

twitter 

You Tube

Making the most of.....



Quick facts

- 1 billion tweets every 2 days
- 15 million UK users
- 80% tweets are made from mobiles
- UK is the most mature market
- 46m TV viewers watched the Oscars...
36m tweeted about them



somethingbig DESIGN PRINT CREATIVE
ON PAPER & ONLINE

79+ Million unique users monthly
Access to billions of in-stream video

MIPTV: Ellen DeGeneres' Oscar Selfie Worth as Much as \$1 Billion

12:13 PM PDT 4/8/2014 by Rhonda Richford

Facebook 502 Twitter 215 Google+ 10 LinkedIn 11 YouTube 0 Email Print Comments (17)

theguardian

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News Media Social media

Ellen's Oscars selfie most retweeted ever – and more of us are taking them

Picture is forwarded over 2m times on Twitter, highlighting a phenomenon becoming increasingly popular in Britain



Esther Addley

The Guardian, Friday 7 March 2014 17.37 GMT

Jump to comments (6)



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Oscars · Bradley Cooper

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CANNES 2014



Rosario Dawson and the Stars of 'Captive' on Their Red



Manchester United

@ManUtd



Follow

BREAKING: Manchester United announces
that David Moyes has left the club. (part 1 of 2)
[#mufc](#)

