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Monetizing the
Social Media
Opportunity.

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Social media – key players

“**Social media** is a set of technologies and channels targeted at forming and **enabling** a potentially massive community of **participants** to productively collaborate.”

- Anthony Bradley, Managing Vice President, Gartner



Instant messaging | Content Sharing Platforms | Aggregators | Email | Retail sites



A phenomenon

**One out of
Eight couples
married in the US
met via social
media**

Social
Networking has
overtaken
pornography as
the **#1** activity
on the web

**Social media is the
biggest
communication
revolution since the
internet itself**

Last week, **one**
campaign IO
was confirmed
by the Aktiv
Digital Sales
Manager through
Facebook Chat

Aktiv Digital's MD
visits **15** social
media pages a
day before he has
a cup of coffee
and considers
lifting his pen



Social media appeal in Malaysia

Fast Facts

- **Malaysia had a total of 1,465,000 unique visitors to social networks**
- **The average number of pages per visitor was 3,541**
- **The average minutes per visit was 26.1**
- **12m+ Users in Malaysia belong to some online community**
- **Facebook is growing 296% every month in Malaysia**



Source: comScore Media Metrix Report (Malaysia), August 2009; Nielsen

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A commercial opportunity



“ The absolute
fundamental aim
is to make **money**
out of satisfying
customers ”

- John Egan



Who's joining the party?

Ad serving

Social Media Publishers

Publishers

Content Creators

Sales Vendors

Agencies



Analytics technology

Brands

Consumers

Payment gateways

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Social media publishers

Advertising

IAB Banners – CPM, CPC

Social Ads

Sponsorship

Video

In-Chat buttons

User Subscriptions

Premium packages
for premium services



Retail

Merchandise

Micro-transactions

Content Partners

Revenue share form third
party content partners



Publishers at large

The screenshot shows a news article from **thestaronline** about the **'Twilight'** premiere at the MTV Movie Awards. The sidebar lists categories like Movies, Music, and TV & Radio. A Dell advertisement for a Studio 14 laptop is displayed, and a social media interaction box shows a user named Matt Sutton liking the post.

The '**viral**' impact of social media drives consumers back to the **publishers** themselves

The pages they view increase ranking, **profile** and brand equity for publishers and can all carry **monetizable** ad impressions

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Third party content creators

Advertising

Micro-transactions



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Sales intermediaries



“ We estimate there are at least **20** significant players active across **SEA**, and that this will grow by around **50%** over the next 12 months. ”

- Nick Fawbert, IAB Singapore

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Media agencies



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Ad serving technologies



“ there has been a significant **increase** of 3rd party ad-serving in **social media** sites in the first half of 2010. ”

- Martin Ross, Eyeblaster

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Analytics tools

“

You are dealing with **non-tangible** goods like human interactions and **conversations**, which are all resources that are not easily **quantifiable**.

”

- Robin Good, New Media

Socialmention the leading player

Quick Google Search reveals hundreds

PR agency will recommend a suite with fees and free



Brands

Advertising

Consumer dialogue



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Consumers

Buy and Sell

Social Influence



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Payment gateways

“ A **payment gateway** is the link between a website or an online storefront and the owner's merchant account. It's what handles the collection of **financial payment** information and passes it along—securely—to be processed. Once **processed**, the funds are placed within the merchant account at the bank. ”

