

IBC Euroforum

Neville Hobson, ABC

www.nevillehobson.com

www.forimmediaterelease.biz

Stockholm

September 5, 2006

**COMMUNICATION
OF THE FUTURE**

EUROPE TODAY

What do you use as your primary source for information on business issues?

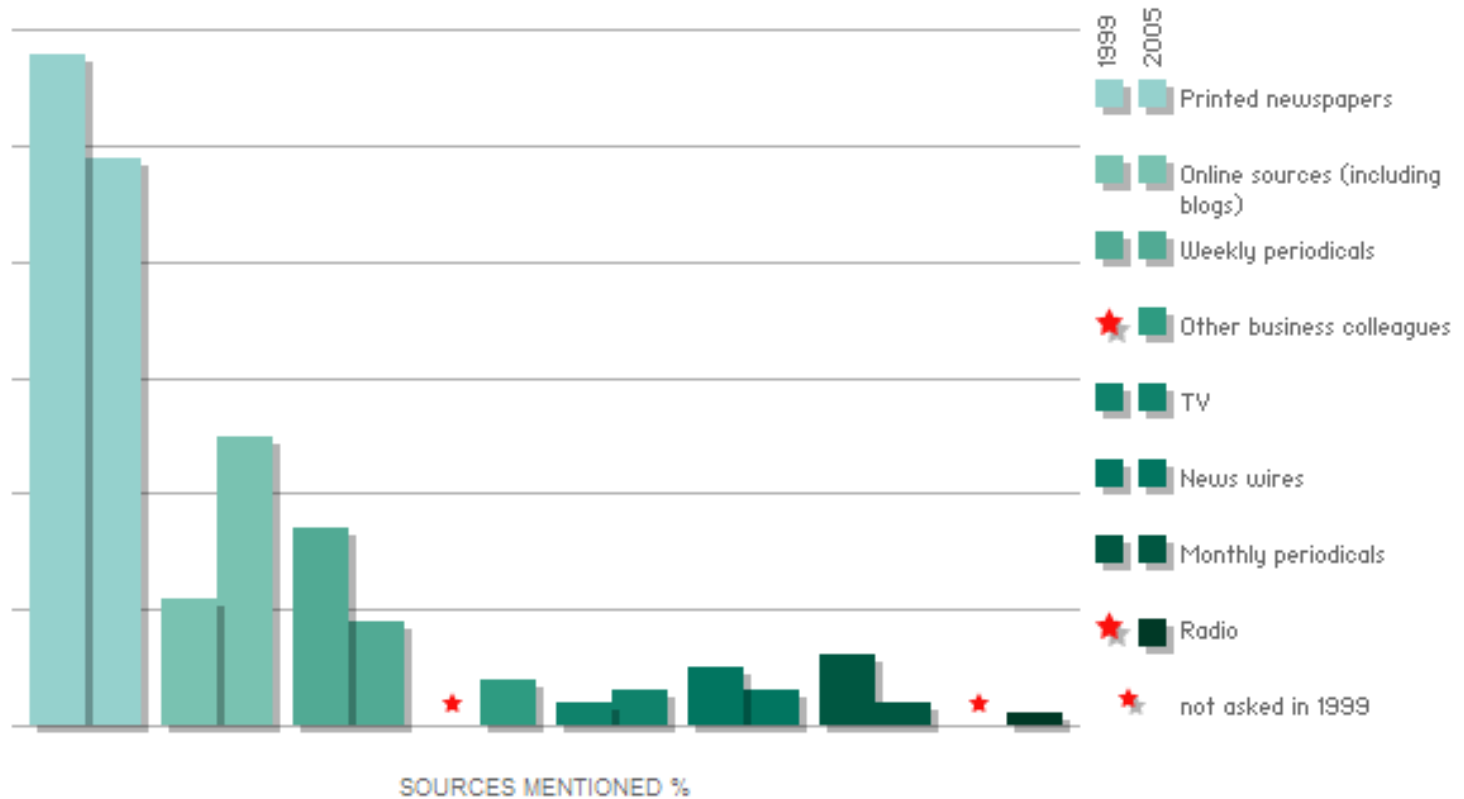
Proof is still in the print; the power of the written word reigns as chief information source

