consulting // campaigns // content

KURIO8

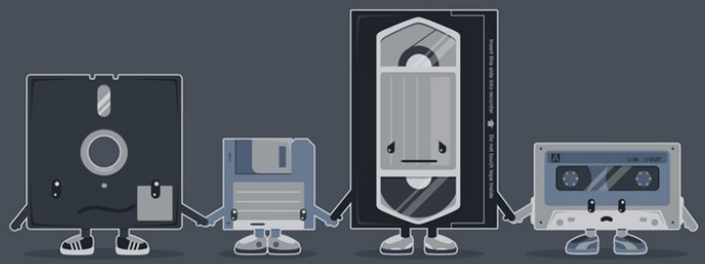
THE SOCIAL MEDIA AGE(NCY)

helsinki, est. 2012

MITEN ME VASTAAMME UUDEN SUKUPOLVEN VAATIMUKSIIN?

KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)



NEVER FORGET

© cliffjumper78.deviantart.com

downloaded from pickywallpapers.com

KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)

HEIDÄN OMILLA ASEILLAAN

KURIO
THE SOCIAL MEDIA AGE(NCY)

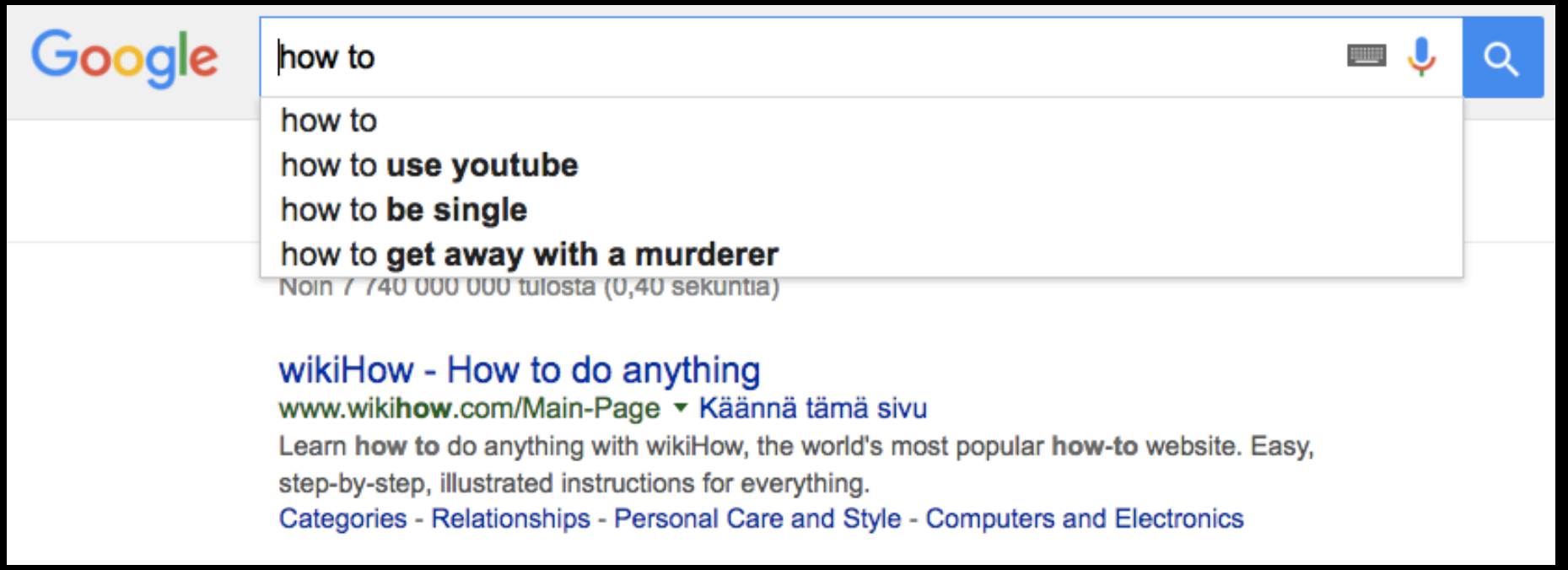
1. PIKAVIESTIEN VOIMA
2. LUOTTAMUSVALUUTTA
3. SEURAAJA-ARMEIJA

KURIO
THE SOCIAL MEDIA AGE(NCY)

