



😊 Hello 😊

~about me: ching chiao~

- Working Fields:
 - Internet Resource: ccTLD / IDN registration
 - Next Generation Internet: IPv6, VoIP, RFID, etc.
 - Global Internet Policy-Making: ICANN, ITU-T, APEC
 - Multi-national Project on Convergence Technology
- Interest: Music (Progressive Rock), Sports (Basketball)
- My blog: www.chiao.info

www.chiao.info



APNG
Cairns Australia



2004.12.18
Yahoo!, Gamania, 巴哈姆特, 黑鮪魚新春如意姐



Schee, Jedi

2004.12.19 ↓ ICOS



Schee, Jedi, Wreath, Knight, ilya, 阿孝....



APNG Kyoto Japan



Tommy

8con

2005.03.03



Kim

2005.03.29



JRChen, Jeffrey(wagaly),
honeypie, Jedi, Lucifer



APNG
Busan Korea

2004.05.29



Taiwan Internet Next Generation Camp

2003.07.21



1999~

Something you should know...

“Slashdot got successful largely because I was my target audience. I wasn't trying to make a site for someone else, I was creating the site that I wanted to read.”

--by Rob Malda's , Slashdot.org

“我1997年時看著書，第一次架設網站，沒想到過幾天真的有人寫Email給我...我們家在鄉下，收到陌生人的信是很大的衝擊!”

--by Wretch 簡志宇, 無名小站

again, the “About” page...

- Blog = Web log (1997)
 - An evolved form of personal webpage which is:
 - Personal Editorship
 - Hyperlinked Post Structure / Public Accessible via Internet
 - Reverse Chronological Order / Archival
 - Mixture of Text, Tags, Pictures, Audio / Video
- Blog Tech / Software
 - Syndication: RSS / Atom
 - Feedback (Trackbacks, Comments)
 - Movable Type, Word Press, Drupal, pLog
- Famous Blog
 - Boing Boing (blog post aggregator)
 - Technorati (search engine) / Flickr (photo + tag + blog)
 - Blogger.com, Typepad.com, Wretch.cc, etc.

