



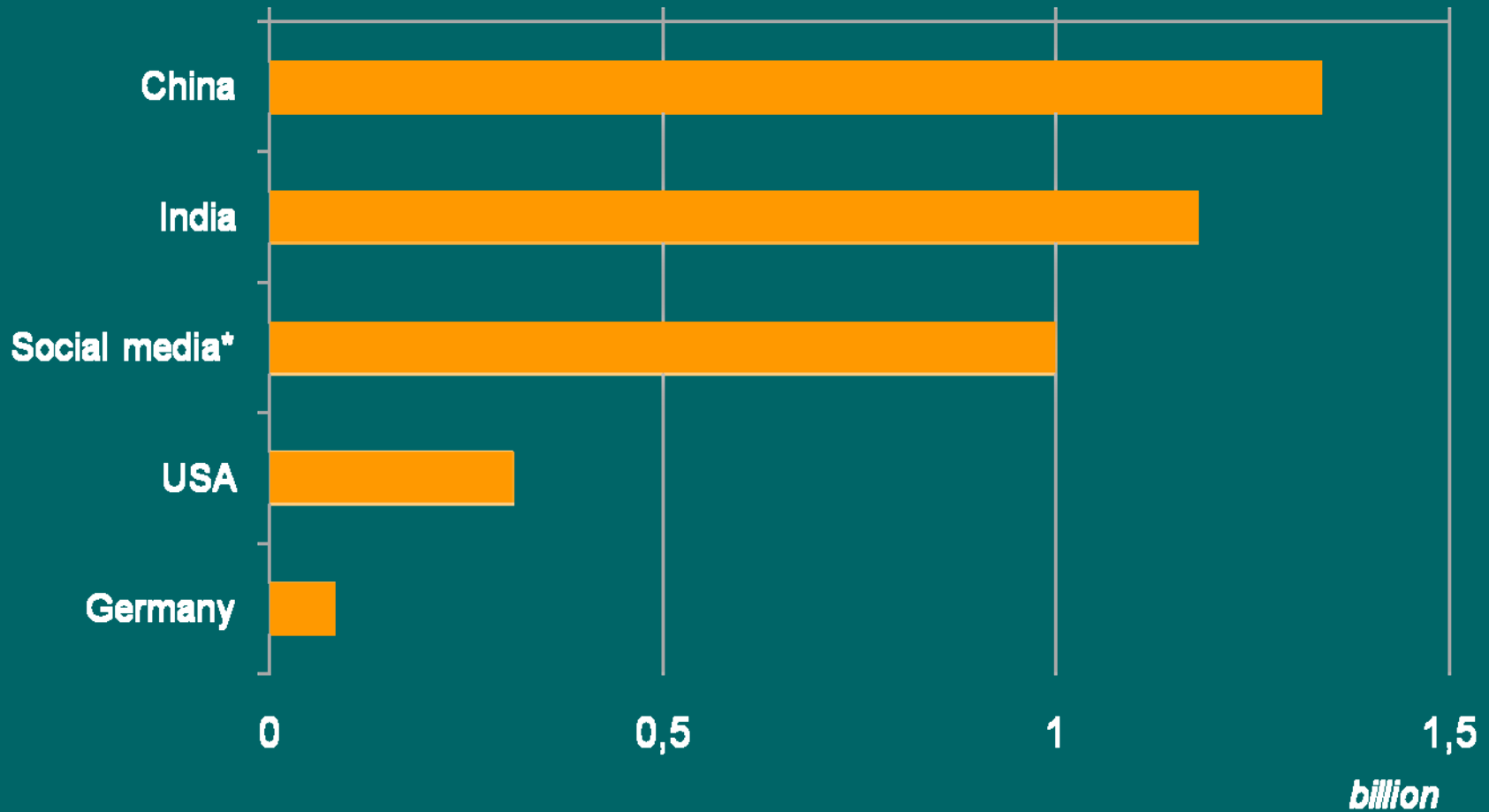
EU Social Networks - Chances & Challenges

