



Commercial considerations of Social Media

To engage or not?

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1. Skype

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About Skype

- **In 2010, approximately;**
 - 207bn Skype-to-Skype, Skype-to-landline & -mobile, voice-and-video minutes
 - 176m texts sent
 - Skype-to-Skype calling minutes equivalent to 20% of all global international PSTN calling minutes*
- **As of March 2011, c30m concurrent users are logged into Skype at peak times**
- **In the 3 months to June 2011, more than 170m average connected users**
- **Through the 1st half of 2011, video calls accounted for approximately 43% of all Skype-to-Skype minutes**

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*Telegeography 2011 Slide 3

the challenge ahead

“At Skype it is all about the customer and their network effect. On the journey to 1 billion users everyday, a healthy and engaged community is a core pillar of that strategy.”

Tony Bates - CEO

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2. Social

93% of social media users believe a company should have a presence in social media



believe it or not, that doesn't mean 93% of social media users think companies should treat social media as yet another channel for **broadcasting bullsh*t.**



it's supposed to be a dialogue,
NOT A MONOLOGUE.





and a lot of experts...

Social Marketing Management
BUDDY#MEDIA, shoutlet, SYNCAPE, Social Publishing Platforms, hear, spreadfast, offerpop, NORTH SOCIAL, Zuberance, votigo, vitrue, involver, Flowtown, Socialware, Social Amp, fan

URL Shorteners
bitly, tinyurl.com, tinyarrows.com

Stream Platforms
UberMedia, TweetDeck, twitpic, StockTweets, wefollow, Listorious, fixup!

Twitter Apps
tweetmeme, twitpic, StockTweets, wefollow, Listorious, fixup!

Facebook Apps
LIKESTER, BranchOut, snapchat, smule, causes, booshaka

Facebook Gaming
zynga, MetroGames, Playdom, socialpoint, WILDNEEDLEGAMES

Social Advertising Platforms
Adaptly, vurve, appsave, social, nanigans, buzzlock, marin, socialvibe, socialize, EfficientFrontier, KENSHOO, Clickable

FB Commerce
Moontast, SHOP TAB, Address, FLUID, VendorShop, mifyoni

Social Ad Networks
OneRiot, rockYOU, LIFESTREET, spruceMEDIA, radium, meclad, degrees, RapLeaf

Social Graph Data
TOPSY, wink, Aardvark, greplin, spokeo

Social Business Software
lithium, jive, telligent, External (Customer) Facing, huddle, Internal (Employee) Facing, cubetree, acquia, igloo, Yammer, moxie, Socialtext, SOCIALCAST

Blogging Platforms
tumblr, posterous, WORDPRESS, SQUARESPACE, Joomla!

Location-Aware Apps
iwi, Gowalla, Foodspotting, pelago, waze, Places, miva, miva

Community Platforms
mixxt, GROU.PS, Ning, GroupSite

Content Sharing (Reviews/Q&A/Docs)
yelp, Angies list, Quora, Scribd, SmugMug, flickr, Photo Sharing, Photobucket, Picasa, iStockphoto

Plug-Ins/Widgets
tynt, Bazaarvoice, badgeville, canduit, sharethis, janrain, echo, clearspring, gigya, PowerReviews, Mass, Relevance, meebo, widgetbox, 5555, factory

Traditional Publishers
ABC, CANDY, CNN, The Wall Street Journal, Hearst Corporation, AOL, CONDÉ NAST

so expect some surprises...

The collage features several social media snippets: a Skittles advertisement with the slogan "Taste the Rainbow" and a hashtag #Skittles #fisting; a tweet from VodafoneUK stating "VodafoneUK is fed up of dirty homo's and is going after beaver"; a video thumbnail for "United Breaks Guitars" showing a man with a guitar; and a video thumbnail for "A Comcast Technician Sleeping on my Couch" showing a person sleeping on a couch.

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**“Social media is like teen sex.
Everyone wants to do it. Nobody knows how.
When it’s finally done there is surprise it’s not better”**
Avinash Kaushik, Analytics Evangelist, Google



