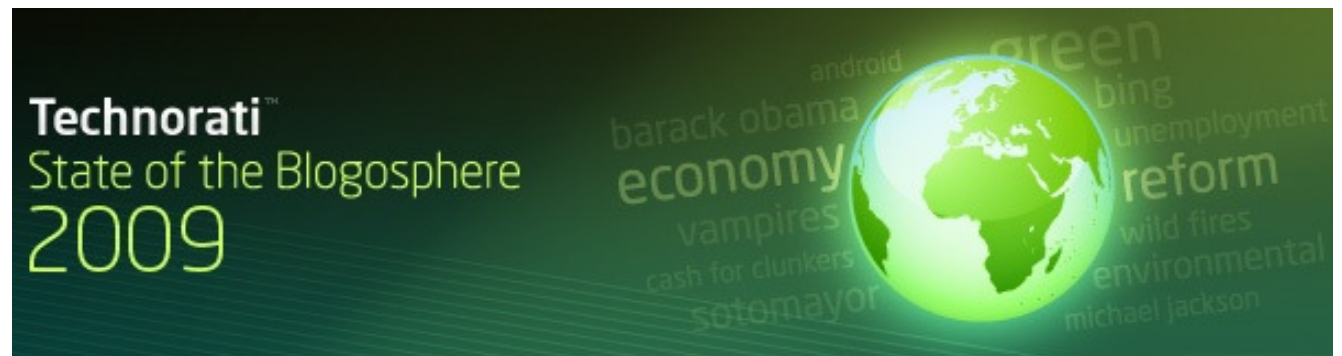




2009 | STATE OF THE BLOGOSPHERE

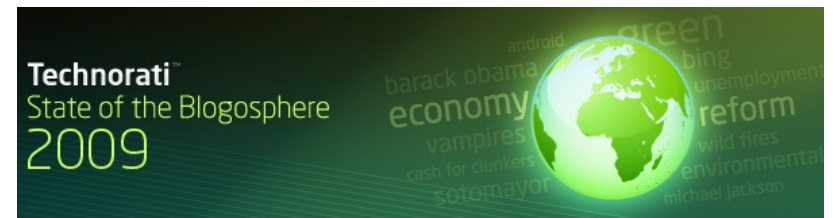


Presented To: Blog World Expo

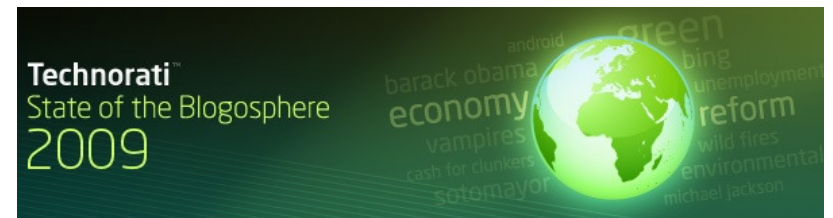
Presented By: Richard Jalichandra

Date: October, 2009

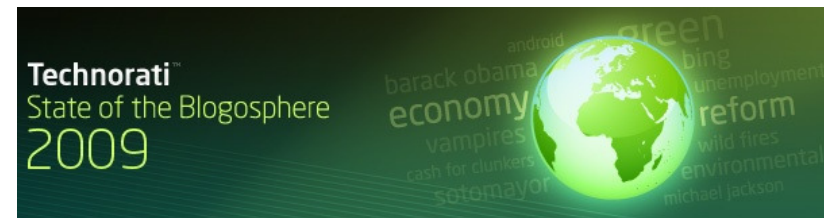
THE STATE OF THE BLOGOSPHERE IS...



WHAT'S THE #1 REASON PEOPLE BLOG?



CAN YOU REALLY MAKE A LIVING BLOGGING?



ARIANNA HUFFINGTON & MICHAEL ARRINGTON: WHAT DO THEY HAVE IN COMMON?

WHAT'S THE #1 SUCCESS METRIC FOR A PROFESSIONAL BLOGGER?

HOW MANY BLOGGERS ARE USING DISPLAY ADVERTISING?

HOW MANY BLOGGERS WORK IN TRADITIONAL MEDIA?

AND THE MOST PRESSING QUESTION...

HOW MANY BLOGGERS DOES IT TAKE...

