



DISCLAIMER

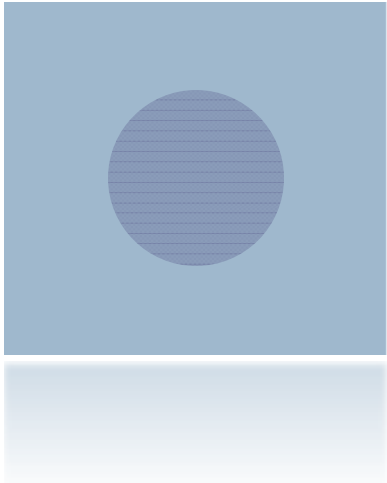
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Using Web 2.0 to communicate with the older market

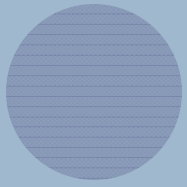
**The Silver
Market
Phenomenon**

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Dick Stroud



www.20plus30.com/japan



WEB 2.0 - DISTINGUISH BETWEEN APPLICATIONS AND ARCHITECTURE

Architecture

The technology that makes it work

Inherently multimedia

Fewer links, more actionable elements
sliders - tabs - menus - widgets

Multiple technologies (AJAX, Flash)



Doppler Radar with Alerts

[Click here to setup module](#)

Date & Time



Wed
SEP 17

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Search YouTube



Google Map



BBC News | UK | UK Edition

- [Rebels keep up pressure on Brown](#)
- [Drinkers fall into 'nine groups'](#)
- [Gatwick Airport put up for sale](#)

Weather

London

54°F

Current: Clear

Wind: NE at

4 mph

Humidity: 88%

Today



62° | 50°

Thu



64° | 48°

Fri



64° | 48°

Sat



64° | 50°

Salisbury, England

56°F

Current: Clear

Wind: S at 0 mph

Humidity: 78%

Today



60° | 44°

Thu



62° | 42°

Fri



62° | 41°

Sat



64° | 44°

Live Weather

New York [edit](#)



Hi: 76° F

61.4°

Lo: 62° F

Mostly sunny. Highs
in the mid 70s.
Northeast winds 5
to [more...](#)



