

“  
Monetizing the  
Social Media  
Opportunity.”





## 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.”

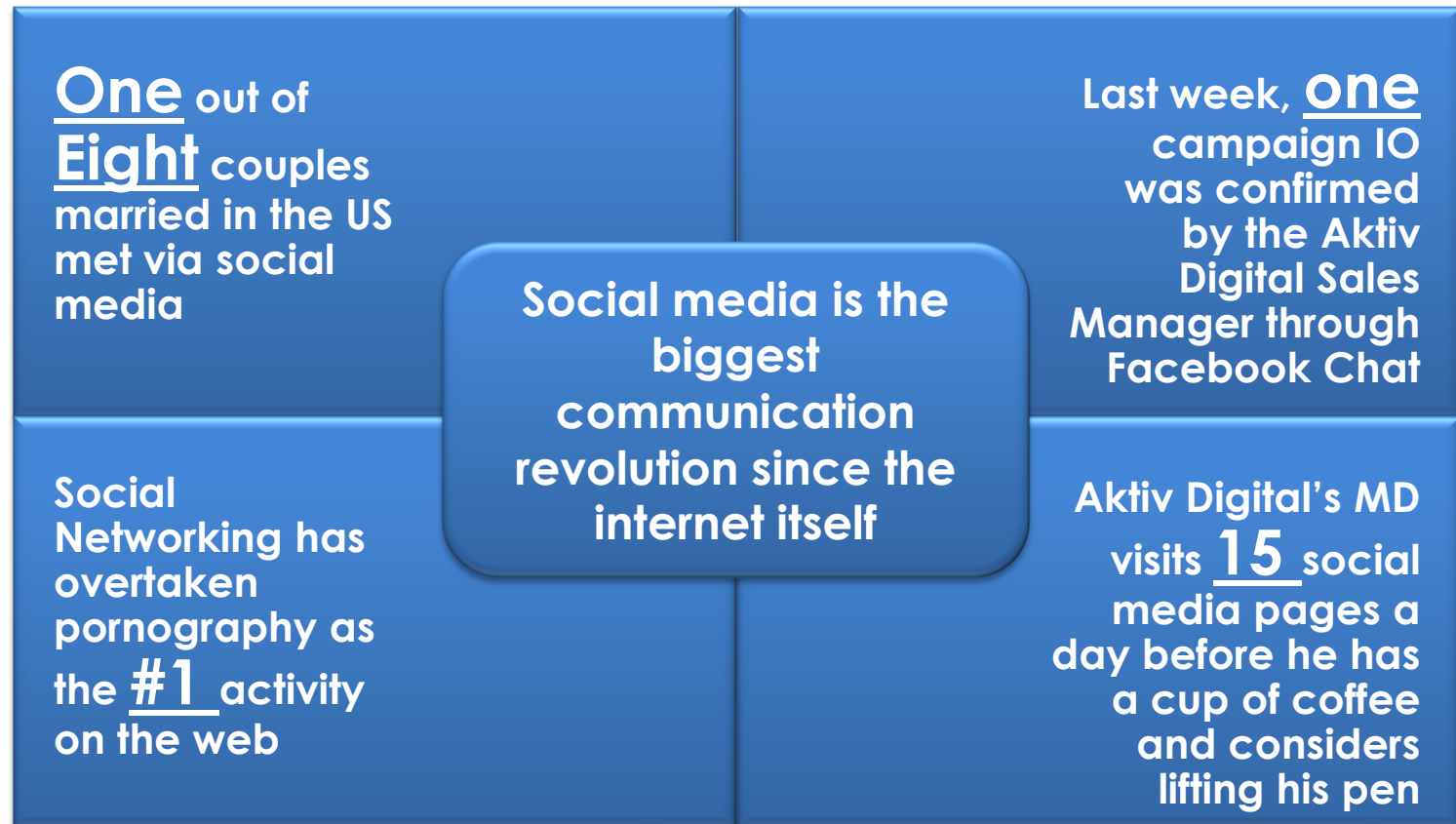
- Anthony Bradley, Managing Vice President, Gartner



