

Transcript – You Tube Video – Did You Know 4.0

- .02-.07 Did You Know?
- .08-.11 A surge of new technologies and social media innovations is altering the media landscape.
- .12-.14 Convergence is everywhere. It's easier than ever to reach a large audience, but harder than ever to really connect with it.
- .15-.18 These changes are affecting the way people behave. Are you ready for the future?
- .19-.20 Well over 1,000,000 books are published worldwide every year.
- .21-.24 A Google Book Search scanner can digitize 1,000 pages every hour.
- .25-.26 Americans have access to: 1,000,000,000,000 web pages.
- .26-.27 65,000 iPhone apps.
- .27-.28 10,500 radio stations
- .28-.29 5,500 magazines
- .29-.32 200+ cable TV networks
- .33-.35 There are 240,000,000 TVs in the US
- .36-.39 2,000,000 are in bathrooms
- .40-.42 When was the last time you read a newspaper in the loo?
- .43-.46 Print Calculation – Newspaper circulation is down 7 million over the last 25 years.
- .47-.50 Online Readers – But in the last 5 years, unique readers of online newspapers are up 30 million.
- .51-.58 This year, traditional advertising is in steep decline. Newspaper down 18.7%, TV down 10.1%, radio down 11.7%, magazine down 14.8%
- .59-1:02 Meanwhile; digital advertising is growing rapidly. Cell phone up 18.1%, computer/internet up 9.2%

- 1:03-1:06 47% of broadcast television viewers said they'd pay for ad-less programming.
- 1:07-1:14 More video was uploaded to YouTube in the last 2 months than if ABC, NBC, CBS had been airing new content 24/7/365 since 1948. (Which was when ABC started broadcasting)
- 1:15-1:24 The number of unique visitors ABC, NBC, CBS get every month collectively – 10,000,000. These businesses have been around for a combined 200 years.
- 1:25-1:31 The number of unique visitors myspace, facebook, youTube get every month collectively – 250 million. None of these site existed 6 years ago.
- 1:32-1:35 You've been Rickroll'd , right?
- 1:36-1:40 So have about 40 million other people?
- 1:14-1:47 95% of all songs downloaded last year weren't paid for.
- 1:48-1:53 Wikipedia launched in 2001. It now features over 13 million articles in more than 200 languages.
- 1:54-1:58 Cisco's Nexus 7000 data switch could move all of Wikipedia in .001 seconds.
- 1:59-2:03 Makes the wifi at the local coffee shop seem really, really slow, huh?
- 2:04-2:09 Not slow: Ang Chuang Yang of Singapore. He typed a Guinness Book of World Records – approved 160 – character text on his cell phone in 41.52 seconds.
- 2:10-2:12 That's about 4 characters per second. OMG!
- 2:13-2:18 Pop Quiz – How many text messages does the average American teen send each month? 584? 1,150? 1,612?
- 2:19-2:21 Nope! 2272
- 2:22-2:25 Above Average: Brady James of Los Angeles, CA sent 217,541 text messages in March 2009.
- 2:26-2:28 Nokia manufactures 13 cell phones every second. 1,898 since this video started.
- 2:29-2:30 1,911 since this video started.

- 2:30-2:31 1,924 since this video started.
- 2:31-2:32 1,937 since this video started.
- 2:33-2:35 Right now, 93% of U.S. adults own a cell phone.
- 2:36-2:38 But 1/3 don't yet feel safe using it for purchases.
- 2:39-2:48 Unless we're talking about pizza.
- 2:43-2:48 \$3 million, the amount Dell claims to have earned via Twitter posts since 2007.
- 2:49-2:55 In February 2008, John McCain raised \$11 million for his U.S. Presidential bid. That same month, Barack Obama attended no campaign fund raisers.
- 2:56-2:59 Instead, Obama leveraged online social networks to raise \$55 million in those 29 days.
- 3:00-3:05 How are you using social networking sites?
- 3:06-3:08 Among larger U.S. companies, 17% have disciplined an employee for violating blog or message board policies.
- 3:09-3:18 Examples:
I hate Ron, my big fat loser boss at BigCo. I'm looking 4 a new job.
(posted by Ann, Friday @ 9:34 pm)
Umm isn't he on your friends list? (posted by bikegirl, Friday @ 9:36 pm)
See you in my office Monday, Ann >:- (posted by Ron, Friday @ 9:37 pm)
- 3:19-3:22 Twitter played an unprecedented role in sharing information during 2009 Iranian presidential elections.
- 3:23-3:31 All mentions for the disputed election were bumped Twitter's trending topics lists when news of Michael Jackson's death broke.
- 3:32-3:38 Jackson, swine flu, Barack Obama have been this year's top subjects for malware-distributing emails.
- 3:39-3:42 90% of the 200 billion emails everyday are spam.
- 3:43-3:46 The mobile device will be the world's primary connection tool to the Internet in 2020.

- 3:47-3:56 “The computer in your cell phone today is a million times cheaper and a thousand times more powerful and about a hundred thousand times smaller (than the one computer at MIT in 1965)...
- 3:57-4:09 “So what used to fit in a building now fits in your pocket, what fits in your pocket now will fit inside a blood cell in 25 years.” – Ray Kurzweil
- 4:10-4:12 Now that’s convergence. And you you know.
- 4:13-4:15 Credits & Sources:
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- 4:16-4:18 Credits and sources:
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4:19-4:21

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4:22-4:45

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