75° / 60°



67° / 57°



74° / 62°

- Forecast
- Radar
- News
- Cameras

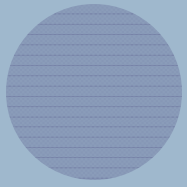
LabPixies tools

Wikipedia

Wen

Go

Search

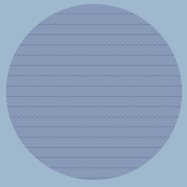


PHYSIOLOGICAL AGEING MATTERS

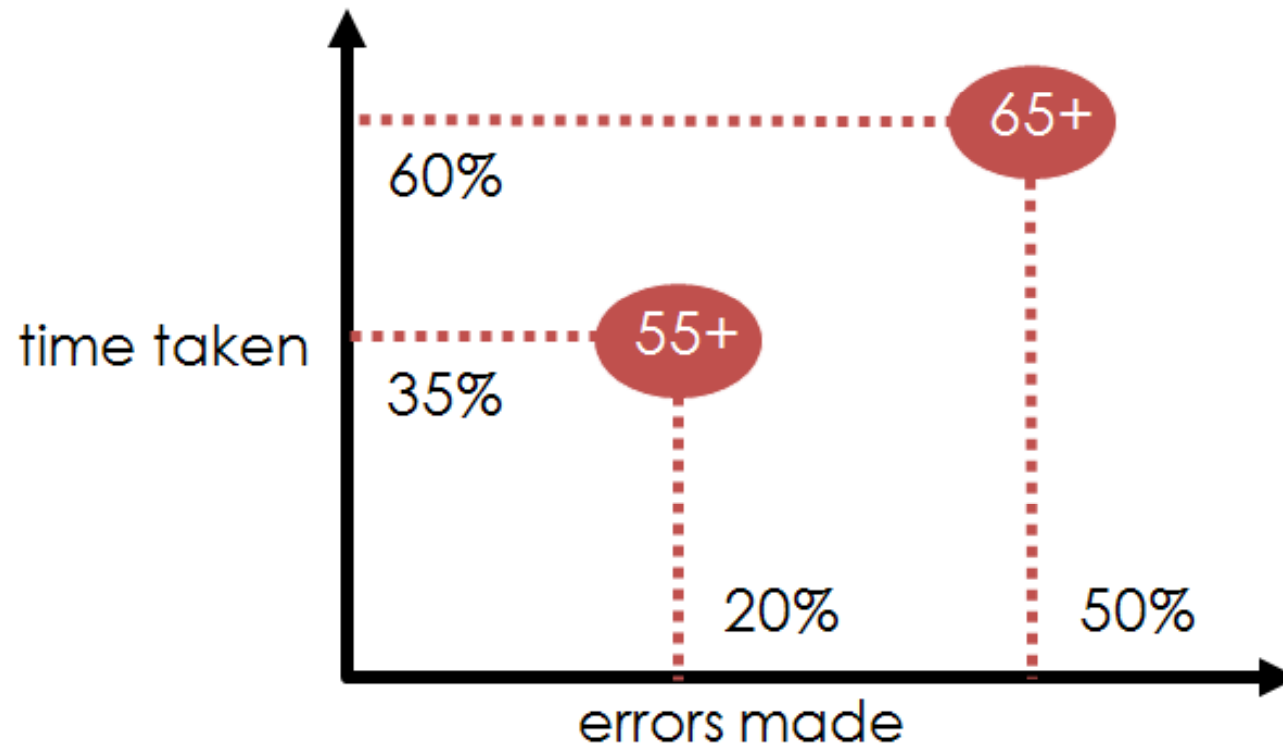


Cognitive Ageing

- ▶ Inhibitory deficit
- ▶ Processing speed hypothesis



PHYSIOLOGICAL AGEING MATTERS



PHYSIOLOGICAL AGEING MATTERS

Young

Old

Savings & Retirement		
Your Portfolio		
Your Portfolio provides an overview of your account(s), along with tools to manage your investments.		
Accounts	Portfolio Investments	Portfolio Research
Name, Category, or Hide Accounts		
Retirement Accounts		
THETA SAVINGS PLAN Annette's 401k: 81345	\$180,368.00	Select Action
THETA NONQUALIFIED PLAN NQP1123456	\$88,856.61	Select Action
NON-PROTOTYPE Brokerage Link: 554321987	Balance is included in your NetBenefits plan account.	Select Action
Total	\$239,324.61	
Stock Plans		
Theta Stock Option Plan 23456: SOP	\$120,800.00	Select Action
Total	\$120,800.00	
Investment Accounts		
Annette's Brokerage Brokerage: 23234567	\$43,587.97	Select Action
Total	\$43,587.97	
Totals		
Your Fidelity Accounts	\$403,712.58	
Portfolio Total	\$403,712.58*	

Savings & Retirement		
Your Portfolio		
Your Portfolio provides an overview of your account(s), along with tools to manage your investments.		
Accounts	Portfolio Investments	Portfolio Research
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Total	\$239,324.61	
Stock Plans		
Theta Stock Option Plan 23456: SOP	\$120,800.00	Select Action
Total	\$120,800.00	
Investment Accounts		
Annette's Brokerage Brokerage: 23234567	\$43,587.97	Select Action
Total	\$43,587.97	
Totals		
Your Fidelity Accounts	\$403,712.58	
Portfolio Total	\$403,712.58*	

PHYSIOLOGICAL AGEING MATTERS

Young

Old

[Payroll Deductions >](#)

Regular Deductions

Are You Saving Enough?
You are currently saving 5% to your retirement savings plan. Your employer matches 6%. Saving just 1% more pre-tax dollars can really make a difference in retirement*.

[View your plan's guidelines](#)

Regular Deduction Elections

Deductions	Current	Desired
Regular Deductions		
PRE-TAX (0% to 20% in increments of 1%)	5%	<input type="text" value="6"/> %
ROTH (0% to 20% in increments of 1%)	0%	<input type="text" value="0"/> %
Pre-tax and Roth Subtotal (0% to 40%)	5%	6 %
AFTER-TAX (0% to 20% in increments of 1%)	0%	<input type="text" value="0"/> %
After-tax Subtotal (0% to 40%)	0%	0 %
Regular Deductions Total (0% to 40%)	5%	<input type="text" value="6"/> %
Catch-up Deductions		
EMPLOYEE PRE-TAX CATCH-UP (0% to 10% in increments of 1%)	0%	<input type="text" value="0"/> %
EMPLOYEE ROTH CATCH-UP (0% to 10% in increments of 1%)	0%	<input type="text" value="0"/> %
Catch-Up Deductions Total (0% to 20%)	0%	<input type="text" value="0"/> %

