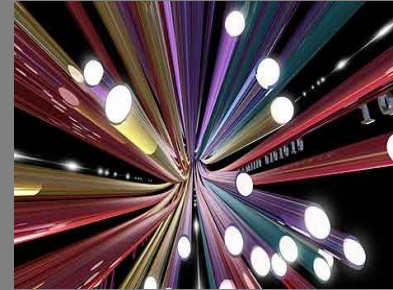


How Social Media is Reinventing Content Generation, Distribution and Consumption.

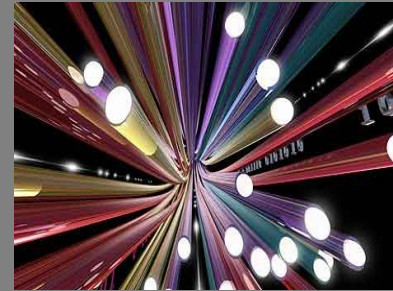
Moses Kemibaro, Dotsavvy Limited
Strathmore ICT Conference
5th September 2009



Leading Thought.

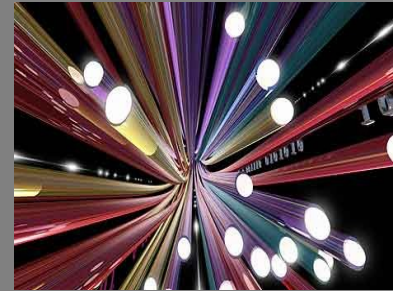
“My readers know more than I do. And if we can all take advantage of that, in the best sense of expression, we will all be better informed”.

- Dan Gillmor, Technology Writer and Blogger, Author of “We the Media”.



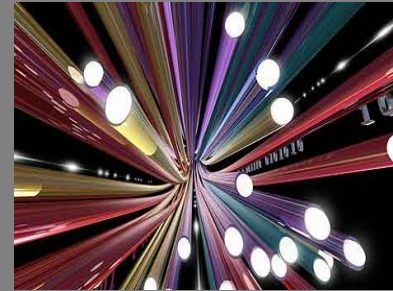
Traditional Media.

- Print, TV, and Radio.
- Monologue by design (one way).
- High operational costs.
- Specialized skills and training.
- Long bureaucratic processes.
- Well-established business models.
- Accountability for outputs.
- **Globally a declining industry.**



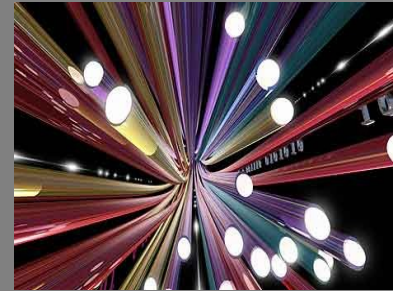
Social Media, on the other hand.

- Transforms monologues (one to many) into dialogues (many to many).
- Democratizes information, transforming people from content readers into publishers.
- Extremely popular since enables people to connect online for personal and business reasons.
- **Is growing much faster than traditional media**



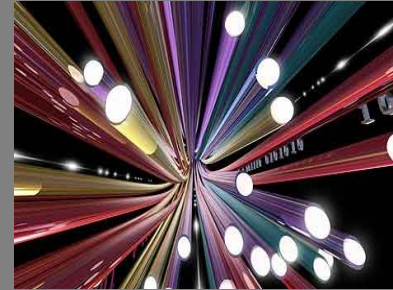
Social Media is NOT just about Technology.

- Social media is content created by people using highly accessible and scalable publishing technologies.
- Is a shift in how people discover, read and share news, information and content.
- Is a set of technologies, tools and platforms facilitating the discovery, participation and sharing of content.
- **Social media changes media rules**



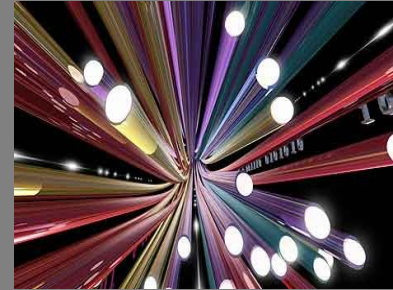
Drivers of the Social Media Revolution

- **Reach:** scalable and global.
- **Accessibility:** highly available and low cost.
- **Usability:** easy to use.
- **Recency:** instantaneous responses.
- **Permanence:** can be altered almost instantaneously.



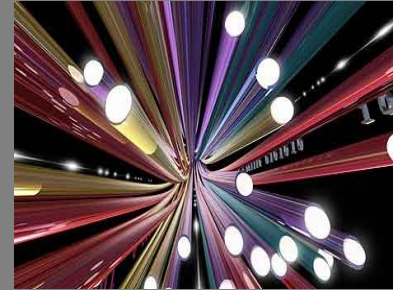
Types of Social Media.

