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Today's Tabloid

PERSONAL NEWS FOR phil@phryl.ca

BURNING THE BACON WITH BARRETT

CNN's live Obama inauguration stream will make facebook the new twitter

JAN 14, 2009 08:33P.M.



Twitter was the social media darling and top story in 2008 with over 700% growth. It even trumped the news that facebook had finally caught up to myspace for overall traffic.

Then came the news that facebook was offering \$500 million in cash and stocks to buy Twitter. Twitter declined. Thanks to a flexible API, there are now over 150 tools that leverage, integrate and build on the Twitter platform.

It seems like nothing will stop Twitter's rise to world social media domination. Except maybe facebook.

CNN and facebook have teamed up to offer live facebook status streaming during Obama's inauguration on January 20th. Point your browser to <http://www.cnn.com/live> and then update your facebook status which will then stream to the CNN live page as pictured above on the 20th.

What's interesting is that facebook is turning what was a closed broadcast system (your status update to your friend network) into an open broadcast system - like Twitter.

The end result could fundamentally change the way people use facebook while trumping Twitter's momentum.

facebook could be the new twitter - and the story of 2009.

They've already trumped friendfeed (a personal social media stream aggregator) by copying their unique features into facebook's homepage, so this doesn't come as a complete surprise.

facebook also has something that twitter doesn't have - critical mass of non techno-geeks.

That \$500 million offer may look pretty good afterall.

BURNING THE BACON WITH BARRETT

Microsoft 2d Code review - better than QR codes?

JAN 09, 2009 03:15P.M.

Microsoft has introduced their own 2d bar code called the "Microsoft Tag" (how original) which differentiates from most other types of 2d codes by being colour based and using a different shape pattern than what has been typically seen. See article here at onedegree.ca for overview of 2d codes.

Microsoft makes it sound like they invented this space, but the reality is that their distribution reach and power online and offline (especially through gaming) means this could quickly become the de-facto standard worldwide for 2d bar codes - even though the QR code has been around since 2002 and already widely adopted in Japan, Korea, and even the UK.

What are the advantages of the Microsoft Tag over other 2d codes?

Functionally there doesn't appear to be anything unique. You can encode your own Microsoft tag to link to your facebook profile, blog, video or whatever you like - just like every other 2d code.

Having said that, the Microsoft Tag is the first 2d code that works really well on my iphone.

I'm not sure if that's because the code reader is better equipped to handle low resolution cameras (like the one on my iphone), or if their 2d code is just easier to read & interpret due to fact that it may be easier to interpret colour over little black lines.

Getting my iphone setup was as easy as doing a search on the app store

and downloading the free reader.

Check out their promotional video here. What do you think?

BURNING THE BACON WITH BARRETT

2008 Predictions - how did I do?

JAN 07, 2009 02:05P.M.

Around this time last year I made some outrageous predictions about what was to come in 2008. Let's take a quick look back and see how well I did:

1. **SMS third party advertising will take off.** Didn't really see this take off in Canada and with the mobile web / and mobile widgets taking off, I can't see this as a big focus in 2009. Having said that, there are more services popping up that allow media planners to venture into SMS as well as the Mobile web.
2. **Mobile Web Advertising will become part of your media buy.** This definitely happened in 2008 in Canada with Quattro and Yahoo offering a good mix of inventory to buy. This will only continue to grow in 2009.
3. **MMS Common short codes will arrive.** This did happen in 2008 - although not all mobile aggregators are able to facilitate this for you. MyThumb mobile was the first to offer MMS short codes and now you can also go through Magnet Mobile too.
4. **Mobile payments** will start to emerge as a new payment medium. There was a great conference this year on the subject in Canada facilitated by the Canadian Institute. RBC and Visa launched their pilot program for contactless payments in Canada. Visa also recently launched 4 new international pilot programs. Mastercard also announced this past May that they're launching a pilot to extend their pay pass program to mobile.
5. **The iphone will finally arrive in Canada.** It sure did - and I was right that they waited until the 3G version came out. I also predicted that other retailers may offer the device - which didn't happen... although both Walmart and select Sam's Club stores will be selling them in the near future. Best Buy and Future shop also announced that they would be carrying it.
6. **Fixed or low-cost data plans will be universal.** Although not as low as we'd like, we finally have affordable plans in Canada. Yah! I was paying \$80 for 500 megs last year and now I'm paying \$45 for 500 megs and includes a voice plan.
7. **Mobile web will catch fire.** I was partially right here. Thanks to smartphones like the iphone, more consumers discovered the mobile web, but more specifically mobile widgets that grab data

from the mobile web have really taken off thanks to the iphone app store.

8. New mobile carriers will be announced. This happened and was blogged about here.

9. Google will launch their own phone (gphone) with their own operating system and buy U.S. spectrum. The first two happened, but they decided not to aggressively pursue spectrum... this time. There are other auctions coming up in 2009...

