

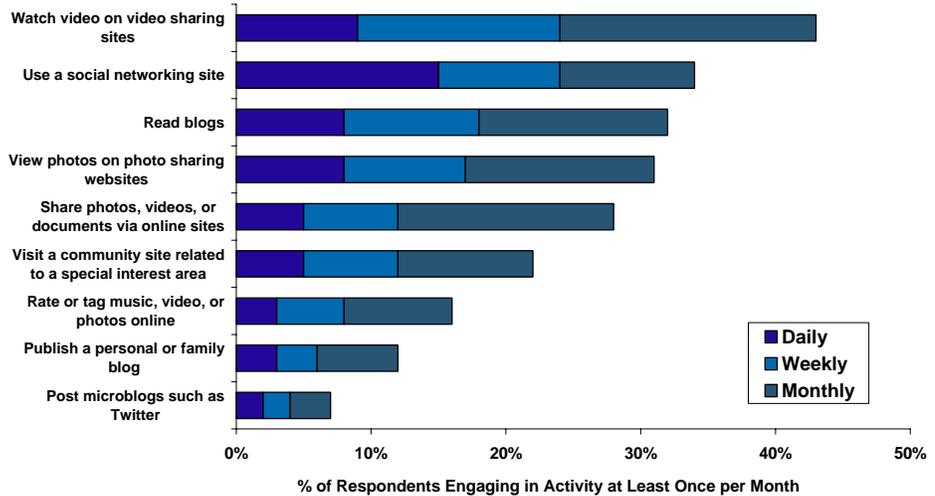
Synopsis

This report analyzes the social media market. It defines the market and outlines current initiatives to monetize it. It also presents alternative business models and profiles technology vendors who can facilitate them. The report also provides market forecasts for social networking through 2013.

Online Social Media Activities

Monthly Internet Activities (Q4/08)

"How often do you do the following?"
(Among BB HHs, 57% US HHs, n=2,447, ±2%)



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"Social media can be an extremely profitable market for advertisers and media companies," said Anton Denissov, a digital media analyst with Parks Associates. "However, it is radically different from traditional media and would require new and unique business models to monetize the market successfully."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market and the implications for companies doing business in this space.

The Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

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Attributes

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