

Miss Viki

The State Of The Fashion Blogosphere

Facts Figures Trends

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- *A **Weblog**, short **blog**, is a chronological collection of „short“ messages about personal interests or a topic, originally displayed on a **Web site**.*
- *The **blogosphere** is the collection of all blogs, the world of blogs, the blog universe.*

- Past: diaries, journals, logs
- 1995 HTML becomes ISO standard
- 1997 „weblog“ coined
- 1999 „blog“ coined
- 2002 RSS 2.0 „syndication“
- 2005 Facebook launch
- 2006 Twitter launch
„microblogging“
- 2010 fb like button



“First” Weblogger
Jorn Barger

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Number of blogs

145,717,284	RSS feeds blogpulse.com
1,238,507	Technorati blog directory
10,620	Bloglovin' Fashion
10,190	independentfashionbloggers
~100	Blogroll AT cooloutfit.at
n	AT bloggers here?

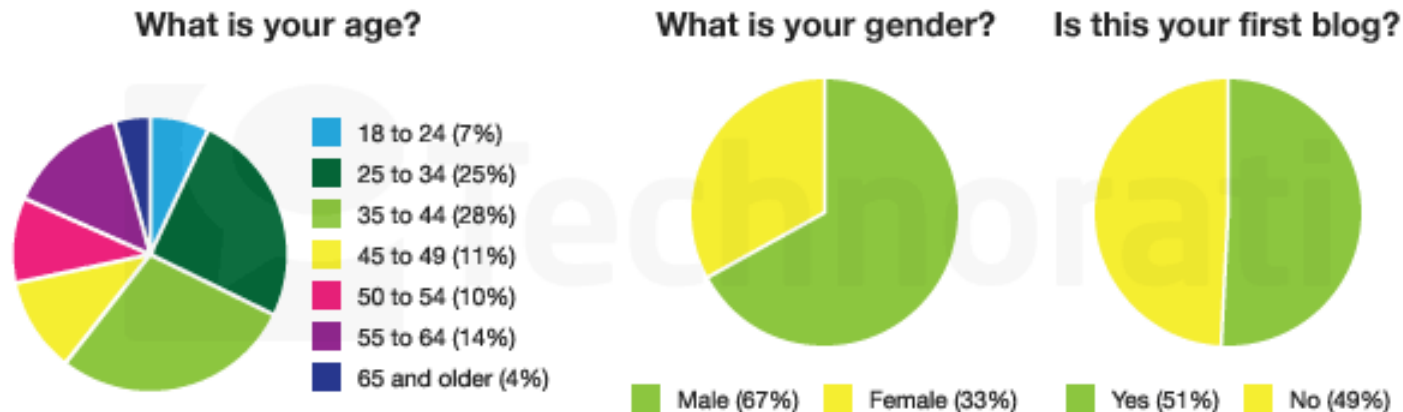
Miss Viki Technorati SOTB 2009

- Source: State Of The Blogosphere 2009
<http://technorati.com/state-of-the-blogosphere/>
- Market research of
2,900 bloggers (US 48%, EU 28%)
- Focus on monetization and professional
blogging activities
- Fashion bloggers can learn from it too ;-)

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WHO

- Two-thirds are male, 60% are 18-44 (not representative for fashion bloggers ;)
- 75% have college degree
- 40% have graduate degrees

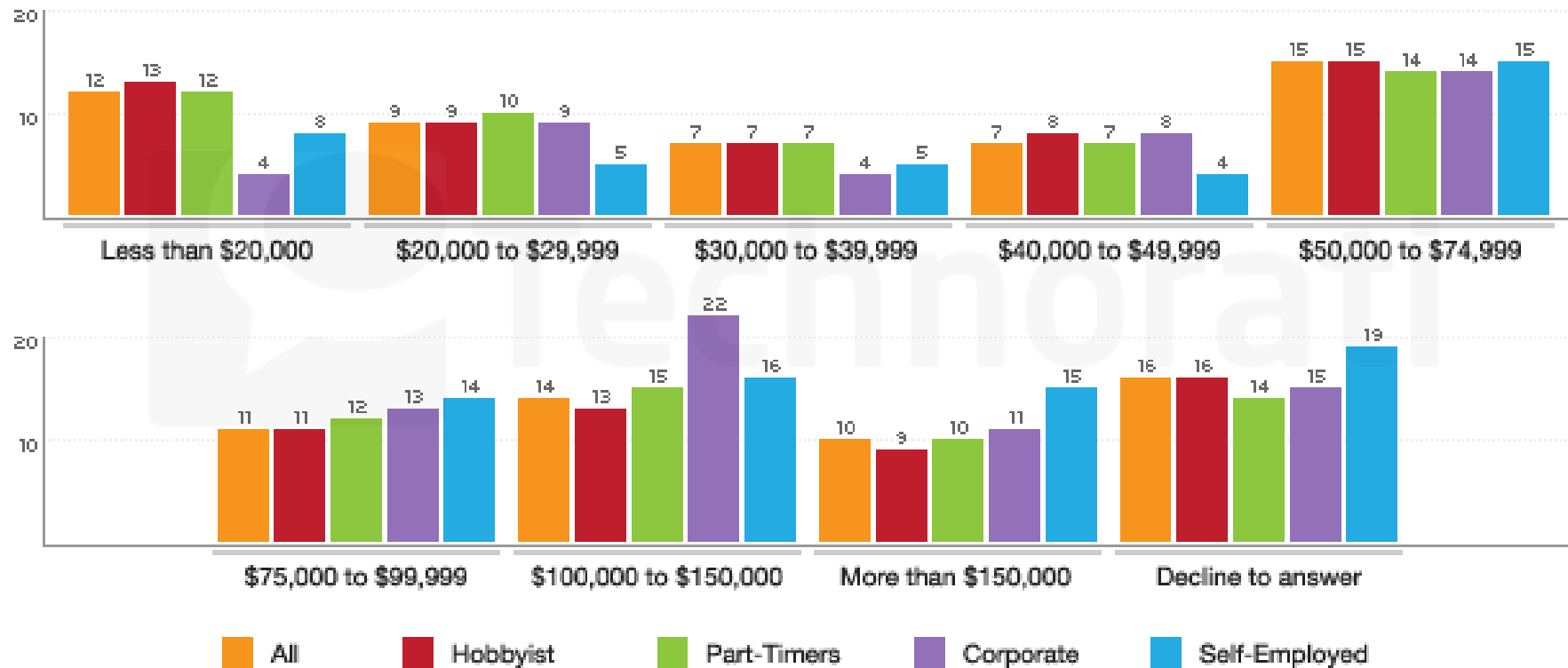


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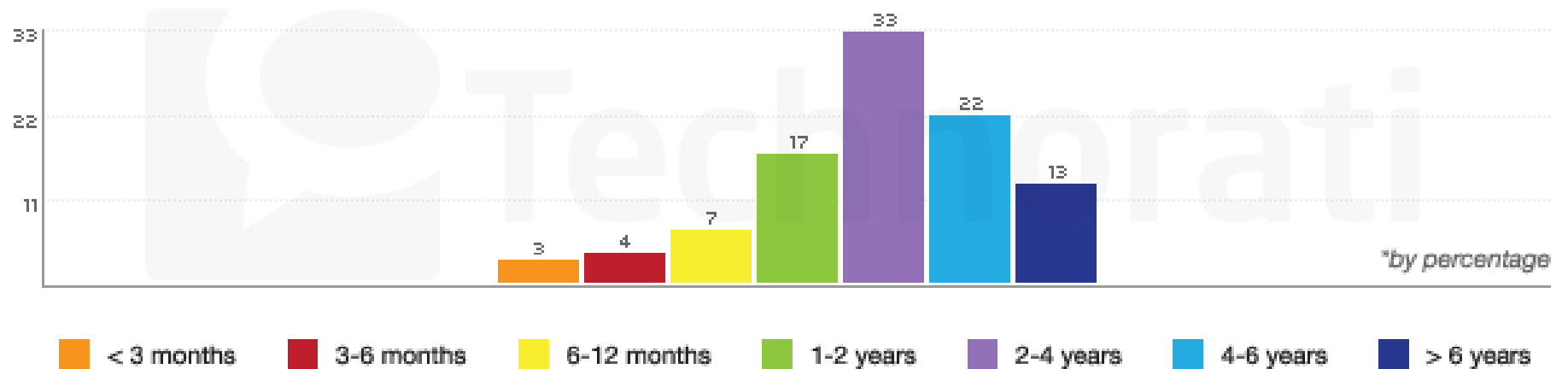
WHO

- 72% Hobbyists
- 15% Part-Timers
- 9% Self-Employed
- 4% Pros / Corporate

In which group does your household income fall, before taxes?



