

Module 2. Which platforms have been around?

Unit 2.1 Marketing under Friends on Facebook

Knowing that Instagram would play a major role in the era of mobile visual storytelling, Facebook took over the photo and video sharing network in 2010 for a much-cited billion US dollars. To classify Facebook with its initially text-heavy desktop history as less visual would be more than inaccurate. With the constant introduction of new products, such as Facebook Live, 360 ° photos and videos or VR technologies, Facebook itself is a major driver for visually influenced communication among people. Instagram benefits from this innovative strength as new products, especially in the area of moving images, are quickly transferred to the platforms of the Facebook family. In addition, the extremely successful and profound symbiosis of Facebook and Instagram is paying off in the field of advertising marketing.

Facebook is a website for creating and operating social networks owned by Facebook Inc. based in Menlo Park, California. The platform was first accessible in February 2004, and in January 2011, it reached 600 million active users worldwide, according to its own information. The rapid development thus took its course.

Since 2018, Facebook has been in the public spotlight several times due to data protection issues, but the numbers have continued to grow. According to Facebook, 2.7 billion people were actively using it after the third quarter of 2020 (active users are those who use the platform at least once a month). In Germany, the number rose to around 32 million users at the end of 2018, with 28 million using the social network via a mobile device.

Mark Zuckerberg founded the company on February 4th, 2004, and in February 2004, together with the students Eduardo Saverin, Dustin Moskovitz and Chris Hughes –Napster’s co-founder Sean Parker was also involved at short notice– he developed Facebook at Harvard University originally only for the students there. The website was later made available to students in the United States. Further expansion steps extended the registration option to high schools and corporate employees. In September 2006, students could also register at foreign universities; later on, the platform was released for any user. In the spring of 2008, the website was offered in German, Spanish and French in addition to English, and other languages followed in the second quarter of 2008, so that today over 80 localizations are offered.

During the past 13 years, Facebook has managed to stay relevant across the globe. This has been achieved by steadily evolution of functionalities and features and also by some major design updates.

Every professional sports club, league or federation has a Facebook profile. More than 200 million business profiles are on the platform, which allows for digital marketing possibilities.

Facebook functions

Every Facebook user has a profile page where they can introduce themselves and upload photos and videos. On the profile's wall, visitors can leave publicly visible messages or post comments on the profile owner's own contributions. However, Facebook became famous for its Like button, whereby users can express with just one click that they approve of something. As an alternative to public messages, users can chat or send each other personal messages. So-called groups can be set up for common areas of interest, and friends can be invited to events. Facebook has also a marketplace where users can post and view classified ads.

The identity of newly registered users is not checked any further. In October 2010, an employee of the news magazine *TechCrunch* reported that he had created an account on Facebook with the name of Google Manager Eric Schmidt using his correct email address. Since Facebook accounts that have not yet responded to the confirmation message allow for certain actions such as setting up a profile and sending private messages, Eric Schmidt's "fake" account received private messages from various friends who apparently believed the account to be genuine.

Facebook Mentions & Creator Studio

Facebook Mentions was the initial step by Facebook to increase public figure visibility. It was only available to known personalities with verified profiles. The possibility to stay in contact with fans or followers is to be improved considerably. Facebook offers the opportunity to create and operate a page not only to private individuals, but also to artists, well-known people, companies and brands with a wide range of options. A lot of sports personalities and organisations made use of this app. However, in 2019, the feature was discontinued and Creator Studio became the prime home for video content on profile pages.

Facebook differentiates between the following profile or page categories:

1. Local business on site
2. Company, organization or institution



3. Brand or product
4. Artist, band or public figure
5. Entertainment and sports
6. Cause or community

Such appearances are part of social media marketing and public relations activities. The following are possible goals of the performances:

- Build and maintain a positive brand image favor
- Increase awareness
- Optimize the number of visitors to a website
- Positively influence customer acquisition (word-of-mouth, recommendation marketing)
- Increase customer loyalty
- Further develop products/services/offers (innovation management; for example, discussion of possible product properties)
- Recruit potential employees (social recruiting, insight into corporate culture)

As a rule, the more emotional a product or service is, the easier it is to acquire fans on Facebook. Of course, the level of awareness of the product has an extremely high influence on the success of a page.

Creator Studio

Creator Studio combines all the tools you need to effectively post, manage, monetize and measure content on all Facebook pages and Instagram accounts. With these tools and the appropriate permissions, new features and options for monetization are also available.

Creator Studio can be used by anyone who administers a page. However, the side role determines the specific information that can be seen and the actions that each individual can take.

New features

Over time, Facebook brought more and more new features onto the market that should offer the user additional added value:



- Facebook Connect was presented in 2008 and went into operation on December 4th almost at the same time as Google Friend Connect. This allowed users to authenticate themselves with their Facebook profile on other websites, which means that no additional registration is required. The single sign-on system is conceptually similar to Microsoft Passport and OpenID, but goes beyond just logging in. Offers that support Facebook Connect could, with the user's permission, call up further information from his profile or send content to the social network.
- In August 2010, Facebook Places was implemented. This extension makes it possible to tell other users where they are and who they are with. In addition, a user can display which friends have just shared their location. This location-based service is a Gowalla and Foursquare functions adaptation.
- In November of the same year, Facebook Offers was added; companies could now offer location-based discounts and vouchers.
- In cooperation with Skype, on July 6th, 2011, Facebook presented a function under the motto "Sometimes emoticons are simply not enough", with which users of the network can hold a video conference if they have a webcam. The conversation takes place directly in the browser, an additional application is not necessary. In the course of the cooperation, the possibility was also created to automatically view contacts from Facebook in Skype. News from the network is also displayed, and members of the social network can log into Skype without having to register again.
- On December 16th, 2011, the Chronicle function for creating a *résumé* was activated. The idea behind Chronicle is that the user can display his life chronologically. While at the beginning the chronicle could be activated optionally by users, it has become mandatory in the fall of 2012 and it is also forcibly activated on older accounts.
- In November 2012, Facebook presented a job exchange (Facebook Social Jobs Partnership), on which the requests and bids from other platforms are summarized. Experts see this function as a first step towards a fully-fledged job exchange that is integrated directly into Facebook, as is already the case with LinkedIn or XING, for example.
- On January 15th, 2013, Facebook presented a newly designed search called Facebook Graph Search. In contrast to the previous solution, it is a semantic software that can interpret and understand conditions instead of just keywords as before. Since June 2013, Facebook has also offered the option of using hashtags. According to the developers, these should make the search easier, especially in the case of current content.



- Facebook 360 is the video format that marketers can use to present their target group with moving images with a real all-round view. It was introduced in 2015 and is now used by many brands to give their customers a completely new way of looking at products and places.
- Since the beginning of 2016, Facebook has introduced the Live Videos function in Germany. The service had previously been launched in the USA. In this way, every Facebook member can now start a personal live stream, no matter where they are. A working Internet connection, a smartphone or tablet and the Facebook Messenger app are required for the stream. In addition to ordinary users, live video can also be started from groups or Facebook pages.
- Facebook is increasingly relying on augmented and virtual reality. This was most recently made clear in the publication of the 3D Post feature in 2018. Using technology that detects the distance between the subject in the foreground and the background, 3D photos bring scenes of depth and movement to life. If you take a photo in portrait mode, it will also be able to be displayed as a 3D photo on Facebook.

The following figure shows the enormous fan development of the German Bundesliga clubs over the past ten years on the Facebook platform.

Figure 1. Fan development of the German Bundesliga clubs over the past ten years on the Facebook platform

