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User Generated Content: Blessing or Curse?

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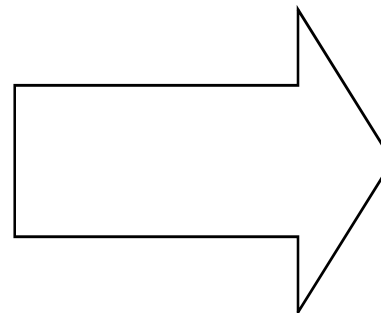
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- 1. Why am I talking about Players and their changing roles?**
- 2. Trends in User Generated Content**
- 3. UGC: Unlock the Longtail of Media Content**
- 4. The Changing Roles of Media Companies**

Company Profile: gogol medien

- Augsburg-based media company that publishes 17 local print-magazines with the content of a citizens' media community (branded myheimat.de)
- Facts:
 - Circulation: 120.000
 - Registered Users: 3.500 (~ 200 citizen editors per city!)
 - Pictures: 45.000
 - Contributions: 8.000
 - Comments: 4.500
 - Messages: 2.700
 - Pageviews / day: 10.200



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- AAL-Principle (Let others work for you):
 - Lifestyle-Magazin Max uses Flickr Fotos (<http://sankt-georg.info/fotografie/93/Hamburg-Medien-MAX-Flickr-Burda-Magazin-Foto-Honorar/> / <http://www.spiegel.de/netzwelt/netzkultur/0,1518,440353,00.html>)
 - Qype / Youtube
- Aggregators are necessary in a world of user generated content to digg the pearls.
- Creative Commons Licences
 - Share, reuse, and remix — legally.
 - Copyright terms from "All Rights Reserved" to "Some Rights Reserved."
- Bloggers are discussing if it is ethical to monetize their content
 - Adical.de
 - <http://www.basicthinking.de/blog/2006/07/11/werbung-und-blogs/>
 - <http://www.spreeblick.com/2007/02/28/adical-werbung-in-blogs/>
- Who is responsible for UGC?
 - „Abgemahnt? Andere Hängen und Zahlen Lassen mit Qype“
(<http://blogbar.de/archiv/2007/04/03/abgemahnt-andere-hangen-und-zahlen-lassen-mit-qype/>)
 - Youtube & Co.: Massive Copyright Violations

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-  Boundaries blur and the user is the star, not the platform
-  Organizational roles: from editors to content moderators
-  Transparency: You're sitting in a boat with a wise and agile community
-  Communication: Learn to give up control – the community is managing your brand
-  Don't tell users what they should or should not do
-  Don't expect a Mona Lisa from your users



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**Thank you very much
for your attention**




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Backup

- Change in Culture necessary for media companies that work with UGC
 - UGC is a „bomb” – Companies must learn to love that bomb
 - Companies must learn to give up control in a controlled way
- Change in organizational tasks and roles
 - From editors to moderators and from marketers community managers (brand is managed by community)
 - Open up company internal tasks to the community (even sales)
- Transparency
 - Trust and transparency are key values when dealing with free user contributions
 - Companies must lay down their business model and the “deal” they offer users
 - The community is wise, fast and communicative: Open up decisions and issues to the community
- Participation
 - Companies are part of a collaborative venture with users
 - The boundaries of the company blur: The boundaries between a company member and a heavy user blur.
 - The user is the star, not your platform
- Dialog
 - The user is the star, not your platform
 - Users need structure and guidelines of how und what to contribute
 - But don't tell users what he should or should not do

Die Frage der Kommerzialisierung im Internet wird in Blogs wie Spreeblick.com heiß diskutiert. Der Blogger Johnny fragt z. B., ob er bescheuert ist, dass er kein Geld mit seinen Veröffentlichungen verdient. Was denken Sie?

- | | | |
|--|---|-----|
| 1) Ja! Johnny soll Geld damit verdienen und trotzdem selbst weiterbloggen. |  | 55% |
| 2) Nein! Das wäre fatal für die Zielgruppe von Spreeblick und würde dem Blog schaden. |  | 21% |
| 3) Das wäre in den USA überhaupt keine Diskussion. So eine Frage können sich nur Deutsche stellen. |  | 24% |