

# internet

digital & different

do we feel something is wrong

**WHY**

just because it's not working as we like

COMFORTABLE  
SETTING  
XXth CENTURY







VERY UNCOMFORTABLE SETTING  
2005-20???

BRAND MESSAGE  
STORY

**THEORY**

REACTION  
**OPINION**  
BEHAVIOR

MUTUAL LIES **FACT**

MEDIA // BRAND // AGENCY

THINK THEY ARE TELLING THE STORY,  
BUT ACTUALLY THEY  
JUST WANT THEM TO BUY IN

NEITHER SIDE IS PRUDENT

**OPINION**

CONSUMERS IMITATE THE ORGASM

THAT'S WHY THEY BETRAY WHENEVER THE  
ALTERNATIVE IS AVAILABLE

**BUT**

A TRADITIONAL MEDIA QUESTION

**ARE**

THEY ALL REAL, DIGITAL CONSUMERS





# HARD

ANSWERS



1. MOST OF THEM ARE REAL
2. SOME OF THEM ARE ARTIFICIAL  
(RO\_BOTS)
3. CORRECT PROPORTIONS YET TO  
BE DETERMINED
4. THIS FACT DOES NOT PREVENT  
MEDIA/BRANDS/AD/PR FROM  
WORKING WITH DIGITAL MESSAGES  
AND COMMUNICATIONS

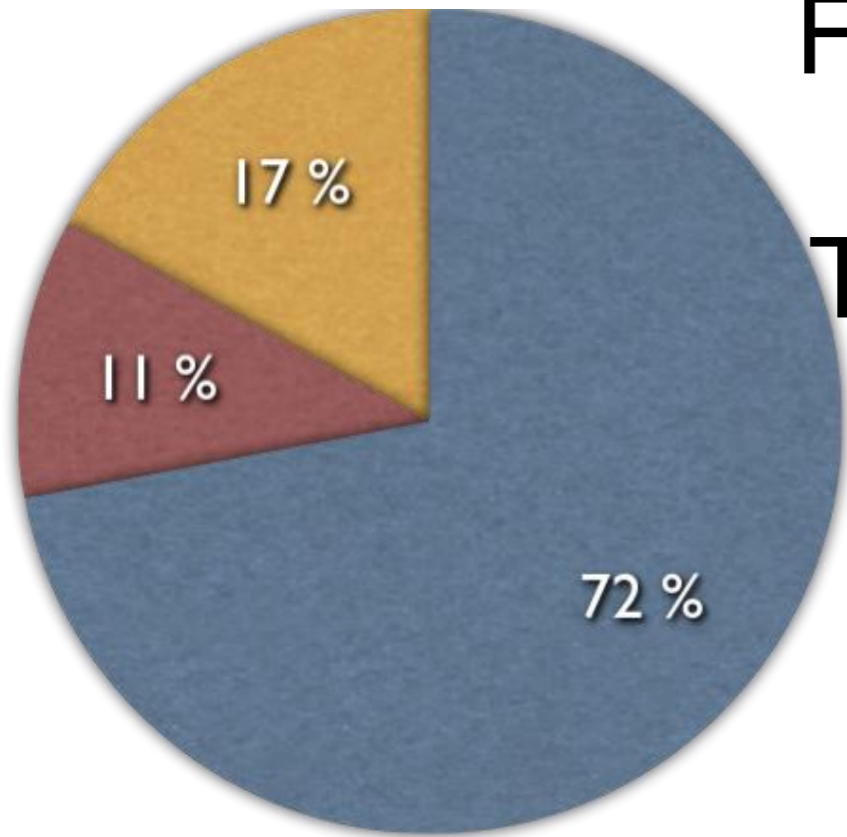
# RE: BOTS

SEO (SEARCH ENGINE OPTIMISATION)  
SERVES GOOGLE CRAWLERS  
RTB/RETARGETING  
SERVES VIRTUAL COPIES OF  
CONSUMER BEHAVIOR  
FACEBOOK EDGERANK WORKS  
WITH A DIGITAL COPY OF YOU

don't **panic**

# DISGUISE

TRUTH



FACEBOOK AUDIENCE

study conducted in 2012 by RIA

Novosti

sample over 500 000

TWITTER AUDIENCE

much, much worse

72%

- REAL
- BOTS
- STRANGE

72% UNPREDICTABLE

28% TOO PREDICTABLE

stupid positive  
aggressive  
trolling





MEET MY  
TARGETS!!!



