Connecting with Consumers via Broadband

Cian Foley: UpTheDeise Enterprises
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UpTheDeise
ENTERPRISES

hobsession.com

FOR ALL YOUR WATERFORD WANTS AND DEISE DESIRES
WWW.UPTHEDEISE.COM

For Focal Sake!
slang.ie

Bout ya mucker
Alrite Mate
slang.org.uk

Overview

➢ History of UpTheDeise Enterprises

➢ Early experiences with Dial-Up

➢ Switching to Broadband

➢ Connecting with end users

➢ Implications of Broadband on my business

➢ Broader Implications

➢ Future of UpTheDeise Enterprises

➢ Conclusion

Personal History

➤ Worked in the TSSG at WIT in R&D

➤ Key role in several EU and EI projects

- Raised in excess of 2M for SE region
- Instant Messaging and Web Technologies

➤ Great experience with broadband

➤ In stark contrast to dial-up at home ☹

➤ Remember that screeching sound….

Seeding of UpTheDeise.com

➤ Set up UpTheDeise.com in spare time

➤ It was an instant hit in Waterford due to the content on it… e.g.

➤ I setup a forum on it to encourage repeat traffic to the website

Dealing with Dial-up

➢ Initially I used dial-up… S-L-O-W

➢ I spent a long time each night:

- waiting for email
- waiting for pages to refresh
- uploading content

➢ Most consumers of the site were on dial-up too at that point

➢ A very frustrating period

The Search for Broadband

➢ Fixed line unavailable at time in Waterford

➢ Temporary solution with Amateur Group

➢ No solution only 3 miles from city

➢ Then came 3G mobile broadband ☺

➢ Never looked back, but…

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Immediate Consequences

➢ Broadband facilitated upload multimedia content more quickly and efficiently

➢ Facilitated faster reaction to user needs

➢ As users switched they began submitting more of their own content

➢ Site became self-sufficient

Ardmore + HDR

Waterford City Courthouse

Lismore Castle Gardens

Generating Site Traffic

- Site traffic directly correlates with earnings via product sales and advertising

- Multi-pronged approach to gaining more traffic:
  - SEO – Page Rank, Growing Content DB
  - Paid Campaigns – Google Adwords
  - Social networks and Web2.0 used to interweave content and virally market

YouTube Examples

http://ie.youtube.com/watch?v=sCd8zDzb5lM

Viral Marketing on Bebo

- Put up video on homepage
- Viewed by friends
- Friends copy to their homepage
- Viewed by their friends etc.

