

The Global and Local Conversation Imperative

October 13, 2006

Guillaume du Gardier

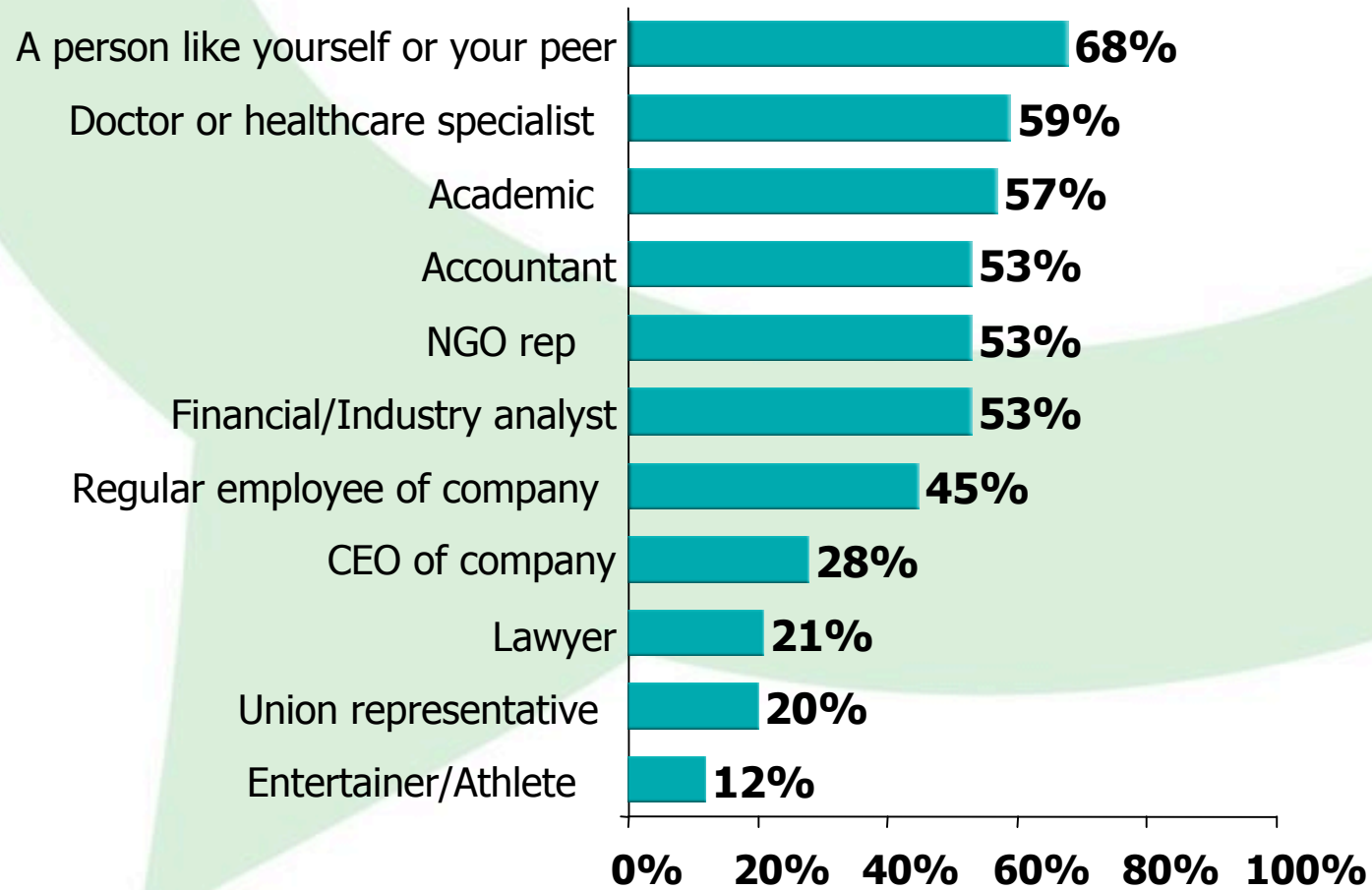
Peter Hirshberg

Sergio Veneziani

The Rise of Peers

- Peers are the most credible source of information
- Global and local constellations of blogs are enabling this fundamental shift
- Therefore, it's increasingly essential to
 - Listen to worldwide and regional conversations
 - And participate in them

More than Two-Thirds Trust Peers



Source: Edelman Trust Barometer 2006

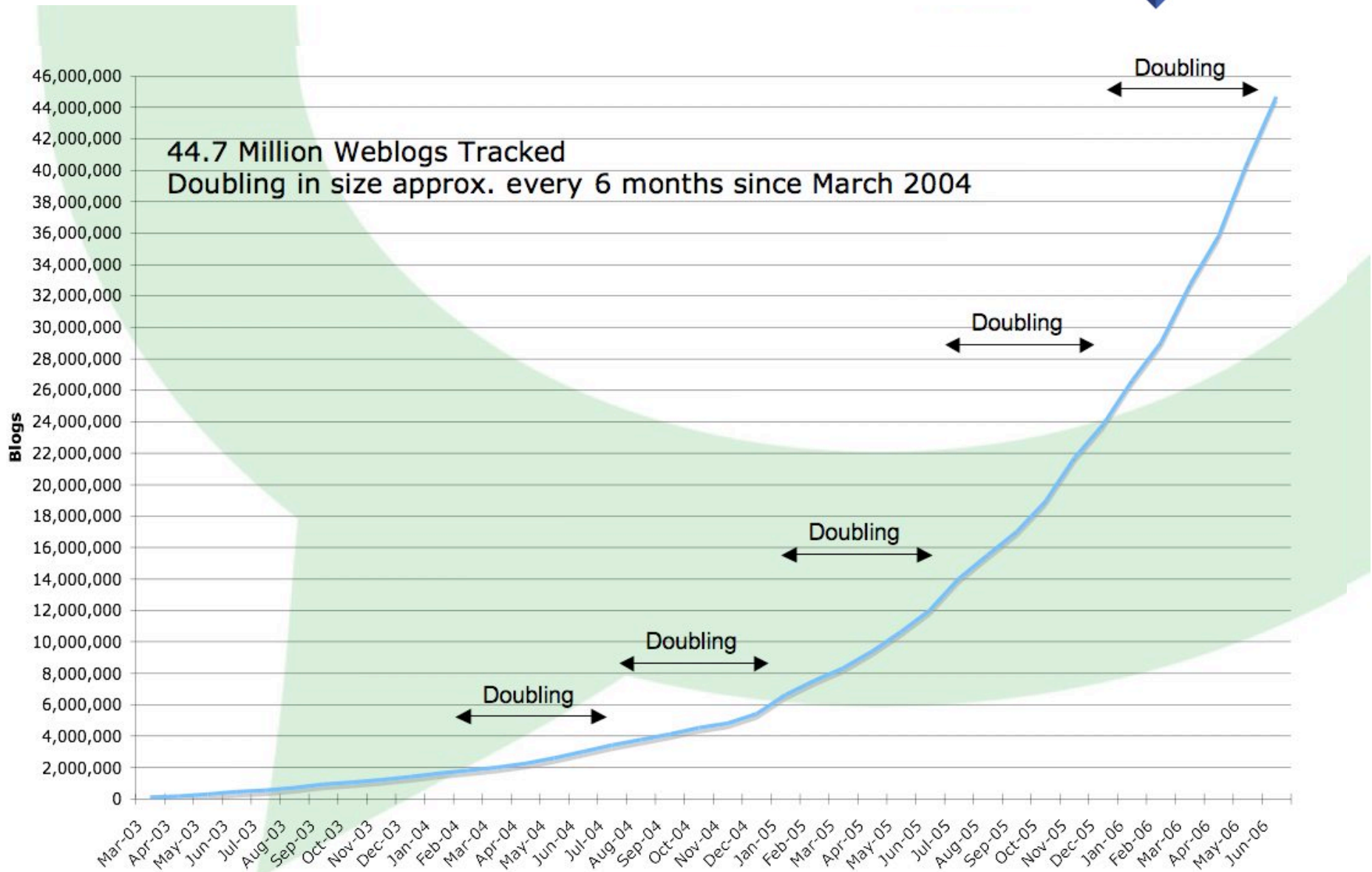
Blogs Are Going Mainstream

- Nearly a quarter of the population in the U.S., UK, and France read blogs at least once a week
 - One-third of these blog readers were moved to some undertake some political action
- The number of media articles mentioning blogs has steadily increased over the last three years
 - Reached an all-time peak of 766 mentions in Q2 2006
- Data comes from a September 2006 study by Strategy One, an Edelman subsidiary