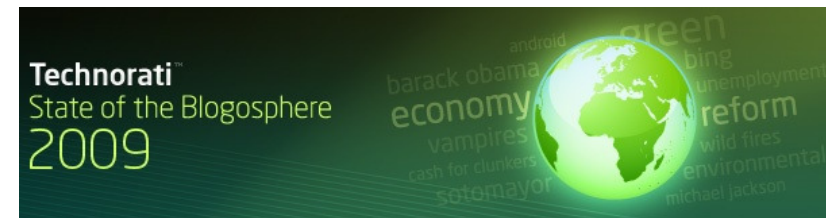
...TO SCREW IN A LIGHT BULB?

2008 SOTB: WHAT WE LEARNED

- In social media, the content is the conversation
- Blogs are media
- Brands are in the blogosphere
- There's a rising class of professional bloggers

2009 SOTB: WHAT WE'RE LOOKING AT NOW

- Dive deeper into the professional blogosphere
 - Professional blogging activities
 - Brands in the blogosphere
 - Monetization
 - Twitter & micro-blogging
- Our largest survey ever: 2,900 bloggers
 - Conducted by Penn, Schoen & Berland
- Interviews & profiles of 20 leading professional bloggers
 - Arianna Huffington, Michael Arrington & many more
- Technorati index data
- Lijit data



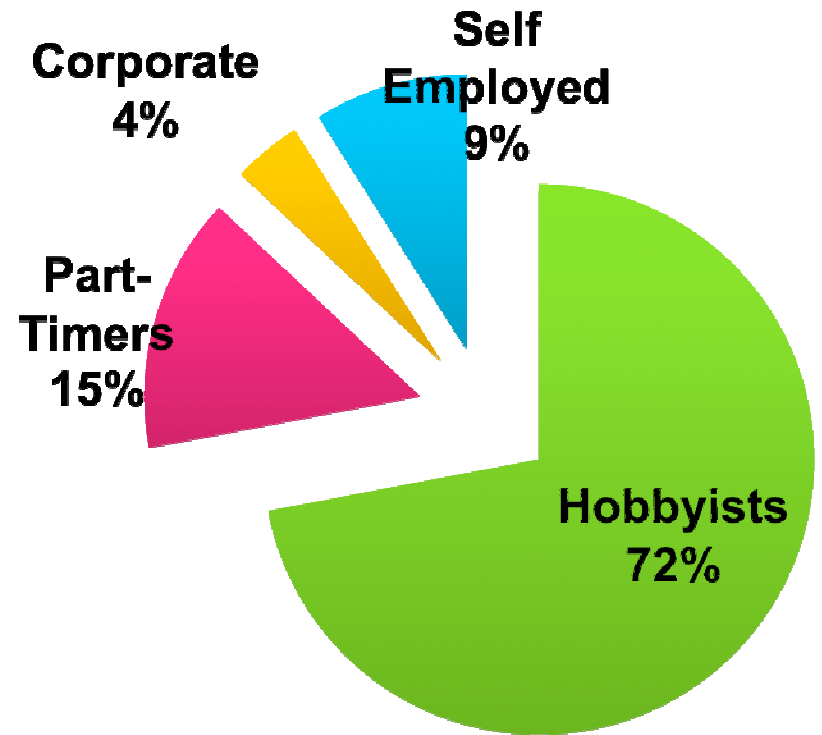
KEY FINDINGS FOR 2009

BLOGGER SEGMENTS

- **Hobbyists**
 - Blog for fun
 - Don't make money blogging – and only half would like to someday
 - Blog to express themselves (76%)

- **PROFESSIONAL Part-Timers**

- Blog to supplement their income, but don't consider it a full-time job
- Blog to share their expertise (75%)
- Blog to attract new clients for their business (72%)