- Secret Ball Video was displayed on 500 bebo accounts each with up to hundreds of friends!
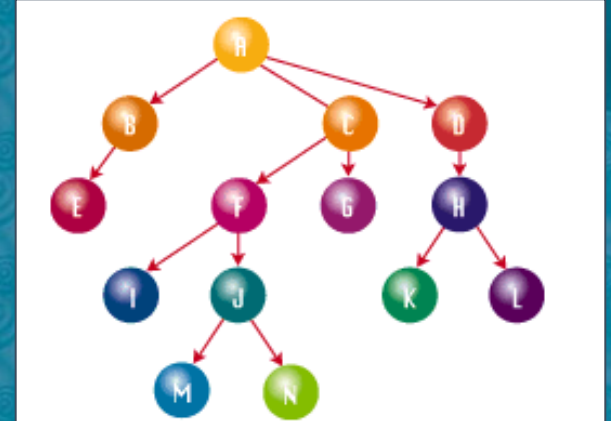
UpTheDeise Growth Stats
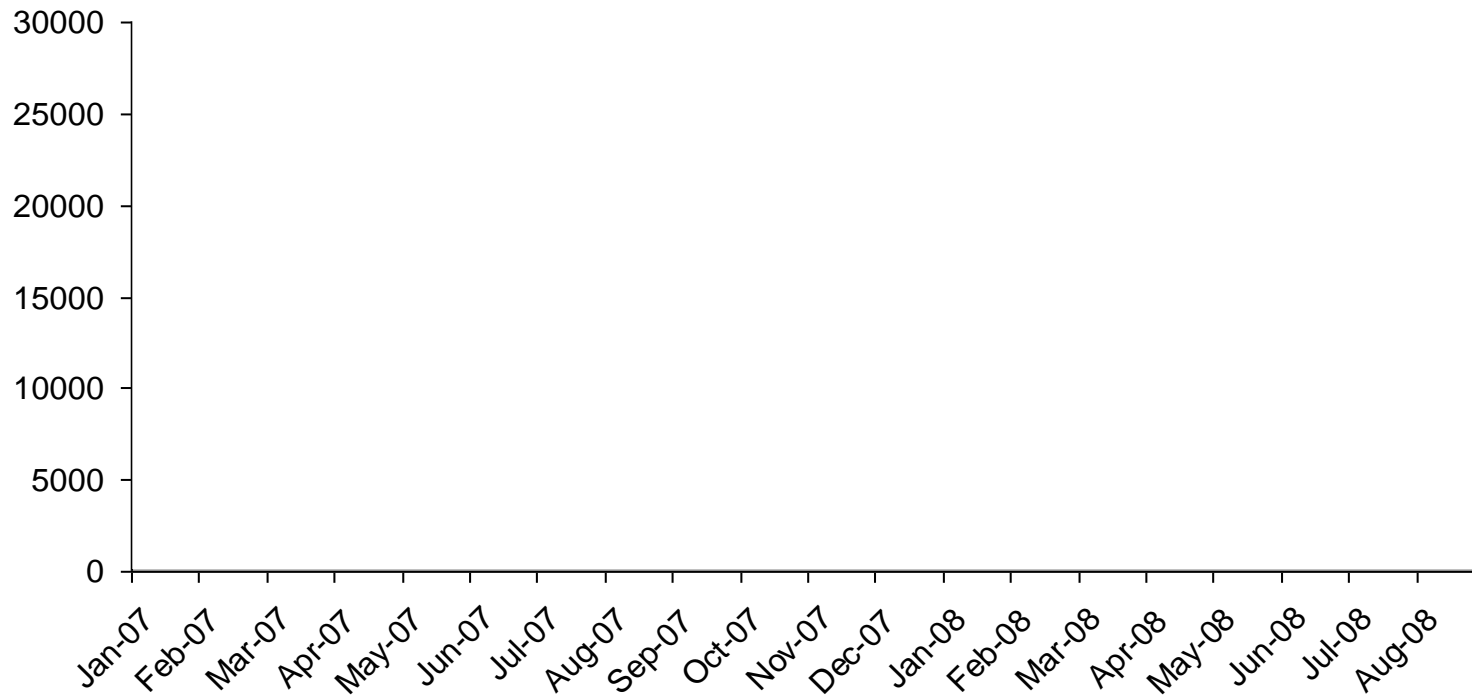
Unique Hits