[Change Regular Deductions](#)

Tools & Learning

- [More about Regular Deductions](#)
- [e-Learning](#)
- [How much can you afford to save?](#)
- [Take-Home Pay Calculator](#)

[Payroll Deductions >](#)

Regular Deductions

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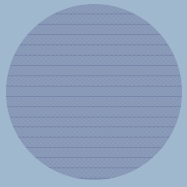
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Catch-Up Deductions Total (0% to 20%)	0%	<input type="text" value="0"/> %

[Change Regular Deductions](#)

Tools & Learning

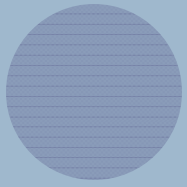
- [More about Regular Deductions](#)
- [e-Learning](#)
- [How much can you afford to save?](#)
- [Take-Home Pay Calculator](#)



CONCLUSION

Web 2.0 technologies can create irrelevant distractions that are difficult for older people to ignore.

Web 2.0 architecture is age sensitive



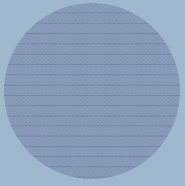
WEB 2.0 - DISTINGUISH BETWEEN APPLICATIONS AND ARCHITECTURE

Architecture

The technology that makes it work

Applications

What the user can do with the Web site



WEB 2.0 - APPLICATIONS

User Generated Content

YouTube, MySpace, Facebook, etc.

Social Networking

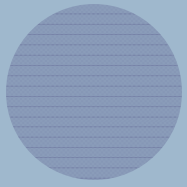
Integration of Google

Maps, music, video, news

Users can

A 'community'

'Mashups' enable richer/varied applications



WEB 2.0 - APPLICATIONS

WEB
VIDEO



SOCIAL
NETWORKING



What's Hot?

Explore the new Bebo

Video

Music

Authors

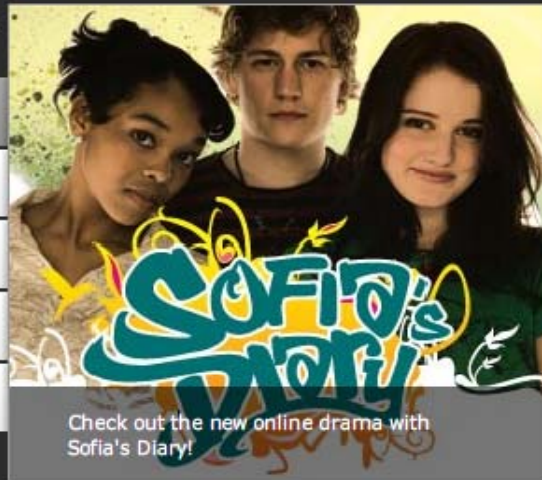
Apps

Channels

Sofias Diary

Animation
from CrackleThe London
Affair

KateModern

Indie Music
on CrackleCheck out the new online drama with
Sofia's Diary!

Nair Pretty Boy

Now's your chance to meet the infamous
Pretty Boy from Sofia's Diary![Click here to find out more about him &
his legendary fashion tips!](#)

Advertisement

Radar on your mobile

Nobody will believe you know
who is near!
Get your wallpaper![Click here](#)

Ads by Yahoo!

Profiles

Sponsored Content



nikewomen



Dr. Martens



Golddigga



The Gap Year

Bebo Originals



Sofia Taylor



Julia



Josh Angelo



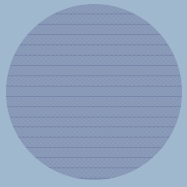
Charlie

Videos

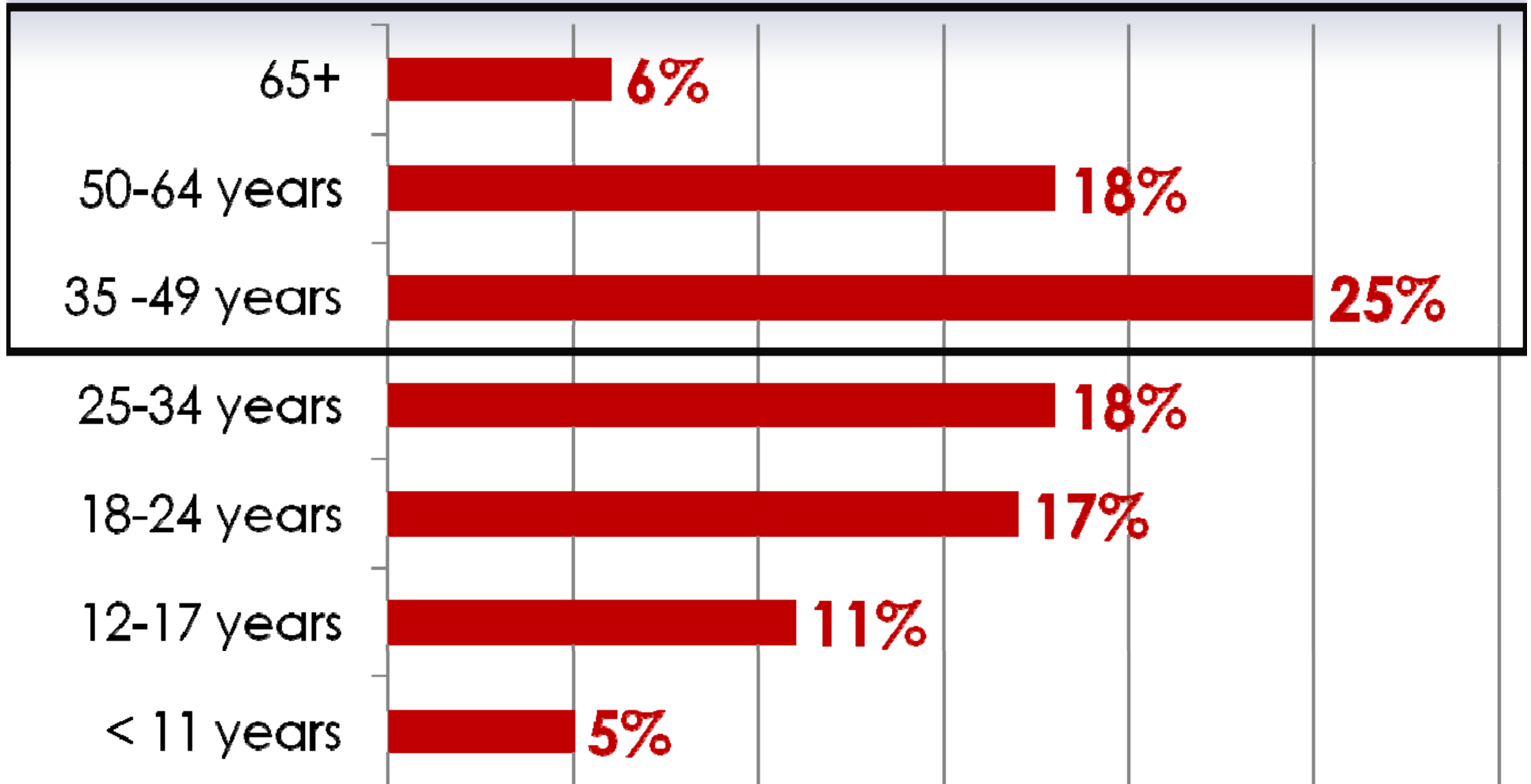
Sponsored Content

Predator - Isles Of Scilly

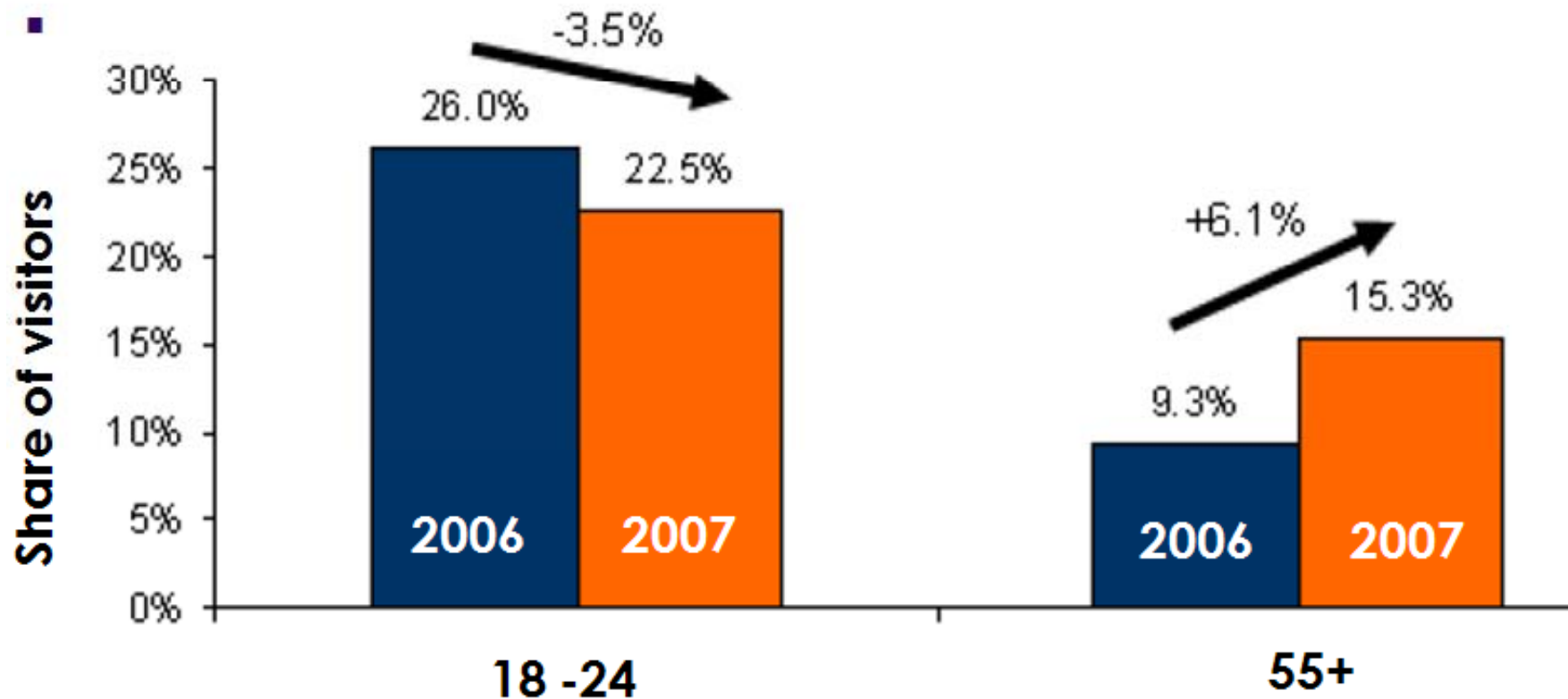
[View Profile](#) | [Copy to My Profile](#)

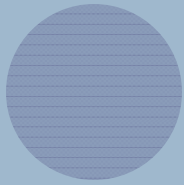


AGE DISTRIBUTION OF USERS (UK)



RAPIDLY CHANGING DEMOGRAPHIC PROFILE





BECOMING A COMMODITY APPLICATION

Ning

Go

Home

Popular Social Networks

Get a Ning ID!

Sign In

Help

Create Your Own Social Network for Anything

PetBrag



Barista Exchange



Get Your Own Social Network!

Ning is the only online service where you can create, customize, and share your own Social Network for free in seconds.

BECOMING INTEREST SPECIFIC



Who's the best dressed?

sharp dressed man

pretty in pink

AMERICAN LIVING
cafe mom

[My CafeMom](#) ▾ [Moms](#) ▾ [Activities](#) ▾ [Share](#) ▾ [Groups](#) ▾ [Answers](#) ▾

Welcome!

TO CAFEMOM

CafeMom is a place for moms and moms-to-be to connect with one another. We invite you to take a look around CafeMom and join the moms who are already sharing, supporting, and having fun with one another at CafeMom.

[Join Now](#)

Already a member? [Click here](#) to login.

Want to learn more about CafeMom before joining? [Click here for a Site Tour.](#)

Meet Moms

Over a million moms have already become members of CafeMom.

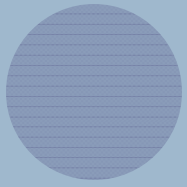


NEW!

