

VIDEO Creation Proposal | Trends

The Year in Consumer Generated Content

Hitwise's senior research analyst takes a look at the trends that made 2005 a breakout year for citizen's media.

When I stopped to look back at the leading trends in internet usage over the past year, it became obvious that 2005 was the year that consumers took control of the internet. In 2005, consumer generated content became mainstream, thanks to the proliferation of technology that changed how internet users find, share and create content.

Here are five trends in consumer generated content from the last year that will have a profound impact on our internet experience in 2006 and beyond:

1. Social networking comes of age

The cover story on the Business Week December 12, 2005 issue was entitled "MySpace Generation." Indeed, [MySpace](#) has become the dominant social networking site for teens and young adults, as well as one of the most visited domains on the internet. Hitwise data shows that in December 2005, it ranked fourth among all sites, and its market share of visits has increased by 846 percent from December 2004 to December 2005. [Facebook](#), a social networking site for college students, has also grown by leaps and bounds over the past year. Clearly college students enjoy social networking in an environment of their peers that is closed to non-students. Other social networking sites, like [Hi5](#), continued to gain ground in 2005.

2. Wikipedia becomes the number one reference site

In June 2005, [Wikipedia](#) surpassed [Dictionary.com](#) to become the most visited reference site, and in September 2005 it passed the [New York Times](#) in market share of visits. Wikipedia's traffic continues to climb despite questions of the accuracy of its content that can be edited by any user. Visits to Wikipedia spiked during key 2005 news events, like the death of Terry Schiavo, the London Bombings and Hurricanes Katrina and Rita. It appeared high in organic search results for these news events, as well as individuals in the news such as Harriet Miers and John Roberts. While news topics are only a portion of the information available on Wikipedia, users are finding it valuable as a comprehensive source of information on current events.

3. Flickr and tagging take off

[Flickr](#), which allows users to post, share and browse photos by user-defined [tags](#), was purchased by Yahoo! in March 2005 and its market share of visits grew by 1,317 percent from December 2004 to December 2005. It ranked number six among photo-sharing sites in December 2005. Visits to Flickr increased significantly during the aftermath of Hurricane Katrina, and when searches for "hurricane katrina pictures" and other related queries skyrocketed, Flickr was at the top of the organic results thanks to its tagging strategy. Other sites that use tagging, such as [43 Things](#), [Del.icio.us](#), and [YouTube](#) have enjoyed significant growth during the past year as users continue to create, tag and find interesting content.

4. Blogs, blogs, blogs

Blogs became the new media buzzword in 2005, and Yahoo!, Google, AOL and MSN have all made some form of investment in blog services over the past two years. Blog creation and consumption continues to grow wildly -- visits to [Technorati](#), the leading blog search site, were up 797 percent from December 2004 to December 2005, and visits to [Bloglines](#), the leading web-based RSS reader, were up 252 percent in the same period. While much of blog consumption happens through [RSS](#) feeds, some of the leading blog sites -- [Daily Kos](#), [Engadget](#) and [The Superficial](#) -- ranked among the top 2,500 most visited internet sites in December 2005. In addition, Google launched a [blog search](#) service in September 2005 and [Yahoo! News](#) began [including blogs](#) in its news search results in October 2005.

5. Video search goes viral

Video search took off in the second half of the year, when Google launched its video search service and iTunes began selling videocasts of TV shows. Higher broadband penetration and smarter devices like video phones and video iPods mean there will be a greater demand for searchable video content in 2006. From October 2005 to December 2005, visits to [Google Video](#) increased by 169 percent, and visits to upstart video search service YouTube shot up 873 percent, mainly due to a video of a Saturday Night Live skit called "[Lazy Sunday](#)" that aired in December. Video search is as much about finding amusing home video content as it is about finding television and film content, with home videos such as the two Chinese students singing the Backstreet Boys song "[I Want it That Way](#)" captivating internet audiences. Both Google Video and YouTube experienced explosive growth when the two videos mentioned above spread through email and social networking sites. [Yahoo! Video Search](#) remains the leader among video search services, and its market share of visits grew by a more modest 18 percent in the October - December period.