Switching online for facts has surged

UK and French business leaders also browse business journals

Word of mouth proves useful for Belgian and Dutch executives

Business practices and strategies



Belgium, France, Germany, Italy, Netherlands, Spain, UK

Source: UPS Europe Business Monitor

EUROPE TODAY

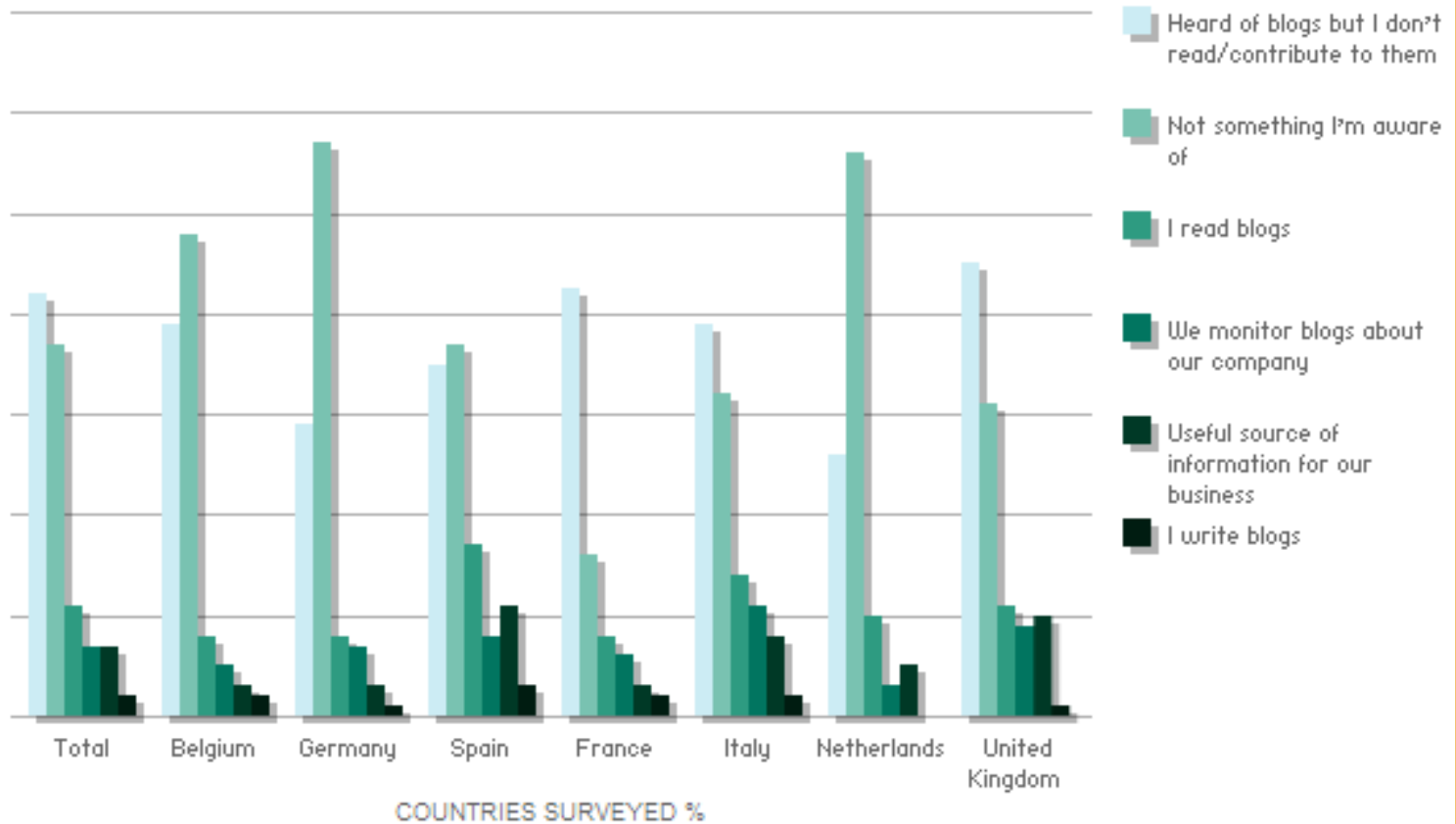
Business practices and strategies

What applies to you or your company when it comes to the topic of blogs?

Europe's boardrooms are not yet blogging en masse

Over half of executives in the Netherlands and Germany find blogging a mystery

Though French executives are 'au fait', few of them 'do it'



