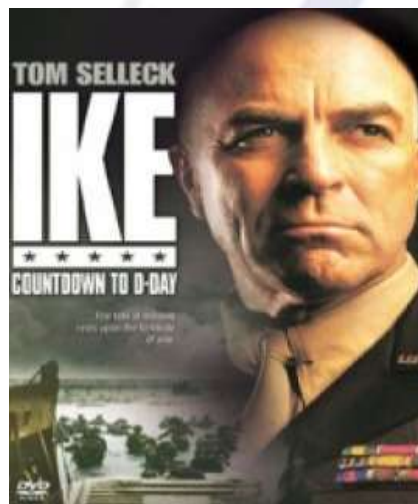


Pokol vagy mennyország ?



Körkapcsolás

- Mi, mint felhasználók
- Mi, mint szervezetek
- Mi, mint projektvezetők
- Ők, mint szállítók



Apa, ledobott a Skype!

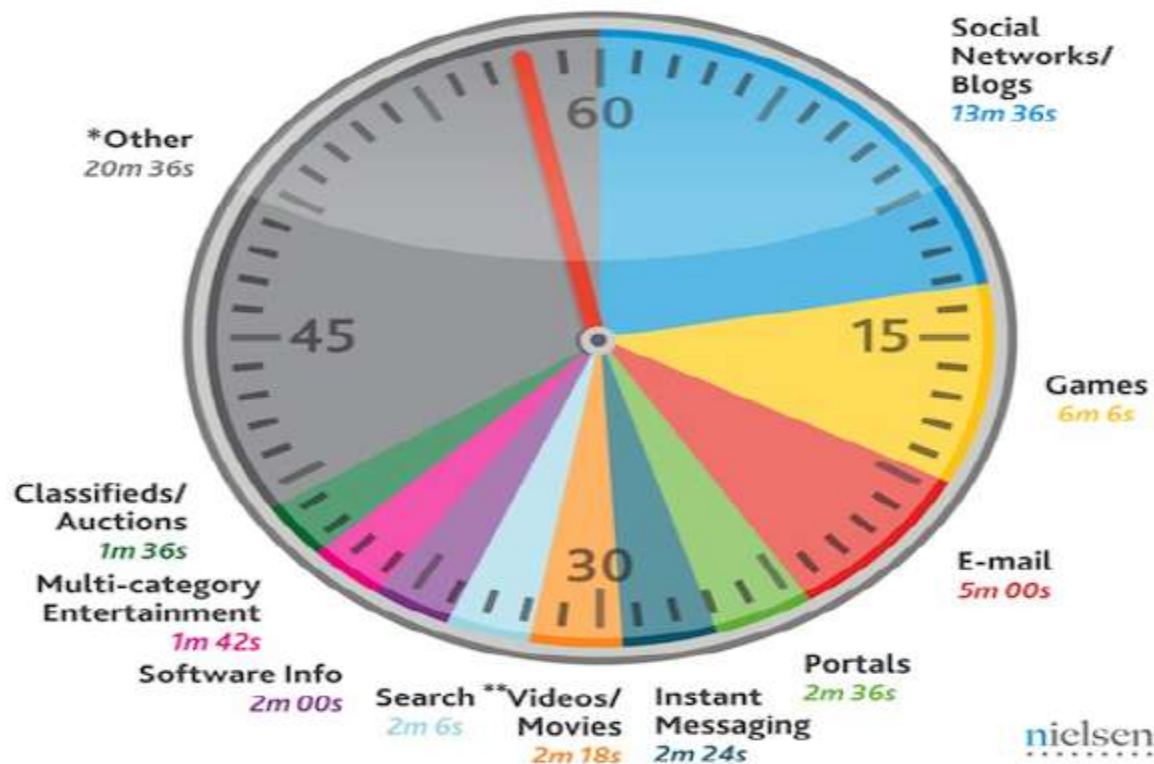


Mi, mint felhasználók....



Számokban....

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



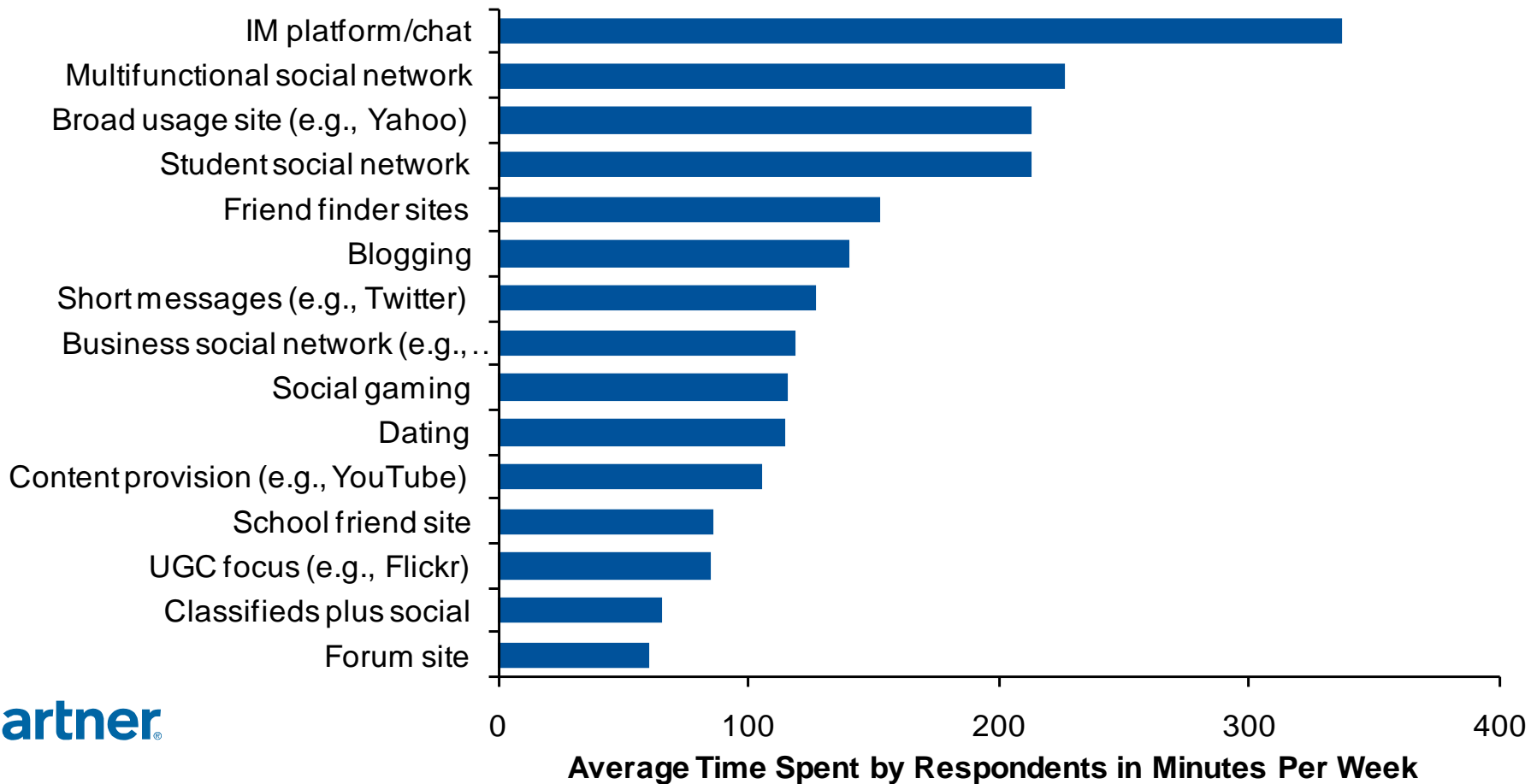
Source: Nielsen NetView. June 2010

*Other refers to 74 remaining online categories visited from PC/laptops

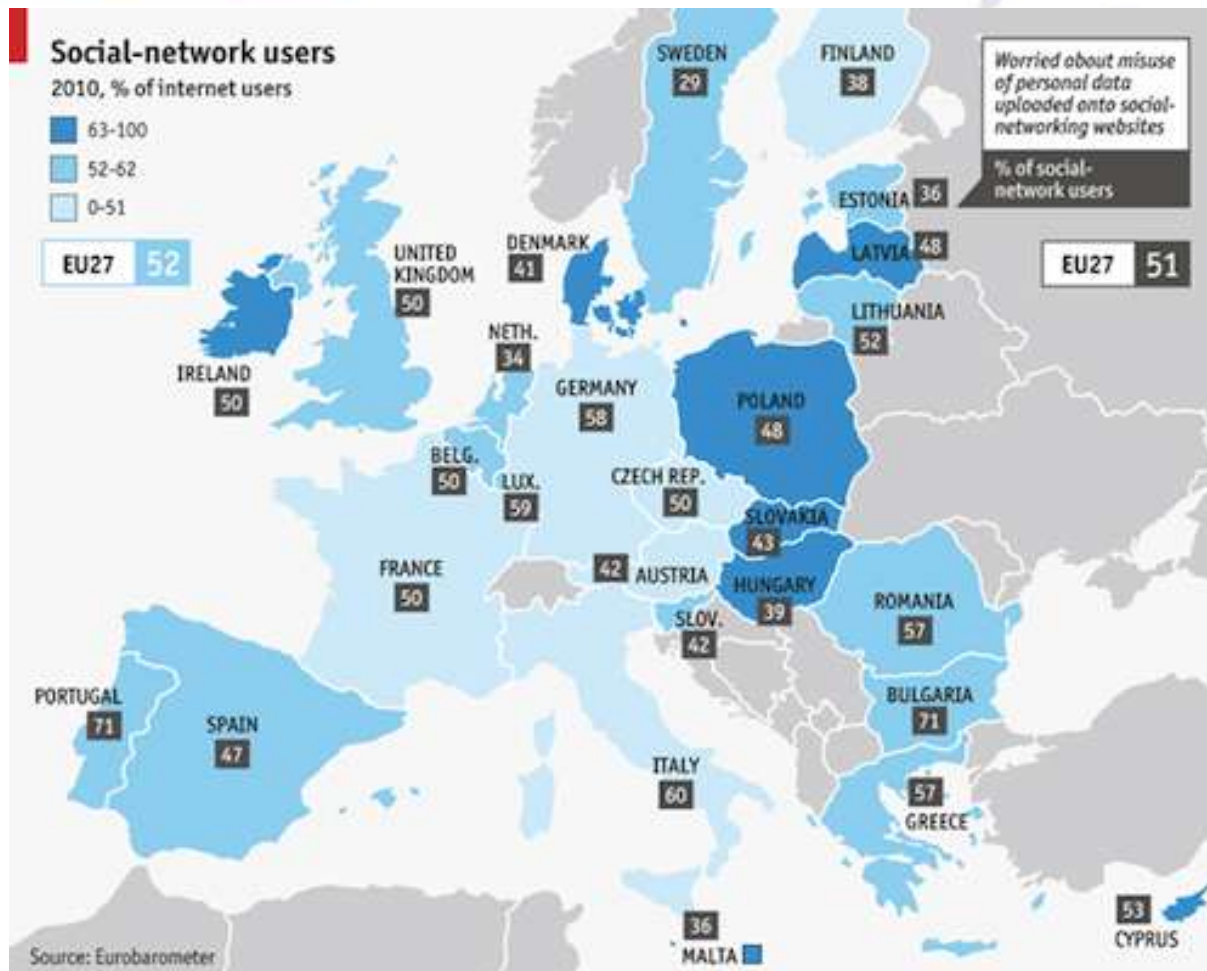
**NetView's Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

Számokban...

Please indicate how much time you actively spend on each of the following social networking and media sites in any particular week... (All countries/demographics)



