

IMDA forum. Social Media

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Internet Media Device Alliance



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- Radio used to be social.
- Rise of the transistor allowed radio to become much more personal.
- Meteoric rise in social networking.
- Capability of devices to show real time information increasing.
- Possibility to virtually reconnect people around media.
- Potential for new business models



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- What place is there for social media on internet media devices?
- How could this fit with existing media usage through PC's, mobiles, digital TV and IPTV?
- What hardware, firmware, software is necessary to take advantage of this?
- What do content providers want to do in this space?
- Who is the potential audience? (passive/active)



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Case study - BBC Olinda

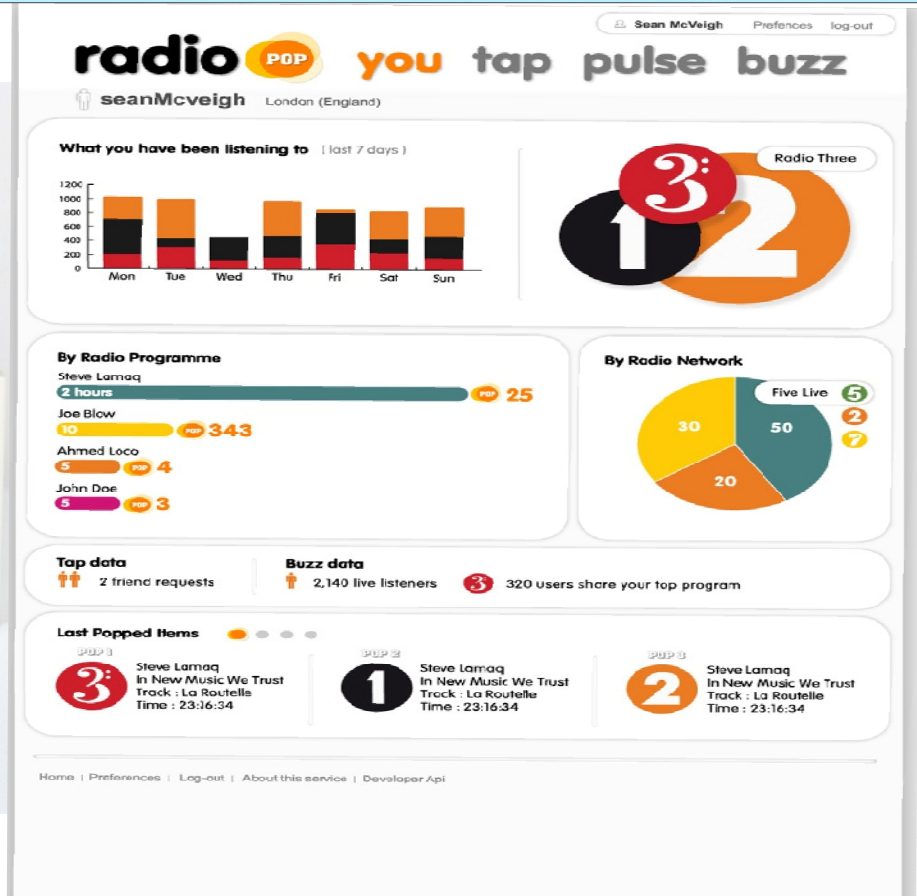
- Radio for the Facebook generation - social hardware.
- Physical prototype - Modular hardware
- Automatic monitoring of listening
- Social listening
- Integration of digital radio/wifi connectivity

www.bbc.co.uk/blogs/radiolabs/2008/05/olinda_a_new_radio.shtml



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Discussion



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