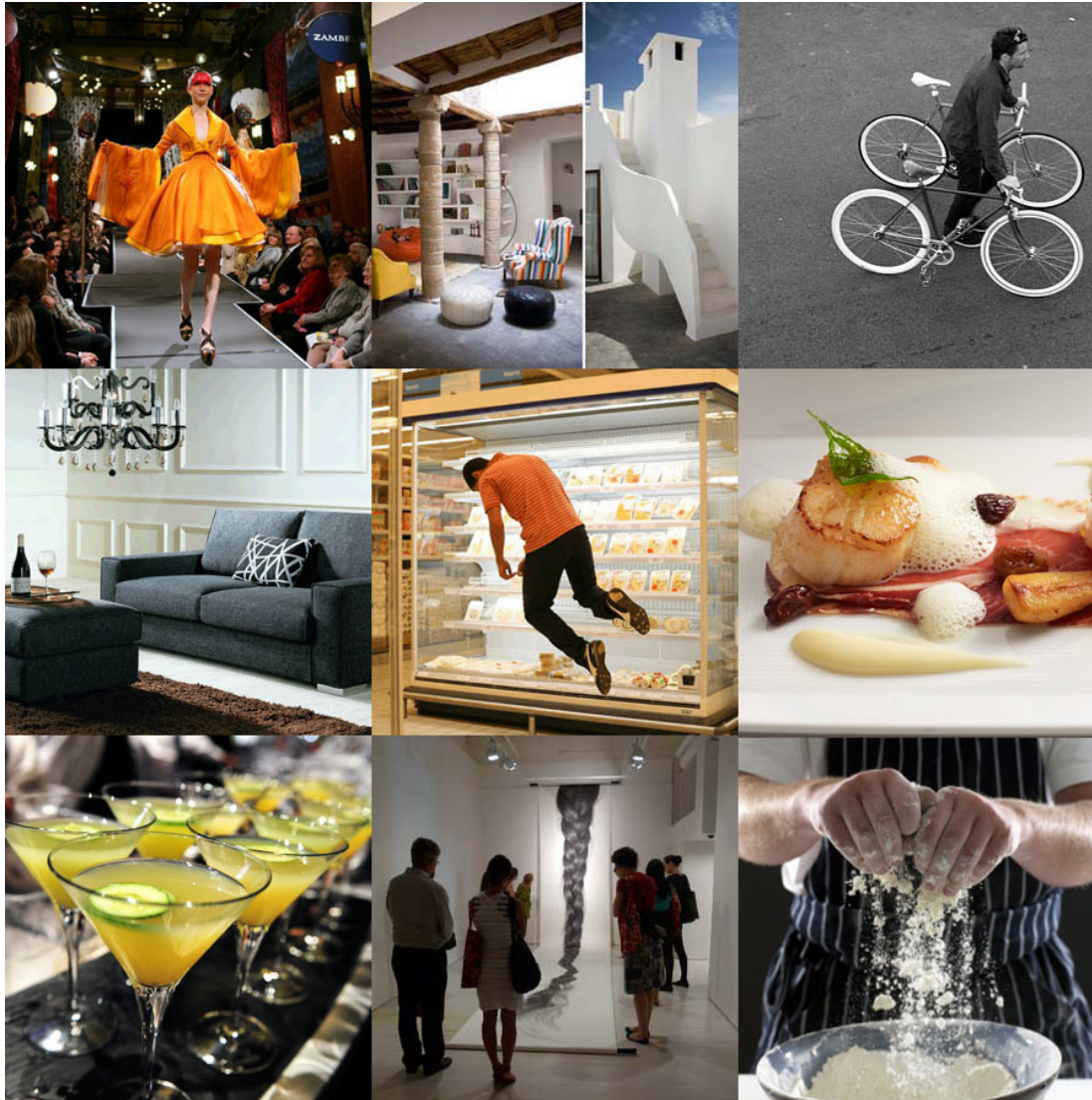


Commercial-in-Confidence



**Sydney Bloggers Festival**

**8 Nov 2010**

**Carrie Choo**

**Founder, Daily Addict**

Twitter:

@dailyaddict

Event tag #sbf2010



## DailyAddict.com.au

- Daily Addict is a curated lifestyle guide
- Audience – mobile urban ‘Transumers’
- Seeking cool, interesting, insider know-how and experiences



