

Most Watched

Citizen Media Viable business models?

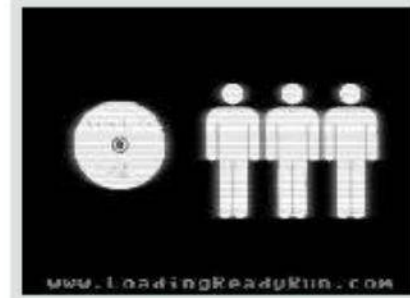
PICNIC Special, 25th september 2008

Sander Limonard



alone? Leave
ne!

Editor's Picks



Halo: The Future of Gaming
by loadingready
201,876 views

TNO | Kennis voor zaken



Editor's Picks



**"President" - Kim McFriendly
Music Video**
by kimmcfriendly
392 views



**Country Gal Blows up Wall
with Potato Gun**
by WonderHowTo
580 views



Words
by director2k
145 views



**"President" - Kim McFriendly
Music Video**
by kimmcfriendly
392 views

more »

Most Watched

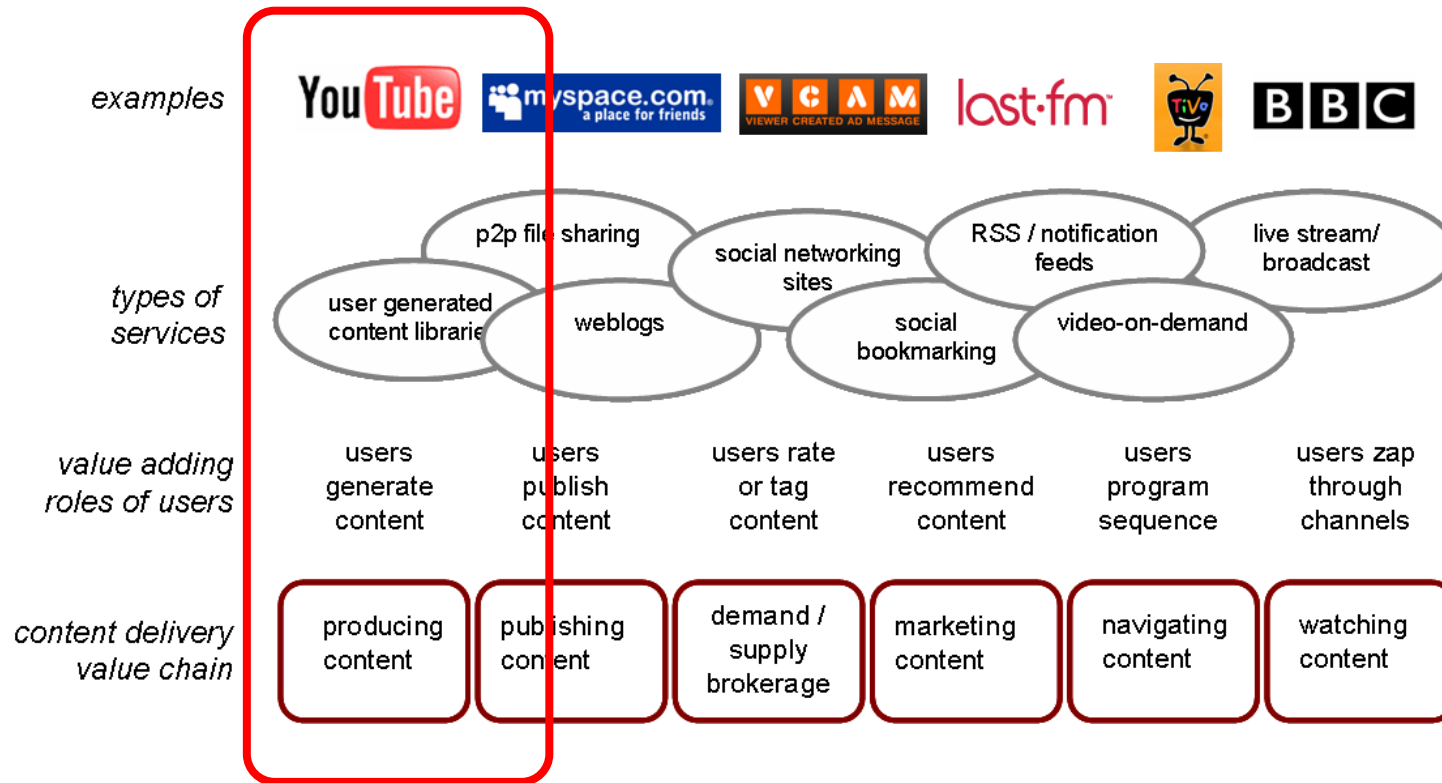
Most Watched

Outline presentation

- Citizen Media: introduction
- User generated content: business considerations
- 3 strategies
- Conclusions



What is user generated content?



