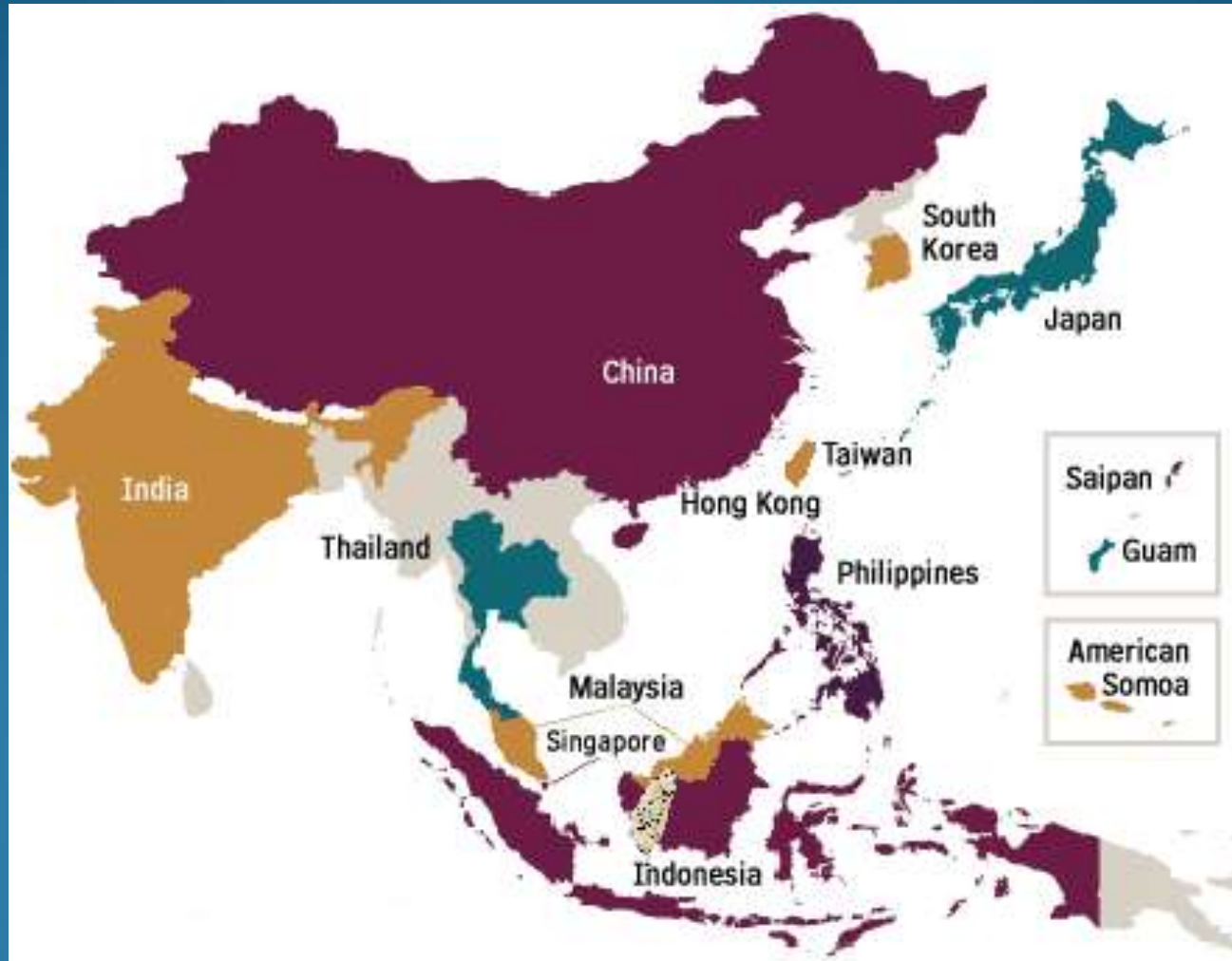
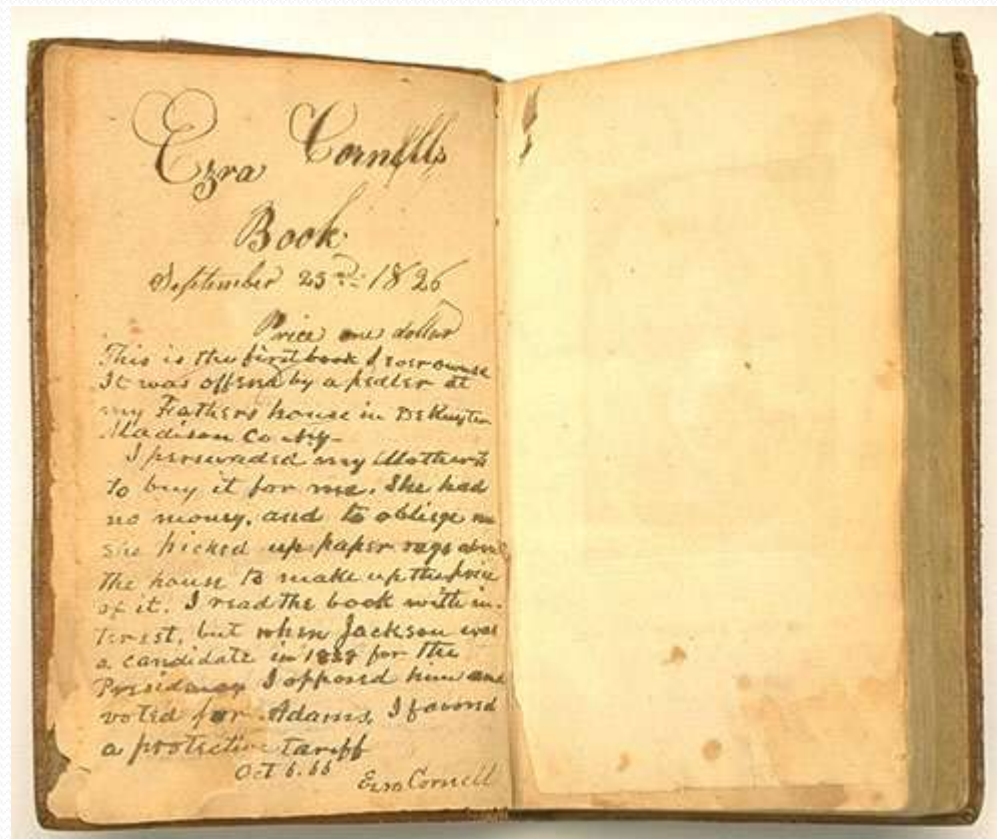


Intellectual Property in the Digital Economy

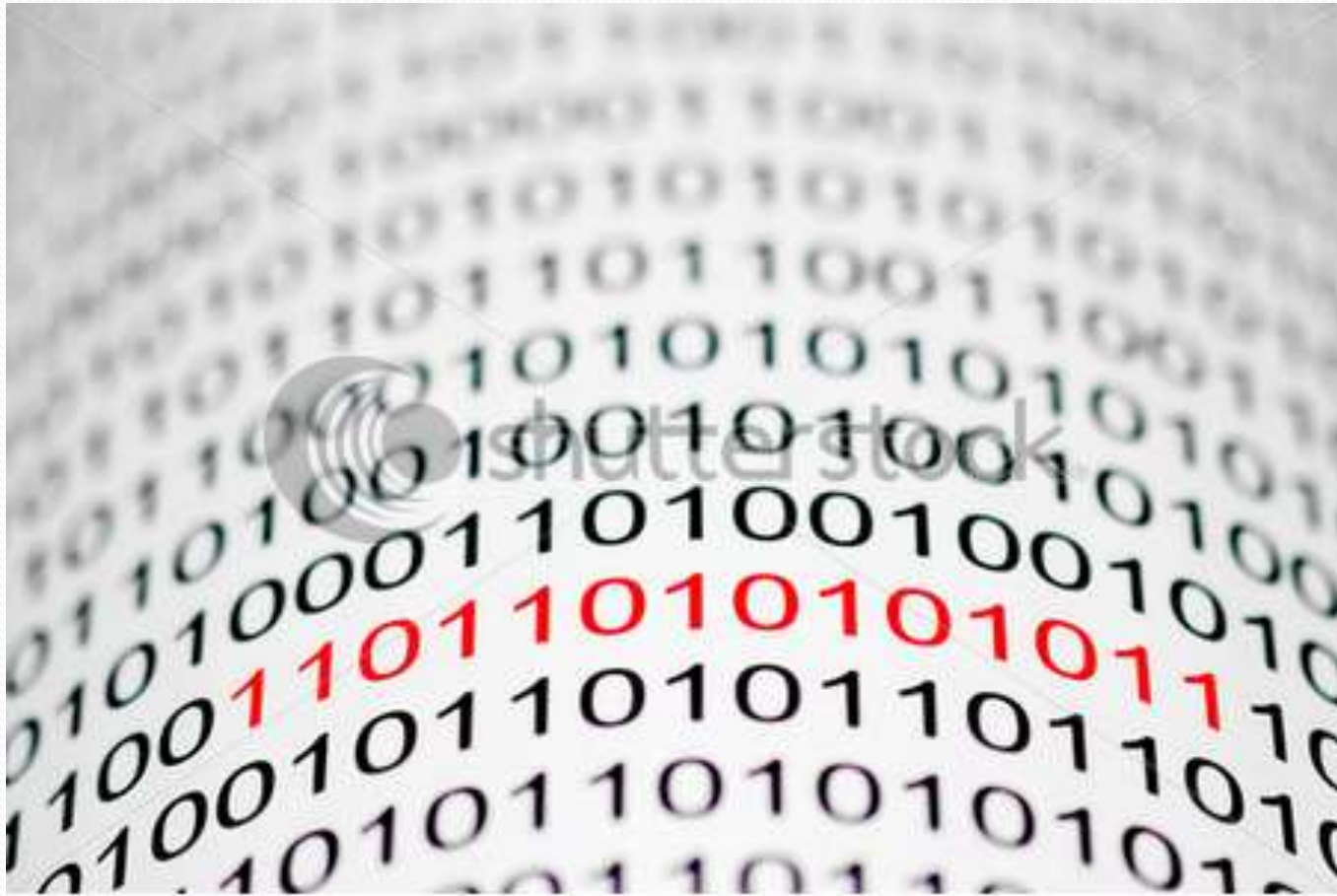


Dan Greif – Siam Premier International; Original presentation – Chander Lall of Lall & Sethi

