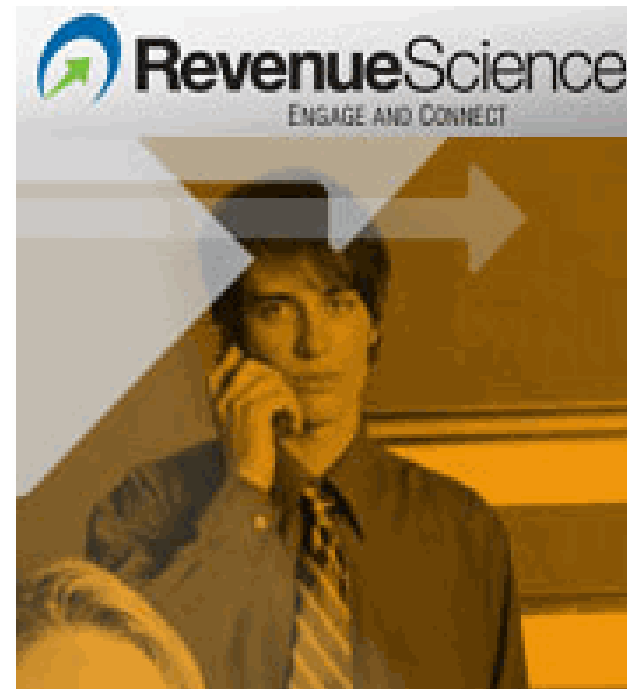
Gartner's October 2007
Dataquest Insight:
mobile advertising will
rise to \$12.8 billion
worldwide by 2011.



Revenue Science – Mobile Ads

- Examine behaviors such as media downloads, videos, articles purchased on the cell phone
- music, games, and entertainment.

(Gossman, 2007)



Mobile Communities

- 50 million people worldwide are members of mobile social communities
- Examples include MeTV in Singapore, Kink Kommunity in the UK, CyWorld in South Korea, Vodafone Group and AT& T wireless in the U.S.

Second Life

- build a home
- start a business
- campaign with Linden dollars.
8.9 million users