- Citizen Media: introduction

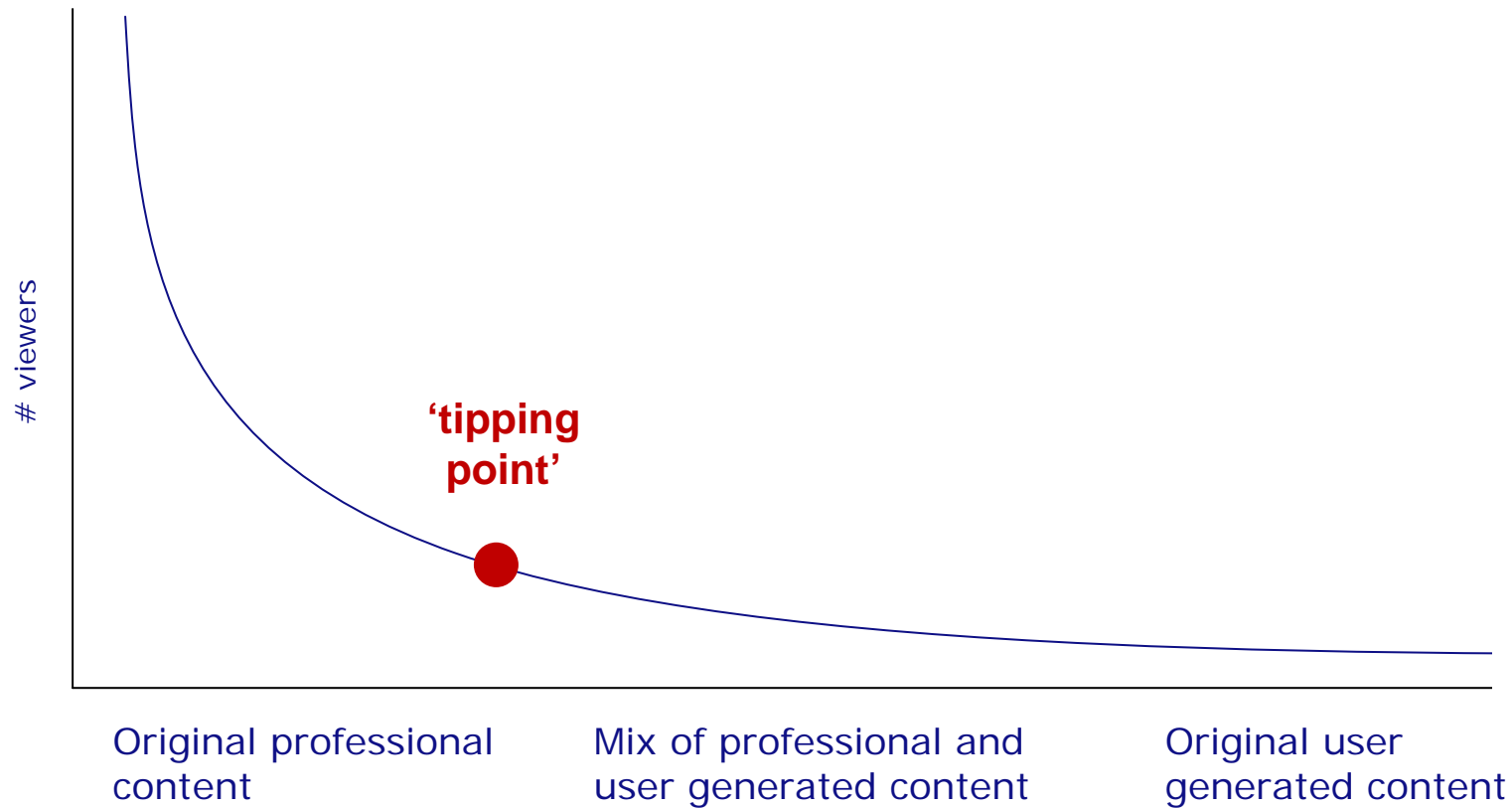
- Business considerations for Citizen Media platforms

- 3 strategies

- Conclusions



User generated content = long tail content



UGC ??

<i>Revenue model</i>	<i>Description</i>	<i>Typical service</i>
Micro Advertising	Non-obtrusive ads: banners, short bumper spots	Youtube LiveLeak
Affiliate marketing	“Brick and mortar’ service providers (banks, recruitment agency, retailer) get access to UGC setting to create extra outlet	Zizone Tubantia-Haaksbergen
Sell ‘Best of’	Identifying ‘quality’ content and sell to b2b and b2c	Revver, MIMOA
Premium Services	Inviting members to buy high quality content or get privileges	Habbo Hotel Hyves
Donation	Inviting members to donate or invest	Wikipedia Sellaband
Sponsoring	Advertiser sponsors platform to create brand awareness/customer loyalty	‘Nationale burendag’
Talent Spotting (no direct revenue)	Communities offering enthusiastic or talented people a chance to fame	So you wanna be a popstar, Islandoo, Sloggi
Customer Loyalty (no revenue)	Getting people to interact with your brand	Viacom Kentucky FriedChicken





+ Critical mass

- 80% market share in the on-line video market
- Still 70.000 uploads per day

+ Revenu model

- Micro advertising, soon to be complemented with video ads

- Effort required to clear rights or remove harmful content

- Right clearance

- Youtube pays large media players

- Not all videos can be ad supported

- increased liability for copyright infringement

- Popular content creators go elsewhere

CITIZEN NEWS

YOUTUBE'S NEWS VLOG

[Videos](#) | [Favorites](#) | [Playlists](#) | [Groups](#) | [Subscribers](#) | [Subscriptions](#)**CitizenNews****citizennews**Joined: **February 12, 2008**Last Sign In: **3 days ago**Subscribers: **602**Channel Views: **28,877****REPORTER**

Welcome to CitizenNews!

Hi, my name is Olivia and I'm the News Manager at YouTube. The CitizenNews channel is where we'll be highlighting some of the best news content on YouTube.

If you see examples of great journalism and reporting being done by your fellow YouTubers, let me know!

Email me at CitizenNews@youtube.com and share your thoughts, suggestions, and feedback for how you envision news on YouTube.

