

Digital Download

Thursday, 2 October 2008

Dominique Hind

<http://dominiquehind.wordpress.com>



Before we start

- Who is the single largest music retailer on the planet?
Apple A Computer Company
- Who is the worlds largest camera manufacturer ?
Nokia A Mobile Phone Manufacturer
- Who represents the largest threat to the Television & Movie Industries?
Hulu & Joost Online networks
- Who is the largest & fastest growing media company on the planet?
Google A Search Engine
- Who has the 5th largest GDP on the Planet?
eBay

Before we start

- I email useful information to colleagues
- I send photos to friends
- I use instant messenger
- I have participated in a poll
- I have submitted a book review on Amazon
- I have submitted seller feedback on ebay
- I read or contribute to discussion groups
- I contribute personal opinions to websites
- I write my own blog
- I create multimedia content & put it on the internet



Today

1. Short introduction to the Internet
2. Customers online: a paradigm shift
3. Advertising today
4. Online advertising
5. Search consumption (SEM & SEO)
6. Blogs
7. Social networks
8. Website
9. Email
10. Benchmarks & ROI
11. Top 3 online trends

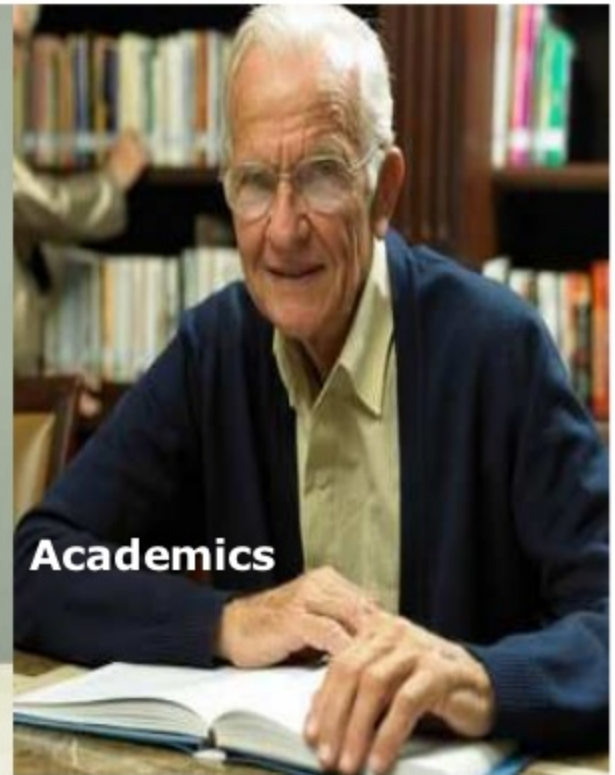
Not covering

- Mobile
- RSS
- Indepth web development
- Driving traffic (social marketing)

A short history of the internet

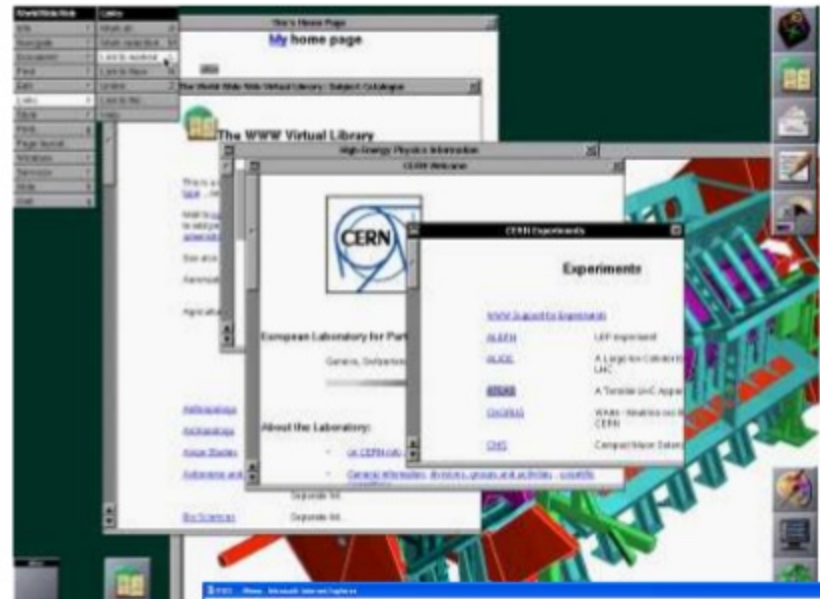


In the beginning.....



