FIA 2011 Poznan

Session 5

The future of Networked Media and the Internet: Facts, Reflections and the Road Ahead

Social Media

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Atos
What is social media?

- Facebook, Hyves obviously but…
- Shoutcast?, Boxee?
- Skype no but Twitter yes?
- Youtube no but Daily Motion yes?
- And what is Facebook + Netflix + Spotify?
- Salesforce?
- Pachube? (Is it “social”?)
Challenges in Social Media

- Social graph / social analysis
  - Real time, automate, integrate with workflows
- Bring together IoT, IoC with social media
  - IoC - Facebook + Netflix + Spotify
  - IoT - Pachube
- Privacy, trust issues
- Business models beyond advertising and social graph?
- Virtual worlds
  - How to make them more compelling?
  - Business models?
- Social media in the enterprise
Social Media and the Enterprise
Thank you