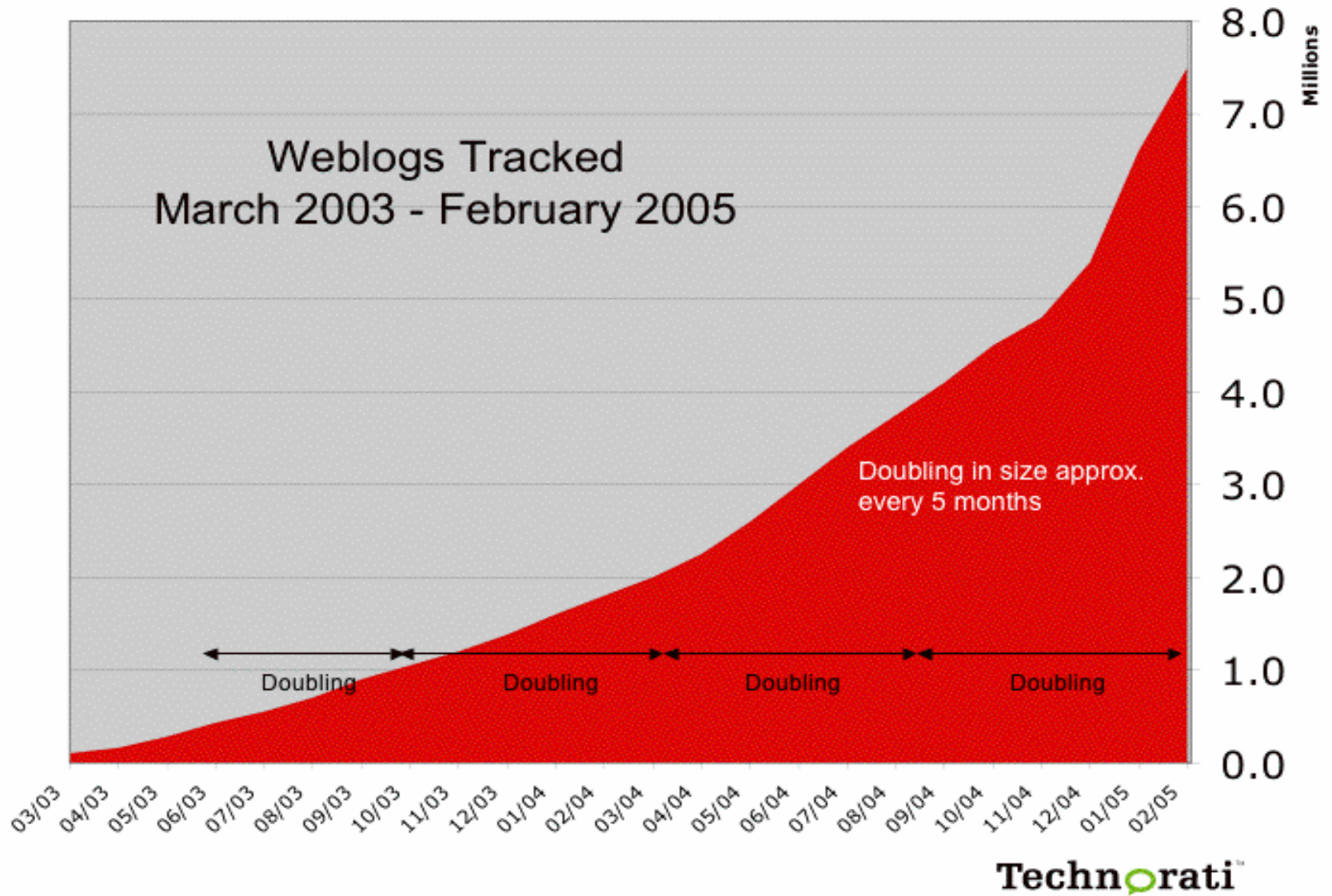
terminology

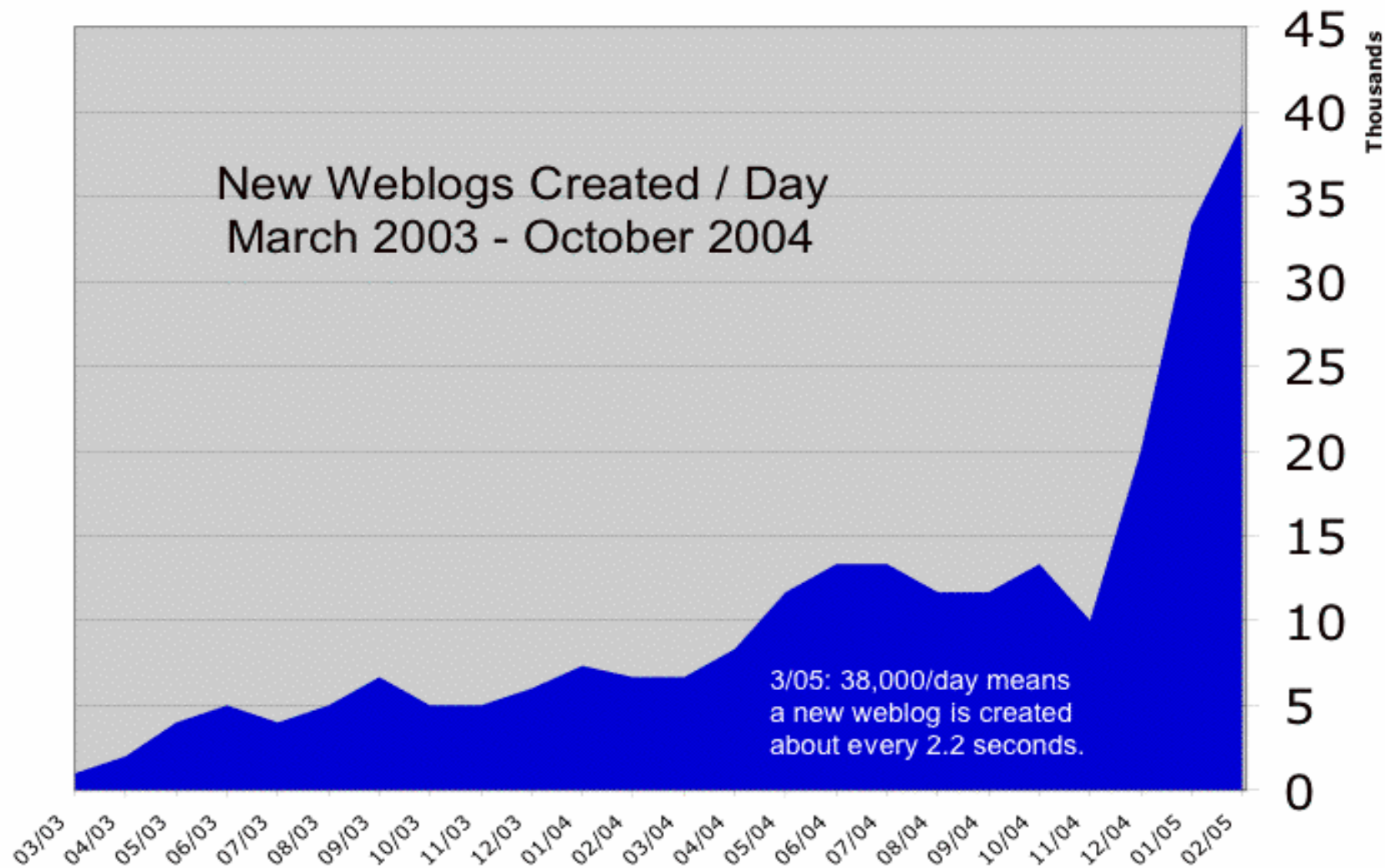
- moblog, videoblog, podcasting
- rss reader / aggregator 
 - the browser war!
- creative common
- comment spam
- web creditability / authority
- blogroll (remember webring?)
- blogosphere
 - media blog, techie blog, political blog...

