

For those who do not speak Italian

If you do not speak Italian, then you may want to read this summary notes from Marco Montemagno' talk. A big thank you to Sebi for jotting down these notes while listening to the presentation. This is not at all a transcript — there may be some typos or some small errors in there, but this is just to give you an idea of Marco's verbal message if you do not speak Italian. Here's what Sebi jotted down...

"He starts off saying where and to whom he talks about blogs; on TV, on the radio, on Internet, to his kids, dogs, and friends. Basically, he always talks about blogs. Sometimes he feels like he is married the blogosphere. Then he asks 'what is a blog?' which he thinks is hard to define. To him, it's a reality that evolved in different forms, and since in the beginning, blogs seemed to be very amateur-stylish, people thought it would only be a trend, kind of destined to disappear. But the blogosphere is much more. There are diary-blogs, blogs from anyone who just wants to say anything, or parodies."

"To him, "blogs are we", the people. Blogs have proven that we can create information in a different way. They can cover up scandals like with the guy from CBS, Dan Rather. Once you enter the world of blogging you have to communicate with people, there is no other way around it. And the blogosphere GROWS (cresce). WHY? (perche?). Blogs give direct information, information from down to top, informal information, and preeminent information. Then he talks about how the media got attentive to the bloggers and how much money they make. And how the credibility of news sources got attacked thanks to blogs. He goes on talking about companies."

"He shows a videoblog where someone was able to crack the Kryptonite lock with only a pen and says that the blogosphere had an immense impact, forcing the company to retreat its product from the market and fix the problem, costing the company a lot of money. And they had to change the initial approach and implementing a link to bloggers. Then, TODAY (oggi). Professional Blogs: People who do it for a living, such as BoingBoing among others. And videoblogs such as rocket boom, making 240,000 dollars a month in ads. And "niches"; they have a big influence and value. He says, "today, we do not count blogs, we weight them (si pesano)." Again, he talks about niches (nicchie) and the long tail. Here he says, having the possibility to put together many different products of niches we can actually make more "weight" than if we go with the hits. In Italia: We got many personal blogs and we have important and famous blogs like the one from Beppe Grillo (<http://www.beppegrillo.it/english.php>) who is a very important figure in Italia due to his outspokenness, and he gets 100,000 visits a day. Concluding, he says, he doesn't have a conclusion. Blogs are a good opportunity to improve medias and markets. And, "small is the new big".