FUSSBALL BUNDESLIGA													
#	Facebook-Profile launch	Likes 01.01.2011	Likes 01.01.2012	Likes 01.01.2013	Likes 01.01.2014	Likes 01.01.2015	Likes 01.01.2016	Likes 01.01.2017	Likes 01.01.2018	Likes 01.01.2019	Likes 01.01.2020	Likes 01.01.2021	
	Bundesliga	11.12.2016	-	-	-	-	-	189.789	3.228.008	7.238.315	7.372.665	7.663.011	
1	Bayern München	12.07.2010	437.419	2.609.218	5.726.548	10.576.147	25.840.987	33.877.395	40.375.485	43.704.676	49.459.625	49.724.968	51.395.641
2	Borussia Dortmund	08.06.2010	115.083	726.866	1.862.505	6.223.169	11.794.711	13.689.169	15.059.874	15.382.781	15.197.085	15.142.098	15.143.792
3	FC Schalke 04	30.08.2009	97.853	388.118	635.222	1.579.562	2.451.883	2.722.297	2.880.529	2.898.410	2.850.832	2.893.531	2.920.784
4	Bayer 04 Leverkusen	12.08.2010	5.370	77.079	131.060	431.073	1.127.348	1.858.250	2.555.221	2.688.503	2.669.669	2.678.074	2.718.420
5	VfL Wolfsburg	11.03.2010	6.849	53.504	81.541	163.871	314.581	736.279	1.075.029	1.135.155	1.170.787	1.257.248	1.364.131
6	Borussia M'gladbach	07.02.2008	24.460	91.717	204.581	378.375	726.039	857.207	956.601	982.157	978.878	1.089.001	1.158.024
7	SV Werder Bremen	22.10.2010	110.245	323.093	437.651	598.488	832.025	890.736	989.990	1.001.131	991.211	1.018.382	1.023.084
8	Eintracht Frankfurt	11.03.2008	85.361	160.636	216.340	284.022	400.944	463.894	596.894	619.289	643.072	732.765	819.055
9	1. FC Köln	26.03.2010	99.674	260.982	308.983	424.746	649.620	675.534	724.127	755.702	749.712	766.323	765.478
10	RB Leipzig	30.09.2010	6.752	10.362	14.876	30.764	107.483	131.104	260.201	349.113	371.882	410.176	560.385
11	VfB Stuttgart	12.03.2010	118.714	225.351	285.756	352.034	460.440	494.780	529.996	546.929	546.182	544.612	541.729
12	1. FSV Mainz 05	01.09.2010	6.405	43.256	64.042	94.885	146.258	238.236	440.078	441.360	436.401	432.718	425.289
13	Hertha BSC	26.10.2009	34.668	105.723	138.581	175.904	256.668	294.131	336.266	361.540	362.983	364.186	382.197
14	TSG 1899 Hoffenheim	12.04.2010	6.683	39.034	59.595	102.366	153.201	205.089	243.491	275.115	285.425	301.024	312.085
15	SC Freiburg	15.03.2011	12.631	45.614	71.905	116.631	171.163	200.774	229.021	238.848	240.424	245.974	251.700
16	FC Augsburg	10.11.2008	12.204	43.698	67.292	104.839	169.364	215.378	241.690	247.655	246.098	250.281	250.837
17	1. FC Union Berlin	11.12.2008	6.380	17.323	26.290	49.174	77.513	86.564	103.087	117.341	119.276	148.665	159.273
18	Arminia Bielefeld	04.10.2008	3.816	8.621	16.674	36.581	63.097	85.275	92.011	96.858	96.692	98.003	104.506
Total Number of Facebook-Fans			1.190.567	5.230.195	10.349.442	21.722.631	45.743.325	57.722.092	67.689.591	71.842.563	77.416.234	78.098.029	80.296.410
Absolute Annual Evolution:			369.239	4.039.628	5.119.247	11.373.189	24.020.694	11.978.767	9.967.499	4.152.972	5.373.671	681.795	2.198.381
Evolution in Percentage:			40,90%	339,30%	97,88%	109,89%	110,58%	26,19%	17,27%	6,14%	7,76%	0,88%	2,81%

Source: own work.

Why did we choose the Bundesliga as an example?



Because the teams developed their Facebook strategy alone, as the league only established a Facebook profile in December 2016. No other European League did start their profile so late.

What was the impact?

Clubs developed their Facebook presence alone, with the “support” of a strong league profile; therefore, it is a great example of how fans followed their “favourite” team directly. Top5 clubs at the time, such as FC Bayern, Borussia Dortmund, Schalke 04, Werder Bremen and VfB Stuttgart, launched their Facebook profiles between June and October 2010, and on January 1st 2011 more than 100.000 Likes/ users were already registered in their fan communities. The sporting success of FC Bayern München and Borussia Dortmund enabled a huge international growth in 2012 and following, as the media coverage of the matches of the German Bundesliga reached more and more global audiences.

RB Leipzig, the rising star of the German Bundesliga, was only founded in 2009 as a club. The eleven-year evolution is truly remarkable, and so is a great marketing and communications story on how an ambitious sports club reaches initially local interest, then regional interest, and with steady improving sporting success, becomes a global relevant football club for the online community.

Smart transfer strategies by the clubs did also impact the community growth. When Bayer 04 Leverkusen signed Javier “Chicharito” Hernández from Manchester United in August of 2015, the club posting on Facebook achieved 50,000 Likes within 24 hours and tens of thousands of Mexican football fans followed the club, because of the interest in the player. When he left two years later, quite a number of fans followed the player to follow his new club in the MLS (US). But Bayer 04 Leverkusen also kept a lot of the followers, as they created dedicated content for its Spanish speaking audience.

Even stronger was the impact when Columbian International James Rodríguez signed for FC Bayern. Within 48 hours, more than 250,000 Columbian football fans followed the FC Bayern München profile on Facebook –you might ask why this was the case...

Well, the player usually keeps his posting frequency, even if he transfers from one club to another. It is usually only one post. But his fans’ desire to receive updates from “their favourite player” is fulfilled by the club as the club covers the arrival of the player: the medical check-up, the first time on the pitch, the first time when they meet the teammates and, of course, the first time wearing the new club shirt, the first practice session and many more.

So, the club covers the playback for the fans, providing content and updates regarding the player. Now a strategic element should kick in for the club. From the interest in the player, the club should enable interest in the club, followed by sympathy for the club. Once an

international fan has sympathy for the club, he is likely to stay with the club, even when his favourite player moves on to another club.

Unit 2.2 Instagram

With its functionalities, Instagram has now formed a strong hybrid platform made up of Twitter, Facebook, Snapchat, YouTube and, in some cases, Pinterest. What they have in common with Facebook and Twitter lies primarily in the central stream of messages or home feed, which, in the case of Instagram, consists exclusively of photos and videos and is fed by their own posts and those of Instagramers who are followed on the platform.

Instagram –after Facebook and YouTube, the third strongest social media in Germany– is a free photo and video sharing app for Android, iOS and Windows phone mobile devices, with which users create photos and videos and manipulate them with filters in order to then make them accessible via the Instagram network similar to Twitter. Based on the Kodak Instamatic and Polaroid cameras, photos and videos made with Instagram have long had a square shape –now it is also possible to post in landscape or portrait format. Instagram is a mixture of microblog and audio-visual platform and makes it possible to distribute photos in other social networks.

In December 2010 Instagram had one million registered users, in June 2011 it was five million, in July 2011 10 million and in April 2012 over 30 million. The growth continued strongly and on September 11, 2012, Mark Zuckerberg announced that Instagram now has over 100 million registered users. According to its own statements, Instagram reached 100 million monthly active users in February 2013. By September 2013, this number rose to 150 million. By April 2015, the number of members had grown to over 300 million. (Instagram, photo and video sharing social mediaworking service owned by Facebook, n.d., para 22)

According to the Daily website, “the rapid growth of the platform was also due to the fact that numerous well-known brands began early on to maintain their own profiles on Instagram” (Instagram, photo and video sharing social mediaworking service owned by Facebook, n.d., para. 24). The importance of the service is also enhanced by the fact that users are particularly likely to take pictures of commercial facilities. The predominantly appreciative interaction among community members also extends to the brands. Instagram thus creates an extremely positive environment for brand communication, which in turn has a positive effect on users' buying affinity.

In December 2013, Instagram reported that it had uploaded 16 billion images to its platform, “with an average of 55 million photos added every day. In August 2014 Instagram counted 20 billion pictures in total and 20 million new ones daily” (Instagram, photo and video sharing social mediaworking service owned by Facebook, n.d., para. 23).

About two thirds of the members use the platform daily. In Germany, there are 20 million active monthly users according to a study by the social media agency We are Social. It even goes so far that the age group of 18-34 year olds open the app an average of 19 times a day (Kemp, 2020).

The following figure shows the enormous fan development of the German Bundesliga clubs since 2014 on the Instagram platform.

Figure 2: Fan development of the German Bundesliga clubs since 2014 on the Instagram platform