Young internet users appear to enjoy consuming content created by their peers, and feel less of a need to get information and entertainment from established, authoritative sources. The older age skew of Technorati and Del.icio.us indicate that the older generation is also adopting new technology and new practices like tagging with enthusiasm.

The explosion in consumer generated content will continue into 2006, particularly in the area of video, as broadband penetration grows and devices get smarter. As the internet heavyweights (Google, Yahoo!, AOL and MSN) continue to invest in and promote technology that makes it easier to post and search for content, there will be a smaller and smaller divide between content creators and content consumers.

Fast Growing Sites in 2005		
Rank among all sites Dec. 05	Site	Market share growth Dec. 04 – Dec. 05
4	www.myspace.com	846%
30	www.thefacebook.com	653%
47	www.wikipedia.org	239%
121	www.hi5.com	288%
303	video.search.yahoo.com	NA
495	www.flickr.com	1317%
778	www.youtube.com	NA
1,011	video.google.com	NA
1,493	www.dailykos.com	81%
1,775	www.engadget.com	272%
2,362	www.thesuperficial.com	479%
2,457	www.43things.com	NA
4,544	www.bloglines.com	252%
4,562	www.technorati.com	797%
18,859	del.icio.us	NA

VIDEO DISTRIBUTION Sites (Growing Every Day)

Phase One

Youtube.com
 Google Video
 Yahoo Video
 MySpace Video
 MetaCafe
 Revver
 Dailymotion
 Blip.TV
 Brightcove
 Vimeo
 EyeSpot / etc...

All of the sites mentioned above, with the exception of Daily Kos, Del.icio.us and Technorati, skew toward visitors under 35 years of age.

About Hitwise: [Hitwise](#) is the world's leading online competitive intelligence service. Each day, Hitwise monitors how more than 25 million internet users interact with over 500,000 websites across 160 industry categories.

By monitoring more people, more websites, more often, Hitwise provides marketers with timely and actionable marketing insights on how their online presence compares to competitive websites. Companies use this information to maximize the return on their online investment, in efforts such as search marketing, affiliate programs, online advertising, visitor segmentation, content development and lead generation.

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BLOG STATS (Most Accept Video)

Over 57 million Americans read blogs.

89% of companies surveyed say they think blogs will be more important in the next five years.

Technorati is currently tracking over 70 million blogs.

Over 120,000 blogs are created every day.

There are over 1.4 million new blog posts every day.

22 of the 100 most popular websites in the world are blogs .

Here are their 10 Online Video Trends to Watch in 2007.

Take note of number 6 - content syndication is a hot trend for this year. It has popped up in many 2007 predictions.

1. Video content will be prolific. From branded media companies to quality independent producers to TV news organizations to novices, content will be plentiful as distribution costs will remain trivial.
2. At the same time, cost pressures will remain a key inhibitor for marketers seeking to use video on the web as a means for reaching their target audience.
3. Video content will be unbound and without organization. People will be overwhelmed by the virtually unlimited choice and will call for simplicity, organization and relevance.
4. Consumers will personalize their PC to watch and receive what they want, from whom they want and when they want it. The biggest trend of '06 — shooting, editing, storing and distributing personally produced video and sharing those video experiences with others - will continue at a brisk pace.
5. Video content will be informative, relevant, entertaining, often helpful but the amount of marginally valuable content will increase.
6. Video content will be distributed through multiple channels and methods. Syndication will increase; marketers will discover syndicated video distribution as a means for exponentially increasing video viewings.
7. Video content will continue to be subject to copyright infringement, and tensions between creators and distributors will escalate.
8. Marketers will continue to discover that video provides creative ways to reach their targeted consumers directly.
9. Video content providers and marketers will discover distribution platforms and partners with growing targeted audiences — and discover that video can generate real ad revenue.
10. Video content providers who will be marketing their content will become overwhelmed by the multitude of choices that limit the attention of their targeted audience.

According to ClipBlast, the online video wave is not even close to cresting. | <http://www.press-feed.com/blog/?p=91>

END

The Ultimate Web 2.0 Tool for Getting Noticed – Web Video.