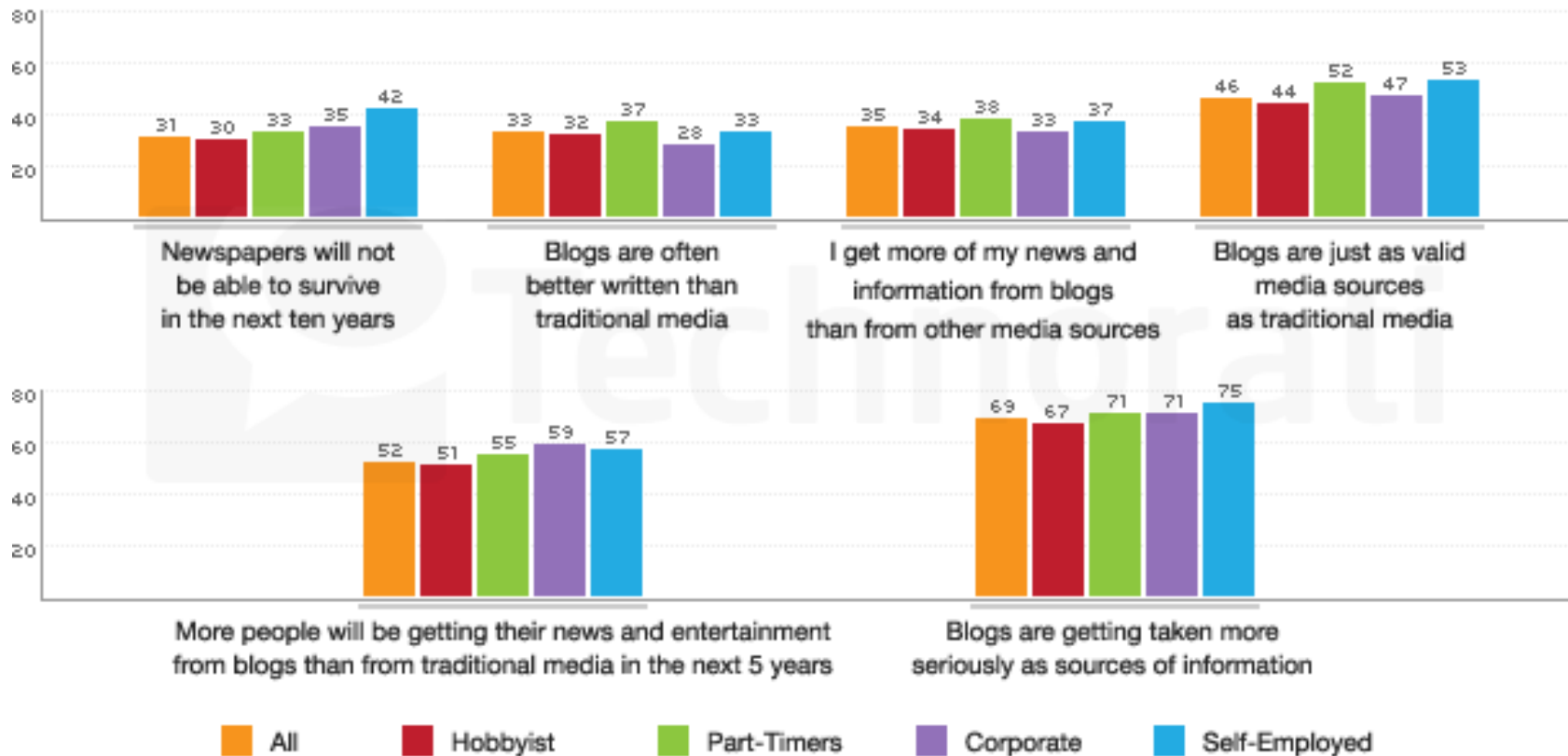
How long have you been blogging?



- Actually, online and traditional media converge.
- 35% percent of all respondents have worked within the traditional media as a writer, reporter, producer, or on-air personality.
- 27% true overlap (most have however separate blogs, personal and paid one)

PRINT vs Web

How much do you agree with the following statements?



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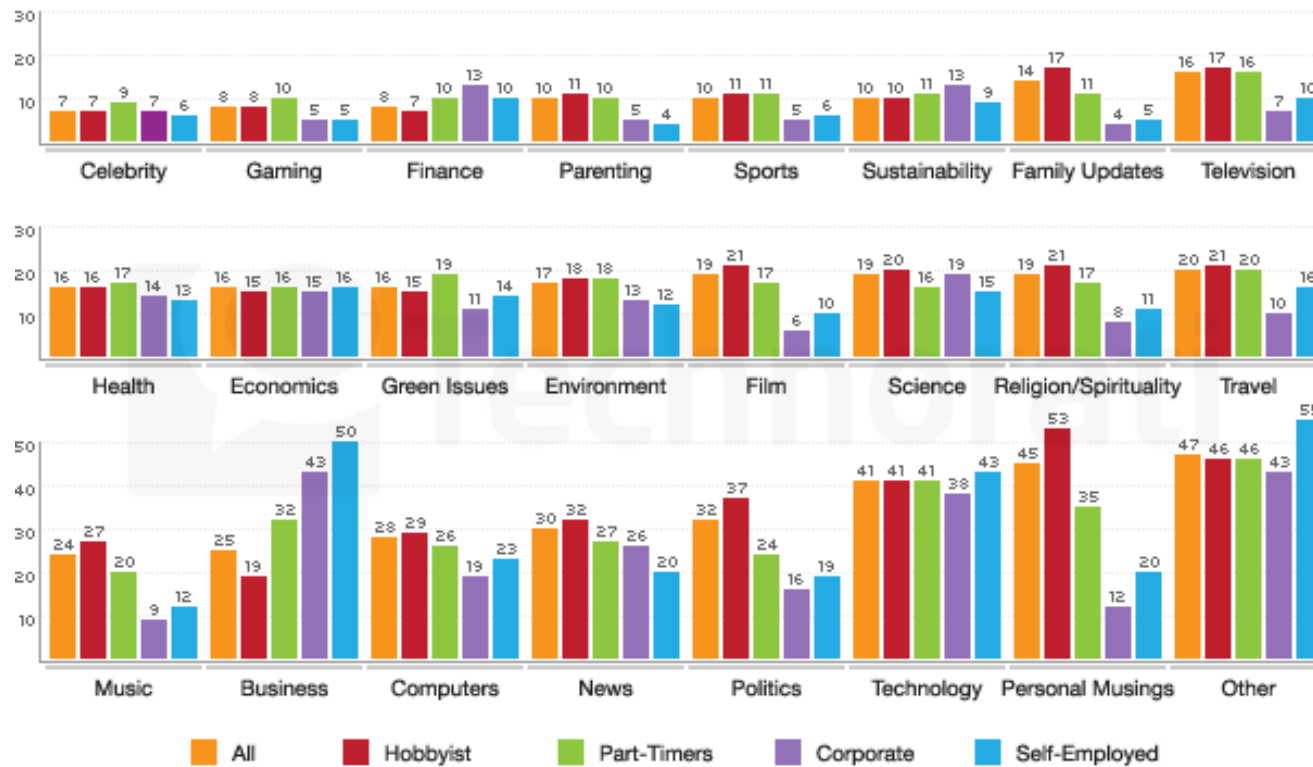
PRINT vs Web

>70% believe

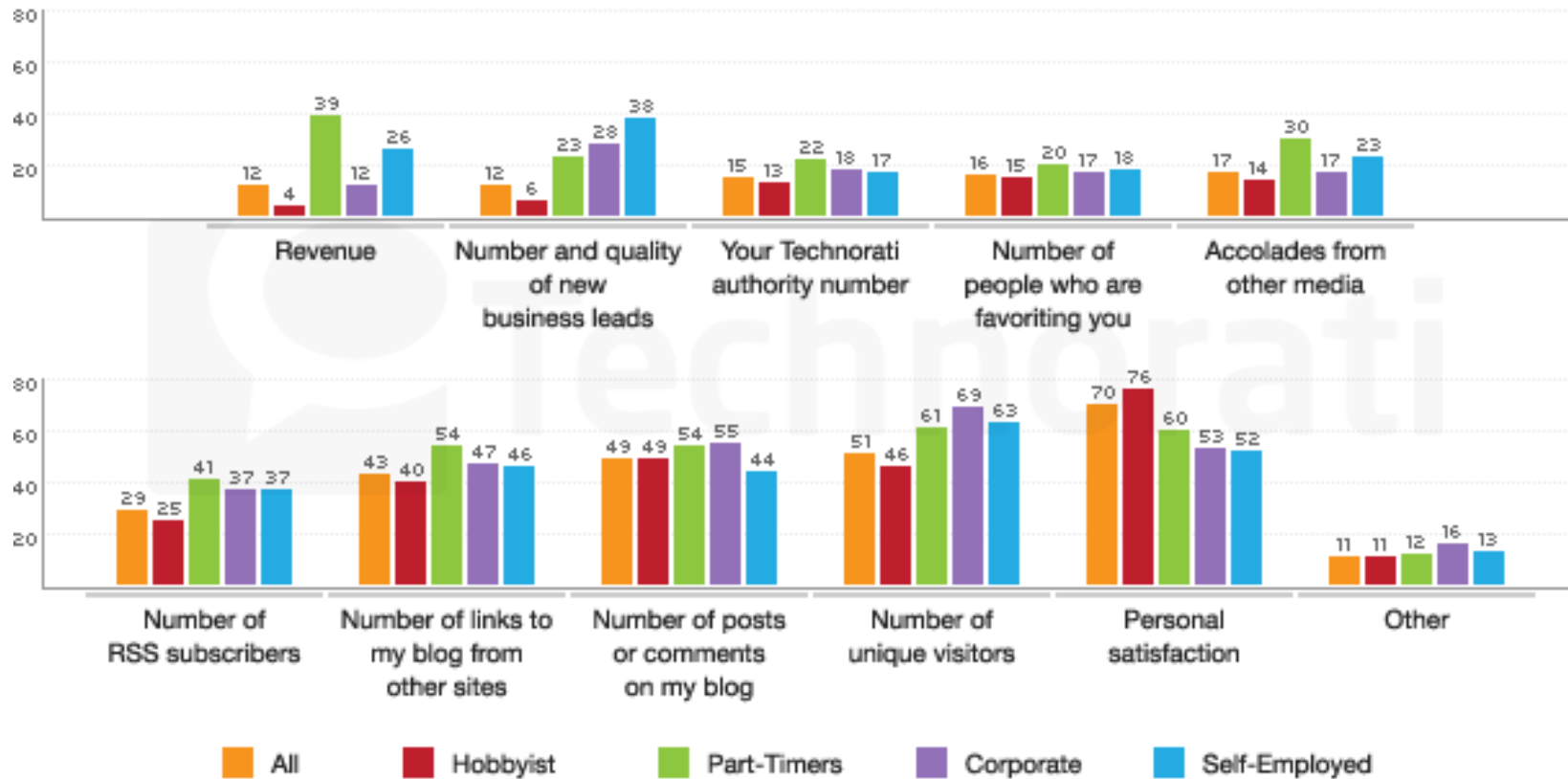
- *Blogs are getting taken more seriously as sources of information.*