- Blogs
- Wikis
- Videos
- Podcasts
- Pictures
- Forums
- Images



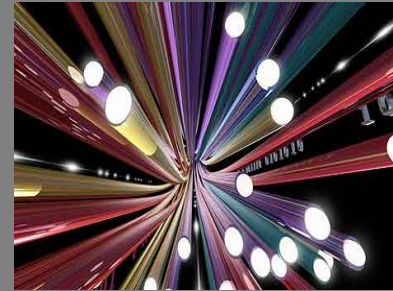
Popular Social Networks.

- Digg – News Sharing.
- Facebook – Social Utility
- YouTube – Video Sharing
- MySpace – Social Utility
- Twitter - MicroBlogging
- Flickr – Photo Sharing
- Blogger – Blogging
- Wikipedia - Crowdsourcing



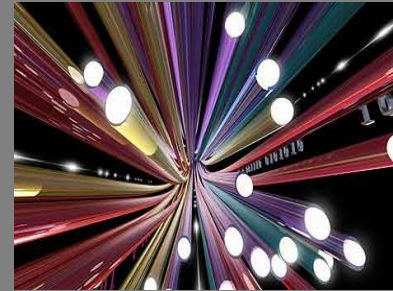
Kenya is ripe for Social Media.

- Email and SMS are popular choices for low-cost communications.
- Falling prices and improving access to the Internet country-wide.
- SEACOM and TEAMS cables go live
- ICT Bill passed in 2009.
- 4+ million internet users and 17+ million mobile subscribers.
- Alternative payments (M-PESA/Zap)



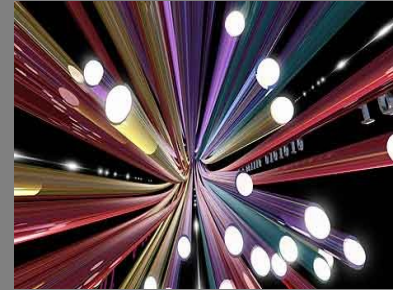
Social Media Trends (Universal McCann 08)

- 83% watch video clips, up from 62%
- 78% read blogs, up from 66%
- 57% of internet users are now members of a social network
- RSS consumption is growing rapidly up from 15% to 39%
- Podcasts are now mainstream digital content, listened to by 48%



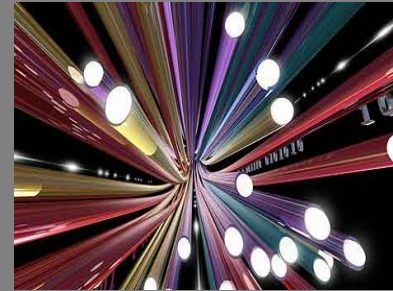
Social Media is Global! (U/M 08)

- 22% of social network users have installed a widget or applications
- 55% have shared photos, 22% have shared their videos, 31% have started a blog
- In China 70% of internet users write a blog (42 million), USA (26 million), Philippines 66% and Mexico 60%
- Social networking – Philippines 83%, Hungary 76% and Poland 76%



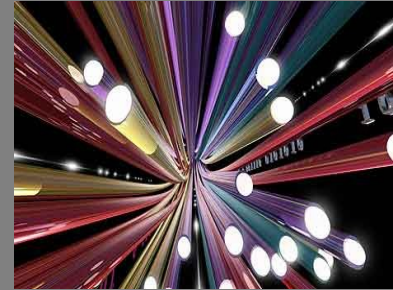
Global Social Media Rankings (alexa.com)

- Facebook – No. 3
- YouTube – No. 4
- Wikipedia – No. 6
- Blogger – No. 7
- MySpace – No. 11
- Twitter - No. 14
- WordPress – No. 19



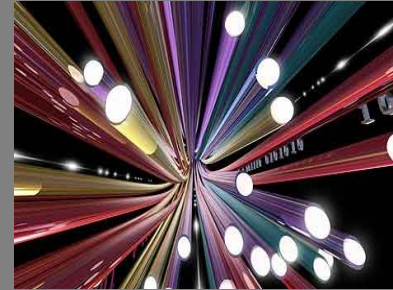
Kenya is not that different... (alexa.com)

- Facebook – No. 3
- YouTube – No. 5
- Blogger – No. 6
- Wikipedia – No. 8
- Twitter – No. 13
- Tagged – No. 14
- Wordpress – No. 18
- **Nation is No. 11 & Standard No. 17**