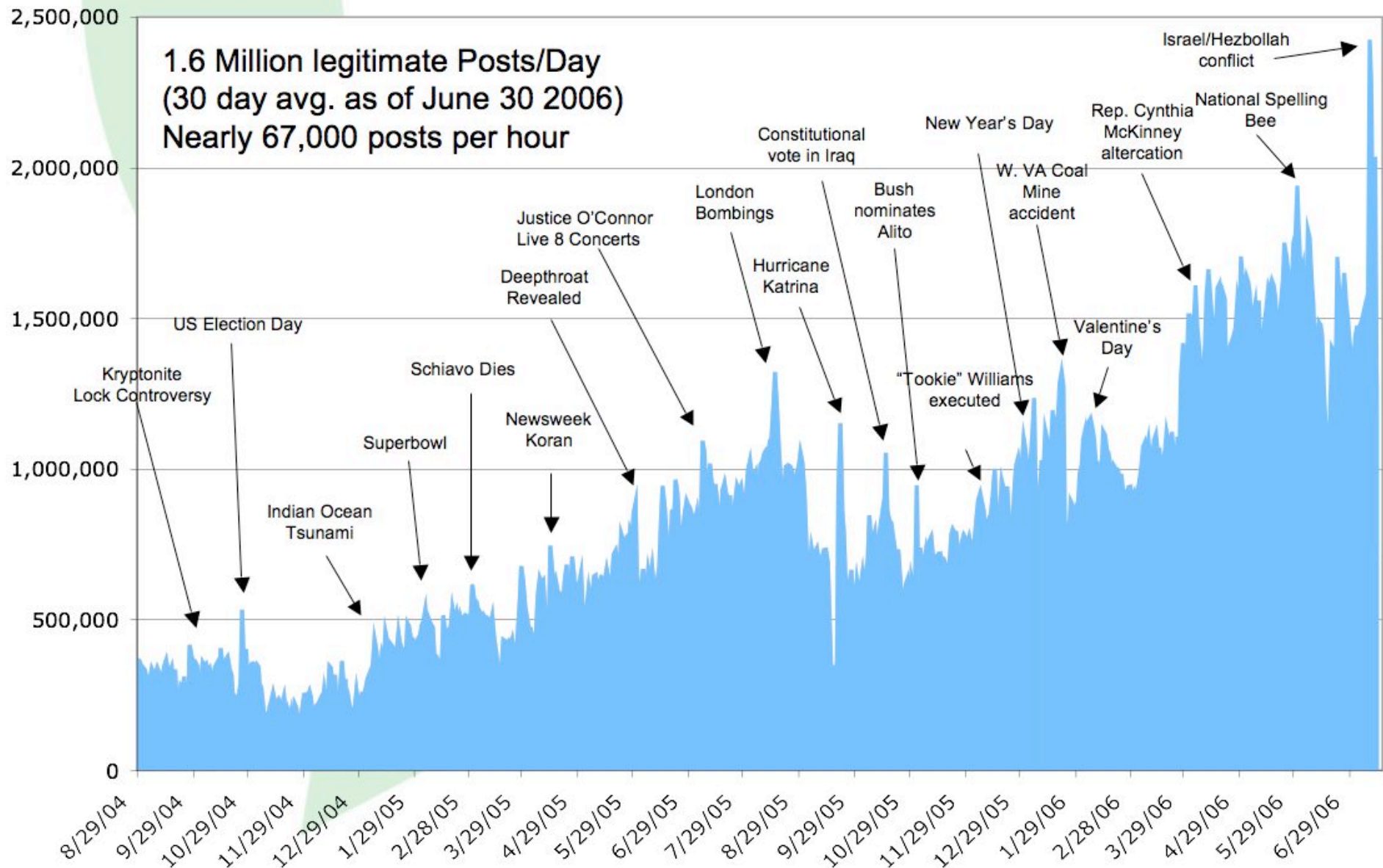
The State of the Blogosphere

Blogosphere Population Tops 56 Million Blogs

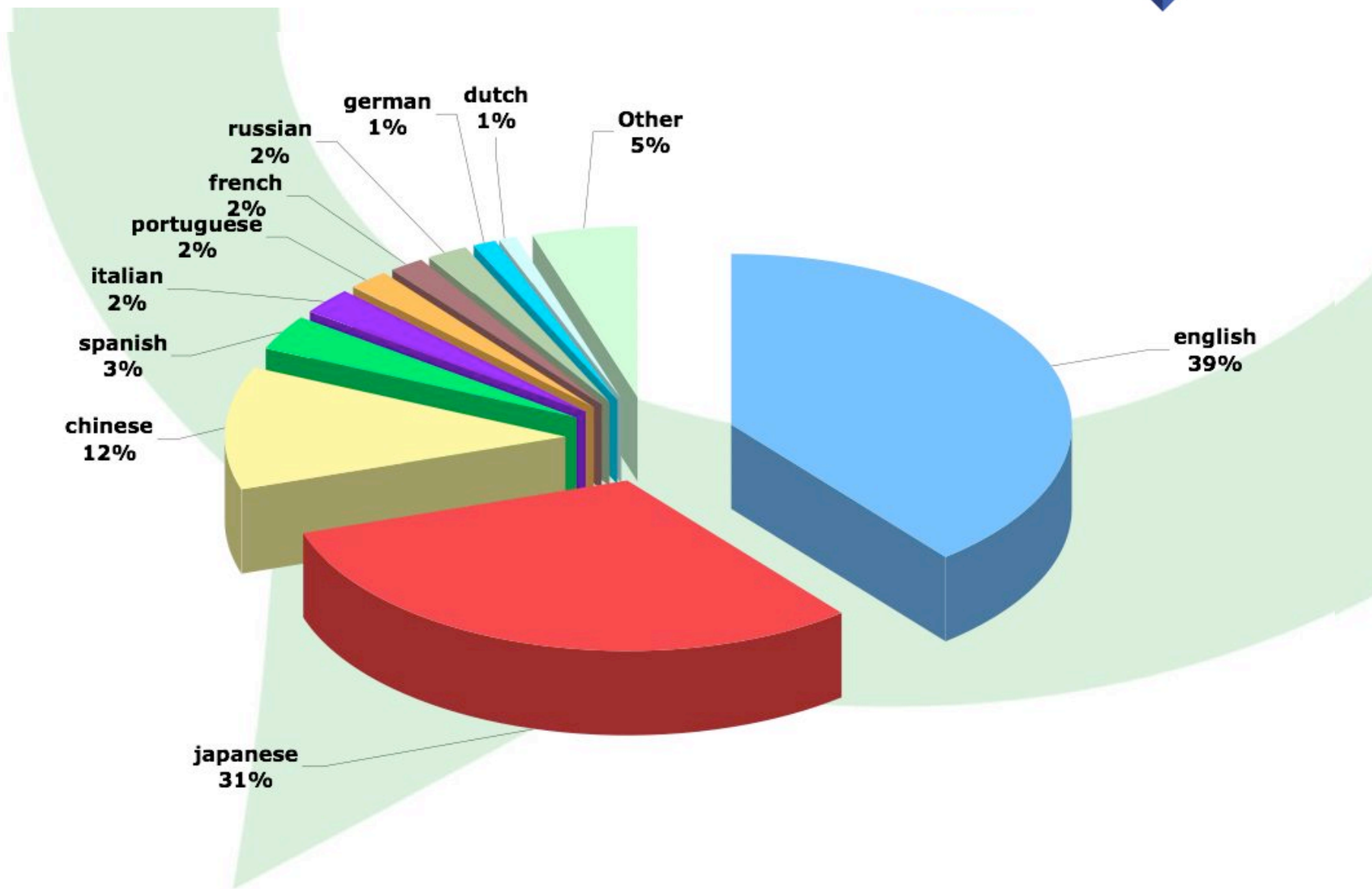
- The blogosphere doubles every six months
- It's now 100x bigger than three years ago
- Technorati is tracking 1.2 million new posts per day
- English, Japanese and Chinese account for 82% of the global conversation



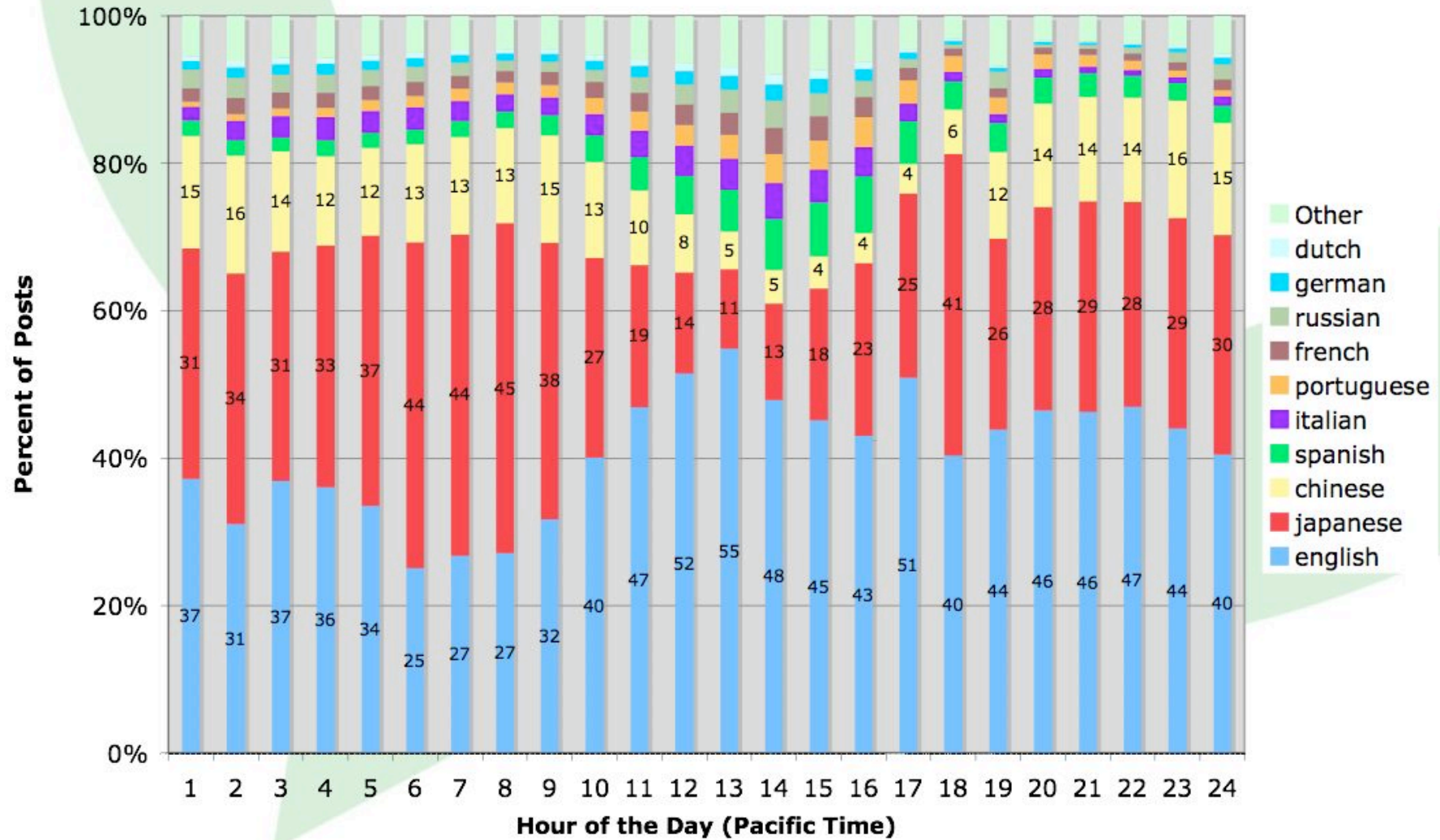
Global Blogosphere Growth 2003 – 2006



Global Posts per Day 2004 – 2006



Posts by Language, June 2006



Hourly Posts by Language, June 2006

The Edelman-Technorati Partnership

Edelman's Four Steps to Navigating the Conversation

- **Find** your advocates and detractors
- **Listen** to their conversations actively
- **Engage** them in meaningful dialogue
- **Empower** individuals to connect with their peers

Technorati Helps Edelman Find and Listen

- Technorati is recognized authority on what's going on in the world of weblogs
 - Technorati.com launched in 2002
 - Technorati.jp debuted in 2005
- The company's world class search tools make it easy to find and track blogs
- However, currently there's no way to easily mine blogs in other languages

Edelman-Technorati Product Overview

- Technorati has created local blog search tools in French, German, Italian, Korean and Chinese for Edelman's exclusive use
- Each site understands queries / returns relevant results in these languages and includes an array of powerful features
- The sites are in use by Edelman teams worldwide

Sample Search on Technorati Italy

Technorati Search: Fiat - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <http://it.technorati.com/simplesearch.php?q=Fiat&type=kwd&language=it&d=> Go Links