LITERARY WORK



LITERARY WORK

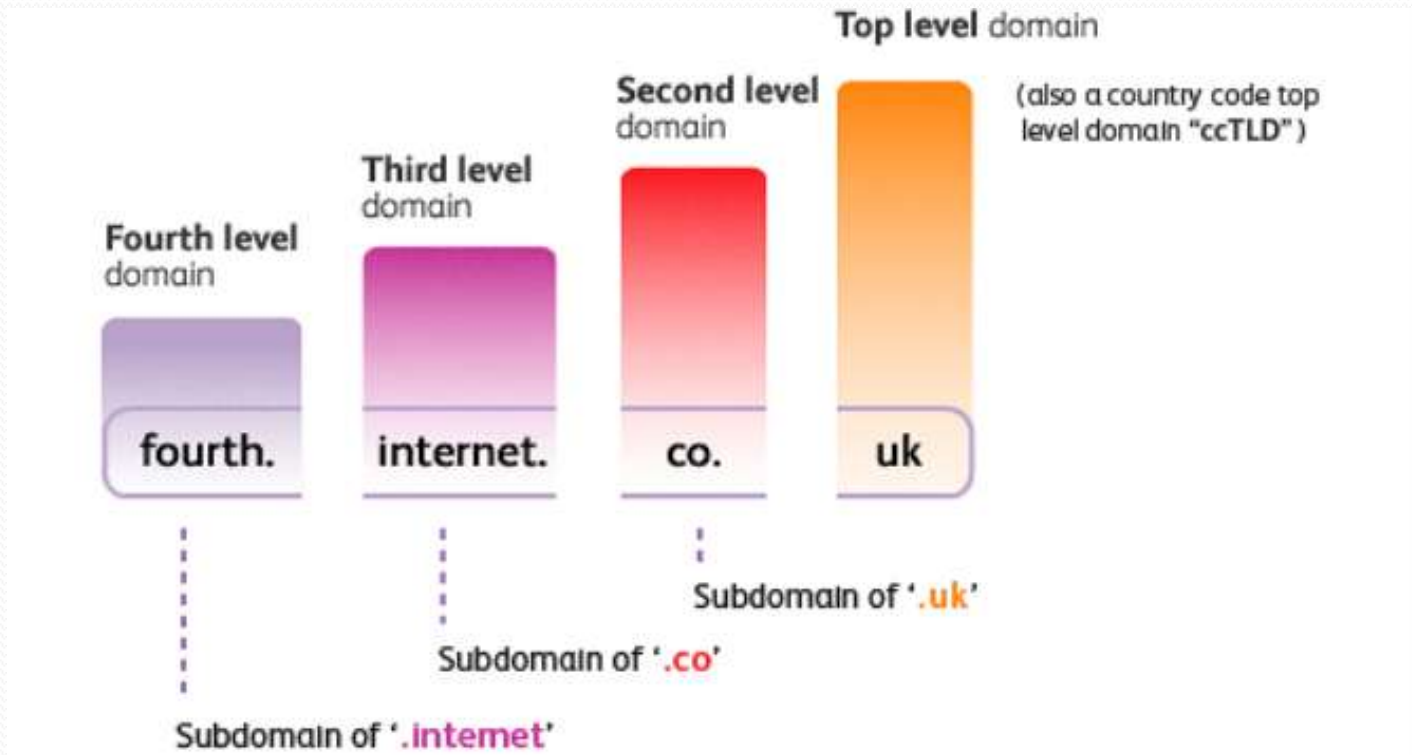


www.shutterstock.com · 5189317

THE WORLD OF THE DOT



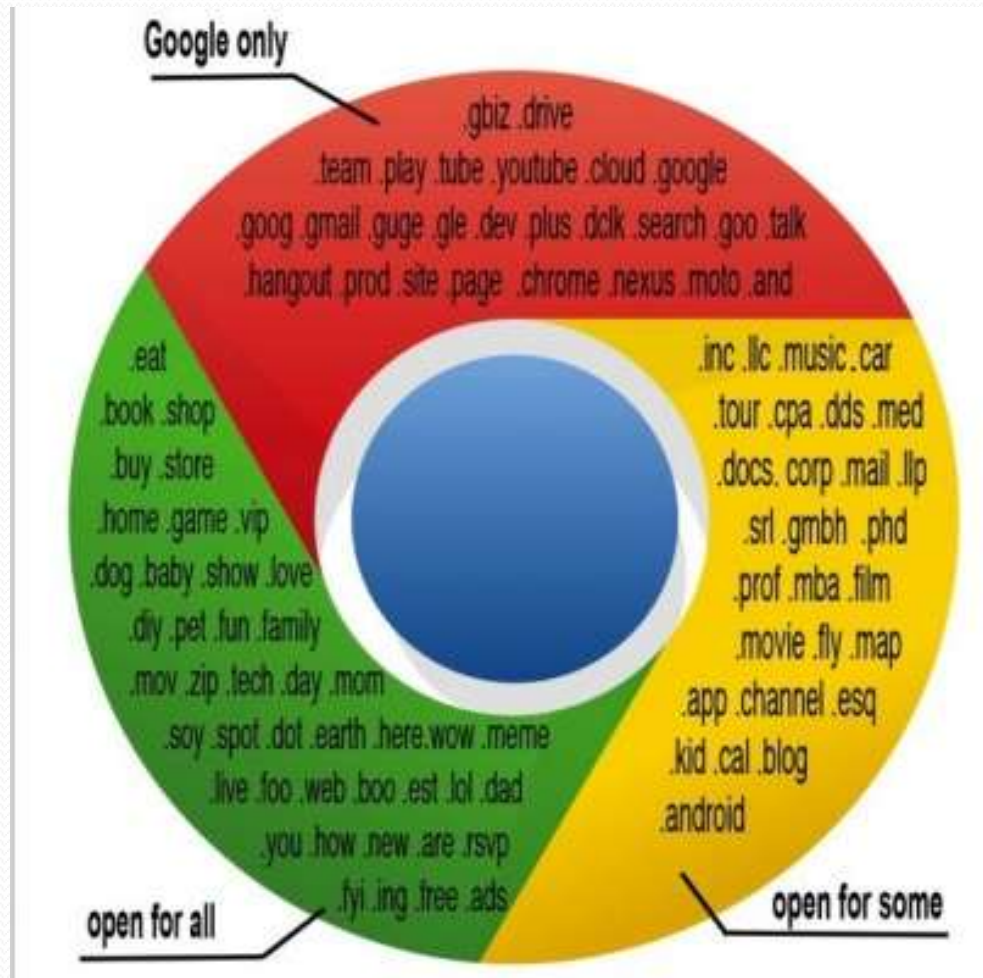
HOW DOES IT WORK ?



THE EXPANDED DOTS



AND STILL MORE DOTS



TOP NEW DOMAIN EXTENSIONS

.art

.nyc

.london

.tokyo

.miami

.tech

.web

.tours

.app

.blog

.inc

.fashion

.games

.law

.ninja

.shop

.menu

.hotel

.music

.film

UDRP - Universal Dispute Resolution Process

- An out-of-court dispute resolution mechanism for trademark owners to resolve clear cases of bad-faith, abusive registration and use of domain names.
- Applies (by contract) to all domain name registrations in ICANN-approved gTLDs (e.g., .com, .net, .org).
- The UDRP or a variant also applies to a number of ccTLDs

UDRP - Universal Dispute Resolution Proces

- **Complaint is limited to trademark owners**
- **Owner must**
 - (a) demonstrate its rights.**
 - (b) demonstrate that the domain name registrant has no rights or legitimate interests in the disputed domain name, and that the disputed domain**

