

# **~~ARRESTING AUDIENCES~~** **CO-CREATING COMMUNITY** ***Familiarity Breeds 'Content'***



## Content developer, consultant, service director

- 95- 04 UK, BBC Senior Dev Producer - Social Interactive TV
- 03-05 US, Interactive TV Producer
- 05 - 10 LAMP Advanced Media Production @ AFTRS
- 05 - Lecturer Multi Platform Production MetroScreen, AFTRS etc:
- 05 - Personalizemedia Power 150 Media/Marketing Blog
- 06 - MUVEDesign (Alternate & Augmented Reality, Virtual Worlds)
- 10 - StoryLabs (Oz, US, UK, Canada)





BROOKE BURGESS Canada	BRIAN SETH HURST US
MARISSA COOKE Australia	EVAN JONES Canada
SEAN COLEMAN UK	ALEX MAYHEW Canada
MATT COSTELLO US	LAUREL PAPWORTH Australia
KELLY CHAPMAN Australia	ROBERT PRATTEN US
SOHAIL DAHDAL Australia	NEIL RICHARDS UK
SIOBHAN O'FLYNN Canada	JIM SHOMOS Australia
GUY GADNEY Australia	MAURICE SUCKLING UK
BRENNA HAJEK HUMPHREYS US	DAVID VARELA UK
NATHANIEL HANSEN US	TONY WALSH Canada
GARY HAYES Australia	TIMOTHY WILDE Australia
	JENNIFER WILSON Australia
	TIM WRIGHT UK

network

storylabs

Creative Development, Transmedia Innovation

click here for main site

STORY FUTURES

STORYLABS

USER AUDIENCE

DISCOVER

FORUMS

BLOGS

Search

Engaging Users

Earlier this week called *Arresting Audience* all about identifying and reaching an audience as the word here because we are paradoxically talking about the audience members' but do you have other great examples? See below. The focus of many [...]

Engaging Users

No Comments •

HEALING THE ECOSYSTEM AND THE HUMAN SOUL

2 Comments •

admin

Log Out

Members

Search

Recently Active Member Avatars

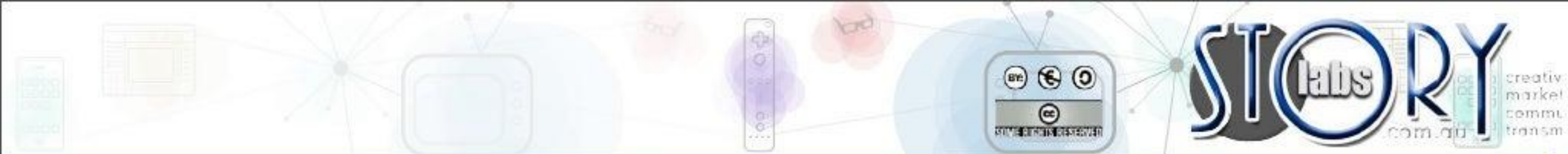
**ARRESTING AUDIENCES**  
by **Gary Hayes** CCO MUVI  
@garyphayes - [gary@personalizemedia.com](mailto:gary@personalizemedia.com)



## Talk Synopsis

- ☒ Why? Networked Media StoryTelling
- ☒ Audience becomes User Community
- ☒ Step 1 - Nurturing Your Audience
- ☒ Step 2 - Networked Media StoryTelling
- ☒ - "From Small Acorns" Case Studies Part 1
- ☒ "Case Studies Part 2 - during the pre lunch panel