## Social Media making a splash

- Australia has a Top 5 global ranking internet usage 80.6% Adults are online^  
World Leader in the amount of time spent engaging in social networking sites averaging 7+ hours in April 2010\*  
In Australia content sharing is the most popular activity\*
- Social Networking 82.4% Reach \*\*\*  
Social Networking Share of Total Online Time 18.1%\*\*\*  
2 in 5 Australians interact with companies via social networks\*



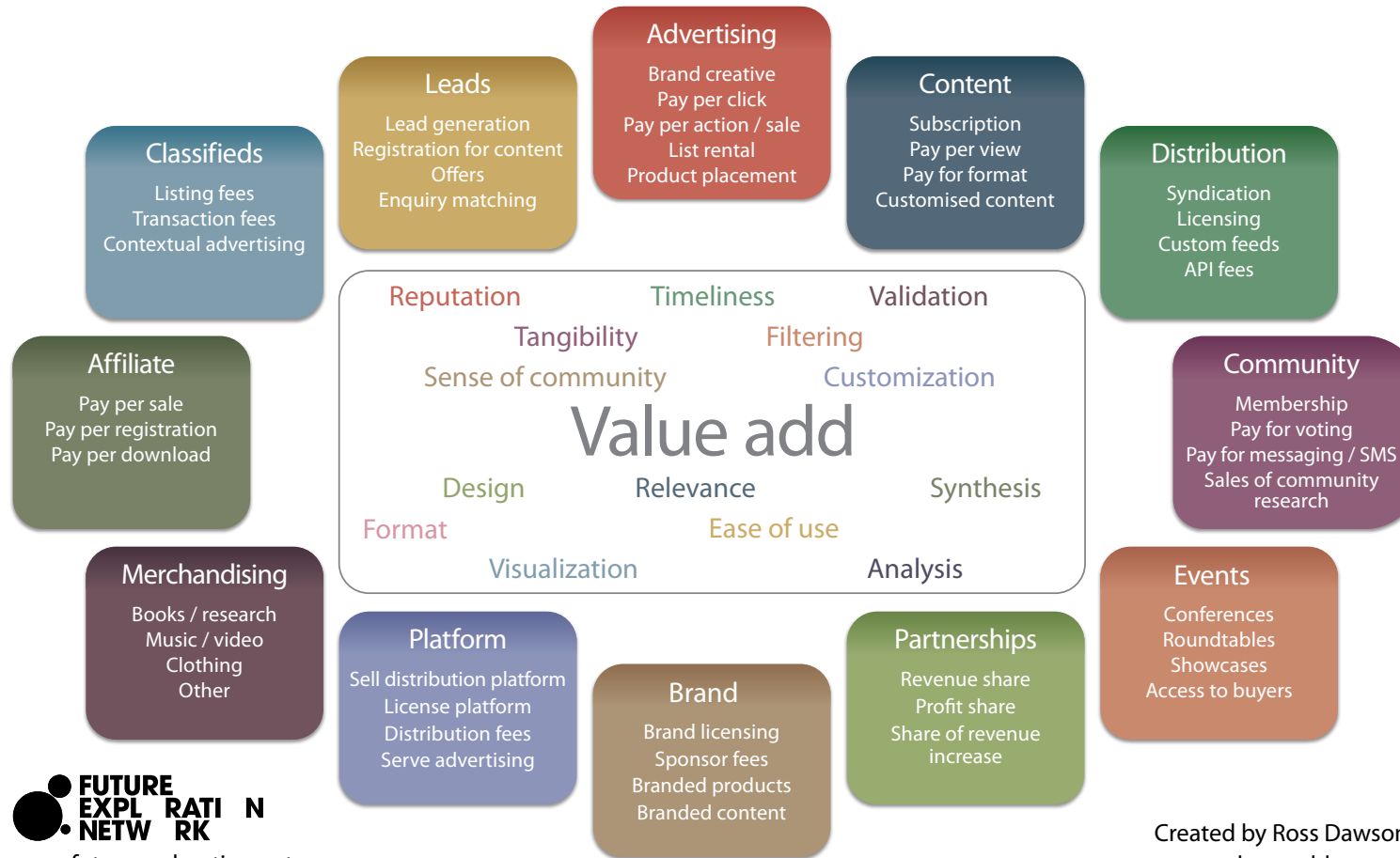
## Australians are hooked

- **Facebook** Globally 500m active users\*\*  
Australia: 9m active users +18% UA July 09 – May 10\*
- **Twitter** Twitter usage grew by 400% in 2009\*  
2.5 Million Australian Twitter users, more than 1/3 based in NSW ^^
- **LinkedIn** 1m unique audience +99% UA July 09 – May 10\* one of the fastest growing
- **Online Video** Australians logged more than 14 hours watching video in May 2010 \*\*\*
- **Photo uploads** 4 in 5 Australian Internet users have shared a photo\*