School Groups

Find your child's CafeMom school group:

\$100 for your school! [LEARN MORE!](#)



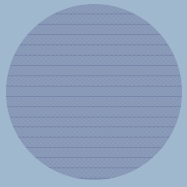
WEB 2.0 - APPLICATIONS

WEB
VIDEO



SOCIAL
NETWORKING





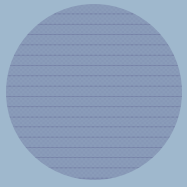
THE NUMBERS ARE STAGGERING

100,000,000 unique visitors/month



70,000,000 ++ video clips

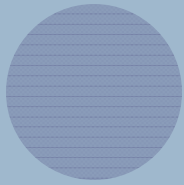
10% of the Internet's bandwidth



BEING WATCHED BY ALL AGES



Average age = 39 years old



MULTIPLE USES

September 19th, 2008

About Us

sign up

local

sign in

View our expert 'How to...' videos

Follow videos.

Click

out us - contact us
advertise - press

arch



meaningfultravel

Going Braless!!!

Tell Us More
out the Early Days
Growing Bolder

Lack of
ivation?

Fined for Good
mmar!

What type of pets
does everyone own?

Boomerang
"Kids"

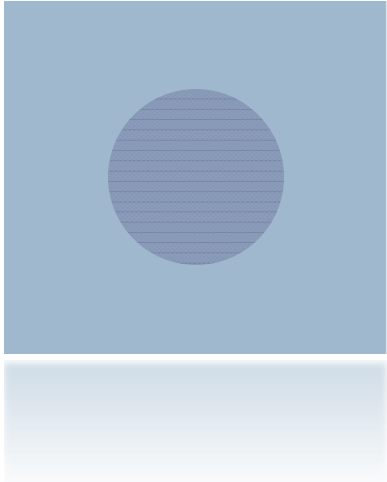


Fish

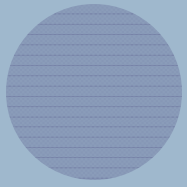
Meat

Ruth1898 to Britnev

disappointed.



Within 24 months between 70% and 95% of the Internet's traffic will be video



IMPLICATIONS OF THESE DEVELOPMENTS

- ◎ Web 2.0 is the Web
 - ◎ Social networking and video are becoming standard elements of Web site infrastructure
 - ◎ Today's uses of the technologies are poor indicators of the future
 - ◎ The applications are age neutral BUT the technology isn't!
-

FURTHER READING

Dick Stroud is a strategic marketer who is fascinated by new technologies. He is the founder of Internet Strategies, a consultancy that helps marketers to understand and use emerging technologies. He is also the author of 20plus30, a marketing consultancy that helps clients exploit business opportunities created by the ageing population. Dick's most recent interest is Web video. You can contact Dick at dick@20plus30.com and read his blogs at www.guarillavideo.co.uk and www.20plus30.com/blog.

Keywords: Web 2.0, social networking, user-generated content, social media

MySpace and Facebook satisfy a fundamental human need to communicate and be heard

Dick Stroud
E-mail: dick@20plus30.com

Social networking: An age-neutral commodity — Social networking becomes a mature web application

Dick Stroud

Received (in revised form): 3 October 2007

Abstract

This paper discusses how Social networking has quickly matured to become relevant to all age groups and types of consumer. The paper explains the fundamentals of social networking, traces its origins and explains the reasons for its rise to prominence. The paper considers how this application is likely to develop and concludes by detailing the way marketers should react. *Journal of Direct, Data and Digital Marketing Practice* (2008) 9, 278–292. doi:10.1057/palgrave.ddm.4350099

Introduction

Whenever the term Web 2.0 is mentioned, you can be certain that the phrase 'social networking' will not be far behind. Social networking websites like MySpace and Facebook are regularly topics of discussion in the general media, not always for positive reasons. Stories about the value and empowering qualities of these websites are being matched with negative tales of them enabling children to bully their classmates and for containing ultra-right wing political advertising.¹

Social networking has many similarities to the early days of texting, when adults were amazed why young people spent so much of their time keying messages into their mobile phones. The same bemusement exists about the ability of MySpace, Facebook and Bebo to attract over 184 million unique visitors in a single month.²

The ability of social networking sites to generate these huge volumes of web traffic is proof of their huge popularity. But there must be a hard business rationale to these sites to persuade Rupert Murdoch, somebody who avoided investing in web companies during the dot.com era, to pay \$580m for MySpace.

This paper investigates what is driving the fascination with social networking and how this phenomenon is likely to develop. In particular, the paper proposes and will hopefully prove the hypothesis that social networking is intrinsically age-neutral and will evolve to become a commodity application of the web.