These slides will be up on slideshare at  
<http://www.slideshare.net/hayesq31>



## First a Quick Survey

Put hand up if YOU and/or your FILM or OTHER project

Have a dedicated Facebook Page

If you regularly use Twitter

If you have a dedicated YouTube Channel

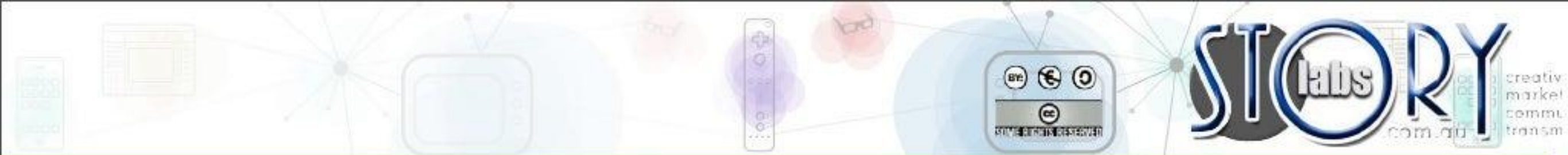
If you regularly update a blog

If you are a LinkedIn member

Hands down

Hands up - If you are on all of the above?!





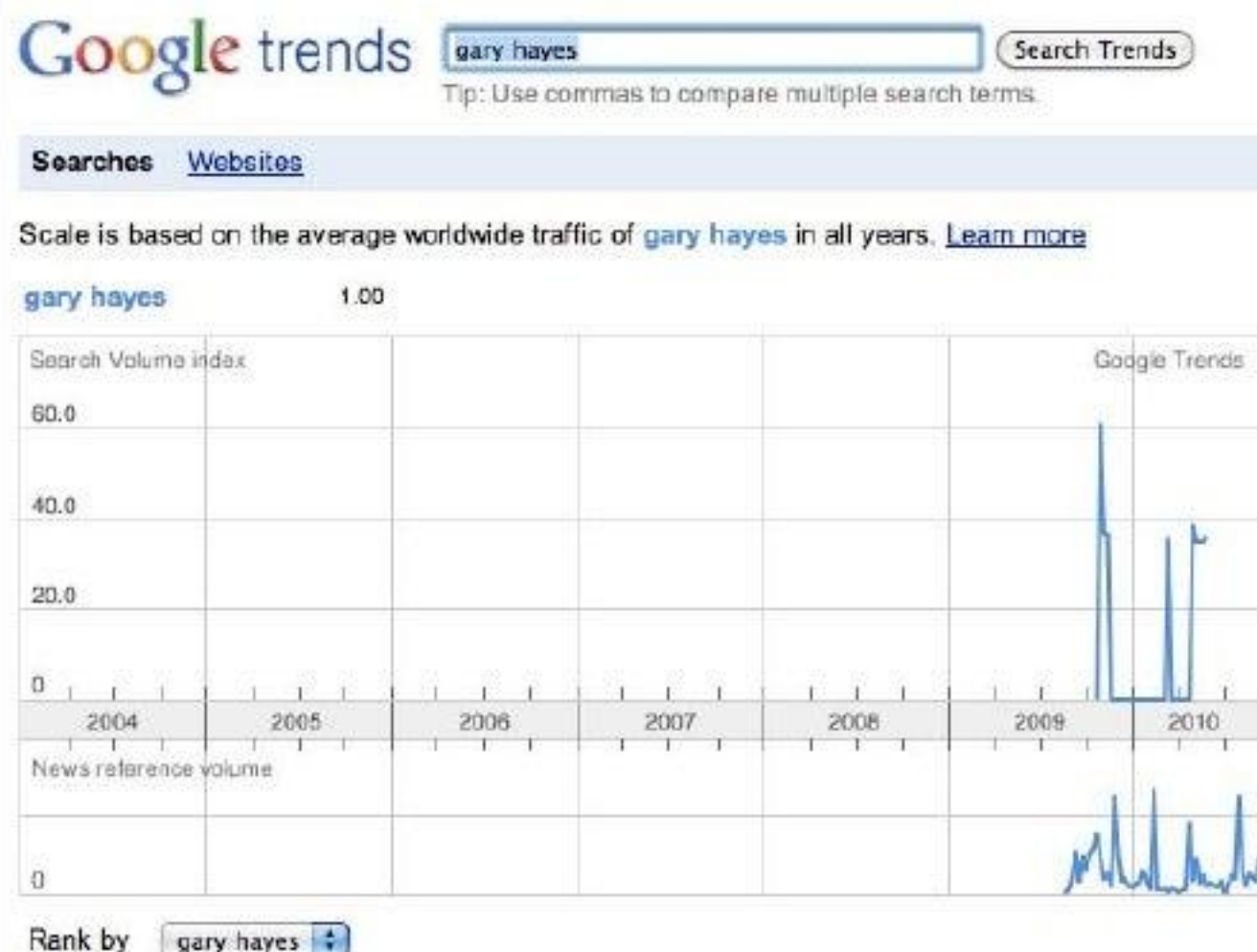
## Why? Networked Media StoryTelling



# Why? Networked Media StoryTelling



## Here