Torna a Technorati · I Blog più popolari Sei inserito nel sistema come steverubel · Esci


Technorati Ricerca Fiat in Bloggsfera Ricerca

18,277 risultati de tutti i blog con nessuna autorità in Italiano

COSA RESTERA' DI QUESTI ANNI 80..
 1 ora fa in [IL PROBLEMA NON E' LA CADUTA...MA L'ATTERAGGIO](#) 0 blogs
 CIAO RAGAZZI!!!! Oggi ho voluto cambiare lo sfondo del mio intervento x renderlo piu' simil anni 80.... vi chiederete che minc... centra.... giusto! ... , degli anni 80, io sono nata proprio in quell'anno, a marzo, mi ricordo la **fiat** Regata di mio padre

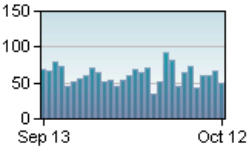
Le notizie di oggi 12 ottobre
 2 ore fa in [radio ananas](#) 1 blog
 Si terrà domattina alle 9.30 presso la sala riunioni dell'Assam l' appuntamento con l'Osservatorio Agroalimentare Marche per la presentazione dei risultati del Rapporto annuale 2005 sul "Sistema agricolo e alimentare nelle Marche". Nel corso della mattinata verranno presentati anche il progetto pilota "

Un po di amarezza
 3 ore fa in [Vivere a Savona Libero Community Blog](#) 0 blogs
 Un tempo quando avevo 20 anni sentendo parlare mia madre della Savona che era sentivo nostalgia per quei racconti di Piazza delle erbe , ... a sud , invalicabile davanti alla **FIAT** di Corso Italia e guai a passare dall'altro marciapiede

 **New Fiat 500 cabrio variant**
 3 ore fa in [Fiat 500 | The Best Car](#) 0 blogs
 New **Fiat** 500 cabrio variant - Source: Auto Express

Fiat Auto partecipa al "Paralympic Day di T...
 3 ore fa in [Motorionline](#) 7 blogs
fiat mirafiori Il 13 ottobre Torino ospita il "Paralympic Day" Italiano Paralimpico e gli

POWERED BY **Technorati**



Global and Regional Conversation Research

Research Methodology

- To kick off the products, Edelman & Technorati have identified the 100 most influential blogs by region
 - The US, German, Italian and French lists are based on a unique Technorati authority algorithm
 - Links from all blogs globally over the last six months
 - List of 50 UK influencers uses a similar, but far more subjective methodology and act as a guide
 - Japanese, Chinese and Korean lists to follow in November

Why Only 100?

- By looking at the Top 100, you get a good view of how the blogosphere in a region operates
 - It's a snapshot view
- While these are the most prominent blogs, in no way are they the only important ones
- Every niche has its own Top 100, both globally and regionally
- Find the 100 that matter to you and figure out how to engage them in a conversation

Research Methodology

- For each top 100 list of local influencers we looked at
 - Who are they and what they cover
 - How often they talk about multinationals/local companies
- In addition, we zeroed in on the top 10 in each region to find out how often they link to
 - Each other
 - Regional media
 - US media (CNN, NY Times, CNET, USA Today)

Global 250 Dominated by US Blogs

- Most of the 250 most influential blogs worldwide are published by Americans
 - The top Italian blog ranks #28
 - The top UK blog ranks #139
 - The top German blog ranks #164
 - The top French blog ranks #518
- The French and Italian #1's also publish in English

Top 10 Influential UK Blogs*

- Gapingvoid
- The Layer of the Crab of Ineffable Wisdom
- EU Referendum
- Tech Digest
- Plasticbag.org
- Samizdata.net
- Chromasia
- Londonist
- Iain Dale's Diary
- Mind Hacks

gapingvoid: "cartoons drawn on the back of business cards"

October 4, 2006

I'M HELPING CREATE



[Click on image to enlarge/download/print etc. [Licensing terms here](#) etc.]

Posted by hugh macleod at 10:29 AM | [Comments \(1\)](#) | [TrackBack \(0\)](#)

LOS ANGELES GETAWAY

A friend in L.A. needs help finding a special surprise getaway for her boyfriend's birthday this weekend:

well, it's his birthday this friday, i'm arranging a surprise trip away...thinking of coastal bits or desert or somewhere fun or northern calif. again (we did the PCH drive up to big sur last year which never fails)...any thoughts? anyone you know recommm romantic hotel/house swap or just somewhere/someone nice to pop into for a bite, view to breathe in... if we go away????

not got long to spring the credit card or ring someone and sort this out...pehaps you have a good pal/special place/old parcel/stolen sculpture you promised to have delivered...but you'd share with me this thought (on pain of death i don't spoil it for you?!!!)

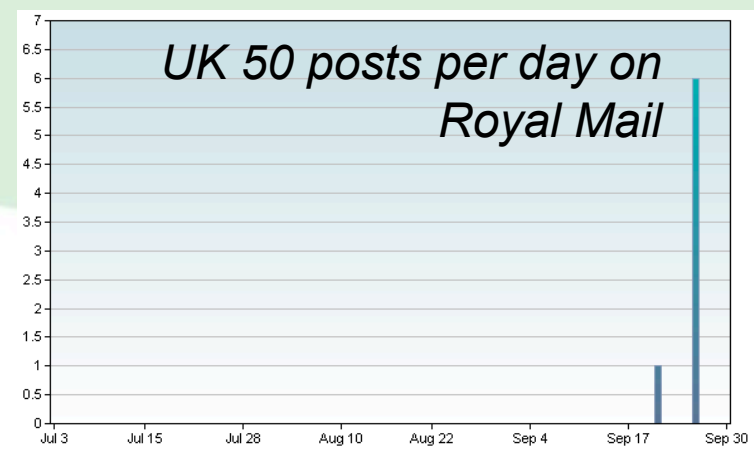
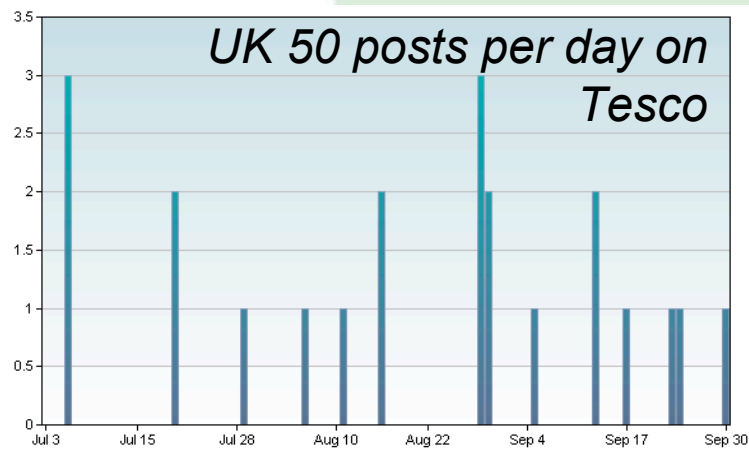
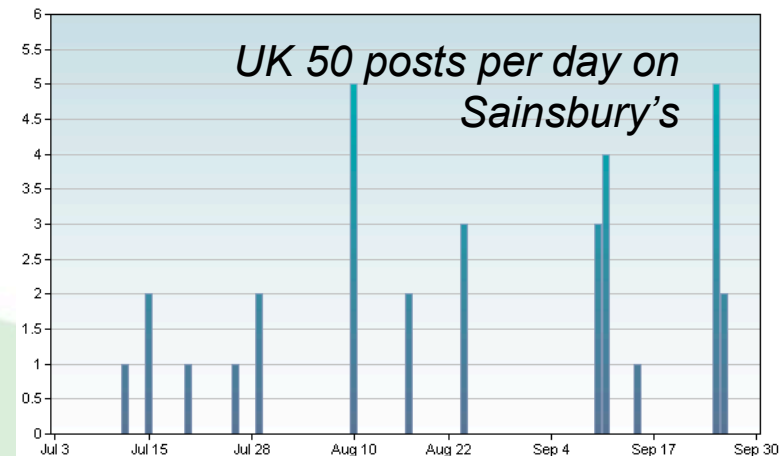
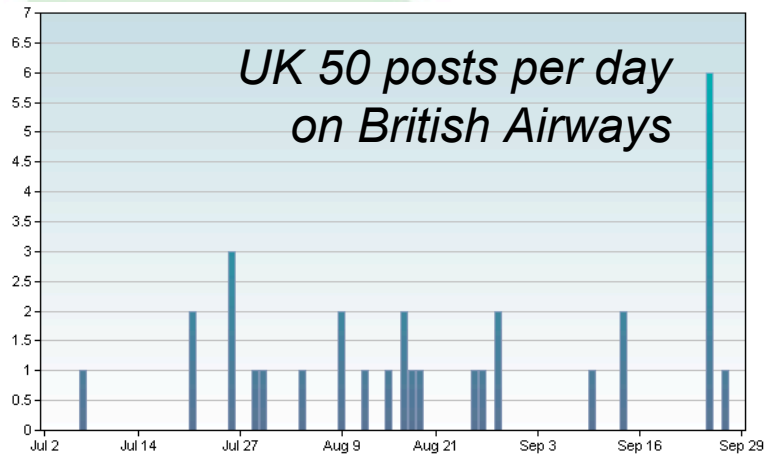
Mustn't be more than 3-4 hours drive from los angeles, if i blindfold us, early on friday morning and hit the 'gas' before the horrible traffic...