INSTAGRAM FUSSBALL BUNDESLIGA									
#		Follower 01.01.2014	Follower 01.01.2015	Follower 01.01.2016	Follower 01.01.2017	Follower 01.01.2018	Follower 01.01.2019	Follower 01.01.2020	Follower 01.01.2021
	Bundesliga	-	-	-	530.044	1.309.417	2.708.662	4.631.922	6.737.857
1	Bayern München	231.490	1.535.144	4.854.462	8.702.412	11.520.343	14.867.915	19.564.178	24.803.809
2	Borussia Dortmund	203	355.153	1.622.827	3.357.793	4.814.881	6.550.430	8.980.177	12.120.283
3	Bayer 04 Leverkusen	5	21.858	158.533	286.778	316.017	461.191	706.014	1.169.561
4	FC Schalke 04	19.428	121.078	242.272	338.408	427.262	582.008	788.613	958.598
5	RB Leipzig	0	683	12.454	56.692	121.200	188.787	352.050	905.012
6	Borussia M'gladbach	0	22.420	98.273	180.602	220.711	279.150	447.764	615.208
7	Eintracht Frankfurt	5.338	23.350	58.540	88.133	126.970	230.961	445.325	517.199
8	VfL Wolfsburg	0	14.572	149.560	239.350	250.970	291.120	384.832	478.671
9	SV Werder Bremen	4.336	29.362	70.284	111.275	147.628	213.404	302.383	361.792
10	1. FC Köln	2.735	22.752	64.070	107.866	158.673	222.211	295.578	360.361
11	TSG 1899 Hoffenheim	130	13.362	27.456	42.481	71.540	125.742	224.292	326.695
12	VfB Stuttgart	4.716	20.237	58.569	95.846	132.270	193.954	237.387	287.902
13	Hertha BSC	1.981	10.112	32.189	62.190	94.609	122.325	147.587	193.566
14	FC Augsburg	0	5.538	30.457	49.200	61.796	79.842	112.759	159.775
15	1. FSV Mainz 05	1.055	5.446	17.334	36.127	46.043	62.406	106.334	150.670
16	SC Freiburg	0	2.138	9.857	13.751	35.395	62.930	105.741	146.443
17	1.FC Union Berlin	0	0	3.767	10.090	21.384	44.112	86.240	120.209
18	Arminia Bielefeld	5.748	10.230	17.384	23.777	29.828	41.332	57.752	92.445
	Gesamtzahlen:	277.165	2.213.435	7.528.288	13.802.771	18.597.520	24.619.820	33.345.006	43.768.199
	Steigerung in absoluten Zahlen:		1.936.270	5.314.853	6.274.483	4.794.749	6.022.300	8.725.186	10.423.193
	Steigerung in Prozent:		698,60%	240,12%	83,35%	34,74%	32,38%	35,44%	31,26%

Source: own work.

The concept of identity construction via Instagram also takes into account the social aspect of the network. The response in the form of likes, comments and new followers to own contributions confirms the perceived acceptance of the online self in the community and leads to an even greater intensity of use of the app.

Instagram has also developed significantly in recent years and has benefited from advances on the Facebook platform. For example, with the introduction of Instagram TV (IGTV) and the associated possibility of uploading longer or “longform videos” to



Instagram and saving them permanently, one is also actively moving on the territory of YouTube.

Unit 2.3 YouTube

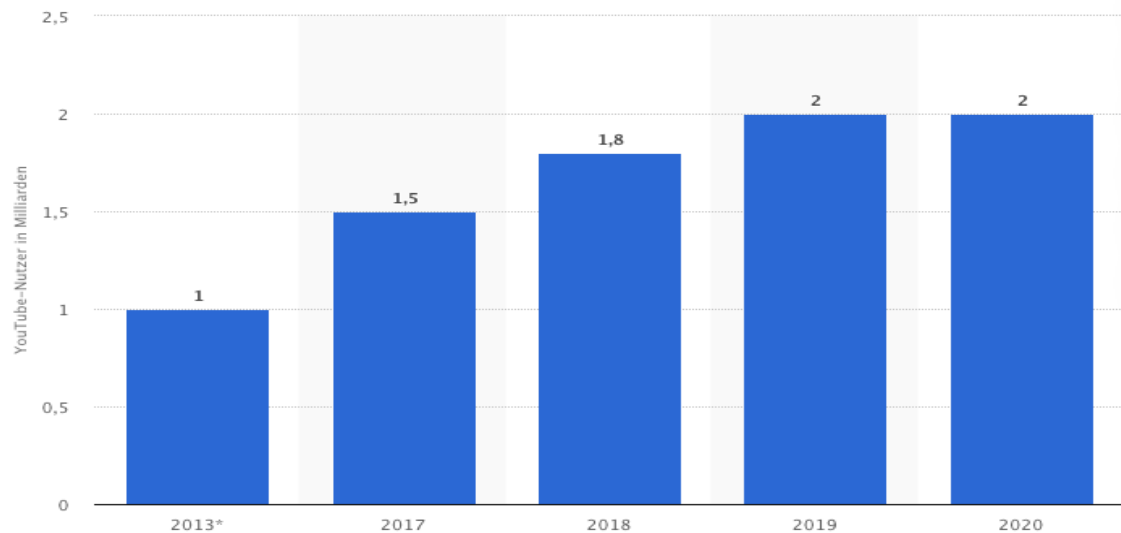
YouTube and Instagram have so far been clearly separated from each other by the professional video focus of YouTube and the photo focus of Instagram. With Facebook endeavour to advance to a video-first platform in just a few months and to push this for its subsidiary company, video consumption on Instagram is also being boosted. The constant further development of the story functionalities, the better integration of IGT and the increased consumption of live videos will further strengthen this trend. Instagram, just like Facebook and Snapchat, is entering a terrain that YouTube has so far occupied with its creative video makers and their self-produced programs. Meanwhile, YouTube is developing more and more into a professional on-demand offer of classic TV channels and is already competing with Netflix or Amazon Video.

YouTube is an Internet video portal founded in 2005 by three former PayPal employees: Chad Hurley, Steve Chen and Jawed Karim. It is based in San Bruno, California, where users can view and upload video clips for free. The company was taken over by the search engine provider Google on October 9th, 2006 for the equivalent of 1.31 billion euros (in action). The website contains film and television excerpts, music videos and self-made films. The so-called video feeds can be posted in blogs or simply integrated into websites via a programming interface (API).

In 2007, YouTube, the world's second largest search engine and the most visited site after Google, launched an annual competition to promote talent on the platform. Under the name "Secret Talents" (Secret Talents Award), the big casting shows were countered with online casting. The winners will be offered funding budgets and a professional YouTube channel as prizes. A study by the market research institute Hitwise from March 2008 assigned 73 percent of all visits to US video portal sites to YouTube. The parent company Google's own video range came to 8.4 percent during this time.



Figure 3. YouTube



Source: Statista, 2020, <https://bit.ly/3ipzsI3>

Every user can create a free account on YouTube and save videos as favourites that can be viewed by all users. If you do not want others to be able to look through your own favourites list, you can hide it from other visitors.

The file size limitation on the client side was 20 GB, but from 2 GB Java was necessary. In terms of video length, too, the limit has been continuously raising. The online platform continued to develop rapidly in the technical sector, so it was hardly surprising that the file formats that were made possible were constantly changing. In 2008 the company was still happy about the possibility of uploading HD files. The next essential step could already be taken two years later with videos in 4K resolution.

If we talk about success stories, we need to recognise Liverpool's work on YouTube.

According to Dan Morgan, "Reds are the highest earning football club on the media platform, displaying their global pull and savvy marketing strategy in recent years", and "the club are currently ranked third in a list of the top 20 highest-earning football channels on media platform YouTube (Morgan, 2019, para. 1-3).

Another example of good practice in the development and implementation of the marketing strategy on this platform is the case of FC Barcelona. The club has reached a landmark in its digital leadership by becoming the first club to reach over 10 million YouTube subscribers in September 2020. Barça's top spot on the world's biggest online video service has been consolidated by spectacular growth in the last two years, both in terms of the number of followers and the number of videos viewed. The NBA (14.7 million)



is the only sports channel that has more followers than FC Barcelona on YouTube (fcbarcelona.com, 2020).

YouTube offers the option of embedding videos on your own website. For this purpose, it provides a code excerpt on the respective video page, which displays the video in an inline frame, making it easier to embed.

Ever since its founding, YouTube has rapidly risen to become the leading video portal on the Internet. In March 2008, the US market share was assumed to be around 73 percent. After the success, the private television stations in Germany tried to jump on the bandwagon. In August 2006, RTL announced that it was the initiator of the Clipfish video community, and just a few weeks later ProSiebenSat.1 Media took a 30 percent stake in competitor MyVideo. Nevertheless, YouTube, where 400 hours of video material is uploaded every minute, is still the market leader in Germany today.

We work with national partners which provide material for the portal. For example, if you go to the German version of YouTube (de.YouTube.com), you will find film material from partners such as the broadcaster ZDF, the soccer club FC Bayern Munich or the newspaper *Financial Times Deutschland* on the homepage under the "Promoted Videos" category.

YouTube is the video platform in sports – although it's in direct competition to the individual ClubTV Offering, the sheer reach and huge user base enables sports organisations to have the first 'contact' of a user with club through video content on the largest global video platform.

As early as October 2006, around 65,000 new videos were uploaded and 100 million clips were viewed every day, which corresponds to 3 new videos every 4 seconds. In October 2009, the company announced that it had over a billion video views per day. On May 17th 2010, YouTube reported more than 2 billion views per day. According to calculations by the US company Ellacoya Networks, YouTube is responsible for 18 percent of all Internet traffic and 30 percent of HTTP traffic. In April 2014, reports showed that YouTube exceeded 1 billion registered users worldwide and that the daily video view was 1 trillion videos (Geraldes, 2010).

It has recently been observed that part of the political discourse has shifted from traditional TV talk formats to YouTube. There, the viewers have the opportunity to give direct feedback through the Comment function. By accumulating points of view and evaluating them by other users, majorities on topics can also be read out. Another point to note is the archiving of TV content as a source reference, as it can always be accessed. In addition, YouTube almost completely replaced the music television that was booming

in the 90s, which until then had been almost exclusively responsible for spreading a global pop culture.