- Technorati is not fashion affine, only 3,725 of 1,238,507 are fashion blogs

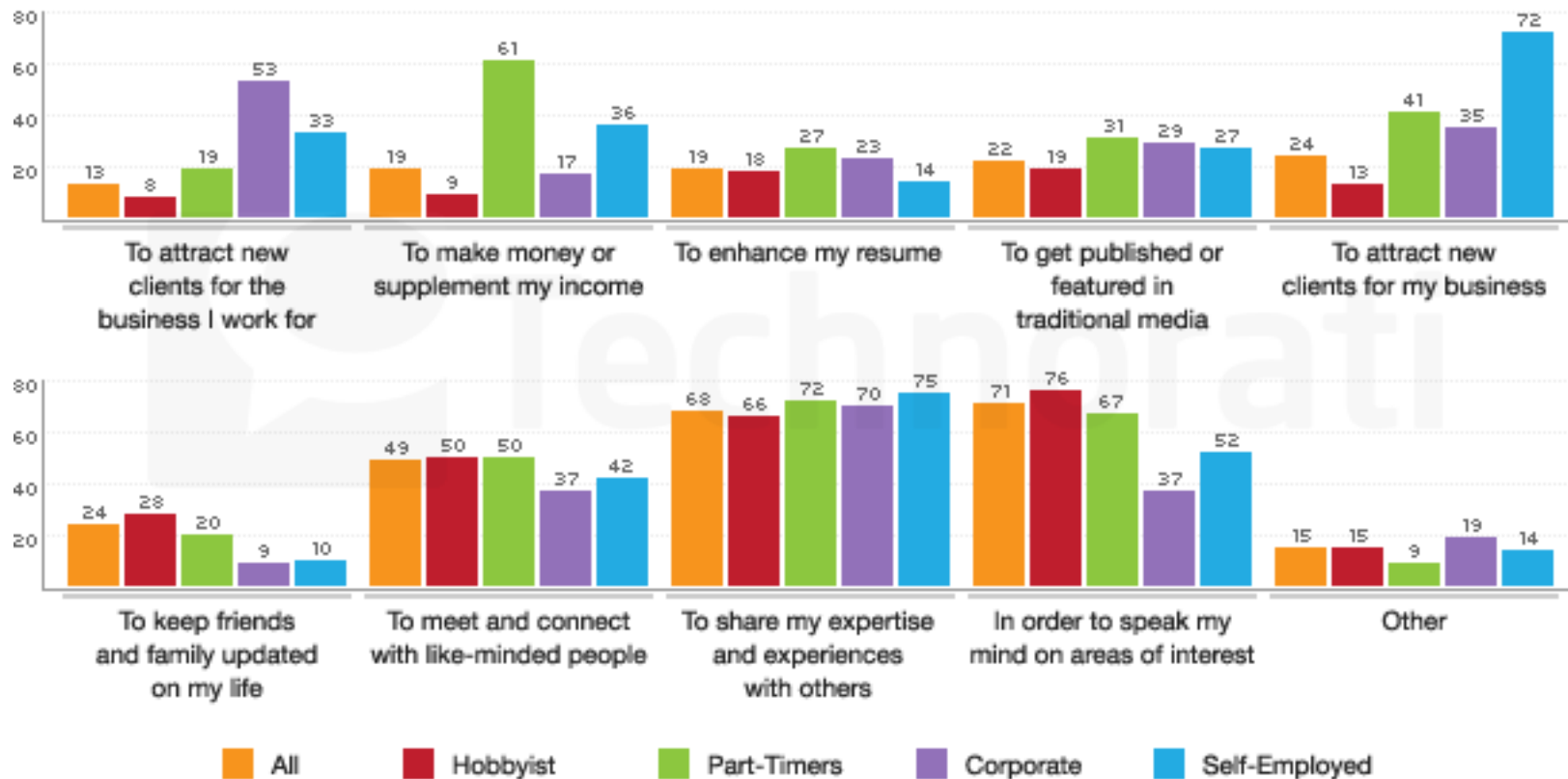
What topics do you blog about?



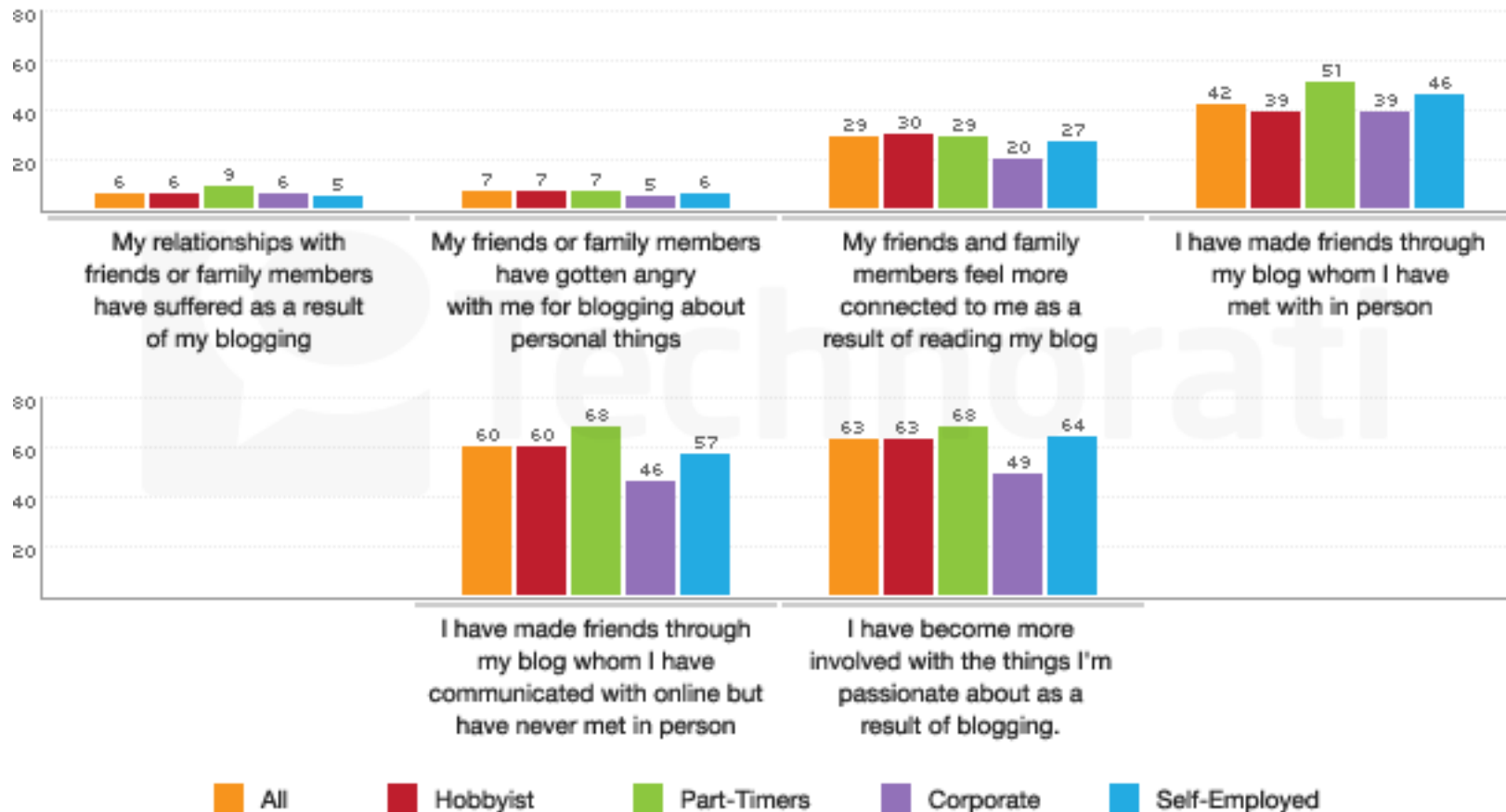
How do you measure the success of your blog?