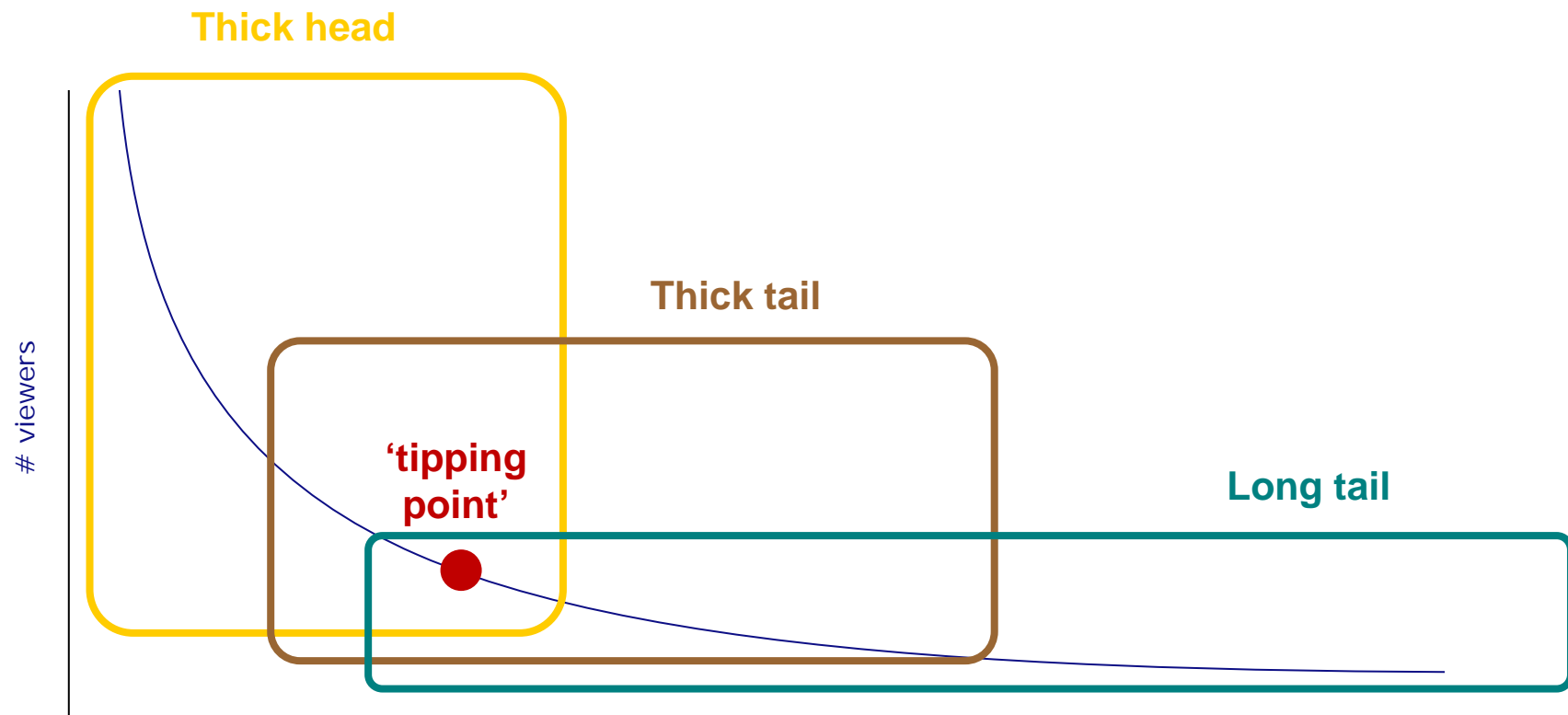
Name: **Olivia**City: **San Francisco**Country: **United States** Website: <http://www.youtube.com/citizennews>[Report profile image violation](#)**Connect with citizennews****[Project: Report - YouTube's First Journalism Contest](#)**From: [citizennews](#)

Views: 2,537

Comments: 3

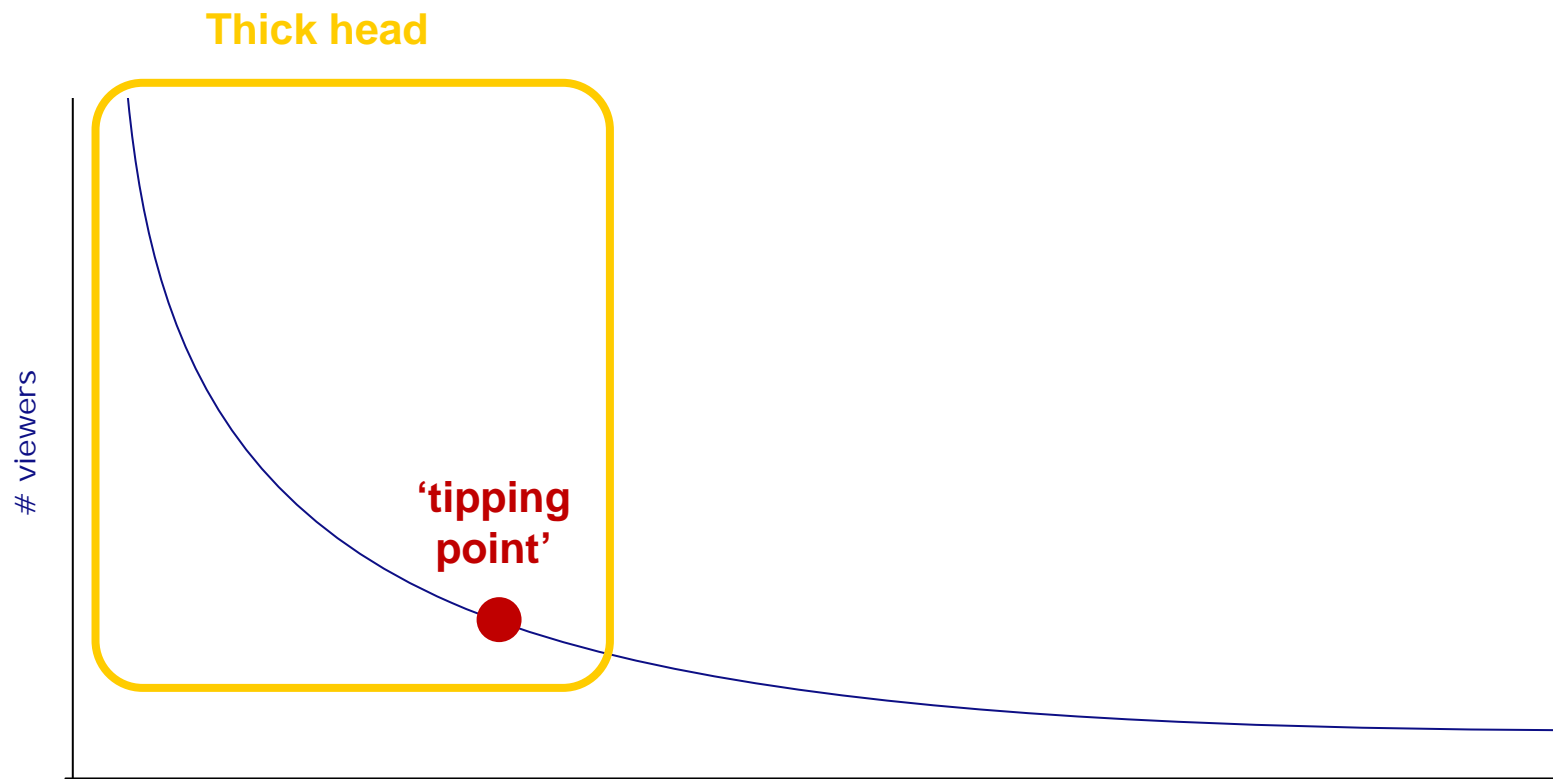
Playlists**Hurricane Gustav** 21 Videos

Long tail strategies



- Citizen Media: introduction
- Business considerations for Citizen Media platforms
- 3 strategies (2 actually)
- Conclusions