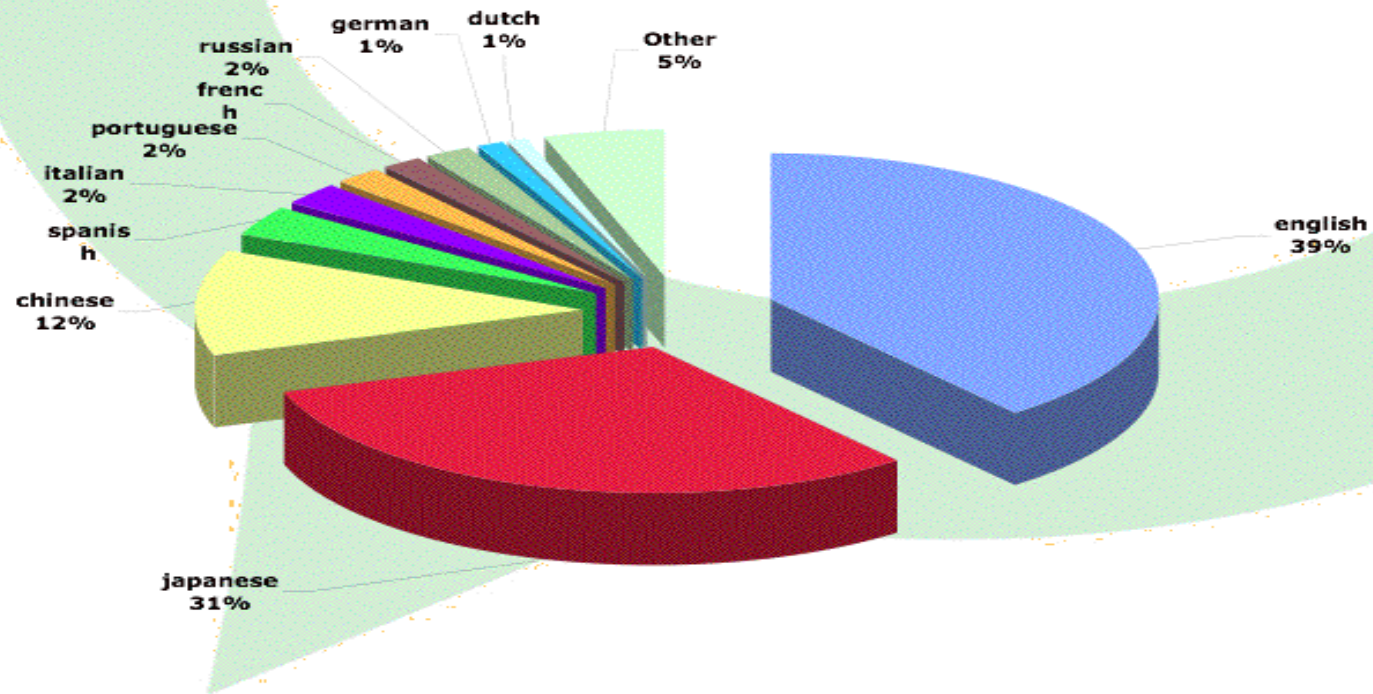
Belgium, France, Germany, Italy, Netherlands, Spain, UK