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



# A phenomenon





# 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



## 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**

**Analytics technology**

Publishers

Content Creators

Brands

**Sales Vendors**

**Consumers**

Agencies

Payment gateways





# Social media publishers

## Advertising

IAB Banners – CPM, CPC  
Social Ads  
Sponsorship  
Video  
In-Chat buttons

## User Subscriptions

Premium packages  
for premium services



## Retail

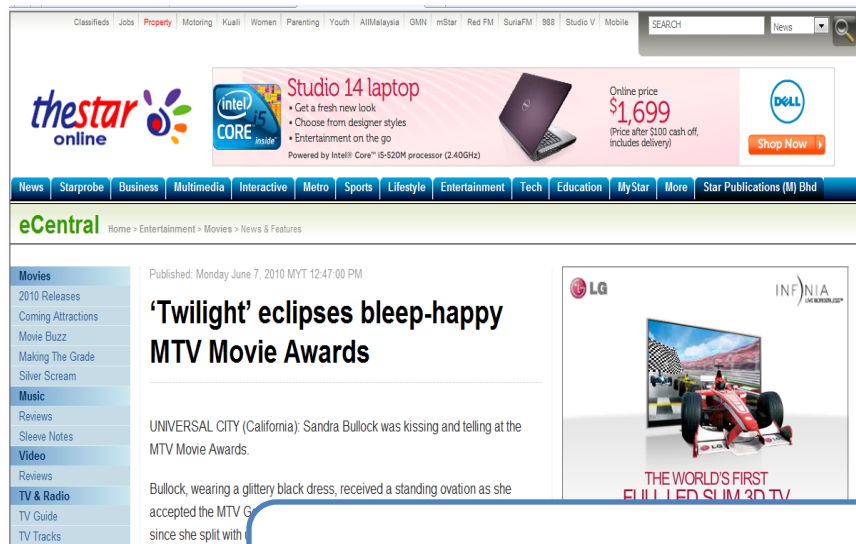
Merchandise  
Micro-transactions

## Content Partners

Revenue share form third  
party content partners



# Publishers at large



Like Matt Sutton likes this.