Sources: ^internetworldstats.com ^^Tribalytic  
\*The Nielsen Company \*\*Facebook \*\*\*Comscore



# Media Revenue Models



## Focus, then monetise

1. Listen
2. Create premium content
3. Give them a reason / part of something
4. Be where they want to engage
5. Shareability / optimise content
6. Hyper targeting
7. Build community, generate user content, assign resource
8. Track results and refine
9. Keep the faith!



## Converse with us

*Join*

**Subscribe to our free newsletter:** [dailyaddict.com.au](http://dailyaddict.com.au)

**Become a fan:** [facebook.com/dailyaddict](https://www.facebook.com/dailyaddict)

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**Video:** [youtube.com/dailyaddictvid](https://www.youtube.com/dailyaddictvid)

*Contact*

**Carrie Choo, Founder** [carrie@dailyaddict.com.au](mailto:carrie@dailyaddict.com.au)





Melbourne Issue 118, Friday 01 October 2010



## Coin Laundry now spinning

### New haunt for daisy fresh breakfasts

Roll up with your wash-basket and soiled wares no more. Coin Laundry is now delivering eggs and espresso versus the freshly laundered skirts, socks and jocks it was known for.

The bright new eatery is a second for the twosome who started Window Espresso (no more) in St Kilda.

[Read more >](#)

## Early access to stylish Sydney

[Subscribe Now >](#)



#### FASHION

### Hanker, Pompidou, Pearls and Lace



Thinking about your weekend plans and logically then what to wear? We open up our online black book for three of your new favourite addresses to stock up on threads.

[Read more >](#)

#### EAT AND DRINK

### Count on a Ripples effect



You've been waiting for just the right vessel to delight your friends on the world's best city harbour with. And with an Investment Banker Anthony Bell's The Count, your search is over.

[Read more >](#)

#### CULTURE

### SOH Insiders Club



Your preferred table for Oyster High Tea is located on The Western (bridge) side - as close to the windows as possible, thanks. 1,056,006: the number of tiles on the SOH. You know this because you're an Insider, and a founding member, no less.

[Read more >](#)

#### EAT AND DRINK

### Cotton on to Cotton Duck



One of the simplest pleasures one can experience in a restaurant? That moment when you first set eyes on a quality menu. And super pleased you'll be if you're looking at Cotton Duck's DIY Degustation.

[Read more >](#)

#### CULTURE

### Je t'aime



Some couples are mightier together than their individual talents, and one such example is the creative union of Serge Gainsbourg and Jane Birkin and their equally creative offspring, Charlotte Gainsbourg.

[Read more >](#)

#### FASHION

### Borrow your spring racing style



Be chiconomic by borrowing your outfit from designer rental site, Can I Borrow That? With a designer list rivaling Net-a-porter, you'll be looking expensive and fabulous at a mere fraction of the cost.

[Read more >](#)

#### EAT AND DRINK

### Yes sir, Yes sir, Three Bags is doing dinner



After nailing the morning food, Three Bags Full, one of Melbourne's hottest breakfast joints is now dabbling in dinner.

[Read more >](#)

#### ENTERTAINMENT

### Concours d'Elegance



For the first time, Concours D'Elegance, an assemblage of amazing and exotic automobiles and motorcycles both old and new, is being held in Sydney.

[Read more >](#)

#### CULTURE

### National Gallery of Australia



So (surprise, surprise), Parliament House doesn't cut it, you've been to the War Memorial, are well beyond Qantasland and you're not after a selfie.

#### EAT AND DRINK

### Farmgate Cheese



Visit [www.farmgatecheese.com.au](http://www.farmgatecheese.com.au). That alone could serve as our (albeit stark) recommendation. But we should be out of here soon.

#### Popular features

[Farmgate cheese delivered to your door](#)  
[7 Adult Fans Observatory: Royal Weekend](#)  
[Subscriptions for Sydney Design](#)  
[New! Bay Bar and Dining opens](#)  
[Wood Manual Arts - the new work out](#)  
[Send a new fashion event up](#)

#### Our blog

[Daily Addict now in Melbourne](#)

#### