



amec



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

Media Workshop
The Future of the Media - Content really is king

Jeremy Thompson
Managing Director, Gorkana Group



Gorkana | durrants | metrica



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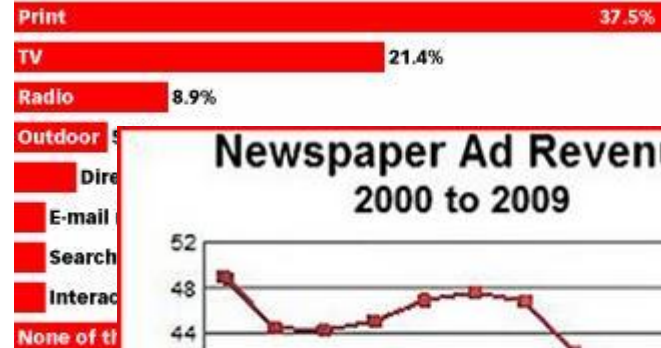
The Panel

- **Imogen Haddon**, Managing Editor, The Independent, Independent on Sunday and i;
- **Francine Cunningham**, Executive Director of European Newspaper Publishers Association;
- **John Croll**, CEO of Media Monitors, Australia;
- **Jeremy Thompson**, Managing Director of the Gorkana Group.

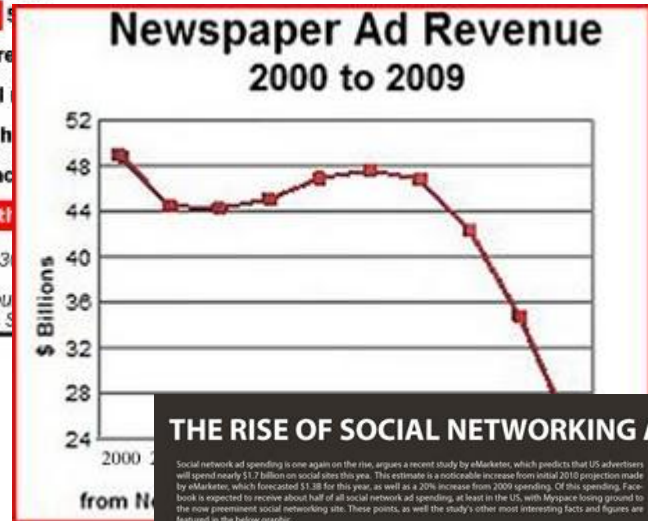
The Global Media Landscape



Media for Which US Marketers Have Cut the Most Spending due to the Economy, Q2 2009 (% of respondents)



Note: n=5,300
 rounding
 Source: Reuters
 eMarketer, Survey
 106761



THE RISE OF SOCIAL NETWORKING AD SPENDING

Social network ad spending is once again on the rise, argues a recent study by eMarketer, which predicts that US advertisers will spend nearly \$1.7 billion on social sites this year. This estimate is a noticeable increase from initial 2010 projections made by eMarketer, which forecasted \$1.38 for this year, as well as a 20% increase from 2009 spending. Of this spending, Facebook is expected to receive about half of all social network ad spending, at least in the US, with Myspace losing ground to the new government social networking site. These points, as well as the study's other most interesting facts and figures are featured in the below graphic.

WORLDWIDE SOCIAL NETWORKING AD SPENDING

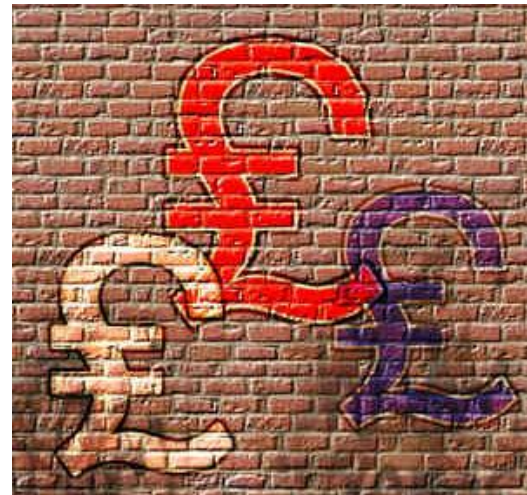
Amount Spent:
 Millions &
 Annual % Change



HALF OF THE WORLD'S SOCIAL NETWORKING ADVERTISEMENT SPENDING IS DIRECTED TOWARD FACEBOOK, WHICH IN JULY 2010 HIT 500 MILLION USERS



Content and copyright challenges and opportunities



Dow Jones **Insight**



THOMSON REUTERS



Now for the debate.....



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