Tim Berners-Lee

The first
Browser
1990



The first
website
1991



The First Banner Ad

- When: October 1994
- Where: HotWired
- Size: 468 x 60 pixels
- Client: AT&T
- Copy:

Have you ever clicked your mouse right here? You will.



User-friendly browser

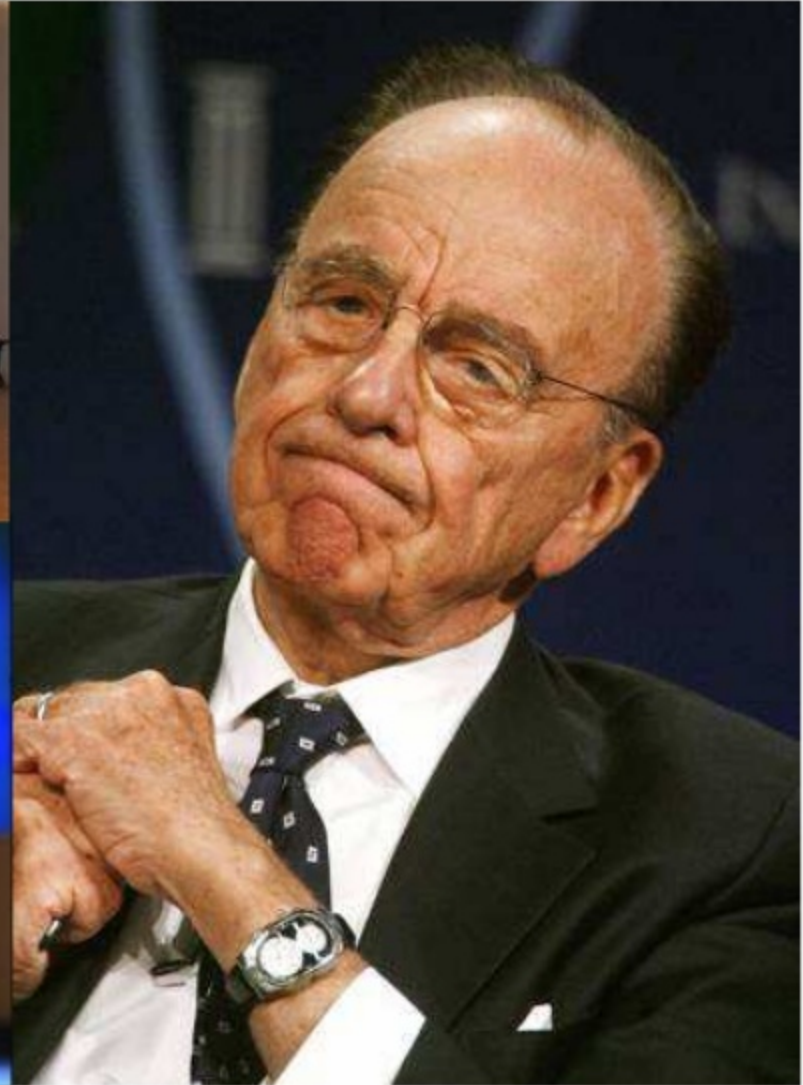
- When: 1995
- What: Netscape launched
- Why: Easy platform to search the Internet



The Madness....



