



Ticket Summit
2009 NYC

Web 2.0 and Social Media
Joe Koufman
January 7, 2008

First a Poll

- Raise your hand if you have read a blog.
- Raise your hand if you have watched a video on YouTube.
- Raise your hand if you are on LinkedIn.
- Raise your hand if you are on Facebook.
- Raise your hand if you have a blog on your website.
- Raise your hand if you Tweet (or even know what that is)...



**Your customers are
using Social Media,
are you there?**



Agenda

- What is Web 2.0 / Social Media?
- Examples of Web 2.0 / Social Media in action
- Why is important?
- How can you leverage Social Media?



What is Web 2.0?



What are Web 2.0 and Social Media?

Web 2.0 is a “buzzword” that describes the version of the internet where **people are able to interact with websites** rather than passively absorb content.

Social Media is a Web 2.0 phenomenon in which **people can connect** with one another via new tools on the internet.

The Web is no longer just about linking to information, it is also about linking people to each other.



Web 1.0



Webmaster



Users



Web 2.0



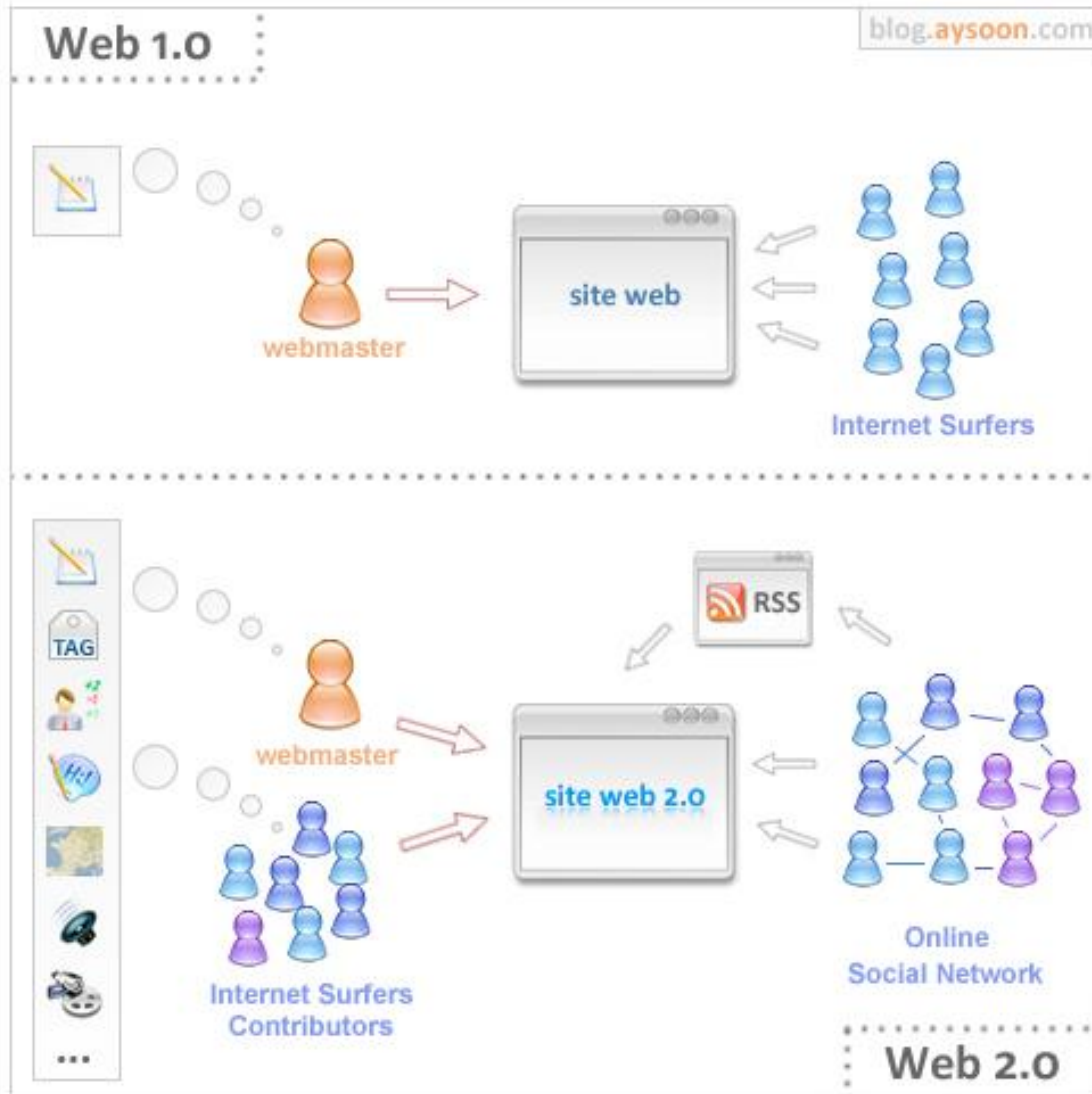
Webmaster



Users



Web 1.0 vs. Web 2.0



Examples of Web 2.0



Web 2.0 Sites



Web 2.0 Sites You Should Know

Social Media



Blogging



Why Web 2.0 Is Important



Top Social Networking Sites

Rank (by UA)	Top Social Networking Sites:	Sept. 2007: Unique Audience (in 000s)	Sept. 2008: Unique Audience (in 000s)	% Growth: Year Over Year
1	Myspace.com	58,581	59,352	1%
2	Facebook	18,090	39,003	116%
3	Classmates Online	13,313	17,075	28%
4	LinkedIn	4,075	11,924	193%
5	Windows Live Spaces	10,275	9,117	-11%
6	Reunion.com	4,845	7,601	57%
7	Club Penguin	3,769	4,224	12%
8	AOL Hometown	7,685	3,909	-49%
9	Tagged.com	898	3,857	330%
10	AOL Community	4,017	3,079	-23%

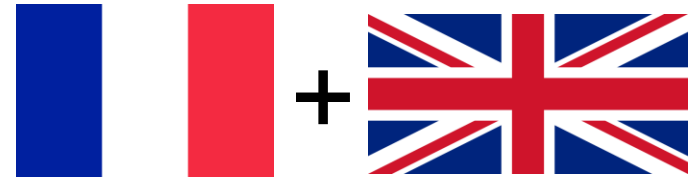
Source: The Nielsen Company (September 2008)



Size of Facebook

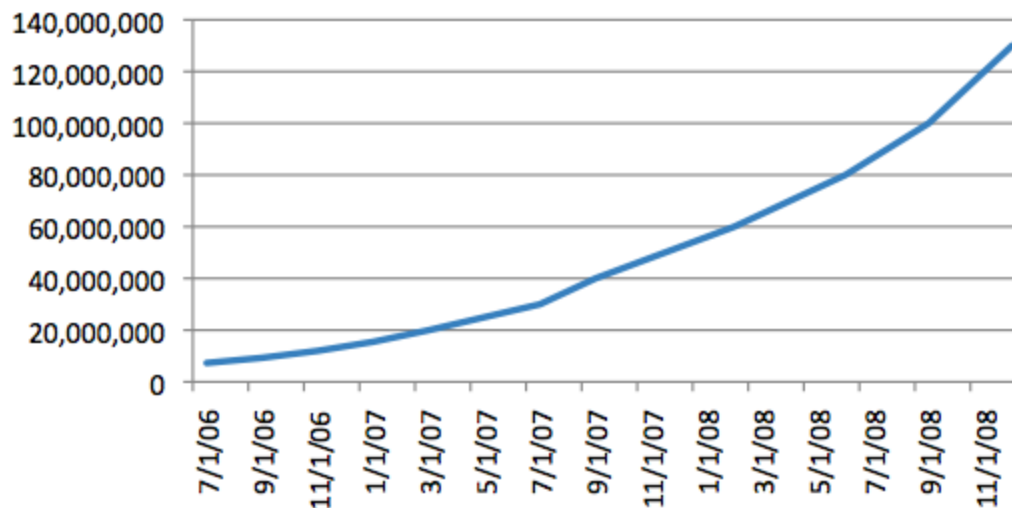


Population = 140,000,000



Population = 126,000,000

Facebook Active Users (Millions)