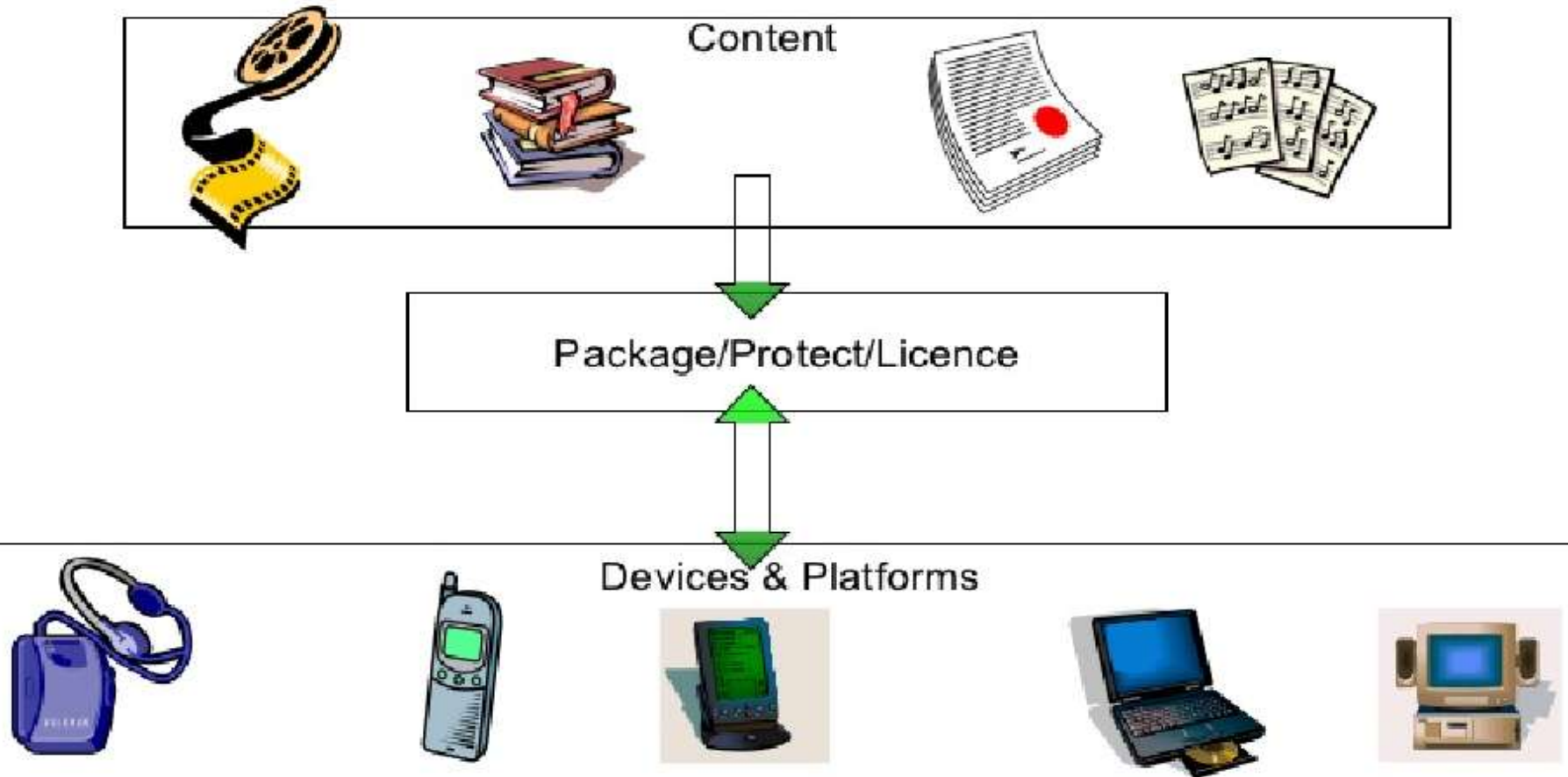
UDRP - Universal Dispute Resolution Proces

.....Owner must

(c) demonstrate that the disputed domain name has been registered and is being used in bad faith.

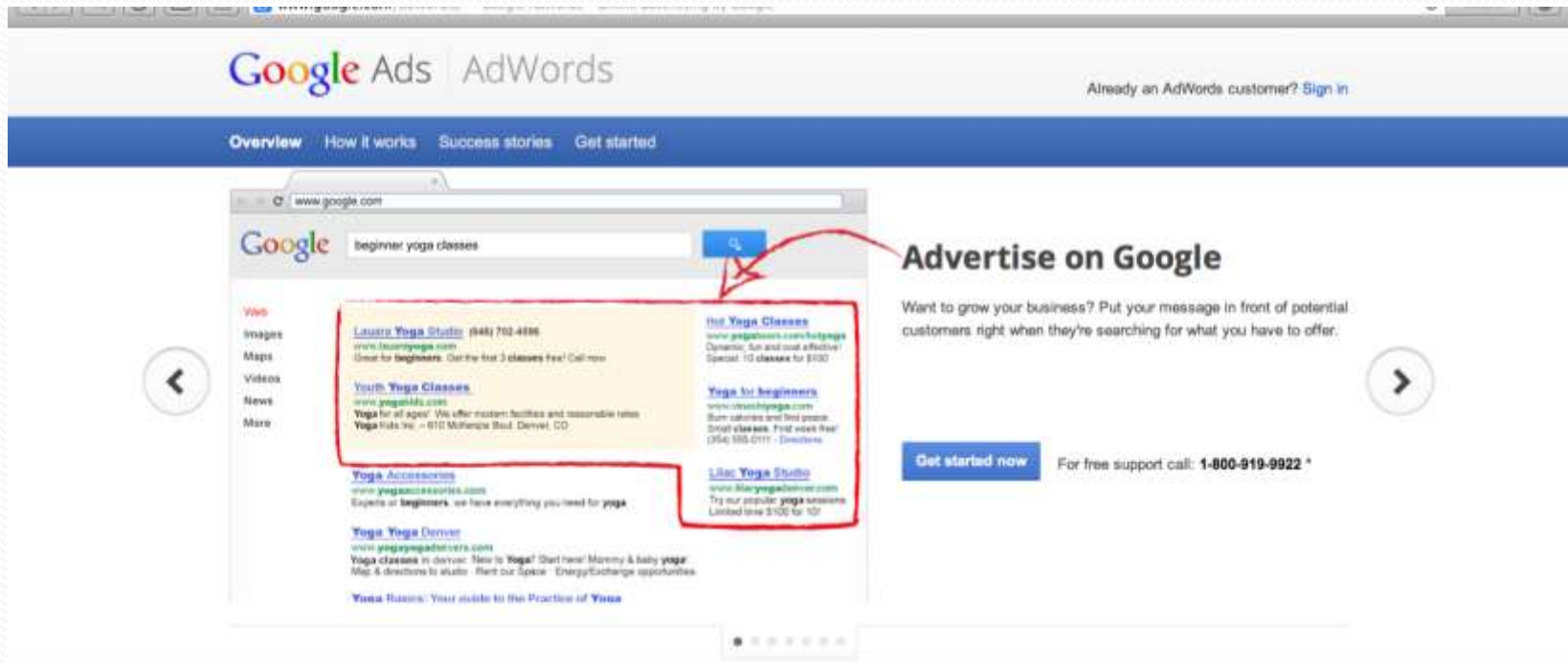
In the event of a successful claim, the infringing domain name registration is transferred to the complainant's control.

How do customers access your content?





GOOGLE ADWORDS



The screenshot shows the Google AdWords homepage. At the top, it says "Google Ads AdWords" and "Already an AdWords customer? Sign in". Below this is a navigation bar with "Overview", "How it works", "Success stories", and "Get started". The main content area features a search bar with "beginner yoga classes" entered. To the right of the search bar is the text "Advertise on Google" and "Want to grow your business? Put your message in front of potential customers right when they're searching for what you have to offer." Below this is a blue button that says "Get started now" and "For free support call: 1-800-919-9922 *". The search results show several ads for yoga studios, including "Laura Yoga Studio", "Youth Yoga Classes", "Yoga Accessories", "Yoga Yoga Denver", and "Lila Yoga Studio". A red box highlights the first two ads, and a red arrow points from the "Advertise on Google" text to the search results.

Only pay for results

No matter what your budget, you can display your ads on Google and our advertising network. Pay only

We'll help you get started

We're here to answer all your questions and can even help you create your first campaign.

The fastest way to get your ad on Google

Want to advertise locally? AdWords Express is our simplest advertising solution specifically designed

THE SOCIAL NETWORK WORLD



SOCIAL NETWORK USAGE

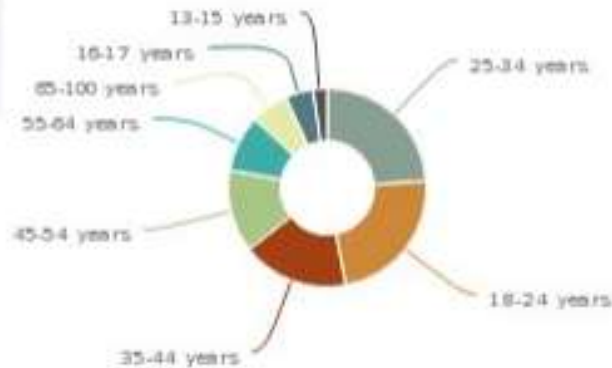
 **United States** >

Top 5 Brands

1. [Walmart](#)
2. [Target](#)
3. [Amazon.com](#)
4. [Samsung Mobile USA](#)
5. [Subway](#)

[View all Brands](#) >

User age distribution



Male/Female User Ratio



SOCIAL NETWORK USAGE

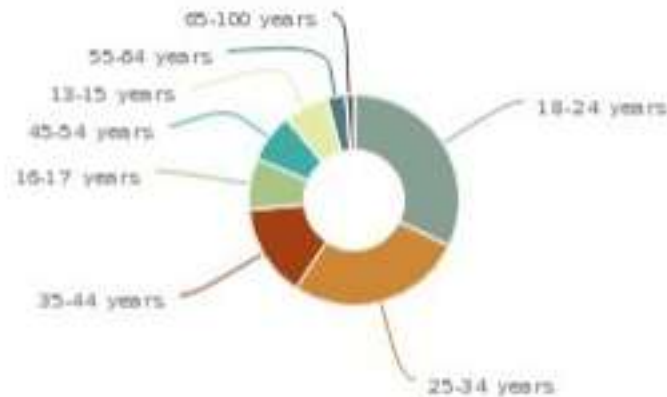


Top 5 Brands

1. [Guaraná Antarctica](#)
2. [Coca-Cola](#)
3. [Skol](#)
4. [HotelUrbano.com](#)
5. [Lacta Oficial](#)

[View all Brands >](#)

User age distribution



Male/Female User Ratio



SOCIAL NETWORK USAGE

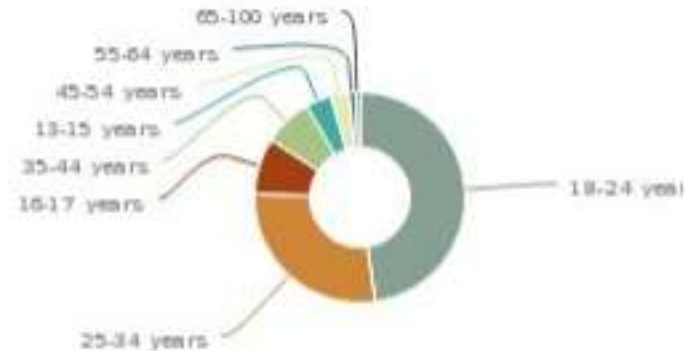


Top 5 Brands

1. [Vodafone Zoozoos](#)
2. [Tata Docomo](#)
3. [Nokia India](#)
4. [Samsung Mobile...](#)
5. [Fastrack](#)

[View all Brands >](#)

User age distribution



Male/Female User Ratio



More and more people are connecting to the Internet—and for longer amounts of time

Whether through a computer or mobile phone, consumers continue to spend increasing amounts of time on the Internet. Time spent on PCs and smartphones was up 21 percent from July 2011 to July 2012. App time more than doubled during this period as more smartphone owners entered the market, and the number of available apps multiplied.

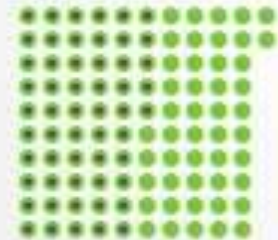
Overall Unique U.S. Audience ● JULY 2011 ● JULY 2012



MOBILE WEB ↑82%
52,435,000 | 95,376,000

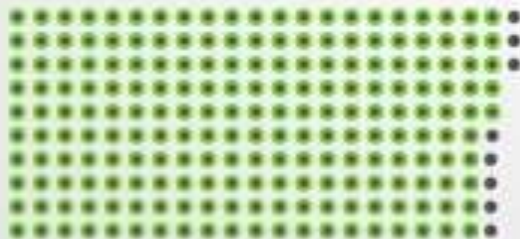


MOBILE APPS ↑85%
55,001,000 | 101,802,000



PC

213,253,000 | 204,721,000 ↓4%



TOTAL MINUTES SPENT ON MOBILE AND PC

Total Minutes, U.S.
JULY 2011 | JULY 2012



People continue to spend more time on social networks than any other category of sites—20% of their time spent on PCs and 30% of their mobile time.

17%

of consumers' PC time is spent on Facebook, the most popular web brand in the U.S.

A LOOK AT THE TOP SOCIAL NETWORKS

The list of most-visited social networking sites is pretty much the same whether people are going online through a PC browser, through their mobile web browser or using an app. Mobile usage once again proves to be a key component of social as each of the top networks via mobile web saw significantly greater growth compared to its PC audience over the last year.



* Google+ is July 2012 to Sept 2011, the first month the statistic was public

© Nielsen 2012

Unique U.S. Audience (in millions)



↑
2011
Pinterest
Mobile Web

2012
Pinterest
Mobile Web



TOTAL MINUTES SPENT

Top U.S. Social Networking Apps Ranked on Total Minutes

	Total Minutes	YOY % Change
Facebook	27.0B	61%
Twitter	3.6B	68%
foursquare	1.9B	16%
Pinterest	131.0M	6,056%
Google+ Latitude	599.2M	-2%

Top U.S. Social Networking Sites via Mobile Web Ranked on Total Minutes

	Total Minutes	YOY % Change
Facebook	4.1B	6%
Twitter	496.2M	129%
Blogger	170.0M	90%
Tumblr	166.6M	78%
Reddit	138.0M	342%

Top U.S. Social Networking Sites via PC Ranked on Total Minutes

	Total Minutes	YOY % Change
Facebook	42.2B	23%
Tumblr	2.9B	65%
Twitter	1.6B	72%
Pinterest	1.3B	n/a
Blogger	276.1M	-17%

9

HOW, WHERE AND WHY WE CONNECT

While the computer is still the primary device used to access social media, the last year saw significant increases in usage, most notably through tablets and internet-enabled TVs.

HOW WE CONNECT 2011 | 2012



WHERE WE CONNECT

AGES 18-24



TIME? Nearly a third (32%) of people aged 18-24 use social networking in the bathroom.

AGES 25-34



More than half of people aged 25-34 use social networking in the office, more than any other age group.

WHY WE CONNECT

It may be fun to follow celebrities, but actually knowing someone still matters when deciding to connect on social networks.



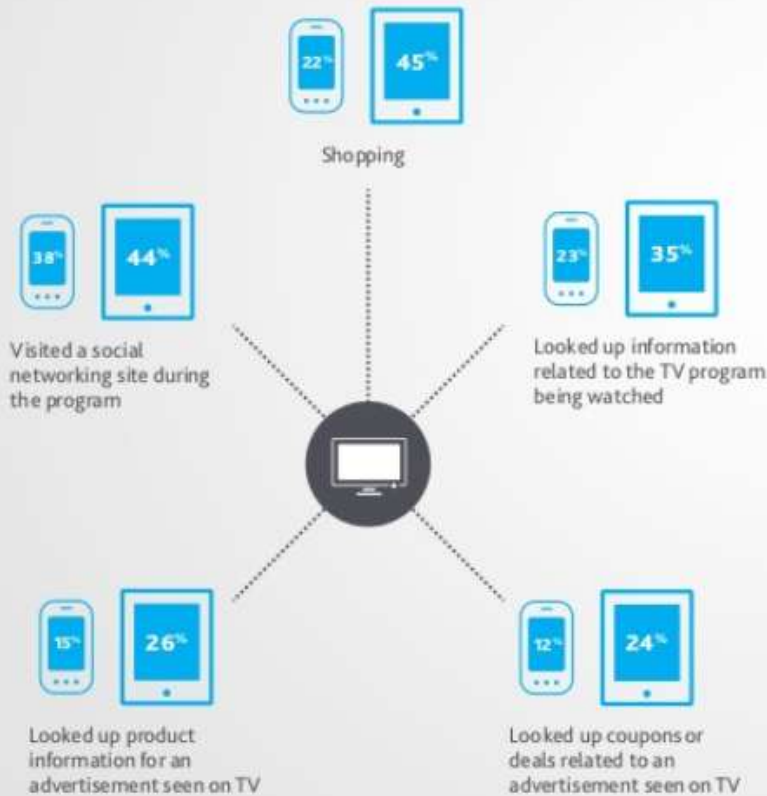
GENERAL FEELINGS AFTER PARTICIPATING IN SOCIAL NETWORKING



SIMULTANEOUS SMARTPHONE AND TABLET USAGE WHILE WATCHING TV

Having a mobile device on-hand while watching TV has become an integral part of consumer routines—41 percent of tablet owners and 38 percent of smartphone owners use their device daily while in front of their TV screen. Not surprisingly, social networking is a top activity on both devices, but people aren't just chatting with their social connections, they're also shopping and looking up relevant program and product info.

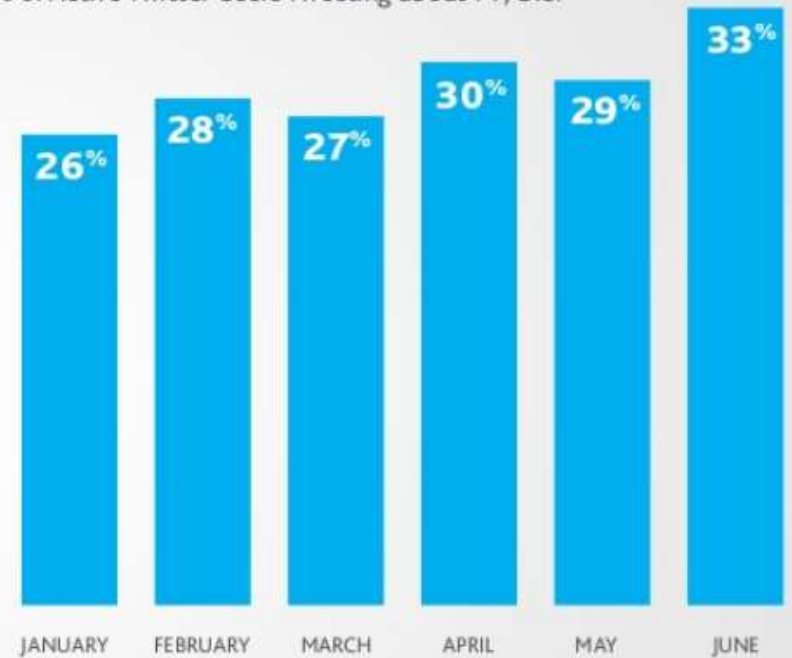
Simultaneous TV/Mobile Device Usage, U.S.