**Data gathered manually*

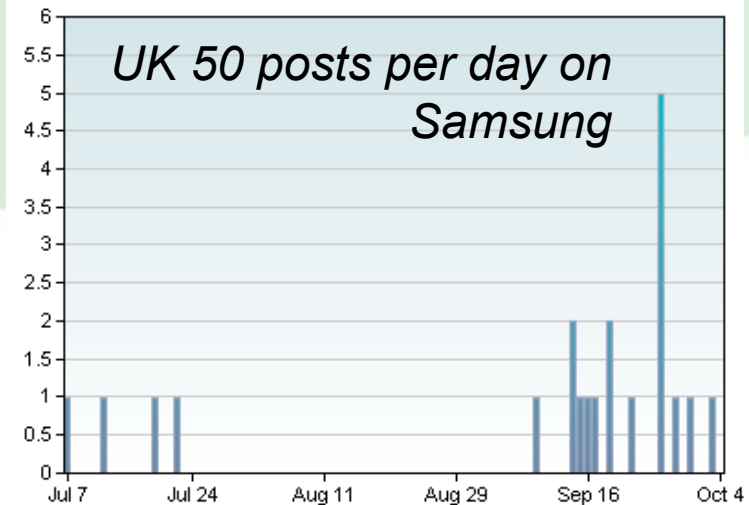
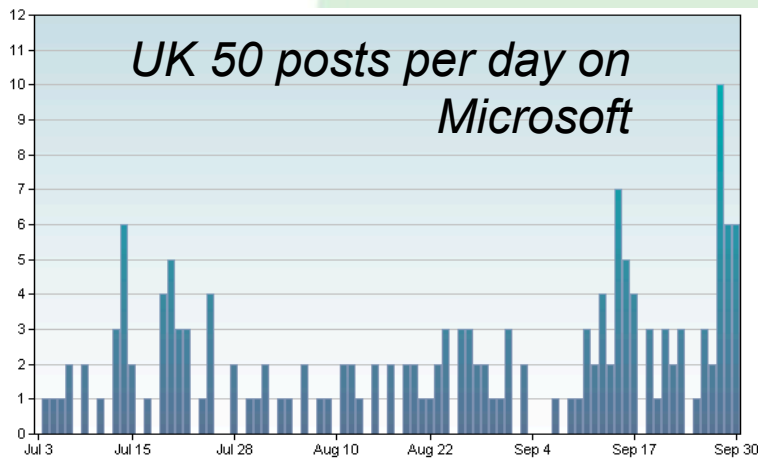
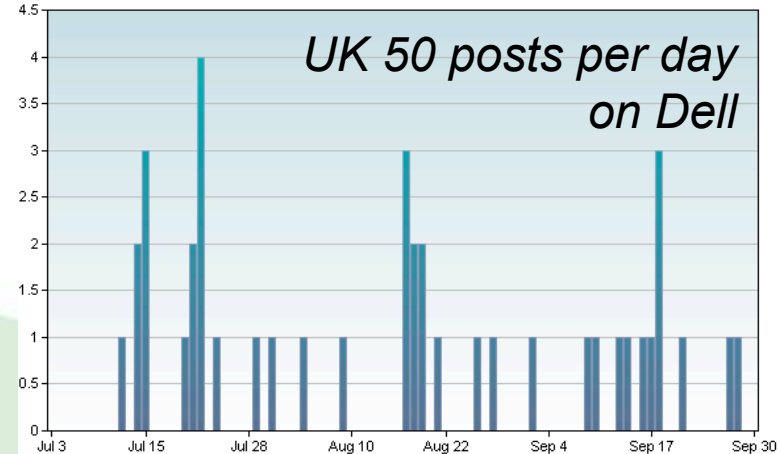
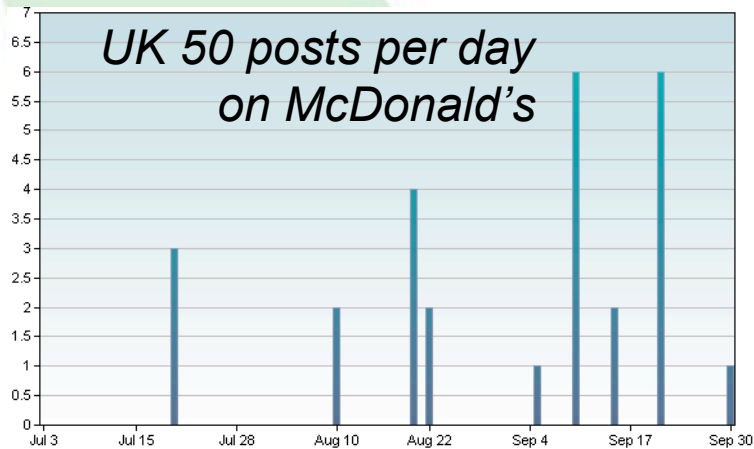
UK 50 Post Daily and More Often About Companies Than Issues

- 70% post daily
- 66% have written about a local company
- 44% have discussed multinational companies
- 22% cover news and politics
- 12% write about global issues
- 14% write about local issues

UK 50 Cover Local Corporations Infrequently



UK 50 Discuss Multinationals More Frequently Than Local Companies



Top 10 French Blogs

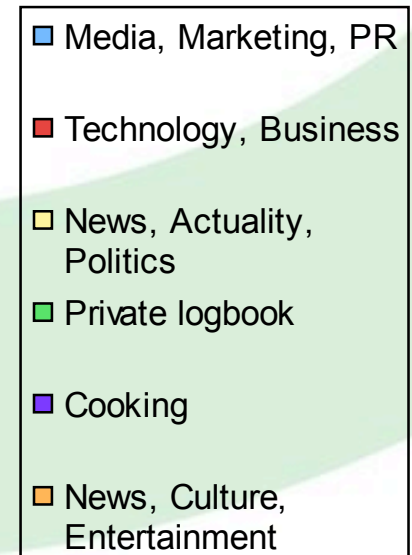
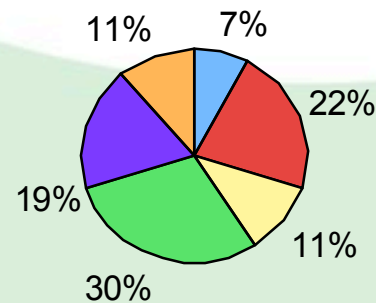
- Loic Le Meur Blog
- Pointblog.com
- Techcrunch en Français
- Journal d'un avocat
- Blog à la ciboulette
- Clea Cuisine
- FredCavazza.net
- Standblog
- presse-citron
- internetactu



The screenshot shows the homepage of the "LOÏC LEMEUR blog". The header includes the author's name, a "Podcast" button, and subscriber statistics: "ABONNÉS FR 6631 readers" and "SUBSCRIBERS EN 2100 readers". The main content area features a post titled "En direct sur France Inter à 10h30" with 14 comments, and another post titled "#284 Canal+, En aparté, Cachan et Jack Lang" with 21 comments. The right sidebar contains a search bar, an email subscription form, and several widgets including "netvibes", "WIKIO", "The Futurelab Blog", and "German Attorney Frankfurt".

French 100 More Personal in Nature

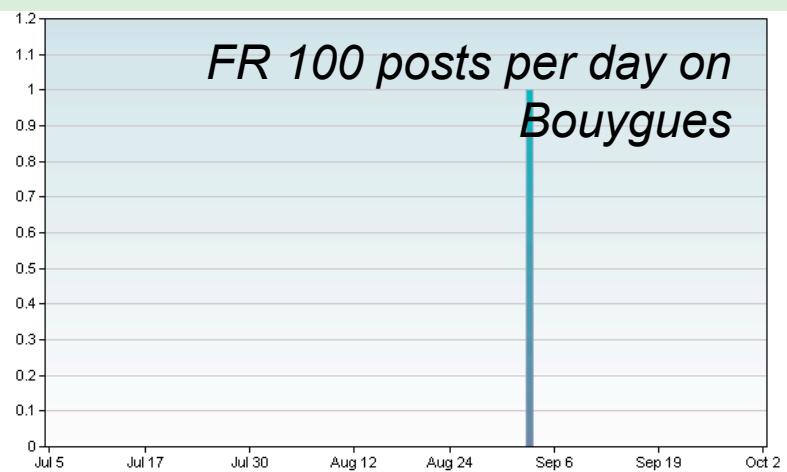
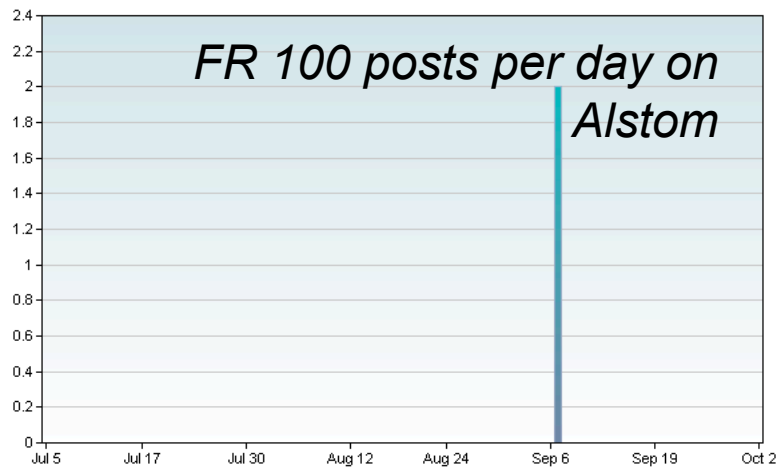
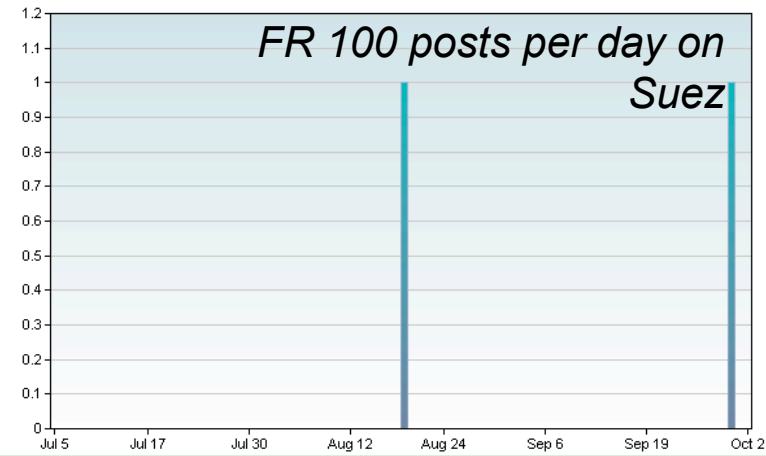
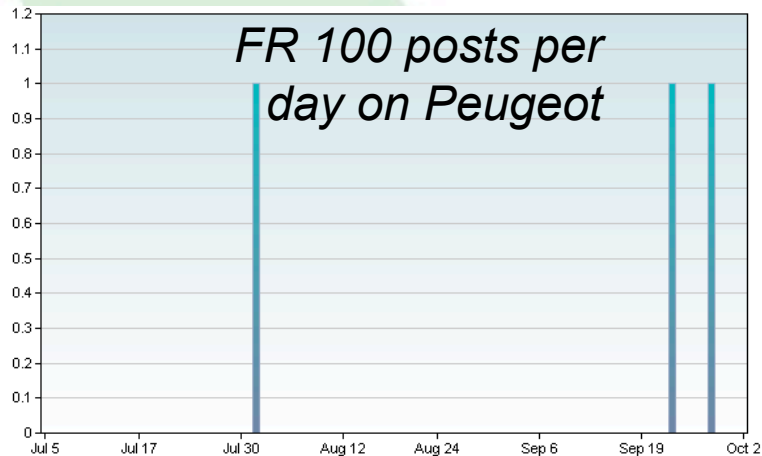
- 30% are personal journals
- 22% cover technology and business
- 19% talk about cooking
- 11% focus on culture and entertainment
- 11% cover news and politics
- 7% cover media, marketing and PR



