

The Future of Business is Social



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After **Business** Event **2012**
Business meets Social



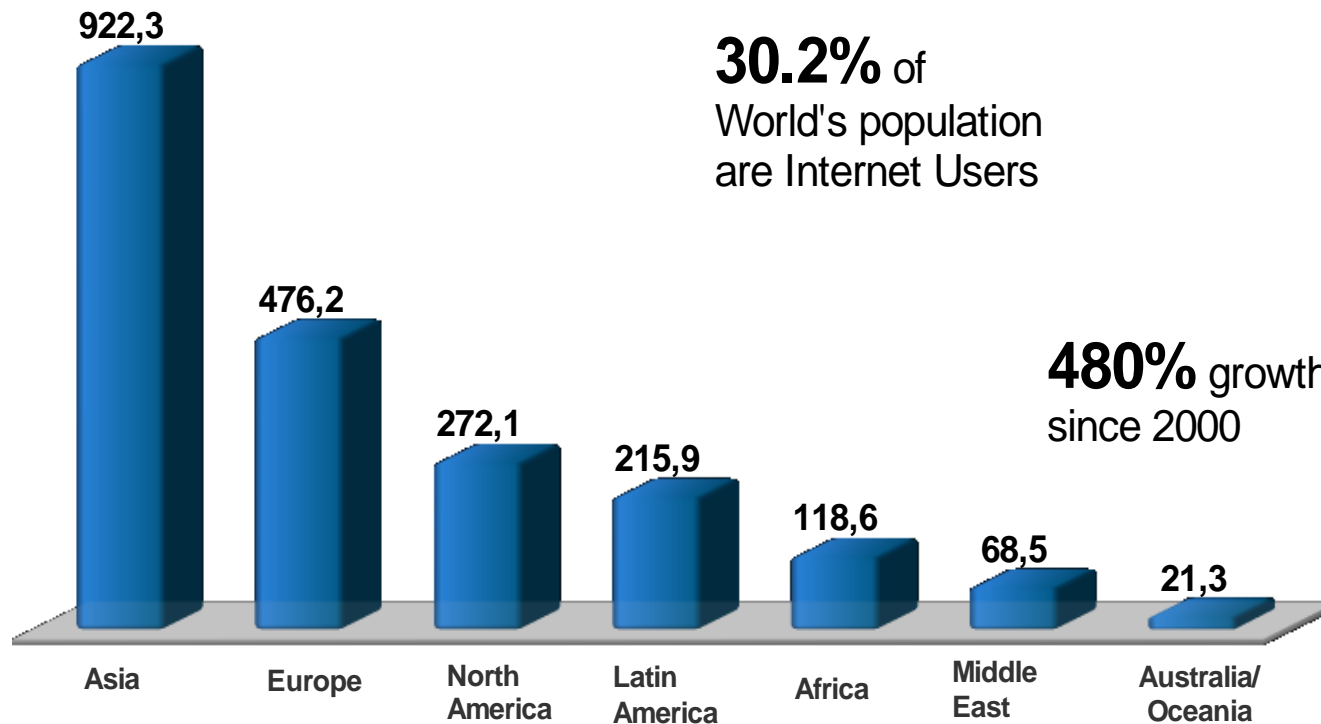
WELCOME TO THE PUB
We are open Monday to Friday
10am to 11pm. Saturday 10am to 12am
Sunday 12pm to 11pm. Please note
we do not serve alcohol on Sundays.



Web usage is growing, usage shifting

**Social Networking is the most popular online activity.
Social Networks reach 82% of the worlds Internet population
> 1.2B people.** ComScore 2011

WW Internet Users
Millions



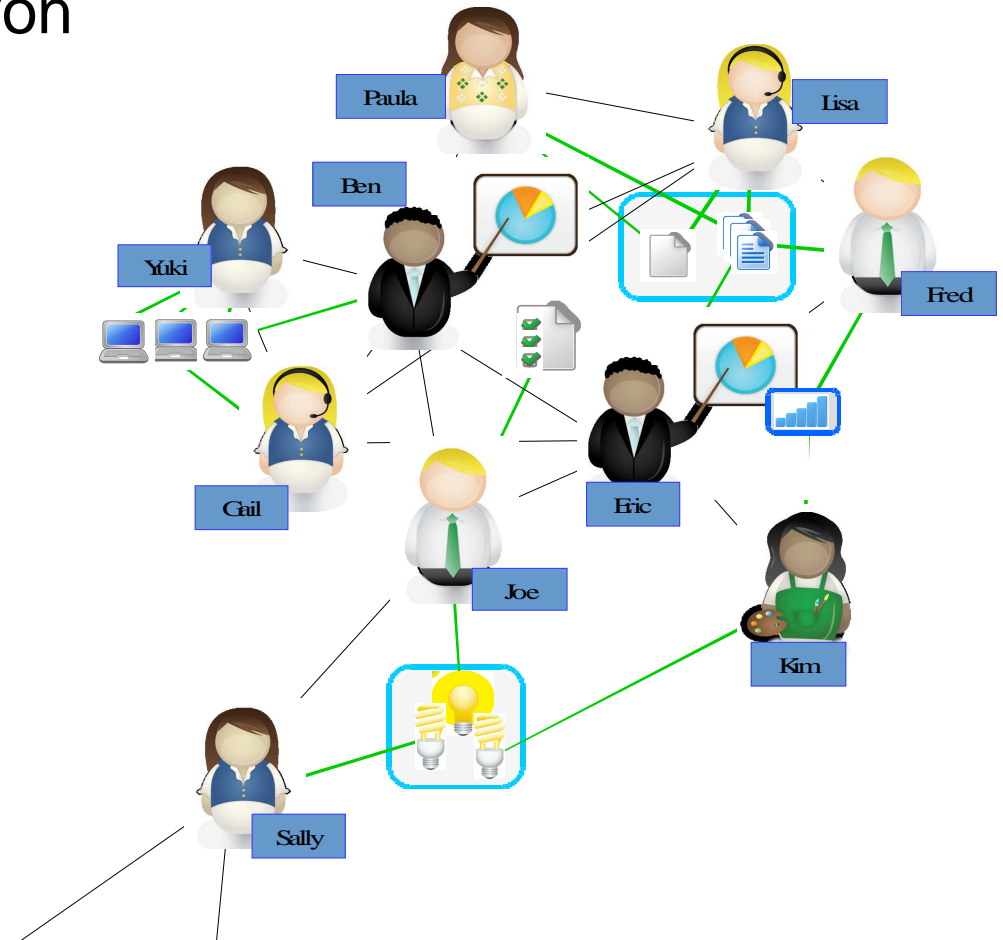
Source: Social Networking Leads As Top Online Activity Globally, comscore, December 2011. WW Internet Users: www.internetworldstats.com. March 2011, Copyright © 2001 - 2011, Miniwatts Marketing Group. Online behavior: Pew Internet & American Life Project, Surveys of Adult American Internet Use, 2000-2011. www.pewinternet.org, Mobile growth: Global Mobile Statistics 2011, mobiThinking.