arrives everybody





# Why? Networked Media StoryTelling



## Influence - trends

Google trends

Two Fists One Heart, gary hayes

Search Trends

Tip: Use commas to compare multiple search terms.

Searches Websites

Scale is based on the average worldwide traffic of **gary hayes** in all years. [Learn more](#)

Google trends

cedar boys, gary hayes

Search Trends

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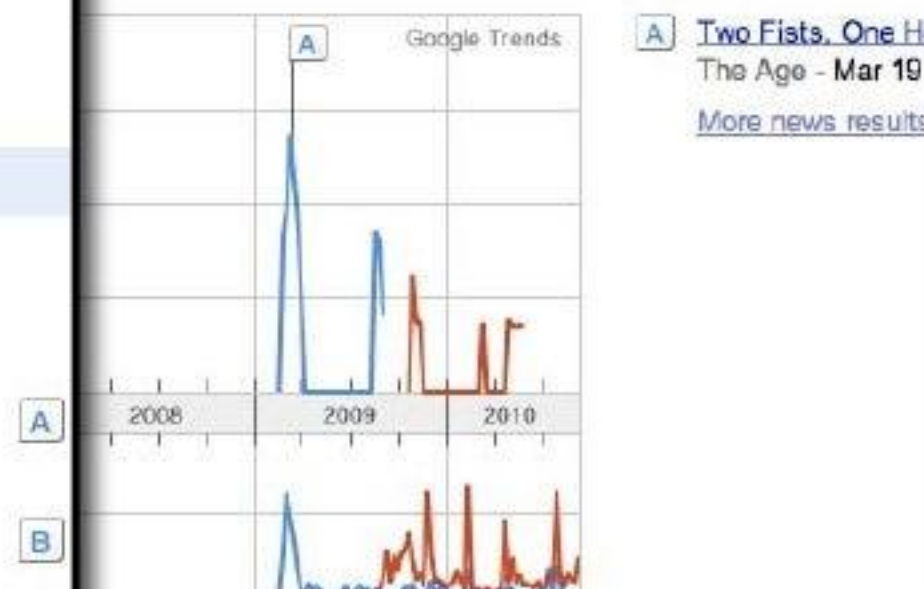
Scale is based on the average worldwide traffic of **cedar boys** in all years. [Learn more](#)