TWITTER DRIVES SOCIAL TV

Twitter has emerged as a key driver of social TV interaction. During June 2012, a third of active Twitter users tweeted about TV-related content, an increase of 27 percent from the beginning of the year.

% of Active Twitter Users Tweeting about TV, U.S.



SPOILER ALERT

Nearly a quarter of people aged 18-34 use social media to comment on what they like/dislike about a storyline while watching TV



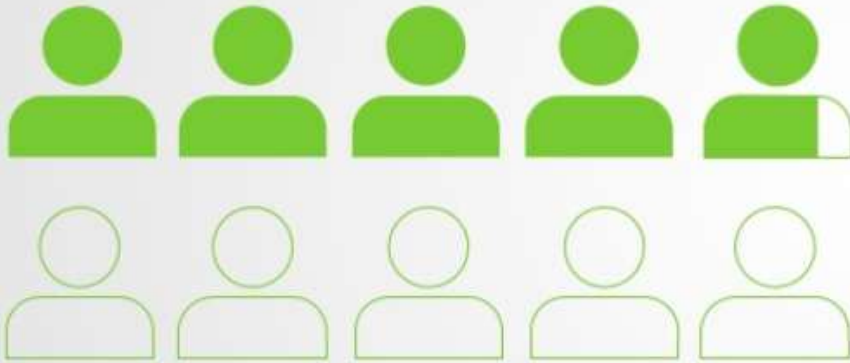
TALKING TV

Adults aged 35-44 are the most likely to discuss television programming with their social connections

SOCIAL CARE

Social care, i.e. customer service via social media, has become an immediate imperative for global brands. Customers choose when and where they voice their questions, issues and complaints, blurring the line between marketing and customer service. Brands should consider this evolution and ensure they are ready to react on all channels.

ON AVERAGE,
47% OF SOCIAL MEDIA USERS
ENGAGE IN SOCIAL CARE



FREQUENCY OF SOCIAL CARE USE
AMONG USERS



SOCIAL CARE VS CUSTOMER SERVICE BY PHONE



One in three social media users prefer social care to contacting a company by phone

CHANNELS USED TO ACCESS SOCIAL CARE

Consumers turn to a wide variety of social media platforms for social care. Social media users are most likely to comment on or ask a question about a company's product or service on Facebook, both on the company's page (29%) and on their personal page (28%).

- 29th Facebook | Company's Page
- 28th Facebook | User's Personal Page
- 15th Official Company Blog
- 14th Twitter | Personal Handle (no @ mention of company)
- 13th Twitter | Company's Handle (tweet from user's personal handle including an @mention of company)
- 12th YouTube | Company's Channel
- 11th YouTube | User's Personal Channel
- 11th Non-company Blog

Brands and advertisers looking to share their message on social might consider this: While a third of people find ads on social networks to be annoying, more than a quarter of people are more likely to pay attention to an ad posted by a friend.

AGREEMENT WITH STATEMENTS ABOUT ADVERTISING

33%

Agree that ads on social networking sites are more annoying than other online ads

26%

Are more likely to pay attention to an ad that has been posted by one of their social network acquaintances

26%

Are okay with ads that are ID'd based on their profile information

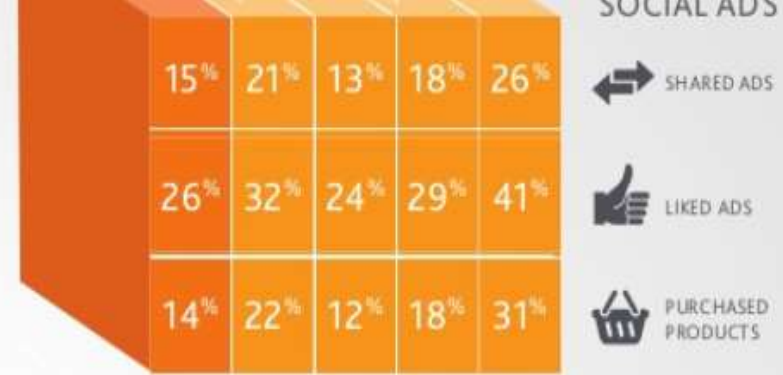
17%

Feel more connected to brands seen on social networking websites



SOCIAL LIKES

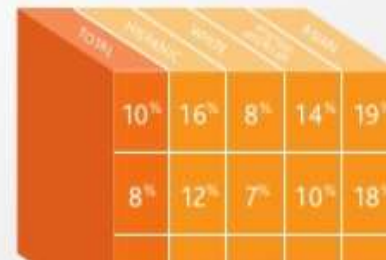
are the most common action taken after seeing a social ad and can be a great way to raise a brand's visibility.



U.S. ASIAN CONSUMERS ARE THE MOST ENGAGED WITH SOCIAL ADS

This audience is by far the most likely to share, like or purchase a product after seeing an ad on social networks

White consumers are the least likely to take action after seeing ads on social networks



MADE A PURCHASE AFTER SEEING SOCIAL ADS

Made a purchase over the Internet for a product that was advertised

Made a purchase at a store for a product that was advertised

THE CONSUMER DECISION JOURNEY

The days when companies could tightly control brand messaging and progress consumers along a linear purchase funnel have long ended. Social media has fundamentally changed the consumer decision journey. Consumer decisions and behaviors are increasingly driven by the opinions, tastes and preferences of an exponentially larger, global pool of friends, peers and influencers.



FREQUENCY OF SOCIAL ACTIVITIES

Percent of social media users participating at least once a month



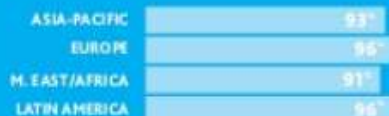
THE GLOBAL SOCIAL CONSUMER

A recent Nielsen survey of more than 28,000 global consumers with Internet access explored social media's global reach and impact. From how consumers connect and interact with social media to social's influence on what people buy, there are noticeable differences across regions, which are highlighted in the following special section focusing on the global social consumer.

