



User-generated marketing on MySpace: Vision for the future

By Jana Wehm

GRIN Verlag Apr 2010, 2010. Taschenbuch. Book Condition: Neu. 214x149x2 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, Universität der Künste Berlin (Institute of Electronic Business), Veranstaltung: Marketing strategie in the internet, Sprache: Deutsch, Abstract: In July 2005, eyebrows were raised when media giant Rupert Murdoch acquired the online social network MySpace for an estimate USD \$580 million. Even though MySpace was growing in popularity especially amongst the tech-savvy young adults in the US, with an insignificant amount of user (8,210 in April 2005), a less than lucrative revenue pipeline through sparse on-site advertisements, and a questionable, if not, non-existent business plan, the future of MySpace appeared, at best, to be promising, but uncertain. A year into the consolidation, the impact of News Corp's acquisition is evident: In August 2006, MySpace is the most popular US social network sites with 55 million users and it continues to gain tail speed as its competitors trail behind by an ever-growing margin. The News Corp-MySpace matrimony marked the beginning of growing industrial interests in this new breed of internet-based...



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