Source: UPS Europe Business Monitor

PEOPLE TALKING



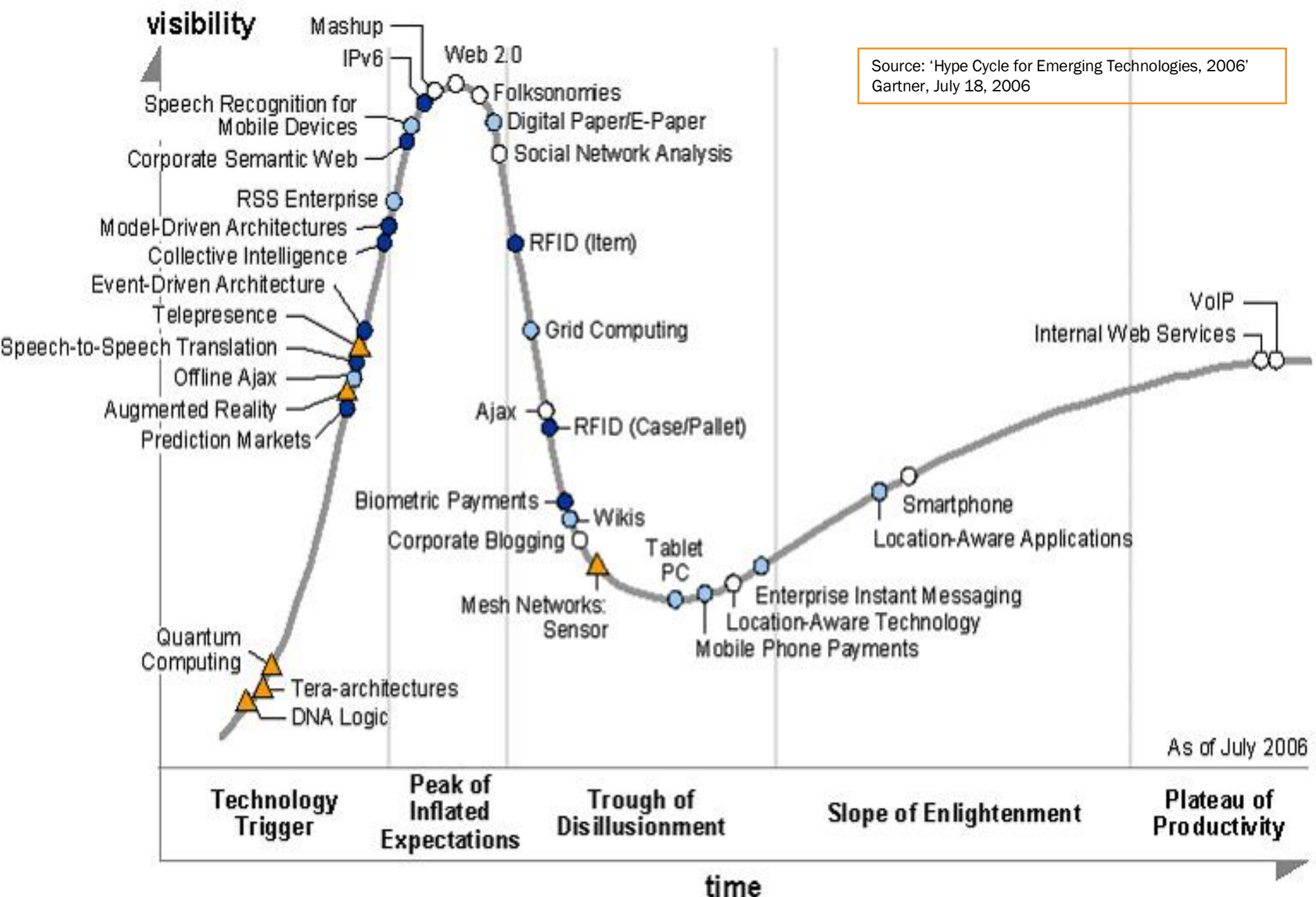
June 2006 - Posts by Language



RELENTLESS ADVANCES

- Widespread use of virtual reality for education and recreation
- All government services delivered electronically
- 25% of UK workforce teleworking at least 2 days a week
- Solar reflector satellites bringing sunlight to major northern hemisphere cities
- All domestic animals tagged
- 60% of internet accesses from mobile devices
- Electronic newspapers
- Neighbourhood video surveillance networks
- Neighbourhood intranets
- People reduce tax liability by being partially paid in information products
- Worldwide population of over 65s increases by 1 million monthly
- Cybercommunity with 100 million people

Source: 'Hype Cycle for Emerging Technologies, 2006'
Gartner, July 18, 2006



Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

SEISMIC SHIFTS

- Web 2.0 – the evolution from read-only to read/write
 - “Content creator” and “consumer” are being re-defined
- Anyone with a point of view can talk to the world
 - Text
 - Audio
 - Video
- Disrupting traditional businesses and models
- New companies, new ideas appearing to leverage the shifts

TRUTHS

- New media do not replace old media
- Markets are conversations
- The audience controls the message
- Numbers don't matter



PARTICIPATION

Institutions must cede control of the message in order to participate in the conversation.

FORCES OF CHANGE: EQUATION #1

Low barriers to entry

- + Pervasive access
 - + Growing broadband
- = *The Net's original promise*

FORCES OF CHANGE: EQUATION #2

The Net's original promise

- + Shifts in trust
 - + Demands for transparency
- = *Tectonic change*

WHO DO WE TRUST?

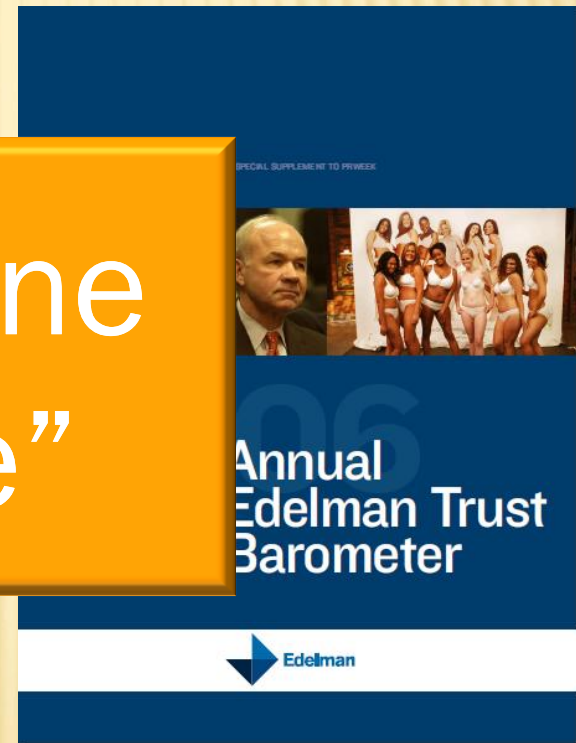
We trust...

- Each other
- Independent matter exper
- NGOs

“Someone like me”

We don't trust...

- Business
- Government
- Mainstream media



“Person like yourself or your peer” is seen as the most credible spokesperson about a company and among the top three spokespeople in every country surveyed.
– 2006 Annual Edelman Trust Barometer

THE ERA OF SOCIAL COMPUTING

The social structure
in which technology
puts power in
communities, not
institutions.