UpTheDeise Growth Stats

Unique Hits
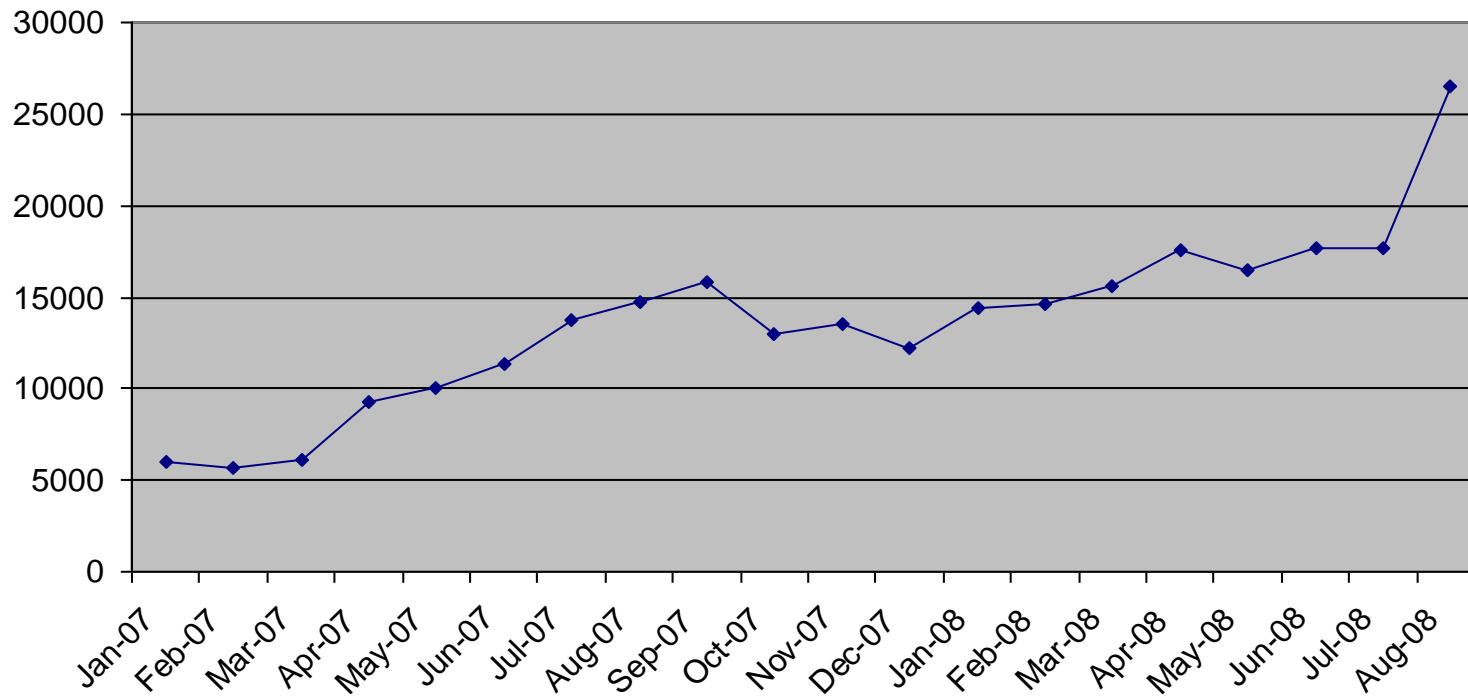
Creating the Business

- In 2006 I realised the business opportunity in online advertising

- I quit full time pensionable job to follow dream

- I joined the excellent SEEPP programme to kick start it

- I would not have considered this without access to broadband connection

Slang.ie – For Focal Sake

- During SEEP I created Slang.ie
- Collected slang terms from thousands
- Published 'For Focal Sake' from content
- Modern day cottage industry
- Using techniques utilised by UTD to promote Slang.ie & ForFocalSake nationally
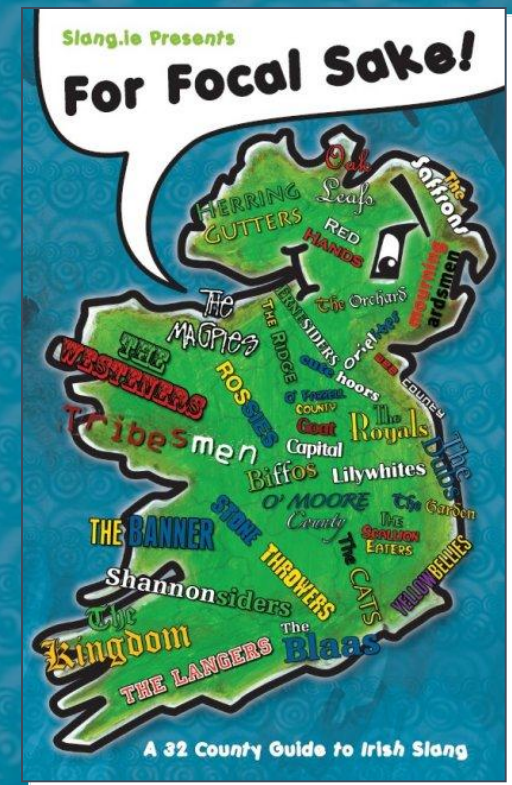
Implications for my business

- ➢ Slang.ie concept facilitated
- ➢ Reach consumers in new cost effective ways
- ➢ Allowed me to rapidly produce products based on consumer requirements
- ➢ Resulted in massive increase in productivity
- ➢ Resulted in more users online on evenings and weekends
- ➢ Allowed me to keep website compelling
  - Content Management System – live edits
  - Communicate with more people more quickly

Broader Implications

- Allows users to find answers to problems themselves, teach a man to fish etc.

- Makes the world smaller but increases business opportunities

- Always on also makes people more contactable via technologies…
  - Support, business, training, leisure

- Not just an information resource… enjoyable, educational, cultural, business resource.