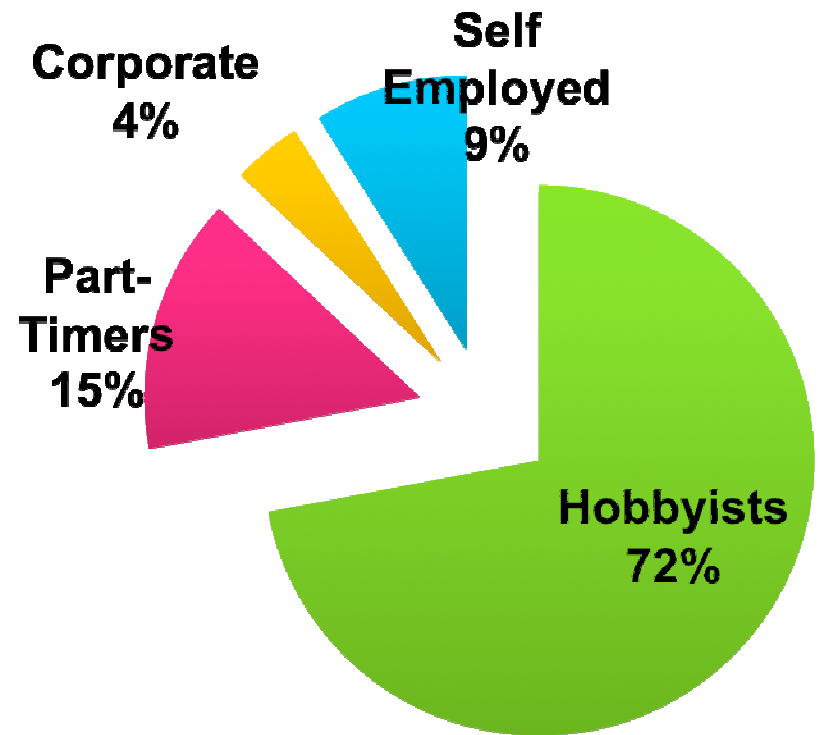
BLOGGER SEGMENTS

- **PROFESSIONAL Self-Employed**

- Blog full-time for their own company or organization
- 22% say that their blog is their company
- 70% own a company and blog about their business
- 10% blog 40+ hours/week

- **PROFESSIONAL Corporate**

- Blog full-time for a company
- 70% blog to share expertise
- 53% blog to attract new clients for the business they work for



WHO ARE THE PROFESSIONAL BLOGGERS?

- Two-thirds are male
- 60% are 18-44
- **More affluent and educated than the general population and hobbyist bloggers**
 - 75% have college degrees / 40% have graduate degrees
 - Half have an annual household income of \$75K+
 - One in three have an annual household income of \$100K+
- 2 out of 3 have been blogging more than 2 years
- Currently have an average of 4 blogs
- 17% say blogging is their primary source of income

PROFESSIONALS ARE EVEN MORE PROLIFIC IN 2009

- Bloggers blogged more this year, not less...

Hobbyists	Part-Timers	Corporate	Self-Employed
59%	73%	76%	80%

- Why more?

- Enjoy interacting with my audience 59%
- Enjoy interacting with other bloggers 46%
- Valuable for promoting business 35%
- Enjoy the attention 34%

- Why less?


- Work/family commitments 64%
- **Micro-blogging 34%**
- Social networks 32%
- Writing more for publications 12%

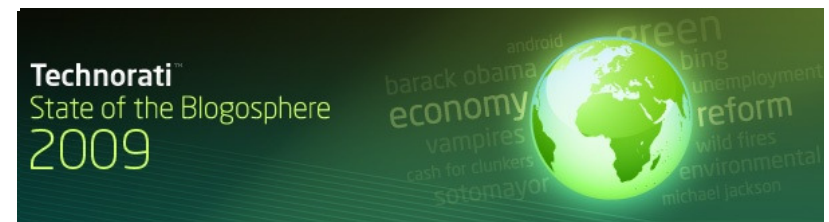
PROFESSIONAL BLOGGERS AND MAINSTREAM MEDIA

- **40% of bloggers have worked within traditional media**
 - Magazines 40% / Daily newspapers 28% / Radio 27%
 - Less than 1% of the US labor force was employed as a journalist in 2006
- 27% are still employed by the traditional media
 - 3 percent of all respondents blog for their traditional media employer
 - 24% blog separately
- 73% agree that blogs are getting taken more seriously
- **60% agree most people will get news & info from blogs in next 5 years**
 - 36% already do so now
 - 40% believe that newspapers will not survive in the next ten years

TWITTER



- 73% of all bloggers use Twitter vs 14% of the general population
 - **Part Timers** **81%**
 - **Corporate** **83%**
 - **Self Employed** **88%**
 - **2008 SOTB: only 41% of bloggers used Twitter**
- **All bloggers' #1 use of Twitter is to promote their blogs** 
 - Other top uses among professional bloggers:
 - Market my business **73% of Self-Employed**
 - Share interesting links **67%**
 - To understand what people are buzzing about **63%**
 - Interact with readers **60%**
 - Least interested in interacting with politicians or celebrities