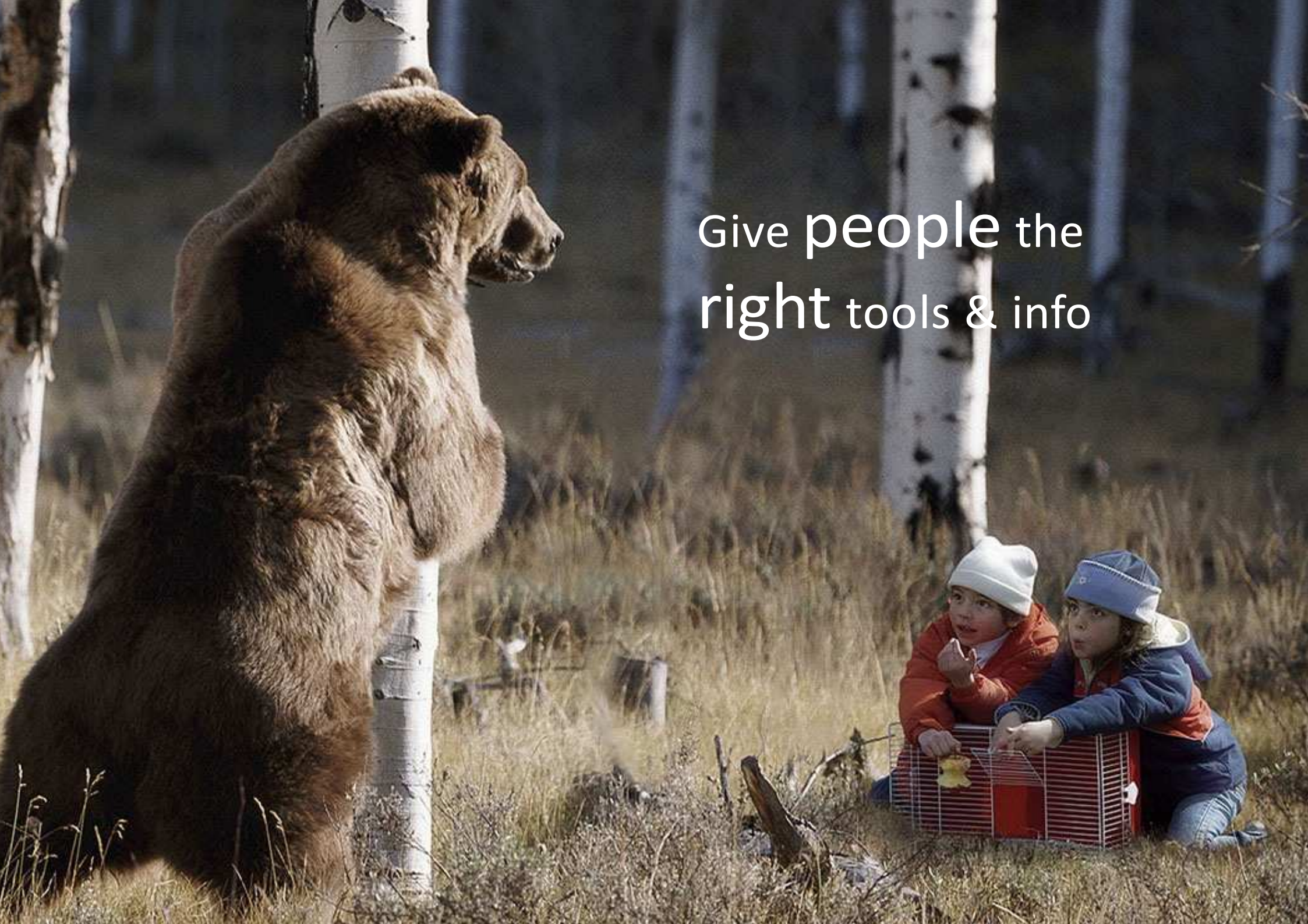
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Definition: Social Software

Social Software ist eine Sammlung von Informationen und Kommunikationswerkzeugen, die von Personen, die in sozialen Netzwerken aktiv sind, verwendet werden.



A large brown bear stands on its hind legs on the left side of the frame, leaning against a white-barked tree trunk. It is looking towards the right. In the lower right, two children are sitting on the ground. The child on the left is wearing a red jacket and a white beanie, and the child on the right is wearing a blue jacket and a blue beanie. They are both looking towards the bear. The background consists of several white-barked trees and a field of dry grass.

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