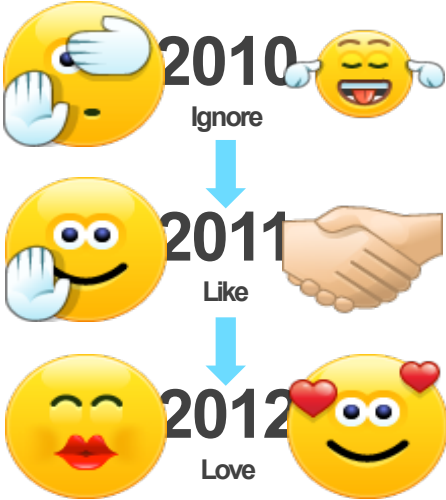
photo by Zellaby on flickr.com

3. Skype & Social Media

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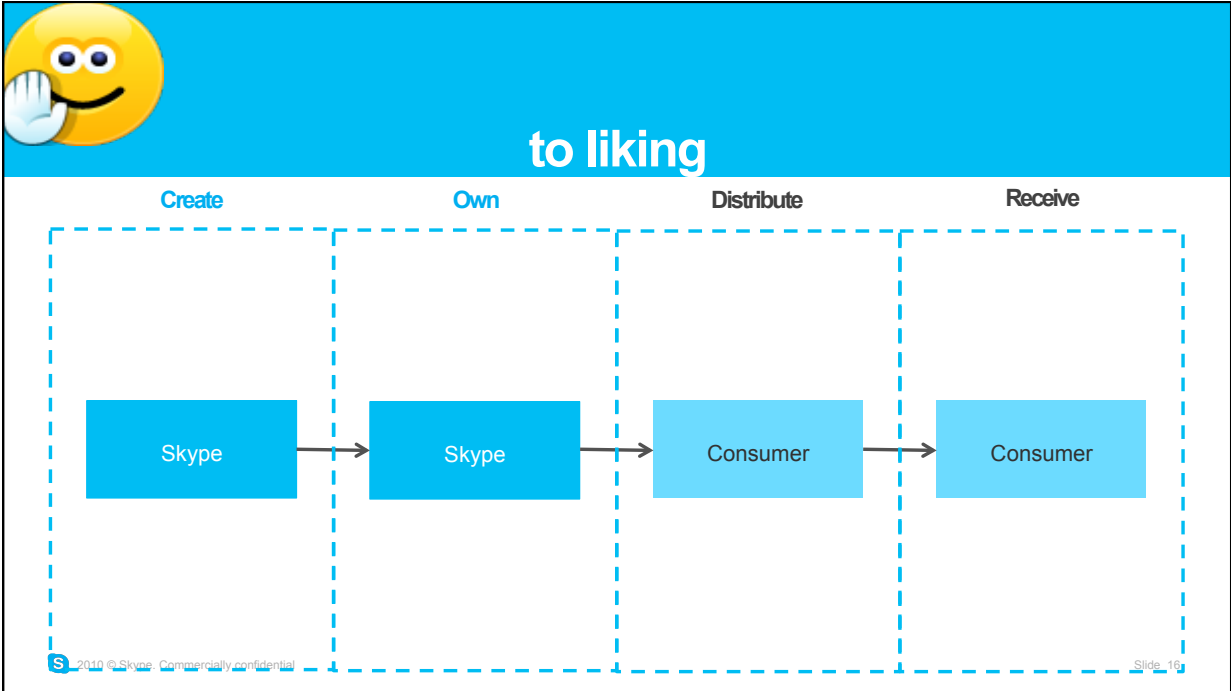
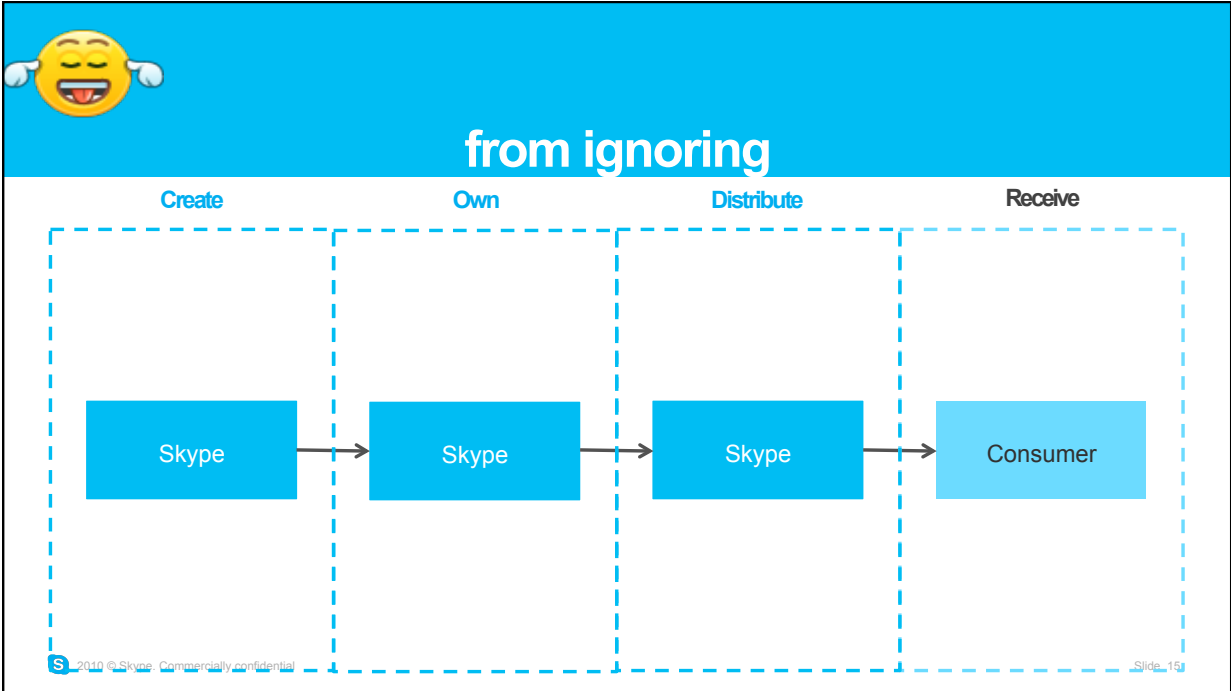
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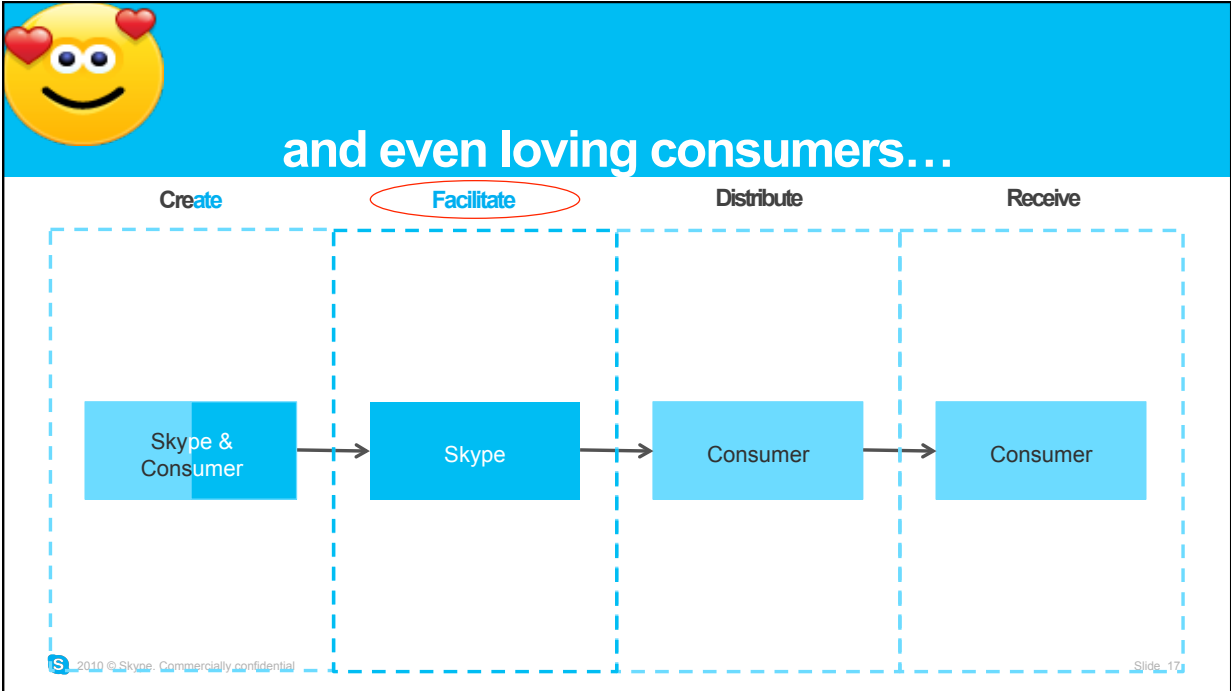
A fundamental shift