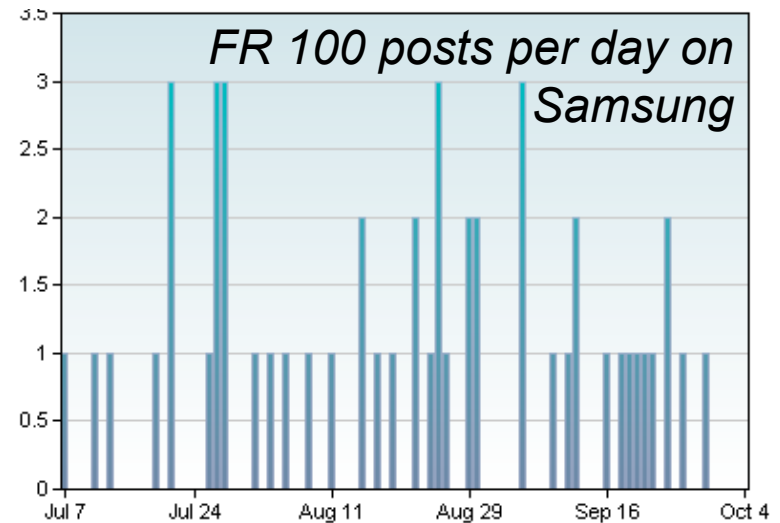
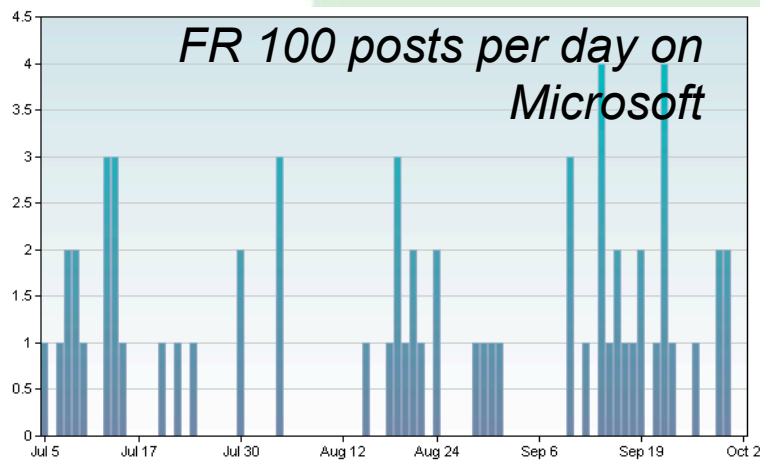
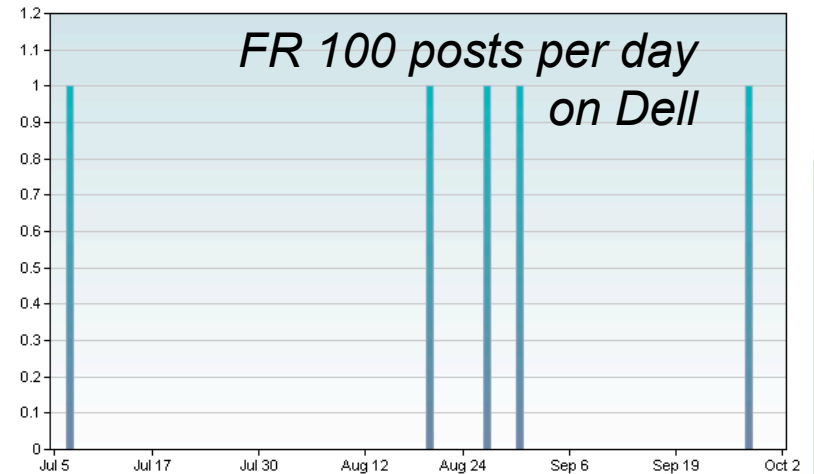
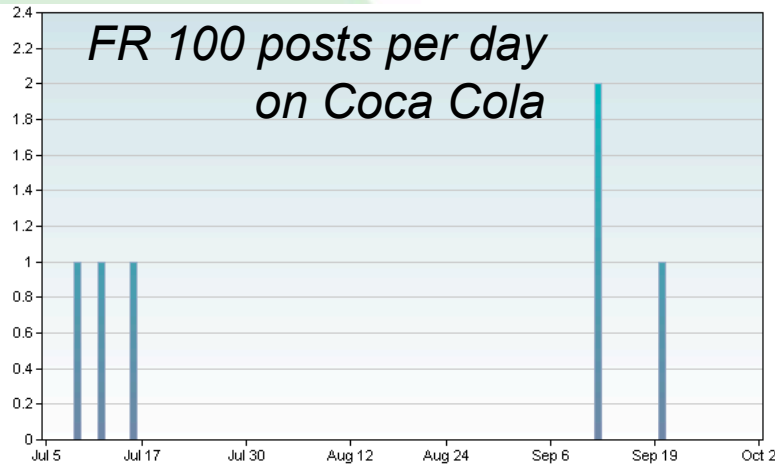
A Third of the French 100 Post Daily

- 35% post every few days
- 35% post daily
- 20% post multiple times per day
- 10% post weekly

Local Corporations Barely Register with the French 100



French 100 Discuss Multinationals More Often Than Local Companies



Top 10 German Blogs

- BILDblog
- Spreeblick
- Zeitgrund Blog
- Basic Thinking Blog
- 4nul4.de
- Lawblog.de
- Ehrensenf Internet TV
- Dr. Web Magazin
- Netzpolitik.org
- Werbeblogger Weblog



BILDblog
Notizen über eine große deutsche Boulevardzeitung

1.10.2006

Springers Leitlinien leiten nicht

"[Unsere journalistischen Leitlinien] sind ein Schutzwall für unabhängigen Journalismus. Wir haben sie in einer Zeit eingeführt, in der der kommerzielle Druck auf Redaktionen immer größer wird. Jeder wird natürlich beobachten, wie wir damit umgehen – das macht uns angreifbarer als diejenigen, die still ihre faulen Kompromisse machen."

Mathias Döpfner, Vorstandschef Axel Springer AG, 13. März 2004

Ganz konkret zeigt sich der Umgang der Axel Springer AG mit **diesen Leitlinien** natürlich einfach daran, dass Bild.de sich konsequent weiter als Schleichwerbeportal positioniert und **exakt dieselben Schleichwerbe-Praktiken pflegt**, die Bild.de von Gerichten bereits zweimal untersagt wurden. (Oder daran, dass der Berater des "Bild"-Chefredakteurs seine **jahrelange Werbekampagne** für eine Nassrasierer-Marke im Blatt fortsetzt.)

Aber die Bedeutungslosigkeit dieser "journalistischen Leitlinien" ist noch grundsätzlicher. Im Sommer haben wir versucht, eine Stellungnahme des Verlages zu den **merkwürdigen Werbepraktiken im Spiele-Ressort von Bild.de** zu bekommen. Wir wollten, dass uns jemand erklärt, warum diese Praktiken, die wir als Schleichwerbung bezeichnen würden, anscheinend nicht gegen die "journalistischen

Ausgezeichnet mit dem Grimme Online Award und dem Leuchtturm-Preis des Netzwerkes Recherche.

Werbung ausblenden

Was passiert hier?
Was heute in der "Bild"-Zeitung steht, steht morgen überall. Vielleicht sollte man sich also mal genauer anschauen, was sie schreibt. Die kleinen Merkwürdigkeiten und das große Schlimme.

Anzeige
Gossenreport
Gerhard Henrichs
Abrechnung mit BILD

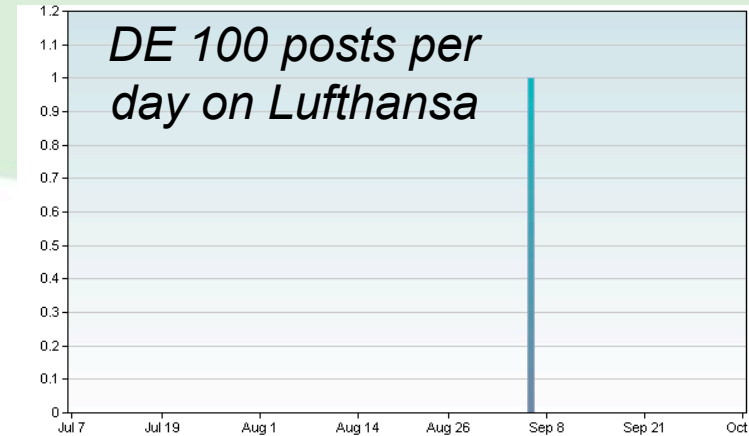
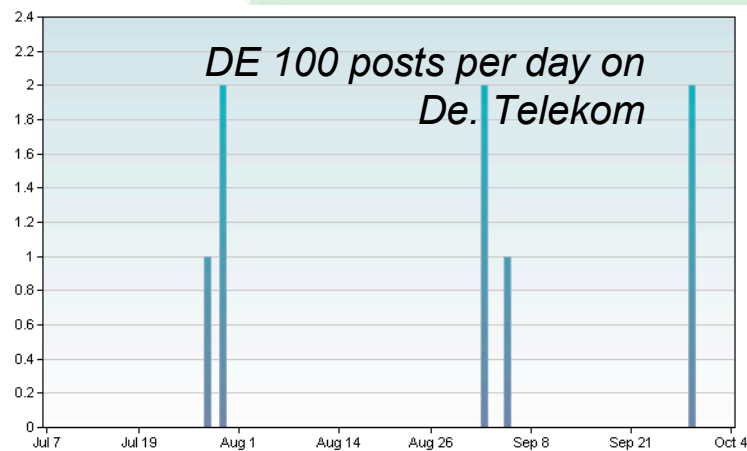
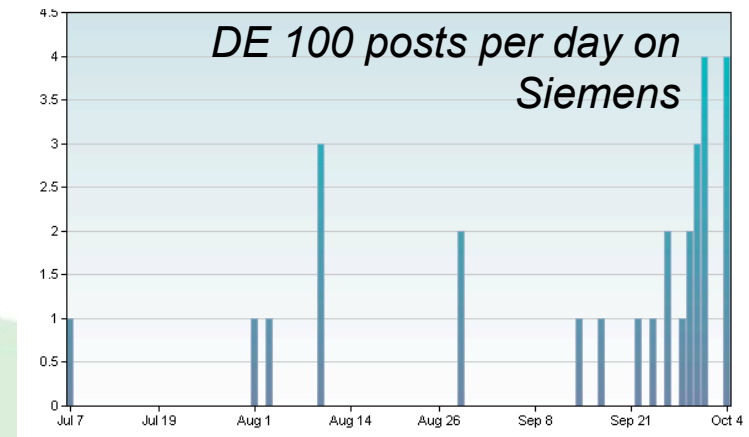
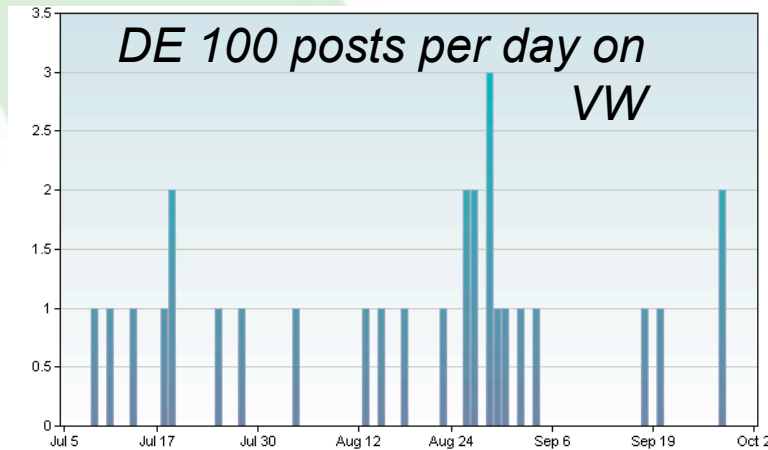
Kontakt

- Häufig gestellte Fragen
- Kontakt?
- Sachdienliche Hinweise?