STYLE & TONE: HOBBYISTS PERSONAL, PROFESSIONALS TOPICAL

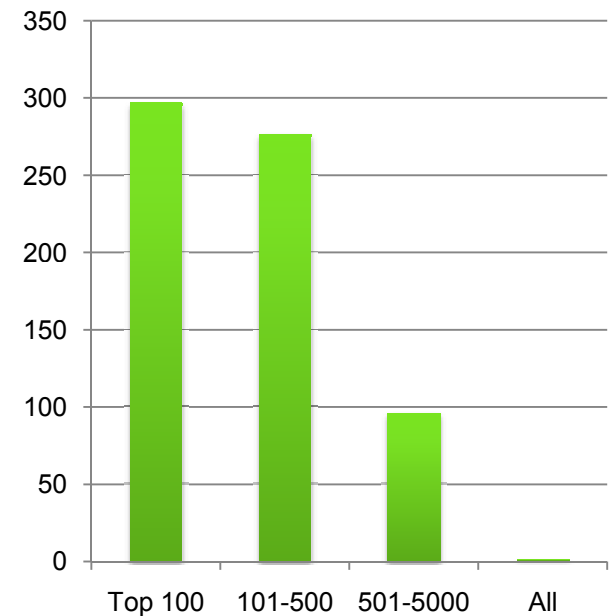
- Top blogging style for Hobbyists is “sincere”
- **Top style for Professionals is “expert”**
 - Professionals primarily only blog about the topic of their blog
 - Even personal musings are usually related to their topic

TOPICS	Hobbyist	Part-Timers	Corporate	Self-Employed
Blog about “Personal Musings”	53	35	12	20
Blog about Family updates	17	11	4	5
Discuss political aspects of my topics	53	44	37	35
Discuss environmental aspects of my topics	75	63	66	70

PROFESSIONALS INVEST MORE TIME & RESOURCES

- 24-32% of professionals blog 10+ hours a week
 - 10% blog 40+ hours
- Pros invest **7x more money** in their blogs
- The top 500 Authority bloggers generate almost **300x more posts**
- The top 5,000 generate **100x more posts**
- Professionals are using tools:
 - On blogs
 - Commenting 80%
 - Search 73%
 - Trackbacks 53%
 - To drive traffic
 - **Technorati 80%**
 - Google 70%
 - Paid ads 8%

Average posts per month by Technorati Authority



THE UPSIDE OF BLOGGING

- Success metrics
 - Hobbyists care most about personal satisfaction
 - **Professionals care most about unique visitors & page views**
- All
 - 63% say that blogging has led them to become more involved with things they're passionate about
 - Only 6% say relationships with friends or family members have suffered
- **Pro's: the benefits of credibility**
 - 71% have greater visibility in their industry
 - 63% said clients purchased products and services
 - 56% company now regarded as a thought leader
 - 40% asked to speak at conferences

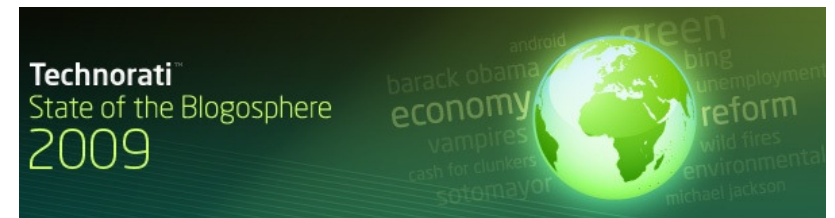
MONETIZATION AND REVENUE

- Professional bloggers monetize their blogs via:
 - **Display ads 40% (up from 28% in 2008)**
 - Search ads 39%
 - Affiliate links 36%
 - Paid postings 8%
 - **Self-Employed bloggers are the most likely to sell their inventory through a blog ad network & use affiliate links**
 - 2 out of 3 Part -Timers and Self-Employed bloggers use self-serve ad platforms
- 17% say blogging is their primary income