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





## Third party content creators

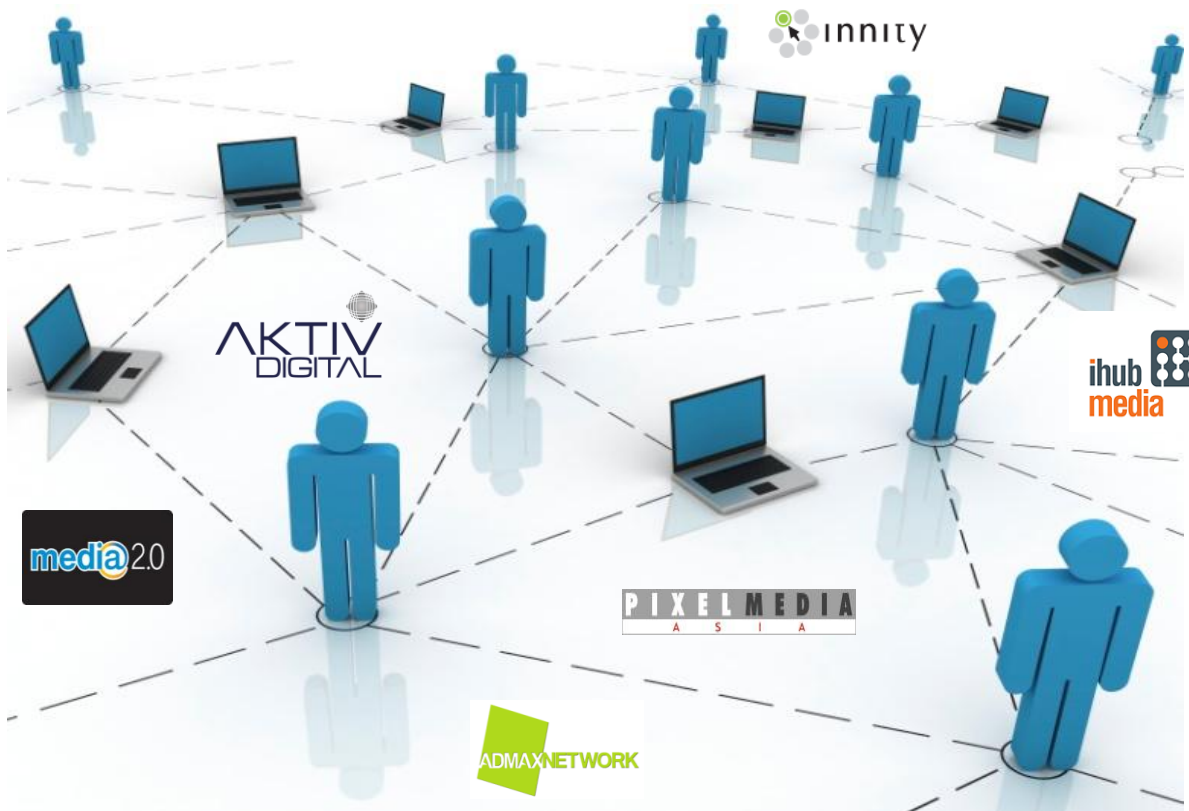
Advertising

Micro-transactions





# Sales intermediaries

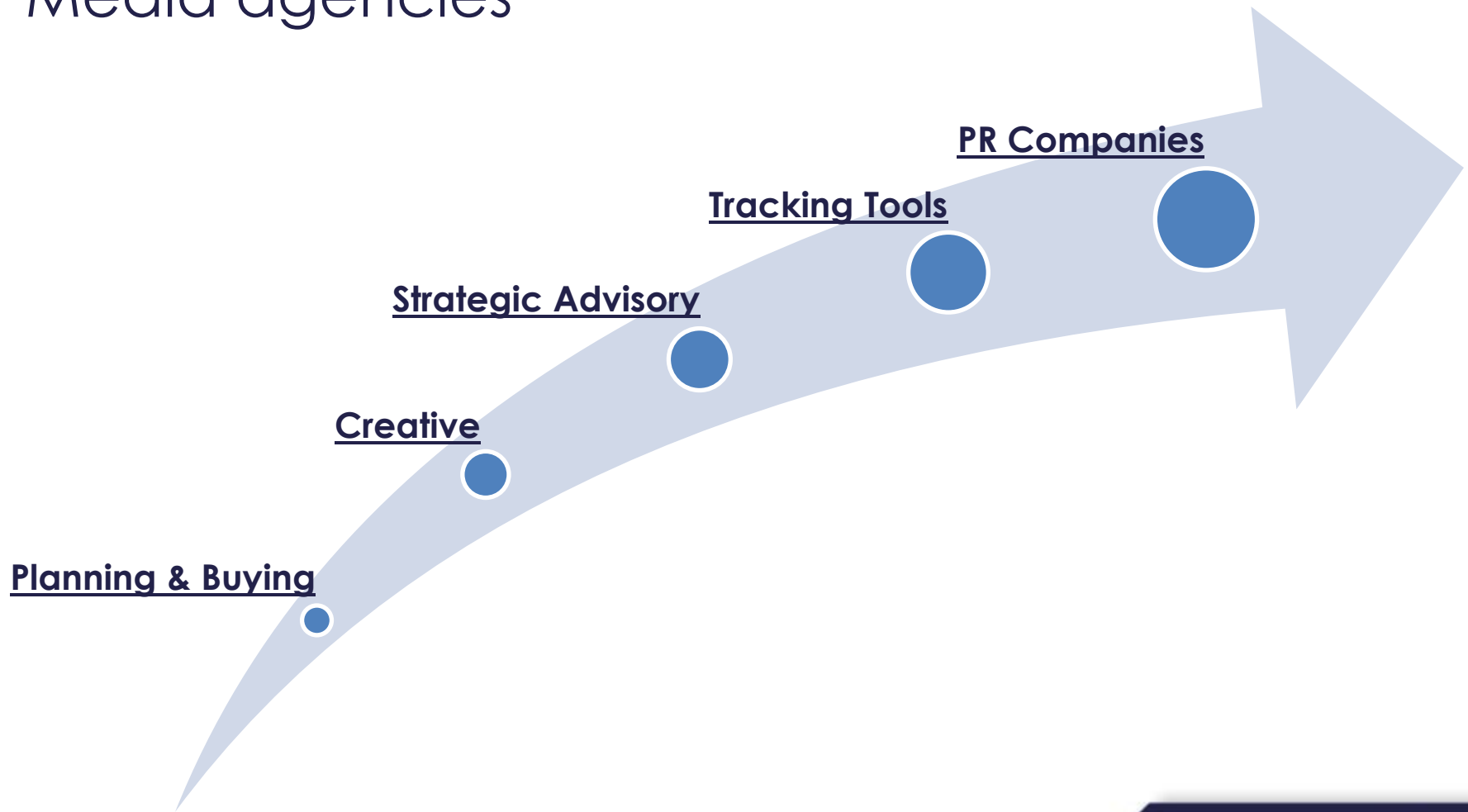


“ We estimate there are at least **20** significant players active across **SEA**, and that this will grow by around **50%** over the next 12 months. ”

- Nick Fawbert, IAB Singapore



# Media agencies





# 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, Eyeblander



## 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



Putting you in touch...