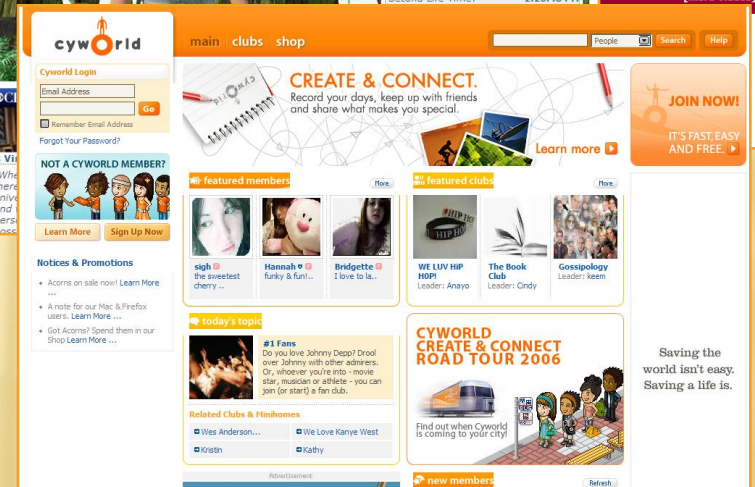
FIRST RUMBLINGS OF TECTONIC CHANGE

Social communication tools

- + Weblogs
- + Podcasts/videocasts
- + Internet telephony
- + Mobile/text/video

Virtual communities

- + MySpace
- + Second Life
- + CyWorld




A PERSON LIKE ME...


Macaw


Making Serious sites


Home | Nieuws | Het Bedrijf | Projecten | Weblogs | Werk bij Macaw


Macaw Corporate Bloggers


**Antoni Dol**
Lead Designer sinds 1996
[Lees meer |>](#)

**Vincent Hoogendoorn**
Architect sinds 2001
[Lees meer |>](#)

**Dirk Zekveld**
Lead Analyst sinds 2000
[Lees meer |>](#)

**Ernst Steffen**
Business Consultant sinds 2005
[Lees meer |>](#)


**Maarten Sikkema**
Oprichter en Directeur Business

**Macaw Corporate Blog**
Op blogs.macaw.nl schrijven Macawers over (voornamelijk) niet-technische zaken die hen bezighouden. Op deze pagina vindt u hun profiel met uiteraard een link naar hun eigen Macaw Corporate Blog.

Macaw Tech Blog
Daarnaast heeft Macaw een aantal developers die al geruime tijd op eigen titel en in een eigen, externe blogomgeving bloggen over een divers scala aan technische onderwerpen. Meer informatie over deze TechBloggers vindt u [hier](#).

Sitemap
Contact
Route
Privacy
Colofon
Zoek

A PERSON LIKE ME...



OPSKRIFTER PRODUKTER ARLA FORUM ERNÆRING BØRNEHJØRNE OM ARLA


SKRIV TIL ARLA REKLAMATION BESTIL ARLA-MAILS BESØG ARLA WEBLOGS


Indtast søgeord... **SØG**

arla.dk/forum
WEBLOGS

Arla Weblogs

Blogs er hjemmesider med en personlig vinkel. En weblog har en vært, som skriver korte indlæg om emner, som han eller hun selv synes, er interessante. På Arlas weblogs kan det være emner som ernæring, landbrug, miljø, mejeriprodukter og meget mere. På webloggen indbyder værten også til dialog via kommentarfunktionen. Som læser kan du både kommentere på indlæg eller stille spørgsmål og være med til at præge bloggen. Vi har nu 6 weblogs i gang: [Mellem Linjerne](#), [Omtanker](#), [Bækgården](#), [Kost og krop](#), [Køkkenbloggen](#) og [Mælk & miljø](#)






Velkommen til
Arla Forum

Arla Forum er et fakta- og forbrugercenter, der varetager dialog, besøg og rådgivning.
> [Læs mere](#)

Majas blog


Omtanker



Jeg hedder Maja Møller og er leder af vores forbruger- og faktacenter Arla Forum. På bloggen vil jeg involvere dig i de tanker og overvejelser, som jeg gør mig i mit job- ligesom jeg vil pege på nogle af de forandringer, som jeg ser i Arla.
> [Gå til weblog](#)

Toves køkkenblog


Køkkenbloggen



Jeg hedder Tove Færch og arbejder som opskrifts- og Inspirations ansvarlig samt leder af Karolines Køkken. Smag, lyst og evne til at lave mad er områder, jeg har lyst til at sætte fokus på.
> [Gå til weblog](#)

Louis' blog


Mellem Linjerne



Jeg hedder Louis Illum Honoré og er pressechef i Arla Foods. På bloggen vil jeg gerne diskutere, hvordan Arla agerer over for sine omgivelser i almindelighed og over for medierne i særdeleshed. De bedste...

Carstens blog

Mælk & miljø



Jeg hedder Carsten Fricke og arbejder i Arla's koncernmiljøafdeling. På min blog vil jeg gerne debattere mælk og miljø med dig, så vores børn og deres børn kan få en verden at vokse op i, hvor det er et godt resultat...