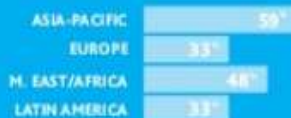
HOW DO YOU ACCESS SOCIAL NETWORKING SITES?



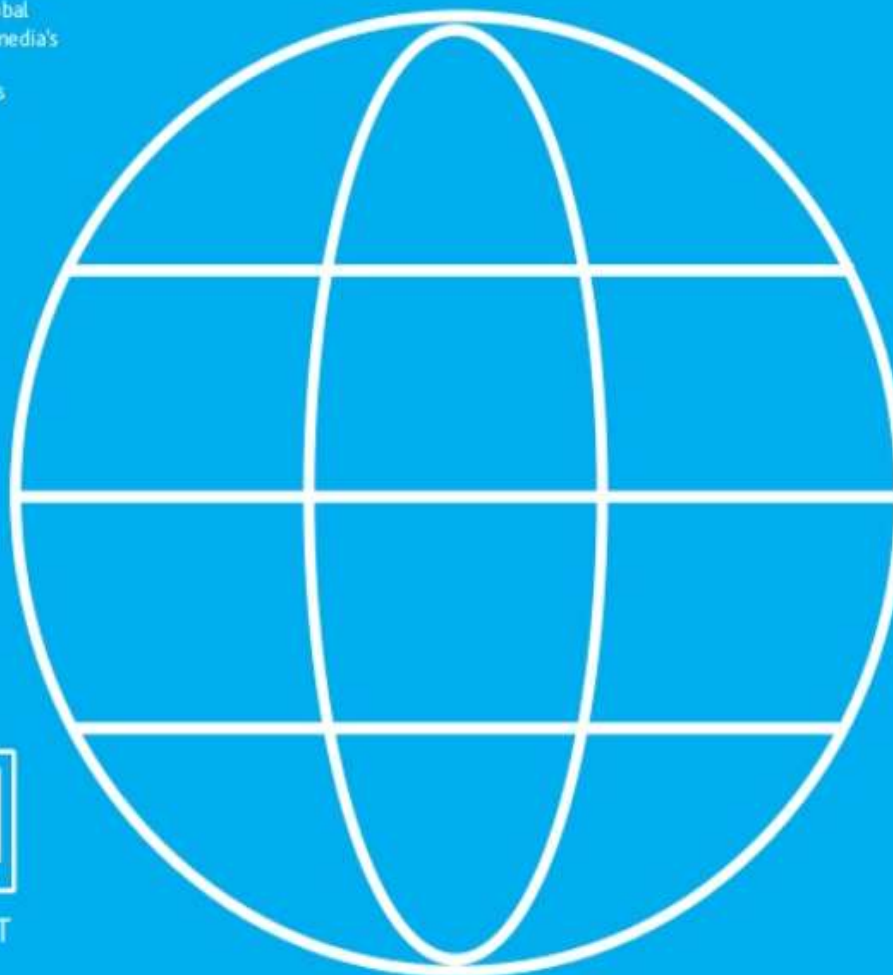
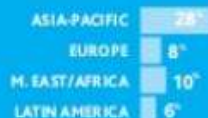
COMPUTER



MOBILE PHONE



TABLET



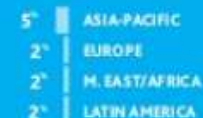
INTERNET ENABLED TV



GAME CONSOLE



HANDHELD MUSIC PLAYER



THE GLOBAL SOCIAL CONSUMER

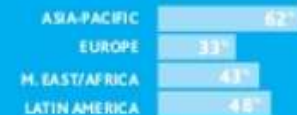
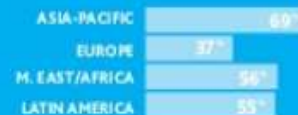


RESTAURANTS



BEAUTY/ COSMETICS

In the next year, how likely are you to make a purchase based on social media websites/online product reviews for each of the following products/services?*



ENTERTAINMENT



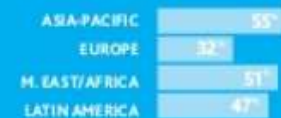
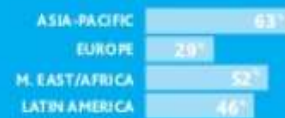
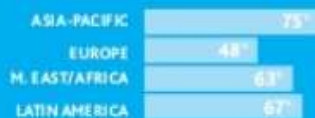
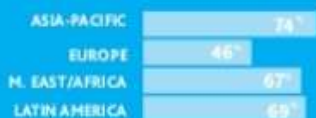
HOME ELECTRONICS



FINANCIAL PRODUCTS/ BANKING



AUTOMOBILES



TRAVEL & LEISURE



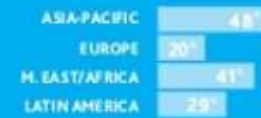
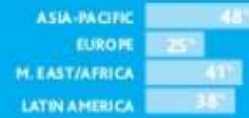
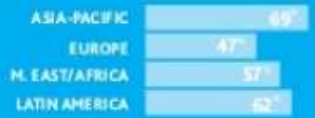
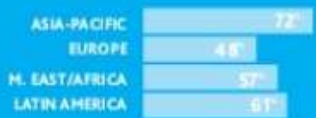
APPLIANCES



TOYS



JEWELRY/ ACCESSORIES



FOOD/ BEVERAGES



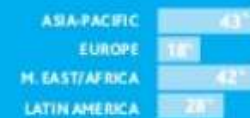
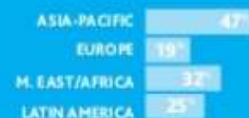
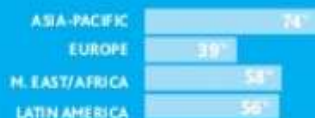
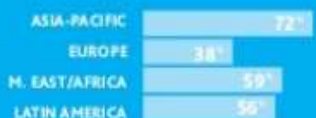
CLOTHING/ FASHION



DATING



BABY CARE





THANK YOU FOR YOU'RE ATTENTION

- *Comments*
- *Questions*

Thank you