



# Medieovervågning – er spild af penge!

CBM, regionaldirektør, Cision Northern Europe

24. april 2007

# Reklame



## Re-branding

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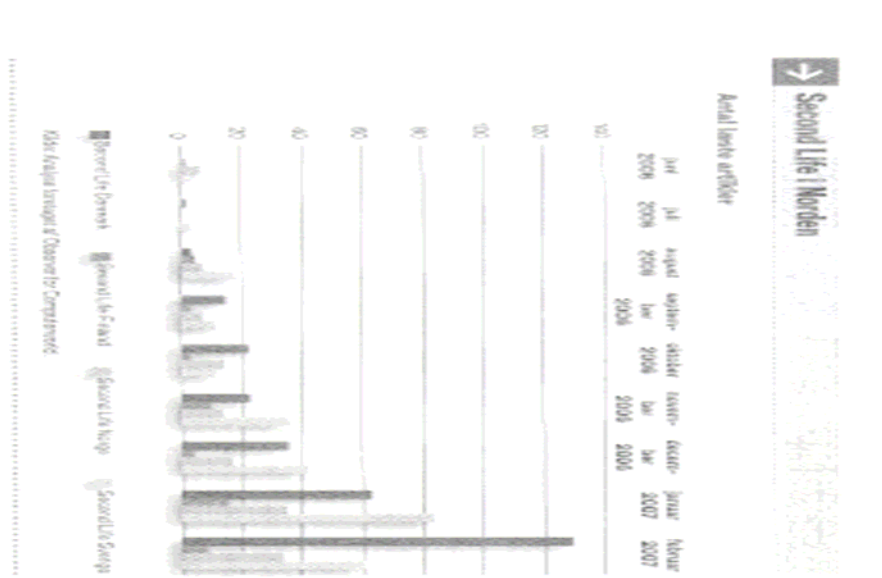


## Nye medier og deres udvikling – web 2.0 m.m.

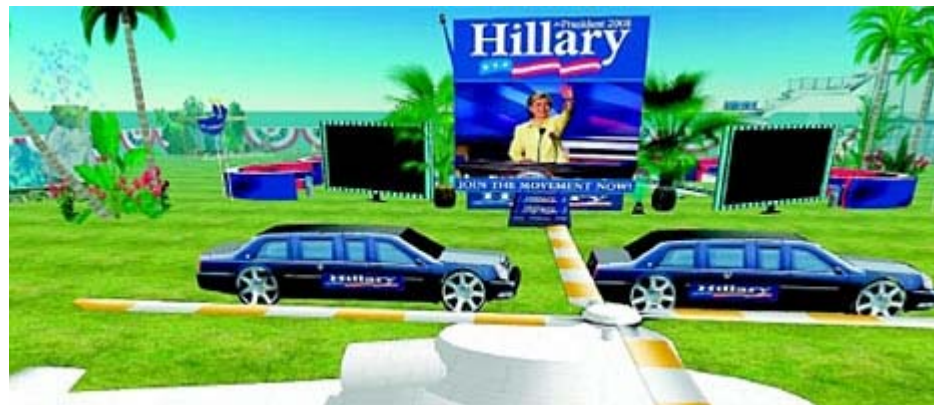
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- ▶ Social Networking and establishing personal connections looks set to drive the next wave of internet growth
- ▶ Forum, VoIP and Instant Messaging all saw significant increases since 2005 as the internet becomes a more ingrained point of Europeans' Lifestyles
- ▶ Social Networking sites as Myspace and Bebo included in Mediascope for the first time being used at least once a month by 23% of online Europeans
- ▶ Significant growth is also observed in top website genres including email, technology sites, news and local information.