Increased Online Focus



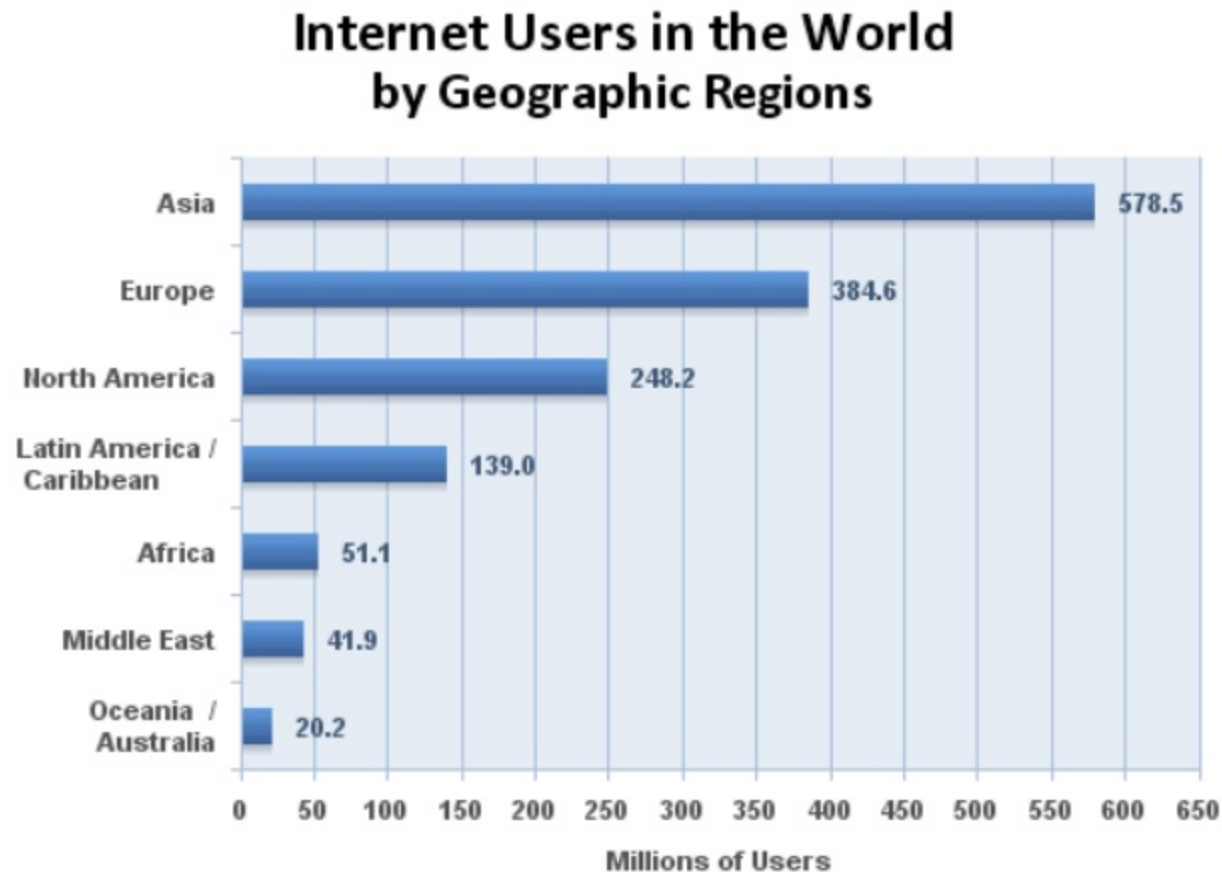
What else is happening?

- 1,463,632,361 internet users globally
 - (www.InternetWorldStats.com 30 June 2007)
- 100,316,360 TDL domains registered
 - (<http://www.zooknic.com/Domains/counts.html> 15 April 2008)
- 2,869,632 blogs registered through authoring tools
 - (<http://www.blogcensus.net> 29 September 2008)

Likely weblogs	2869632	Visited sites we think are weblogs
Anglo weblogs	1970366	Blogs that seem to be in English
Processes active	10	Number of crawlers running
Queue	1376668	Sites we know nothing about yet
Weblog Queue	3373662	To-do list of known weblog sites



