



Social Networks and Mobility User Participation

From a linear to a networked market

BBP



Rencontres Internationales

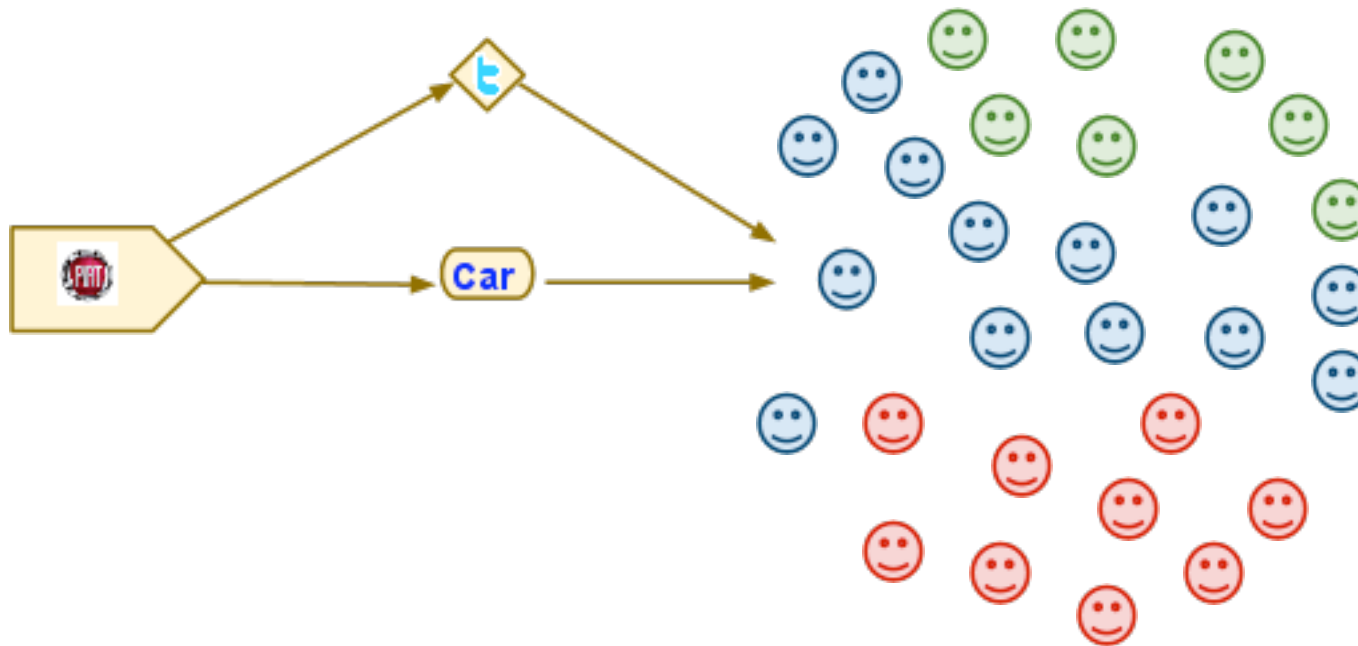
Mobilis 2010

Strasbourg
les 16 et 17 novembre

www.mobilisconference.com

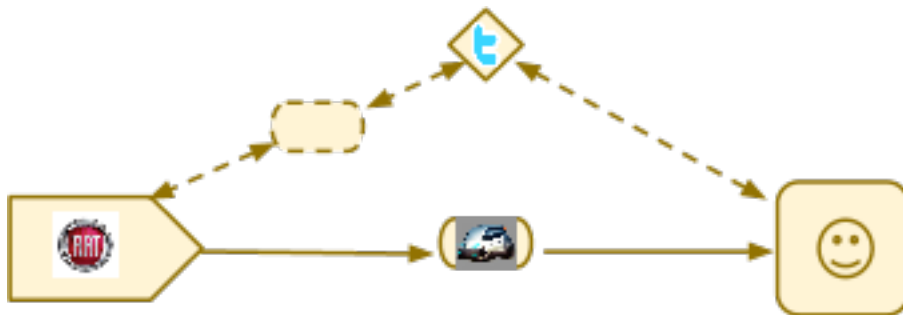
Linear Market

- Social media/networks are used to communicate with the user



Social Network Impact

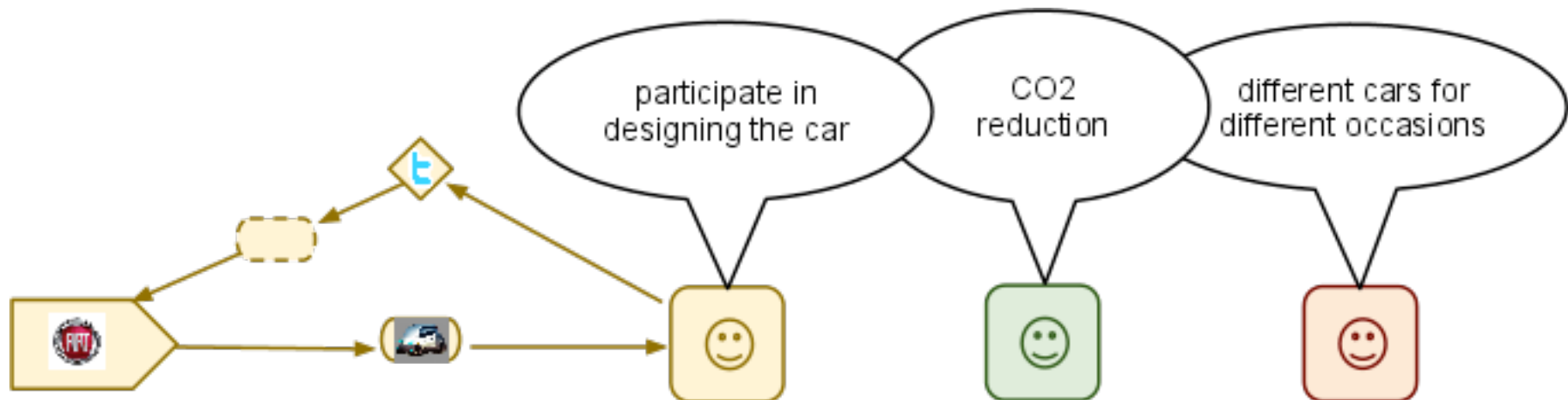
- Social networks make consumers and companies more active, participative and better informed.



- Value is co-created by the customer and the firm within the network

Value Co-Creation Opportunities

- Each new behavior is a source of value



- An opportunity to co-create unique value with the consumer
- An opportunity to create experiences that are more close to the demand

Conclusion

- Social networks have changed the consumer-company-interaction.
- They create new opportunities of value creation for existing companies and for new entrants.
- But they can only trigger new value if they are accurately integrated in an experience network.
- How can we benefit from this new market opportunity...

Thanks !

Add a commentary, contact us, change the presentation at

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