OECD Dec '07

OECD Broadband subscribers per 100 inhabitants, by technology, December 2007

Legend: Other, Fibre/LAN, Cable, DSL

OECD average
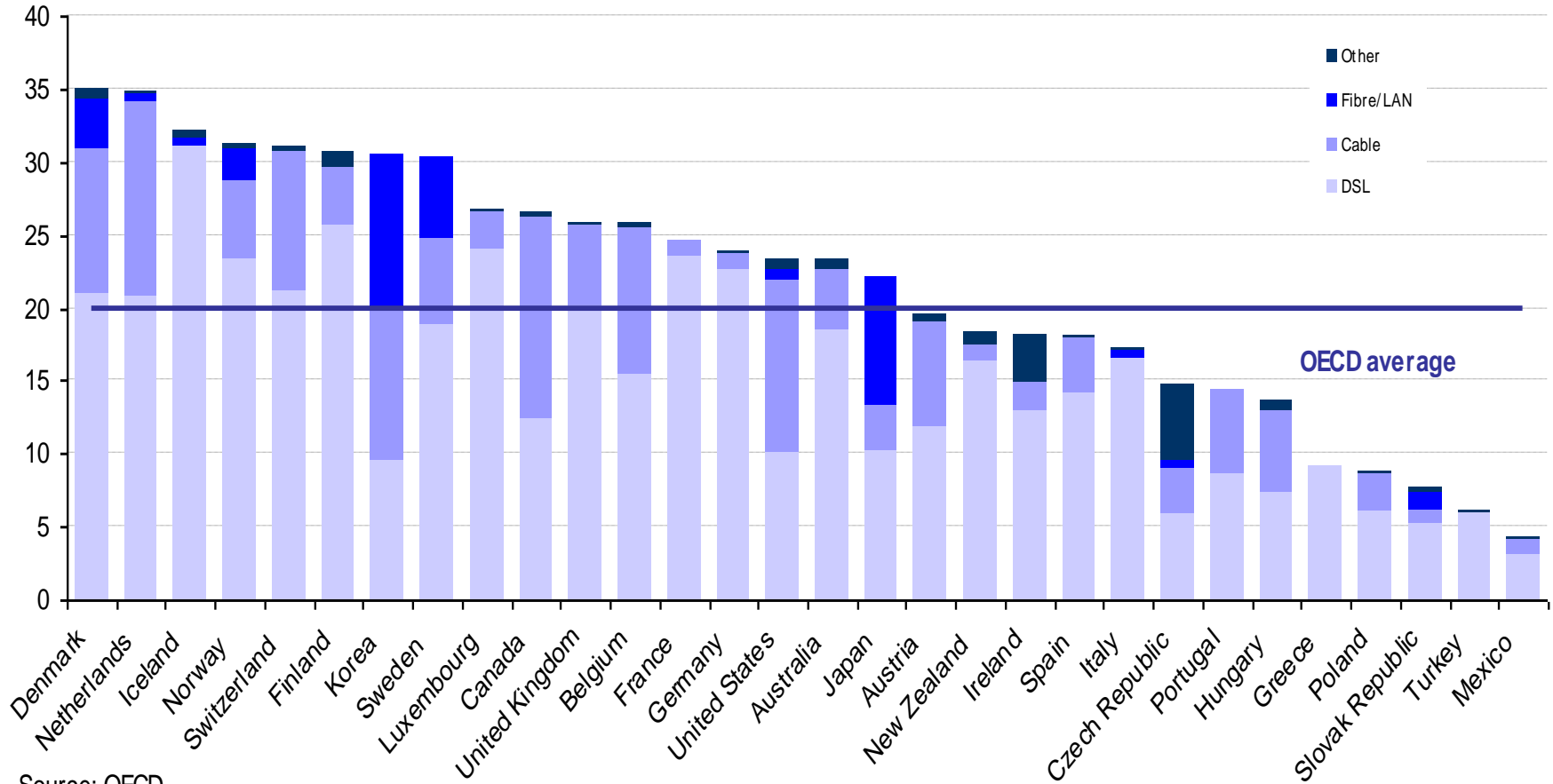
Source: OECD

Hamstrung by Lack of Broadband?

➢ Ireland has been / is held back by lack of broadband penetration / take up

➢ International companies have had a head start…

➢ For example without high-speed broadband infrastructure, companies like Skype could not start here

Alexa Observations

- Alexa is a website traffic monitoring website
- **0 of top 10 sites in Ireland are Irish**
- In comparison in New Zealand, trademe.co.nz is no.2 after Google and the NZ Herald is no.10
- RTE, DAFT and AIB are 14,15,16 and then besides ebay.ie it's 20s before next
- Encouraging to see boards.ie in top 30

Future of UTD Enterprises

➢ Taking experiences learned from UTD and Slang.ie and applying them to new project

➢ Intend to scale up to international scale

➢ Prototype to be launched in Q1 09

➢ Will use SEO skills and viral marketing experience to seed and popularise

Conclusion

➤ Broadband has made the web a cultural, educational and business asset

➤ It allowed me to start my business in earnest and there are many like me

➤ Allow me to develop skills at local level In order to compete in a global market place

➤ Strengthening our broadband infrastructure will put us on a level playing field globally

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