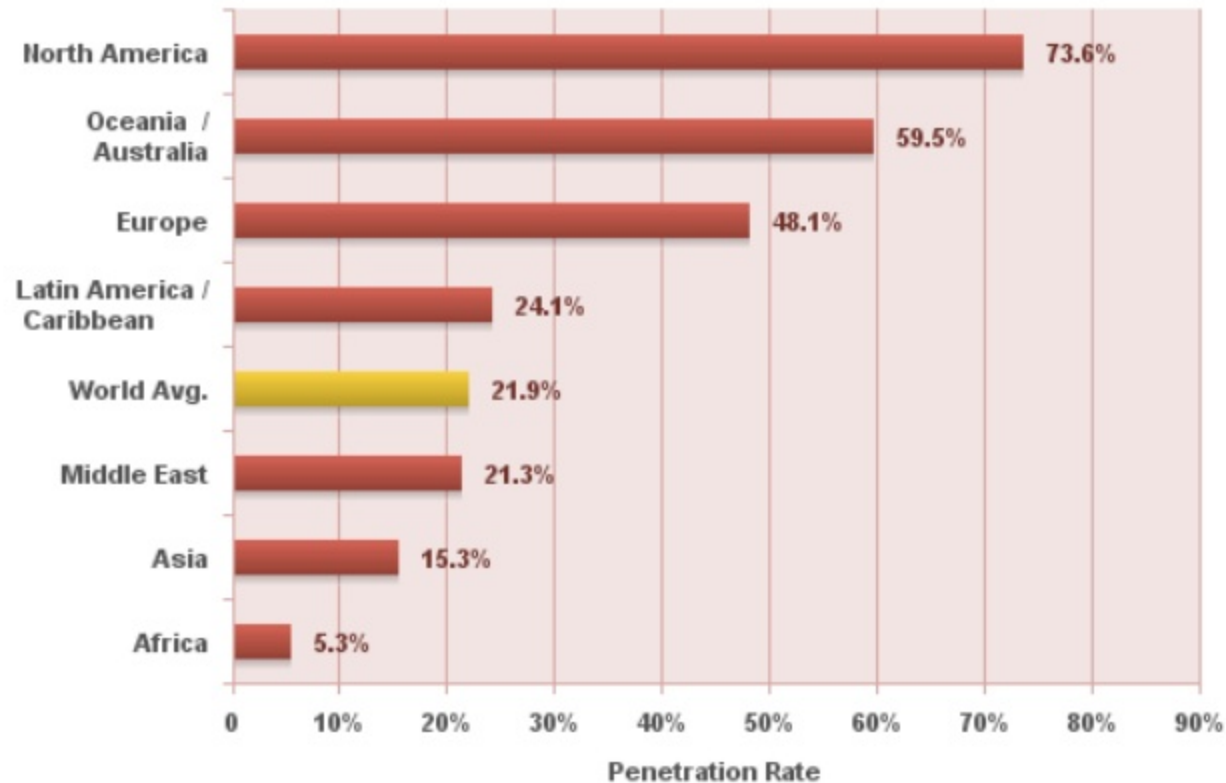
Internet usage by region



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users is 1,463,632,361 for Q2 2008
Copyright © 2008, Miniwatts Marketing Group

Internet penetration by region

**World Internet Penetration Rates
by Geographic Regions**



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,676,120,288
for mid-year 2008 and 1,463,632,361 estimated Internet users.
Copyright © 2008, Miniwatts Marketing Group



Online Delivering Big Numbers



As at Feb 2008:

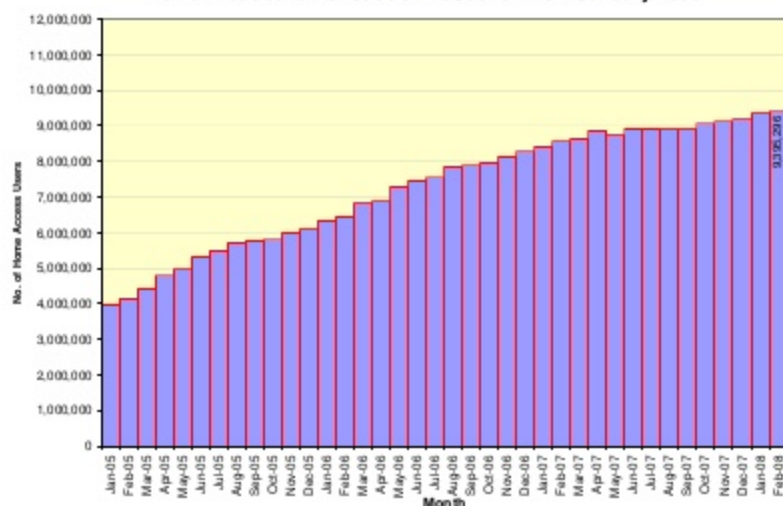
- **Active Digital Universe:**
10,927,000
- **Accessing Broadband at Home:**
9,395,296
- **Ave Time Spent Online p/m:**
19 hrs : 43 min : 02 sec

Source: Nielsen Online NetView Home and Work February 2008

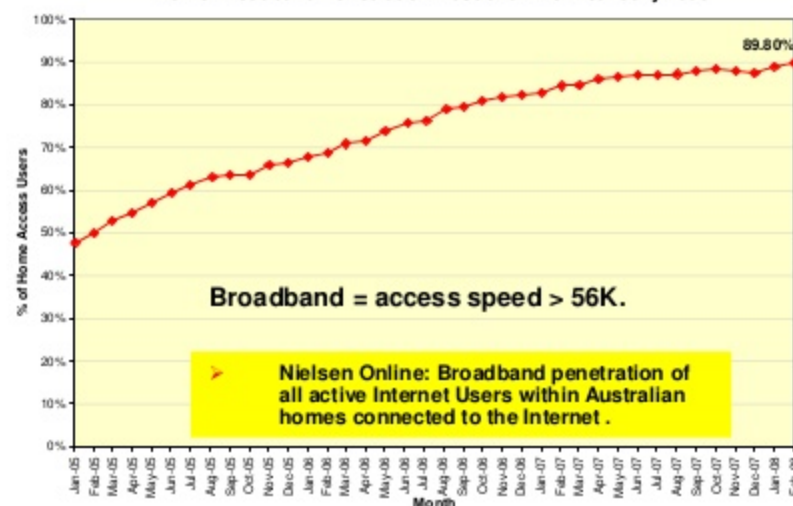


Australian Time Spent Online

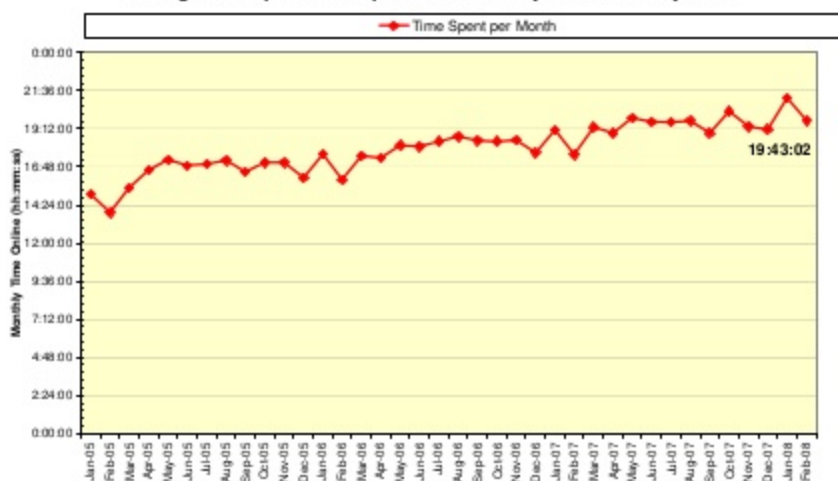
Home Broadband Penetration Australia - from January 2005



