Darwinism on the Web
Surviving and Thriving in a Web 2.0 World
Web 2.0 Expo San Francisco
01-04-2009
Sören Stamer
twitter.com/heartnsoul
200th Anniversary
Life needs to evolve
More than 99.5% of all species are extinct.
Tough Times! But why?
Massive networking drives change
Seven consequences
1. Increasing Dynamics
6000+ days
2. Rising Complexity
...makes it impossible to predict, so better stay agile
3. Increasing Transparency
RateMyCop.com
...creates opportunities & crises
5. Collectively smarter
...or collectively dumber
6. Abundance of options
...creates a scarcity of attention
7. Exponential Growth

Photo: dreamstime.com
Fold it **100** times!
1.3 trillion light-years
14.4x
our whole
universe

Photo: dreamstime.com
How deep is the impact?
Brain of a Mouse

Photo: dreamstime.com
Fundamental Change
10 useful patterns & how to exploit them?
Websites evolve: Content is king. Engaging people!
1. Empower your community & build a tribe
OWNERSHIP HAS ITS PRIVILEGES. DISCOVER EVERY LAST ONE.

JOIN THE FAMILY YOU'VE ALWAYS WANTED.

YOU OWN A SUPERIOR MACHINE. PROTECT IT ACCORDINGLY.

TURN THE HANDLEBARS AND COUGH.

SPEND LESS TIME PAYING AND MORE TIME RIDING.

GET FAMILIAR WITH THE THRILL.

TOOLS FOR OWNERSHIP

OVER A MILLION BROTHERS AND SISTERS. BOUND BY THE PASSION TO RIDE.
Feedback loops rule
2. Engage in conversations
Emotions connect us

i love that when Johnny saw a fountain today he said "Look, Daddy! Silly water!"

i love getting let in to shows early.

Aw, that was so cute.  
i love hearing happy stories on the news.

working nights in the burg, with cage and my student, so far all we've done is coffee run.....

i love tims

Fell asleep ages ago thinking I'd come to bed too early! Now woken to the sound of the rain on the sea outside my window...

i love this movie) while eating some 100 calorie popcorn goo me
3. Be personal
Virality is power
4. Make your ideas more contagious
Personal resonance counts
5. Use established paradigms
Open & focused wins
6. Open up and do less
What are you doing?

Latest: @mattiendo génau, wo soll das alles bloß hinführen? #schlagbenstar about 4 hours ago

jowyang @kyeung808 Yup the #svtweetup is different from the one by @svbizjournal. Ours will be in Mid April, prob in South bay and in SF. 5 minutes ago from walk in reply to kyeung808

mbalara A “friend” just came & took her bed unannounced, leaving me with none. Crr, 5 minutes ago from Tweable

BreakingNewsOn AP: Indonesian rescue agency says the number of people killed in a dam burst has climbed to 69 2 minutes ago from BNO Headquarters

jowyang Just spoke with @stellau, she’s planning the Silicon Valley Tweetup. Follow her for details #svtweetup 9 minutes ago from walk

BreakingNewsOn A new “explosive” eruption has occurred at the Redoubt volcano in Alaska within the last hour; cloud height about 40,000 ft above sea level. 6 minutes ago from BNO Headquarters

David: The Flanger. Dj’s, please, please don’t use it. Appreciated. 6 minutes ago from mobile walk

stejules More IT Pros Could Turn To E-Crime In Poor Economy http://t.co/IytY 9 minutes ago from Twitterrific
Evolution is hard to predict
7. Let it go
Website Traffic Analysis
Learn What's Working on Your Site
Integrated Web Analytics
Lyris.com/Demo

Traffic Stats  Contact Info  Related Links

Traffic Rank  Reach  Pageviews  Pageviews/User  Bounce Rate  Time on Site

Daily Reach (percent)
facebook.com  myspace.com

Percent of global Internet users who visit facebook.com:

- Yesterday: 16.89%
- 7 day avg: 16.72%
- 1 month avg: 16.627%
- 3 month avg: 15.506%
- 3 month change: 32.29% 🟢