68% increase in the number blogs with ad tags from 2008 to 2009

- 2008 67% of ad tags were Google
- 2009 47% of ad tags are Google

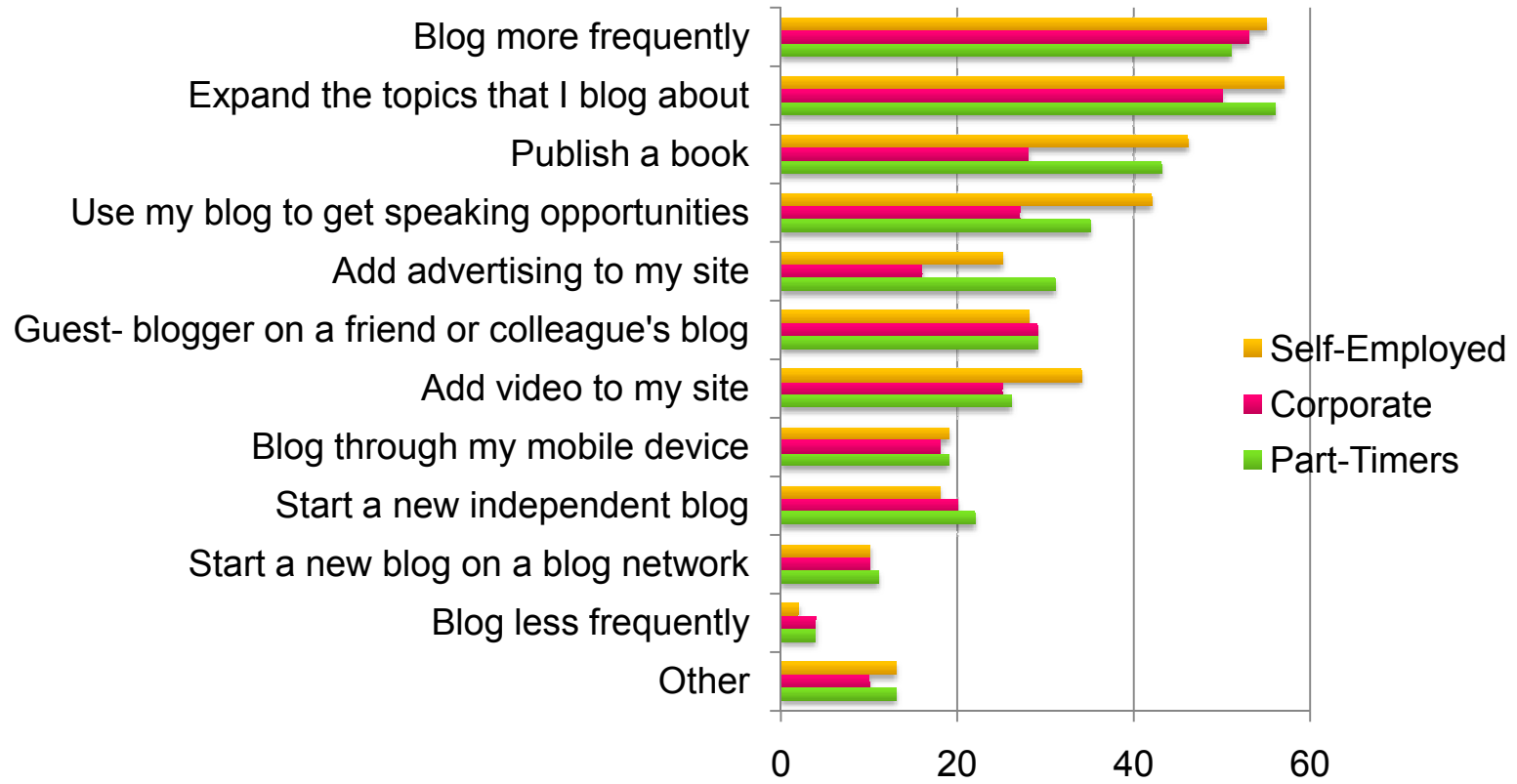


BRANDS AND THE BLOGOSPHERE

- 70% of all bloggers blog about brands
- **80% of Part-Timers & Self-Employed** blog about brands
 - One in three post reviews at least once a week
 - Corporates get paid to write for their companies

Do you talk about products or brands on your blog?	All	Hobbyist	Part-Timers	Corporate	Self-Employed
Posts about brands	46	44	55	37	52
Product or brand reviews	38	32	59	42	49
Experiences in stores or with customer care	38	38	41	25	40
Company information or gossip	18	14	26	26	32
Never	30	33	18	35	22

PROFESSIONALS PLANS FOR THE FUTURE: EXPANSION AND BRAND EXTENSION



ADVICE FROM THE PROS

- For 2009 SOTB, we interviewed 20 superstar pro bloggers
- Variety of tips & advice for aspiring pros
- The one common thread:

BE PASSIONATE....