how many?

- Mid-2000: around a thousand (www.weblogs.com)
- Mid-2002: around half million (www.weblogs.com)
- End-2004 in TW: around 200,000 active blogs (wretch + my estimate)
 - Around 50% of all bloggers live in Taipei (mark's place)
 - Current favorites: wretch, webs-tv, roodo, blogger, xuite...
 - Future: MSN Space, PCHome明日報, Yahoo 360...
- End-2005: 34 million worldwide (from edelman report)
- 7% of Internet users in US (approx. 8 million) have created blog (from edelman report)
- Blog Readers in Taiwan: 1.4 million (創世紀市調)

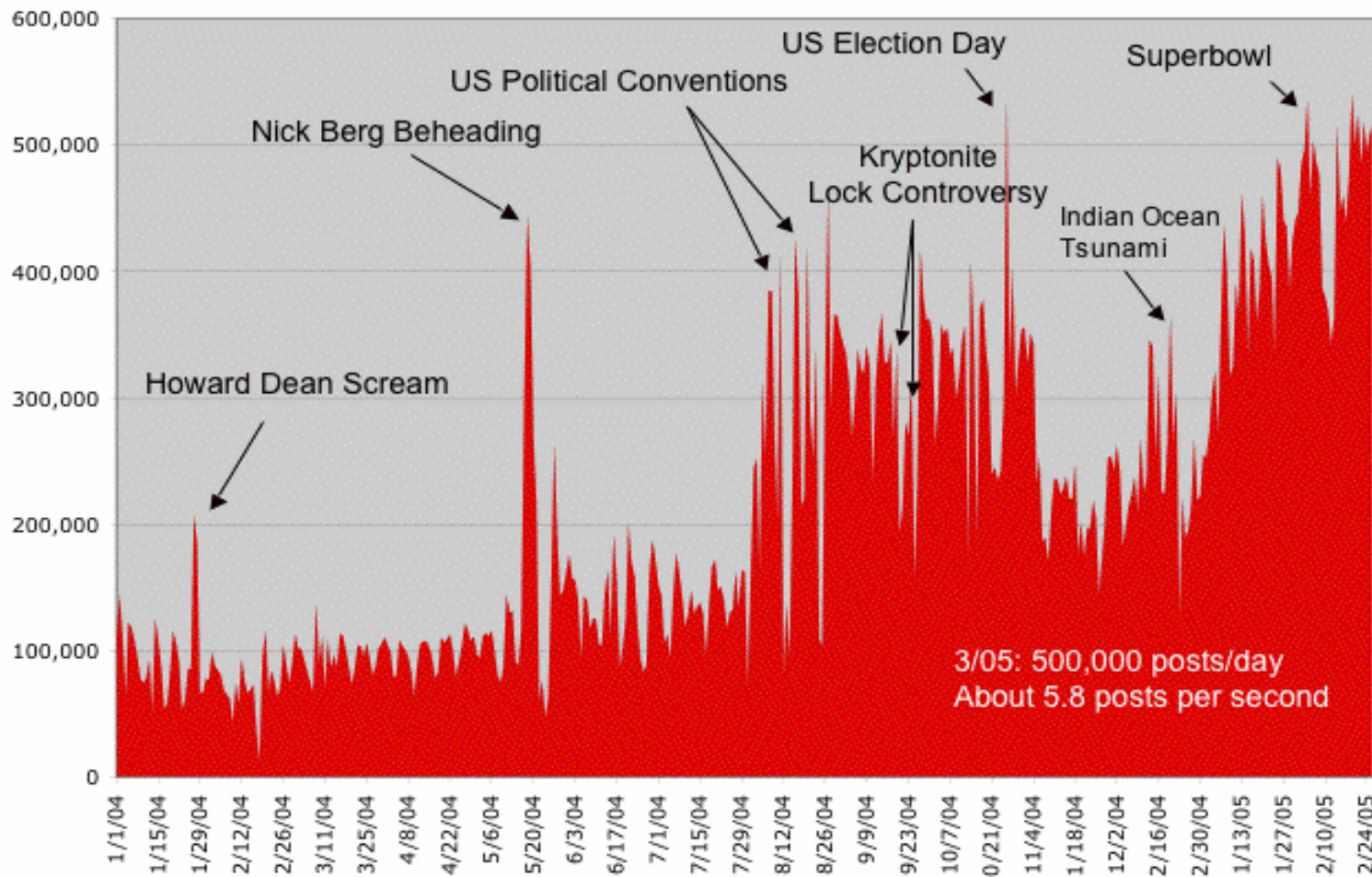
Give me charts!