129,577 iReports worldwide
1,287 on CNN last month

[New! See them on a map »](#)

Explore

- Tags

2008_election bailout biden bush comment
debate economy election election08
entertainment georgia ireport_for_cnn mccain
mccain_palin obama obama_biden opinion palin
politics russia

[more»](#)

+ People

Appeared on CNN

iReports used in CNN's news coverage



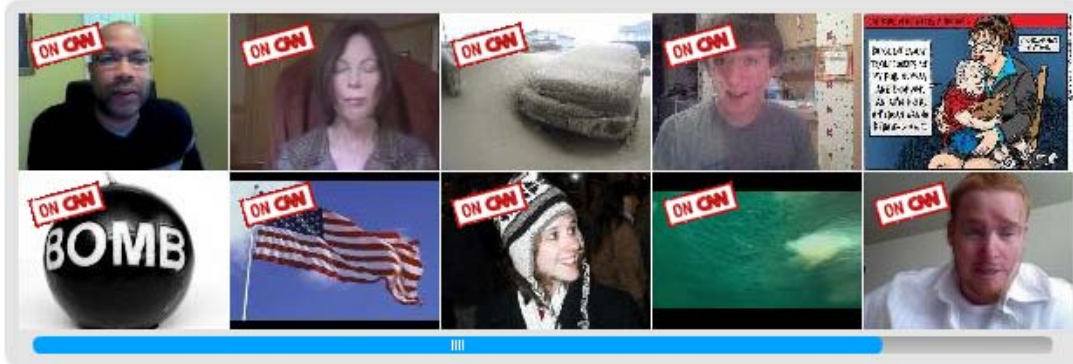
Lukoil gas station on fire. »



Posted by: [unclaimed](#)

Sep 25, 2008

Newsiest Now (WHAT'S THIS?)



Fresh iReports [// more »](#)

[RSS](#) [Map it!](#)

[Latest](#)
[Highest Rated](#)
[Most Viewed](#)
[Most Commented](#)
[Most Shared](#)
[On CNN](#)
[Newsiest \(WHAT'S THIS?\)](#)

[Last 24 Hours](#) // [Last Week](#) // [All Time](#)



Invasion of the Jelly Crab Aliens »

[35 comments](#) // [★★★★★](#) (11 ratings) // viewed 102,748 times

Ft. Myers, Florida

About 30 mi. SW of Sannibel Island in the Gulf of Mexico lurks an alien species of large jellyfish with crabs who ride shotgun. Should we be...

Tags: [offbeat](#), [alien](#), [invasion](#), [jellyfish](#), [crab](#), [gulf](#), [of](#), [mexico](#)



Posted by:

[pjolyne](#)

17 hours ago



McCain: Childish Antics »

[30 comments](#) // [★★★★★](#) (19 ratings) // viewed 14,201 times

New York, New York

John McCain's campaign manager, Tricky Rick Davis got 2 million cookies protecting the mortgage giants that are at the heart of the trillion...

Tags: [mccain](#), [cartoon](#), [headline_news](#), [ireport_for_cnn](#), [bailout](#), [economy](#), [2008_election](#), [election08](#), [comment](#), [obama](#)



Posted by:

[brixton](#)

20 hours ago



Nor'easter at Sandbridge Beach »

[18 comments](#) // [★★★★★](#) (5 ratings) // viewed 55,763 times



Posted by:

[aes92879](#)

16 hours ago



Kom in actie voor je buurt

Oranje Fonds



≥ MARK

Uitleg Burendag Pers Co

Burendag 2008
is weer voorbij.
Het was een
groot feest!

Er doen al 142356 buren mee!



Shownieuws

Ook Shownieuws besteedt aandacht aan Burendag. Dagelijks te zien om ca. 19.20 uur en 23.00 uur.

Kijk snel in jouw buurt!