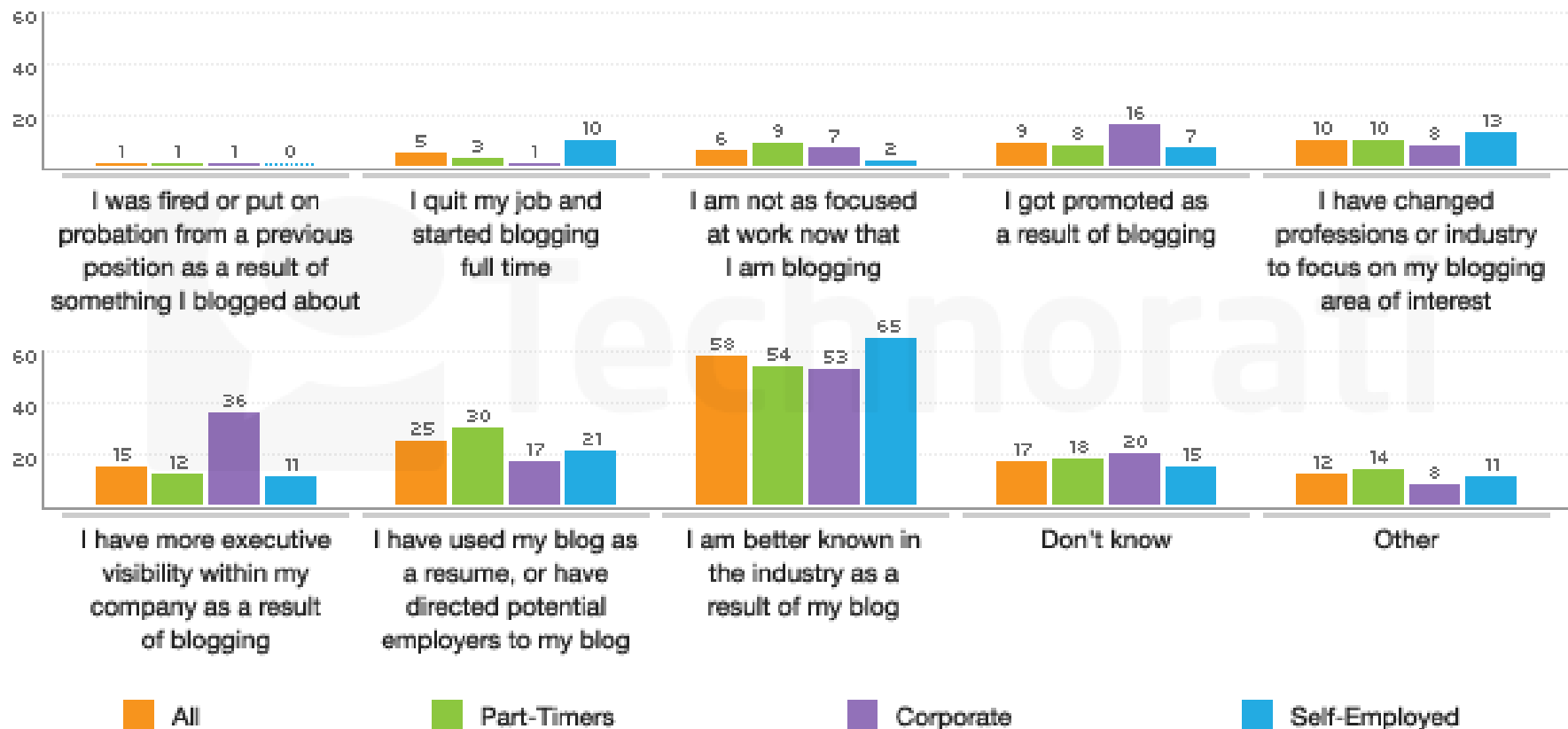
Please tell us the reasons why you blog



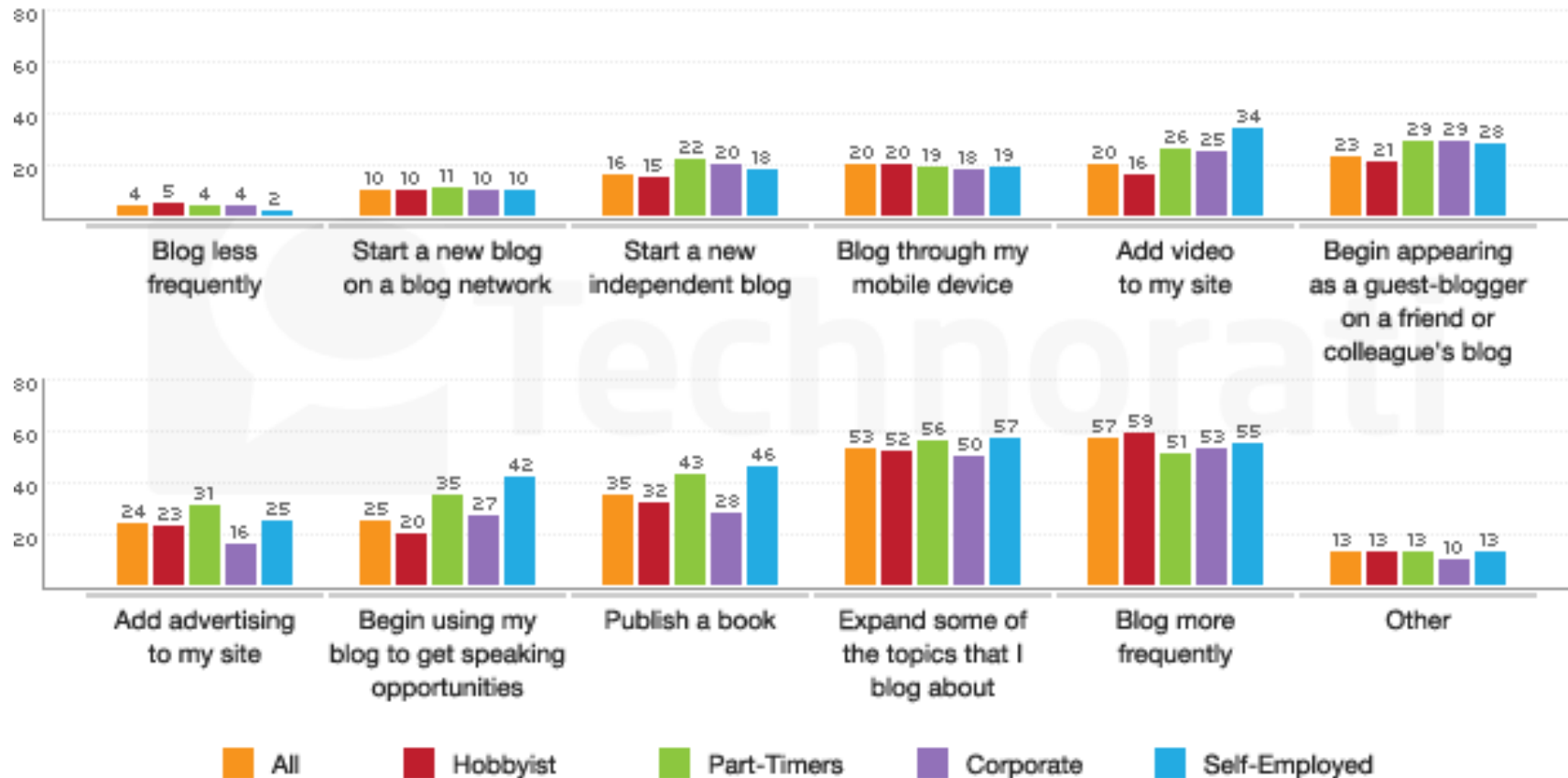
What impact has blogging had on your personal life?



How has blogging impacted your professional life?



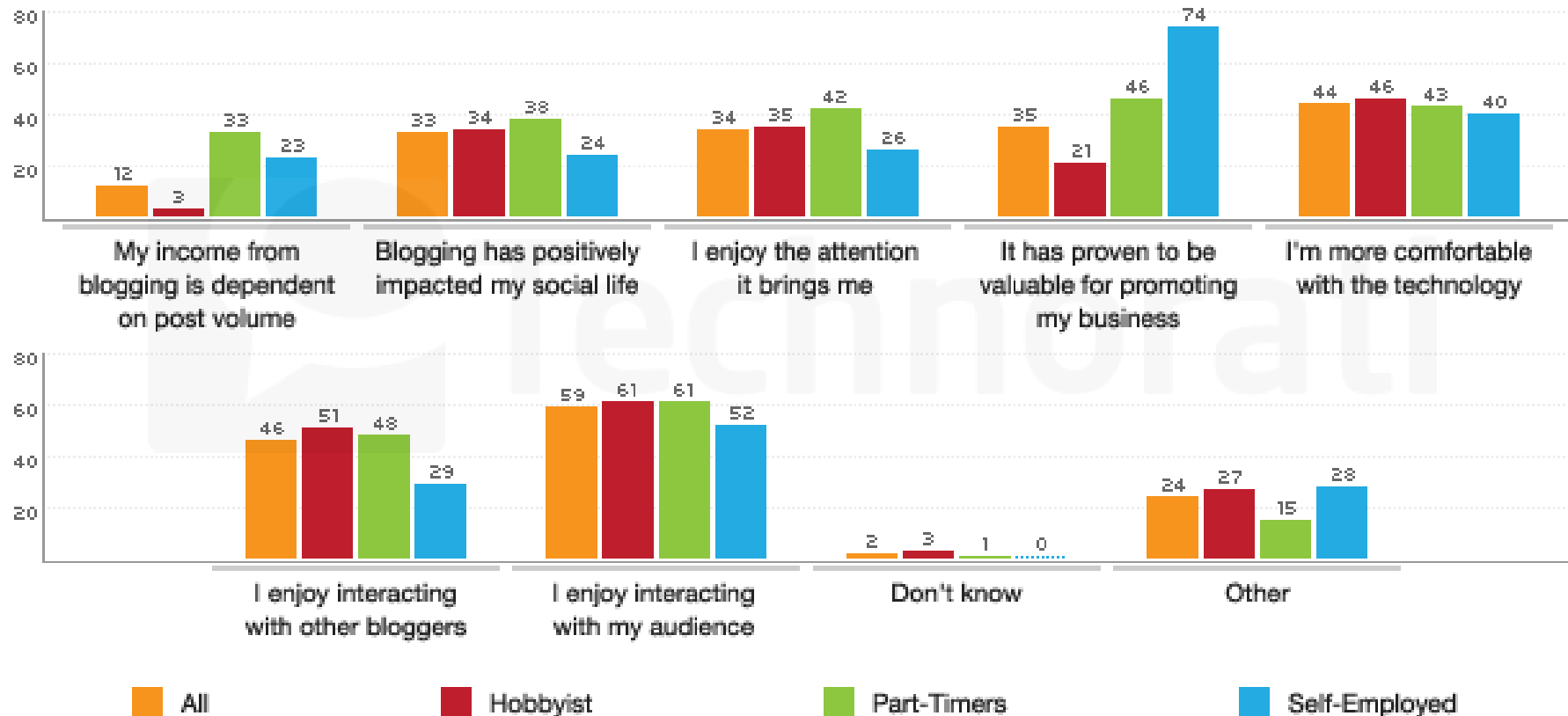
What are some of your future blog-related plans?