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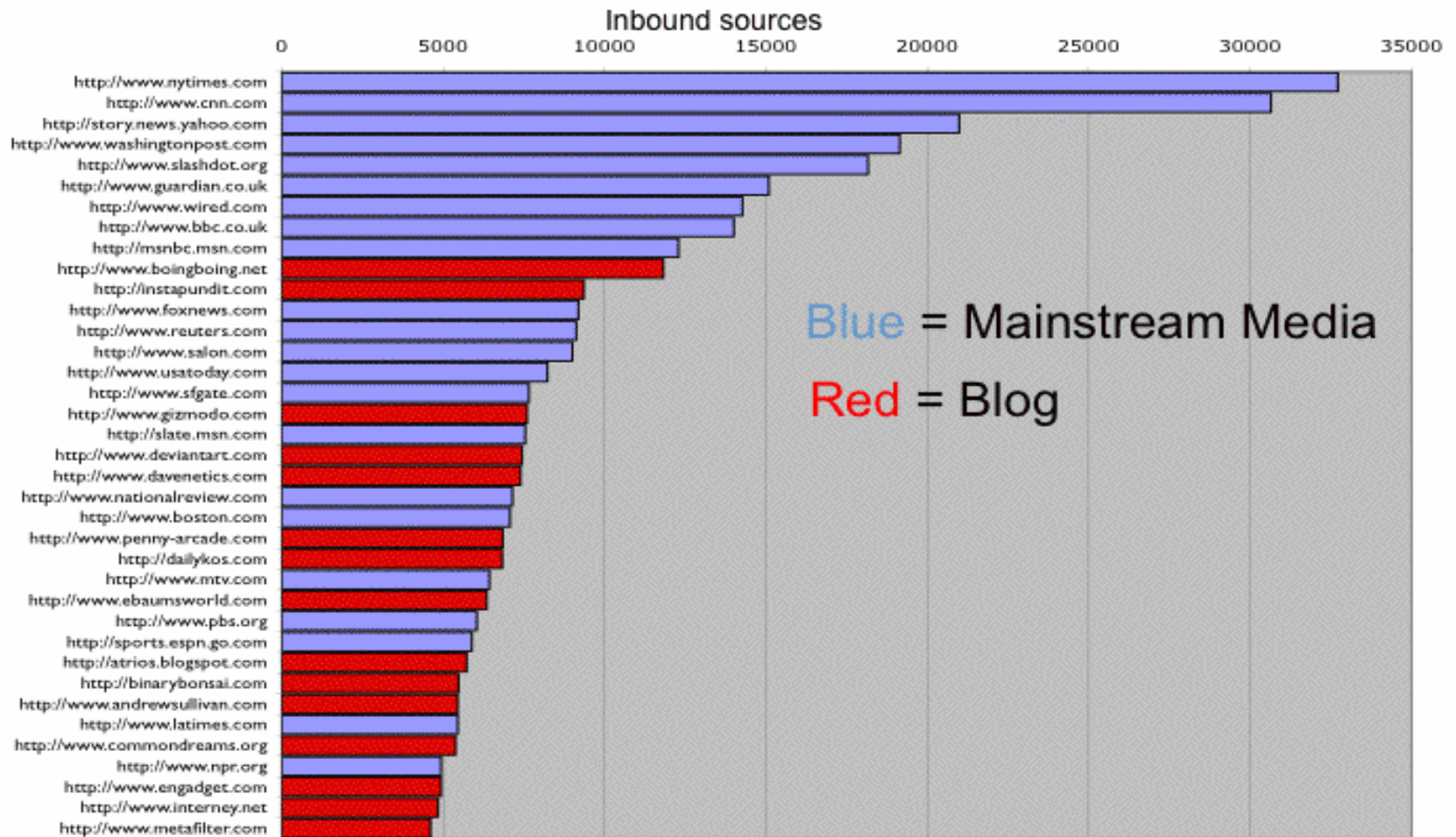
Weblog Posts / Day, 1/04 - 3/05