Postcode

Huisnummer



VERDER ZONDER ACTIECODE

Toevoeging



VERDER MET ACTIECODE

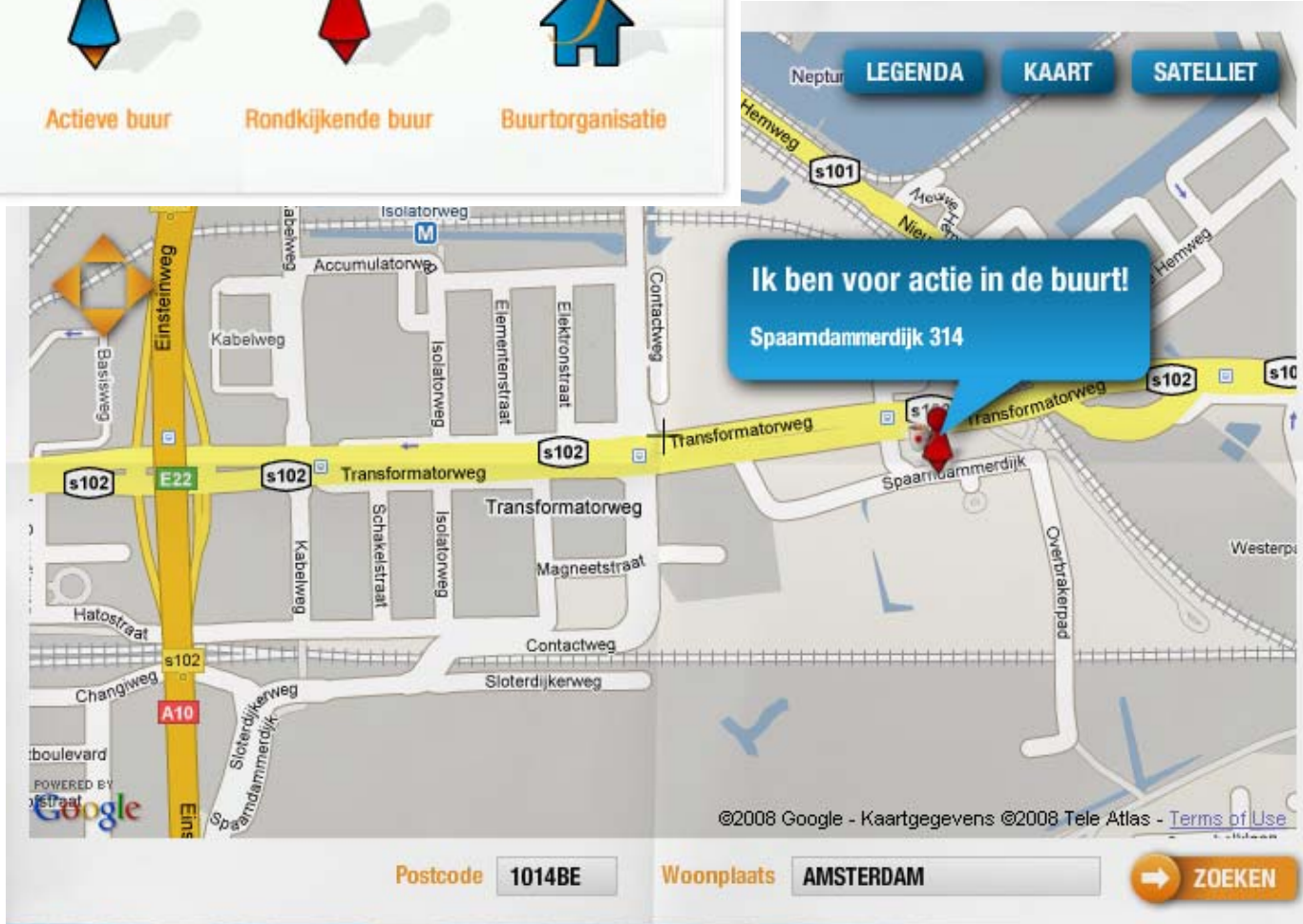
Waar vind ik de actiecode?

Wat betekenen de icoontjes op de kaart?



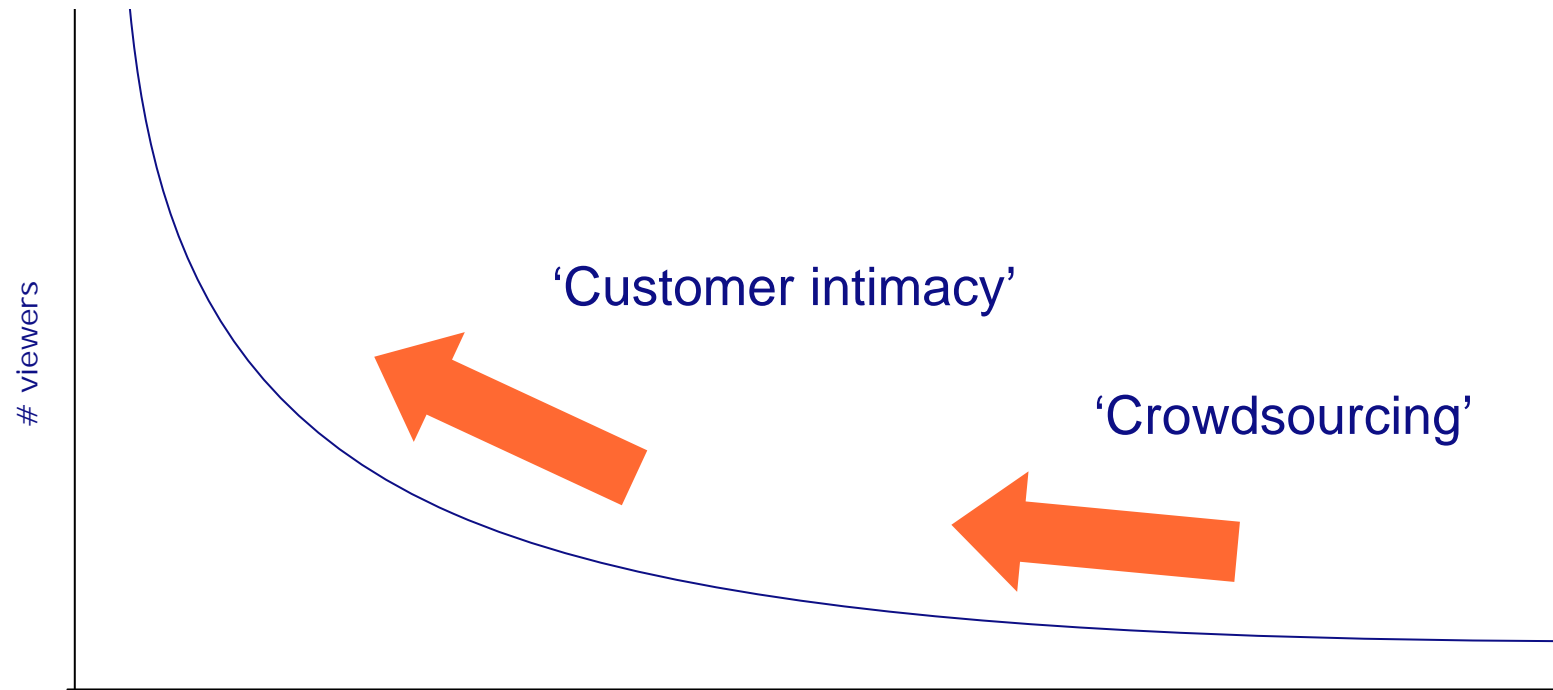
This legend box contains four icons with corresponding labels below them:

-  Dit ben jij
-  Actieve buur
-  Rondkijkende buur
-  Buurtorganisatie



The main map interface includes a legend at the top right with buttons for 'LEGENDA', 'KAART', and 'SATELLIET'. A blue speech bubble on the map contains the text: 'Ik ben voor actie in de buurt! Spaarnammerdijk 314'. Below the map, there are search fields for 'Postcode 1014BE' and 'Woonplaats AMSTERDAM', followed by a 'ZOEKEN' button with a right-pointing arrow. The map itself shows a street grid with 'Transformatorweg' highlighted in yellow and a red pin on 'Spaarnammerdijk 314'. Other street names include Einsteinweg, Kabelweg, Isolatorweg, and Contactweg. The map is powered by Google and Tele Atlas.