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75 million unique visits in 2011

facebook
News, updates and promotions from the people at Skype
4,401,721 people like this

twitter
724 Tweets | 27 Following | 209,870 Followers | 4,939 Listed

770 Projects | **15554** Teachers | **531** Resources

Skype Skype
RT @joseluispardo My office is 1000 kms from home, thanks to @Skype I can daily help my little daughter with her homework
10 hours ago

Rita Thomasson LOVE SKYPE,have broken leg,but i get around with Skype
19 hours ago · Like · 4 people

Skype Skype
MT @saunders620 Thanks @Skype for letting me keep in touch with my hubby @Firems29 while he's in Iraq! I don't know what I'd do without it!
12 hours ago

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4. Considerations

Get organized,



be human

dlee_code Doug Lee
 I've seen four people suddenly lose 1 or more Skype contacts. All use a PC and a phone on the same Skype account. Ideas? @SkypeSupport
 8 Oct

SkypeSupport Support Network
 @dlee_code Please ask your friends to delete the iPhone app (it's important to delete it first) and then reinstall it from the App Store.
 8 Oct

in reply to ↑

@dlee_code
 Doug Lee

@SkypeSupport Thanks much, reposted to two Twitters and a 300+ member mailing list.

8 Oct via [Qwitter 5](#)

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5. Summary

to engage or not to engage...?

We did it to

1. drive advocacy and harness network effect to grow
2. better understand our consumers and their needs
3. deliver innovation and insight to everyone @ Skype
4. reduce our costs and create new revenue channels

what worked for Skype might not work for you



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discussion and questions

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