Source: Inside Facebook blog, December 2008



Facebook Statistics

- 13 million users update their statuses at least once each day
- Average user has 100 friends on the site
- **2.5 million users become fans of Pages each day**
- 700 million photos are uploaded to the site each month
- 4 million videos are uploaded each month
- 15 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared each month
- **2 million events created each month**
- 19 million active groups exist on the site





Lois Elinor Koufman is gearing up for dinner. Should it be the grassfed lamb? 3 hours ago

Wall Info Photos

Write Share Link Post Photo Music/Video Record Video

Write something... Post

All Posts Posts by Lois Posts by Others Wall-to-Wall

Today

Lois is gearing up for dinner. Should it be the grassfed lamb?
5:21pm - Comment

Lois Elinor Koufman posted a photo. 4:00pm



JoJo and Michee visiting third time in 6 weeks

Add Comment

Lois Elinor Koufman posted a photo. 3:52pm



Add Comment

Lois is now friends with Clifford Koufman and Brooke Christopher. 3:25pm - Comment

Send Lois a Message
Poke Lois

Information

Networks:
Winston-Salem, NC
Birthday:
February 26, 1948

Mutual Friends

5 friends in common See All



Clifford Koufman Brooke Christopher Nicole Price

Friends

7 friends See All

Advertise

Play Duck Hunt



Test our new version of the classic duck hunt game. 100% free!



Threadless T-Shirts



New artist-submitted tee shirt designs each week from \$9!



Part-Time Jobs at home



Find part time jobs paying up to \$50k/year. Don't miss a great way to earn extra cash

US Media Spend (Online and Total) by Year

US Online and Total Media Advertising Spending, 2006-2012 (billions and % of total media spending)

	Online	Total media	Online % of total media
2006	\$16.9	\$281.6	6.0%
2007	\$21.1	\$283.9	7.4%
2008	\$25.9	\$293.3	8.8%
2009	\$30.0	\$299.0	10.0%
2010	\$35.0	\$307.0	11.4%
2011	\$41.0	\$316.0	13.0%
2012	\$51.0	\$332.0	15.4%

Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2007; online ad data includes categories as defined by IAB/PwC benchmark—display ads (such as banners), paid search ads (including contextual text links), rich media (including video), classified ads, sponsorships, lead generation (referrals) and e-mail (embedded ads only); excludes mobile ad spending; eMarketer benchmarks its US total media advertising spending projections against the Universal McCann data, for which the last full year measured was 2007; includes television (broadcast and cable), radio, newspapers, magazines, Internet (excludes mobile), outdoor, direct mail, yellow pages and other

Source: eMarketer, March 2008

093021

www.eMarketer.com



US Media Spend (Social Media) by Year

US Online Social Network Advertising Spending, 2008-2013 (millions and % change)

2008	\$1,175 (33.8%)
2009	\$1,295 (10.2%)
2010	\$1,335 (3.1%)
2011	\$1,420 (6.3%)
2012	\$1,515 (6.7%)
2013	\$1,640 (8.3%)