Reply Retweet Favorite More

RETWEETS
78,685

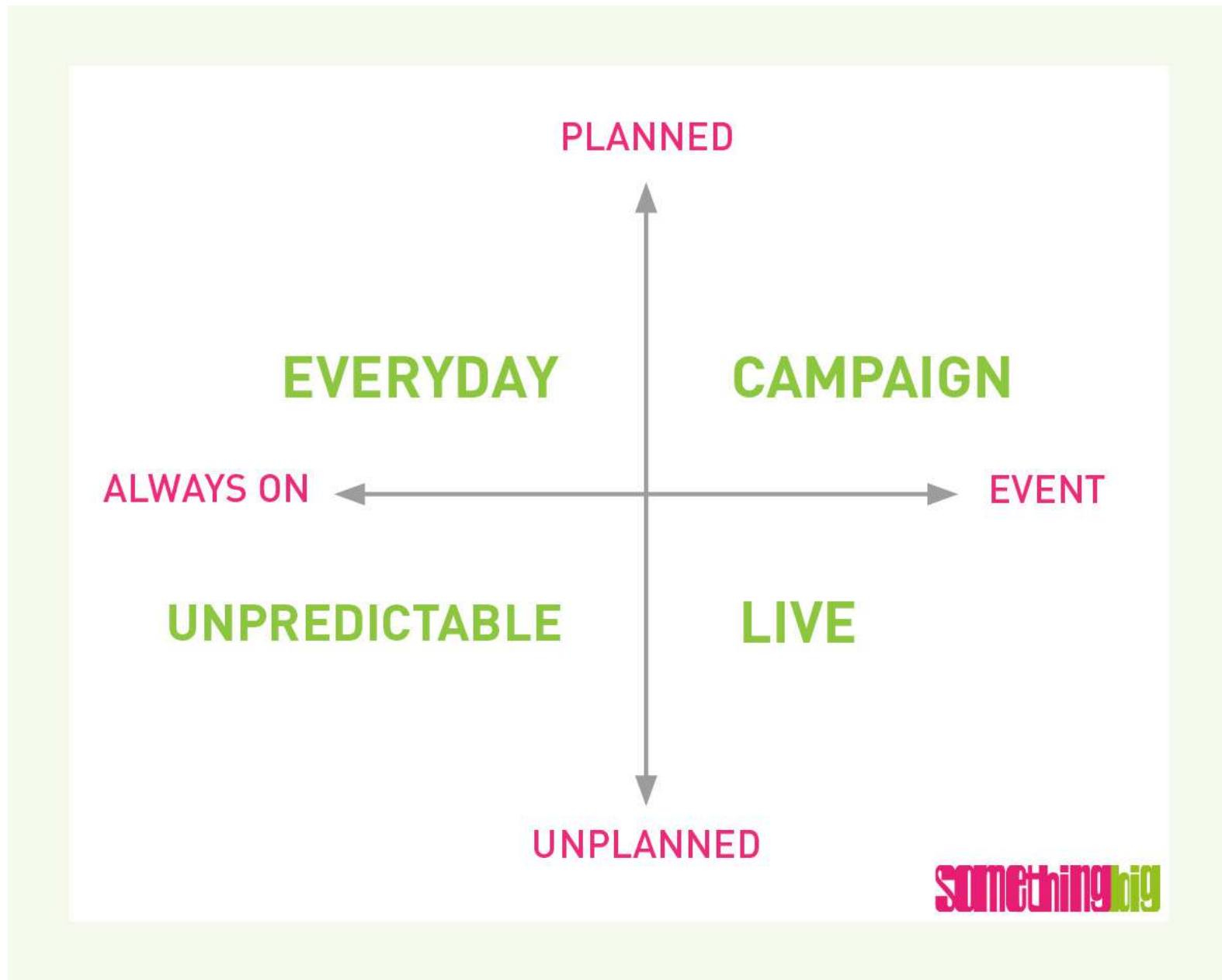
FAVORITES
14,428



8:30 AM - 22 Apr 2014

What can you do?

- Have a single purpose to your stream
- Think about your community
- Think...stop, start, continue
- Have a content plan




Home Profile Find People Settings Help Sign out

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks

Latest: @Carrie_Morris I thought EVERYONE had a private jet :) 1 day ago

Tweet

Real-time results for **coffee** + Save this search

45 more tweets since you started searching.



Starbucks Another day in the cupping room ... Our coffee quality team tastes thousands of cups a year to ensure quality.
<http://yfrog.com/2gbb6xj>
 6:01 PM Apr 9th via Tweetie from Industrial District East, Seattle
Promoted by Starbucks Coffee 100+ Retweets



SABANACAFE Do you have to add extra shots to a capp in some **coffee** shops? Because they put a tiny bit of **coffee** to make you buy that "extra" shot?
half a minute ago from web



sir02ekkyou @coffee1989 おやっすうろ
less than a minute ago from P3 PeraPeraPrv



ktrilm @ThePISTOL hey, GOOD MORNING. Having **coffee** and thinking of you! In a very non creepy way. Just sayin. Reply please!
less than a minute ago from Echofon



GennyTron @Bo_regard lol r those the qualifications? she's 16. **coffee** n knittin? shes gonna make a good grandma too.
less than a minute ago from web



SteveKunczewicz @NeilTague - Thanks for making the time for **coffee** ...
less than a minute ago from Tweetie



LindseyE525
 75 tweets

56 40 3
following followers listed

Chirp Live
a live stream from Chirp powered by Justin.tv.

Home:

@LindseyE525

Direct Messages 5

Favorites

Retweets

Q

Lists +

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending Topics +

#kushandorangejuice

#NowPlaying

#lifeisgoodwhen

#TheresNothingLike

#TLS

#Dad2

#goodbyehumanoidcity

Glee



British Airways @British_Airways

Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage

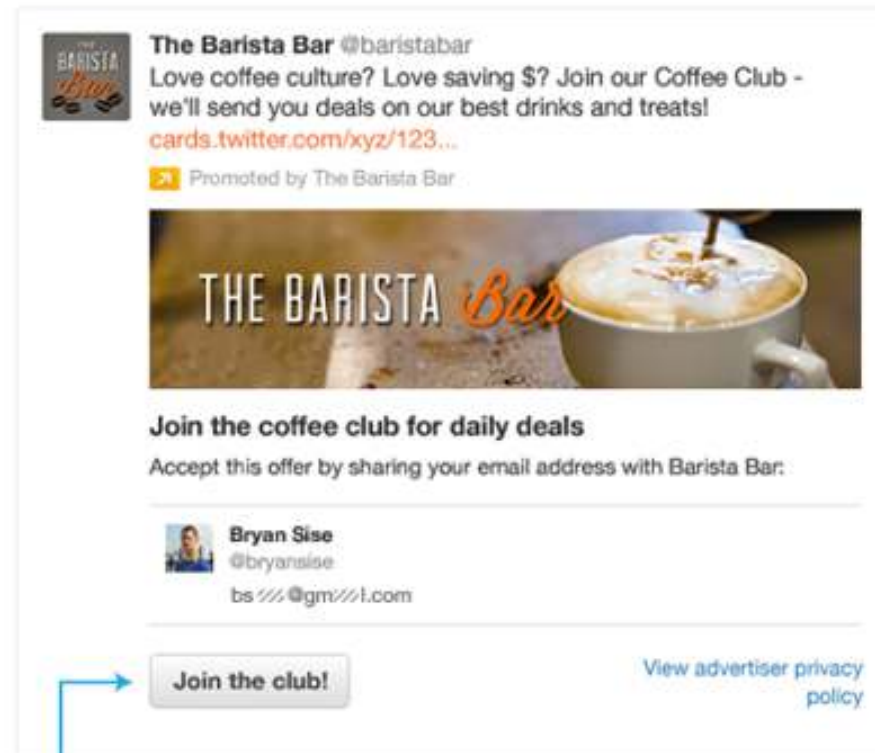


Promoted by British Airways

Expand ← Reply ↻ Retweet ← Favorite

1 Bryan expands @BaristaBar's Tweet to show a signup opportunity

Bryan's info is already filled in. He only has to click the button to sign up.



The Barista Bar @baristabar
Love coffee culture? Love saving \$? Join our Coffee Club - we'll send you deals on our best drinks and treats!
cards.twitter.com/xyz/123...
Promoted by The Barista Bar

THE BARISTA Bar

Join the coffee club for daily deals
Accept this offer by sharing your email address with Barista Bar:

Bryan Sise
@bryansise
bs///@gm///l.com

Join the club!

[View advertiser privacy policy](#)

Customizable call to action

2 Bryan's info is securely sent to The Barista Bar

He completed the entire signup in his Twitter timeline.
Now he'll receive great coffee deals by email.

Making the most of.....