THE NETWORK AGE
DICK STROUD



Web video unleashes the power of the web

by DICK STROUD

In the same way that GIF and JPG images added richness to plain text, so video provides a new dimension to the web's ability to communicate and entertain. Dick Stroud explains why for many it is the most exciting of all the new digital technologies

APPROXIMATELY HALF OF the internet time consists of TV shows, YouTube clips and web animations. Within the next 24 months, video is expected to account for 90% of internet traffic. Even though we have just begun the web video revolution, the magnitude of its impact on the internet is already staggering.

A combination of technological developments has made the creation and viewing of web video a mass-market experience.

The costs of video cameras and software to create and edit video have plummeted. Al Gore's Oscar-winning global warming crisis documentary, *An Inconvenient Truth*, was created using standard Apple Keynote and editing software, and with a video camera costing less than US\$ 4,000.

The production team required to create videos has shrunk to two people. One person to act as the journalist/interviewer, the other the cameraman/editor.

The second development is the widespread availability of broadband. There is now a worldwide audience of 300 million subscribers who can access the internet at broadband speeds. This number is expected to double by 2011. The demand for web video and broadband access is now in a cycle whereby broadband take-up is driven by the desire to view video, which in turn increases the audiences and supply of video material.

Finally, the costs and simplicity of hosting, searching and viewing web video have radically improved. There are over a 100 websites providing free video hosting services – double the number at the beginning of 2007. YouTube alone contains over 60 million video clips and now even boasts a channel for the UK's monarchy.

Dick Stroud is a consultant, lecturer and writer. He is also founder of the marketing consultancy 20plus30.

Google is evolving its video search capability with the development of 'universal search'. This will process all content including video, images, news and websites combined into a single, integrated set of search results.

Finally, Adobe's Flash Player has become the default software used by the main web hosting companies, including YouTube and MySpace. Adobe estimates that 99% of the world's developed markets can view Flash Player content.

The 'YouTube effect'

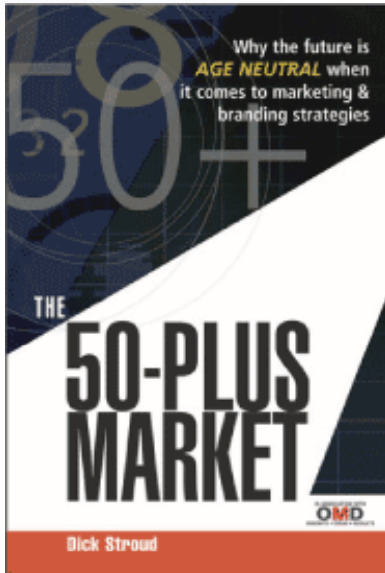
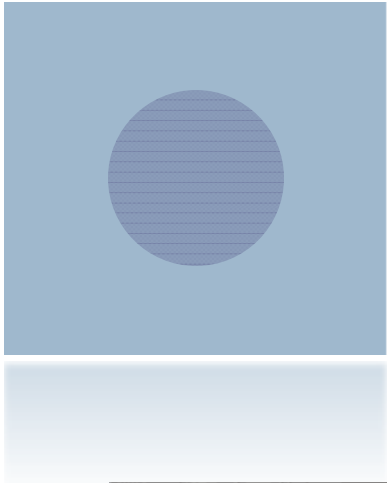
YouTube has had a lasting positive, and transitory negative, effect on the evolution of web video.

The positive effect has been to propel web video to the attention of the general public. This has not always been done in the most appealing way. Saddam Hussein's death, the unguarded statements of politicians and the rantings of celebrities have quickly found their way onto YouTube, often before they were broadcast on TV.

Amusing nonsense videos have achieved audiences of astonishing numbers of people. 'The Evolution of Dance', a six-minute video clip, has so far been viewed over 51 million times. YouTube is littered with such clips.

YouTube has thrust web video into the public spotlight but often with the connotations of it being trivial and a faddish thing that is only used by the young.

The negative outcome is for marketers to pigeon-hole web video as being another part of this strange 'Web 2.0 thing' and relevant only if you are targeting the tween and teen markets. This is not supported by the facts. According to data compiled by Nielsen/NetRatings, comScore and Quantcast, web users aged 35–64 represent



Further Questions?

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