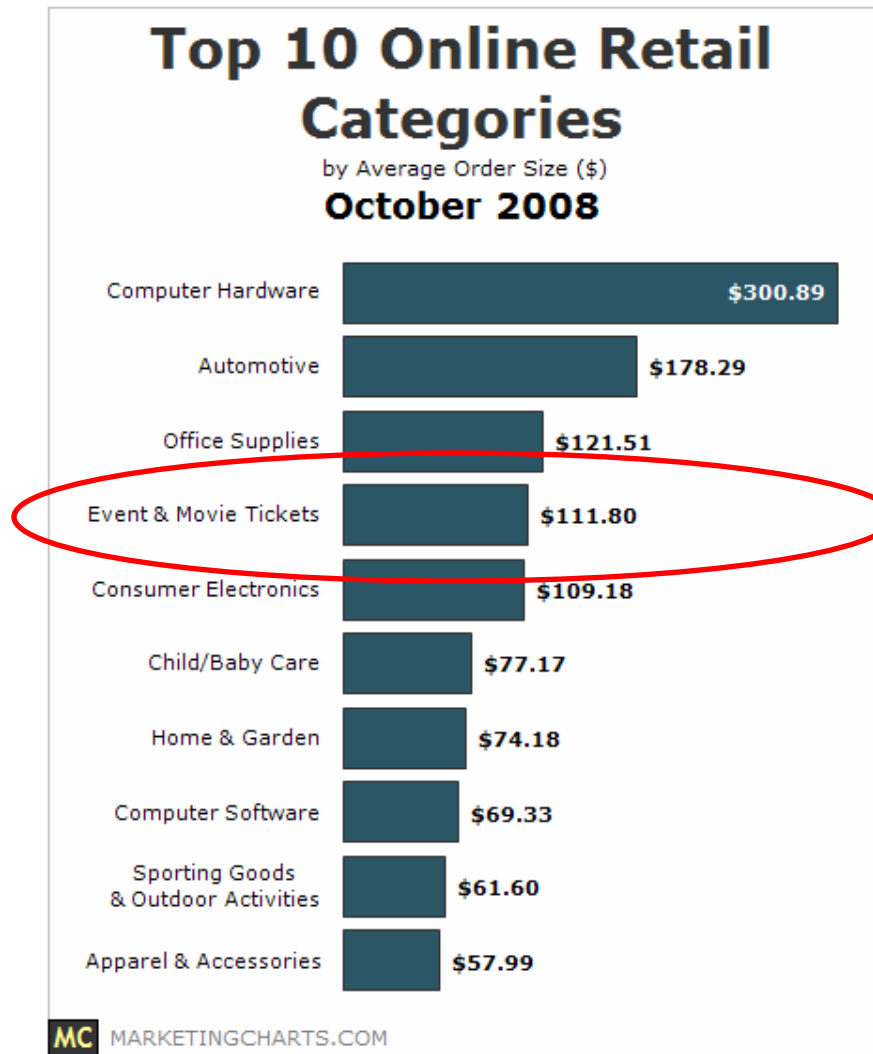
Source: eMarketer, December 2008

100080

www.eMarketer.com



Top 10 Online Retail Categories (Average Order Size)



Source: Nielsen Online, MegaView Retail



How To Leverage Web 2.0



How You Can Leverage Web 2.0 - Blog

1. Launch a company blog with great original content with lots of photos and links and to great resources and other content. Keep the blog posts SHORT!

Also participate in “micro-blogging” on Twitter.



How You Can Leverage Web 2.0 - Blog



SEARCH BLOG FLAG BLOG Next Blog» Create Blog | Sign In

A Ticket Broker Blog from Coast to Coast

Don't miss the hottest tickets around!

Thursday, November 20, 2008

Holiday gifts made easy

As the holiday season creeps up, gifts are on everyone's mind, and tickets are just as popular a gift as ever!

So what tickets are selling this year? Amazingly, the top event is one that's held that spot determinedly and appears to be poised to keep doing so: The Broadway show *Wicked*. We just can't seem to get enough of it, so if you haven't seen it yet, you are DEFINITELY missing out! Close on its heels in terms of sales and popularity is the annual Radio City Christmas Spectacular, followed by the less seasonally-themed AC/DC tour. Other top show tickets on sale right now (are you paying attention for those gift ideas?) include The Eagles tickets, Jersey Boys tickets, Dancing with the Stars tickets and Trans-Siberian Orchestra tickets, all of which can be found at Coast to Coast Tickets, and all of which are covered by our 100% guarantee. Not only do you get to be as picky as you like about what seats you get (and we have some great ones), but you can relax knowing that what you buy will be what you get, or you get a complete refund! We love being able to give people that peace of mind, and it shows in the repeat business we see.

If those shows still don't fit the bill, other major events topping the charts for the 2008 holiday season include the Madonna Sticky and Sweet Tour, New York Giants and Knicks tickets, and SEC Championship Game tickets.

The events may be big, but the wrapping job isn't, so come browse what we've got, and find the gift that will make their jaws drop! It's, easy, and it's all at Coast to Coast. :)

3:16 PM
0 comments

Thursday, October 30, 2008

Who is Coast to Coast?