Web 2.0 sites have focused on making it easier to publish any type of content including images, videos, podcasts and documents. **Now fast-forward to today and watch how internet / web video can have a whole different distribution paradigm.**

The first key difference is that online you have a potentially unlimited number of distribution channels awaiting you. Literally thousands of web sites, blogs, search engines, directories and content distribution services and tools are available to take your video content (whether it be an ad or not) and run it for their pre-targeted audience.

The second one is that there is nothing to pay upfront. No agency, no middle man asking for money, no expensive campaign planning and marketing research. No booking of television ad spaces or programming slots. No stressful research and PRs to find those who want to distribute your video content. It is all unnecessary.

Yes, you still need to shoot your ad, or documentary or information message, but outside of making this with more "art" and less "smart", you can now forget about the super-expensive costs of approaching distribution as you have known until now.

Third: The best targeting and market analysis is now at your service. Again for free. What's his name? It is us, the millions of online publishers, large and small, that from Google Video to the nichiest video blog site, aggregate, index, wade, explore, pre-taste, filter and select the best video content that is out there. And since "best" is truly only relative to the audience you are communicating with, the beauty of all this is that we are taking the best and most relevant video content and serving it to those very individuals who are most interested in watching it without you having to worry about any of this.

The people who go to any of the sites, video search engines, video sharing or video blog sites go to them increasingly to find something specific. Whether that be fun clips, grassroots video karaoke or for learning about the latest search engine marketing technique, individuals watching video online are in an active reception mode, seeking specific content to satisfy their interest.

Fourth: It gets personal. When distributed via the thousands of different outlets that the Internet provides your video content becomes more personal. It is like someone presented to you by a friend. Video content distributed via self-selection by the multiplicity of online content outlets is served to final watchers within context, and related material that significantly helps the viewer appreciate, understand and possibly enter into an emotional relationship with the video content proposed.

Fifth: It gets viral. If you allow the sharing, downloading, syndication and republishing of your video, instead of restricting and confining its use, your great video content, whether it promotes a service or not, will find many ways and sites that will host it in a long, self sustaining fashion. If I discover video content that would provide great interest to my audience I would not hesitate one second in republishing it while providing around it my characterizing introduction, commentary and other relevant and related news and information.

Sixth: It's there forever. Video online doesn't disappear when the ad campaign is over or your ad budget runs out. The video ad or whatever your video content is about, is there to stay, accessible for a long time to come. Again, for free.

It's a win-win situation.

You get distribution to your ideal audiences, pre-filtered and targeted like never before possible, and you don't intrude in the lives of those watching your content anymore: you are now served on a silver plate to your most valuable prospects when they are most ready and "willing" to see and listen what you have got to say. So while you can't bullshit anymore, you CAN have their undivided attention at least for the time they will watch your online video content.

Video publishers, blogs, news sites, video search engines and sharing sites all get free quality video content around which to build and mold their own value-added propositions.

You give them something good and they care of aggregating it, compiling and curating it in many different and overlapping ways reaching effectively much larger numbers of actively interested viewers than you could have ever reached before via television.

If you can grasp this difference, you really can surf this opportunity in ways that are probably yet to be thought of and way beyond our present imagination.

So what are we suggesting?

a) Use free, openly redistributable video online now.

Do not lock your videos in a format / protocol that forces viewers to have to come to your site to see it.

This is THE most effective and powerful way to extend marketing reach and exposure, to increase brand building and to initiate the creation of true one-to-one relationships.

c) Seed your great, quality video content in as many online distribution places as possible.

Do not just publish your video on your site waiting for everyone to discover it. Seed your video content on YouTube, Google Video, and in the many other video publishing and sharing venues available online or package it inside Brightcove fully redistributable video players, but make sure there are multiple ways and modes for your audiences and the publishers within them to pick your video content and give it extend exposure.

Nine Billion Videos Viewed Online in July (Estimated 10 Billion in October)

According to a comScore recent release, nearly 75 percent of U.S. Internet users watched an average of three hours of online video during the month of July, with Americans viewing more than 9 billion videos online.