“If you're not blogging about what you love, I'd say you're not probably going to be successful no matter what you do.”

- Michael Arrington, TechCrunch

“If it's your passion then that is the key.”

- Arianna Huffington, The Huffington Post

“Have patience. There is no such thing as get rich quick. You get to two years, that's when you'll know if you're going to be great or not.”

- Duncan Riley, The Inquisitr

“Write, write and write some more!”

- Simon Mackie, Web Worker Daily

“If you know what you want, blogging can get it for you. But you need to want something beyond blogging. Use your blog to figure out who you are and what you are good at and who the best people are for you to connect with.”

- Penelope Trunk, Brazen Careerist

SO.....

HOW MANY BLOGGERS DOES IT TAKE
TO SCREW IN A LIGHT BULB?

THANK YOU

RICHARD JALICHANDRA
WWW.JALICHANDRA.COM
TWITTER.COM/JALICHANDRA



JALICHANDRA.COM

AN ERNESTLY MOVABLE TYPE OF SORTS...JALICHANDRACRUNCH, JALIWAG, POP*JALICHANDRA, PEREZ JALICHANDRA, JALIMODO, JALICHANDRATON POST, DAILY JALI, READWRITEJALICHANDRA, RJZ.COM, JALICHANDRAHUGGER, SEEKING JALI, JALICHANDRABEAT, GIGARJ, JALIRATI AND OTHER MUSINGS



TUESDAY, OCTOBER 13, 2009

Technorati's Big Week Just Got Bigger - Now 5th Largest Social Media Property

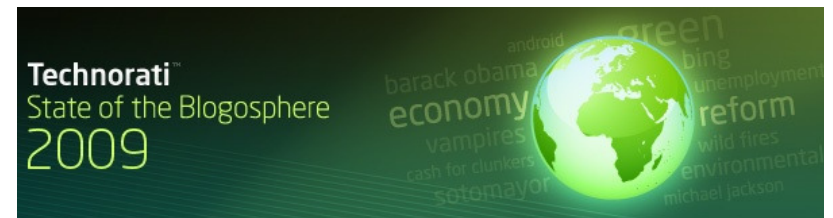
	Media	Total Unique Visitors (000)
	Total Internet : Total Audience	198,378
	Conversational Media	166,964
1	FACEBOOK.COM	95,497
2	MySpace Sites	65,665
3	Blogger	54,474
4	WordPress	28,379
5	Technorati Media	24,459
6	Federated Media Publishing	23,975
7	TWITTER.COM*	20,894
8	DIGG.COM	17,903
9	Six Apart Sites	13,943
10	Classmates.com Sites	13,738

LATEST TWEETS

@gregory thanks! we're getting there slowly but surely about 4 hours ago

comScore names Technorati Media the 5th largest social media property - also largest social media ad network <http://tinyurl.com/yktdrp> about

Well, I just posted this morning that Technorati Media had a big week ahead of it, and that week just got bigger.



WHO ARE WE

- **Technorati Media is THE largest social media ad network**
 - 5th largest social media property*
 - 109 million unique visitors**
 - 450+ professionally-run, brand-safe social media sites
 - Influential blogs & niche social networks
- **Technorati.com - #1 blog search engine**
 - Most comprehensive information & data on the blogosphere
- **BlogCritics.org - 3,300+ blog authors**
 - News, reviews & culture...
- **Twittorati.com**
 - Where Twitter meets the blogosphere

Total Unique Visitors (000)
comScore Key Measures
September 2009

Total Internet : Total Audience		198,378
Conversational Media		166,964
1	P	+ FACEBOOK.COM 95,497
2	M	+ MySpace Sites 65,665
3	M	+ Blogger 54,474
4	P	+ WordPress 28,379
5	P	+ Technorati Media 24,459
6	P (h)	+ Federated Media Publishing 23,975
7	P	TWITTER.COM* 20,894
8	P (h)	DIGG.COM 17,903
9	P	+ Six Apart Sites 13,943
10	M	+ Classmates.com Sites 13,738



* comScore September, 2009; ** Quantcast & Google analytics, deduplicated