Blog more?

Among respondents blogging more:

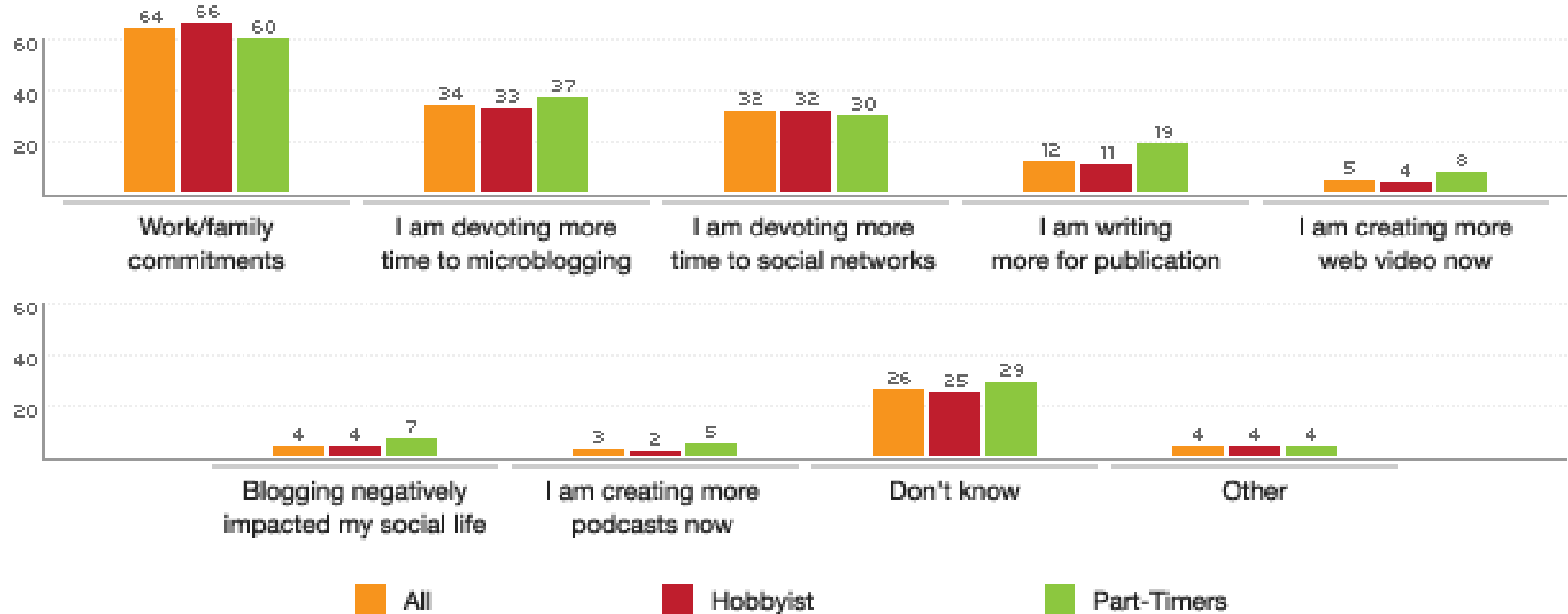
Why are you blogging a lot more or somewhat more often now?



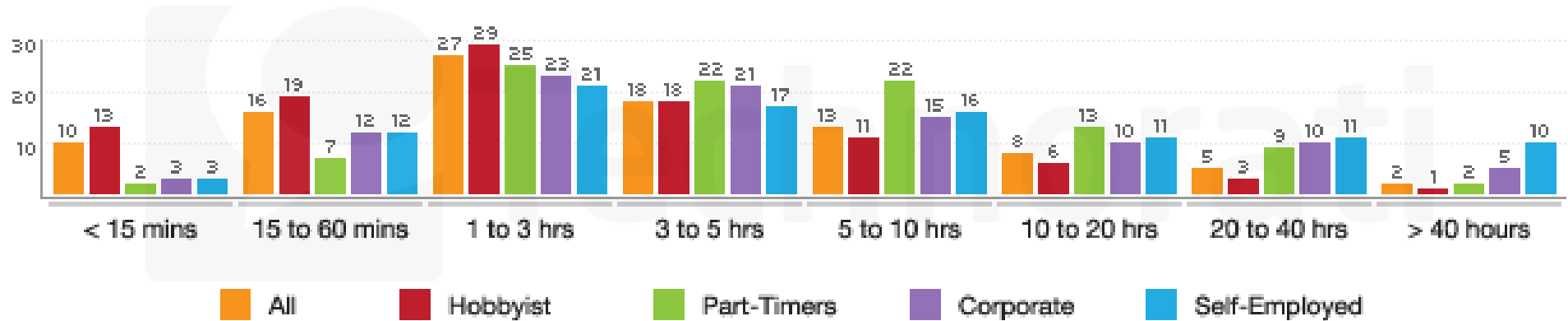
Blog less?

Among respondents blogging less:

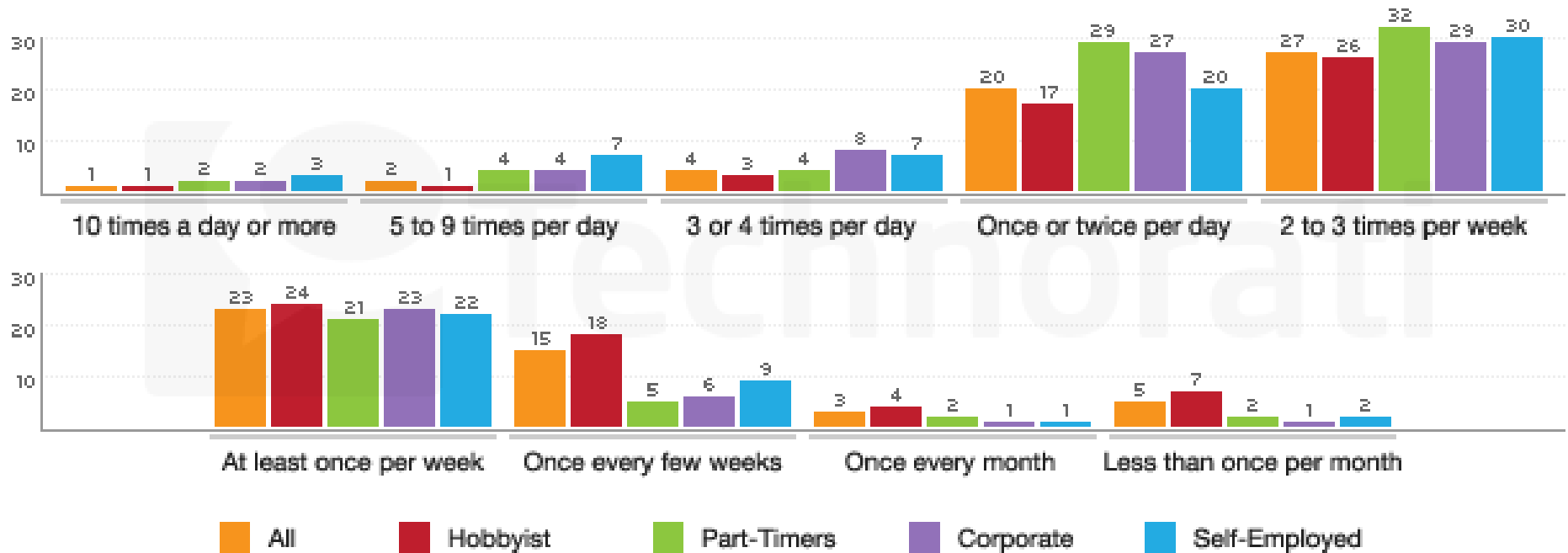
Why are you blogging a lot less or somewhat less often now?



On average, how much time do you spend blogging each week?