Om weblogs

- > [Hvad er weblogs?](#)
- > [Hvorfor blogger Arla?](#)
- > [Weblogretningslinier](#)

Arla blogs

- > [Omtanker](#)
- > [Bækgården](#)
- > [Krop & kost](#)
- > [Mellem Linjerne](#)
- > [Køkkenbloggen](#)
- > [Mælk & miljø](#)

All your items (188)

« [earlier](#) | [later](#) » page 1 of 19

[A House Divided Against Itself Cannot Stand... Or Can It?](#) [edit](#) / [delete](#)

Stowe Boyd: "The house -- the blogosphere -- will stand, so long as we keep at it. There's no stopping it now. Even the old media players showing up and throwing big money around won't stop the transition of power to the edge, even if power falls into the
to [blogosphere media](#) ... [saved by 4 other people](#) ... on aug 20

[10 things you should be monitoring](#) [edit](#) / [delete](#)

Tracking your buzz.
to [business attention buzz weblogs socialmedia](#) ... on aug 18

[State of the Blogosphere, August 2006](#) [edit](#) / [delete](#)

It just keeps on growing. Latest stats from Technorati's Dave Sifry.
to [blogosphere technorati](#) ... [saved by 253 other people](#) ... on aug 16

[The 12 reasons why UK businesses don't blog](#) [edit](#) / [delete](#)

Good Q&A.
to [business uk weblogs communication marketing pr](#) ... [saved by 24 other people](#) ... on aug 14

[The 25 Greatest PCs of All Time](#) [edit](#) / [delete](#)

From PC World on the 25th anniversary of the IBM PC.
to [pc computers technology ibm](#) ... [saved by 17 other people](#) ... on aug 12

[How NOT to Comment on Comments](#) [edit](#) / [delete](#)

A tutorial on the technique of commenting in the comments on blogs and how to get a response and help the blogger blog, by Lorelle VanFossen.
to [blogging blogs community comments](#) ... [saved by 8 other people](#) ... on aug 08

[Ultimate List of Free Windows Software from Microsoft](#) [edit](#) / [delete](#)

Microsoft has over 150 free Windows programs available for download -- but finding them all is extremely difficult. Until now, thanks to the Road to Know Where!
to [software Windows Microsoft](#) ... [saved by 1720 other people](#) ... on aug 07

[My Virtual Life](#) [edit](#) / [delete](#)

A journey into Second Life, a place in cyberspace where thousands of people have imaginary lives. Some even make a good living. Big advertisers are taking notice. Business Week cover story.
to [secondlife virtual community web](#) ... [saved by 222 other people](#) ... on aug 01

▼ tags

- 1 "creative
- 1 "employee
- 1 "Fortune
- 1 "investor
- 1 "movable
- 1 "social
- 1 "virtual
- 1 100"
- 1 attention
- 1 avatar
- 1 bbc
- 14 blogging
- 5 blogosphere
- 7 blogs
- 1 branding
- 7 business
- 1 buzz
- 1 cdata
- 3 cms
- 1 comments
- 1 commons"
- 4 communication
- 1 communication"
- 4 community
- 1 community"
- 1 computers
- 2 copyright
- 1 csr
- 1 culture
- 1 delicious
- 1 development
- 1 employee
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When are leading hotels not simply good, well-known hotels? Are trademarks stealing our English language?

SINGAPORE, September 3 /PRNewswire/ -- In March 2005, a trademark infringement claim filed in Paris by The Leading Hotels of the World Ltd resulted in a judgment ordering transfer of the domain name leadinghotels.com from Online Travel Group to The Leading Hotels of the World Ltd.

However, the Australian registrar of the domain name has refused transfer of the domain on the basis that it is not governed by French law and in particular because of the unusual circumstances under which the judgment was obtained.

The Leading Hotels of the World Ltd and Online Travel Group have been involved in ongoing disputes since 1997. The Leading Hotels of the World Ltd registered the domain lhw.com in 1996 and created a website using this name, which it still does today. One year later, Online Travel Group, a South African company, registered the available domain leading-hotels.com and the following year registered leadinghotels.com which was also available.

In 2002, almost five years later, The Leading Hotels of the World Ltd decided to claim trademark infringement and instituted proceedings against Online Travel Group before the World Intellectual Property Organization. WIPO rejected LHW's claim and ruled in favour of OTG, stating the company was not operating in bad faith and that use of the domain name leadinghotels.com by Online Travel Group had always been bona fide and used legitimately in connection with the company's online hotel reservation



[eWatch](#)

[MEDIAtlas](#)

[ProfNet Experts](#)

PR Newswire
for Journalists

PR Newswire web sites

Cascade International

Verslavingszorg op Niveau Met een slagingspercentage van 85%
www.cascadeverslavingszorg.com

موقع الخيمة

إخباري عربي شامل سياسي، إقتصادي
www.al-khayma.com

Tuinbouwcentra Jupiter

Growshop voor kweekbenodigdheden Groot assortiment, vakkundig advies
www.grow-it.nl

Ads by Google

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All Stories

Popular Stories

Upcoming Stories (2,152)

Recently Popular | [Top Today](#) | [This Week](#) | [This Month](#) | [This Year](#) |

[Set View All as Digg Home](#)

34

diggs

[digg it](#)

XPC X100 PC: Small Enough to Slip Between Books on a Shelf

submitted by [p9s50W5k4GUD2c6](#) 18 hours 50 minutes ago (via <http://www.nytimes.com/2006/08...>)