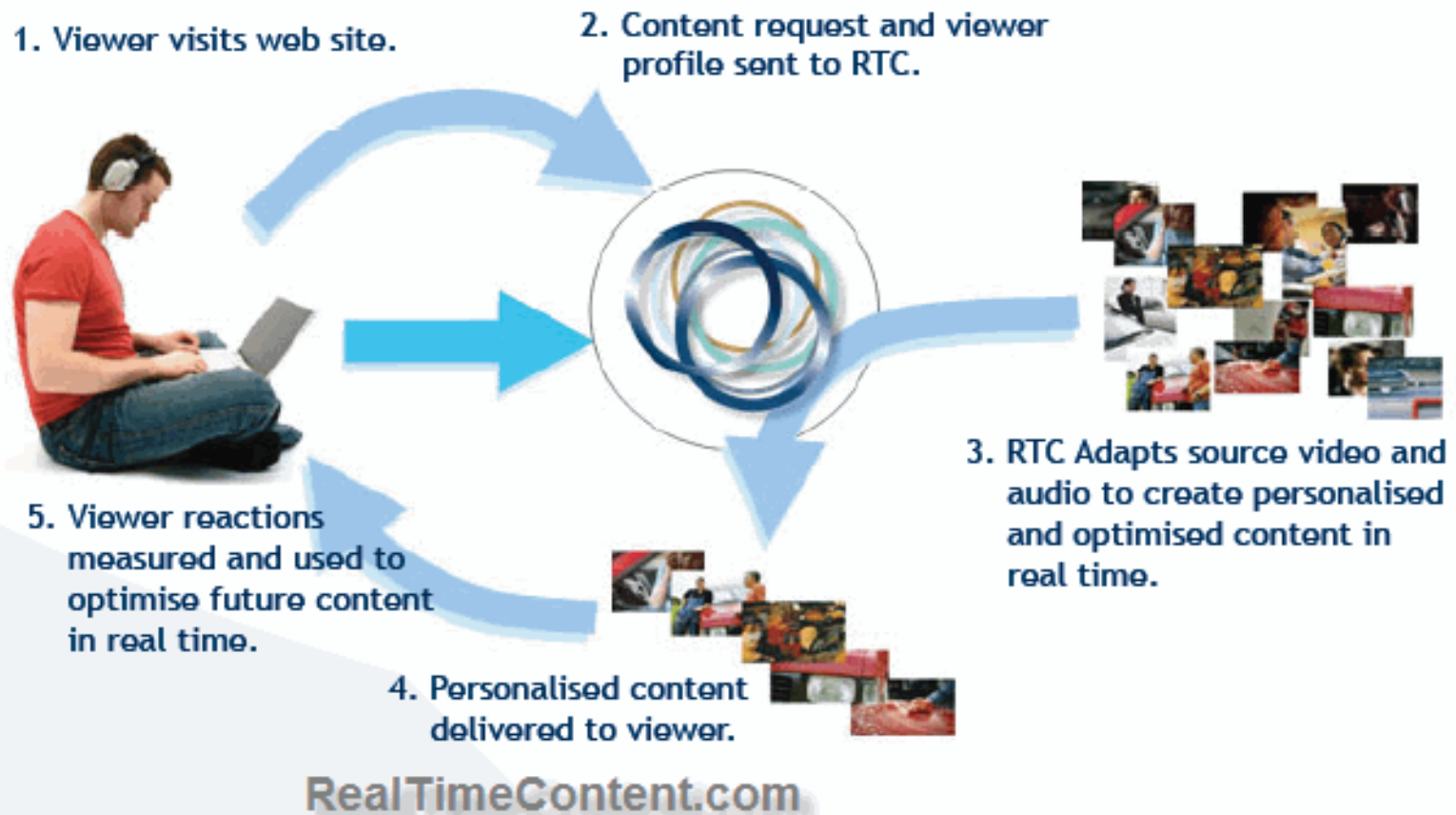


Online Game Ads

- The online game market is expected to reach \$4.4 billion by 2010
- 24/7 served text and display ads into games since 2000
- Google tracking online game behaviors
- New ability to insert in-game advertising into every game offered by Exent Technology.

RTC / Adaptive Media

Adaptive Media in Action



Online Public Relations

- Overview of Trends for PR -Gloria
- Blogs & UGC- Linda
- Search Engine Optimization- Gloria
- Viral-Linda
- RSS-Gloria
- Podcast –Linda
- Wiki- Gloria
- Questions and Discussion

Traditional PR


- Press Releases
- Text based
- Depends on Media Gatekeepers
- Media Deadlines
- Publics reached by Media
- News Clips show results



New Media PR






- Online Press Releases
- Social Media Newsroom
- Multimedia
- Direct to Publics & Stakeholders
- 24/7
- Niche Audiences
- Online Monitoring

Multimedia PR

 2007-11-12

Home | Learn More | Release Features | Success Stories | Search Archives | PRWeb Direct | Submit Release

Industry Categories | News by Country | News by MSA | Today's News | Browse by Day | PR Trackbacks™ | Featured Videos | ViewNews™ | eBook Digests | RSS

All Press Releases for November 12, 2007  Subscribe to this News Feed  Subscribe to this Podcast Feed  iTunes  Ogg 

Thanksgiving Recipes with Personality from Potato Growers

Find the best mashed potato recipes including the perfect mashed potatoes, microwave mashed potatoes and mashed potatoes paired with favorites like butternut squash, chipotle or chocolate.

Denver, CO (PRWEB) November 12, 2007 -- Thanksgiving is just around the corner, which means hosts and hostesses have started to search for the best recipes, read classic cookbooks and develop dinner menus. Even the most seasoned party planner can suffer stress trying to balance varying tastes and traditions. Folks may argue about dressing versus stuffing in their turkey recipe, or whether to serve green beans or peas, but almost everyone will expect some kind of mashed potato dish to grace the dinner table. Who better than America's potato farmers to offer advice on the very best mashed potato recipes? Here are recommendations from the United States Potato Board (USPB), representing 4,000 potato growers and shippers throughout the U.S., for hosts and hostesses of every personality persuasion.

The Traditionalist: Perfect Mashed Potatoes
There is no recipe more fitting for the honor of "best mashed recipe of all time" than the USPB's Perfect Mashed Potatoes. The essential trick here is to return the drained potatoes to the saucepan for a few minutes to dry them a bit over medium-low heat before mashing. Trust us, it makes a difference!