On April 3rd 2010, a new design was introduced: it included the ratings that users could give on a video if the video supported ratings, from a scale of one to five stars through the Likes that are still used today, not fields replaced. This measure was taken because before users mostly only gave one or five stars when rating.

The design of YouTube has been changed several times since the website was launched, but only slightly. On the night of December 1st to 2nd 2011, a completely new look was integrated into the platform. On March 7th 2012, all channels on YouTube received a new, uniform design. YouTube Movies was launched in Germany in August 2012 after the offer had been available in the US for some time. YouTube Movies is a separate area of the platform that only offers professional movies and documentaries, including *Dune* and *Dawn of the Dead*, for example.

Did any sports organisation record their own movie? Can we find there any success story?

ALBA Berlin is a basketball club, which has risen to the challenge by offering free daily sports lessons for all ages on its YouTube channel. The first episode was *ALBA's daily sports lesson*, and the club has continued to drop age-appropriate episodes on a daily basis, from Monday to Friday. The strategy arises in the context of millions of households quarantined or sheltering at home across Europe and the world while authorities seek to control the COVID-19 outbreak. ALBA has recruited its fitness and yoga instructors for the task, while youth basketball coaches will integrate Biology, Maths and Music into their lessons. Viewers can expect to see ALBA's EuroLeague players make guest appearances, too (ALBA's daily sports lesson is up and running, 2020).

From September 2012, it has been possible to have access to new designs from YouTube by using cookies. For example, if you opened the YouTube mobile website with your smartphone, you could see the new design.

In December 2014, the maximum storable number of 2,147,483,647 views of a single video was exceeded (*Gangnam Style* from PSY), which prompted YouTube to save the value from a 32-bit signed integer value to a 64-bit integer value need to be adjusted. This means that a maximum number of 9.23 trillion calls can now be saved.

YouTube Premium was launched in Germany in mid-June 2018. With this, users can watch advertising-free YouTube videos as well as exclusive series and films for a monthly fee. The music streaming service YouTube Musik was also launched in Germany in mid-June.

According to the company, every month more than 1.9 billion users registered. In addition, videos with a total duration of over a billion hours are played back and billions of views



are generated every day. It is hardly surprising that 70 percent of the total playback time takes place via mobile devices. YouTube is available in 80 different languages (that covers 95 percent of the world's population) and has been introduced in 91 different countries with a localized version.

Figure 4. Fan development of the German Bundesliga clubs since 2014 on the Instagram platform.

FUSSBALL BUNDESLIGA										
#	YouTube-Profile Launch	Abonnenten 01.01.2014	Abonnenten 01.01.2015	Abonnenten 01.01.2016	Abonnenten 01.01.2017	Abonnenten 01.01.2018	Abonnenten 01.01.2019	Abonnenten 01.01.2020	Abonnenten 01.01.2021	Abonnenten 01.01.2021
	Bundesliga	02.04.06	598.590	675.497	798.599	940.656	1.083.733	1.369.486	1.722.651	2.395.680
1	Bayern München	29.03.06	118.518	268.408	431.080	607.732	802.678	1.018.634	1.332.048	1.924.368
2	Borussia Dortmund	23.01.06	62.092	91.009	133.536	187.236	261.707	389.104	534.707	706.717
3	FC Schalke 04	16.12.05	37.119	46.687	56.765	67.272	78.287	99.781	131.290	155.172
4	SV Werder Bremen	17.03.06	13.468	20.854	33.516	42.351	55.184	76.396	97.520	113.433
5	Eintracht Frankfurt	01.03.12	5.444	7.593	9.356	13.229	20.023	36.466	57.326	68.058
6	Borussia M'gladbach	09.07.10	8.985	11.502	17.963	24.397	30.682	38.373	51.297	67.736
7	1. FC Köln	22.08.06	10.556	14.066	18.405	25.527	35.311	44.116	54.399	61.922
8	Hertha BSC	20.07.07	10.743	12.985	17.583	22.585	28.203	33.762	41.525	56.750
9	VfB Stuttgart	27.09.07	8.490	11.116	14.866	17.861	23.347	31.469	37.499	42.203
10	VfL Wolfsburg	26.02.10	958	1.276	4.061	5.679	9.151	14.408	33.625	39.756
11	RB Leipzig	05.03.18	-	-	-	-	-	4.017	21.431	36.086
12	Bayer 04 Leverkusen	29.01.18	-	-	-	-	-	2.931	15.509	31.485
13	1.FC Union Berlin	28.09.10	2.471	2.958	3.809	4.941	6.550	7.710	13.615	19.328
14	TSG 1899 Hoffenheim	26.04.08	2.287	3.125	5.011	6.819	9.962	13.787	17.417	20.661
15	FC Augsburg	24.12.06	2.204	2.914	5.247	6.692	8.601	10.983	15.924	17.104
16	Arminia Bielefeld	05.11.12	3.180	3.675	4.183	5.403	6.746	8.180	9.975	14.946
17	SC Freiburg	06.06.06	5.345	6.226	8.751	10.373	11.379	12.354	13.318	13.835
18	1. FSV Mainz 05	08.05.13	979	1.288	1.549	2.834	5.326	7.543	10.098	12.163
Total Number of Facebook-Fans			891.429	1.181.179	1.564.280	1.991.587	2.476.870	3.219.500	4.211.174	5.797.403
Absolute Annual Evolution:			226.387	289.750	383.101	427.307	485.283	742.630	991.674	1.586.229
Evolution in Percentage:			34,38%	32,50%	32,43%	27,32%	24,37%	29,98%	30,80%	37,67%

Source: own work.

Unit 2.4 Twitter

Twitter is a microblogging application. It is also defined as a social network or a mostly publicly accessible diary on the Internet. Private individuals, organizations, companies and the mass media use Twitter as a platform for distributing short text messages on the Internet. Twitter was introduced to the public in March 2006 and quickly gained international popularity.

Registered users can enter their own text messages with a maximum of 140 characters. These text messages will be shown to all the users who follow that user. The publisher's message is listed on the service's website with an illustration as the sole author above its content. The contributions are often written from the first-person perspective. The microblog is an easy-to-use, real-time medium for the author and the reader to present aspects of one's own life and opinions on specific topics. Comments or discussions of the readers



on a contribution are possible. This means that the medium can serve both to exchange information, thoughts and experiences, and to communicate.

The act of writing on Twitter is colloquially referred to as “tweeting”. The list of subscribed contributions is called the “Timeline” or “TL” for short. Complementors make the published messages available through a programming interface (API) so that the updates can be called up on various channels from many services and fed back in from there. Among other things, communication structures such as SMS (United States, Canada and India only), simple input assistance via the Twitter website (RSS) or desktop software are available to the user.

A Twitter wall can be used at events (a “wall” with tweets on a previously determined, standardized hashtag).

Tweets

The contributions themselves are referred to as “tweets” or “updates”. The referenced repetition of a post by another person, for example, to quickly distribute a breaking news in the network, is known as “ReTweet”. Social network is based on the fact that one can subscribe to other users’ messages. Authors are known as “Twitterers”. Readers who have subscribed to the contributions of an author are referred to as “followers”. The contributions of the people you follow are shown in a log, a list of entries sorted downwards chronologically. The sender can decide whether to make his messages available to everyone or to restrict access to a group of friends.

Hashtags

A hashtag is a keyword in the form of a tag that is used particularly on Twitter. The name comes from the double cross “#” (English “hash”), with which a tag is introduced, and ends with a space. Example: “#sunnenschein”. In contrast to other tag concepts, hashtags are inserted directly into the actual message; every word that is preceded by a hash is used as a tag.

Hashtags were suggested by Chris Messina (Twitter nickname “FactoryJoe”) in August 2007. Since Twitter has offered a search function itself, the use of hashtags has been controversial, but a higher quality is to be assumed when the hash symbol is explicitly used than with automatic search. Alternative Twitter clients automatically link hashtags to a corresponding hit list. By analyzing the hashtags, it can be deduced which Twitter topics are particularly popular. These are displayed in the trending topics on the Twitter homepage.

Hashtags are also partly an ironic way of commenting on a tweet by placing them in a context that is unexpected and adding a new connotation to the tweet as a classification.



The following figure shows the enormous fan development of the German Bundesliga clubs since 2012 on the Twitter platform.

Figure 5: Fan development of the German Bundesliga clubs since 2012 on the Twitter, platform

TWITTER FUSSBALL BUNDESLIGA - HAUPTKANÄLE												
#	Twitter-Profil Launch	Follower 01.01.2012	Follower 01.01.2013	Follower 01.01.2014	Follower 01.01.2015	Follower 01.01.2016	Follower 01.01.2017	Follower 01.01.2018	Follower 01.01.2019	Follower 01.01.2020	Follower 01.01.2021	
1	Bayern München	08.2012	0	95.772	826.538	1.760.457	2.515.848	3.216.195	4.244.448	4.513.773	4.776.603	5.223.916
2	Borussia Dortmund	07.2010	26.121	133.246	714.122	1.414.001	1.902.992	2.461.959	3.111.689	3.243.420	3.441.798	3.694.377
3	FC Schalke 04	05.2011	6.117	64.536	145.734	250.674	348.555	479.828	686.232	716.197	737.949	745.905
4	1. FC Köln	04.2010	12.370	35.599	65.722	123.292	217.505	372.775	616.412	643.929	645.117	643.121
5	VfB Stuttgart	04.2010	2.352	25.654	55.395	108.938	210.532	343.704	500.134	519.291	524.609	524.549
6	SV Werder Bremen	05.2008	25.568	59.998	92.091	145.891	226.158	317.524	472.631	491.852	505.695	514.167
7	Borussia M'gladbach	10.2009	6.683	31.039	62.458	116.331	192.613	298.958	469.845	482.164	497.777	509.678
8	Eintracht Frankfurt	03.2010	955	13.275	37.225	86.761	147.075	266.288	427.396	454.932	489.699	499.755
9	Bayer 04 Leverkusen	08.2010	4.710	23.298	57.230	105.427	219.939	335.695	404.000	410.484	416.833	424.478
10	Hertha BSC	01.2010	4.996	18.529	38.394	74.427	11.464	218.573	326.423	339.678	346.912	354.515
11	VfL Wolfsburg	08.2008	7.245	23.356	44.266	83.264	141.254	202.991	271.923	279.436	283.739	285.576
12	SC Freiburg	05.2009	3.403	10.783	31.540	63.491	90.202	149.195	249.380	266.503	272.817	277.054
13	RB Leipzig	06.2011	237	2.156	5.683	15.512	34.967	76.719	146.518	161.769	161.769	210.467
14	TSG 1899 Hoffenheim	07.2009	1.288	9.858	27.014	56.531	86.461	127.469	181.566	195.838	202.954	208.537
15	FC Augsburg	12.2011	0	6.952	21.651	56.739	91.384	155.348	188.389	193.485	197.940	200.910
16	1. FSV Mainz 05	06.2009	1.766	12.964	283.411	59.267	96.899	144.099	174.710	183.292	187.926	191.430
17	1.FC Union Berlin	09.2010	1.083	4.754	19.485	29.066	40.373	84.782	116.425	133.119	144.715	152.814
18	Arminia Bielefeld	10.2009	2.994	9.748	16.843	24.532	36.247	52.820	75.593	78.130	80.630	86.387
Gesamtzahlen:			107.888	581.517	2.544.802	4.574.601	6.610.468	9.304.922	12.663.714	13.307.292	13.915.482	14.747.636
Steigerung in absoluten Zahlen:				473.629	1.963.285	2.029.799	2.035.867	2.694.454	3.358.792	643.578	608.190	832.154
Steigerung in Prozent:				439,00%	337,61%	79,76%	44,50%	40,76%	36,10%	5,08%	4,57%	5,98%

Source: Fan development of the German Bundesliga clubs since 2012 on the Twitter, platform.

Unit 2.5 Weblog and Vlog

A blog or weblog is a diary or journal that is kept on a website and is therefore, most times, publicly accessible. There, at least one person –the blogger– records facts, keeps records or writes down thoughts.

Often a blog is “endless” (there has been an unbelievable growth in this area in recent years, and thousands of weblogs have emerged). “Endless” means a long list of entries sorted chronologically downwards, which is broken at certain intervals. In contrast to online newspapers, for example, the editor or blogger is the main author above the content; the articles are often written from the first-person perspective. The blog is an easy-to-use medium for author and reader to present aspects of their own life and opinions on specific topics. Most times, however, readers can also comment on an article. This means that the medium can be used for storing notes in a slip box, for exchanging information, thoughts and experiences, as well as for communicating. In this respect, it's similar to an Internet forum and to an Internet newspaper (it will depend on the content).



When it comes to the attention of weblogs, the factors influencing contemporary history are interesting. With the terrorist attacks on September 11th 2011 in New York, many blogs became very popular. Shortly after the terrorist attacks on the World Trade Center, most traditional media news sites on the Internet were overloaded and no longer accessible owing to the high number of visitors and the resulting data traffic ("traffic"). However, since weblogs started to distribute the access to each other via the decentralized structure due to the large network, traditional media news sites have become accessible. One of the strengths of weblogs was that, in certain cases, they were able to report events more quickly and directly than traditional information media. However, microblogs, such as Twitter, now play the leading role in terms of the topicality of publications.

The number of existing blogs can no longer be counted, and it is difficult to determine even for specialized search engines, since new ones are constantly being generated and the delimitation of mixed forms –which could be called "blogs", but which can also be assigned to other forms of media– is not uniform.

First and foremost, weblogs offer every user the possibility of providing content on the web in an extremely simple manner. In addition, blogs are characterized by further elements and interaction options. In addition to the simple publication of content on the web, weblogs are also discussion platforms, since the readers of the blog can comment on the respective articles directly in the blog below the respective article.

Most weblogs use categories to assign posts to different topics. One or more freely selectable categories, so-called "tags", can be assigned to each post. This grouping of content enables the reader to only display the articles in the corresponding category if they have a certain interest. These tags are also often represented in word clouds, also called "tag clouds". They contain the most popular tags loosely arranged next to each other in the cloud. Frequently, used tags are shown larger or highlighted in the cloud; in this way, the focus of the website is immediately apparent. Weblogs or blogs are usually listed according to their content:

- Artblogs: art and culture.
- Audioblog: Podcasts are sometimes called this because they are also often represented in blog form on the Internet.
- Blawgs: blogs by lawyers (mostly lawyers) on legal topics.
- Job blogs: blogs by members of certain professional groups, which mostly describe experiences from their everyday work.
- Blogromane: novel texts published on the Internet in the form of a blog.
- Comic blogs: diaries in comic form, comic publications on the web.



- Edublogs: upbringing, teaching, learning and education.
- Fashion blogs: fashion, designers, models –everything about the fashion industry.
- Corporate blogs: official company blogs.
- Specialist blogs: information, theses or contributions of professional or scientific nature (heteronymous to specialist literature or specialist article), geared to a specific topic.
- Fun blogs: jokes and humor.
- Job logs: job and human resources.
- Knowledge blogs: weblogs for in-house knowledge management –either collective blogs on special topics or personal weblogs by specialists on specific topics.
- Crime blogs: detective novels.
- Link blogs: commented link collections.
- Litblogs: sources, comments, recommendations and interpretations of literary texts.
- Metablogs: collections of contributions from other logs and websites.
- Microblogging: blogs with a limited number of characters; the best-known provider is Twitter.
- Moblogs (Mobile Weblogs): a blog that is filled with content by a mobile telecommunications device, usually a mobile phone or PDA.
- Place blogs: reports from cities, districts, villages and regions.
- Travel blogs: travel reports.
- Bargain blogs: affiliate blogs with current offers from online shopping (see Affiliate, partner program).
- Sports blogs: information or news about sports.
- Tumble blogs: short texts, links, pictures, short videos, quotes, etcetera, published that the author noticed while surfing the Internet (see Tumblr).
- Test blogs: blogs that publish individual reviews of products, online shops, services.



- Videoblog: also known as “vlogs”, such as a video podcast.
- Election blogs: articles on individual elections and on the topic in general.
- Warblogs: war, reports from war and crisis areas.
- Watch blogs: critical monitoring of individual companies, organizations or media.
- Science blogs: researchers on science, research funding, research policy.

There is another important function for blog posts: permalinks. Each entry in a weblog has a specific, unchangeable URL and can be addressed directly via this. If a visitor does not want to give his opinion as a comment under a post, but rather present it in his own weblog, the principle of permalinks comes into play. Because every post can be accessed individually via a permalink, it is possible to refer to the original entry in another blog. A specific “trackback” function is used for this. To do this, the third-party author copies a corresponding trackback URL of the respective original blog into his own article. A so-called ping is sent back to them and registered by the originating blog. In this way, the referencing post can be displayed at the end of the original weblog entry together with the corresponding comments, and topic clusters can be created. In addition, permalinks and trackbacks help the blog to network well and thus to spread topics quickly.

In addition to these functions available for each post, there are overarching functions for the entire weblog. As a rule, every weblog system today has implemented a news feed.

Vlog

A video blog, also known as a vlog or v-log, is a blog in the form of videos. New videos are periodically published that depict, for example, a person's life. The form of activity is vlogging –similar to blogging –. The vlog is playing an increasingly important role in the communication mix of a sports club. Vlogs usually consist of several parts that build on each other, which are uploaded in a certain publication rhythm and provide diverse insights into the everyday life of the vlog.

The goal of athletes as well as clubs and associations is to show what is known as “behind-the-scenes” content, and this instrument is predestined for this. For example, at a training camp, athletes are given a camera for a day; the collected material is then often separated with hard cuts so that you can quickly get an overview of what has been experienced. And which fan has not always wanted to watch his idol brushing his teeth in the morning and get exclusive insights behind the curtain?

One has the feeling of being very close to the everyday stories of the protagonists. At the same time, the sympathy curve rises for those people you feel connected to , who are similar in certain traits or whose passionate fan you are.



Vlogs are an effective means of creating authenticity and closeness, and should therefore not follow any claim to perfection. Small slip of the tongue, outtakes or unplanned scenes are definitely desirable elements that, when used in doses, - have a trustworthy effect.

Unit 2.6 Podcast

Podcasting pursues a similar goal to blogs, namely the regular dissemination of information. However, it is not the written word that is communicated here, but either audio files or video files.

When it comes to audio files, one can speak of audio podcasts or simply podcasts. The offering of videos is summarized under the generic term "video podcasts" or "videocasts". Podcasting is a combination of the name of the popular MP3 player "iPod" from Apple and the English word "broadcasting", which means something like "broadcast" or "transmission", describes how to create and offer podcasts.

The content of audio podcasts can be all types of spoken content, such as interviews and lectures, but also music and radio plays. Video podcasts are used to distribute digital films. In Germany, video podcasts are best known for the German Chancellor Angela Merkel, who has been using this medium since 2006 to explain her politics to the citizens. Similar to news and blog posts, podcasts can be subscribed to via RSS feed, so that new episodes are automatically downloaded from the web. This is done with feed readers, which are also referred to as "podcatchers" specifically with regard to podcasts.

In Germany, sites such as podster.de, podcast.de or wiki.podcast.de provide an overview of the podcasts usually offered on the website. At an international level, iTunes is likely to have the largest global podcast offering. Via these directory services, the podcast publications of interest to the user can very easily be downloaded individually. In terms of content, the offers, which are regularly supplied with information by media houses, companies and very often also private individuals, cover a very broad spectrum in which hardly any subject areas of the human spectrum of interests are left open.

In the last few years, the topic of podcasts has picked up speed again in German-speaking countries. More and more celebrities have taken up the topic, developed their own podcast series and used the community that they had already built up for distribution. In addition, podcasts are often offered free of charge on trains and airplanes, and they are also distributed via the Spotify app.

In the words of Shanna Swindle, author at HRMG: "as the world becomes busier, the podcast format has become incredibly popular. Podcast audio content gives listeners the ability to dive into topics without having to set aside time to read or watch a video"



(Swindle, n.d., para. 3). Podcasts also offer articles in smaller bite-sized chunks perfect for daily commutes or busy routines.

The US sports media giant's streamed audio combines repackaged TV and radio shows with original content; in June, the latter saw a 65 per cent increase in downloads year-over-year, totalling 17.1 million.

While those numbers are impressive, they pale in significance as a medium compared to digital video. As of 2019, YouTube had 31 million channels, while Spotify currently has around 1.5 million podcasts. In terms of sheer size, streamed audio is a small sector. So why all the fuss? Perhaps more so than video, podcasts are an incredibly effective marketing tool.

An Edison Research report in 2018 found that 90 per cent of podcasts are listened to in solitude. A study by Wired in the same year found that 93 per cent of listeners consume the entire episode, and Spotify's own research in 2019 found that 81 per cent of people have researched or purchased something they heard of first on a podcast. Few can expect a six-second ad insert in a YouTube video to achieve anywhere near that kind of engagement or conversion rate. (...)

Whilst a strategic approach with the right influencer podcast series on the same network can be a "powerful audience", it is hardly surprising that big-name athletes generate heftier buys, often in the six-figure region. Athlete-fronted shows are now commonplace among big podcast networks, with the flexibility and simple format making them attractive to the stars. The BBC's That Peter Crouch Podcast is perhaps the best-known example in the UK, but in the US the National Basketball Association (NBA) is a major source of athletes willing and able to front their own shows. JJ Redick, Draymond Green and CJ McCollum are just three of the current or former All Stars with podcasts to their name. (Bassam, T. 2020, para. 6-15)

Unit 2.7 Business networks: contact "decision-makers" on XING or LinkedIn

XING (until the end of 2006, openBC) is a web-based platform in which natural persons can primarily manage their business contacts (but also private) with other people. It is

operated by the company with the same name, XING AG. The name “XING” was chosen for matters of internationalization, since the old name, OpenBC, is the abbreviation for “v. Chr.” contained. The new name, XING, is also ambiguous, but should at least avoid negative associations. The word in Chinese means “it works” (Chinese “行”, xíng). In English, it is an abbreviation for “crossing”, which can be seen as a meeting of business contacts.

The system is part of what is known as social software and is one of several web-based networks. Its core function is to make the contact network visible; for example, a user can inquire about “how many corners” (that is, which other members) he knows, thereby making the so-called small world phenomenon visible. In addition, the system offers numerous community functions such as contact page, search for areas of interest, company websites and 39,398 groups.

XING was founded in 2003 by Lars Hinrichs, under the name “OpenBC” (Open Business Club), and, according to the annual report, had a good 8.8 million users at the end of the first quarter of 2015; around 700,000 of those users had a premium account. In the 2014 financial year, the company achieved sales of 101.4 million Euros, which is 20% higher than the 2013 financial year. In March 2016, the company reported 10 million members in the DACH region, including 880,000 premium members. Around 90 percent of the calls come from Germany, Austria or Switzerland –it is hardly surprising that this market is the focus of attention. In the 2020 summer, XING reached almost 15 million members in German-speaking countries, but continues to play hardly any role internationally.

Registered users can enter both professional and private data in a profile. They can also present their studies, training and professional career in tabular form, upload scanned certificates and references and add a profile picture (e.g. passport photo). However, it is not mandatory to completely fill out the profile with all fields. In addition to this information, contact requests can be formulated as requests and offers. To establish contact, it is necessary that a request for contact is confirmed by the other party. The user himself decides who can see which information (e.g. phone number, email address, date of birth) from his profile. Membership requires registration. In contrast, the free membership has limited functionalities. For example, the search function is only fully available to premium members.

LinkedIn

LinkedIn is a web-based social network for maintaining existing business contacts and making new connections. LinkedIn was founded in 2003 in California, US. With over 706 million registered users in 200 different countries (as of 2020), it is the world's largest business platform of its kind and, according to Alexa, it is one of the 20 most visited websites worldwide. In the DACH region alone (Germany, Austria and Switzerland), the

network has over 15 million members. In November 2010, LinkedIn became the 11th most visited website in the US and 13th worldwide. Since February 4th 2009, the network has also been available in German. Microsoft made an offer on June 13th 2016 to acquire LinkedIn for USD 26.2 billion. The EU competition authority released this at the beginning of December 2016 on the condition that competing networks, in particular XING, received equal access to Microsoft's operating systems for 5 years. The acquisition was completed on December 8th 2016.

Functions:

- You can link to your own website
- A *résumé* can be left behind
- New contacts can be made
- You have opportunities to recommend other members
- You can create company profiles and manage products

The social component must be taken into account here. In this way, products can be advertised on the company profile and they can be recommended. If there is a contact among the recommenders, this is authentic.

Above all, specialists and executives from the IT, financial services, automotive, research, PR and marketing sectors are active on LinkedIn. Interestingly, the former so-called social media refusers are often represented here with profiles and try to use this platform for themselves.

Unit 2.8 TikTok & Co. – New platforms always find a target group

TikTok is particularly popular with Generation Z –according to the company, almost 70 percent of hits come from this target group– and took over many users from Musical.ly, its predecessor. With short mobile videos, the aim is to capture the users' creativity, generate meaningful content and present it online to as large a mass as possible.

A video clip that matches the selected audio track can be created or selected within a maximum of 60 seconds period. In addition, there are different thematic hashtags (35 percent of users take part in so-called hashtag challenges) and Internet challenges, under

which videos are collected. The most popular videos both in the respective language region and internationally are displayed on the main page and can be swiped through. No registration is required to watch videos. You have to log in to create video clips and interact with other members.

The app is characterized by simplified operation and a design that primarily appeals to young people. TikTok, which has a variety of face filters, offers a large music library and many video editing options. There are only a few corporate channels, so users feel like they are staying to themselves and can more easily identify with the video content. However, some providers, including many soccer clubs, also see a gap in this market and therefore produce content for TikTok.