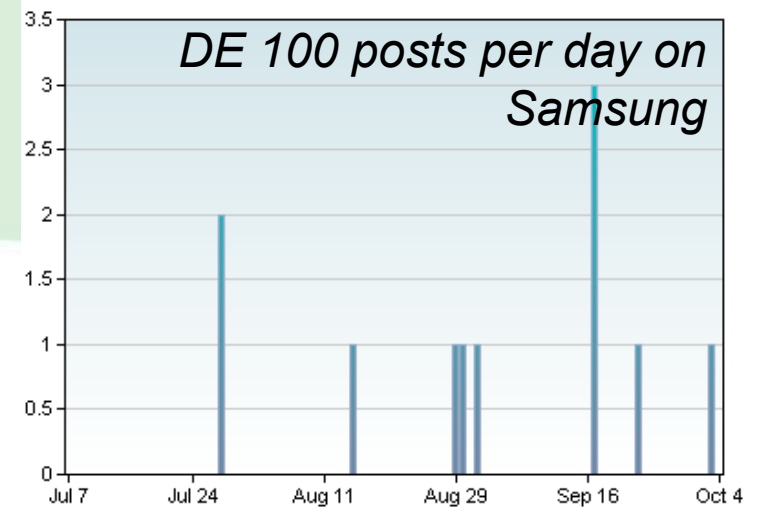
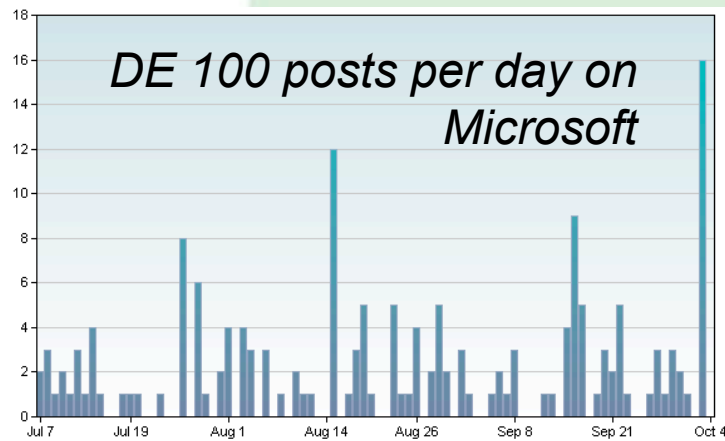
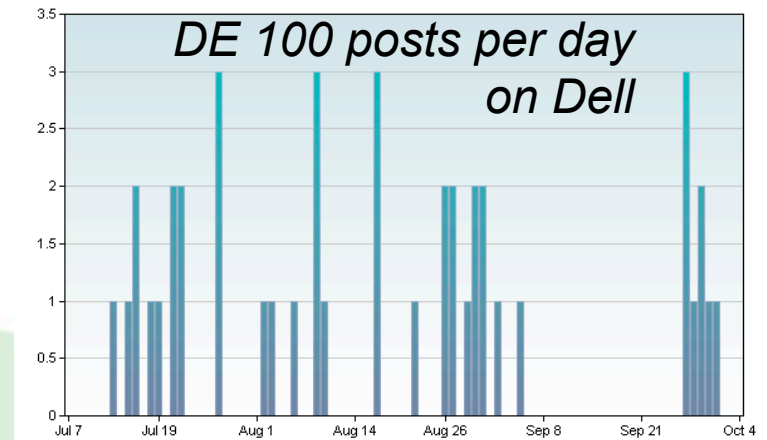
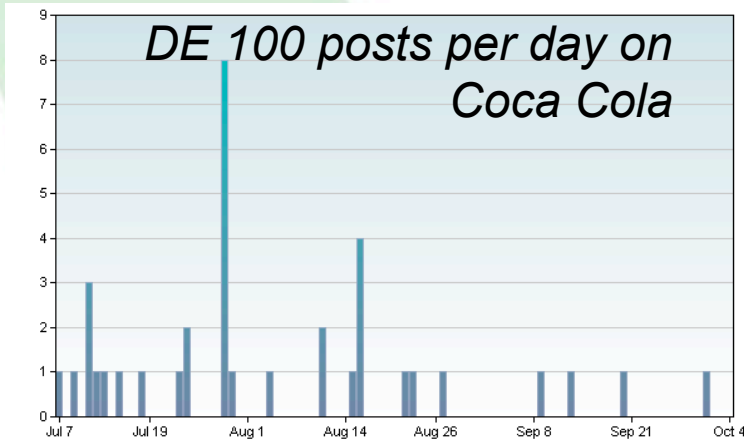
A Quarter of the German 100 Cover Technology

- Most post daily
- 25% are about technology
- 22% are private diaries
- 12% cover media or/and PR
- 11% deal with culture and entertainment
- 8% cover politics

German 100 Also Are Not Very Interested in Local Corporations

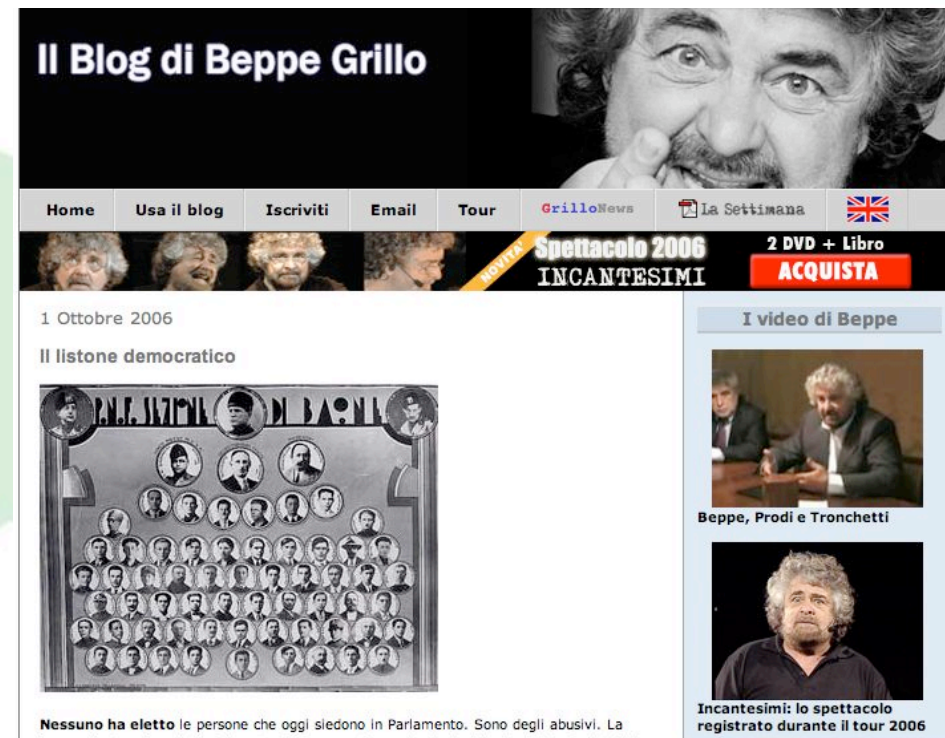


German 100 Interest in Multinationals Is Weak



Top 10 Italian Blogs

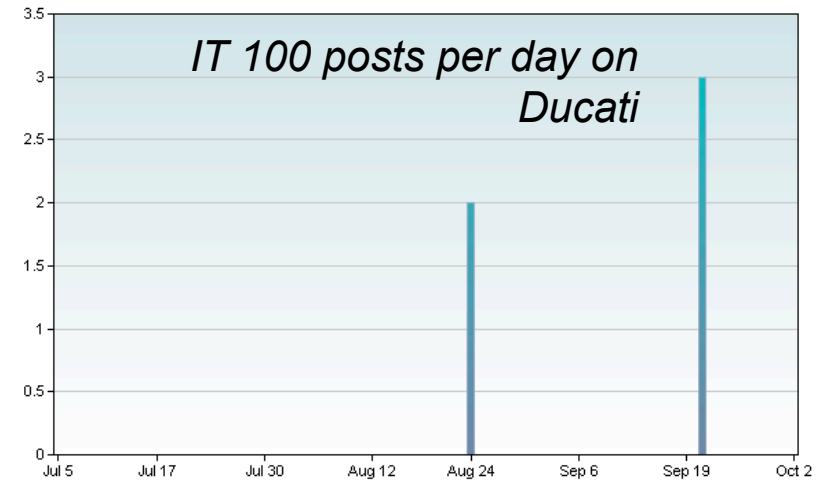
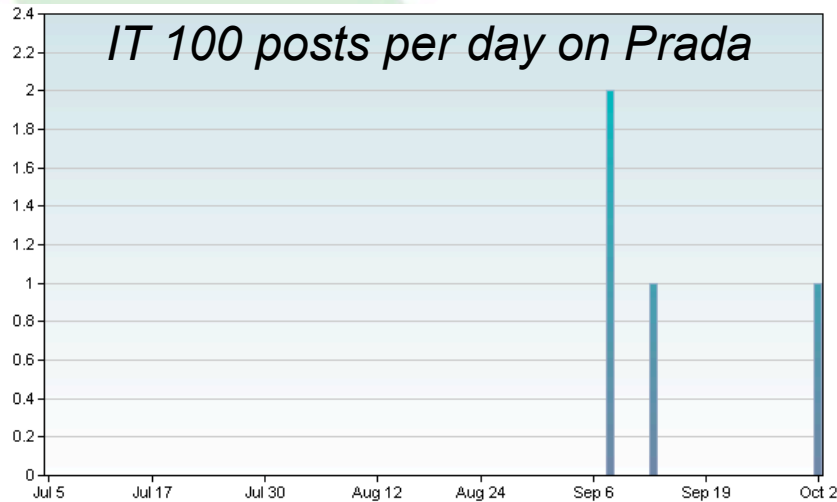
- Blog di Beppe Grillo
- 7 in Condotta
- Italia SW Recensioni
- Blogosfere
- Roundhouse Kicks
- manteblog
- Robinik.net
- Macchianera
- i SW4n
- Daniele Luttazzi