The Procrastinator: From-Scratch Mashed in About Ten Minutes
Forget the instant mashed potatoes. For a quick fix that's guaranteed to wow the crowds, try the USPB's new "Microwave Mashed Potatoes." If you're short on time (and who isn't?) but want from-scratch fresh mashed potatoes, try these. Watch a quick demonstration video at and get mashing!

The Health Nut: Browned Butter Smashed Potatoes with Butternut Squash
Want to serve a healthy recipe with two vegetables in one dish? Combine the vitamin C, potassium, and fiber of potatoes with the vitamin A of butternut squash and you have a nutritional winner. A little browned butter drizzled over the top adds the crowning holiday touch.

The Diplomat: Chipotle Mashed Potatoes
Celebrate the United Nations' declaration that 2008 is the "International Year of the Potato" by serving Chipotle Mashed Potatoes. These south-of-the-border flavors marry well with a chili-rubbed turkey and cornbread dressing.

The Hedonist: White Chocolate Mashed Potatoes
Send guests swooning by combining perennial favorites: potatoes and chocolate. Yes, that's right, chocolate. A little bit of white chocolate here substitutes for the butter. Its sweetness is tempered by a dash of Tabasco sauce, but the creaminess chocolate imparts is unmistakable.

For additional holiday-worthy potato side dishes, visit www.potatounderground.com. Happy Thanksgiving from America's potato growers!


The United States Potato Board was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Recognized as an innovator in the producer marketing industry, the USPB was one of the first commodity groups to develop and use a nutrition label that was approved by the FDA. Based in Denver, CO, the USPB represents more than 4,000 potato growers and handlers across the country. For more information about the USPB and its programs, visit www.healthypotato.com.


Contact:
Kris Caputo Hurley
Fleishman-Hillard
916-492-5337

Linda McCashion
United States Potato Board
303-873-2326

###

Post Comment:
Trackback URL: <http://www.prweb.com/pingpr.php?MmV0YS1TcXVhLUhvcnRlWmV0YS1UaGlyLVp1cm8=>





International Year of the Potato

OPTIONS




- Printer Friendly Version
- Download PDF Version
- Download Reader Version
- Blog This
- Share It


CONTACT INFORMATION

Kris Caputo Hurley
Fleishman-Hillard
[Visit Our Site](#)
916-492-5337
[Email us Here](#)

Linda McCashion
303-873-2326
[Email us Here](#)

ATTACHED FILES

- 
[Browned Butter Smashed Potatoes with Butternut Squash](#)
- 
[Chipotle Mashed Potatoes](#)
- 
[Perfect Mashed Potatoes](#)



Online Press Releases

- [PR Newswire](#)
- [Business Wire](#)
- [CapitolStrategy.com](#)
- [Market Wire](#)
- [CSR WIRE](#)
- [Prime Newswire](#)
- [PRWeb](#)

FREE Online Press Releases

PRZOOM.com

PRFree.com (\$30 for base fee)

Express-press-release.com

PRBuzz

Myfreepr

PRLog.org

FREE Distribution to Google &
Yahoo News

Better Media Relations

- Over 65% of PR professional : We have a better relationships with journalists as a result of the Internet.
- E-mail made media contact more efficient
- Finding the right person and getting the right information to them is easier
- More journalists are getting in contact with PR people ([Tom Murphy](#), 2004)

Social Media Release



Social Media Newsroom Template


Company Logo **Description:** News about company and its role in the XYZ industry

News Company Site Web

Search:


Executive Corner



 Links to biography, speaker history, [Linked in](#) profile




 Links to biography, speaker history, [Linked in](#) profile

for updates on executive activity by [RSS](#), [e-mail](#)

Media Coverage

 Excerpt and [link](#) to media coverage   


 Excerpt and [link](#) to media coverage   

 Excerpt and [link](#) to media coverage   

for media coverage updates by [RSS](#), [e-mail](#)

PR Contact Information

Contact Name

Tag Cloud

Relevant terms about company, industry, products, executives, speeches and competition. Also, tags related to individual press releases and media coverage




RSS Feeds (OPML)

Corporate bloggers and vloggers

Pictures

Profiles

Excerpts



What We're Reading...

Blogs


Mainstream media links

[co.mments](#)




Multimedia Gallery



Previews and links to download embeddable versions of company logo, executive pictures, product shots, podcasts, videos, etc.