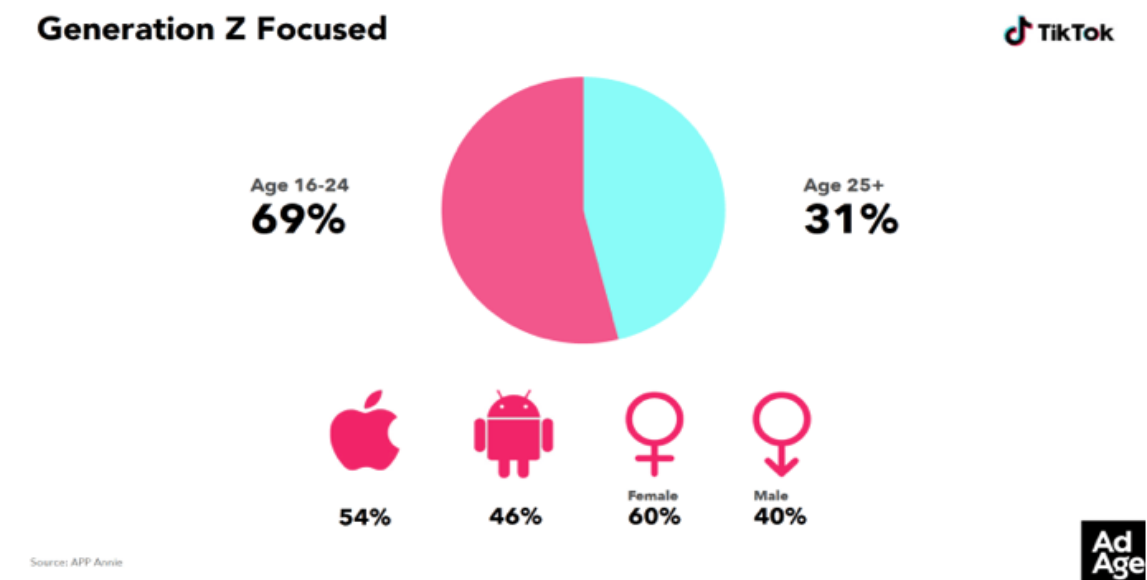
The success is also a result of the video platform Vine closure in 2017 and a consequent lack of competition. TikTok was mainly drawn to attention through viral marketing and influencer marketing. In addition, Internet challenges and clips generate further attention through corresponding hashtags, and some of them have become memes that are well known on the Internet.

In September 2020, valid user numbers were published in Europe for the first time. More than 100 million people used the app at least once a month. In contrast to Facebook, Instagram, Twitter and Snapchat, TikTok reports its user numbers on a monthly basis –from this point of view, caution is advised when making direct comparisons. TikTok mentions MAUS (Monthly active users) as user numbers. So, how many people use TikTok at least once a month? The number also includes those who really only open TikTok once a month. Facebook, Twitter and Instagram, on the other hand, speak of DAUS (daily active users) . So, how many people use the social network on a daily basis? It should be clear to everyone that daily use is much more valuable. This is just for the sake classification, and it should not detract from the enormous growth of TikTok.

Worldwide we are now talking about a respectable 800 million users, 500 million of which come from China. It should not be overlooked that TikTok is the first social network from China to be internationally successful. In the first quarter of 2020, the “new platform” was the most successful app in the app stores. This underlines the strong boom (the growth is still considerable) and the social niche that has been found. The length of stay is an important factor in social networks. Since the platform is designed for the consumption of content, a stay of 50 minutes per user in Germany is hardly surprising.



Figure 6: Generation Z Focused



Source: Firsching, 2020, <https://bit.ly/3jtg248>

In the sports sector, too, more and more clubs are making use of the network. People are happy to take up the ball –there is finally a clearly functioning platform for Generation Z– and now play TikTok with content tailored to the target group. They want to pick up the young fans there, get them excited about the club and retain them emotionally over the long term. Also within the network, new trends are constantly developing, which can be easily adapted to the respective situation. It is hardly surprising that one or the other player transfer was already communicated via this platform in the first step.

In 2020, an important event would highlight the link and the importance of the social network TikTok on the sports organizations:

Short-form mobile video app, TikTok, has been announced as a Global Sponsor of UEFA EURO 2020. This was the first time a digital entertainment platform sponsored a major international tournament for UEFA and represents an exciting step for both TikTok and UEFA, bringing a new kind of partner to UEFA EURO 2020.

Through its partnership with UEFA, TikTok is looking to cement its reputation as the home for football fans to share their passion for the game, as well as driving awareness with new audiences. As an official partner, TikTok will provide a place where fans can follow their favourite football content creators, share the best TikTok football content, and create their own special moments, reactions and celebrations around the tournament. (TikTok becomes official UEFA EURO 2020 sponsor, 2021, para. 1-2)



Unit 2.9 Messenger

In recent years, communication via various messenger providers has also increased significantly in both private and professional areas. WhatsApp & Co. are often preferred to classic e-mail for short voting topics (you also get feedback very quickly when the other person has read the message). Despite all the advantages, many companies have banned the use of WhatsApp on their company phones due to data protection concerns and are now offering other systems, such as Microsoft Teams.

In addition to Facebook Messenger and WhatsApp, other messenger apps have repeatedly pushed their way into the market over the years: Telegram, Discord, Threema, Viber, Wiber, Skype, among others.

WhatsApp, Facebook Messenger, and Apple Business Chat have begun positioning customer service via messaging apps as a leading business opportunity. Sports teams, political parties, and clubs can develop their own take on this by using the closeness and directness of messaging apps to increase brand loyalty and get to know their fans and members better! (Steup, 2018).

WhatsApp

According to KPCB, the largest and fastest growing messenger app worldwide is also the platform on which most photos are exchanged alongside Snapchat. While Facebook and Instagram stand for the construction of the public or semi-public online self, WhatsApp is the preferred (retreat) place where people can communicate privately via photos and videos, among other things. WhatsApp, as a “dark social network” that has not been visible to the public before, has a completely different function for most users than Instagram. The points of contact between the two platforms are therefore small from the user's point of view.

Facebook Messenger

An application for text and audio communication for the iOS and Android operating systems exists under the name “Facebook Messenger”. It is integrated with Facebook's web chat function. Technically, it is based on the open message protocol MQTT.

With 1.3 billion users now, Facebook Messenger has almost the same reach worldwide as WhatsApp. According to Bitkom statistics (2018), 46 percent of German Internet users or

28 million people used Facebook Messenger within the last three months (this corresponds to almost 90 percent of Facebook members in Germany). The plans on the part of Facebook to link the Messenger WhatsApp, Facebook and Instagram Direct with one another, however, met with criticism, especially from data protectionists, due to legitimate data protection concerns.

Instagram Direct

In order to enable Instagram users to communicate directly and privately with one another in addition to the deliberately reduced interaction options of the app, Instagram introduced the direct messaging function Instagram Direct. In the meantime, such function has become an essential option for using the app, and its range of functions is constantly being expanded. Users can not only send voice messages or chat with several users at the same time, but also video chat with up to six people together. According to a study carried out in October 2018 by MessengerPeople, a company specializing in messenger marketing, and the market and opinion research institute YouGov, people in Germany prefer to enjoy content via WhatsApp (62 percent), Facebook (35 percent), e-mail (22 percent) or but Instagram (12 percent).

Signal

Signal is arguably one of the most secure messenger apps around. The encryption of the messages was checked through several audits; messages can destroy themselves if desired, and the app and protocol are completely open source. That seems to have convinced Edward Snowden, too –according to his own statements, he uses the messenger every day.

Interesting to know: WhatsApp itself is based on the Signal protocol, which is used for the secure transmission of messages. However, since WhatsApp is not open source, no one can rule out that there are not back doors.

Viber

The free messenger app Viber advertises with great certainty. The app uses end-to-end encryption. With Viber, all common messenger features can be used: write messages, send voice and video messages, and use group chats. Calls and video calls can also be made with this app. This is done via Voice-over-IP.

Viber is particularly characterized by the fact that it comes with a variety of emojis and stickers with which you can personalize each message.



Unit 2.10 User or user generated content: Added value for everyone?

User generated content (UGC) is probably the main characteristic for the social networks, since most of the content is now created by the users themselves. However, the social media only emerge when the content produced is actually in use online. So, every single user flows into the big picture and sees themselves as part of this online movement. The individual applications and the individual design offer countless opportunities. Texts, images, audio files and videos can be published, giving a (potential mass) public free access. The fact is that more than half of users produce content for their own social media community (in which way or for which platform is not of essential importance here).

Often, UGC is a manifestation of crowdsourcing. According to the Organization for Economic Cooperation and Development (OECD), the content should meet the following criteria:

1. Content must be published on a publicly accessible website or social network that is accessible to a specific group of people.
2. The content or the presentation should show a minimum of creative effort.
3. Content must have originated outside of the professional/professional sphere, outside of professional/professional routines and practices.

The share of user generated content has risen sharply in recent years due to technical developments on the Internet. Falling prices for storage space, computer equipment and the increasing availability of broadband connections have all contributed to this. Different expectations are associated with user generated content. The desire for a wide range of offers that do not just follow the mainstream grew steadily. In the economy, for example, in the media industry, it is hoped that the number of users increases and thus sales and profits by integrating free content.

The companies are now trying to develop viable business models based on UGC. So far, however, UGC platforms have been a loss for their operators in most cases. The well-known video platform YouTube, for example, has an annual advertising income of USD 200 million compared to significantly higher traffic costs.

Some online projects attract their users with opportunities to earn additional income through the content they create. The approaches range from participation in advertising revenue to self-distribution of digital content in the form of an online marketplace or an author platform.