Where people go on Facebook.com:

- 25.4X  facebook.com

Compare to: myspace.com

Tools
People pay for attention
8. Provide ways to earn attention
“Just Drawn This Way”

111 Minna Gallery
Categories: Art Galleries, Bars
Neighborhood: SOMA
111 Minna St
San Francisco, CA 94105
(415) 974-1719

111 Minna was one of the first downtown night spots that I went to - when I first moved to the city.

I have to admit that many of my first experiences here were just kinda meh. The crowd just wasn't really my kind of crowd. The music just wasn't my kind of music. The lights were a little too bright. It just wasn't me.

But I've come to learn that a venue is more than 1 or 2 similar events which they may host. To really appreciate a venue you have to see it in a variety of different contexts (that being said I'm fully aware that first impressions are often a space's first shot with most).

I'm glad that I've been able to see 111 Minna's potential and capability as an event space, through a plethora of different events now; including everything from Spark's Blissful Sugary fundraiser to the SFAIAPP launch party. I was particularly impressed by 111 Minna as a event space when I attended the Suite Jesus event here this past Friday. It was my kind of scene. My kind of music. And though the lights were still a little too bright (which did allow you to see the art through) - it felt right.

What makes 111 Minna such a unique and great space: is their size, their gallery potential, their ability to host different music in their partitioned off areas, their accessible location, their bathroom layout, their free water stations, and their staff.

1.) In terms of space - 111 Minna is down to host a large amount of people pretty effortlessly, while still allowing people to breathe and move around.

2.) As far as their gallery - it's constantly rotating with unique art pieces. Some of the art is hit or miss depending on the event coming in, but it's always worth checking out, regardless.
The web without websites
9. Enable multiple touchpoints for your services
China als Wachstumsmarkt für Opel?
Making money because of...
10. Find ways to offer a great service for free
It's here!
Skype has arrived for the iPhone and iPod touch.

Learn more
Available on the iPhone App Store

Skype on your cell phone
Unlimited* Skype calls to friends around the world without a computer or internet connection. Skype To Go works with your regular cell phone and voice plan.

Call phones from Skype
Call landlines and cell phones at great rates. Simply pay as you go or pay monthly for unlimited calls to landlines with a subscription.
Please don`t be surprised

Photo: dreamstime.com
What can CoreMedia do for you?
CoreMedia
Return on Engagement

Photo: dreamstime.com
Multi-Touchpoints
One Service
Reaching and Engaging People Wherever They Are
CoreMedia Editor Dashboard
Real-time engagement with your customers

- One click actions
- Real-time analysis
- Feedback of users
- Notifications
CoreMedia CMS & Social Software
Open & flexible
A German beer plus a signed book
@CoreMedia booth 725, tomorrow at 4pm
Your Questions
CoreMedia
Return on Engagement

Revenue & Growth
» Reach
» Engagement

Cost optimization
» Efficient business processes
» Technology saving
» Fast projects

Risk reduction
» Avoid outages
» Avoid project delays
Customers

Corporate Website

The corporate website is the global customer interface for international companies. With CoreMedia, you can combine heterogeneous brand portals, languages and country-specific sites within a single content infrastructure. The same content can be utilized for multiple websites.

Blogs

Web 2.0 Expo San Francisco: Darwinism on the Web - Surviving and Thriving in a Web 2.0 World

Sören Stamer of CoreMedia AG

Do you plan to come to the Web 2.0 Expo in San Francisco? If yes, I like to invite you to meet me there and enjoy my presentation titled Darwinism on ...

News

Discretex and CoreMedia to demonstrate the world’s first OMA DRM-compliant solution for mobile video streaming

03/18/2009 Dusseldorf, Germany/ Beijing, China

Based on the OMA DRM 2.1 standard, service providers can generate additional revenues.

Internet World 2009 - business in the digital age

04/28/09 - 04/30/09 London

Meet Chris Chamberlain (CoreMedia) at the Internet World 2009 in London - booth E200.