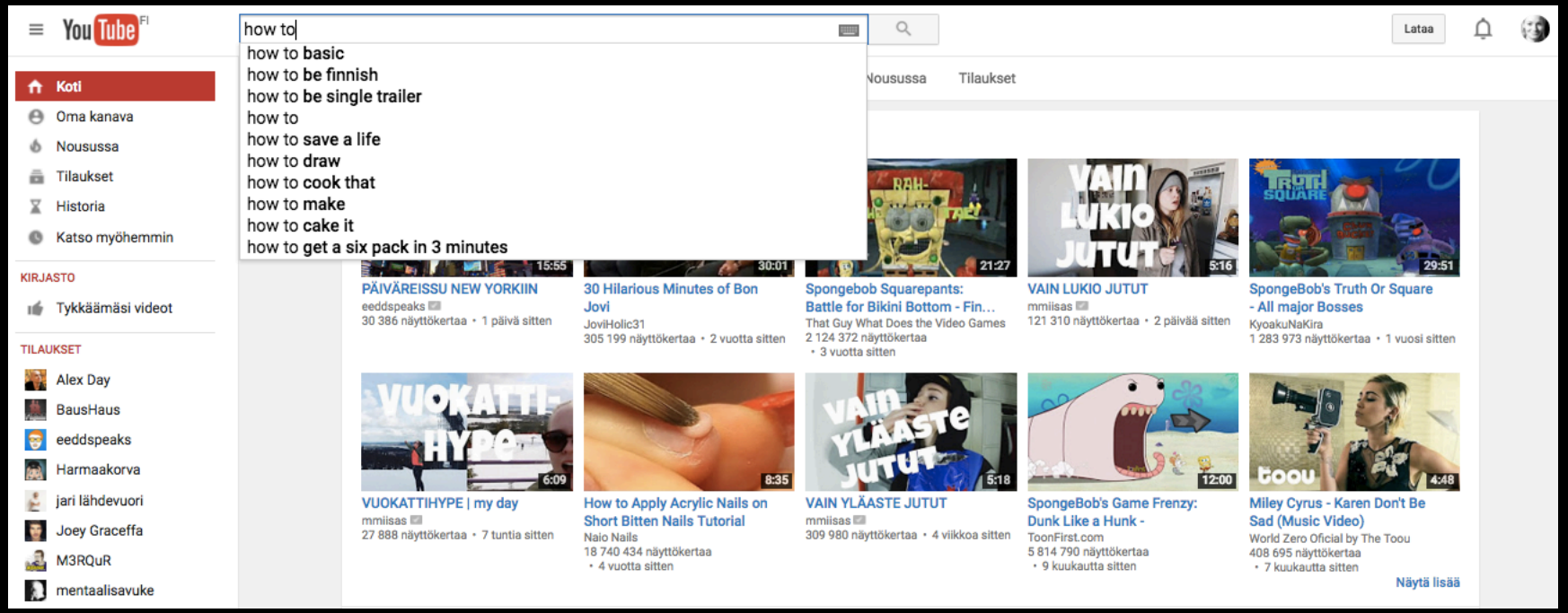
TA

1. PIKAVIESTIEN VOIMA
2. LUOTTAMUSVALUUTTA
3. SEURAAJA-ARMEIJA

KURIO
THE SOCIAL MEDIA AGE(NCY)



KURIO
THE SOCIAL MEDIA AGE(NCY)



KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)

Mainintoja sai yhteensä 290 eri sovellusta.

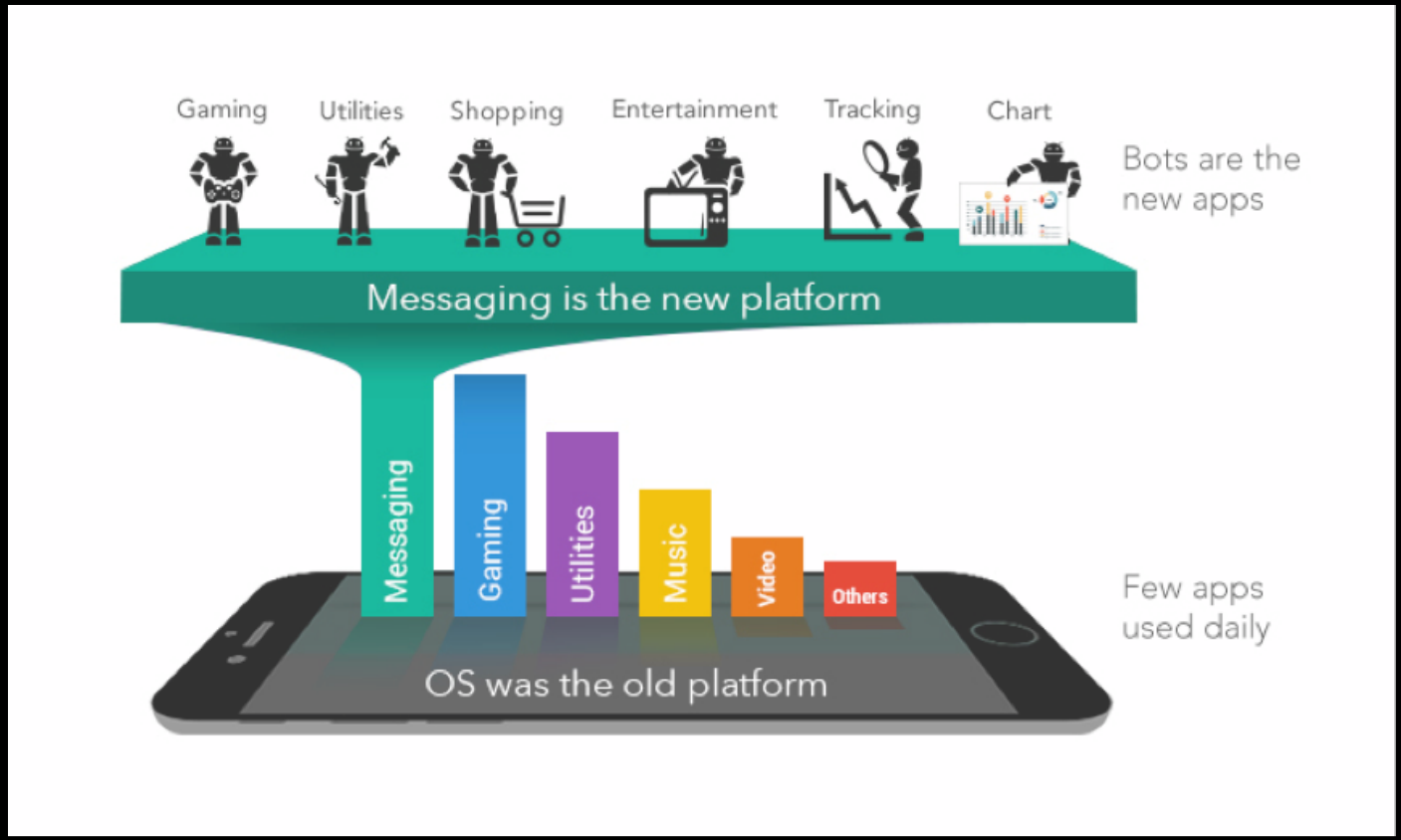
http://koulutus.purot.net/sosiaalisen_median_tilastoja

KURIO
THE SOCIAL MEDIA AGE(NCY)

This is similar to the trend in the mid ‘90s, when the browser replaced the desktop OS as the new platform. Just as websites replaced client applications then, messaging bots will replace mobile apps now. Bots, therefore, are the new apps. The bot store is the new app store.