News Releases

Meld News + Blog
Each release hosted on a separate page (permalink). Moderated comments and trackbacks allowed on individual release "micro" sites

 Headline, excerpt and [link](#)   


 Headline, excerpt and [link](#)   

 Headline, excerpt and [link](#)   


for company news updates by [RSS](#), [email](#)

del.icio.us Accounts


 [del.icio.us/company](#)

 [del.icio.us/industry](#)


 [del.icio.us/competition](#)

 [del.icio.us/misc.](#)

Schedule

 Upcoming tradeshow appearance(s), link(s) 

for company event updates by [RSS](#), [email](#)

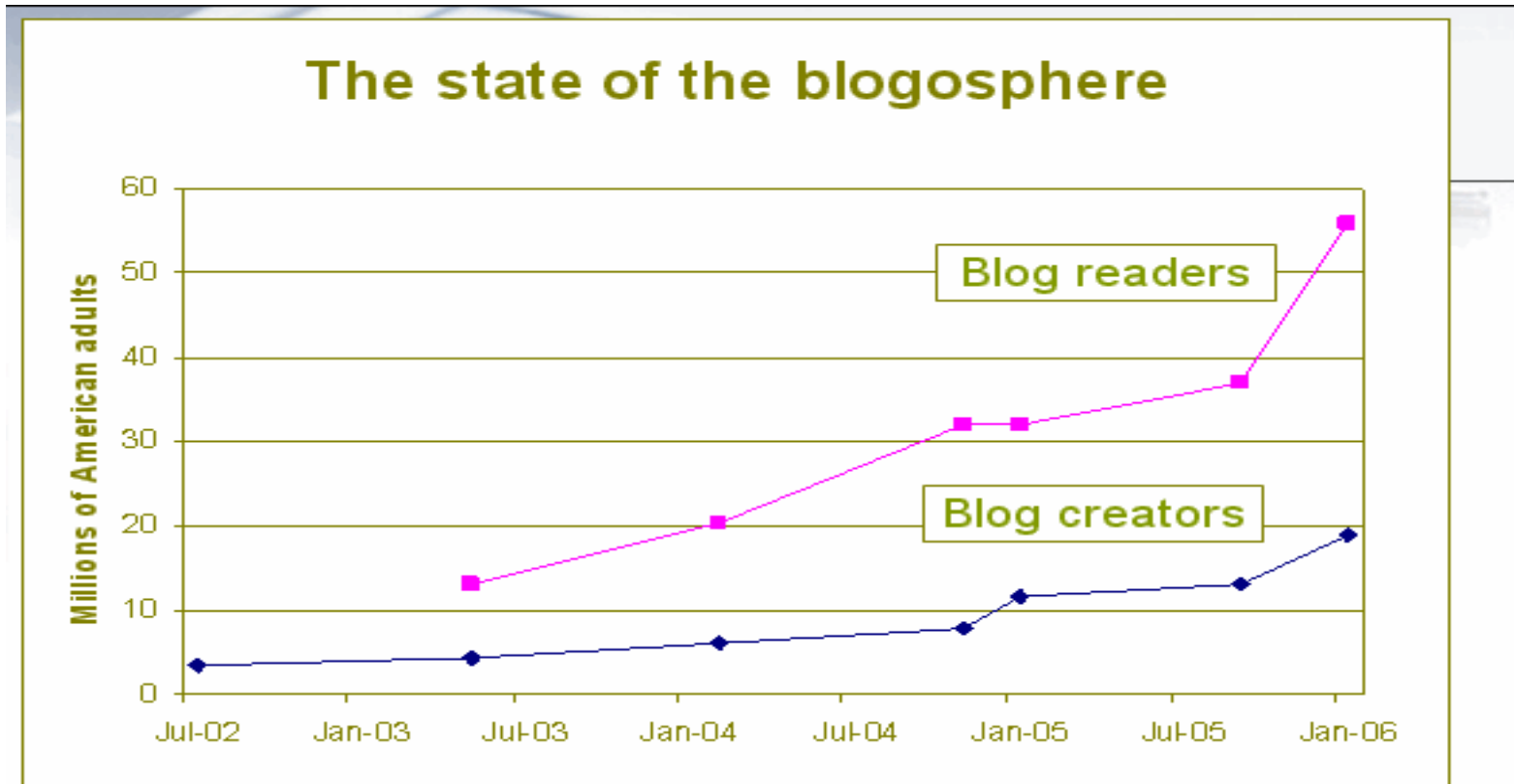


Blogs- User Generated Content

- Technorati is tracking 111 million blogs
(October, 2007)
- More than 37% of American have created a blog or posted comments online to a blog. (Horrigan, 2007)
- Some 54% of bloggers say that they have never published their writing or media creations anywhere else. (Lenhart & Fox, 2006)