10 Social Networking will make the leap from desktop to Mobile as a primary interface / access point. We definitely saw a huge leap in 2008 to mobile - with facebook, linkedin, hi-5 and twitter all offering great mobile options through widgets and mobile web. Twitter saw over 600% growth and a big part of this can be attributed to mobile. Mobile only social networking sites such as itsmy.com also saw big growth in 2008. They even partnered up with my favorite mobile and social search tool taptu to enhance their member services.

Overall it would seem my predictions weren't that outrageous at all!

I published a second list in August as part of a mobile insert at Strategy Magazine. We'll take a look at those ones in my next post before making

some super crazy predictions for 2009 😊

BURNING THE BACON WITH BARRETT

Internet radio vs. Satellite radio - which one should you invest in?

JAN 06, 2009 02:01P.M.



A few years ago when XM Radio finally came to Canada, I was among the first to buy one of their portable units that allowed me to stream radio in my car and at the office through my speaker system. With the extended antenna cord, I even got it to work in my home surround sound system.

I thought I had died and gone to heaven - no commercials and a great music selection. Awesome.

A year later I was still loving my Satellite radio but my docking stations started to malfunction. Soon i could no longer recharge or get a signal from either one. I went to my local Future Shop and asked to buy replacement pieces only to find out that they no longer made my model and that the new models used a different setup.

I was not willing to buy another satellite system, so I went online to do some research on Ebay and Craig's List. During this process I discovered last.fm - an Internet radio station that played a selection of music based on tags I provided that matched those of the community. For example, if I wanted to hear techno - i typed in techno and all tracks that were tagged as such came streaming through. Better yet - I could let the site know that I hated or loved a track. Hated meant it would never get played again while loving it meant I got other tracks that others who loved this one also loved. Neat-o.

I allowed my Satellite radio contract to expire and I never looked back... that is until this past summer when I picked up my new Ford Edge which came with Sirius radio pre-installed along with six free months of service.

For the last six months I've been loving my in-car Satellite radio while still being loyal to last.fm at work and at home. With my free contract expiring, I went back online to check out the rates.

The most logical package was to get one that would last the lifetime of my lease - which is nearly three more years. The cost would be nearly \$500 with taxes. Ouch.

They also have a lifetime plan for only \$100 more - which seems like the best deal until you look at the bigger picture. Satellite radio is an old technology that may not last more than a few more years.

Why? Internet radio is coming to your next vehicle... or the one after that. Audi has already been showing off prototypes of a cabrio that includes an Internet radio feature. The same technology that allows vehicles today to pull down google maps into your display (essentially mobile Internet) can also be used to stream music into your vehicle.

Internet radio can also be social - or two-way unlike Satellite radio. And it's free.

Just as my Rogers mobile stick allows me to get Internet wherever I go, I can see a day coming soon where your vehicle can be your own personal wifi hot spot that not only streams Internet radio based on your profile and preferences, but also allows you to stream video to the back seat for

movies, games, and other media.

For the driver, having streaming Internet also means you can get weather and traffic alerts that are real-time - and even access those live highway video cams which will look much better on your dash system than on your mobile device.

With streaming Internet you can also install other features such as video cameras that capture the environment around you - including when you get rear-ended. Think of it like having a black box for your car... so when an accident occurs the police and or ambulance and insurance companies are notified with video of what just happened.

The possibilities are nearly endless - and coming sooner than you think.

I think I'll just extend my Satellite radio contract to the end of my lease



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The truth about SMS

JAN 01, 2009 07:33P.M.



The New York Times reported last week that the true costs of text messaging (or SMS) to carrier is effectively zero. This is curious as the average U.S. carrier has doubled their costs in the last three years from 10 cents a message to 20 cents.

The cost is effectively zero as the bandwidth used to transmit messages is so minuscule that that even the 2.5 trillion sent in the U.S. last year had little impact overall on their infrastructure.

A major part of the reason is that the message is carried on what is called a control channel - space or spectrum reserved for the operation of the network itself for connecting a tower to a specific mobile device. The reason SMS messages cannot be more than 160 characters is so that they can fit within this channel.

The control channel sends 160 characters each time a connection is made - even if there is no SMS message attached for the free ride.

It's like charging your wife for gas to drive her home from the office - even though you were already heading home regardless if she needed a ride or not. Then charge her double the following day. See how long that relationship lasts...

Cross your fingers that new carriers like Globalive will do more than just say all the right things during their courtship of your mobile service contract when they go live in 2009.

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Toronto Twitterers are Tops at sending Tweets

DEC 24, 2008 07:37P.M.

Hubspot just released their state of the twittersphere report for the last quarter.



Twitter has gone through 600% growth this year with about 10,000 new accounts being opened every day now. 35% have 10 or fewer followers and 9% have no followers at all - likely people who heard about Twitter and signed up only to find that the experience is not as intuitive or rewarding as facebook was.