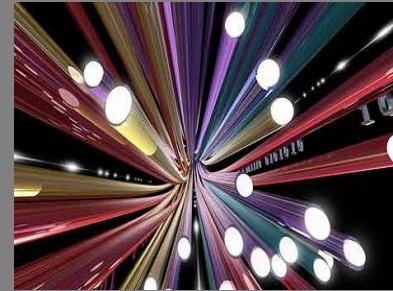
Kenya's mobile web? (opera.com/smw)

- Facebook.com is No.1 and Wikipedia is No. 4.
- Page-view growth since April 2008: 572.6%
- Unique-user growth since April 2008: 146.4%
- Page-views per user: 37
- **Kenya leads Africa in page views at 372 pages on average each month.**



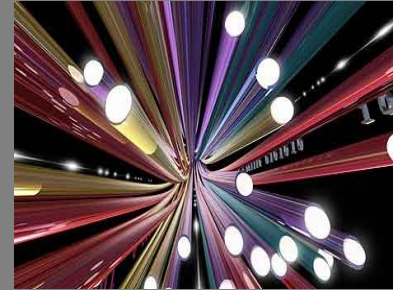
The Rise of Citizen Journalism.

- People without professional journalism training using the Internet to create, augment or fact-check media.
- Provides independent, reliable, accurate, wide-ranging and relevant information for the General Public.
- User-generated content (UGC) refers to various kinds of media content that is produced by consumers.



Citizen Journalists break news faster!

- The death of Michael Jackson (Twitter)
- The US Airways plane landing in the Hudson (Twitter).
- The disputed Iranian Election (Twitter)
- The Nakumatt Downtown Fire (Bloggers)
- Post-Election Violence (Ushahidi).



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 [Rezwan](#) · 19:41, September 4th, 2009 · [Sub-Saharan Africa](#) , [Americas](#)

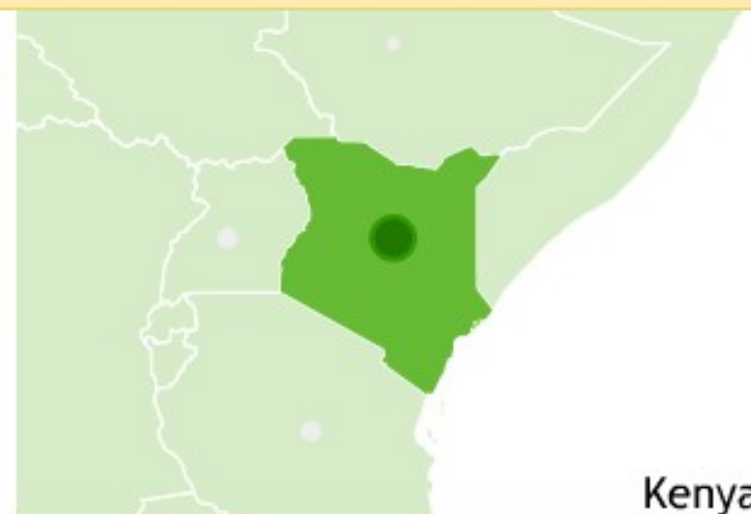
In recognition of the hundreds of HIV-positive bloggers chronicling their lives worldwide, a group of online activists affiliated with *Rising Voices* have created a new guide to blogging about HIV/AIDS. [0 comments](#) · [read »](#)



Azerbaijan: Detained video bloggers go on trial



 [Onnik Krikorian](#) · 15:07, September 4th, 2009 · [Central Asia & Caucasus](#)
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Kenya

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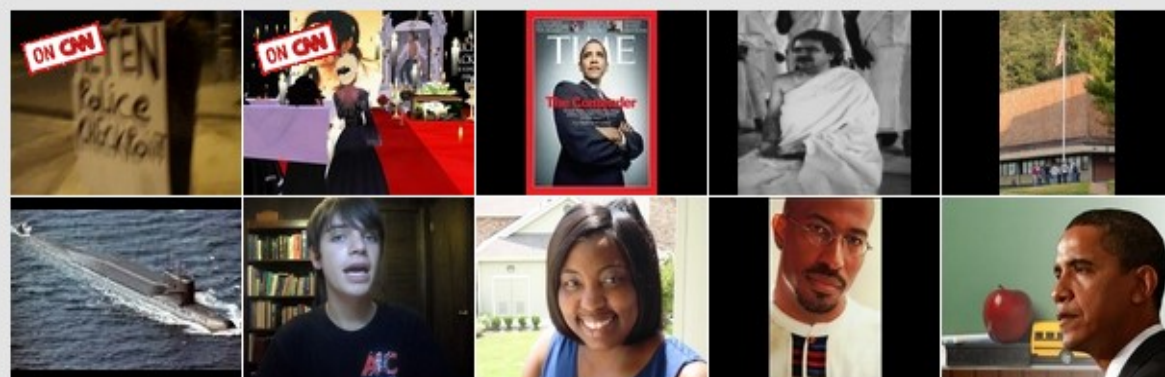
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Page last updated at 16:42 GMT, Thursday, 30 July 2009 17:42 UK

