

## 1. social media trends 2011

-what are the trends?

**videochat, privacy(!), decentralization?**

**interactive TV, consolidation: extensions  
on existing services, universal login:  
OpenID**

-best new product

**Interactive TV, smart phone development,  
NFC**

-print technology?

**Augmented reality on magazine**

## 2. Business

-what are the most interesting new business opportunities?

**-Games, extended content, upgrade products inside games (with real money)**

**-Promoting brand in social networking sites WITH AGGRESSIVE PUSH, all publicity is good [case REDBULL]**

**-Facebook apps providing products (wins) for customers**

-best new product

**recommendation based on your personal profile, coupons?**

-print technology?

**brilliant idea: flickr [photoshare], get your pics printed at home, digital products turned into gold? (to physical format)**

#### 4. New domains of social media

-what are the most interesting new domains?

##### **4 ideas:**

**1. cooking community, not just recipes, order ingredients for menu**

**2. ereading, reading together (collaborative reading), annotations**

**3. sharing & exchange (in the real world) services and things**

**4. shop location, detailed information on availability. e.g. medicine**

-best new product

**services for collaboration, communities, help for real world actions**

-print technology?

**ereading, discussion as an appendix for printed version**

## 5. Mobile media, technology, new devices?

-what are the new technology innovations?

**mobile apps: bills paid, tourist map, radio,  
read the news [WE ALREADY HAVE  
ENOUGH!]**

-best new product

**there are plenty of new devices already,  
and we are fully satisfied (except new  
kindle)?**

-print technology?

**GOES DOWN, DECREASING, epayment is  
already here, no paper receipts**