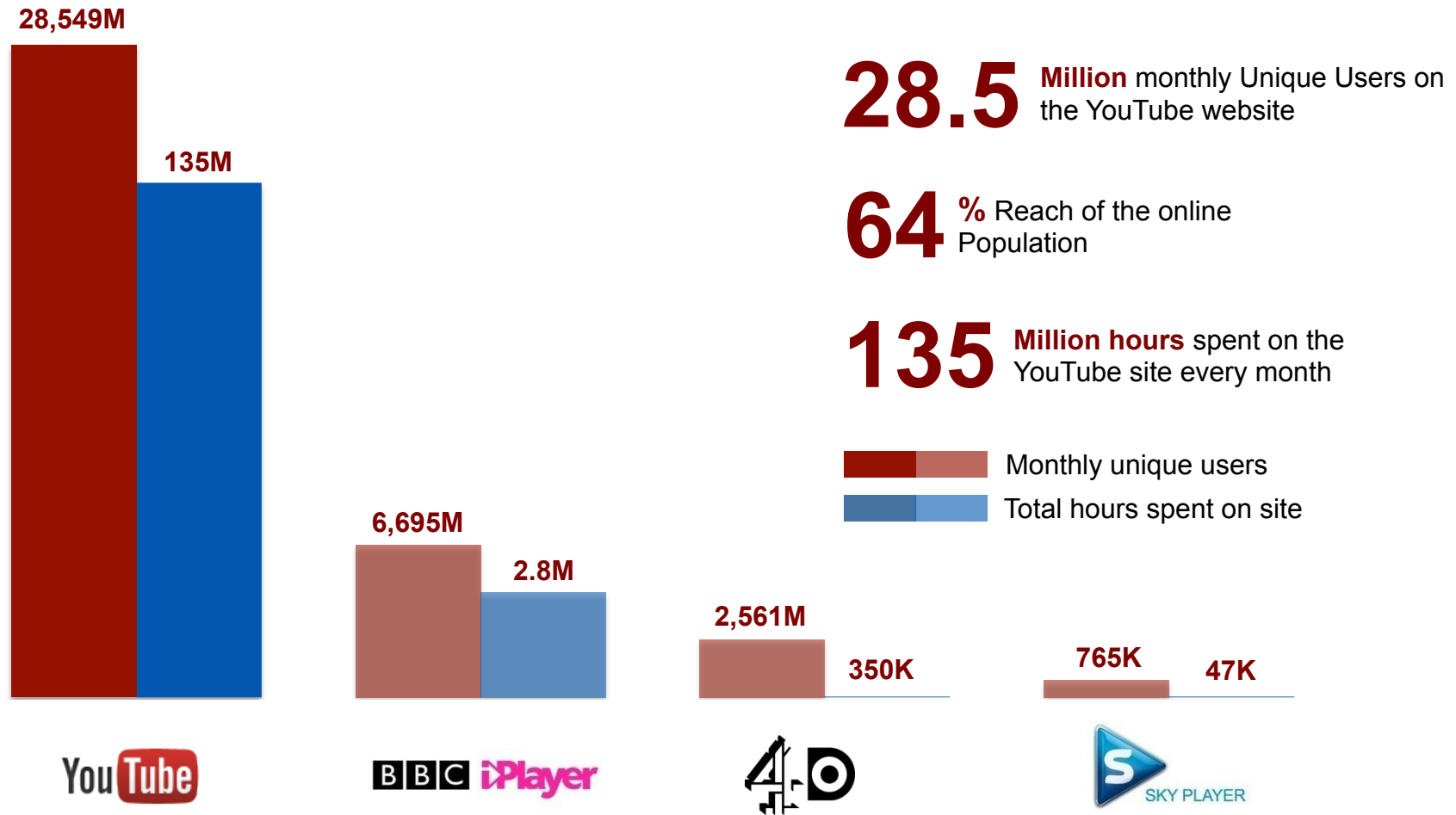


Quick facts

- 55% of people watch online video everyday!
- In 2 years online video will make up 86% of internet traffic
- You Tube is the second largest search engine

UK'S TOP VIDEO ON DEMAND PROVIDERS

YouTube accounts for 70% of UK online video site traffic



Giving your video a chance...

- Research & plan
- Choose the right title
- Transcribe the script / good description
- Tag, tag, tag!
- Promote
- Pay to give it a kick start....



How To: My Quick and Easy Hairstyles | Zoella



zoella280390 · 109 videos

1,608,185

1,119,802

83,801 597

About

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Published on Jun 5, 2013

Tutorials on my many different hair styles

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Thumbs up & I'll love you forever