Home Broadband Penetration Australia - from January 2005



Average Time Spent Online per Month. January 2005 - February 2008



Increasing in line with
growth in broadband
penetration

Consumers online

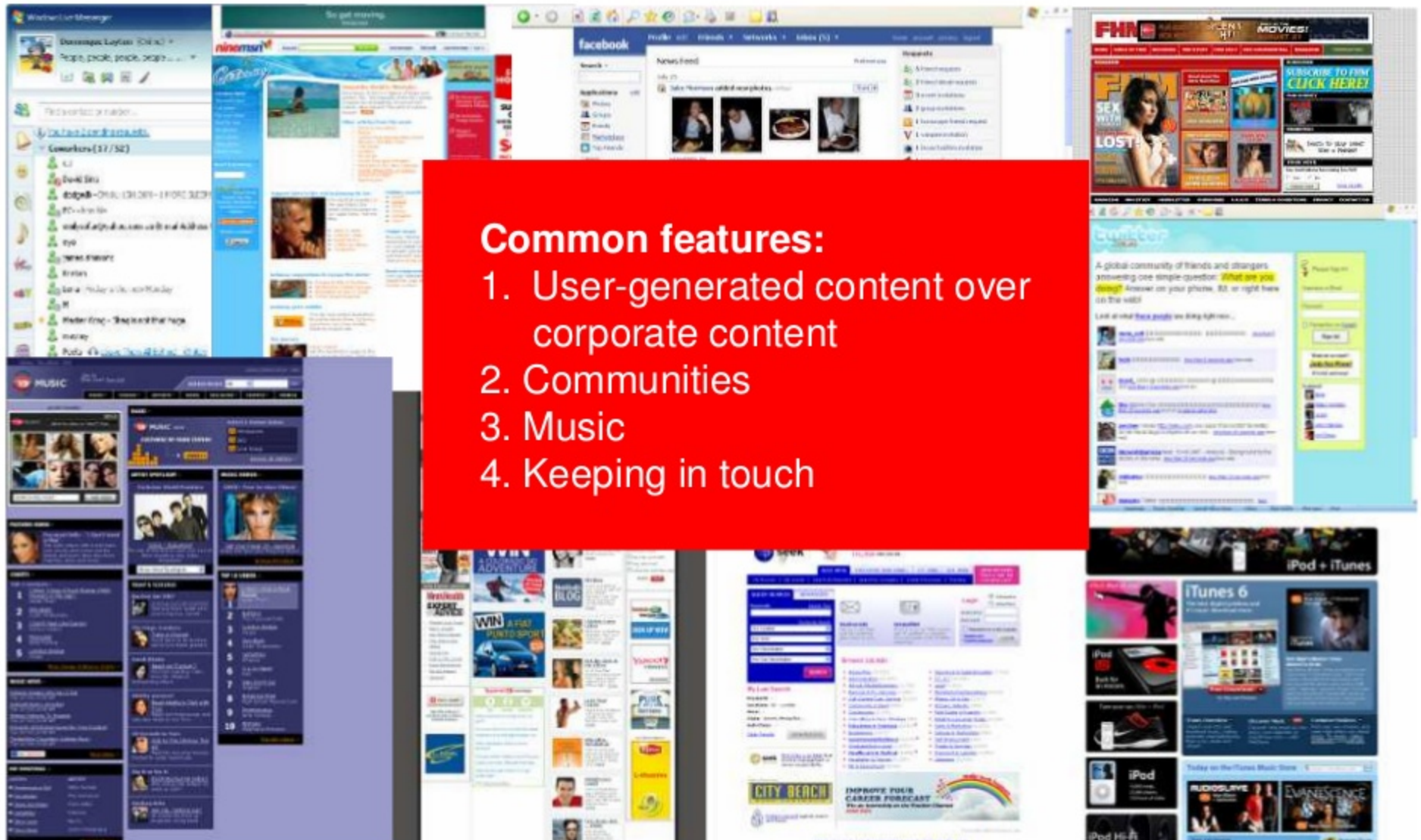
A paradigm shift



Evolution of the online consumer



Young consumers more active online



Older consumers are functional

