



# *Insight*

August 2009

Dear Ira,

Happy August! The summer is moving along and with it comes a desire to photograph and video family and friends outdoors. Between iPhone and Blackberry anyone can upload a picture or video to their Facebook page or YouTube. Who's watching? Apparently more people than you think. Who hasn't seen or heard about the wedding ceremony published to YouTube and received 8.0 million views?

This month's *Insight* touches on the amateur and professional use of video on your mobile device. Enjoy!

Stay Positive!

Ira  
Your Virtual Media Director



**IB Up Close**

OK, I'm jealous. Really. I love my Blackberry Curve. It's my rolling office. But my jealousy is for all the iPhone 3GSers. Why? The subject of today's *Insight*. iPhone's can get Major League Baseball anywhere. Anywhere! Me? Not totally complaining because I do have MLB.TV on my laptop. But, watch anywhere? Whoa.

## **YouTube On Steroids**

Anyone and everyone is uploading videos and viewership is way up

YouTube has announced that mobile video uploads have increased 400% a day since the release of the iPhone 3G S, and 1,700% over the last six months. YouTube attributed the gains to new video-enabled phones such as the 3G S on the market, improvements to the upload flow when a video is posted to YouTube from a mobile phone, and a new feature on YouTube that allows videos to be shared more easily via someone's social networks.

To illustrate the diversity of video uploads, the company posted a dozen clips with titles

such as "At grandpa's house," "In a Cambodian liquor store," "Observing carnivorous plants," and "At a wedding." Any of those sound like potential TV hits? Or viral hits? Maybe not.

Proponents of mobile video may point to the YouTube figures as a further sign of the growing market for video on handheld devices. Nielsen recently reported that mobile video viewership increased 52.2% in the last year, to 13.4 million monthly users in the first quarter of 2009. But when it comes to expanding mobile advertising, adding more user-generated inventory to mobile TV won't help much. After all, YouTube is still trying to figure out how to monetize video on the wired Web.

Its biggest push lately to boost advertising has been to strike deals with with the likes of MGM, CBS, ABC and Sony for full-length shows and movies. The shift away from user-submitted clips toward professional content is part of a wider trend online as video-sharing sites look for new ways to generate ad revenue. And despite the novelty factor, marketers aren't likely to find uploaded clips any more attractive as ad vehicles on mobile than online.

Source: Mediapost Mobile Intelligencer, June 29, 2009

Welcome to our new readers of IB Media *Insight*. Each month we touch on a current media topic of interest in a short, concise format. You're busy. We get it.

Thanks to all for your thoughts on last month's *Insight* regarding LinkedIn. As a result of the newsletter several individuals and organizations have taken me up on my offer to conduct a free LinkedIn workshop for 10 or more people. Interested? Contact me and we'll work it out.

Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, pass it on to someone who will appreciate it.

Next month? Survey says consumers do not hate ads after all. Whew!

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

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