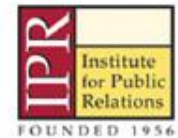




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8-10 June 2011, Lisbon
3rd European Summit on Measurement

Which is now the most influential and powerful - Traditional Media or Digital?

Johna Burke
Senior Vice President
BurrellesLuce



amec 
8-10 June 2011, Lisbon
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Impact of Traditional

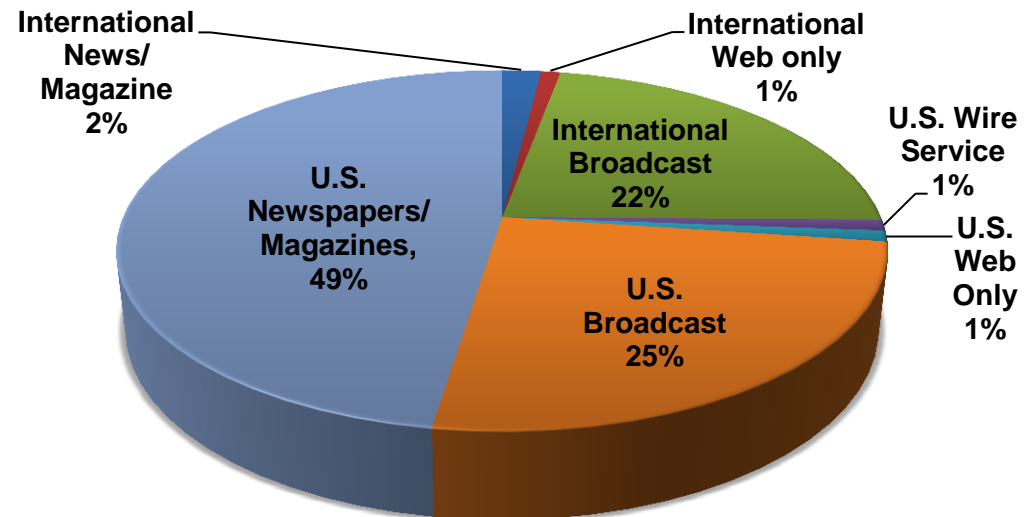
Deloitte Consultancy
March 29, 2011

"Social networks may sometimes feel ubiquitous but they remain an emerging business based on rapid and ongoing innovation," said. "There is an opportunity to exert real influence on consumer views and purchase decisions, but it is likely to require greater sophistication in how brands reach social network users."

ANDREW HAUGHTON
Deloitte consultant

The Pew Research Center Study
May 23, 2010

Producers of Most Linked to Stories from Blogs



The Media- Ethics & Rules

Social

- Next to none

Traditional

- Irreparable consequences

“Simply put, new media should not be confused with news media,”
wrote Superior Court Appellate Judge Anthony J. Parrillo.

A three-judge appellate panel upheld the lower-court ruling on Friday, saying that merely claiming one is a reporter or journalist is not sufficient to gain protection under the shield law.

All brands should NOT be everywhere



The Audience

The Media