# Second Life – bølgen har ramt Danmark og Sverige...



## Som altid først i US



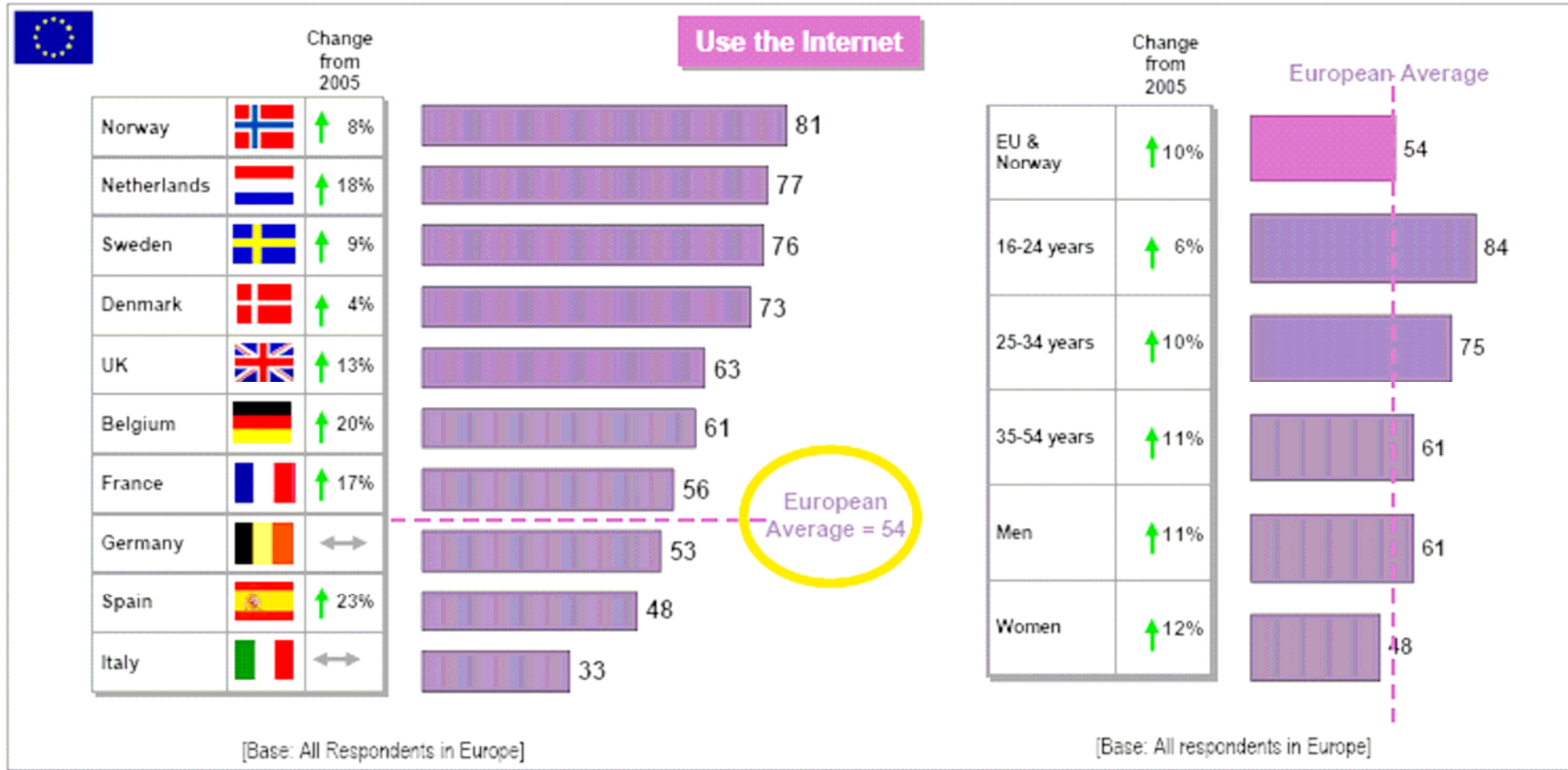
## EIAA – Mediascope Europe Study - 2006

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- ▶ <http://www.eiaa.net/research/media-consumption.asp?lang=6>