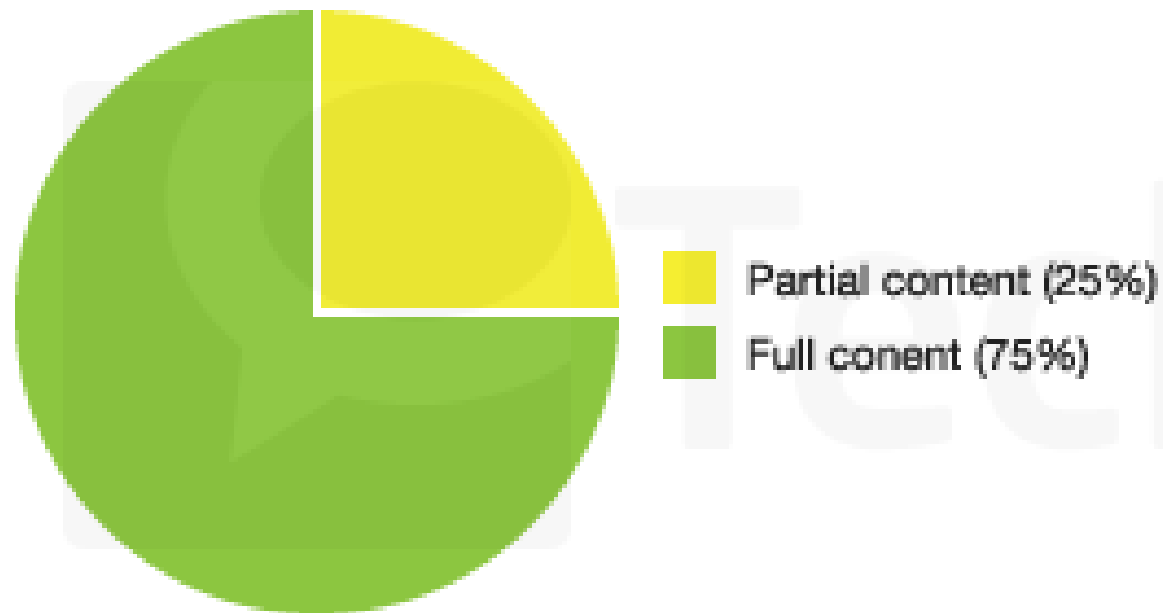


How frequently do you update your blog?

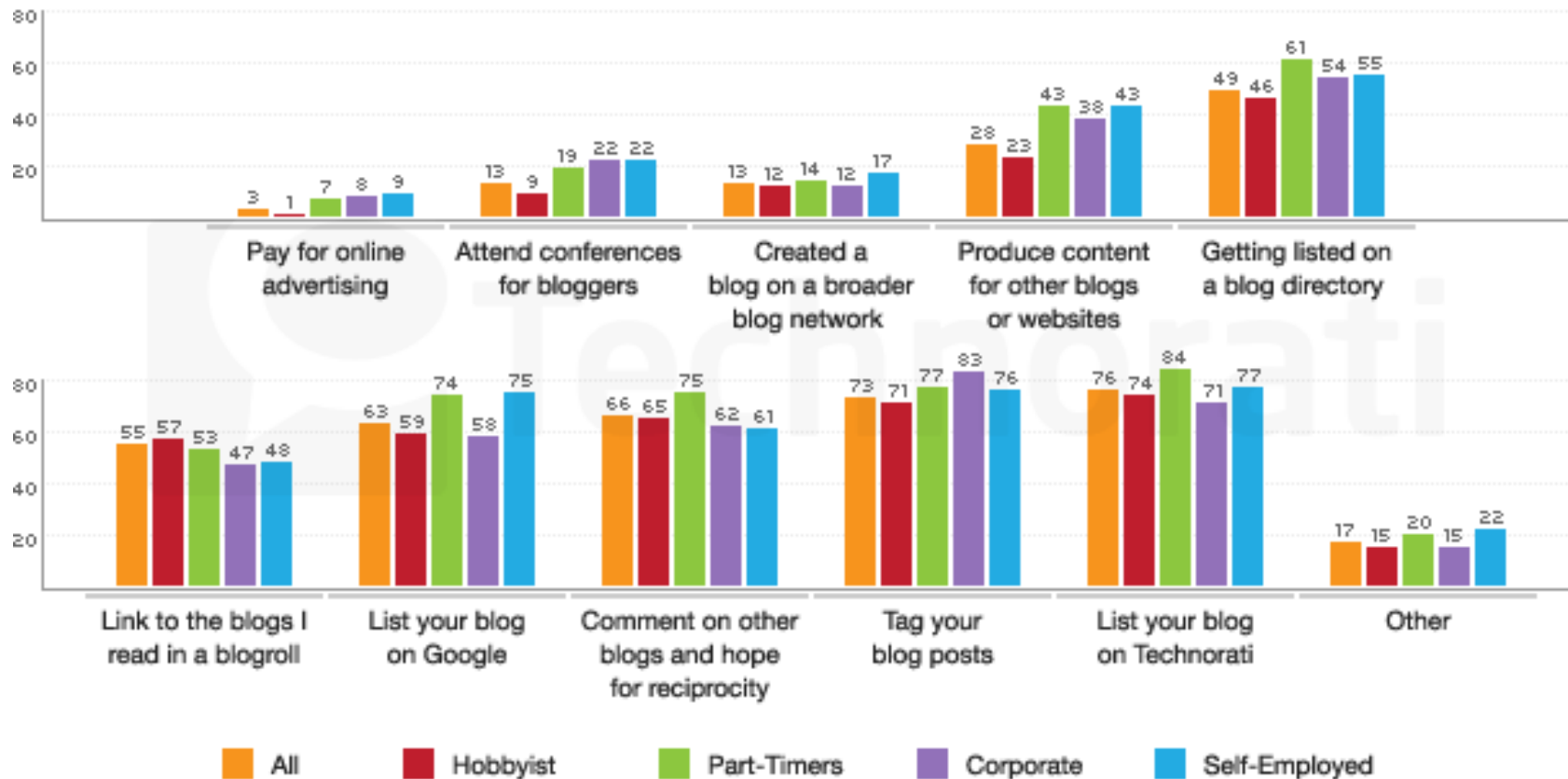


Among respondents who use built-in syndication:

**Do you support partial content
or full content for your RSS feeds?**

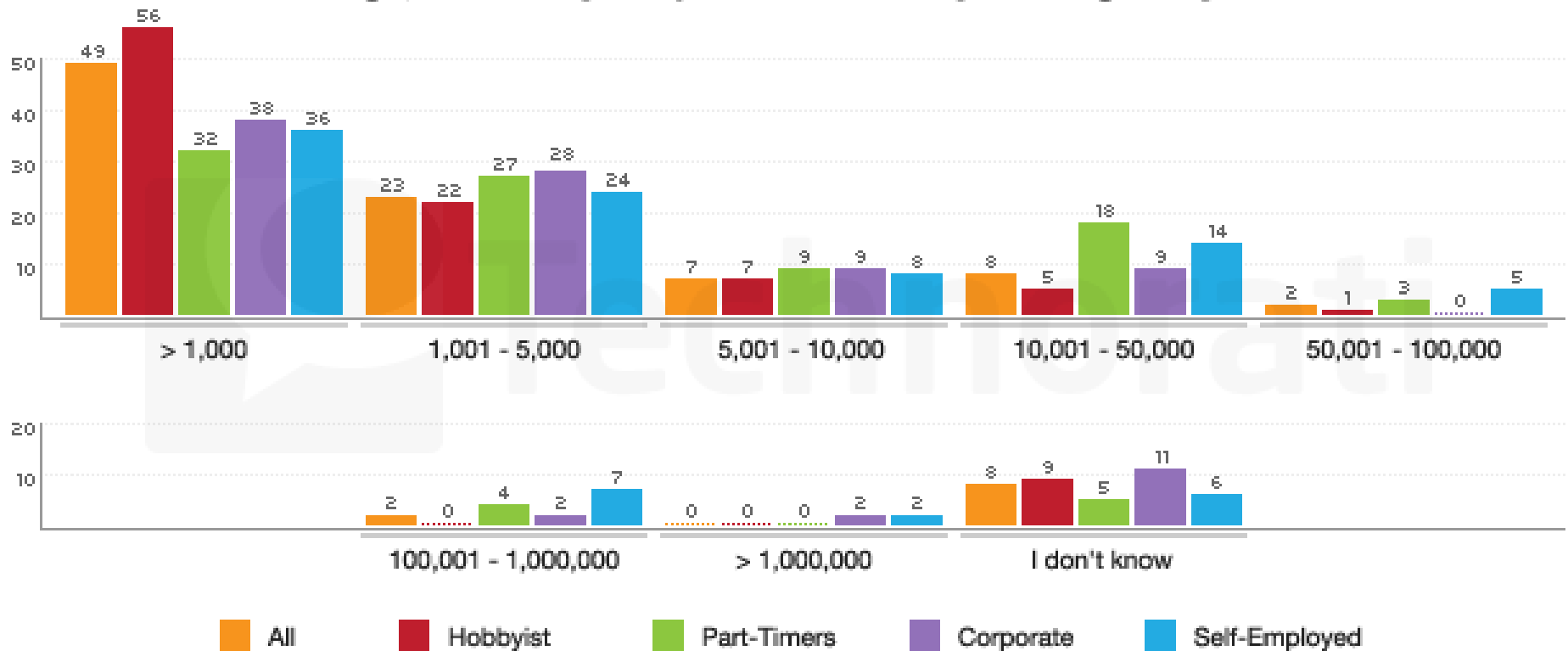


Which of the following activities do you participate in to attract visitors to your blog?