3/05: 500,000 posts/day
About 5.8 posts per second

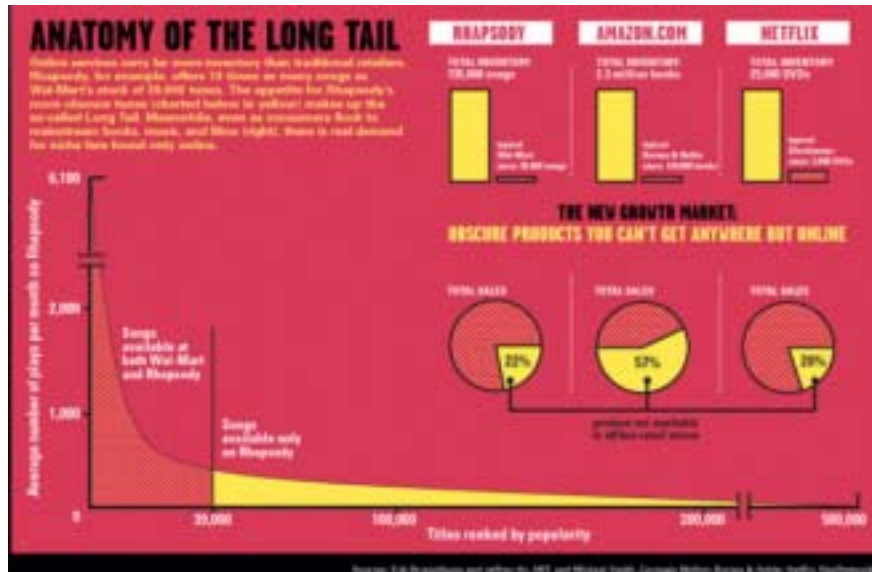
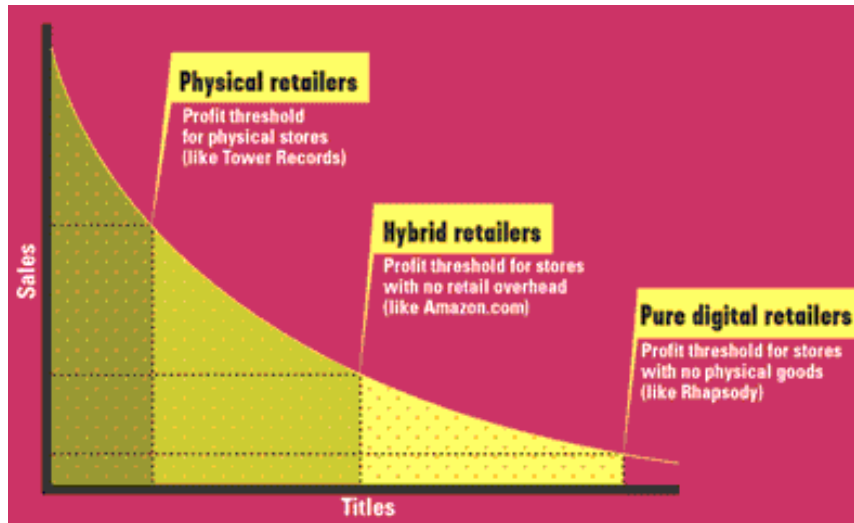
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MSM vs. Blogs, 3/05



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Long-Tail (wired magazine, Oct, 2004)



TRUST Media

(source: Edelman. www.edelman.com)

let's see

- Dan Rather—The Rathergate Case
- SE Asia Tsunami Tragedy
- iPod Shuffle
- We the Media
 - and they the terrorists?



Blog on Marketing / PR practices

Mass Marketing,
Permission Marketing,
and now...

Collaborative Marketing

- Nike: Art of Speed
 - Joint effort by young filmmakers / bloggers
- Movie Blog, Star Blog
 - Stars and Fans
- IBM, Microsoft, eBay use blog
 - Programmers and debuggers
 - Able to manage the ongoing changes
- CEO's corporate communication
 - Thought leadership / Charisma Building
- Amazon
 - Tag for Books, CDs, DVDs.....
- MusicBriantz Project
 - Tag for Songs

Let your user/consumer speak for you!

what to do?

- Read first
- Identify niche / target
- Identify opinion leader and followers
- Build a stage around “I”, and everyone can join and play (very important!)
- Be responsive
- Be personal / honest

Thank You!