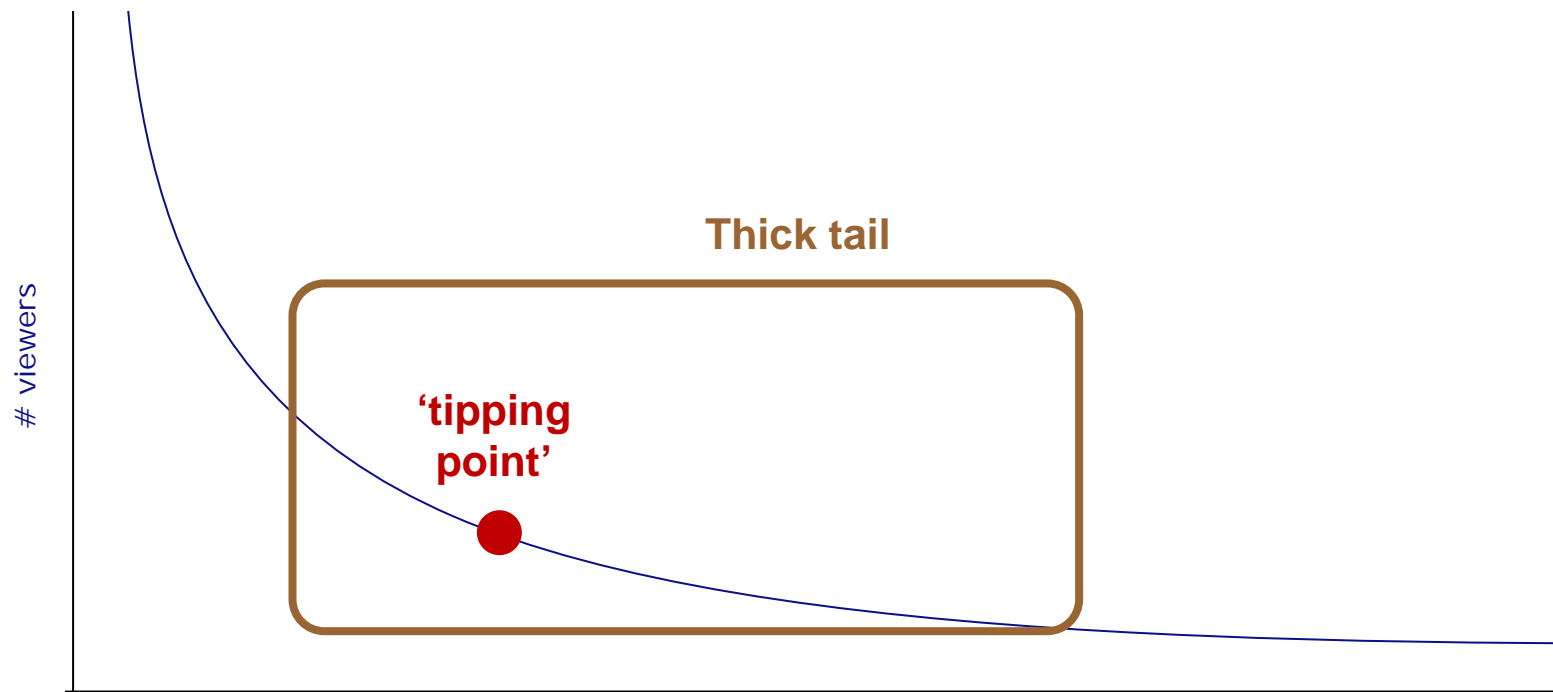
'Thick head' strategy



<i>Revenue model</i>	<i>Description</i>	<i>Typical service</i>
Micro Advertising	Non-obtrusive ads: banners, short bumper spots	Youtube LiveLeak
Affiliate marketing	“Brick and mortar’ service providers (banks, recruitment agency, retailer) get access to UGC setting to create extra outlet	Zizone Tubantia-Haaksbergen
Sell ‘Best of’	Identifying ‘quality’ content and sell to b2b and b2c	Revver, MIMOA
Premium Services	Inviting members to buy high quality content or get privileges	Habbo Hotel Hyves
Donation	Inviting members to donate or invest	Wikipedia Sellaband
Sponsoring	Advertiser sponsors platform to create brand awareness/customer loyalty	‘Nationale burendag’
Talent Spotting (no direct revenue)	Communities offering enthusiastic or talented people a chance to fame	So you wanna be a popstar, Islandoo, Sloggi
Customer Loyalty (no revenue)	Getting people to interact with your brand	Viacom Kentucky FriedChicken

Thick head





All Fields

GO

My Dashboard

Overview

Messages

Preferences

Statistics

Contacts

Playlists

View Profile

Total Paid

\$-0.00

Total paid to date

Pending Payment

\$ 0.01

How do payments work?