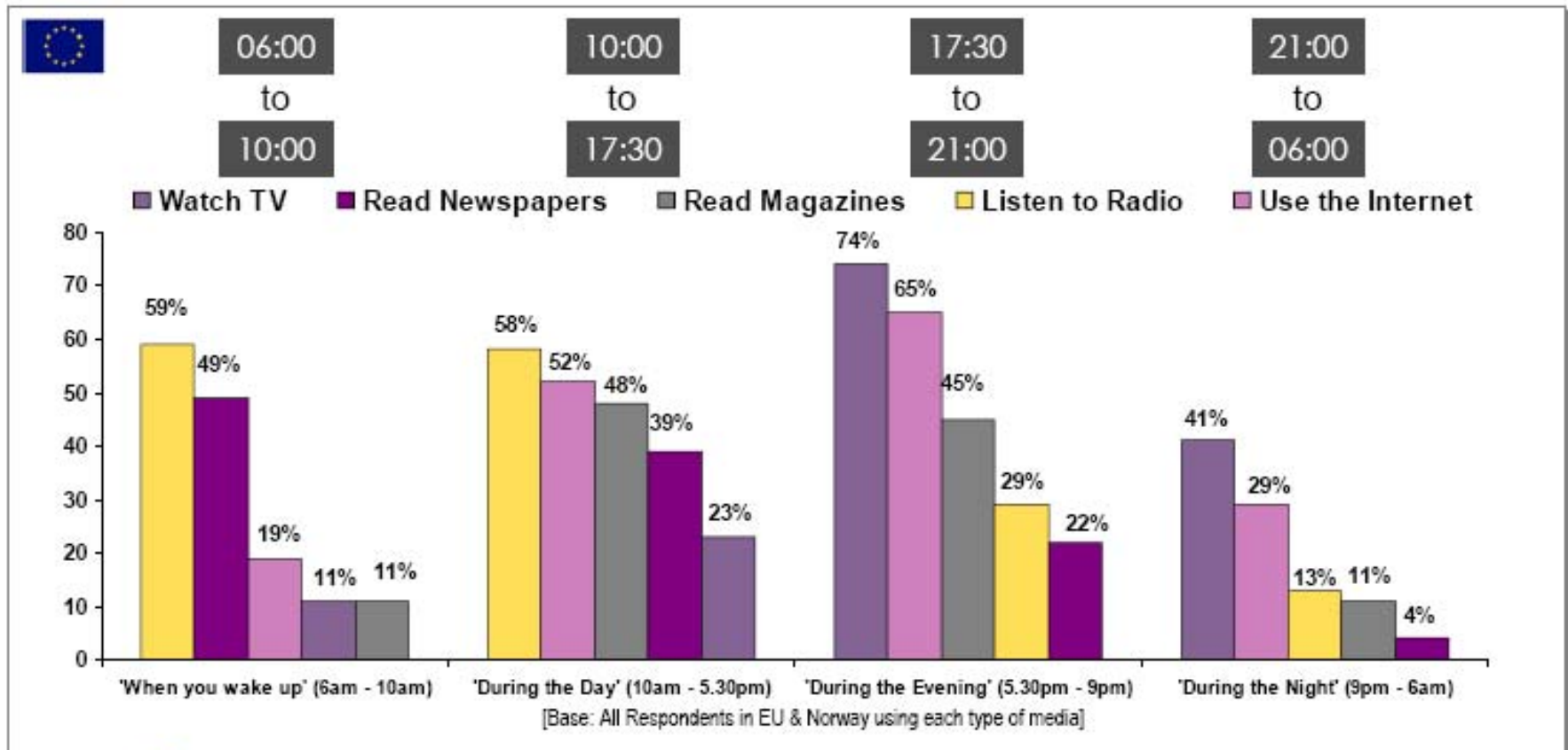
# European weekly usage up 10% year-on-year

Q1a In a typical 7 day week, that is Monday to Sunday, can you tell me if you...?