cedar boys

1.00 gary hayes 0



Rank by cedar boys

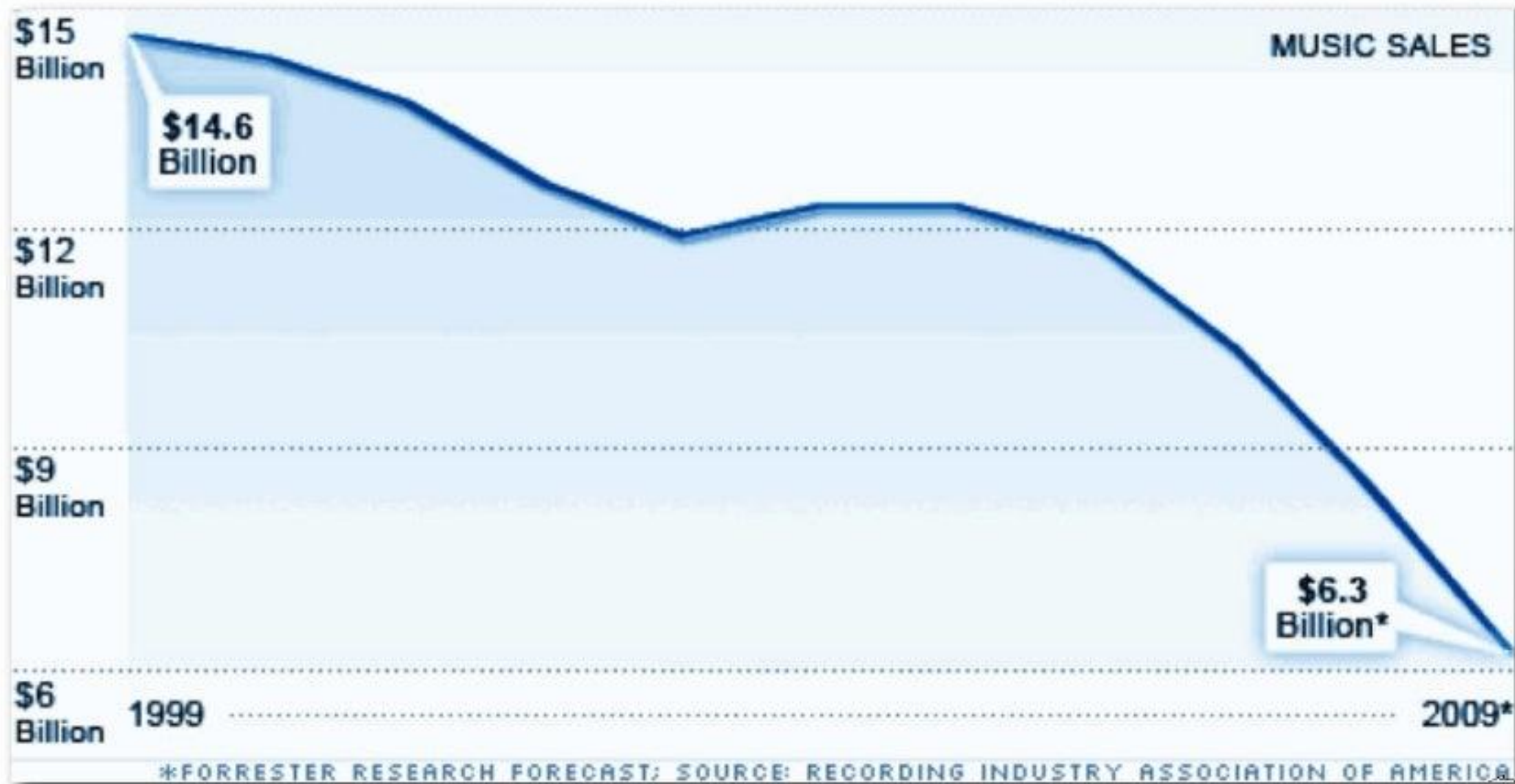


### Cities

1. Atlanta, GA, USA
2. Dublin, Ireland
3. Sydney, Australia
4. Melbourne, Australia
5. Los Angeles, CA, USA
6. London, United Kingdom
7. New York, NY, USA



## The Music Industry Decline - Film and TV next?





## Where's the Audience Going?

Tim Kring - writer, producer Heroes, Crossing Jordan



<http://www.nbc.com/heroes/evolutions/>



## Where's the Audience Gone?

### Banff TV producers eye ways to woo viewers

Group looking to draw audiences back from online By Etan Vlessing

BANFF, ALBERTA -- Nathan Mayfield, founder of Australian cross-platform producer Hoodlum, recently took a phone call from a North American broadcaster asking him to locate and recapture lost TV audiences online.

"He said, 'Our TV show just went to air, we've lost half the audience, **and I can't find them elsewhere in the ratings,**' " he recalls.

"It's all about driving audiences back to TV, and not ignoring them when they go online," Mayfield said.



