People Are Becoming More Responsive to Online Advertising

Online video viewers stated they would accept 2-3 more minutes of ads on top of the 4 minutes of commercials typically shown for every hour of programming on sites such as Hulu. This shatters the conventional thinking in the industry which says that users who watch TV shows online are naturally ad-avoiders.

80% of iPad Apps Are Paid

Mobile ad exchange Mobclix took a count of the number of iPad apps and the breakdown between paid and free apps in the store. There are a total of 3,122 iPad apps in the store as of April 4—a dramatic increase from the count from the evening before, where there were 2300 iPad apps available for download.

Interestingly enough, approximately 80 percent of iPad apps in the store are paid apps, leaving only 20 percent to be free. Games still dominate the marketplace, with over 900+ apps (around 800 are paid). Of course most of the 150+ book apps available for the iPad are paid apps. According to Mobclix, the average price of apps is $4.99; and it will run you around $12,572.78 to buy all the apps in the store.

Online Video Viewing Accelerates

In 2009, 19% more people in the US viewed more online videos for longer periods of time. In December 2009, 178 million people (86% of the total U.S. online population) viewed video content, compared to 150 million people in December 2008. Additionally, the number of videos viewed increased from 14.3 billion to 33.2 billion.

For full article:
http://www.mediaweek.com/mw/content_display/news/digital-downloads/metrics/e3000b1beed923d49aefc5be9ca1b4f80c?pn=1

Apple’s iPhone app store actually demonstrates a similar breakdown of free vs. paid apps. As of mid-February, around 75 percent of the iPhone apps were paid applications.

For full article: Rao, Leena 4/04/2010
http://techcrunch.com/2010/04/04/the-ipad-app-store-now-has-over-3000-apps-only-20-percent-are-free/#comments
Shift from Tracking Research to Online Segment Monitoring

More and more, companies are finding that they should replace “asking” with “listening.” They are replacing surveys – mediums that “ask” consumers to give them the data they need – with web tracking – “listening” to what the consumers have to say, without the company’s influence on their opinions.

This shift is especially important since consumers either don’t care about the topic enough to show true results or don’t always provide truthful information on surveys, especially if the information is sensitive. Additionally, in this fast-paced world of ours, more involved surveys are not very feasible, making “listening” more practical.

However, it is important to take into account the fact that many people that participate online may not be representative of the population. Usually, the people that participate on blogs and other social media platforms are people that have a distinct view about something that they wish to express to other people. On the other hand, if the majority of people in the country are apathetic about a topic, this will not get picked up by only “listening.”

For full article: Neff, Jack 4/05/2010 http://adage.com/digital/article?article_id=143104

Travelocity Takes a Trip to Chatroulette

Social media continues to gain popularity in the marketing world with Chatroulette. Travelocity will bring its Roaming Gnome Brand icon to the live video chat platform. The brand icon will be engaging with random chatters of the site and hold up signs to encourage people to take trips. For example, one of the signs read, "This would be better if we were in Rio." At different times during the day, a staff member from Travelocity agency McKinney participates in short chats with site users. Of course those chatters displaying inappropriate behavior are "next’ed. Travelocity’s objective is to stimulate excitement of travel.

Travelocity is not the first brand to appear on Chatroulette. Earlier this month, French Connection used the platform to run a contest.

According to comScore, Chatroulette drew 960,000 U.S. visitors in February, up from 109,000 in January suggesting that while its audience is still small, it is growing rapidly.

"If we run across that type of person we’re not going to engage we him,” said Travelocity rep Joel Frey. "We’ll leave it at that. It’s something that’s a concern with a new and different form like this. As long as we’re being disciplined, we can overcome that and keep it to conversations with people who should be thinking about trips." Frey said the brand has been mostly well received so far.

The gnome is no stranger to social media. He has about 52,000 fans on Facebook and 8,000 followers on Twitter.

For full article: 4/1/2010 http://www.brandweek.com/bw/content_display/news-and-features/digital/e3ce1c355368464e5cb1d92a813adc9e3

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