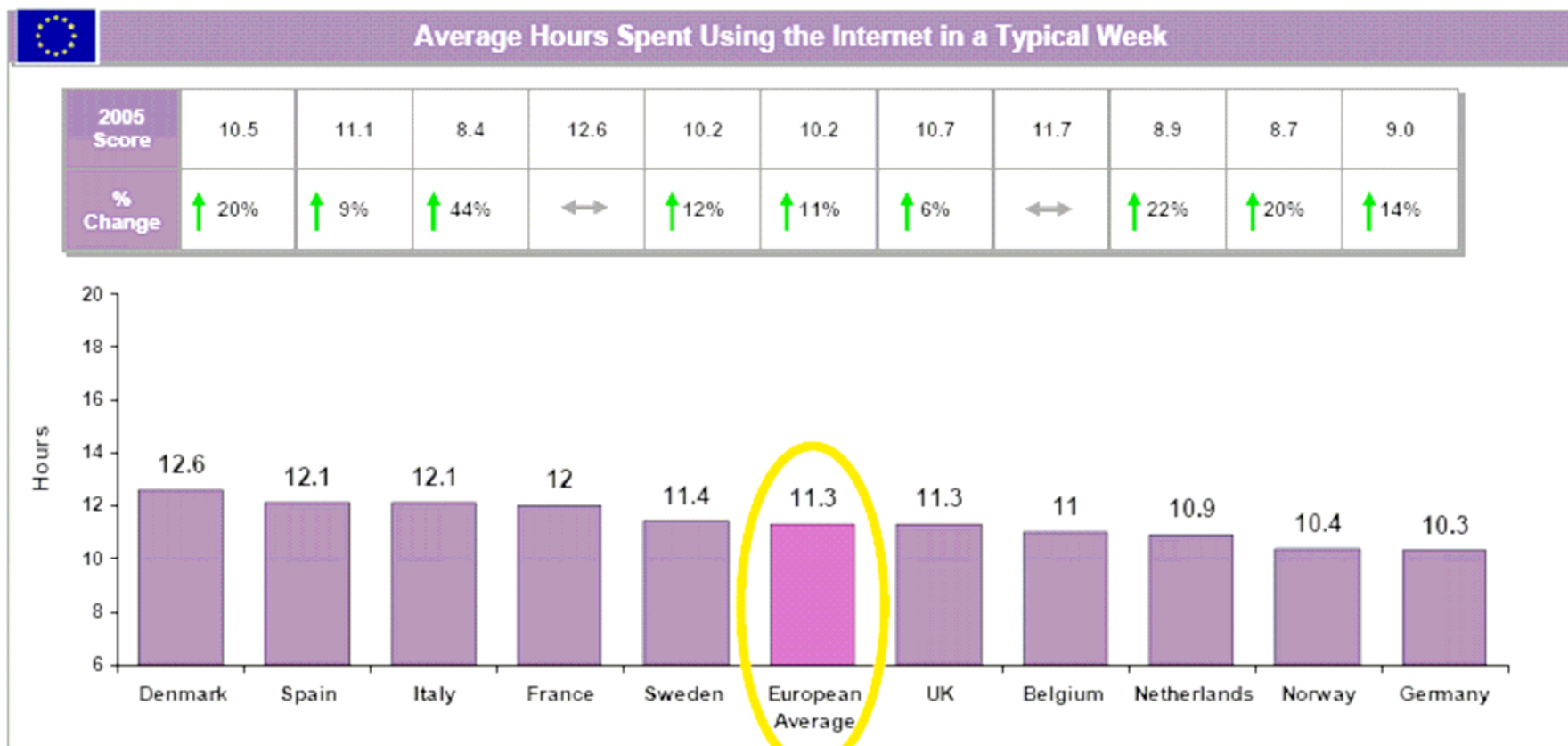
# Internet is second most used medium for 20 hours per day

Q1b. What times of the day do you typically...during week?