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The rise of Iran's citizen journalists

Digital Planet

Dave Lee

BBC World Service

It has been 40 days since Neda Agha-Soltan, a young Iranian woman, was killed during an anti-government protest in Tehran.

Within hours, graphic scenes showing her final seconds of life dominated newspapers and bulletins over the world.



Protests over Iran's election led to a

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Ehud Olmert on Trial

Former Israeli Prime Minister to be tried for 'bribery, fraud and breach of trust'

Former Israeli Prime Minister Ehud Olmert was indicted on August 30, on a string of corruption charges and will be the first top government official in office, to sit in court on charges of suspected abuse of high power.... (Yehonathan Tommer)



NZ Has Highest Youth Suicide Rate

Results 'shocking' say child support groups

A report on the welfare of children in OECD member countries has found New Zealand to have the highest youth suicide rate in the developed world.... (Rich Bowden)

We Just Lost Two Good Men!

[Diary] No end in sight to the California fires

The author gives on-the-ground coverage of the fires that are sweeping through California and his neighborhood.... (Kim Fahey)



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- 'A Smart Mob Is Not Necessarily a Wise Mob'

CITIZEN JOURNALISM

An Interview I Did Not Do

Nevertheless, in a way I did my job, says

Featured Writers of the Week



Brian Orndorf

'The Final Destination'



Eric Shackle

New York's Elvira Oliver (99) is World's Oldest Blogger



Yehonathan Tommer

Ehud Olmert on Trial



Bright B. Simons

The Electric Bell-Bottom Pantyhose

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



11:36 PM Jan 15th from TwitPic



jkrooms
Janis Krums

Twitter username



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Posted on January 16, 2009
by [jkrums](#)



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New York plane crash: Twitter breaks the news, again

Twitter has once again led the media and the blogosphere in breaking news.

By Claudine Beaumont

Published: 11:29AM GMT 16 Jan 2009

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Posted on January 15, 2009
by jkaums

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Graphic: Flight 1549

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[40 people feared dead in Nakumatt fire | Breaking News Kenya](#)

30 Jan 2009 ... Forty people are missing and are now feared dead in the **Nakumatt fire** that brought down the historic building that once housed the ...

www.breakingnewskenya.com/.../40-people-feared-dead-in-nakumatt-fire/ - [Similar](#)

[2009 Nakumatt supermarket fire - Wikipedia, the free encyclopedia](#)

The 2009 **Nakumatt** supermarket fire occurred when a supermarket in downtown Nairobi, **Kenya**, caught fire on 28 January 2009. Twenty-nine remains have thus far ...

en.wikipedia.org/wiki/2009_Nakumatt_supermarket_fire - [Cached](#) - [Similar](#)

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1 Feb 2009 ... What we saw in the **Nakumatt fire** was horrible. The management of this supermarket should be made to compensate the bereaved families. ...

www.nation.co.ke/News/-/1056/522832/-/.../-/index.html - [Cached](#) - [Similar](#)

[Nakumatt Fire « Obama in Kenya](#)

Filed under: Uncategorized | Tags: **Fire Nakumatt** Nairobi **Kenya** Africa. I realize this is not Obama related at all. But I figured many of you would be ...

obamainkenya.com/2009/01/30/nakumatt-fire/ - [Cached](#) - [Similar](#)

[The Standard | Online Edition :: 40 feared dead in Nakumatt fire](#)

40 feared dead in **Nakumatt fire**. Published on 30/01/2009 ... A **Kenya** Red Cross official at the scene said 34 people were reported in their office as ...

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Ajang Korenilo tell me hw i can listen easy fm on web i just miss it

2 hours ago · [Report](#)



Nibeep Ndakam Pliz play me 'wat goz around' by T.I
Ur show bringz ma roof down.

2 hours ago · [Report](#)



Gilbert Langat Hi D I ur show is jst bt fantastic plz ply 4 me de power f lv



Michael Jackson Dies -- Celebs Go to Twitter

Posted Jun 25th 2009 7:13PM by [TMZ Staff](#)

Since news of **Michael Jackson's** death today, celebrity friends and fans have released the following reactions on their **Twitter** accounts:

Arnold Schwarzenegger: We lost a great entertainer and a pop icon. My thoughts and prayers go out to Michael Jackson's family, friends and fans.