Beerud Sheth, Techcrunch, Sep 29 2015

KURIO
THE SOCIAL MEDIA AGE(NCY)



Beerud Sheth, Techcrunch, Sep 29 2015

KURIO
THE SOCIAL MEDIA AGE(NCY)

1. PIKAVIESTIEN VOIMA
2. LUOTTAMUSVALUUTTA
3. SEURAAJA-ARMEIJA

KURIO
THE SOCIAL MEDIA AGE(NCY)

A Day in the Life of the Collaborative Economy

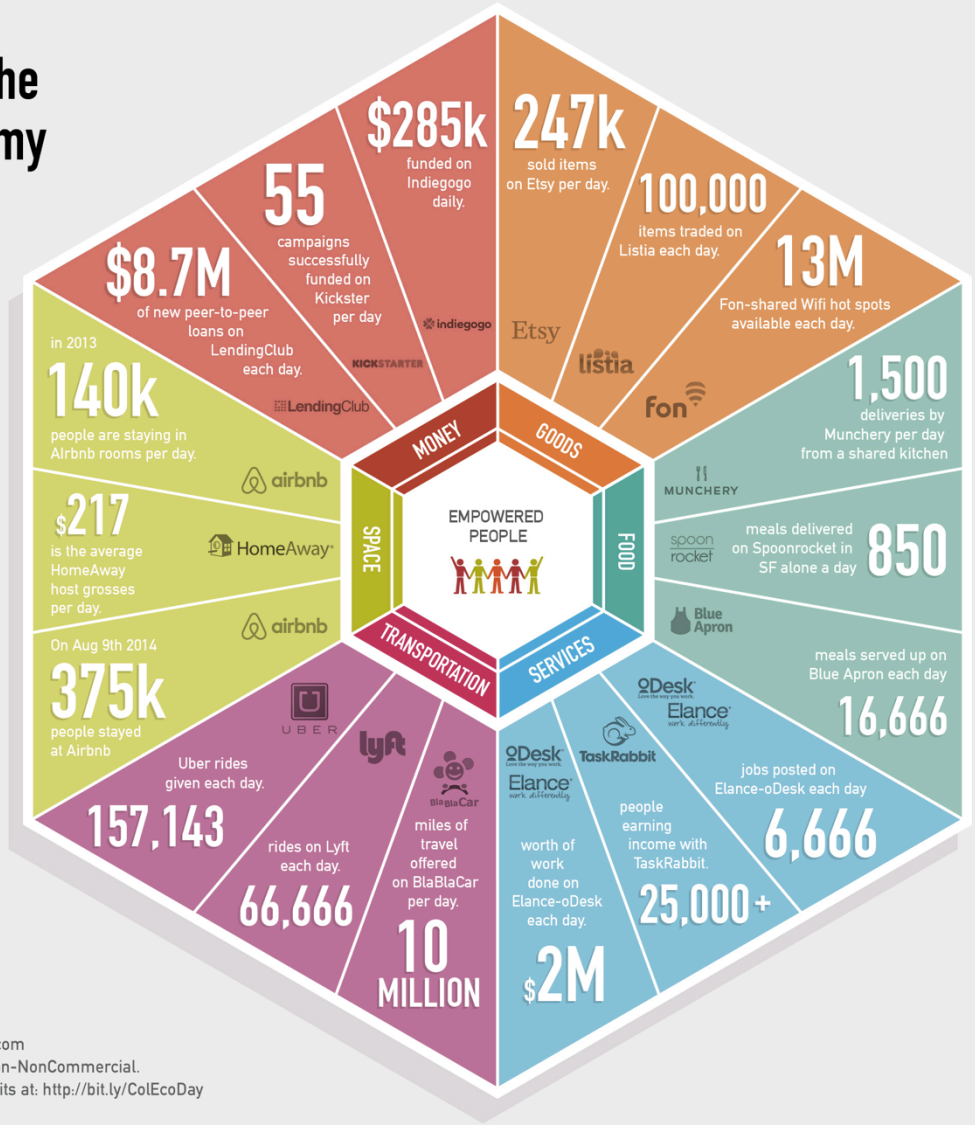
Version 1.2

The growing Collaborative Economy is a peer-based movement that empowers individuals to get what they need from each other.

From crowd-funding new projects, to peer-based money lending, to people sharing physical goods, the collaborative movement stretches across many aspects of our lives and businesses.

We can see it activating all around us. But, is it having a broader impact beyond the limits of our own horizons? This illustration reveals the current, possible daily impact of the Collaborative Economy, making it easy to see the scope and impact of the entire evolving economy in one, single graphic.

Compiled by
Jeremiah Owyang, @jowyang
jeremiah@crowdcompanies.com
Founder of Crowd Companies



PARTICIPATION IN THE COLLABORATIVE ECONOMY: RECENT AND PROJECTED

GOODS

Pre-owned goods	46%
Loaner products	11%
Custom products	18%

FOOD & SERVICES

Professional services	13%
Personal Services	16%

TRANSPORTATION

Transportation Services	9%
Loaner Vehicles	9%

SPACE

Office Space	7%
Place to Stay	13%

MONEY

Moneylending	10%
Crowdfunding	12%

2013 Participation
2014 Participation (Projected from intent)

Data from recent report Sharing is the new Buying with Vision Critical and Crowd Companies, 2014

CROWD™ COMPANIES
www.crowdcompanies.com

Design by Vladimir Mirkovic www.transartdesign.com
August 2014. Creative Commons license: Attribution-NonCommercial.
Access a digital copy of this graphic, and data credits at: http://bit.ly/ColEcoDay

KURIO
THE SOCIAL MEDIA AGE(NCY)

TED Watch Discover Attend Participate About Search... Log in Sign up

Joe Gebbia:

How Airbnb designs for trust

Watch later

Favorite

Download

Rate

TED2016 · 15:51 · **Filmed** Feb 2016

17 subtitle languages

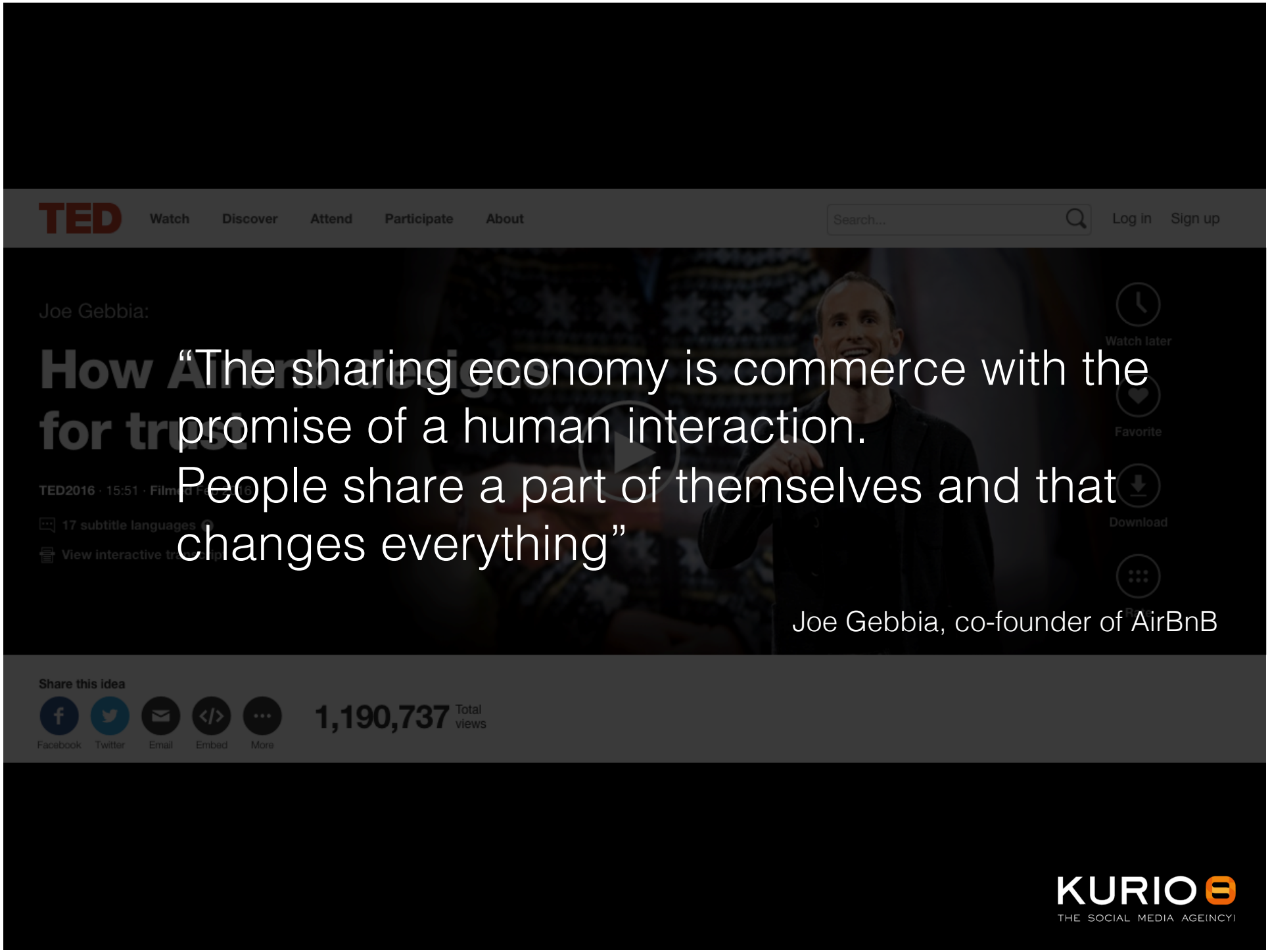
View interactive transcript

Share this idea

Facebook Twitter Email Embed More

1,190,737 Total views

KURIO
THE SOCIAL MEDIA AGE(NCY)



"The sharing economy is commerce with the promise of a human interaction.
People share a part of themselves and that changes everything"

Joe Gebbia, co-founder of AirBnB

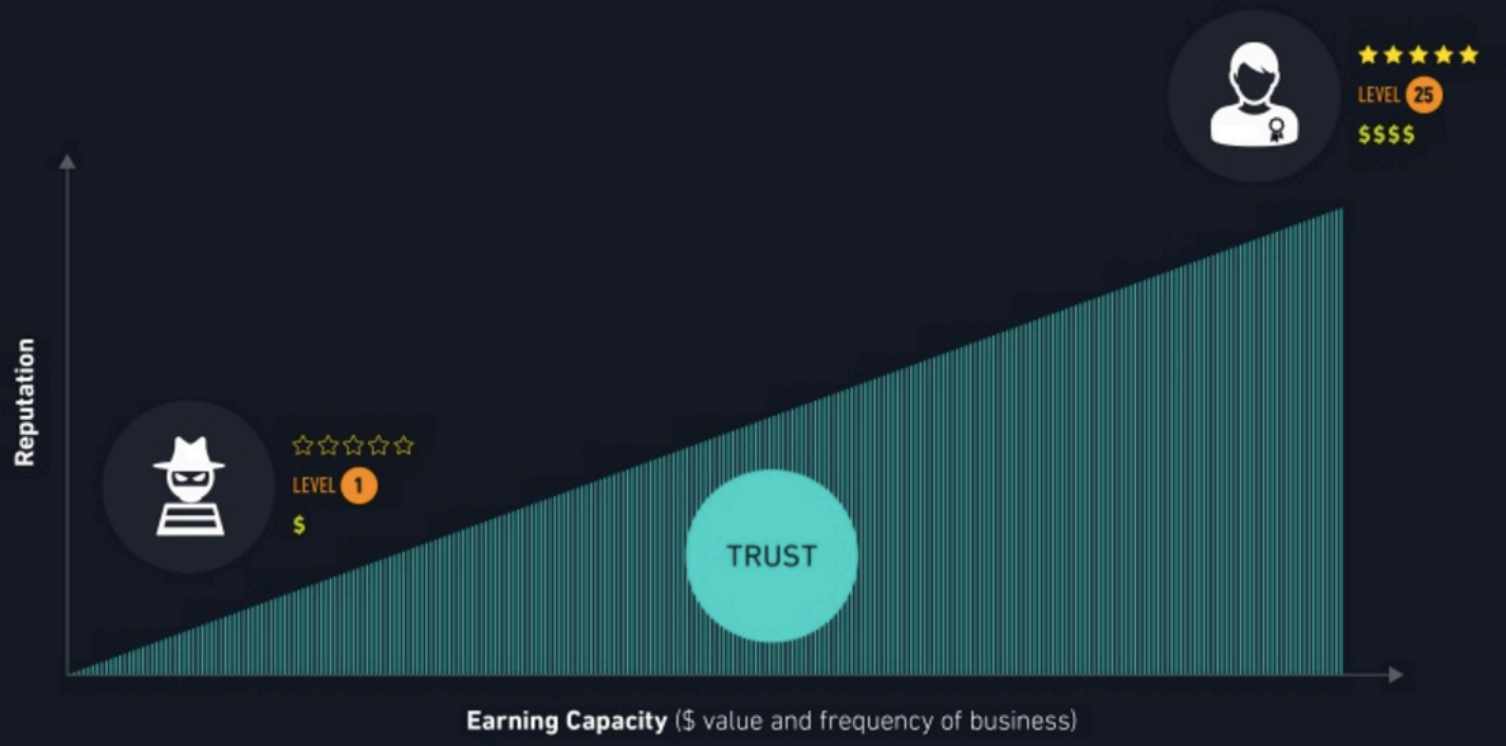
KURIO
THE SOCIAL MEDIA AGE(NCY)

THE CURRENCY OF
THE NEW ECONOMY =
TRUST BETWEEN
STRANGERS

COLLABORATIVE LAB / RACHEL BOTSMAN 2014

KURIO
THE SOCIAL MEDIA AGE(NCY)

THE VALUE OF REPUTATION



KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)

DISTRIBUTED POWER CHANGES

THE ROLE WE CAN PLAY IN OUR ECONOMY & SOCIETY

20th Century
Industrial Economy

PASSIVE CONSUMERS

21st Century
Collaborative Economy

CREATORS
COLLABORATORS
FINANCIERS
PRODUCERS
PROVIDERS

COLLABORATIVE LAB

KURIO
THE SOCIAL MEDIA AGE(NCY)

Etsy

Search for items or shops | Search

Sell on Etsy | Register | Sign in | Cart

Clothing & Accessories | Jewelry | Craft Supplies & Tools | Weddings | Entertainment | Home & Living | Kids & Baby | Vintage

Discover items you can't find anywhere else

EDITORS' PICKS

Holiday gift guide

EDITORS' PICKS

Personalized gifts

EDITORS' PICKS

Holiday entertaining & decor

EDITORS' PICKS

Gifts for her

EDITORS' PICKS

Gifts for kids & babies

EDITORS' PICKS

Gifts for everyone

More Editors' Picks >

KURIO
THE SOCIAL MEDIA AGE(NCY)

HoltzLeather

Fine Leather Goods, American Made, American Steer Hides, Wallets, Portfolios, Keychains, Clutches

Alabama, United States | 5211 Sales | On Etsy since 2014

★★★★★ (1254)

♡ Favorite shop (2601)

SHOP OWNER

Coleen Holtz

Contact

Items (432) Reviews About Policies

Search items

The Bradford Front Pocket Double Sleeve Mens Fine ...

€27.43

The Babe Front Pocket Leather Flap Wallet, Credit Ca...

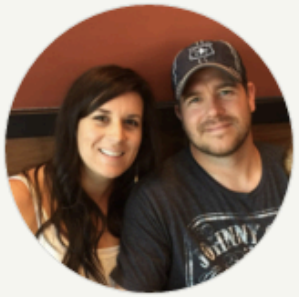
€32.91

The Monticello Fine Leather Personalized Desk Valet ...

€36.56

KURIO
THE SOCIAL MEDIA AGE(NCY)

Coleen Holtz's Profile



Coleen Holtz
Huntsville, AL, United States

Follow

- Profile
- Favorites
- Followers: 32
- Contact

Shop

TRADE MARK

About

10 Random Things About Me - Keeping it Real!

1. I married my high school sweetheart 17 years ago!
2. We have 6 kids (4 girls & 2 Boys) They are truly a blessing!!
3. I love stiletto's and sometimes I wear them around the house!!!
4. Love, love, love coffee! (best coffee is Fuel So Good) google them!
5. Someday we hope to adopt...
6. Favorite TV Show: Andy Griffith
7. C.S. Lewis is one of my favorite authors...
8. Spend all day, everyday with my best friend (my husband) and we never get tired of each other
9. Been self-employed for the last 12 years
10. Want to help others adopt!

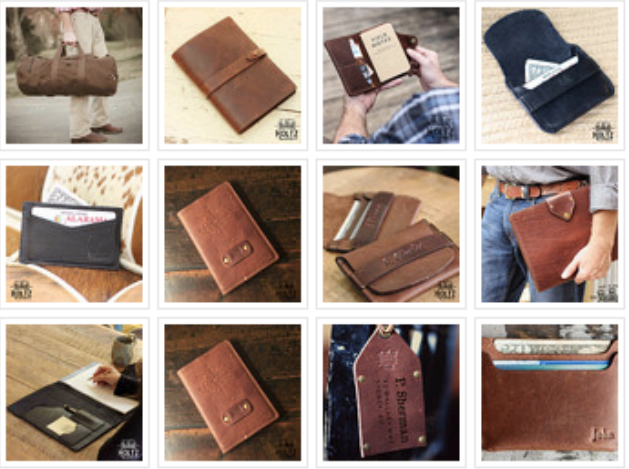
FYI:

I also sell under...

Read more

Female

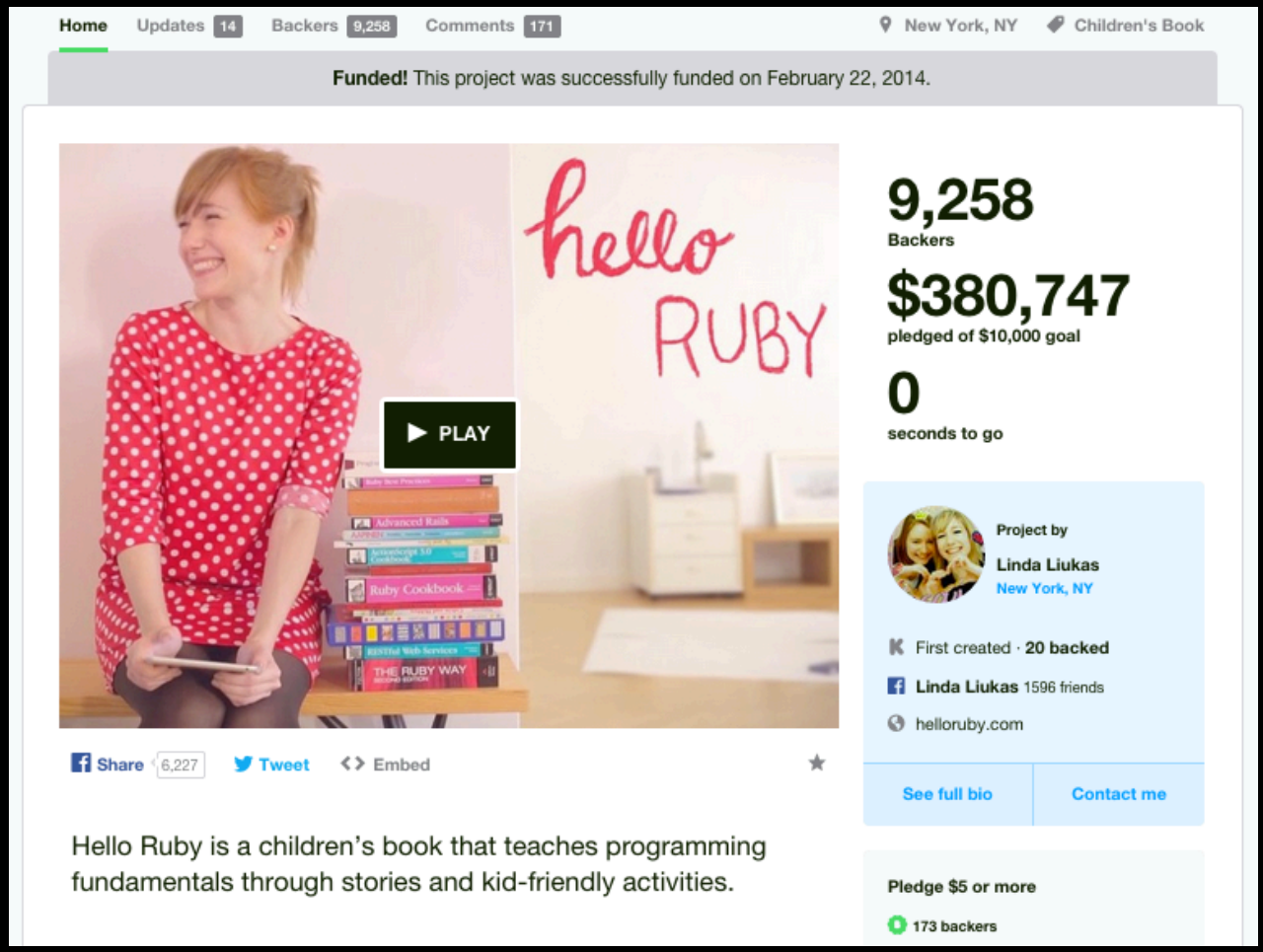
Shop See more



Favorite items See more

Items I Love

KURIO
THE SOCIAL MEDIA AGE(NCY)



KURIO
THE SOCIAL MEDIA AGE(NCY)

tori.fi

KAIKILLE HYVÄT KAUPAT

Tori.fi on ilmainen kauppapaikka, jossa myydään ja ostetaan käytettyjä tavaroita. Voit vuokrata asunnon, mökin tai vaikka etsiä vaihtoautoja. Koirat ja kissatkin löytävät Torin kautta uuden kodin.

Torilla on yhteensä **1 015 448** ilmoitusta.

NÄIN KÄYTÄT TORIA:

- Klikkaa kartasta tai listasta oma lähialueesi.
- Selaa ilmoituksia tai jätä omasi.
- Tee kaupat!

Tori mahdollistaa kaikille hyvät kaupat. Meillä tehdään kaupat ottamalla yhteyttä myyjään, sopimalla kaupasta ja vaikka lyömällä kättä päälle. Ilmoita ilmaiseksi.

Jätä ilmoitus ilmaiseksi

- Ahvenanmaa
- Etelä-Karjala
- Etelä-Pohjanmaa
- Etelä-Savo
- Kainuu
- Kanta-Häme
- Keski-Pohjanmaa
- Keski-Suomi
- Kymenlaakso
- Lappi
- Pirkanmaa
- Pohjanmaa
- Pohjois-Karjala
- Pohjois-Pohjanmaa
- Pohjois-Savo
- Päijät-Häme
- Satakunta
- Uusimaa
- Varsinais-Suomi

KURIO
THE SOCIAL MEDIA AGE(NCY)

1. PIKAVIESTIEN VOIMA
2. LUOTTAMUSVALUUTTA
3. SEURAAJA-ARMEIJA

KURIO
THE SOCIAL MEDIA AGE(NCY)

SURVEY: YOUTUBE STARS SHINE BRIGHTEST

Hollywood celebrities aren't as appealing to U.S. teens — and it's not even close

1

Smosh
Survey Score: 93

2

The Fine Bros.
Survey Score: 92

3

PewDiePie
Survey Score: 92

4

KSI
Survey Score: 84

5

Ryan Higa
Survey Score: 81

6

Paul Walker
Survey Score: 75

Source: Variety 2014

KURIO
THE SOCIAL MEDIA AGE(NCY)

The top five Let's Players collectively have more YouTube subscribers than Peru has people.

PewDiePie is a Let's Player, one of hundreds of gamers who post "Let's Plays" online (as in "Let's Play Super Mario Bros." or "Let's Play Grand Theft Auto"), videos that are part "Mystery Science Theater," part Siskel and Ebert reviews. As a Let's Player navigates a game, he (or more rarely, she) provides running commentary, usually funny and profane.

http://www.bbc.com/news/technology-33425411

KURIO
THE SOCIAL MEDIA AGE(NCY)

Löydetyt suomalaiset tubettajat:

550709

Videoita tehneet: **263766**

Videoiden määrä: **4091786**

Videoiden näyttökerrat: **21804319763**

Tutkitut tilaajaverkostot: **550582**

Tarkistettavia tilejä jonossa: **145294**

http://vlogit.fi/ 2016

KURIO
THE SOCIAL MEDIA AGE(NCY)

#	nimi	tilaajat	7 pv	1 kk	näyttökerrat	7 pv	1 kk	videot	7 pv	1 kk	/
1.	SAARA	612,025	+6,877	+20,541	63,637,082	+683,154	+2,747,929	47	+1	+4	
2.	mmiisas	248,702	+1,026	+6,517	37,702,591	+313,932	+2,444,944	143	+1	+7	
3.	eeddspeaks	230,241	+505	+3,518	23,331,107	+160,069	+806,143	501	+2	+5	
4.	DudesonsVLOG	175,871	+10,572	+29,876	6,866,572	+563,960	+1,718,313	79	+7	+27	
5.	Herbailua	166,512	+1,248	+6,663	11,438,700	+156,299	+784,699	128	+1	+4	
6.	Soikkuu	165,536	+634	+2,853	21,002,016	+195,505	+700,870	321	+2	+13	
7.	mariieveronica	151,368	+772	+3,744	20,399,431	+341,193	+1,216,246	230	+3	+10	
8.	MrTuomo	150,183	+593	+3,832	18,333,251	+119,607	+703,720	406	+2	+2	
9.	Pinkku Pinsku	140,794	+597	+3,009	31,516,477	+311,725	+1,257,896	227	±0	+5	
10.	mentaalisavuke	134,321	-47	-355	7,872,721	+14,446	+67,335	53	±0	±0	
11.	Tume	121,920	+136	+692	10,604,567	+30,099	+235,565	143	±0	+2	
12.	Papananaama	112,582	+238	+1,751	15,881,227	+182,671	+646,020	173	+2	+5	
13.	Ilona Julia	109,627	+284	+2,140	11,100,455	+84,593	+624,416	83	±0	+5	
14.	Arttu Lindeman	101,546	+2,141	+17,822	9,676,032	+236,972	+2,133,121	156	+28	+39	
15.	siruaurora	100,281	+262	+1,339	16,661,481	+116,364	+370,784	139	+1	±0	
16.	ZoneVD	98,018	+411	+2,474	16,148,283	+152,271	+838,155	259	+1	+4	
17.	JustimusVlog	92,456	+146	+2,001	8,978,190	+25,699	+274,785	161	±0	+1	
18.	mansikkka	91,759	+574	+4,680	14,211,292	+273,184	+1,467,979	239	+2	+20	
19.	naaG	90,295	+474	+4,029	13,201,261	+137,309	+1,246,172	154	±0	+9	
20.	mikirotta	86,426	+1,212	+5,217	5,045,639	+125,032	+463,036	69	+1	+6	
21.	TEAMARIKA	81,111	+990	+6,045	5,172,894	+174,446	+1,244,749	67	+2	+20	
22.	ANNIKA	81,047	+384	+2,307	8,051,989	+108,582	+533,501	115	+2	+9	

http://vlogit.fi/ 2016

KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)

Luke Siperly
@LukeSiperly

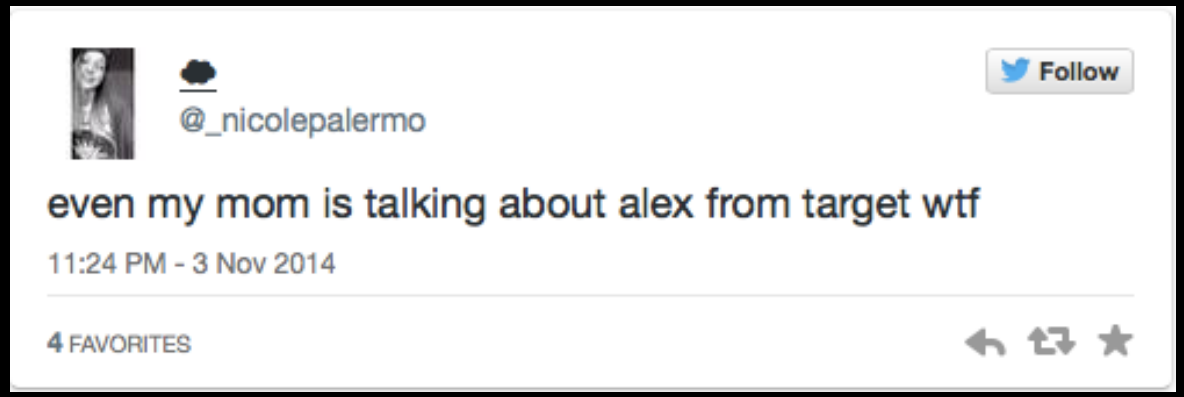
Follow

Honestly this is probably gonna happen worldwide😂
#alexfromtarget #AlexFromTargetFollowParty