Hazánk helyzete

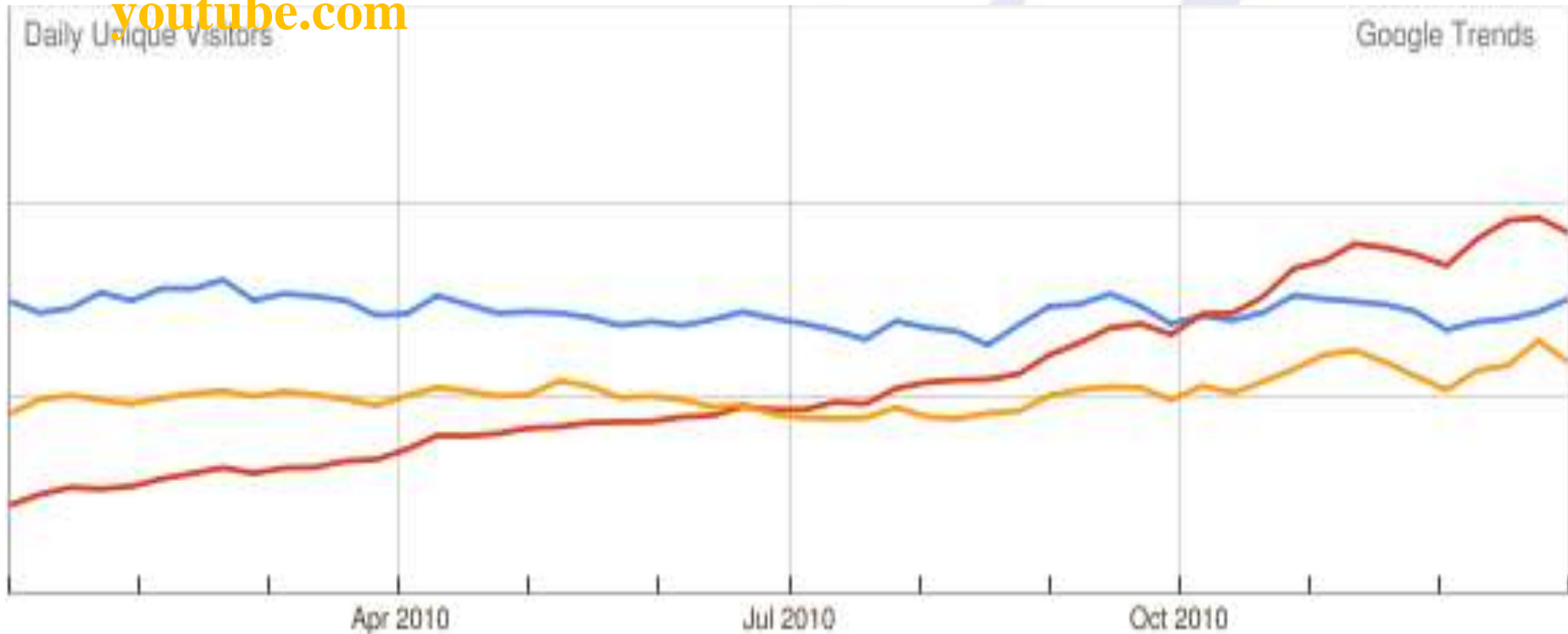


A verseny

[iwiw.hu](http://www.iwiw.hu)

[facebook.com](http://www.facebook.com)

[youtube.com](http://www.youtube.com)