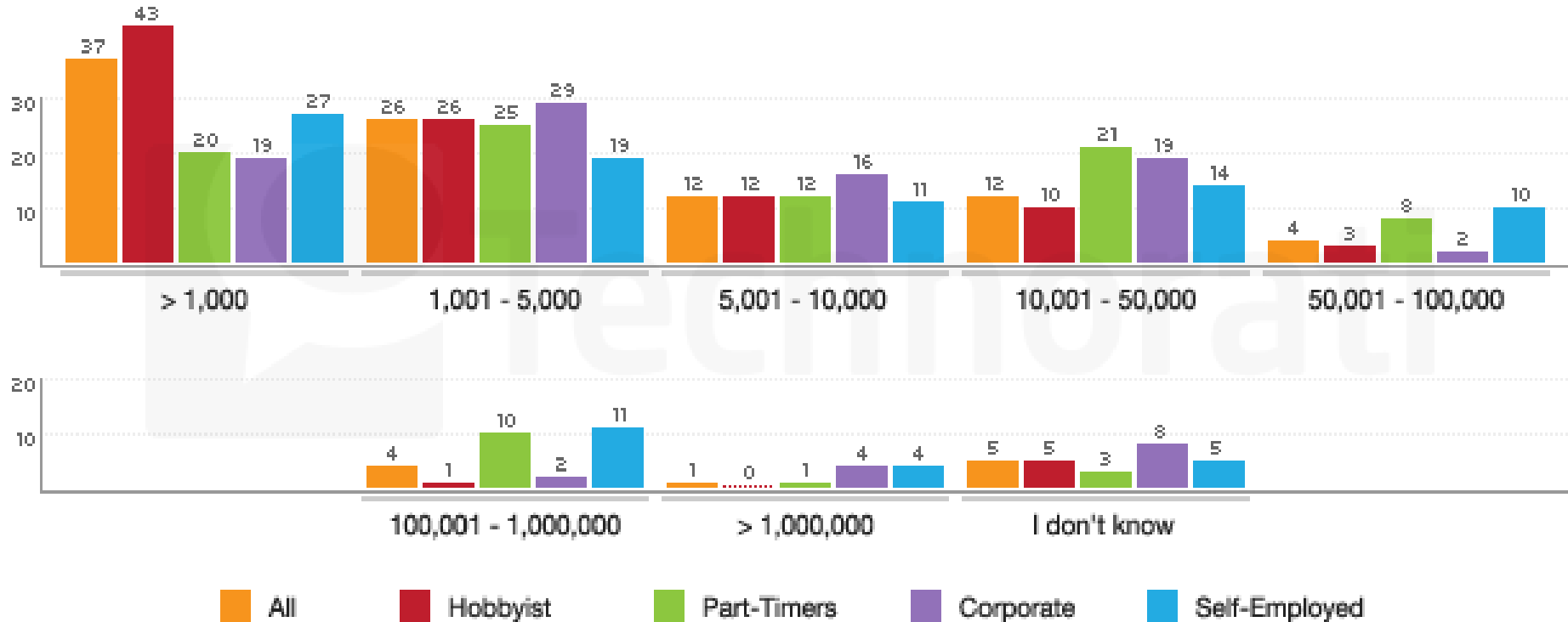
Among respondents who use a third party service:

On average, how many unique visitors read your blog every month?



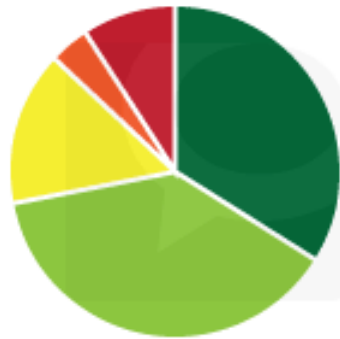
Among respondents who use a third party service:

On average, how many page views does your blog receive per month?



Hobby vs Pro

Which best describes your involvement with blogging?



- I blog for fun. I do not make, or plan to ever make, any money on my blog (34%)
- Right now I blog for fun. I would like to make money on my blog some day (38%)
- I use my blog to supplement my income, but don't consider it my full time job (15%)
- I blog full-time for a company or organization (4%)
- I blog full-time for my own company or organization (9%)

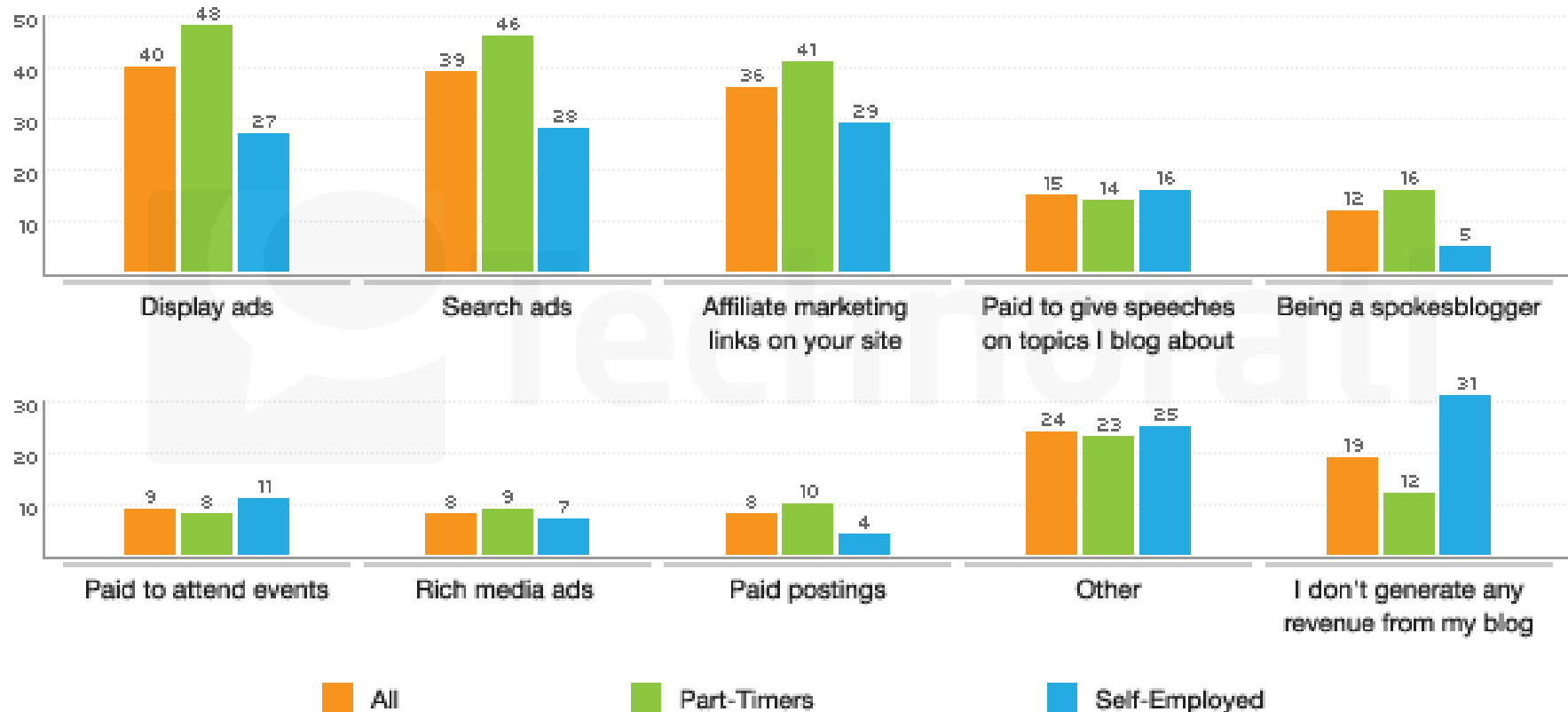


Among respondents who use media:

Is your blog your primary source of income?

- Yes (17%)
- No (83%)

How do you generate revenue from your blog?





Revenue p.a.

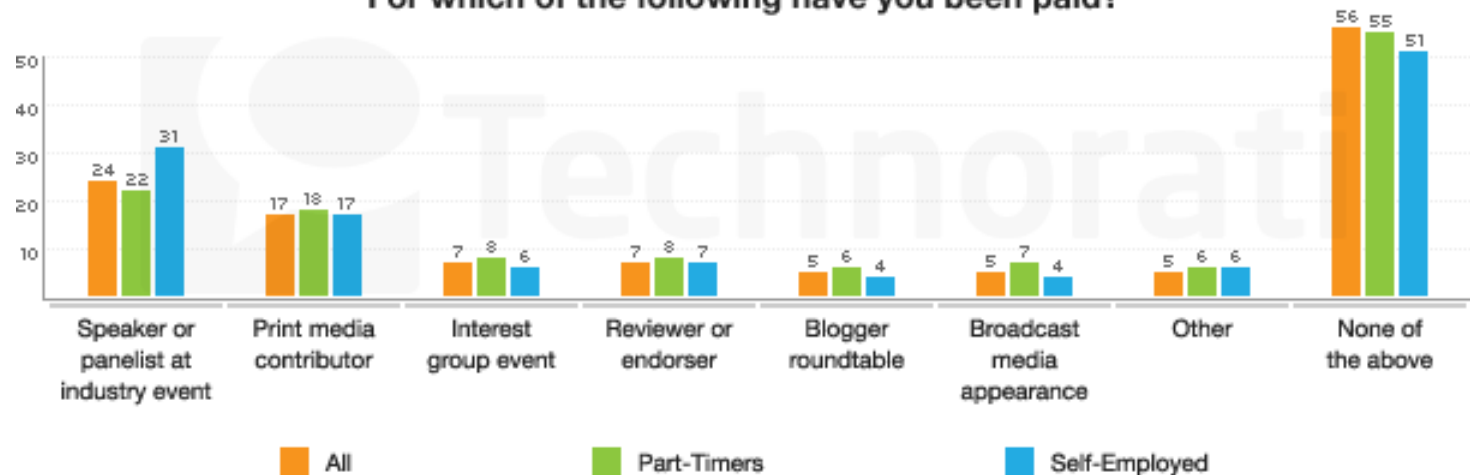
Revenue (MEAN)

*Mean amounts in USD

	ALL
Event / Contribution Revenue	\$24,008.30
Advertising Revenue	\$16,274.70
Miscellaneous Revenue	\$21,154.20
Total:	\$61,437.20

WOW !