5:16 AM - 3 Nov 2014

770 RETWEETS **703** FAVORITES

KURIO
THE SOCIAL MEDIA AGE(NCY)



KURIO
THE SOCIAL MEDIA AGE(NCY)

KURIO
THE SOCIAL MEDIA AGE(NCY)

Dream Closet
@TheDreamCloset

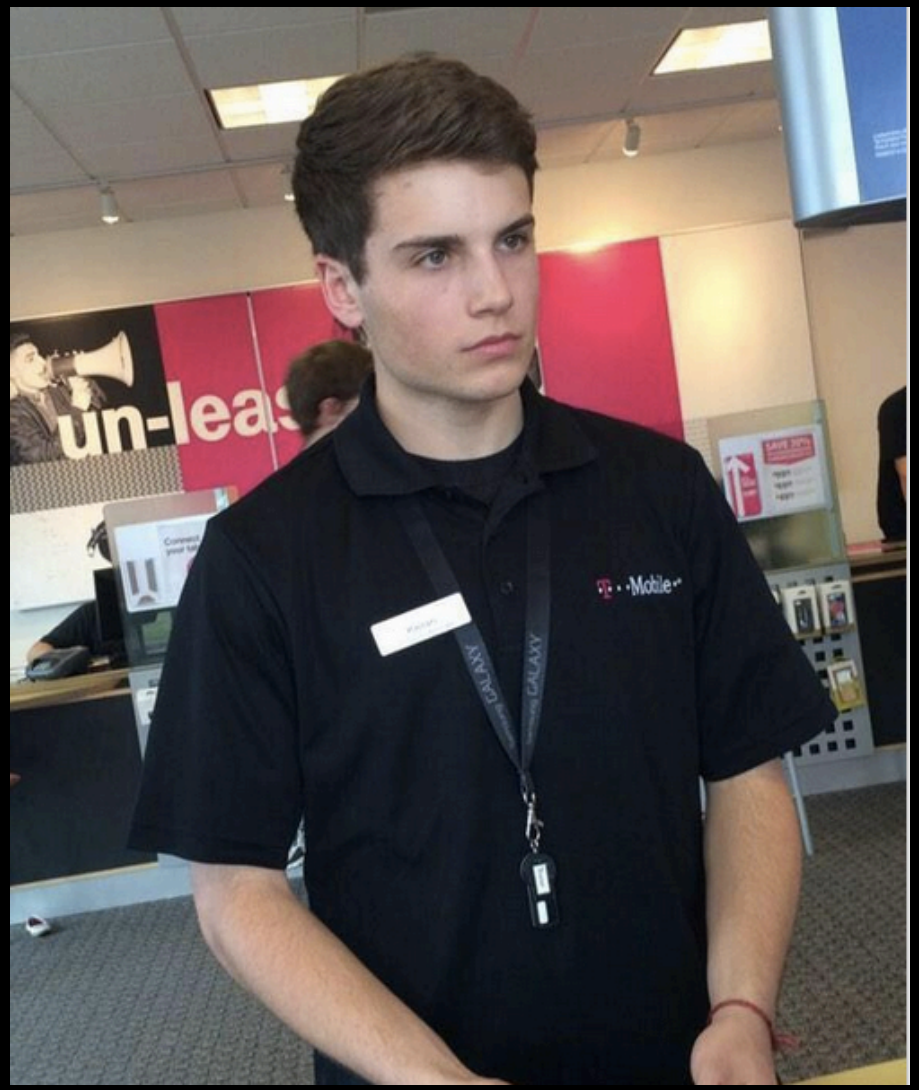
Follow

STEAL HIS LOOK: ALEX FROM TARGET

shirt: $29.99 Target
pants: $35.99 Target
watch: $19.99 Target
bags: $0.05 Target

4:33 AM - 3 Nov 2014

KURIO
THE SOCIAL MEDIA AGE(NCY)



Tweet Like A Girl
@TweetLikeAGirl

Follow

Kieran from T-Mobile.

5:19 AM - 03 Nov 14

Reply Retweet Favorite

KURIO
THE SOCIAL MEDIA AGE(NCY)

Target
@Target

Follow

We heart Alex, too! #alexfromtarget

5:47 PM - 3 Nov 2014

30,118 RETWEETS **48,068** FAVORITES

KURIO
THE SOCIAL MEDIA AGE(NCY)

Epäreilu kisa – pitäisikö Tarja Turunen heivata ulos The Voice of Finlandista?

(KUVA: Lehtikuva)

Julkaistu: 23.4. 0:24

KURIO
THE SOCIAL MEDIA AGE(NCY)

https://www.youtube.com/watch?v=Ew_tdY0V4Zo

KURIO
THE SOCIAL MEDIA AGE(NCY)

1. PIKAVIESTIEN VOIMA
2. LUOTTAMUSVALUUTTA
3. SEURAAJA-ARMEIJA

KURIO
THE SOCIAL MEDIA AGE(NCY)

KIITOS

ELLI@KURIO.FI // 040 7452878 // @ELLITUOMINEN

KURIO

THE SOCIAL MEDIA AGE(NCY)