The increasing importance and public awareness of UGC can be seen, among other things, in the choice of *Time* magazine as Person of the Year 2006: instead of a significant individual, the editorial team chose “you”, i. e. every single user and private producer of content.

From a marketing point of view,

special user-generated content for a brand or a company is interesting, because the content format solves the general problem of one-sidedness in communication - the company sends, users receive. Content created by users for or about a brand or a company's product not only shows how the brand or product is publicly perceived, but can also be used very easily for targeted advertising purposes. User-generated content that was created by users without any additional incentive from the company or brand is particularly valuable - provided the content is positive.

In many cases, the creation of user-generated content is specifically encouraged, for example through a competition or comparable campaigns. (User Generated Content, 2020, para. 3-4)

Unit 2.11 Flickr

Flickr has been around since 2004 and is the world's oldest popular photo network. It is a commercial web service portal with community elements that allows users to upload digital and digitized images as well as videos with comments and notes to the website and thus make them available to other users. In addition to conventional uploading via the website, images can also be transferred by e-mail or from a camera phone and then linked from other websites. Flickr offers the option of sorting photos into categories (also called “tags”), adding them to so-called pools, searching for keywords, viewing so-called photo streams (photoblogs) of other users and commenting on photos with image details. In addition, a large number of RSS feeds are available to make it easier to display the images on any website or to find new images on a specific topic. Flickr offers a special search function to find images in the public domain and images with creative commons licenses, which the user allows for further processing.

According to Flickr, the network of images reaches a little over 120 million people worldwide. This trend was not reflected in Germany; instead, according to an article published in Statista website, only 403,000 unique users used this platform in March 2016

(Number of monthly logged-in YouTube users worldwide in selected years from 2013 to 2020, 2020).

Flickr and Instagram are often incorrectly compared to competing products, but that is old news. Flickr has clearly focused on professional photos and leaves behind the social aspect, which is an important parameter for Instagram –so the growth is logically rather slow, since it is a very specific network. A target group with a particular affinity for photography is addressed. Images are elaborately edited before they are made available to the community. It is hardly surprising that there are so many professional photographers on this platform.

In addition, smaller associations that do not work directly with the large picture agencies use this network to distribute their pictures in an appealing quality and thus make them easily available to the various media.

Unit 2.12 Slideshare

In terms of its concept, Slideshare is closely related to platforms such as Flickr or YouTube. Instead of videos or photos, presentations from PowerPoint or Impress as well as PDF files are simply uploaded and given tags. As with other sharing platforms, other users can search for presentations and view them directly on the platform. As with its role models, there are numerous mechanisms available through which a presentation can then also be shared with others:

- The presentation can be saved in social bookmark directories.
- You send a link to friends and acquaintances via email.
- You embed the presentation in your own blog or website using a code snippet.

A user account is not even required to use these functions. Each visitor is allowed to make one or more files available directly on the platform. This makes it automatically accessible to other visitors. You can only set whether the files can also be downloaded by visitors to their own computer.

If you only want to share your presentations with work colleagues or friends and acquaintances, you have to open a free user account. On the one hand, registered users have a profile page, and, on the other hand, they can mark a presentation as “Private” and invite potential viewers by email.

The profile page then contains not only the usual information, but also a collection of public presentations and those that have been rated as worth seeing.

Unit 2.13 Instagram

For the sake of completeness, the Instagram platform has been listed again here. A detailed overview and more detailed information can be found in chapter 1.2.2.

Unit 2.14 Pinterest

Pinterest, whose name comes from the English words “pin” and “interest”, “is a social network in which users can attach picture collections with descriptions to virtual pinboards” (Kaltenbrunner, n.d., para. 1). Other users can also share (repin) this picture, express their liking for it or comment on it. What is meant by this is that by publicly “pinning” it on the digital pin board, you can emphasize your own interests. The pinned content remains connected to its source, analogous to classic bookmarks on the web. With a click on the picture or video you get to the respective place of discovery on the Internet.

Those “pinning” can be saved publicly and, since the end of 2012, also privately. The network already had around 100 million users in January 2016. Pinterest is particularly popular with women: around 55 percent of users are female (and in some countries the proportion of women is even higher). Perhaps that is why the most popular topics are fashion, furnishings and “Do it yourself”, as well as recipes. Almost 75 percent of users access the platform on the move. Thus, Pinterest often serves as an inspiration, from where you can collect relevant ideas for yourself. The direct upload of your own photos and videos is rather rare compared to Instagram and is not pushed further by the provider.

Unit 2.15 Video Live Stream Platforms

In recent years, a number of new smartphone apps have come onto the market that the social media world has already dealt with extensively: Meerkat and Periscope appeared on the market relatively at the same time in 2015 and were able to establish themselves quickly. Both enable the immediate video live stream with one click. The emphasis is on immediate: the hurdle of broadcasting live online has been significantly reduced with the apps but also not only because the live streams are now possible without any problems even without wi-fi.

A lot has happened in recent years, especially in the area of streaming. Many online platforms (including, obviously, Facebook and Instagram) have added a streaming function to their repertoire and thus continue to offer users great opportunities. But this

function is not only used regularly by individual users: many clubs and associations have also made use of the new options. Football games, for example, are already streamed via the social networks, also offer fans the opportunity to interact and make the broadcasts, which can be planned 24 hours before the event, available on demand. But be careful, not everything that is “live” is also live: in this area in particular, there is often a bit of “twinkling”, and the transmission is adapted to the best possible time.

Unit 2.16 Other manifestations

A good way to find out about companies and their products, and thus an important source of information itself, is review sites. The value of these offers is largely derived from user-generated content, which is crucial for their popularity and credibility. These offers include, for example, the shopping portals known in Germany, such as ciao.de, geizhals.de and guenstiger.de, which, in addition to a price comparison to find the cheapest providers of a certain brand, offer user reviews. Typical review portals such as dooyoo.de or holidaycheck.de also offer users the opportunity to print out their own experiences and judgments regarding certain services. As already mentioned, this information will be considered prior to purchase. The spectrum of rated products offered today is already very broad. Readers can rate reports from other users, for example, as “helpful”, which is a certain rule against superficial or one-sided, unbalanced publications.

New platforms will try again and again to convince the broad masses with their functionality and the respective offer. This is quite easy with the high level of innovation, the ever-increasing “network” and global interaction. There was and will always be a hype about a special app, a form of appearance, an application, etcetera. This is what makes digital media so special. But not every innovation starts with a solid starting point or meets the taste of the target group. The points listed in this chapter have been relevant to the target group for a very long time.

Unit 2.17 Search engine optimization

Search engine optimization (SEO) are measures that serve to ensure that websites appear higher in the search engine ranking. SEO is a branch of search engine marketing.

In search engine optimization, the techniques of web crawlers and sorting algorithms are examined by search engines. These are most often than not only partially disclosed by the search engine operators and are often changed in order to make abuse more difficult and

to provide the user with relevant results. The unknown and secret techniques are investigated by reverse engineering the search results. It's analyses how search engines index websites and their contents and the criteria according to which they are evaluated, compiled and sorted by the search engine.

Searching and reading in the content of websites, on the other hand, follow the well-known HTML standards of the web, and its compliance constitutes the first and essential step of optimization when creating websites. According to Google, the validity of an HTML page does not have any influence on its ranking.

Another step is the selection of suitable search terms. To do this, you can use freely available databases, such as a keyword database or the MetaGer web associator. Furthermore, the use of the Google Adwords Keyword Tool is recommended, which, in addition to related search terms, also lists the approximate number of monthly search queries per search term. The meta tag keyword, which was actually designed for search engines, is no longer taken into account. The same applies to the meta tag description. However, this may (depending on the search query) be displayed as a text excerpt in the search engine result pages (SERPs) and should therefore not be ignored.

Search engine ranking

The search engine ranking describes the order in which the results obtained using the search engine are listed. This ranking is determined by the search engine operator and aims to present the searcher with pages with the greatest possible relevance.

Criteria

An important criterion for the classification is the number and quality of references. The more links on the Internet refer to the website in question, the better it is classified. The indicator for this is called "link popularity". Google measures link popularity using PageRank. A higher match between the search term and the content of the website also has a positive influence on the ranking. How strongly the different criteria are used by the search engines for the ranking is usually a company secret of the operator. Google itself gives a total of more than 200 factors that influence the ranking. However, neither the factors nor their weighting are published by Google.

Influencing

Search engine optimization deals with measures to improve search engine ranking. There are legal, undesirable and simply illegal methods to improve the ranking of a website in a search engine. Details are determined by the respective guidelines of the operator. Due to the constant further development of the operator's algorithms, attempts are made to identify undesired and illegal measures at an early stage. If unwanted tricks for increasing the ranking are found, the respective homepages are rated negatively and, if necessary,



excluded from the search engine's index, so that they can no longer be found by searchers.

Since the ranking can be decisive for the success of a website, it is possible with some search engines to buy a high listing.

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