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"Media Shifts to Social"

A new report from:



"Media Shifts to Social," a new report from Netpop Research, provides important insights into social media trends among U.S broadband users, informing companies of the new consumer media habits shaping businesses today.

Key Findings

- The percent of time people spend *communicating* online has **increased 18 percent** since 2006, while time spent on *entertainment* had **declined 29 percent**
- **105 million** Americans contribute to social media
- Social networking has grown **93 percent** since 2006
- **7 million** Americans are "heavy" social media contributors (6+ activities) who connect with **248 people** on a 'one to many' basis in a **typical week**
- **54 percent** of micro-bloggers post or "tweet" daily
- **72 percent** of micro-bloggers *under age 18* post or "tweet" daily

Conclusions

- The impact of social media is just beginning. Market trends and customer opinion are being shaped by end users more rapidly and with greater impact on business than ever before
- Online entertainment is shifting as an entirely new form of leisure develops around talking and sharing, providing opinions and perspectives
- A small but powerful proportion of social media contributors are fueling Web 2.0 activity through frequent use of all forms of social media – blogs micro-blogs, social media, video and photo sharing

Implications

- Websites need to give more space to user-generated content to enhance content and connect directly with users or users will create their own venues that are harder for companies to track and participate with effectively

- Marketing, customer service and consumer intelligence departments need to converge to understand and address the impact of social media
- New ways of engaging consumers must be developed that enable companies to listen to and promote their brands through information sharing based on mutual respect and transparent communication

Report Contents

- Use and frequency of 20 online communication and social media channels, including photo-sharing, video-sharing, micro-blogging, social networking, tagging, wikis, etc.
- Differences in use and frequency among younger users, identifying how usage among teens and college students differs from older users
- Comparison of light, medium and heavy social media users to understand the heaviest “influencers” and how are their usage habits and motivations differ from less active users
- Public versus private sharing of Web 2.0 comments and content: who shares publicly online and what motivates their Web 2.0 involvement
- Profile of six Web 2.0 brands: Digg, Flickr, LinkedIn, Twitter, Yelp and Youtube to identify the types of users and unique motivations that drive usage of these sites
- Implications for online marketing and advertising strategies: What social media means for the way businesses

Cost - \$495

Social Media China

Netpop will also release its analysis of social media trends in China shortly. If you are interested in receiving information about this report when it becomes available, please contact rudy@netpopresearch.com.

About Netpop Research, LLC

Netpop Research, LLC is a San Francisco-based strategic market research firm that specializes in online media, digital entertainment and user-generated content trends. Since 1997, Netpop has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the digital consumer. Netpop Research is the creator of the Netpop tracking study of Internet usage among broadband consumers in the United States and China.