  
AKTIV  
DIGITAL



# Consumers

Buy and Sell

Social Influence



Putting you in touch...

  
AKTIV  
DIGITAL



## 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

”

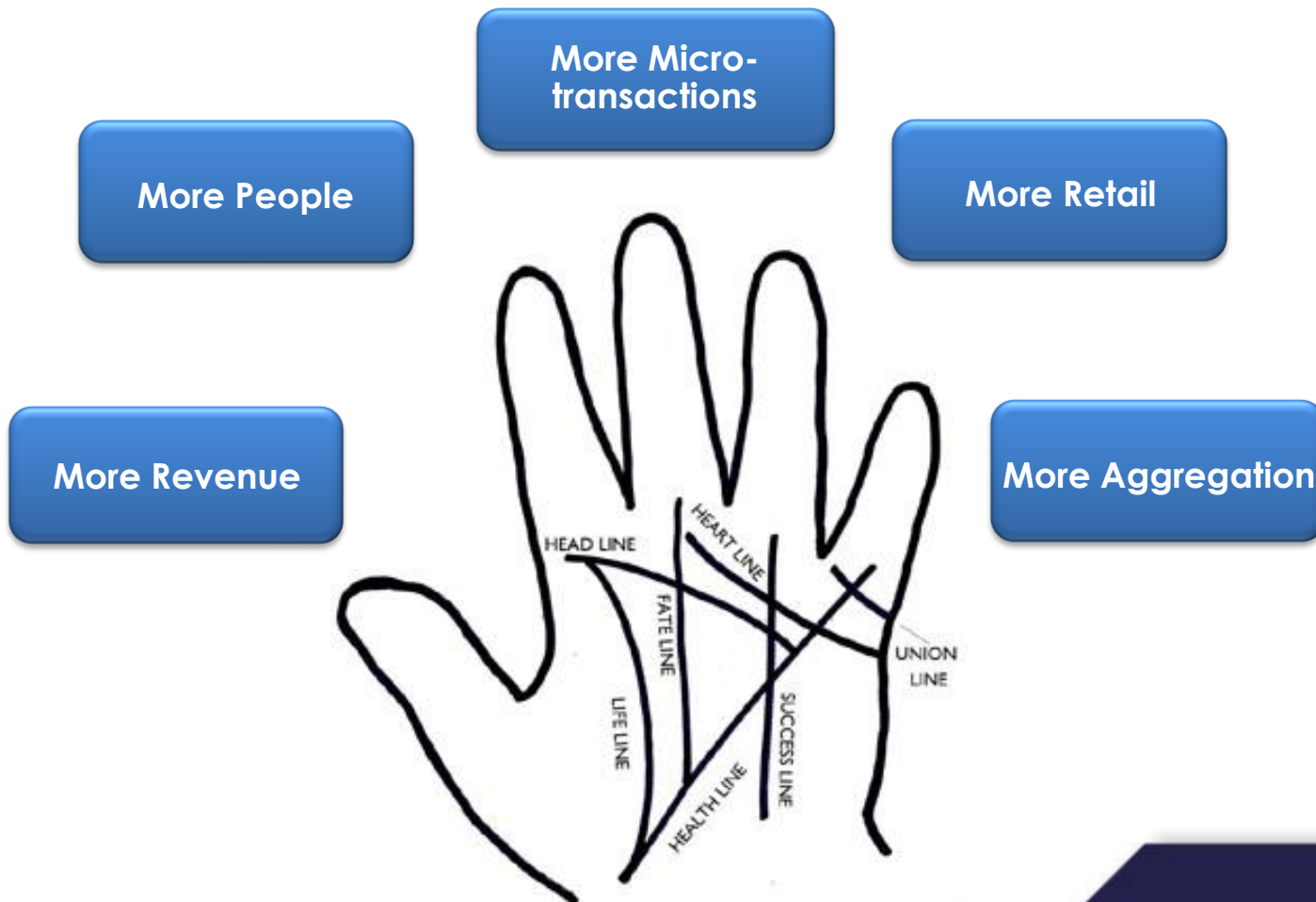
The dawn of social  
media e-  
commerce

A transition  
happening right  
now

Pay Pal partnering  
with Facebook



# What does the future hold?





Thank you for listening ...



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