- Sleepless media blog

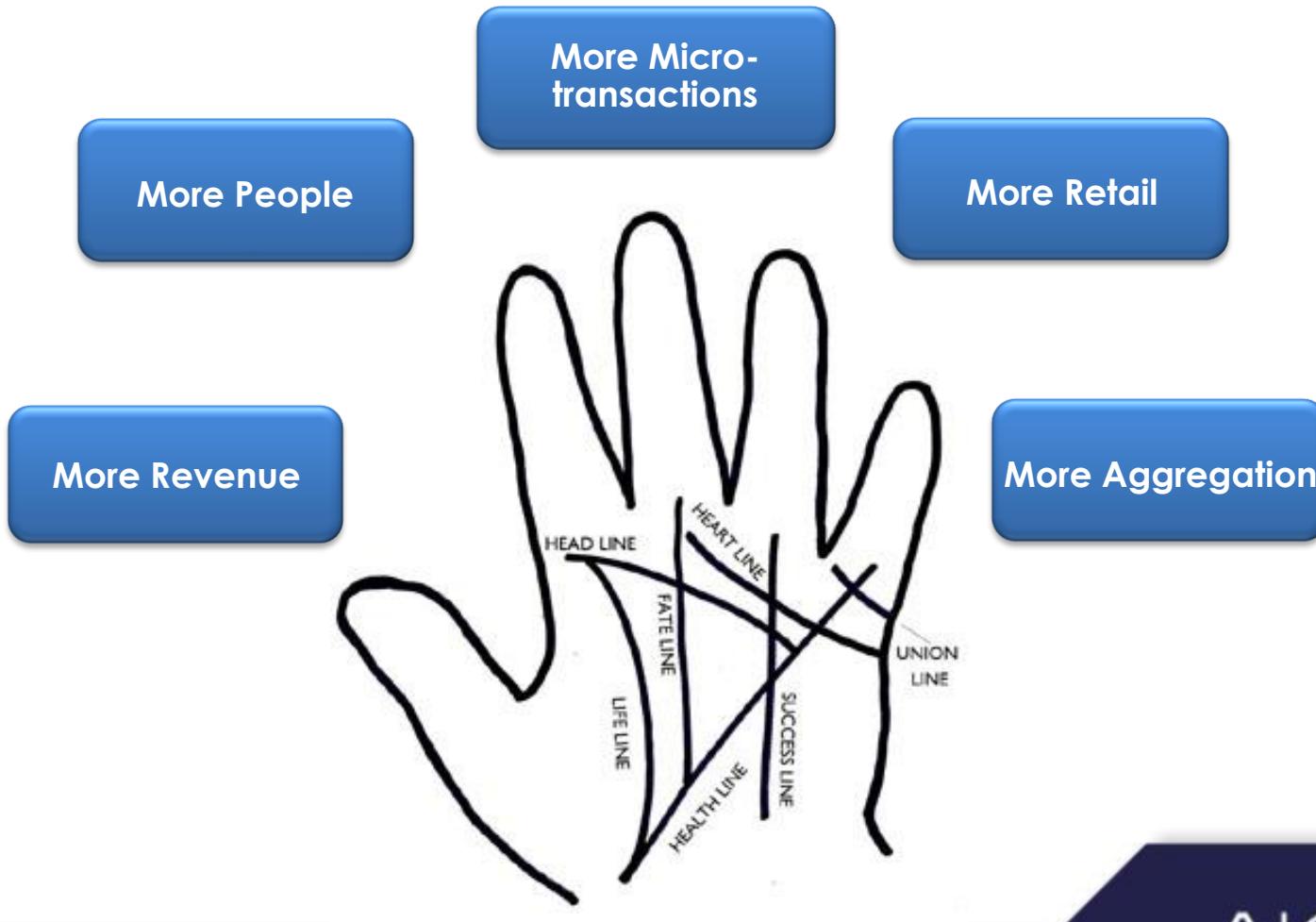
The dawn of social media e-commerce

A transition happening right now

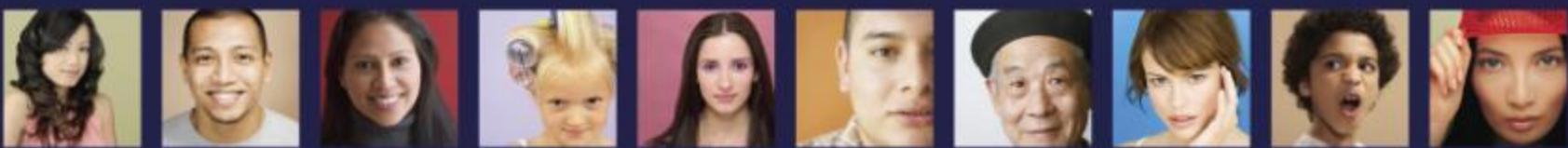
Pay Pal partnering with Facebook



What does the future hold?



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Thank you for listening ...



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