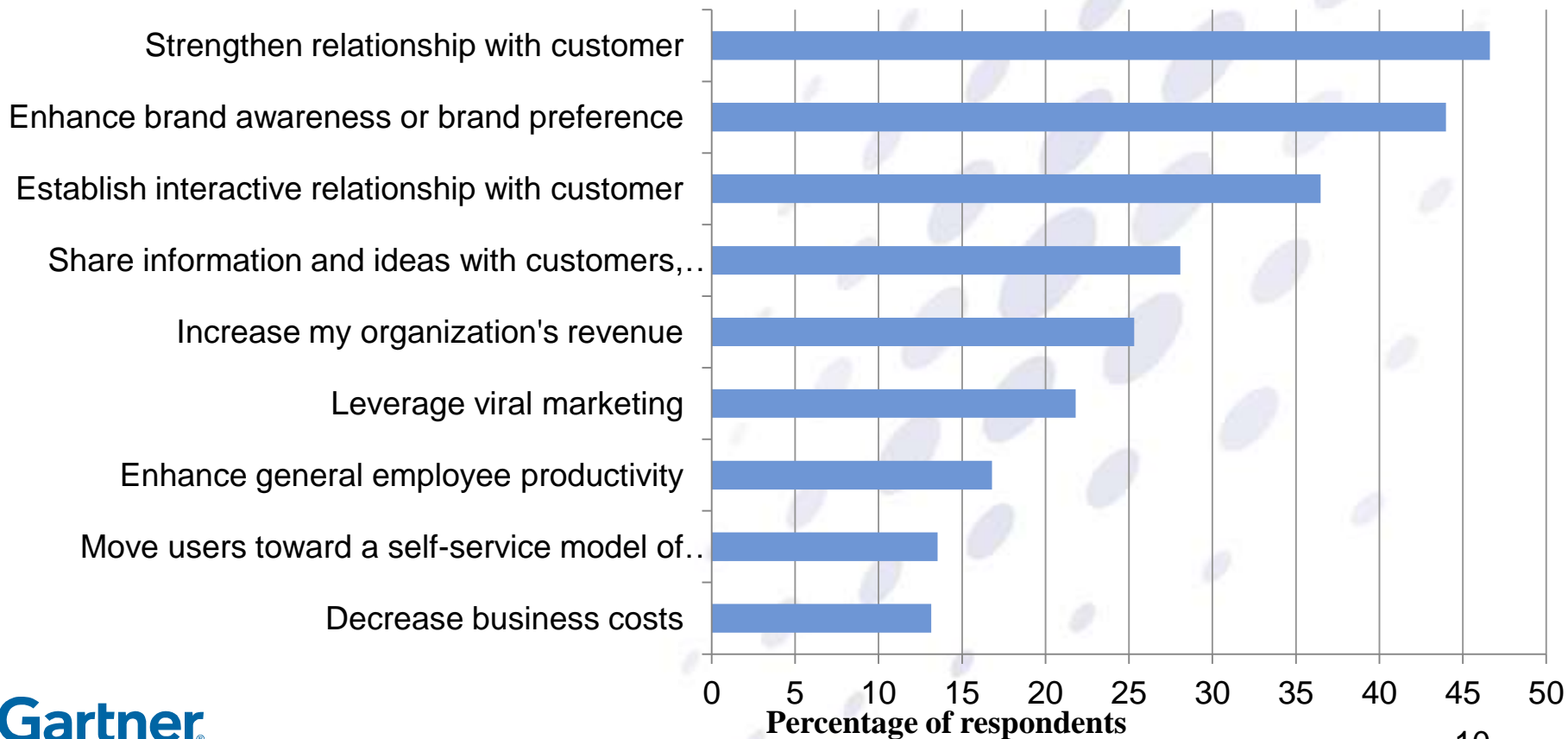


Mi, mint szervezetek

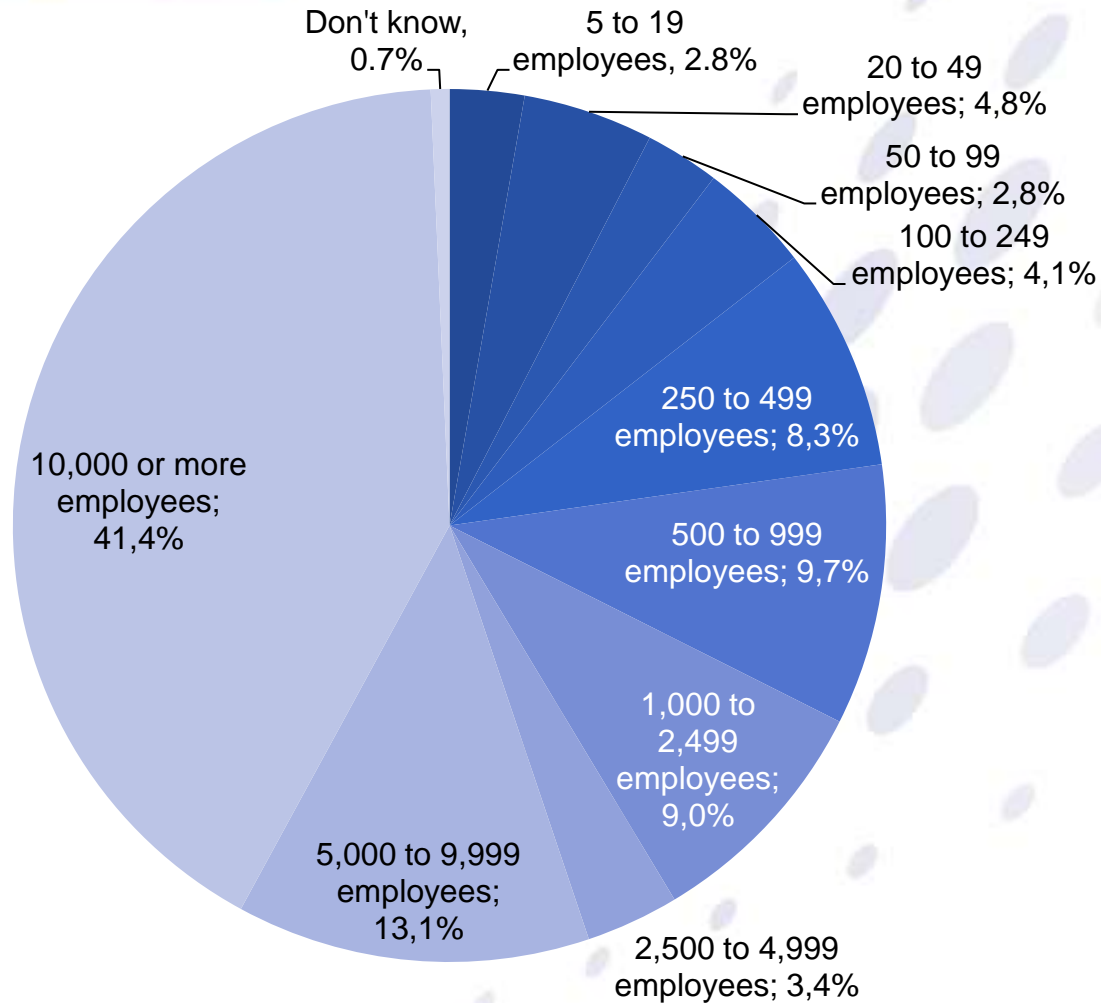


Miértetek

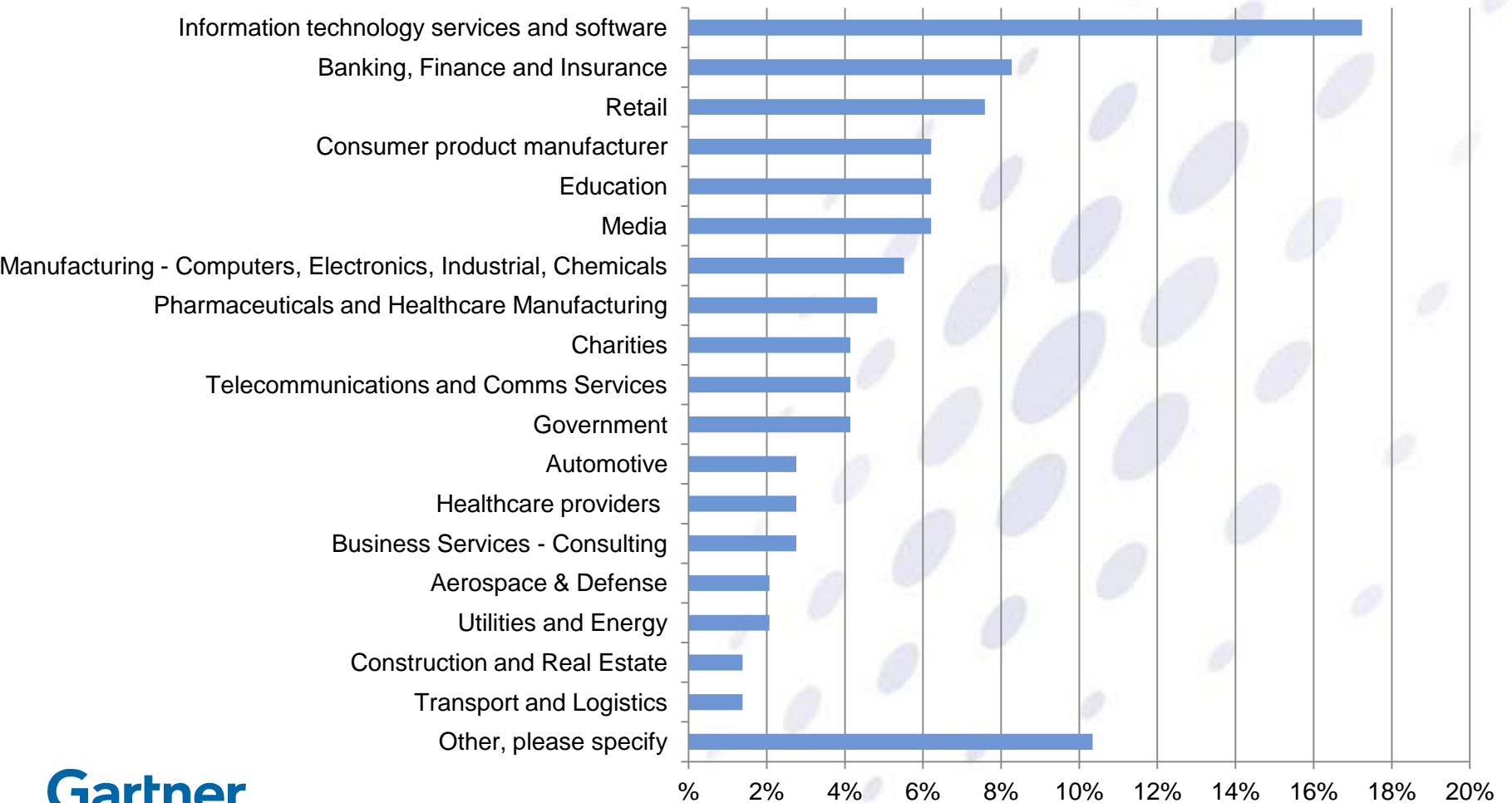
Q: What are the three most important reasons for your organization to invest in social media and collaboration tools and software?