THIS ARMY OF THE EVIL EMPIRE IS AN OUTCOME

OF A KPI FROM THE PAST

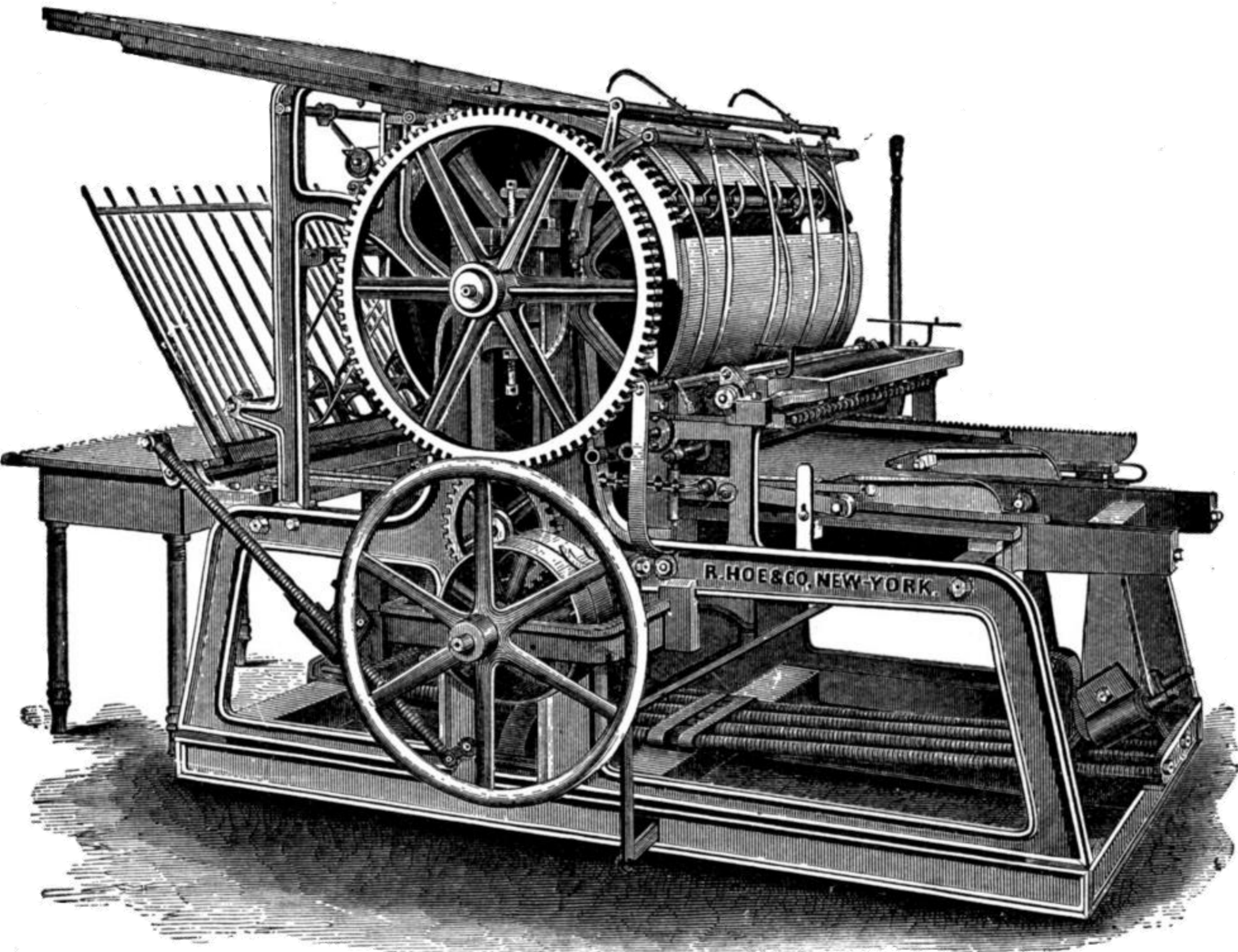


**DIGITAL**

**AUDIENCE**

**NO CORRECT METRICS  
NO OUTREACH MODEL  
WEAK CONNECTIONS  
FADING RECEPTION**

**BUT IT'S NOT TECHNOLOGY TO BLAME  
PEOPLE COMMUNICATE PEOPLE  
GOOGLE IS JUST A SEARCH**







here you see just 68 printing presses

# THINK

OF 1 000 000 000 FACEBOOK USERS

AND THE TECHNOLOGY THEY USE

TEXT + PICTURE + VIDEO + INTERACTIVE

+ REALTIME + LIKE/SHARE

SELL COPIES  
THAN SELL  
THOSE WHO  
BOUGHT  
COPIES TO  
ADVERTISERS  
WHO NEED  
ACCESS TO THE  
READERS EYES



COPYRIGHT  
1906  
BY  
J. E. PURDY  
BOSTON  
- 10 -

## 2nd Hearst Proportion

1 journalist  
per  
1000 subscribers } Relevant  
Local  
Content

## Dunbar's Number

140-150  
open communication  
connections («friends») } Relevant  
Social  
Content

# THINK

SMALLER GROUPS  
NARROW INTERESTS  
CHAIN MESSAGE

COMPLEX  
MULTI-  
PLATFORM  
MOBILE

# FUTURE



markets

platforms

66 Environment sciences  
3 Energy  
Energy transport  
Environment sciences  
governance

SEMANTIC  
EARNED  
MERIT-BASED

15 Ray Kurzweil  
dec News from fu

# COMMS

- [facebook.com/prinzip](https://facebook.com/prinzip)
- [twitter.com/vassgatov](https://twitter.com/vassgatov)
- [medialab.rian.ru](https://medialab.rian.ru)
- [postjournalist.ru](https://postjournalist.ru)
- ✉ [v.gatov@rian.ru](mailto:v.gatov@rian.ru)

РИА НОВОСТИ  
МЕДИА ЛАБОРАТОРИЯ

SEE YOU IN THE FUTURE