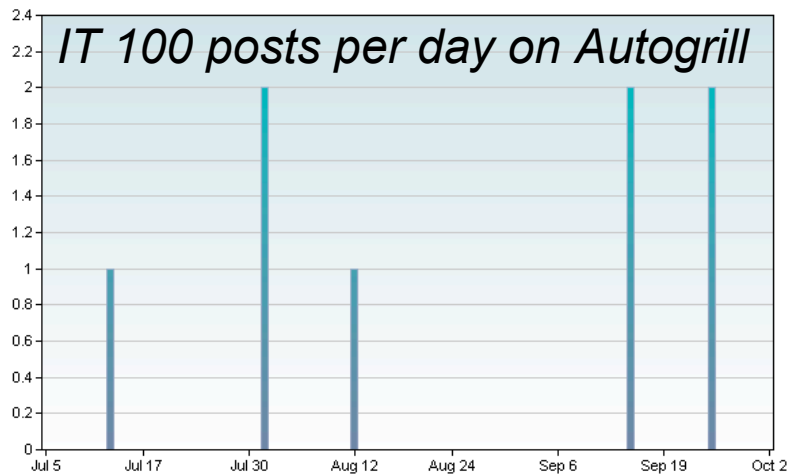
Nearly Half of the Italian 100 Are Personal Diaries

- Bloggers post at least twice a week
- 43% are personal diaries
- 27% talk about politics
- 11% cover tech
- 16% cover entertainment
- 3% are about sports

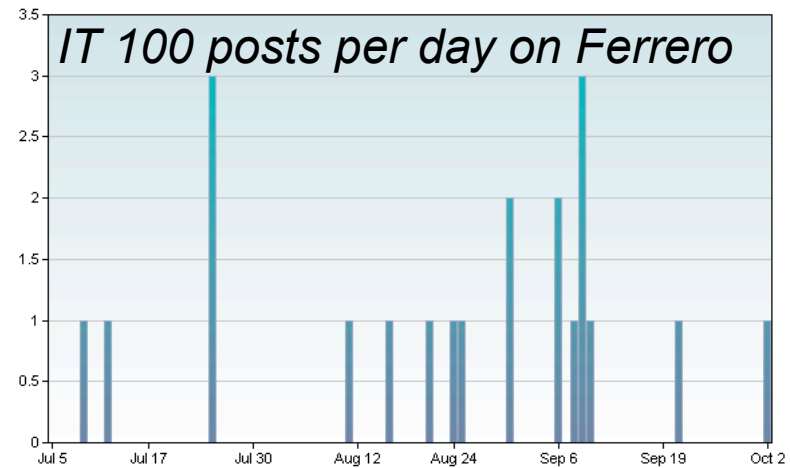
Italian 100 Lack Interest in Local Corporations



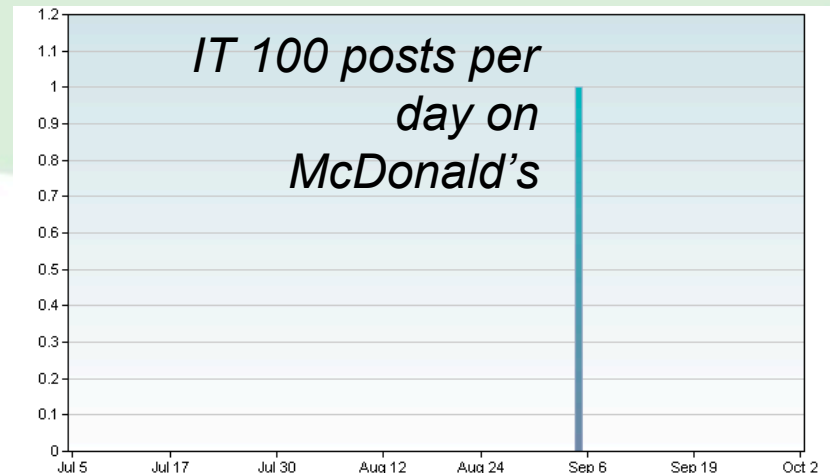
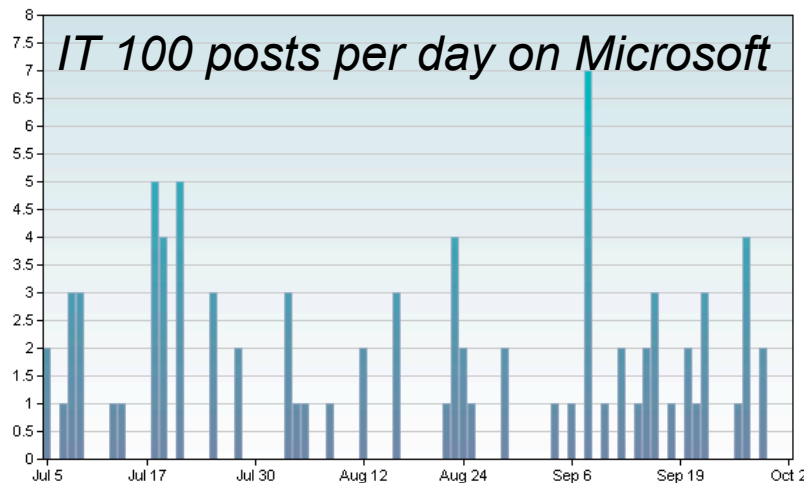
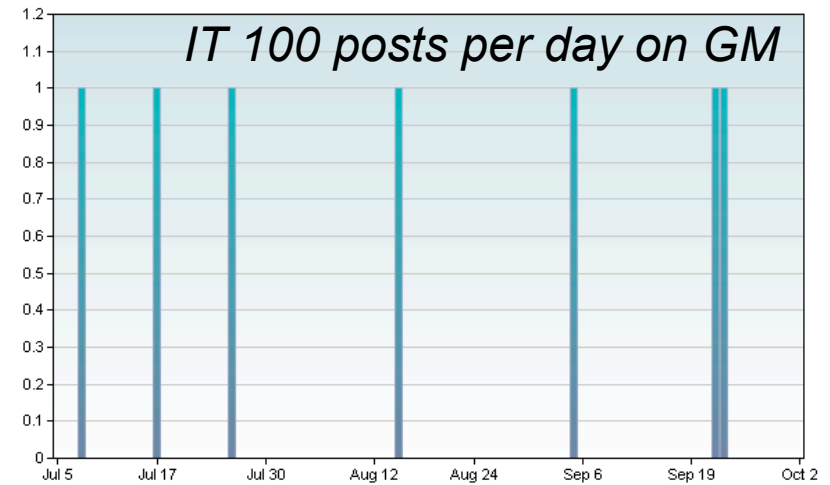
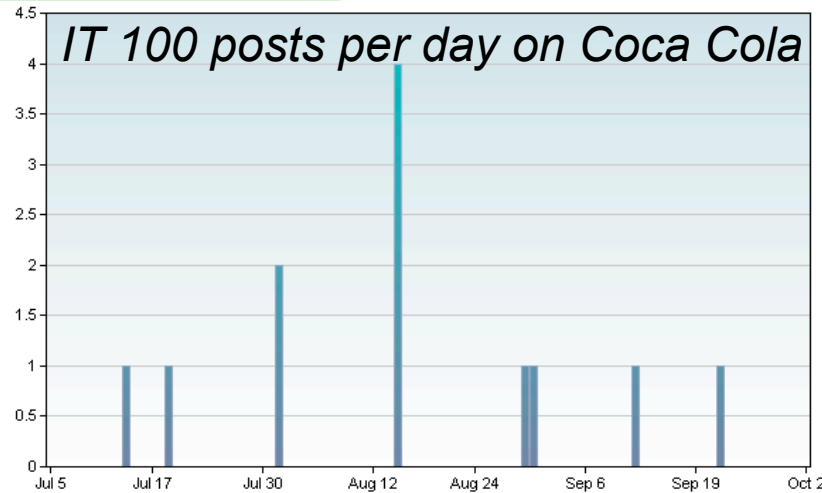
Posts by day about "(Autogrill(bid:2723492 OR..." in the last 90 days



Posts by day about "(Ferrero(bid:2723492 OR b..." in the last 90 days



Multinationals Also Barely Register with the Italian 100



Top 10 US Blogs

- Engadget
- Boing Boing: A Directory of Wonderful Things
- Gizmodo, The Gadget Guide
- The Huffington Post
- Daily Kos: State of the Nation
- Techcrunch
- PostSecret
- Lifehacker, the Productivity and Software Guide
- Crooks and Liars
- Michelle Malkin



Fujitsu recalls 287,000 notebook batteries

Posted Oct 4th 2006 11:57 AM by Conrad Quilty-Harper

Filed under: [Laptops](#)

Fujitsu has put a number on its recent recall of Sony-manufactured notebook batteries, with 287,000 Fujitsu notebook owners being affected. This latest figure brings the total number of Sony battery recalls in recent months to more than 7.5 million, of which the vast majority (5.9 million) are from Dell and Apple. Although this appears to be a pre-emptive recall -- as far as the company can tell, no Fujitsu laptops have actually