PEW Study on Blog Growth

Lee Rainie 3/21/2006 http://www.pewinternet.org/PPF/r/62/presentation_display.asp



Cocreational PR

- "Public Relations: The State of the Field," in the *Journal of Communication* in December 2004, Carl H. Botan and Maureen Taylor : "The most striking trend in public relations over the past 20 years, we believe, is its **transition from a functional perspective to a cocreational one.**"

PR on Social Media

facebook Profile edit Friends Networks Inbox home account privacy logout

Ernst & Young Careers Sponsored

Welcome to Ernst & Young

READY. SET. SUCCEED!
Join the firm that's committed to helping you grow and succeed.

With a mindset of "Quality in Everything We Do," we have high standards. We reward your contributions and offer experiences that will enrich your career. Our People First culture supports committed, talented people who care about quality, integrity, and doing what's

ERNST & YOUNG
Quality In Everything We Do

ONE WAY

View Discussion Board
Join this Group

Share +

AWARDS &

helping us deliver quality services to world-class clients.

PR on Social Media

Chris Anderson – The Long Tail



Search Engine Optimization

SEO is important

- Improves your ranking in the search engines
- Optimizing your website or news release
- Enhances the accessible of your web pages for search
- Increases traffic
- Creates positive results

Search Engine Optimization

- Use Keywords in the Title tag.
- Use Meta tag- description
- Use Meta tags- keywords
- Use tags

<TITLE>Thanksgiving Recipes with
Personality from Potato
Growers</TITLE>

Search Engine Optimization

```
<META NAME="description"  
  CONTENT="PR: Find the best mashed  
  potato recipes including the perfect  
  mashed potatoes, microwave mashed  
  potatoes and mashed potatoes paired  
  with favorites like butternut squash,  
  chipotle or chocolate. >
```

Search Engine Optimization

```
<META NAME="keywords" CONTENT="PRESS  
RELEASE, united states potato board, potatoes,  
mashed potatoes, potatoes recipe, thanksgiving food,  
thanksgiving recipes, potato side dishes, very best  
mashed potato recipes, the traditionalist: perfect  
mashed potatoes, the procrastinator: from-scratch  
mashed in about ten minutes, the health nut: browned  
butter smashed potatoes with butternut squash, the  
diplomat: chipotle mashed potatoes, the hedonist:  
white chocolate mashed potatoes">
```

SEO: Tags and Bookmarks

 **Technorati** [potatoes](#) [mashed](#) [potato](#) [mashed potatoes](#) [thanksgiving](#) [food](#) [side dish](#) [butter](#) [meal](#) [potato growers](#)

Bookmark - [Del.icio.us](#) | [Digg](#) | [Furl It](#) | [Spurl](#) | [RawSugar](#) | [Simpy](#) | [Shadows](#) | [Blink It](#) | [My Web](#)

[education](#) [international](#) [school](#) [fitness](#) [food](#) [nutrition](#) [united states](#) [grant](#) [butter](#) [thanksgiving](#) [recipe](#) [potato](#) [foodservice](#) [healthy food](#) [health benefits](#)
[meal](#) [healthy recipes](#) [potatoes](#) [microwave recipes](#) [potato recipes](#) [potato growers](#) [side dish](#) [mashed](#) [healthy potato recipes](#) [mashed potatoes](#) [cafeteria](#) [the](#)
[underground potato](#) [potatoes au gratin](#) [recipe blog](#) [health](#)

VIRAL



VIRAL

FREE + FUN + FORWARD = VIRAL

Podcasts



Front Page

James Barron, a reporter at The New York Times, summarizes the top headlines every weekday morning.

Schedule: Monday through Friday

SUBSCRIBE

NYT: Front Page for 11/12/2007
(mp3)

November 12, 2007



Health Update

The New York Times's Jane Brody, "Personal Health" columnist, discusses the latest health news.