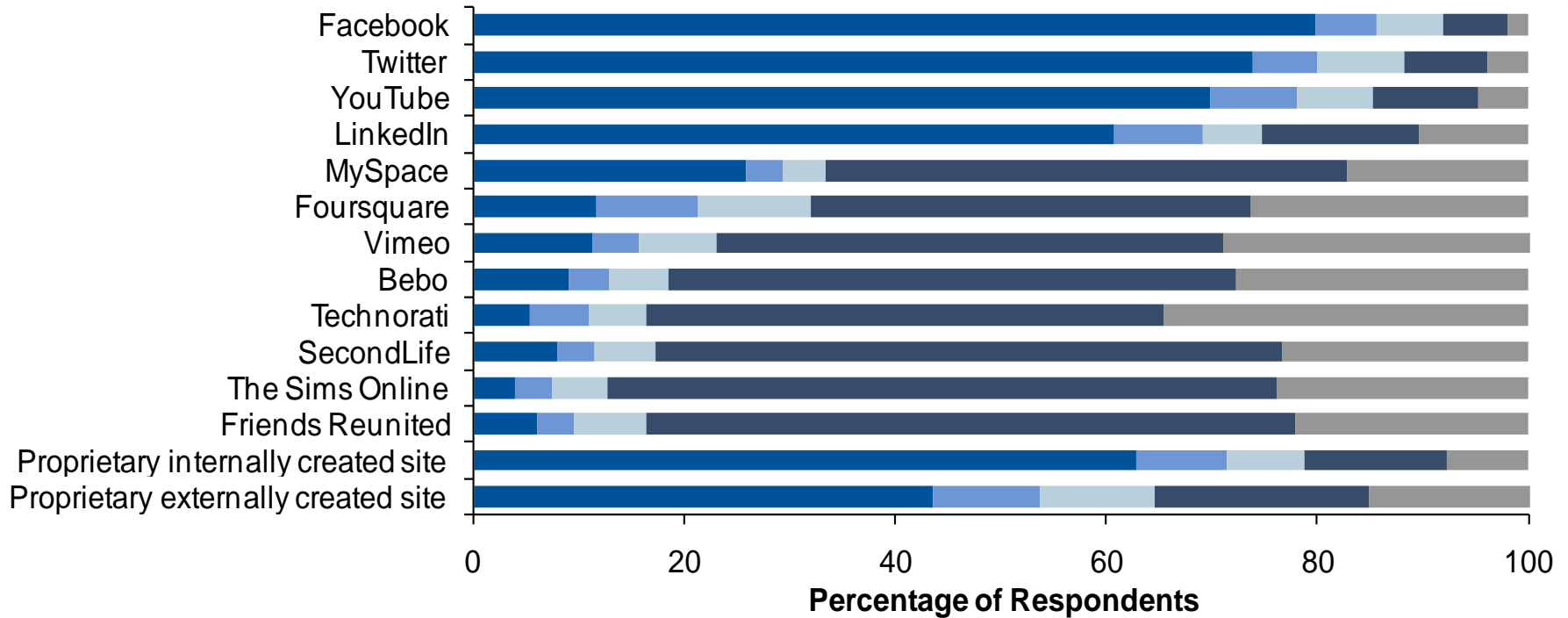
Kik ?



Kik ?