# Why? Networked Media StoryTelling



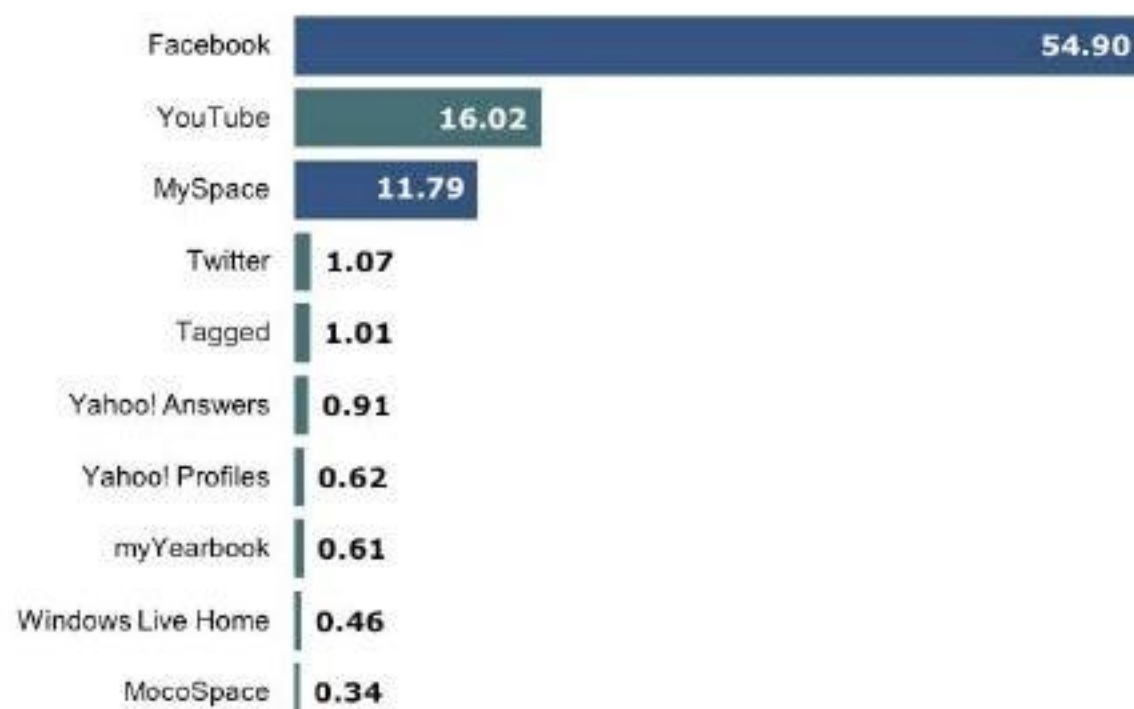
## Facebook - a new territory bigger than the US

### Top 10 Social Network Sites

by U.S. Market Share of Visits (%)




May 2010



Source: Hitwise

### facebook's population

ranked 3rd in the world.

	1. China	1,336,450,000		6. Brazil	192,651,000
	2. India	1,178,436,000		7. Pakistan	169,010,500
	3. Facebook	400,000,000		8. Bangladesh	162,221,000
	4. United States	308,898,000		9. Nigeria	154,729,000
	5. Indonesia	231,369,500		10. Russia	141,927,297