- Coast to Coast Tickets
- About Us
- CTC on Wikipedia
- CTC on Facebook

Labels

- About Us (4)
- CTC on the Web (1)
- Current Hot Sellers (3)
- Spotlight on Concerts (9)
- Spotlight on Sports (8)
- Spotlight on Theater (5)
- Tickets in the News (3)

Blog Archive

- 2008 (33)
 - November (1)
 - Holiday gifts made easy
 - October (1)



How You Can Leverage Web 2.0 – Social Networks

2. Create a Facebook “Fan Page” and a MySpace profile for your brand.




How You Can Leverage Web 2.0 – Social Networks

facebook Home Profile Friends Inbox Joe Koufman Settings Logout Search

Elton John tickets

← Browse more Products



▼ **Mini-Feed** See All

Elton John tickets has no recent activity.

▼ **Information**

Mission: To sell all the Tickets.
Products: Elton John
Another Big Concerts Experience.
Sun 13 Jan 2008 at 20:00 hrs
Sahara Park, Newlands


Prime Tickets
Tickets sold at R650.00 each.
If you only need 2 or 3 tickets that is also fine.

Contact Gareth Simpson on
Cell: 084-245-0790


Become a Fan

Share +

▼ **Fans**
6 of 4,483 fans See All



▼ **Photos**
4 of 5 fan photos See All



How You Can Leverage Web 2.0 – Social Networks

myspace.com
a place for friends

Home Mail Profile Friends Music Video More My Account Sign Out

myspace classifieds
a place for buyers & sellers

All Categories Tickets & Events My Classifieds Post an Ad

powered by oodle View Profile

Hello, Joe

Search Find it!

Location: 10001 (+10 miles) Home > Tickets & Events

Refine by [Start over] Results 1 - 37 of 576,653 Sort by best match

Listings From
MySpace Classifieds (30)

Category
Activities (22,036)
Concerts (40,697)
Other (7,504)
Sports (290,854)
Theater (205,648)

Refine By Keyword

Event Date
Jan 7, Wed (2,472)
Jan 10, Sat (3,773)
Jan 11, Sun (5,641)
Jan 14, Wed (3,647)
Jan 17, Sat (6,266)
More choices ...

Family Friendly
Family Activity (1,071)

Price
Low to High

Event
Wicked (26,094)
Devil Rays Vs Yankees

Tickets & Events in 10001

[Tickets To Events](#)
Sports, Concert, & Theater Tickets. The Only FanProtect Guarantee.
[www.StubHub.com](#)

[Tickets Now Official Site](#)
Find Tickets for Shows & Concerts Near You. All Orders Guaranteed!
[www.TicketsNow.com](#)

[Super Cheap Flights](#)
Find the Lowest Fares by easily Comparing 40+ Major Travel Sites.
[www.BookingBuddy.com](#)

[Buy Event Tickets](#)
Sports, Concerts & Theatre Tickets! Lower Prices & Large Inventory.
[www.RazorGator.com](#)

Sponsored Links

Club Fantasia V.I.P. Tickets! \$25
Date: 01/17/2009
Location: New York (Jackson Heights), NY
Source: *FiINESSE*[[iim MAJOR]] on MySpace Classifieds, 4 hours ago
Share | Report

Ron Browz, Young B, Jason Fox, Swag Kids on Tour
Location: New York, NY
Source: Dennis on MySpace Classifieds, 10 hours ago
Share | Report

Chicago Cubs at New York Yankees Tickets (Exhibition) \$167
Date: 04/04/2009
Location: Yankee Stadium, New York (Bronx), NY
Source: Stubhub, 20 minutes ago
Share | Report

Trusted Listing StubHub!