Current Earnings

\$0.00

Earnings that are still processing

My Videos

Online (1)

Offline (0)

Uploading

Processing (0)

Review (0)

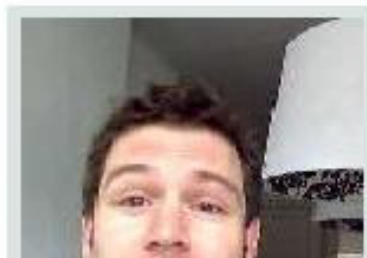
Failed

Notice (0)

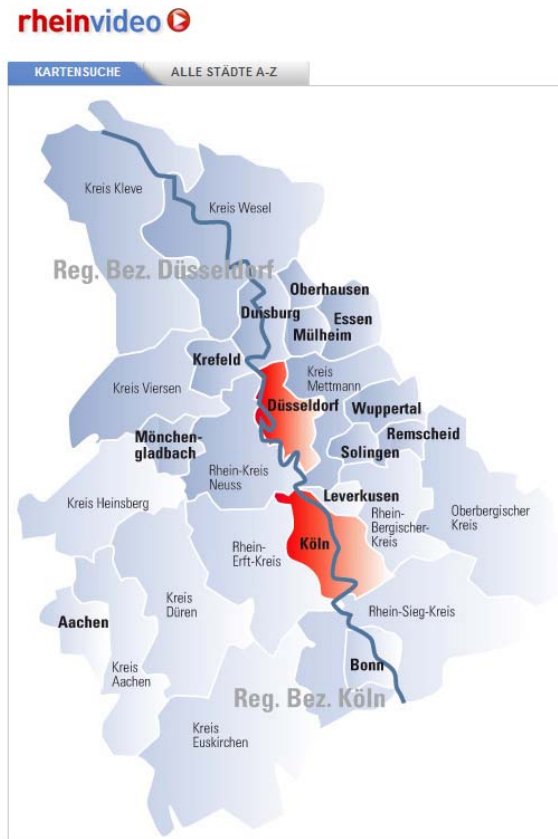
Error (0)

Sort by: title **date** views

43 views



'Go Local'



NetCologne - telecom operator



WEGENER



Wegener - Publisher

Based on personal, high trust relations








Special interest

MIMOA
mi modern architecture

keyword, location projects find!
popular cities browse

map
Kaat Satelliet Beide

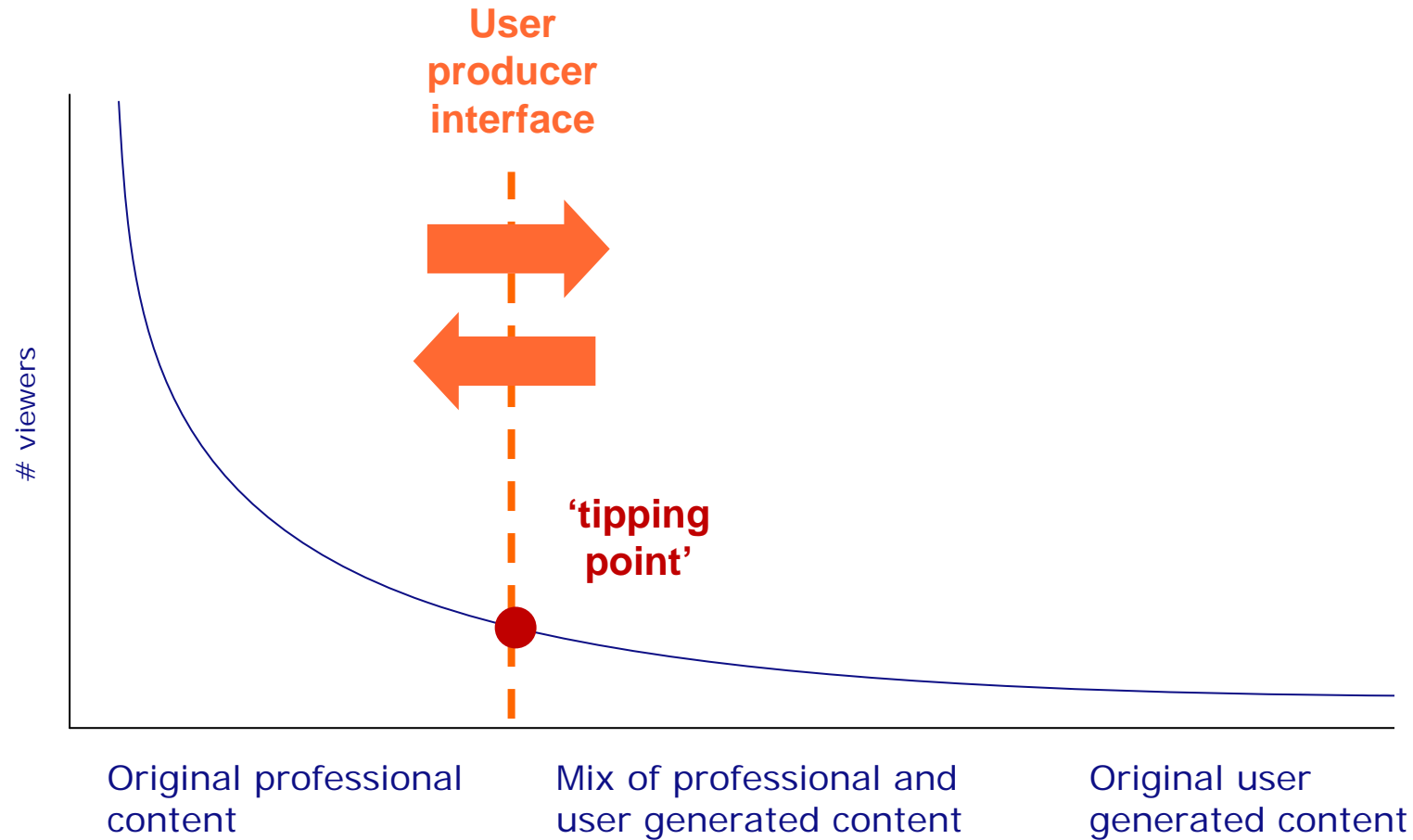
We found 13 projects for this selection.