Data Source: Wikipedia

Design: TechXav / Zhou Tong

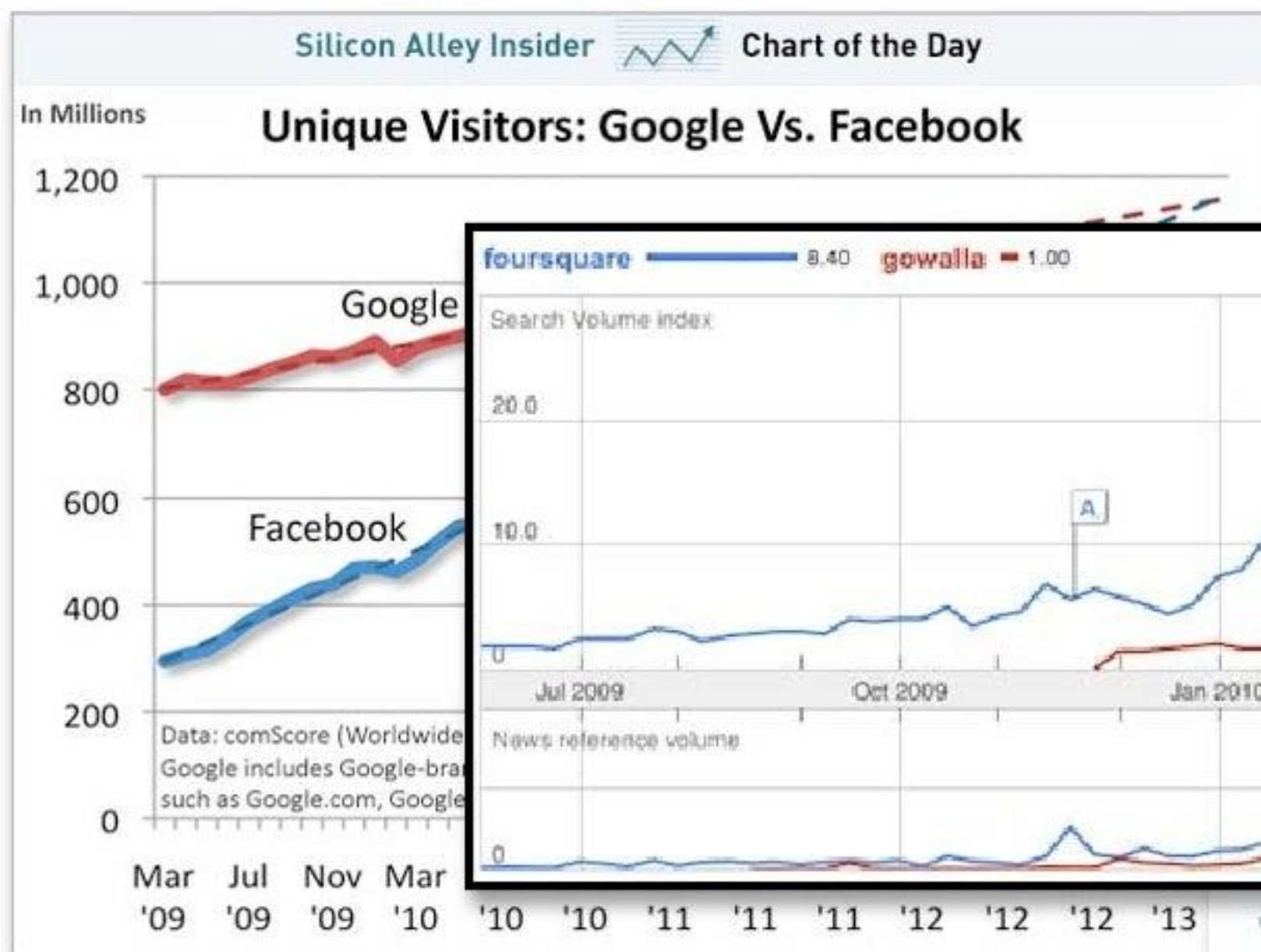
**Now 550 000 million**



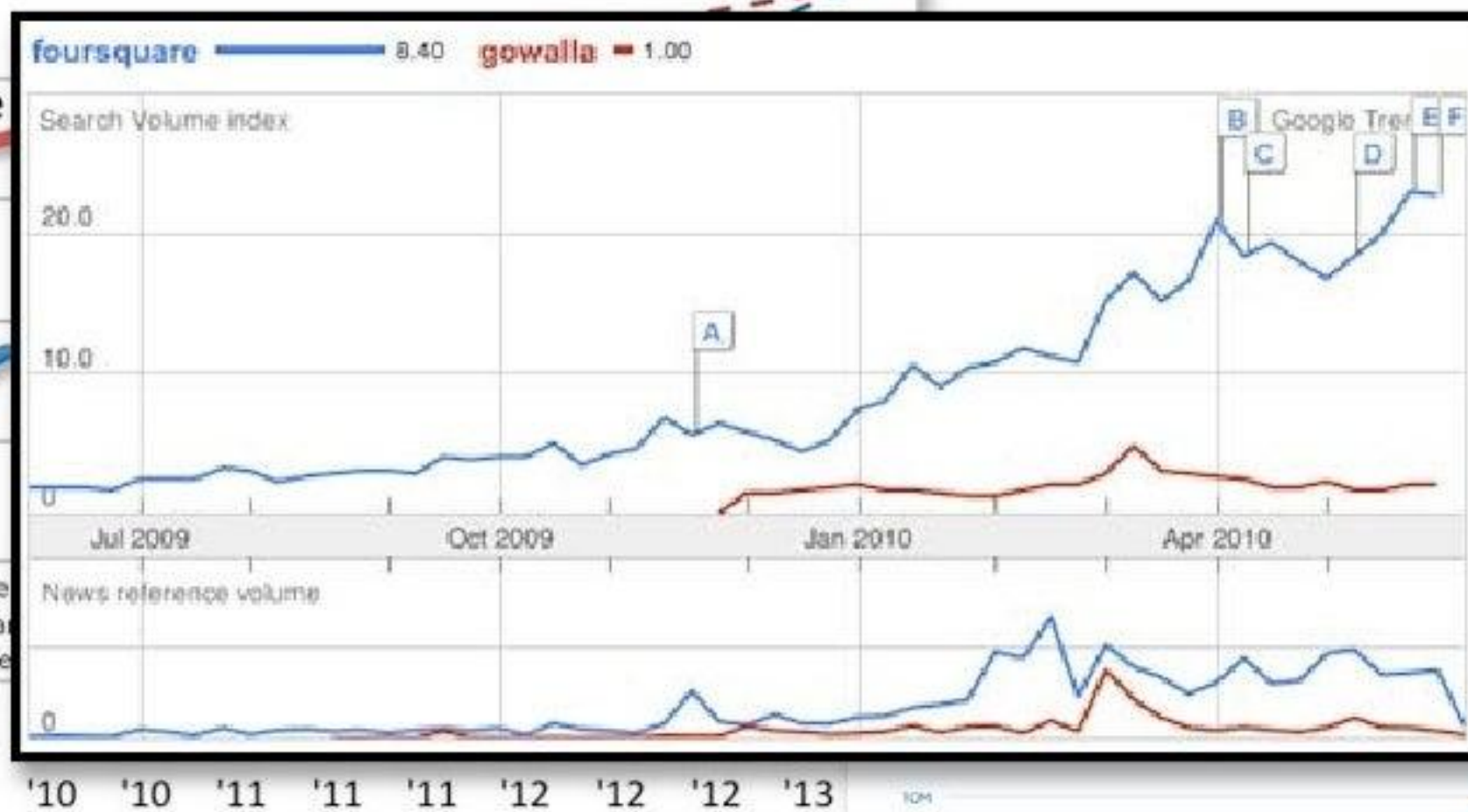
# Why? Networked Media StoryTelling



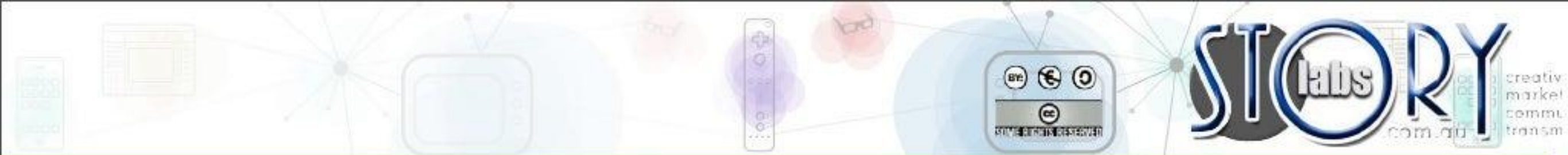
**In 2 years Facebook overtakes Google and be aware of geosocial growth**



the power of community  
**checkin** for any event &  
location based service







## Audience becomes User Community





## Why do you need your own creative community?

### *Online community members*

- visit Web sites nine times as often
- stay five times as long
- represent 65% of sales