RED JUMPSUIT APPARATUS
You Better Pray
AVAILABLE NOW



How You Can Leverage Web 2.0 – Professional Networks

3. Use LinkedIn, Facebook, Plaxo, Bebo, and Spoke to network with people who can help you promote your brand.



facebook

spoke



LinkedIn



How You Can Leverage Web 2.0 – Professional Networks

The screenshot displays the LinkedIn interface for a user named Joe Koufman. The top navigation bar includes the LinkedIn logo, menu items for People, Jobs, Answers, and Companies, and links for Account & Settings, Help, Sign Out, and Language. Below the navigation bar, there is a search bar with the text "Explore People Search: Harvard - Vice President at Google - Accounting" and a "Search People" button. The main content area is divided into a left sidebar and a main section. The sidebar contains navigation links for Home, Groups, Profile, Contacts, and Applications. The main section shows the "New York Mets fan club" group page, which includes a group description, a "Join Group" button, and a list of group members in the user's network. The group description states: "The New York Mets fan club seeks fellow Mets fans to network together, share business ideas, attend business and social events, share season tickets to our favorite baseball team in New York." The "About this Group" section indicates it was created on July 17, 2008, is a Professional Group, and has 33 members. The owner is Robert Tester. The "Group Members in Your Network" section lists two members: Marc Burns, Sales, Management & Marketing Executive with a vast understanding of Business Processes, and Robert Tester, Academic Tutor History / Political Science/ Writing tutor at St. Francis College. The bottom of the page shows a profile card for Joe Koufman, VP of Business Development and Marketing at Engage Digital (formerly Swire). The page is set against a light gray background with blue accents.

LinkedIn People Jobs Answers Companies Account & Settings | Help | Sign Out Language

Explore People Search: Harvard - Vice President at Google - Accounting Search People Search Advanced

Groups My Groups | Groups Directory | Create a Group | FAQ

New York Mets fan club

The New York Mets fan club seeks fellow Mets fans to network together, share business ideas, attend business and social events, share season tickets to our favorite baseball team in New York.

[Join Group](#) [Share](#) [Flag group as...](#)

About this Group

Created: July 17, 2008
Type: Professional Group
Members: 33

Owner: [Robert Tester](#)

Group Members in Your Network

- [2nd Marc Burns](#), Sales, Management & Marketing Executive with a vast understanding of Business Processes. Greater New York City Area
- [2nd Robert Tester](#), Academic Tutor History / Political Science/ Writing tutor at St. Francis College Greater New York City Area

Home

- Groups**
 - Atlanta Interactive Marketing...
 - B2B Online Marketing
 - eMarketing Association...
 - See all >
- Profile**
 - Edit My Profile
 - View My Profile
 - Recommendations
- Contacts**
 - Connections
 - Imported Contacts
 - Network Statistics
- Inbox (117)**
 - Compose Message
 - Messages (17)
 - InMail (1)
 - Introductions (1)
 - Invitations (28)
 - Profiles (1)
 - Q&A (32)
 - Jobs (25)
 - Recommendations (9)
 - Groups (2)
- Applications**

[Add Connections](#)

Joe Koufman
VP of Business Development and Marketing at Engage Digital (formerly Swire)



How You Can Leverage Web 2.0 – Video Sharing

4. Create fun, original videos and podcasts to be promoted on YouTube, Revver, Veoh, Jumpcut, etc.



How You Can Leverage Web 2.0 – Video Sharing



How You Can Leverage Web 2.0 – Photo Sharing

5. Post and tag photos on Flickr, MySpace, Facebook, or Photobucket, Picasa, SmugMug, etc.



How You Can Leverage Web 2.0 – Photo Sharing


flickr

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) ▼



[Search](#) ▼

Kerry Ellis (Elphaba) and Kendra Kassebaum (Glinda) - Wicked, Broadway Promotional Photos



Uploaded on August 17, 2008 by [Astrantia™](#)

Astrantia™'s photostream

  192 uploads

[browse](#)

This photo also belongs to:

- [Kerry Ellis \(Pool\)](#)

Tags

- New York
- Wicked
- Wicked The Musical
- Wicked Broadway
- Kerry Ellis
- Broadway Promo Photos
- Broadway Promotional Photos
- Kerry Ellis Broadway Photos
- Kerry Ellis Broadway
- Kerry Ellis Broadway Promotion

Photos

- Elphaba
- Wicked Witch of The West
- Elphie
- Elphy
- The Wizard of Oz



Comments

< Prev 1 2 Next >

(2 comments)





