

Mark your calendar

World Publishing  
Expo 2013,  
7-9 October, Berlin



[www.wan-ifra.org/expo2013](http://www.wan-ifra.org/expo2013)

# Media Port

IFRA Expo & Conference  
29-31 Oct, Messe Frankfurt, Germany

World  
Publishing  
Expo 2012

Session:

**Social Media Stars**

Title:

**Social Media and Online  
Community Monetisation**

Speaker:

**Alvin Lim, Digital/ Social  
Media Strategist, omy.sg,  
Singapore Press Holdings**



[www.omy.sg](http://www.omy.sg)

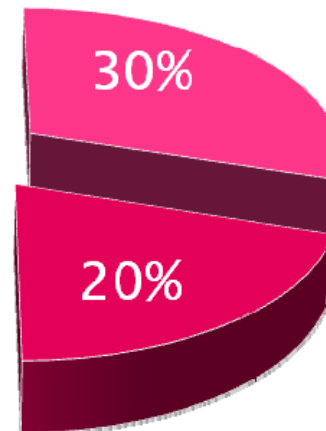
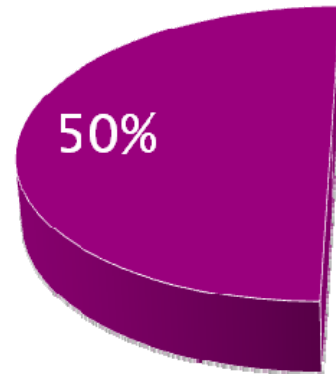
# About omy.sg

- <http://www.omy.sg>
- Launched on 25 Sep 2007 by Singapore Press Holdings group (<http://www.sph.com.sg>), Chinese Newspaper Division
- Singapore's first bilingual-friendly (Mandarin and English) news and interactive web portal
- Influential in Singapore's blogging and social media scene with over 3,000 registered bloggers
- Organises annual social media events like the Singapore Blog Awards and the Singapore Social Media Fiesta
- Primarily targeted at online users from 18 to 35 years old
- Currently visited by over 500,000 unique visitors monthly and enjoys more than 15 million page views per month (Nielsen NetRatings, Aug 2012)
- One of the top news/entertainment/blog sites in Singapore

# Revenue Stream for omy.sg



- ❖ Display Ads – web banners
- ❖ Advertorials and Vodcasts
- ❖ Online Community – via bloggers interaction; ground events; contests and games; other forms of community mobilisation



- Display Ads
- Advertorials and Vodcasts
- Online Community



# Revenue Stream for omy.sg



- ❖ Display Ads and Advertorials, Vodcasts revenue component were in omy.sg's business model from launch in 2007
- ❖ Online Community monetisation came about after 2008, after omy.sg organised the first **Singapore Blog Awards**



# Revenue Stream for omy.sg



- ❖ New revenue stream for omy.sg – growing community of bloggers and other avid online users, how do we monetise our **social capital**?
- ❖ Meanwhile, advertisers are also looking beyond straight-forward banner buys, gearing towards more interaction and social media elements
- ❖ Advent of social media channels like Facebook, Twitter and Blogs from 2008 in Singapore
- ❖ Thus the omy Blog Club was born by marrying our social capital with our advertisers/ sponsors' need



# Some Brands omy.sg had the privilege to work with

plaza  
singapura

htc  
quietly brilliant

  
i'm lovin' it

hp  
invent

NATIONAL HERITAGE BOARD

  
Hush Puppies

Coca-Cola  
LIVE POSITIVELY

  
HONG KONG TOURISM BOARD

Domino's  
Pizza

ASUS

SINGAPORE  
POOLS

(O)  
海蝶

hoio

Jetstar

F&N

CREATIVE

EASB  
East Asia Institute of Management

通商中国  
BUSINESS CHINA  
SINGAPORE

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BreadTalk

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Canon

美珍香  
BEE CHENG HIANG

SINGAPORE FLYER  
a moving experience at every turn



# Why this works for Media Owners



- **Content is still King**: quality content management, content seeding
- **Hyper-local community reach**, built over many years, even before social media came about
- We are not Facebook, Google in terms of page views, but we can get work at the hyper-local level to get the online community excited about products and services, turning up for physical events
- **Not just “keyboard warriors”**