My Brother Does My Makeup (Take 2) | Zoella

by zoella280390

1,321,936



My Everyday Makeup Routine | Zoella

by zoella280390

996,696 views



Things I'd Tell My Teenage Self | Zoella

by zoella280390

850,289 views



50 Facts About Me | Zoella

by zoella280390

1,319,585 views



Dealing with Panic Attacks & Anxiety | Zoella

by zoella280390

1,428,646 views



My Pamper Evening Essentials | Zoella

by zoella280390

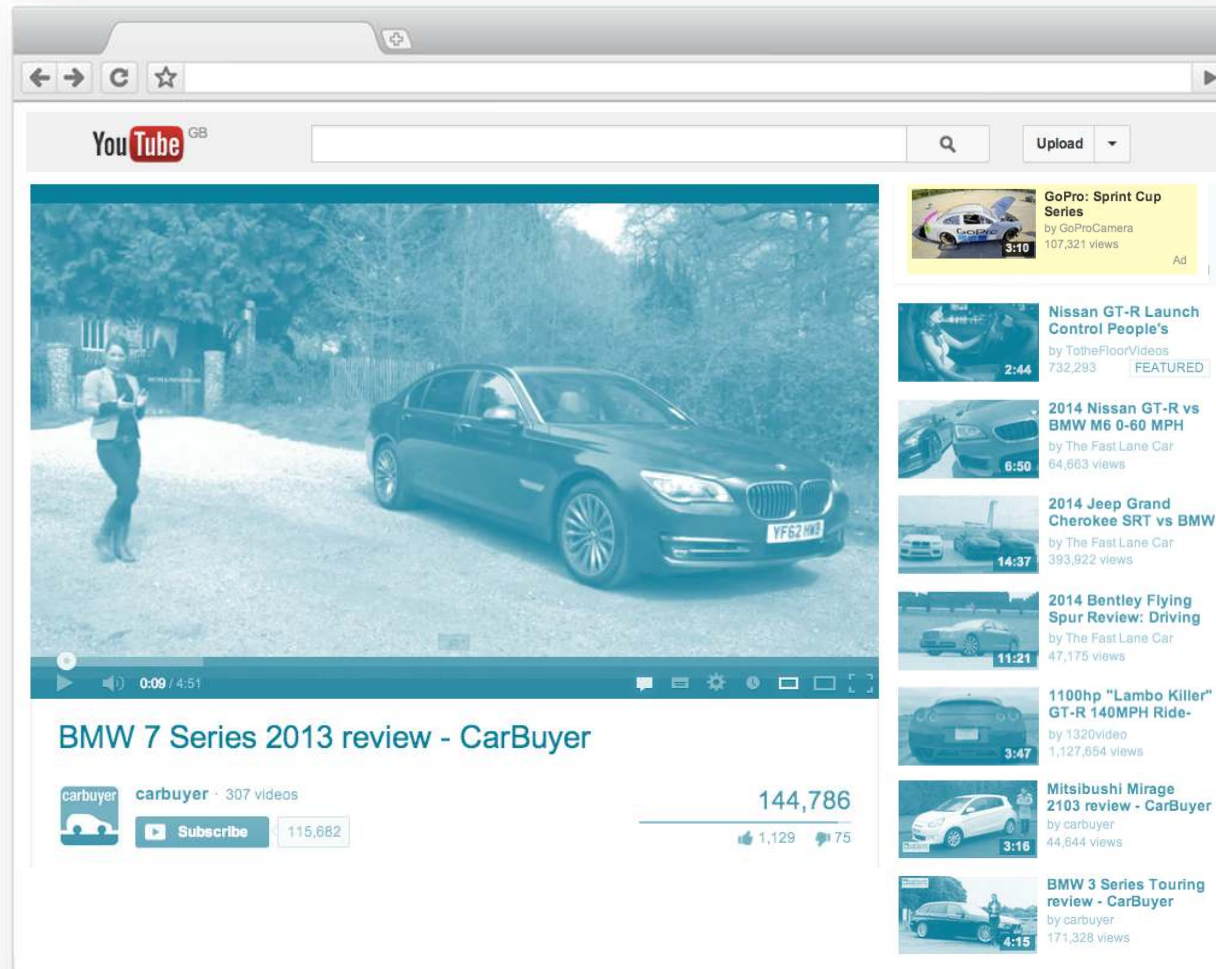
948,280 views



My Brother Does My Make-up

by zoella280390

2,180,340 views



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About 205,000,000 results



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AD by BenQEurope • 310,442 views

Arrange a no-hassle football party!
See how it's done here.

1:19



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AD by Ocere • 53,411 views

Website Penalised? Want More Leads?
Contact Us for a Free Review

1:51



Music

by Music • Active 23 hours ago

YouTube's music destination featuring top tracks and popular hits from a variety of genres. This channel was generated ...

CHANNEL

Subscribe

86,070,065



Imagine Dragons - Tiptoe - Billboard Music Awards 2014 (Live Performance)

by MusicAwards • 1 day ago • 131,298 views

Imagine Dragons - Tiptoe - Billboard Music Awards 2014 (Live Performance) Imagine Dragons - Tiptoe - Billboard Music Awards ...

NEW

HD

4:33



Lorde - Tennis Court - Billboard Music Awards 2014

by MusicAwards • 1 day ago • 309,477 views

Lorde - Tennis Court - Billboard Music Awards 2014 BBMA's Lorde - Tennis Court - Billboard Music Awards 2014 BBMA's Lorde ...

NEW

HD

3:35

Thank you