How You Can Leverage Web 2.0 – Photo Sharing

SmugMug  Home | Login | Help Search Style: SmugMug & Dark 

Johntatum > Music > **Dave Matthews & Tim Reynolds** Share Slideshow

Dave & Tim - Last Chance For Change

Page 1 of 3 Next > >> < Prev **4 of 43** Next >



JTT_9878
keywords: [itt](#)



How You Can Leverage Web 2.0

1. Blog
2. Social Networks
3. Professional Networks
4. Video Sharing
5. Photo Sharing



More Resources

- <http://www.CommonCraft.com>

Read these blogs:

- <http://blog.engage.com>
- <http://SethGodin.typepad.com>
- <http://ChrisBrogan.com>
- <http://SocialMediaEcosystem.blogspot.com>
- <http://BloombergMarketing.blogs.com>
- <http://EmpoweringConcepts.net>



TicketNews.com Jumped on the Bandwagon, Have You?

facebook Home Profile Friends Inbox Joe Koufman Settings Logout Search

TicketNews.com
Global

Basic Info

Type: Entertainment & Arts - Online Media

Description: TicketNews is a comprehensive resource for news, market analysis, event announcements, and information relating to the ticket industry. TicketNews keeps industry professionals and fans informed about tour dates, current and pending ticket resale legislation, rankings, ticket "steals and deals", and more! TicketNews developed the algorithm for the exclusive weekly rankings of the industry's top events and ticket sellers. The content is updated daily, with original articles from ten TicketNews reporters and an aggregation of 3rd party sources.

With more than 80,000 unique visitors per month, TicketNews has enjoyed a steady increase in web traffic. Ticket brokers, venues, affiliate marketing professionals, TicketNetwork retail customers, sports management professionals, concert/event promoters and software vendors are some examples of TicketNews readers. Readers connect on the Ticket News group and add flair to their Facebook profiles.

TicketNews is making its presence on the Internet! The Rolling Stone referenced TicketNews's report of the Van Halen ticket resale controversy in December of 2007. In March of 2008, TicketNews was selected as a CoolPick.com Cool Site of the Day. Google recognizes TicketNews as an original source for news, as every article is indexed by Google News.

Visit www.ticketnews.com to stay informed!

TicketNetwork is the parent company of TicketNews. TicketNetwork is the leading-edge technology solutions provider in the ticket industry. With its Point-of-Sale software and real-time inventory, TicketNetwork provides the best and most efficient solutions for ticket buyers and ticket sellers.

Contact Info

Email: crystala@ticketnews.com

Website: <http://www.ticketnews.com>

Location: 137 Bolton Road
Vernon, CT

Recent News

Add the TicketNews Facebook Application to your page. Display the 5 most-recently published TicketNews articles. The application refreshes automatically, so you are always "in the know" with the Ticket Industry Authority!
<http://apps.facebook.com/ticketnews/Index.php>

Add TicketNews flair! Visit this link:
<http://apps.facebook.com/getflair/viewflair.php?id=436535>
to add the "I read TN" button to your profile.

Read more about the new features and our staff:
<http://www.ticketnews.com/Welcome-to-the-redesigned-site-of-TicketNews0281441>

TICKET news.com
Get in the know

Invite People to Join
Leave Group

Share +

Officers

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Jean Henegan (Notre Dame)
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Ian Hough (New York, NY)
Writer

Carol-Ann Rudy (Greenville, SC)
Writer

Brian Thompson (Yale)
Writer

Molly Duncan (Hartford, CT)
Enthusiast


Robert Stein (Hartford, CT)
Enthusiast

Group Type

This is an open group. Anyone can join and invite others to join.

Advertise

Beat the New Duck Hunt



Have fun playing a new version of the classic duck hunt game. 100% free.