# Europeans spend over 11 Hours online per week

Q5ai – Q5aiii. In a typical seven day week, approximately how many hours do you tend to spend using the internet?



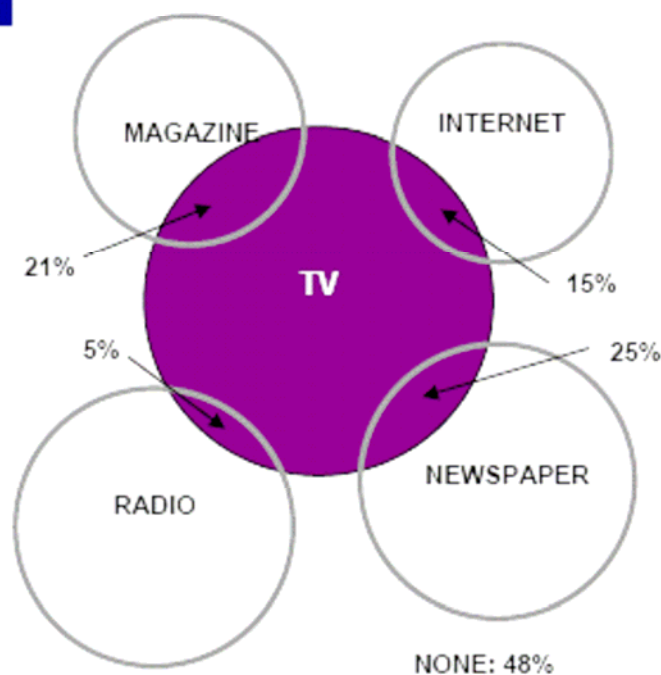
[Base: All European internet users]



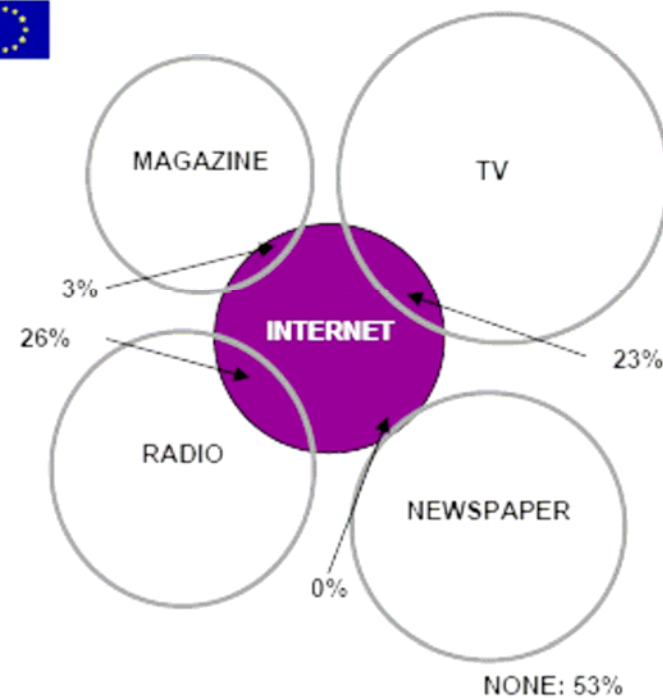
# Lower levels of media meshing when mainly using the internet

Q5b-f. When you're mainly watching TV, reading a newspaper, reading a magazine, listening to radio, using the internet, which other media do you sometimes use?