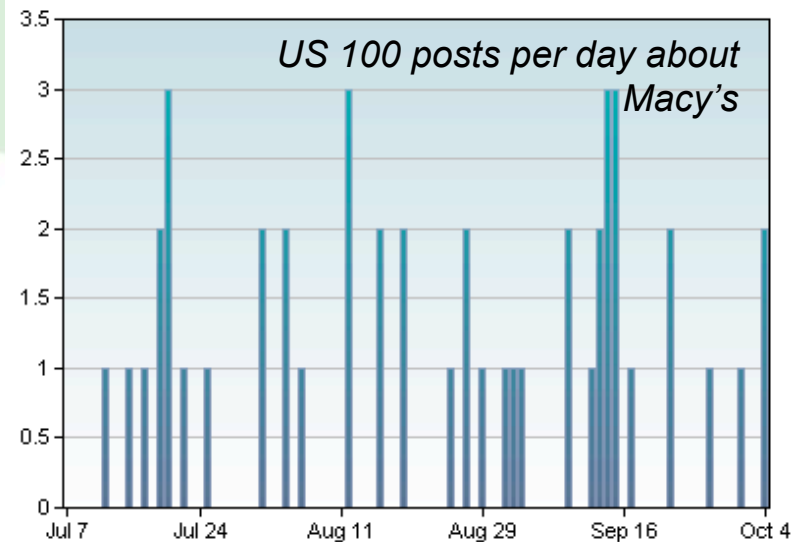
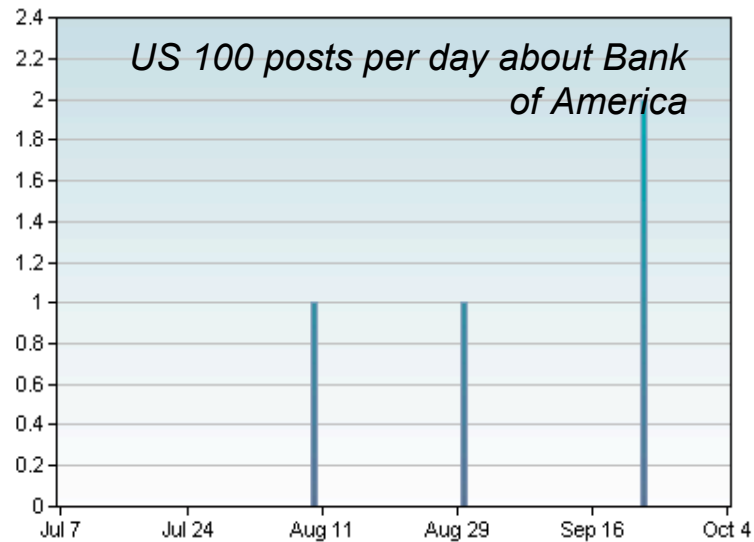
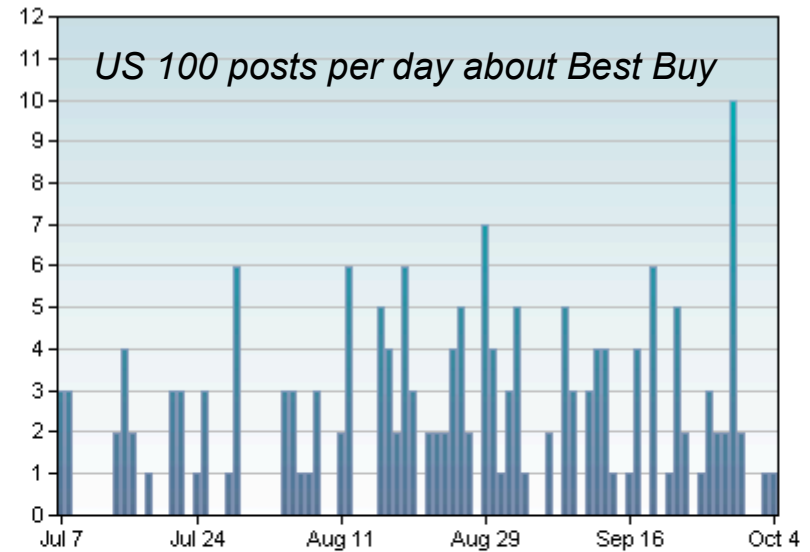
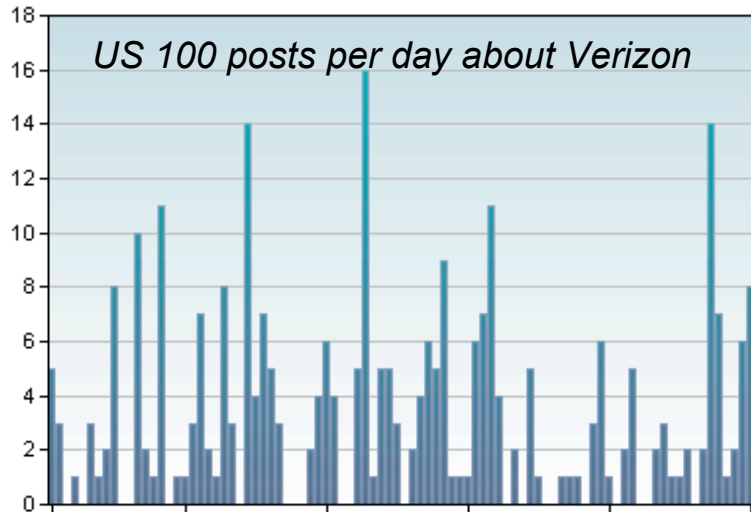


exploded -- the company is still recommending that its users give them a call

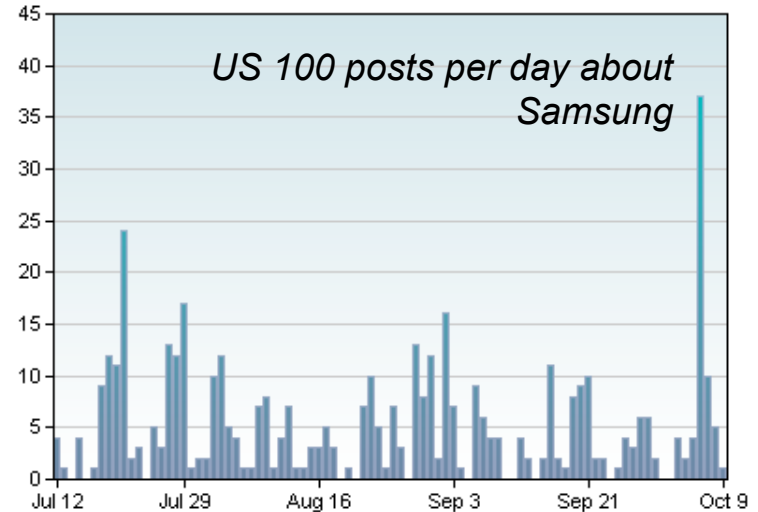
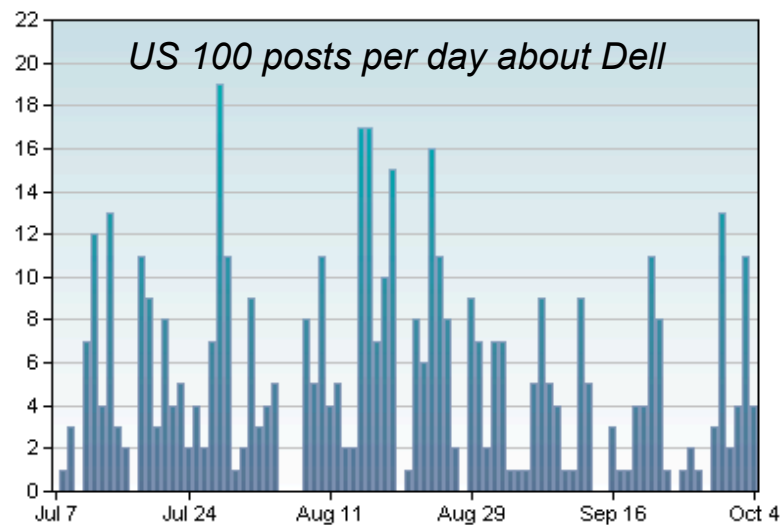
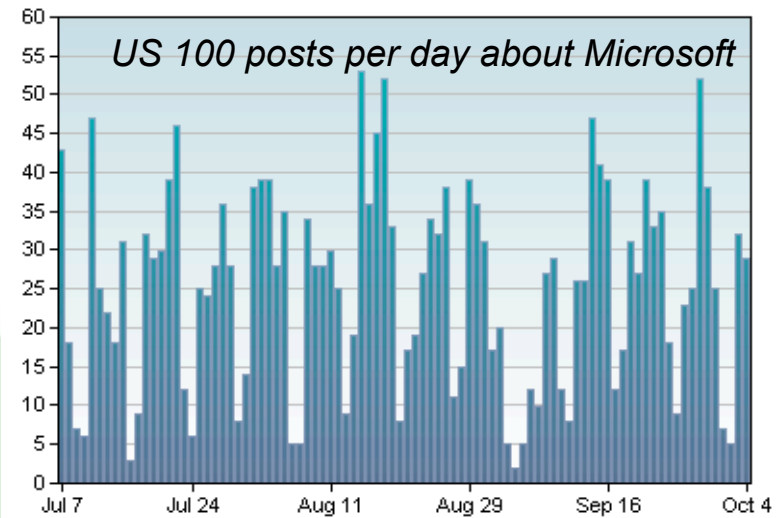
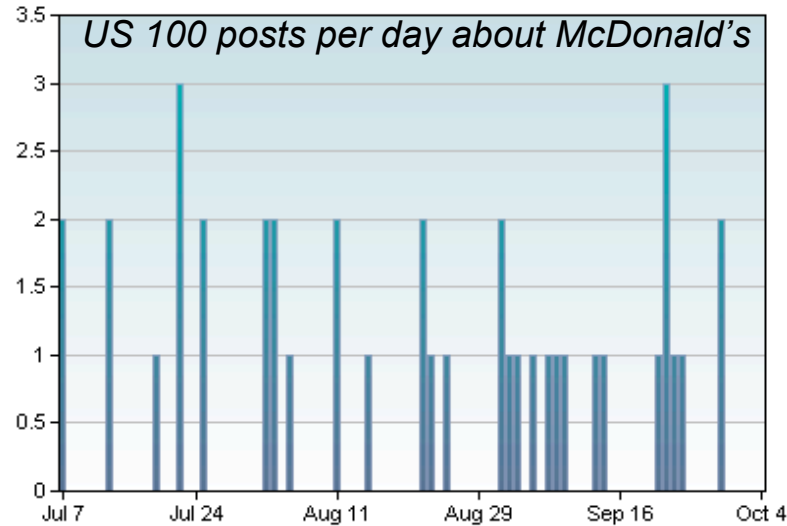
US 100 Are Not Personal in Nature

- Most post daily
- 34% are about technology
- 26% deal with culture and entertainment
- 25% cover politics
- 12% cover business
- 3% are personal diaries

US 100 Discuss Local Companies



US 100 Obsessed with Multinationals



Linking Behaviors Reflect Cultural Nuances in Each Region

- The US top 10 link to
 - US media sites 22% more than they do each other
- French top 10 link to
 - Each other 29% more often than regional media
- Italian and German top 10 feed on the regional media
 - Italy 10 link to the four biggest regional news sites 400% more than they do to each other
 - German 10 link to the regional media 10 times as often as they do to each other
- Top 10 in each region do link to stories and blog posts in other languages, but infrequently

Conclusions

- To influence the influencers, you need to take both a local and a global view of the conversation
- The dialogue in each region is fairly balkanized and reflects the local culture and influences. However, it is influenced by media and blogs in other countries
- Companies and brands are discussed in European blogs, but not nearly as often as in the US or as product categories are talked about.
- You have a big opportunity to become part of the conversation by listening and developing programs

Your Opportunity

- **Find** your influencers and global narrative
- **Listen** to the conversation globally and locally
- **Engage** in conversation to grow your share
- **Empower** your employees to communicate continuously to become more authentic and human