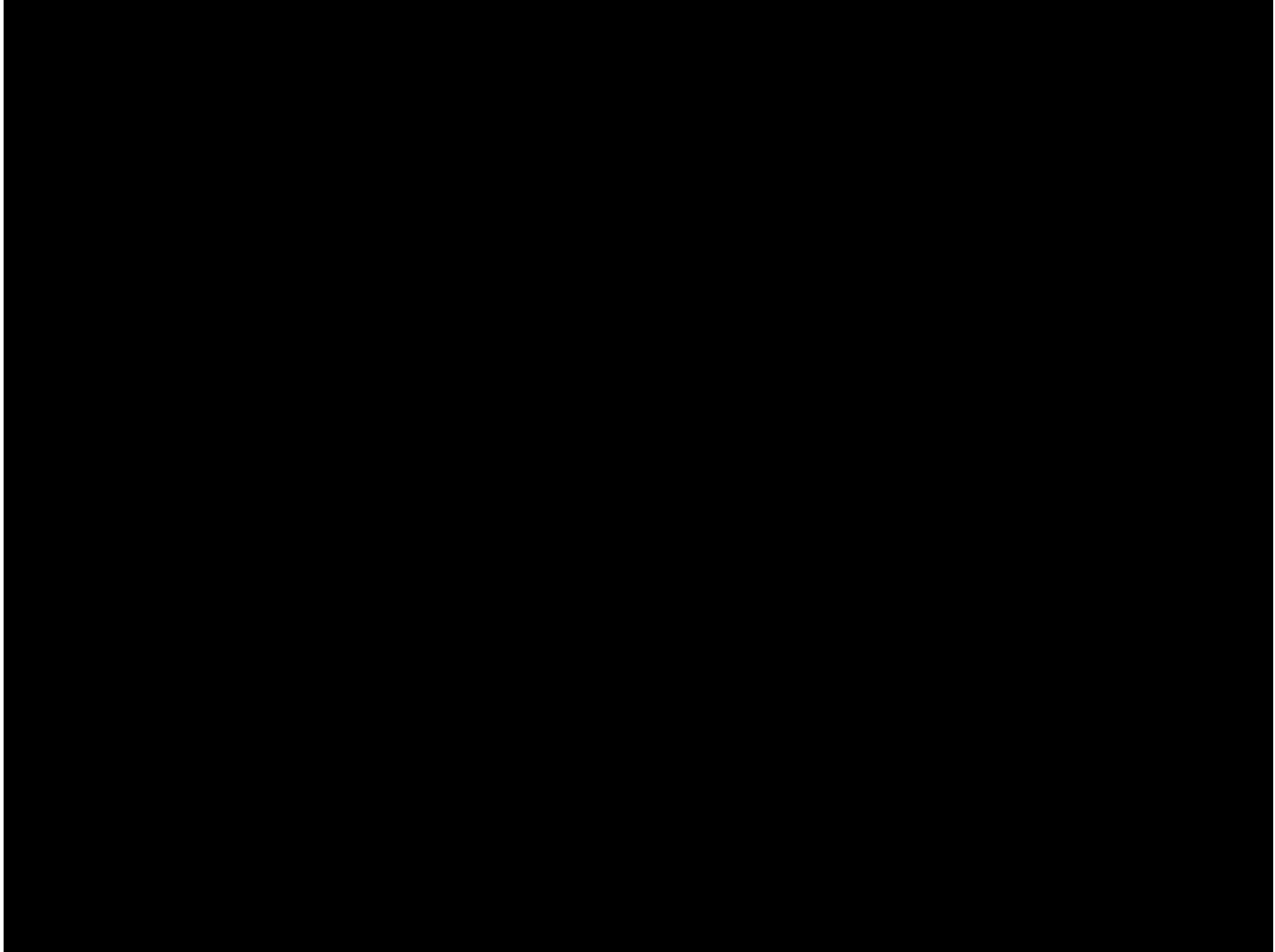






**Social Media is about the  
PEOPLE, not the MEDIUM**





# omy Blog Club

- Over 3,000 registered bloggers, residing outside of omy.sg (<http://blog.omy.sg/blogclub>)
- Membership is FREE and open to anyone who has a blog
- Organise annual Singapore Blog Awards (<http://sgblogawards.omy.sg>) to increase membership and sieve out good quality blogs
- **Wide demographic range available** – from 15 to 50 years old; specialising in varied topics from beauty to food to tech gadgets, etc
- omy.sg will recruit bloggers to suit sponsors/advertisers' needs
- Match relevant sponsors/advertisers to bloggers
- Organise bloggers invites, meet-ups, contests
- Talent-spot and groom bloggers as assets





# omy Blog Club



- Premium event invites to maintain exclusivity
  - Match needs of sponsors/ advertisers to our bloggers' interest
  - Reward bloggers with prizes; or intangibles like the experience of joining a contest or getting media exposure to sustain participation
  - Talent spot and groom bloggers
- ▶ Indiscriminate email spamming to our database
  - ▶ Cultivate a commercial mentality with our bloggers – eg. Pay-per-post
  - ▶ Serve ads onto our bloggers' blogs, functioning as an ad network
  - ▶ Favour bloggers with existing high traffic, high exposure

What we DO

What we DON'T DO

# Social Media Projects



## Singapore Blog Awards (Apr – Jul)

<http://sgblogawards.omy.sg/>

First launched in 2008, the prestigious Singapore Blog Awards is an annual award organised by omy.sg to give recognition to outstanding blogs, both in Singapore and from other countries. The award accepts bilingual entries in English and Mandarin and is the first of its kind in the region to reward independent web content producers.



## Singapore Social Media Fiesta (Apr – Jul)

- Singapore Check-In Bonanza (Apr)
- Singapore Twitter Frenzy (May)
- Singapore Social Media Day (June)





# The future of Social Media – Our thoughts

- ▶ **Content is still King** in social media. Without content, there is nothing to share socially. (but content has to be out-of-box, beyond just text articles)
- ▶ What if one day, news readers no longer search for news/ads, but wait for news/ads to find them socially? **Are we deep enough in their social network?**

# The future of Social Media – Our thoughts

- ▶ **Social media isn't a fad, it's a fundamental shift in the way we communicate** – just like Internet Search was founded in the 90s and grew to prominence in 1994
- ▶ But Facebook and Twitter may **not** always be the **dominant player**
- ▶ **Brands and advertisers are clueless** on social media marketing – opportunity for media owners to claim thought leadership?



# Keep in Touch ☺

- ▶ Blog: <http://alvinology.com> / <http://blog.omy.sg/alvinology>
- ▶ Facebook: <http://facebook.com/alvinology> / <http://facebook.com/alvinologist>
- ▶ LinkedIn: <http://linkedin.com/in/alvinology>  
Email: [alvinologist@gmail.com](mailto:alvinologist@gmail.com) / [limlh@sph.com.sg](mailto:limlh@sph.com.sg)
- ▶ Twitter: <http://twitter.com/alvinologist>