## When Mainly Watching TV

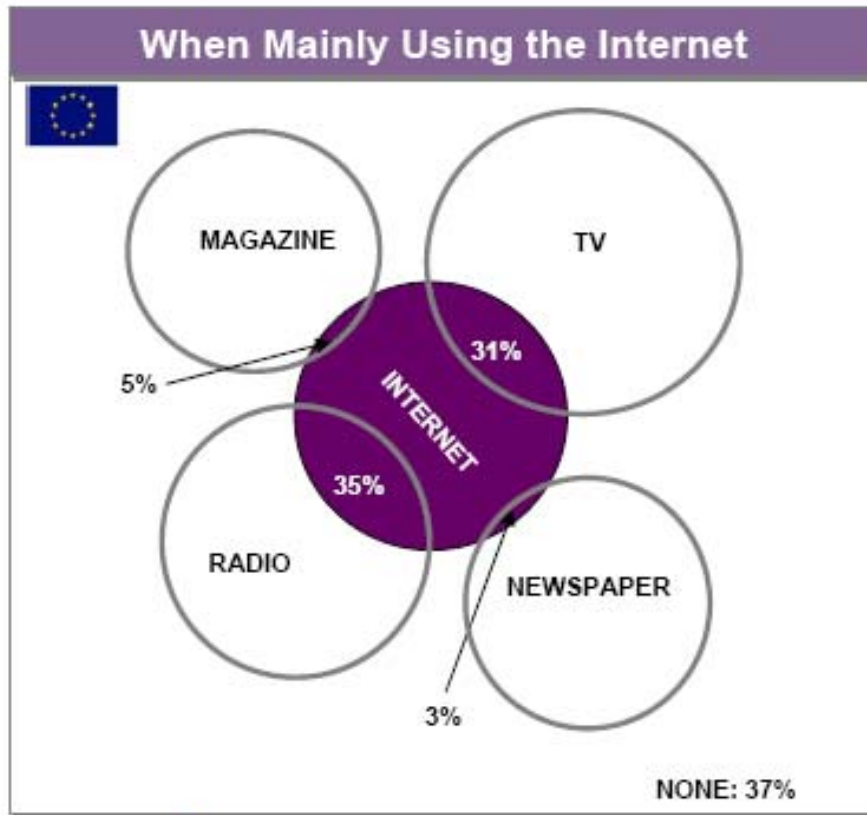


## When Mainly Using the Internet



# 16-24 year olds drive media meshing

Q5b-f. When you're mainly watching TV, reading a newspaper, reading a magazine, listening to radio, using the internet, which other media do you sometimes use?

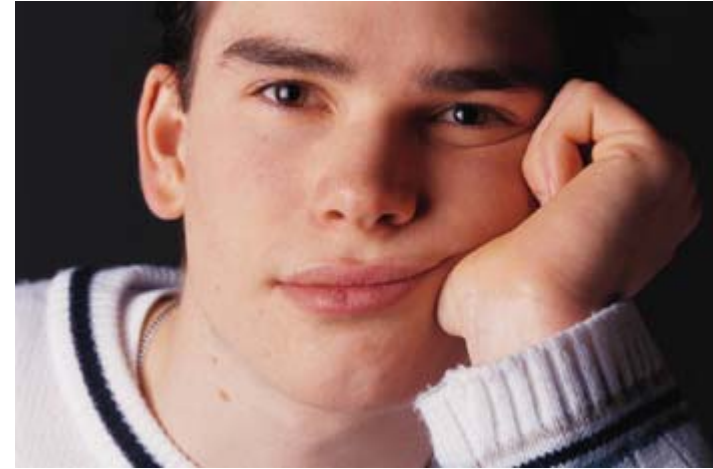


## Bloggere – hvorfor skal vi tage den alvorligt?

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## Blogg læsere...



# Deres interesse områder...



slazhphone.com



Dette er uinteressant...



## Konsumenterne...



**Arial 24, bold**

**H&M**



## Før kampagnens start...



H&amp;M



Sold Out

**bl**♥**cket.se**  
*Buda på klänningar, pengarna går till hjärtforskning!*

## Et råd eller to...

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- ▶ Blogg er en stærk kanal
- ▶ Netværksmennesket er mentalt altid on-line
- ▶ Platforms uafhængige
- ▶ Convenience – ikke Content eller Connectivity
- ▶ Bør overvåges – aktivt og passivt

Tak for nu...cbm@cision.com

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