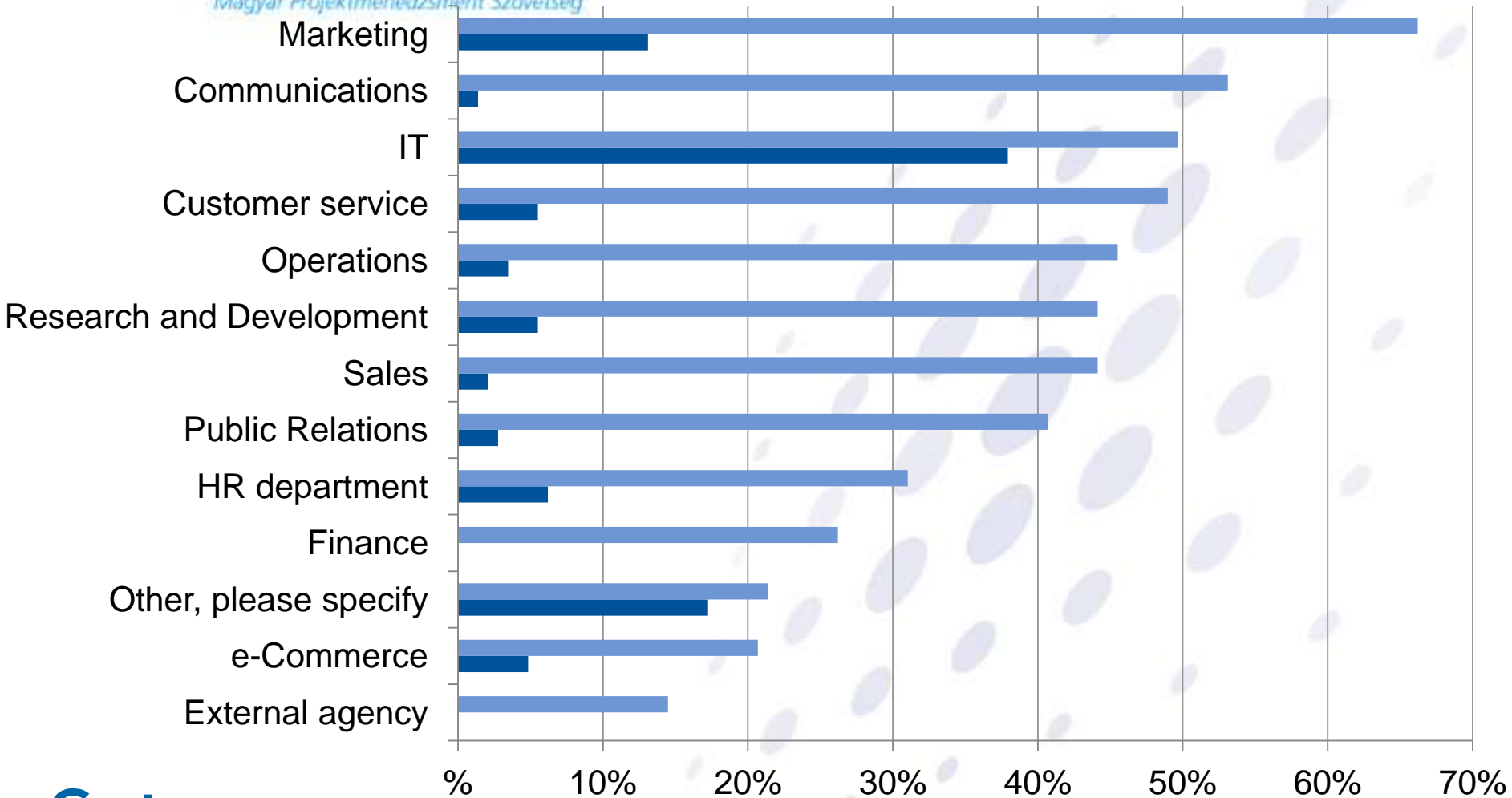


Mit ?



- Currently Using
- Not Currently Using but Plan to Use in the Next 6 Months
- Not Currently Using but Plan to Use in the Next 6-12 Months
- Not Currently Using and Have No Plans to Use in Next 6-12 Months
- Don't Know

Szponzorok



Legnagyobbak

Facebook
YouTube
Coca Cola
Disney
MTV
Starbucks
Oreo
Red Bull*
Converse All Stars
Converse
Skittles
PlayStation
iTunes
Pringles
Victoria's Secret
Live Messenger
Ferrero Rocher*
Monster Energy

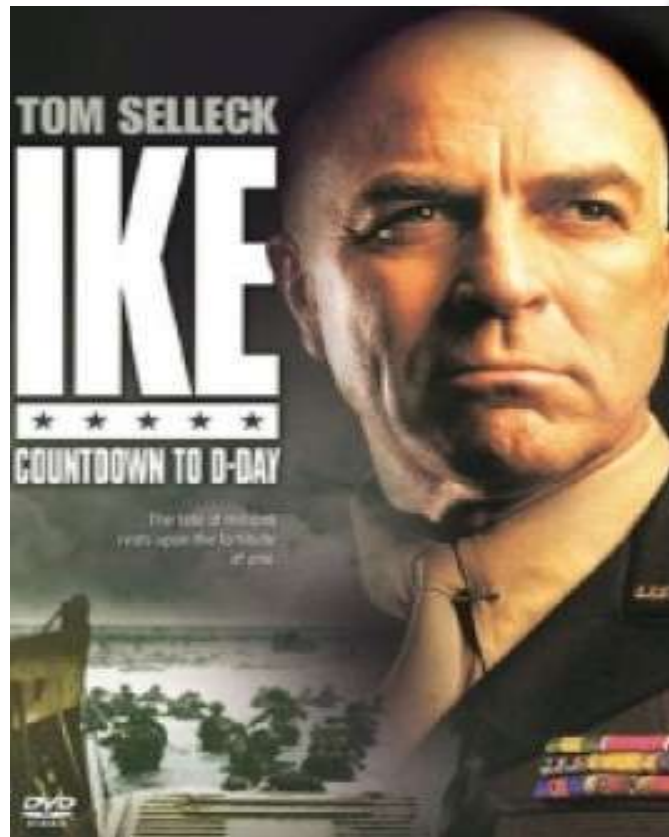
Nutella*
Adidas Originals*
Xbox
Disneyland
Dr. Pepper
Victoria's Secret Pink
Zara*
Starburst
Disney Pixar
McDonalds
Nike Football
Subway
H&M*
Reese's
BlackBerry
Taco Bell
Starbuck's Frappuccino
Walmart

Walt Disney World
Burberry*
National Geographic
Google Chrome
Lacoste*
BMW*
Mountain Dew
DC Shoes
Hollister
Puma
Sony Ericsson*
Playboy
5 Gum
Abercrombie & Fitch

European*

- 1. Használj annyi csatornát,
amennyit csak lehetséges**
- 2. Először csak figyeld a
hatást! Ne eladj!**
- 3. Fókuszban a segítőkészség
és az ember**
- 4. Passzió és fájdalom**
- 5. Résztétel ösztönzése**
- 6. Ismerd fel és díjazd az 1 %-
ot!**

Mi, mint projektvezetők



Területek



Ők, mint szállítók



Magic Quadrant