Schedule: Mondays

SUBSCRIBE

NYT: Health Update for
11/12/2007 (mp3)

November 12, 2007



Music Popcast

The New York Times pop music critics discuss the latest albums and music events of the week.

Schedule: Wednesday

SUBSCRIBE

NYT: Music Popcast for
11/07/2007 (mp3)

November 06, 2007



Podcasts

- [Arbitron/Edison - Media Research Internet and Multimedia 2007 Study](#)
- 37% of the US population have heard of podcasting
- 13% of the US population have listened to a podcast
- 11% of the US population have watched a video podcast



RSS

Deliver your content to
thousands of subscribers



Rok Hrastnik *Unleash the Marketing Power of RSS*
<http://rss.marketingstudies.net/>



Google Reader

Google Reader

 All items

- Home
- All items (1000+)
- Starred items
- Shared items
- Trends

Add subscription [Browse »](#)

Show: [updated](#) - all

- journalism (217)
 - NYT > Media and Adver... (2)
- news (1000+)
 - BBC News | News Front... (1)
 - Christian Science Mon... (9)
 - Google News (1000+)
 - MarketWatch.com - Top... (1)
 - NPR: 7AM ET News Summa
 - NYT > Books (104)
 - NYT > Home Page (1000+)

on the other end of the phone doesn't quite understand the words ...

Advertising Age - Digital (46)

Mobile-Marketing Plans Meet Unlikely Opponent: Telecoms SAN FRANCISCO (AdAge.com) -- A swarm of start-ups are hoping to use advertising to subsidize the kinds of mobile services consumers are used to paying for, such as directory assistance, video and even voice. But while such models could spur consumer ...

Trying a New Way to Measure Online Audience NEW YORK (AdAge.com) -- Adam Gerber left Brightcove when the company shifted strategy from being a media seller to a technology provider. He's landed in the chief marketing officer role at Quantcast, an online measurement startup trying to challenge ...

Real Revolution Isn't Facebook's Ad Plan Like any new advertising venue, Facebook's ad system merits a look. But don't be fooled by the grandiose rhetoric around its revolutionary powers. In fact, out of everything Facebook unveiled last week, the part that's most interesting may not be the ...

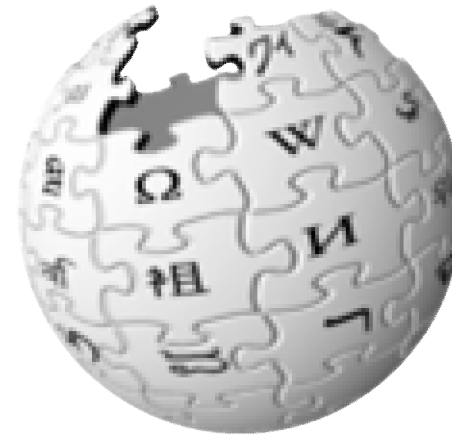
The latest messages from the Google Reader team

Attack of the 20%'ers

via [Official Google Reader Blog](#) by dolapo on 11/6/07
At Google, 20% time is core to our culture and today's Reader release

WIKI

- 36% of online American adults consult Wikipedia (Rainie and Tancer, 4/24/2007)
- College grads- 50%
- 18-29 years- 44%
- 75K+ income- 42%



WIKI

Catholic Archdiocese of Boston edits Cardinal Law's page

by Anonymous



The Catholic Archdiocese of Boston decided to edit the page of Bernard Francis Law, taking out information about his role in a sex abuse scandal.

Exxon Mobil replaces habitat destruction statistics from Valdez oil spill!!

by BigRob



This original article stated statistics of the number of species that were killed. Exxon proceeded to completely wipe out those statistics, and instead somehow twisted the spill into an ecological positive!!! Their replacement: "As an example, six of the largest [[salmon]] harvests in history were recorded in the decade immediately following the spill." Follow the diff link for the complete disgust.

Wiki Scanner: <http://wired.reddit.com/wikidgame/>

Online Monitoring

Tracking of comments about the company, brand or organization.

- [Cymfony](#)
- [Nielsen Buzz Metrics](#)
- [Umbria](#)
- [Factiva](#)
- [Biz360](#)
- [MotiveQuest](#)



Thank You

Watch for our book

ONTARGET ONLINE in 2008