Google Sites ranked as the top U.S. video property with nearly 2.5 billion videos viewed (27.0 percent share of videos), 2.4 billion of which occurred at YouTube.com. Yahoo! Sites ranked second with 390 million (4.3 percent), followed by Fox Interactive Media with 298 million (3.3 percent) and Viacom Digital with 281 million (3.1 percent).

Top U.S. Online Video Properties by Videos Viewed July 2007

Property	Videos (MM)	Share (%)of Videos
Total Internet	9,077	100.0%
Google Sites	2,454	27.0%
Yahoo! Sites	390	4.3%
Fox Interactive Media	298	3.3%
Viacom Digital	281	3.1%
Disney Online	182	2.0%
Time Warner Network	181	2.0%
Microsoft Sites	149	1.6%
ESPN	75	0.8%
Veoh.com	53	0.6%
Comcast Corporation	51	0.6%

Source: comScore Video Metrix

In total, nearly 134 million Americans viewed online video in July, or approximately three in four U.S. Internet users. Google Sites also captured the largest online video audience with 67.8 million unique viewers, followed by Fox Interactive Media with 35.8 million and Yahoo! Sites with 35.3 million.

Top U.S. Online Video Properties by Unique Video Viewers July 2007

Property	Unique Viewers(000)	U.S. Internet Reach
Total Internet	133,646	74.2%
Google Sites	67,782	37.6%
Fox Interactive Media	35,834	19.9%
Yahoo! Sites	35,325	19.6%
Time Warner Network	26,571	14.8%
Viacom Digital	22,652	12.6%
Microsoft Sites	18,847	10.5%
Disney Online	13,907	7.7%
ESPN	7,733	4.3%
MLB.com	7,671	4.3%
Photobucket.com LLC	6,684	3.7%

Source: comScore Video Metrix

Other notable findings from July 2007 include:

- Online viewers watched an average of more than three hours of online video during the month (181 minutes).
- The average online video duration was 2.7 minutes.
- Nearly three out of four (74.2 percent) U.S. Internet users viewed video online.
- More than one out of three (36.7 percent) U.S. Internet users viewed video on YouTube.com.
- The average online video viewer consumed 68 videos, or more than two per day.

For [more information about comScore](#) Video Metrix, please visit here.

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USER-GENERATED CONTENT DRIVES HALF OF U.S. TOP 10 FASTEST GROWING WEB BRANDS (ACCORDING TO NIELSEN//NETRATINGS)

MySpace Is Fastest Growing among Top Web Brands, Google Maintains Double Digit Growth

NEW YORK– August 10, 2006– Nielsen//NetRatings, a global leader in Internet media and market research, announced today that user-generated content sites, platforms for photo sharing, video sharing and blogging, comprised five out of the top 10 fastest growing Web brands in July 2006.

Image hosting site ImageShack ranked No. 4 among July's fastest growing Web brands, increasing 233 percent, from a unique audience of 2.3 million to 7.7 million (see Table 1). Heavy.com, a video sharing site, took the No. 5 spot, increasing 213 percent, from 965,000 to 3.0 million unique visitors. Photo sharing site Flickr followed at No. 6, growing 201 percent from 2.1 million to 6.3 million unique visitors.

Other user-generated content sites that made it into the top 10 fastest growing Web brands were MySpace, with a 183 percent year-over-year increase, and Wikipedia, with a 181 percent year-over-year increase.

“User-generated content sites have seen significant growth over the past year, owing in large part to their reliance on viral marketing,” said Jon Gibs, director of media analytics, Nielsen//NetRatings. “They also benefit from their cost-effectiveness - the content is practically free.”

Gibs continued, “Notably, the Associated Press also stands out, as a more traditional outlet innovating to keep pace with technology. The launch of its video offering earlier this year has driven significant growth as consumers seek streaming content to complement online and print news. In addition, benefiting from massive online and offline advertising, incentive pricing and reduced security concerns, HSBC has been attracting an increasing number of existing and new customers to online banking.”