For which of the following have you been paid?



How much money do you estimate you have invested in the following for your blog over the past year?

**Mean amounts in USD*

	ALL	HOBBYIST	PART-TIMERS	SELF-EMPLOYED
Site development and maintenance	\$1,619	\$228	\$8,505	\$1,060
Your own salary for blogging	\$1,589	\$945	\$2,004	\$5,992
Staff (other than yourself)	\$392	\$146	\$433	\$2,268
Marketing and advertising	\$265	\$209	\$315	\$620
Hosting fees	\$203	\$69	\$610	\$579
Total:	\$4,068	\$1,597	\$11,867	\$10,519

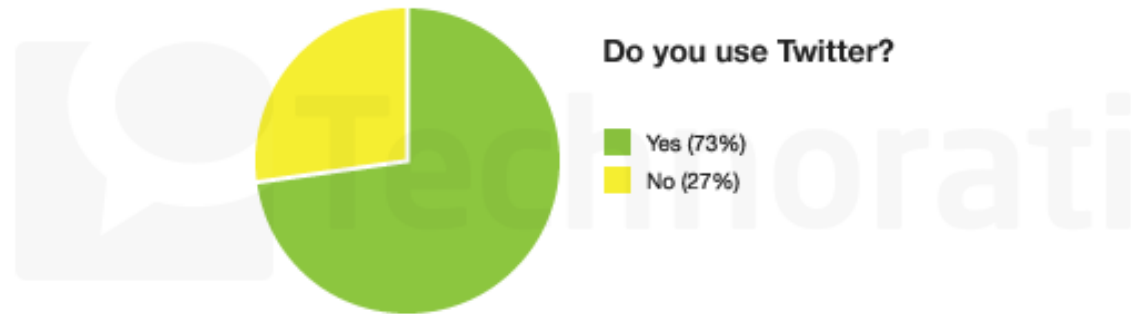
Do you talk about products or brands on your blog?

	ALL	HOBBYIST	PART-TIMERS	CORPORATE	SELF-EMPLOYED
I blog about brands that I love (or hate)	46	44	55	37	52
I post product or brand reviews	38	32	59	42	49
I blog about some of my every day experiences in stores or with customer care	38	38	41	25	40
I never talk about products or brands on my blog	30	33	18	35	22
I blog about company information or gossip I hear	18	14	26	26	32

Among respondents who talk about products/brands:

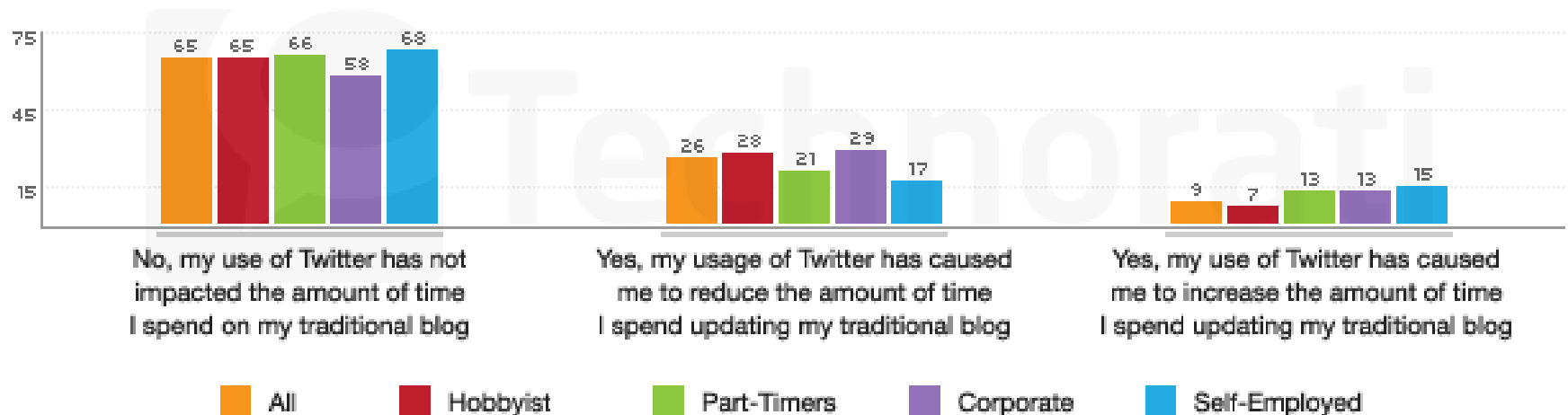
How often do you review products, services, brands or companies?

	ALL	HOBBYIST	PART-TIMERS	CORPORATE	SELF-EMPLOYED
Several posts a week	5	3	8	13	12
Weekly	13	9	22	25	18
Monthly	29	26	32	28	40
Rarely	49	56	36	27	29
Never	4	5	2	7	3



Among respondents who use Twitter:

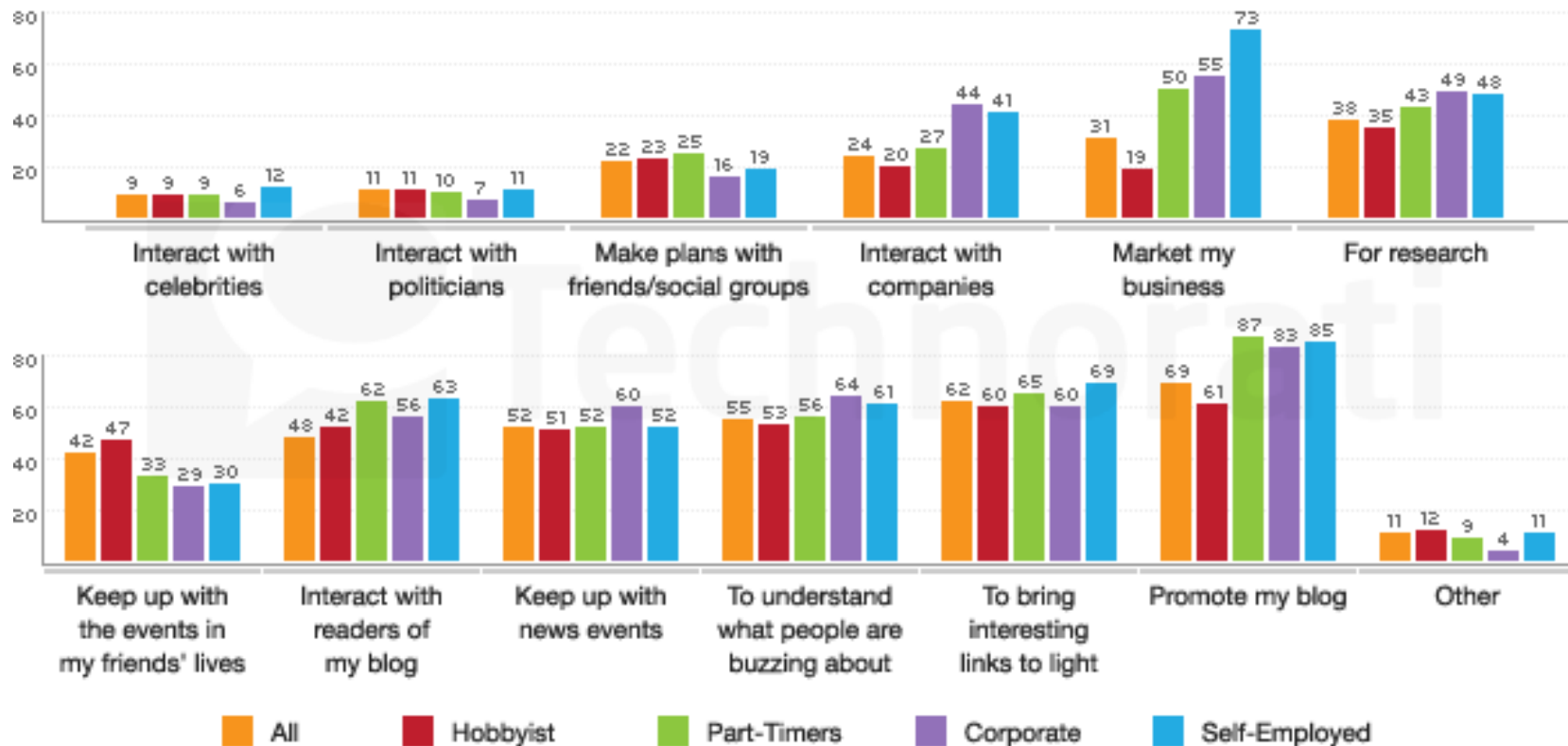
Has your usage of Twitter impacted the amount of time you spend writing your traditional blog?



Why Twitter

Among respondents who use Twitter:

How do you use Twitter?



Why not Twitter

Among respondents who do not use Twitter:

Why do you not have a Twitter account?



- I don't feel the need to broadcast my life (54)
- I don't have enough time to devote to it (38)
- I don't think the content is compelling (38)
- I don't understand the point of Twitter (35)
- It's too trendy (18)
- The new Facebook is a better version of the same function (14)
- None of my friends use it (13)
- There is too much spam (11)
- I don't understand how to use it (10)
- I hear there are service outages (2)
- Other (20)

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Fashion blog trends?

- FB, Twitter, social blog network platforms replacing traditional single blog Web sites?
- Multi-blogger Web sites (one blog, many authors)
- Huge competition to traditional media & vice versa

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Fashion blog trends?

- Information overload
(MORE blogs, publishing more OFTEN)
- PRINT mag vs Blog? Paying for online content? Paying for iPad apps?
Micropayment systems? The next big thing?

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Thanks!