Shuttle makes small PC 's for small spaces. Its latest, the XPC X100, could fit into a cereal box. The X100 is two inches thick and about the width and length of a standard sheet of paper. It is designed to look more like a home entertainment system than a computer, and its black case with metallic accents helps to camouflage its PC pedigree. [More...](#)

[2 comments](#) | [Blog This](#) | [Email This](#) | Topic: [Hardware](#) | [Bury](#) |

37

diggs

[digg it](#)

One Watt Light Bulbs!

submitted by [digitalgopher](#) 4 hours 57 minutes ago (via <http://www.ecogeek.org/content...>)

LED light bulb replacements are here! LEDison lamps are being used to replace 10 to 60w incandescent bulbs in commercial applications (like shopping malls). The LED lamps have ten times the service life of the incandescents they replace, and use only 1 watt! [More...](#)

[4 comments](#) | [Blog This](#) | [Email This](#) | Topic: [Tech Industry News](#) | [Bury](#) |

49

diggs

[digg it](#)

Agassi's career ends with four-set loss to Becker

submitted by [andrew52](#) 3 hours 40 minutes ago (via <http://sports.espn.go.com/spor...>)

Benjamin Becker grew up idolizing players like Andre Agassi. Ironically, Becker will now be known as the last player to beat Agassi. The 36-year-old Agassi, battling a bad back for most of the season, saw his run at the U.S. Open come to an end in the third round with a 7-5, 6-7 (4), 6-4, 7-5 loss to Becker. [More...](#)

[4 comments](#) | [Blog This](#) | [Email This](#) | Topic: [Tennis](#) | [Bury](#) |



IMPACTS

- Personal relationships
- Business relationships
- The workplace

PERSONAL

- Getting to know people – before you meet them
- Creating virtual relationships
- The doppel-gänger lifestyle

BUSINESS

- New forms of trust
- The virtual extension

THE WORKPLACE

- Disruptive technologies
- They herald change
 - + Not every organization ready
 - + Not every organization willing
- New ways of working
 - + Facilitating collaboration
 - + Participating in conversation
- New types of employer/employee relationships
 - + Greater informality
 - + Greater empowerment

PODCASTING: WHAT IS IT?

- Digital audio file, typically MP3
- “Radio show” format
 - + Time-shifted – listen when you want
- Delivered via RSS

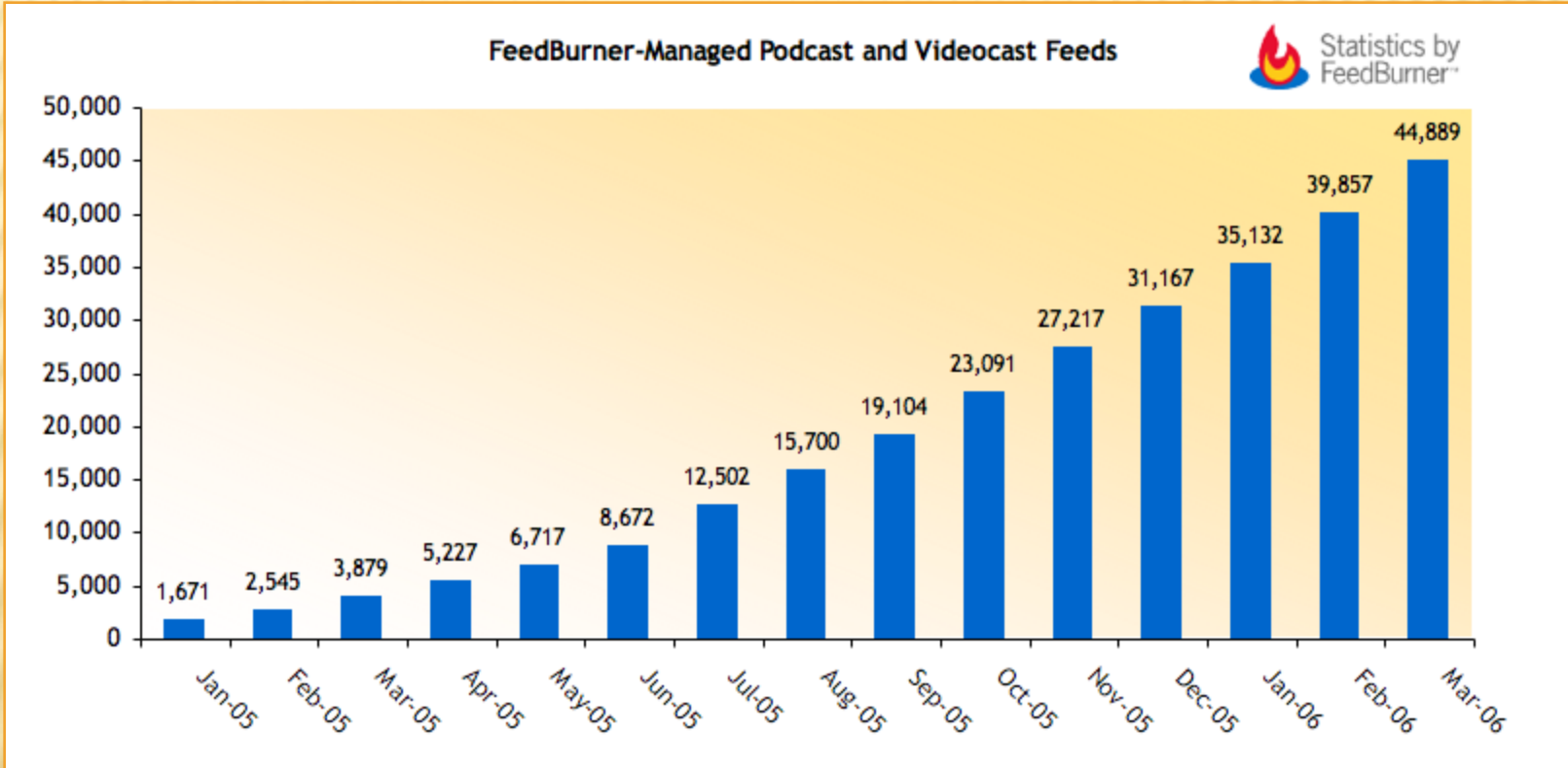
Optional:

- Auto-sync with portable digital player
 - + Detach and go – listen where you want
- Complemented by show notes

WHO'S PODCASTING?



PODCASTING: RELENTLESS GROWTH



WHY PODCAST?

- Low barriers to entry
 - + Anybody can do it
- A growing audience
 - + 10 million and counting
- Niche audiences
- You can listen while doing something else

CASE STUDY: THE HOBSON & HOLTZ REPORT

- Started January 2005
- First podcast in the communication profession
- Co-hosts: Neville Hobson (Amsterdam) and Shel Holtz (California)
- 60-80 mins, twice weekly, Monday and Thursday, recorded via Skype
- Global audience
- Local reporters
- Building community

The screenshot displays the website for 'For Immediate Release' (FIR). The main header features the FIR logo and the text 'For Immediate Release'. Below this, a large orange banner reads 'The Hobson & Holtz REPORT'. A sub-header indicates 'Twice weekly commentary on public relations and technology by Shel Holtz & Neville Hobson'. The URL 'ForImmediateRelease.biz' is visible in the top right.

The main content area is dated 'Thursday, August 31, 2006' and features the title 'The Hobson & Holtz Report - Podcast #168: August 31, 2006'. A 'Content summary' section lists topics such as Wikipedia and PR firms' participation, New York Times blocks, and various interviews. Below the summary is a 'Show notes for August 31, 2006' section, which includes a welcome message and a 'Where are we?' map. A 'Subscribe' section with an RSS icon and a 'Vote for FIR!' section with an email input field are also present.

IT'S ABOUT COMMUNITY



Global distribution: FIR listeners 31/8/06
<http://www.frapp.com/fir>



- Involve listeners
- Listen to them
- Encourage listeners
- Address their needs
- Engage

THE SOCIAL MEDIA ECOSYSTEM

- Blogs
- Wikis
- RSS
- Podcasts
- Videocasts / Vlogs
- Moblogs
- MMS
- Internet telephony

Tools that facilitate:

- Communication
- Engagement
- Transparency
- Trust

Tool that are:

- Complementary to traditional communication activities
- Used by organizations who **recognize the social characteristics** of effective communication

KEEPING UP

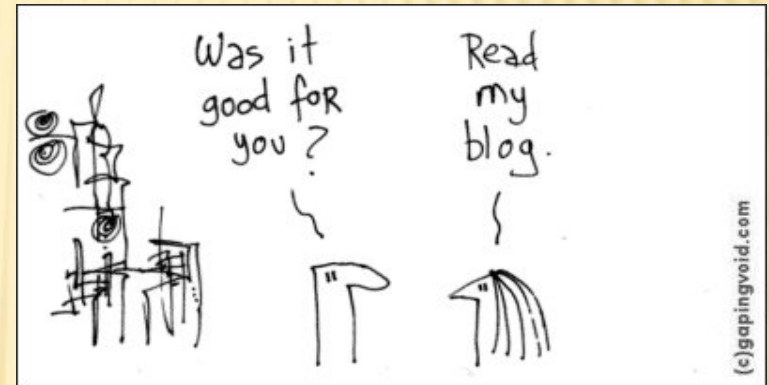
- Attention: The scarcest resource
 - + Focus and refine your attention
 - + RSS: the attention device
- Strategize
 - + It's still business communication:
What will achieve desired outcomes?
- Engage
 - + Audience appetite is focused

COMMUNICATION CHOICES

Engage and Participate	vs.	Transmit
Advocate	vs.	Preach
Influence and Persuade	vs.	Command and Control
Informal and Conversational	vs.	Formal and Instructive
Build Community	vs.	Tell Your Audience

CONVERSATION...

- Neville Hobson, ABC
Amsterdam
www.nevillehobson.com
www.forimmediaterelease.biz
- +31 629 323 282
- neville.hobson@gmail.com



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