*source: McKinsey & Company (ht Laurel Papworth)*





## Social Networks not just for “them geeky young folk”



Twitter's users, on average, are **39** years old

LinkedIn average age **44**

**Half** of those between 50 and 64 years of age have at least one social media account.

([Source flowtown](#))

U.S. users currently spend 23 percent of their time on the Internet using social networking platforms.

([Source Nielsen](#))

Today's average gamer is **34** years old & has played games for 12 years

More than a **quarter** of the gaming population is over 50.

([Source Entertainment Software Association](#))



## Facebook & Twitter conversation

"So, 21.5 million Australians. About 11 million to date are on Facebook with over 8 million "active" monthly (March 2010). How many Australian brands have "set up shop" to access Australian Facebookers do you think?" Laurel Papworth

### Australian Facebook Fanpages by Member Numbers

- |  |   |
|--|---|
| 1. <a href="#">ACDC</a> 1,950,000  | 13. <a href="#">Steve Irwin</a> 204,000   |
| 2. <a href="#">Bananas in Pajamas</a> 1,132,000 (others include <a href="#">BiP</a> 643,000)   | 14. <a href="#">Mr Squiggle</a> 200,000 ABC TV?   |
| 3. NZ <a href="#">Flight of the Conchords</a> 726,000 and <a href="#">here</a> 93,000          | 15. <a href="#">Hillsong</a> 198,000  |
| 4. <a href="#">Hamish &amp; Andy</a> 648,552   | 16. <a href="#">Hugh Jackman</a> 191,000  |
| 5. <a href="#">Hey Hey It's Saturday</a> 432,000   | 17. <a href="#">Nick Cave and the Bad Seeds</a> 182,000   |
| 6. <a href="#">Australia</a> Tourism Australia 372,000 fans <a href="#">unofficial</a> 169,000 | 18. <a href="#">Triple J</a> 178,000  |
| 7. <a href="#">Peter Andre</a> 364,000 from Australia's New Faces, then Britain                | 19. <a href="#">Bonds clothing</a> 175,000  |
| 8. <a href="#">Ugg Australia</a> 330,000   | 20. <a href="#">Stephanie Rice</a> swimmer 168,000  |
| 9. <a href="#">Billabong</a> Girls 290,000   | 21. <a href="#">The ANZACS</a> 150,000  |
| <a href="#">Billabong</a> 200,000  | 22. <a href="#">Fifa World Cup Bid</a> 138,000  |
| 10. <a href="#">Pringles</a> 261,000   | 23. <a href="#">Home and Away</a> 138,000   |
| 11. <a href="#">Bubble O Bill's Icecreams</a> from Streets 260,000                             | 24. <a href="#">State of Origin</a> 138,000   |
| 12. <a href="#">Kylie Minogue</a> 206,000 (spelt Kyle in URL)                                  | 25. <a href="#">Vegemite</a> 133,000 and <a href="#">Vegemite on Toast</a> 105,000 (unofficial) |

<http://laurelpapworth.com/fanpages-list-of-top-100-australian-facebook-fan-pages/>



# Audience becomes User Community

## Facebook Fan Pages - Top Australian Film?

38. The Hangover movie 62,000 from Mab



126. Filmmakers Australia 6,700



76. Paranormal Activity (film) Australia 19,000



114. Avatar Australia 9,000

<http://laurelpapworth.com/fanpages-list-of-top-100-australian-facebook-fan-pages/>

ARRESTING AUDIENCES Melbourne 24 Sep 2010

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# Audience becomes User Community

## Misperception of Communities

### 1. They are external, out there





✓ Audience becomes User Community



## Mis-interpretation of Communities - 2. Complex, Suffocating



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