Just like facebook though, Canadians are world leaders in using Twitter with Toronto representing one of the largest hubs in the world - currently ranked 8th. London, Uk is the top hub with San Fransico, New York and Chicago closely behind.

Twitter has truly entered mainstream consciousness - so it will be interesting to see if world wide adoption of the micro-blogging service will mirror that of facebook - which also has a huge following in our multi-cultural country.

I'm still skeptical that it will become useful for anyone other than geeks and celebrity gossip junkies, but i've been wrong before with Twitter.

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Who is Canada's most influential Woman and Man in Social Media?

DEC 17, 2008 02:43A.M.

This is the question posed by Dave Forbe over at Perfectio and the list of nominees is a who's who in Canadian Social Media.

I'm honoured to have been nominated by Kate Trgovac from Onedgree.ca (where I have contributed as author over the past year) and her own personal blog my name is kate. Thanks Kate - it's an honour!

- Vote for your most influential Man in Social Media here.
- Vote for your most influential Woman in Social Media here.

I don't expect to make it to the top of the list, but just being mentioned is neat-o.

BURNING THE BACON WITH BARRETT

6 Lessons Canadian Politicians can Learn from Obama

DEC 09, 2008 09:15A.M.

Thanks to our friends at adjoke for finding this great presentation around the digital lessons learned from Obama's recent and history victory.

Although our Canadian parliamentary system would prevent any one party in Canada from raising this type of money (even proportionally), a fundamental lesson here is that if you engage people where and how they like to be engaged, chances are your message will be heard.

If you can own that space as a political Party or Politician, chances are you can heavily impact the voting tendencies of that demographic.

As proved by Obama, even the traditionally vocal but absent on voting day youth can be energized and mobilized to make a difference.

Yes We Did: Strategic Insights from the campaign that redefined modern politics

View SlideShare presentation or Upload your own. (tags: organizations politics)

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Mr. Tweet - Your Personal Twitter Assistant

DEC 08, 2008 02:40P.M.

Last week I started following Mr. Tweet on Twitter who not only follows you in return, but makes recommendations on which influencers you should be following both within your existing network and beyond it.

It's a neat concept that facilitates the discovery cycle everybody goes through online.

This is how it works...

1. Start following Mr. Tweet on Twitter
2. Wait 4-5 days for a direct message from Mr. Tweet
3. Go to your personalized page on <http://www.mrtweet.net/> (this will be included in the email) and check out their recommendations

It's that simple - and it works. Like any new assistant, there is a learning curve and you can't expect perfection from day one.

For example, Mr. Tweet recommended that I started return following people who were clearly spammers. Identifying real influencers vs. spammers is something I'd expect in the next version of this tool.

Mr. Tweet also recommended 200 influencers I should start following. After adding many of the recommendations on the first few pages I quickly began to lose interest.

I hope that the next iteration of the tool allows mass adds - or at least a way to filter the recommendations based on location, type of influencer, # of tweets per day (I won't add people who Tweet every 30 seconds), or even based on those who have the most (or least) number of followers in common.

Here's another suggestion - how about a recommendation on which people to stop following based on pre-defined criteria?

Why does this matter?

Twitter has become a research and a broadcast channel. It's also an extension of your personal brand - something we all need to stay focused on.

Who you follow and who follows you is an extension of your personal brand.

Want more? Check out this slideshare presentation on going beyond

engagement:

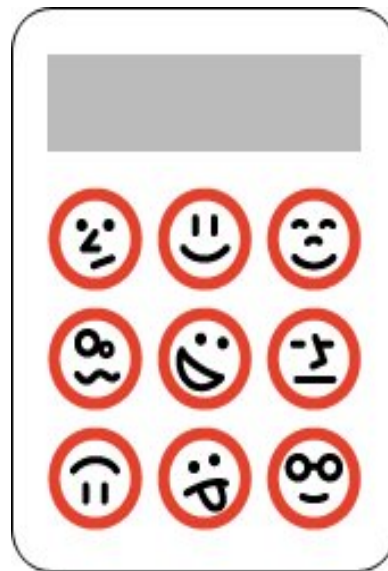
Discovery Is The New Cocaine - Going Beyond Engagement

View SlideShare presentation or Upload your own. (tags: discovery ux)

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Calculating Your Personal Brand Equity Score

DEC 04, 2008 05:32P.M.



ONLINE ID CALCULATOR

Yesterday I was meeting with a hiring prospect who had reached out to me because they had found my blog through Google. We covered a variety of topics related to marketing, social media and mobile.

Besides enjoying the discussion, one thing that really stuck out was a conversation line around online identity, personal branding, and calculating your personal brand equity score.

How do you measure your personal brand equity online?

I did some searching today and came across this blog article that introduced me to the online identity calculator.

Check it out - it's basically a short questionnaire that leverages google results to come up with a score that puts your online identity equity score in one of four quadrants.

Here's how my personal brand netted out:



What tools do you use to measure / gauge your online brand equity?