**The era of mass media
has turned into the era of
media masses.**

Social Media: The Buzz



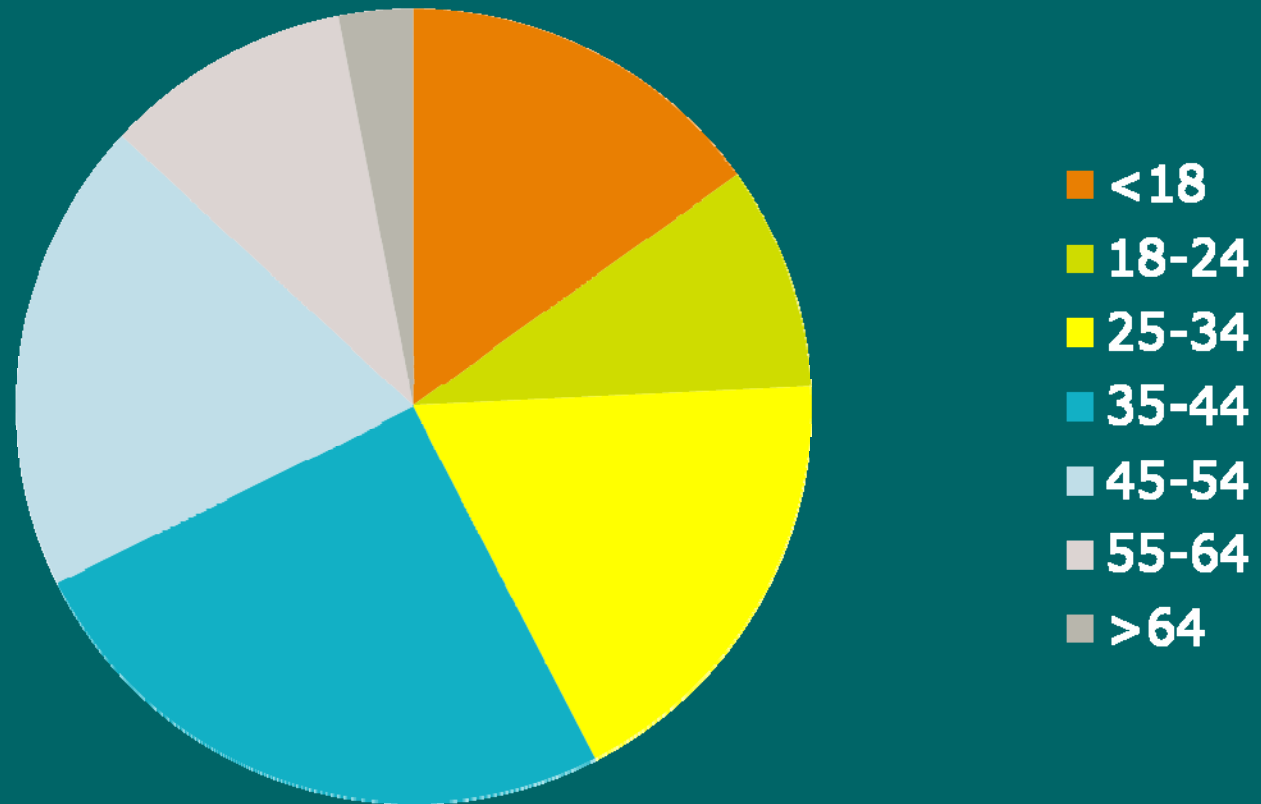
By country...



*Source: Comscore, July 2010

Age groups of social media

Demographic structure: Around two thirds of social media users are aged between 25 and 54.



“Technology is shifting the **power** away from the editors, the publishers, the establishment, the media elite. Now it’s the **people** who are taking **control**.”

Rupert Murdoch

*EU Social Networks
Chances & Challenges*

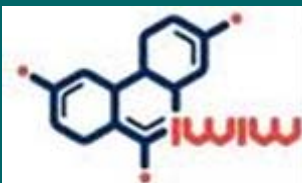
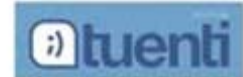


Top 10 websites in Europe

	Italy	Germany	France	Spain	UK	Netherlands	Sweden
1	Google.it	Google.de	Google.fr	Google.es	Google UK	Google.nl	Google.se
2	Facebook	Facebook	Facebook	Facebook	Facebook	Google	Facebook
3	Google	Google	Youtube	Google	Google	YouTube	Google
4	Youtube	Youtube	WindowsLive	YouTube	YouTube	Hyves.nl	YouTube
5	Yahoo	Ebay	Google	Windows Live	Yahoo	Windows Live	Aftonbadlet
6	Wikipedia	Wikipedia	Yahoo	Yahoo	BBC Online	Facebook	Windows Live
7	Libero	Amazon.de	Orange	Blogspot	eBay	Nu.nl	Wikipedia
8	Windows Live	Yahoo	Leboincon	Blogger.com	Windows Live	Twitter	Blocket
9	La Repubblica	Spiegel Online	MSN	Marca.com	Wikipedia	Marktplaats.nl	Yahoo
10	eBay	Twitter	Free.fr	Wikipedia	Twitter	Wikipedia	Blogspot

Between 7 and 9 out of 10 of the most popular websites are from the **US**.

EU Social Networks



The EU Social Networks have a combined member base of **>180 million**.

Chances & Challenges

- Access to R&I funding
- Level playing field
- Data protection legislation
- Fragmented European SN industry

Thank you
for your kind attention!



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