	all	none	Actions
 UNIVERSITY LIBRARY UBU Utrecht, Netherlands Wiel Arets contributed by: Naomi	<input type="checkbox"/>	<input type="checkbox"/>	+ favorite + was here + guide + TomTom ± download KMZ
 BASKET BAR Utrecht, Netherlands NL Architects contributed by: Naomi	<input type="checkbox"/>	<input type="checkbox"/>	+ favorite + was here + guide * * * *
 MINNAERT Utrecht, Netherlands Neutelings Riedijk contributed by: MI_MOA	<input type="checkbox"/>	<input type="checkbox"/>	+ favorite + was here + guide * * * * *
 EXPOSITION PAVILION Utrecht, Netherlands Stanley Brouwn contributed by: Bjorn_Utpott	<input type="checkbox"/>	<input type="checkbox"/>	+ favorite + was here + guide * * * * *
 WKK ENERGY PLANT Utrecht, Netherlands Atelier Zeinstra van der Pol contributed by: Bjorn_Utpott	<input type="checkbox"/>	<input type="checkbox"/>	+ favorite + was here + guide * * * * *

Based on specific interest, not necessarily personal relations



Create a market place between amateurs and professionals



Thick tail

<i>Revenue model</i>	<i>Description</i>	<i>Typical service</i>
Micro Advertising	Non-obtrusive ads: banners, short bumper spots	Youtube LiveLeak
Affiliate marketing	“Brick and mortar’ service providers (banks, recruitment agency, retailer) get access to UGC setting to create extra outlet	Zizone Tubantia-Haaksbergen
Sell ‘Best of’	Identifying ‘quality’ content and sell to b2b and b2c	Revver, MIMOA
Premium Services	Inviting members to buy high quality content or get privileges	Habbo Hotel Hyves
Donation	Inviting members to donate or invest	Wikipedia Sellaband
Sponsoring	Advertiser sponsors platform to create brand awareness/customer loyalty	‘Nationale burendag’
Talent Spotting (no direct revenue)	Communities offering enthusiastic or talented people a chance to fame	So you wanna be a popstar, Islandoo, Sloggi
Customer Loyalty (no revenue)	Getting people to interact with your brand	Viacom Kentucky FriedChicken



Considerations in setting up this interaction



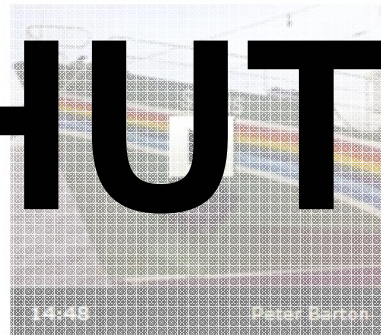
North Sea Jazz Festival

evenementen - rotterdam



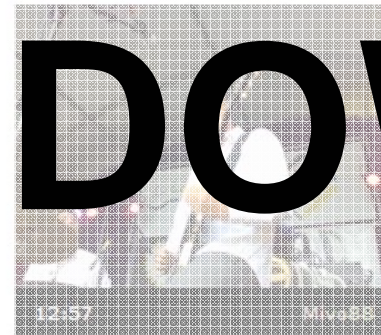
Rondleiding bij Greenpeace

binnenland - amsterdam

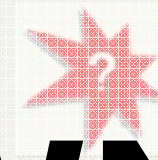


Plein Open festival

evenementen - den haag



LOGIN



Username field with a red asterisk indicating a required field.
Password field with a red asterisk indicating a required field.
Remember me checkbox.
Login button.
Forgot password link.

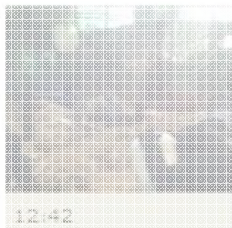
SHUT DOWN

OOK IN HET NIEUWS

- 15:01 Vijftien jaar cel voor moord op echtgenote
- 14:51 Aantal echtscheidingen stabiliseert
- 14:32 SP eist meer vervolgingen voor Schipholbrand
- 14:22 Weer wateroverlast in West-Brabant
- 14:17 Vuist tegen kankerverwekkende Chinese kruiden

BINNENLAND

Bokito in nieuwe situatie



BN'ers kwelen publiek

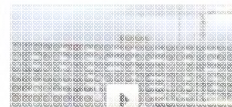


WEER & VERKEER

Sleep op Prins Hendrikweg

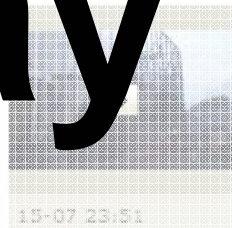


Vertraging en omleidingen bij Gouda



POLITIE & BRAND

Brand in kalverschuur



Essent repareert winkelcentrum



May 2008

WATER
GESECURT IN DE
GOUDEN
KOOI?
SMS

Win: weekend Istanbul!

Stuur ons Skoeps vanaf je vakantieadres en maak kans op een weekend Istanbul!

A photograph of the Istanbul skyline.
The Corundon logo.

kabadada.de das Kabarett- Video-Portal

für professionelle Künstler und kabarett-interessierte. Video, Blogs, Kritiken, Termine und mehr.


jetzt aber los !!!


kabadu.de dein Video- Portal für den Kabarett- Nachwuchs

Comedy, Poetry Slam, Kleinkunst, Videos, Blogs, Kritiken, Termine und mehr.

jetzt aber los !!!

TILLIBAN
SKANDAL! 2 VIDEOS VON TILLIBAN

TOP 

 HOP

NEUEN KOMMENTAR SCHREIBEN

INHALT MELDEN

URL [HTTP://WWW.KABADU.DE/NODE/1158](http://www.kabadu.de/node/1158)

THE WORD IS NOT ENOUGH
THORSTEN KRAMER
26/05/2008

212 VIEWS
0 KOMMENTARE



THE WORD IS NOT ENOUGH
JAN STRUEBIG
26/05/2008

334 VIEWS
0 KOMMENTARE



MEHR FILME

Conclusions

- Apart from a few global platforms, Business models solely based on original UGC do not exist.
- The combination of professional content/services and UGC and the associated synergy are the way forward for most players, especially European ones. Moderation is key.
- Business models for UGC are cost driven. Most platforms implement a mix of revenue models to cover the costs
- The challenge is to find the right niche and create a specific two way dialogue between professionals and amateurs

Thank you

sander.limonard@tno.nl

www.tno.nl

www.ist-citizenmedia.org

www.digitalepioniers.nl