PROGRESSIVE

Resolutions for 2009

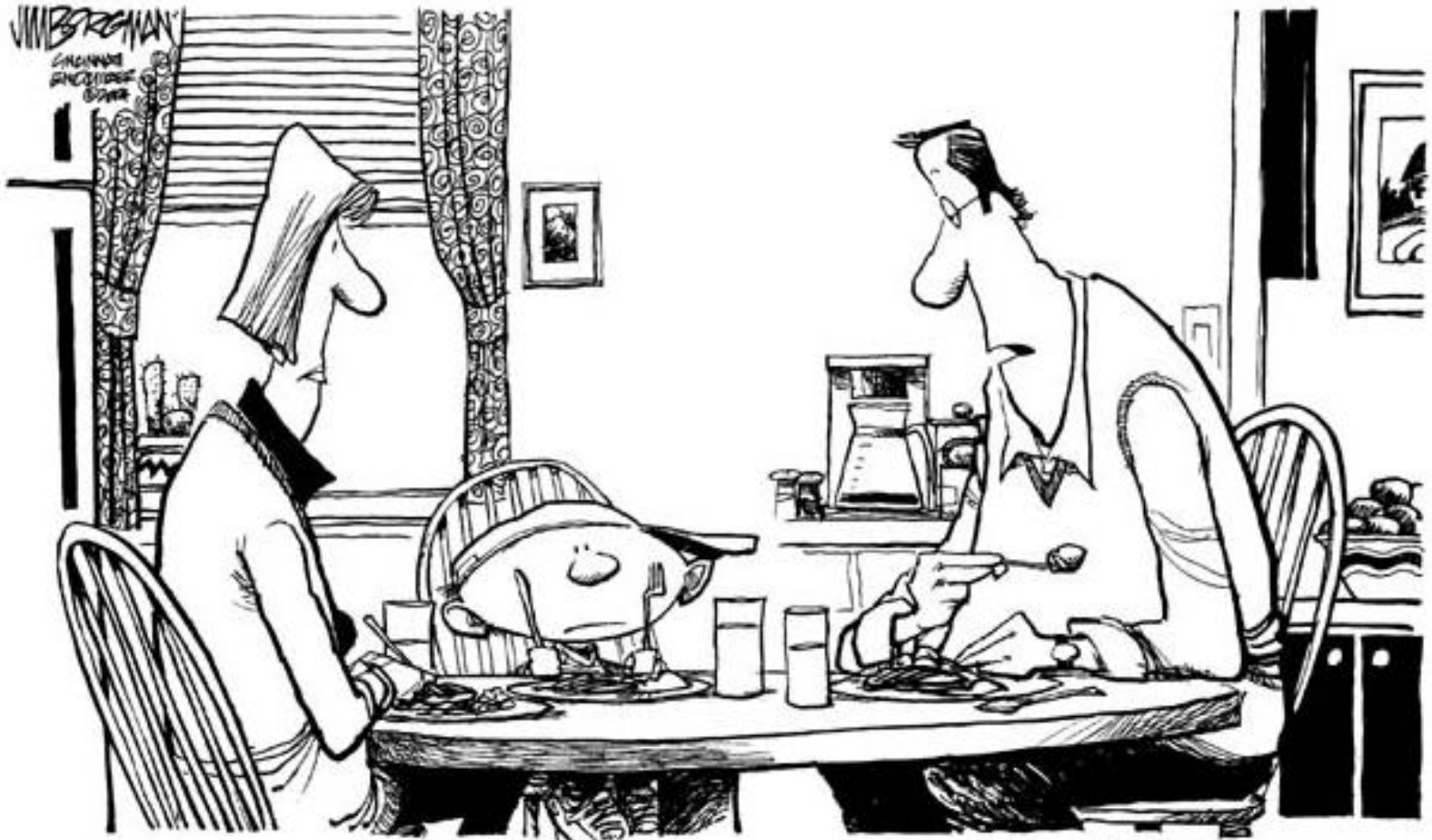
✓ Save money on car insurance

Start with something easy.

Get Your Free Quote



Impact of Web 2.0



"WELL, YES, WE COULD READ YOUR BLOG.... OR YOU COULD JUST TELL US ABOUT YOUR SCHOOL DAY."

Thank You!

Joe Koufman

Vice President of Business Development and Marketing

Engauge Digital



404.601.4367

jkoufman@engauge.com