Diddy: Michael Jackson showed me that you can actually see the beat. He made the music come to life!! He made me believe in magic. I will miss him!

Samantha Ronson: His music is just as relevant now as it was the day they pressed record, I'm sure it will remain so for generations to come.R.I.P.Mr Jackson.

Dane Cook: I'm dedicating my show 2night to Michael Jackson. THRILLER got me laid. Well... At least thats what I told my friends.

Heidi Montag: the world has suffered a GREAT loss today Michael Jackson my thoughts and prayers are with his family, friends, and fans God bless.





KenyaAirways

▶ **Following** - Device updates OFF

LAUNCH:Kenya Airways Taking Off to Gaborone Today
<http://www.kenya-airways.co...>

10:39 AM Sep 4th from web

Our On Time performance for 3rd September,2009 was 80%.Arrive punctually with Kenya Airways!

8:47 AM Sep 4th from web

Fly Kenya Airways Between Nairobi-Gaborone and return from 4th September to 4th October and earn 25% more Award Miles <http://bit.ly/FBAward>

1:42 PM Sep 2nd from web

Name Kenya Airways
Location Nairobi,Kenya
Web <http://www.kenya-...>
Bio The Pride of Africa
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Deployments



Cuidemoelvoto

Ushahidi used to monitor the Mexican 2009 elections.



Stop Stockouts!

Tracking medicine stockouts in Kenya, Malawi, Uganda and Zambia.

[More deployments here](#)

Welcome to Ushahidi, which means “testimony” in Swahili, where we are building a platform that crowdsources crisis information. Allowing anyone to submit crisis information through text messaging using a mobile phone, email or web form.

Join up!

Ushahidi is a free and open source project with developers hailing from Kenya, Ghana, South Africa, Malawi, Netherlands and the USA

What it does?

The Ushahidi Engine is a platform that allows anyone to gather distributed data via SMS, email or web and visualize it on a map or

Links



BANKELELE

NAIROBI BANKER

TUESDAY, SEPTEMBER 01, 2009

Salute to Kenyan Stockbrokers Part I

Salute to Kenyan stockbrokers, investment banks and fund managers, and the capital markets authority (CMA) for their moves to improve transparency at the NSE of late.

When the **new rules** were announced early this year, few doubted that **licensees** (especially stockbrokers would comply, but the early signs are good.

One of the milestones was for the *publication of financial statements* by Collective Investment Schemes, Stockbrokers, Dealers, Fund Managers and Investment Banks twice a year; and this they did, **many baring their losses**, some with dubious figures or cosmetic summations, and some omitted profit & loss, but which their auditors will hopefully be able to reconcile at the end of the year.

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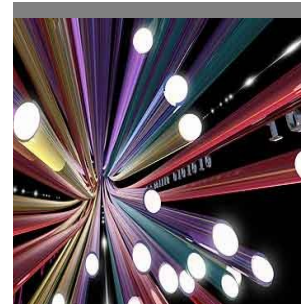
THURSDAY, SEPTEMBER 03, 2009

Ringera to Remain KACC Boss, MTA DO?



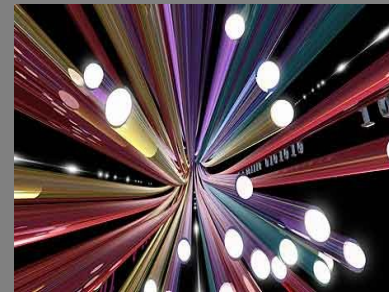
The so-called national outrage over President Kibaki's decision to **UNILATERALLY** re-appoint Justice Aaron Ringera as KACC boss is both misplaced and mischievous. Kibaki acted within the law and the dreamers are better reminded that there is only one centre of power occupied exclusively by President Kibaki.

ODM has been wrong footed once more. Just like when they continued with protests on December 30, 2007 and Kibaki was taking his oath of office. While ODM was drowning in celebrating their inconsequential by-election victories, Kibaki pulled the plug once again to show them who the real boss is.



Building the Social Media Bridge

- Ultimately, social media will not replace traditional media, at least not completely, it will evolve it.
- Traditional media is already merging social media into its business models.
- The trend to leverage social media as well as engaging consumers to become “citizen journalists” through “user-generated content”.
- **Social media is the the new media!**



Thanks! Questions?

Moses Kemibaro

Dotsavvy Limited

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t: www.twitter.com/moseskemibaro

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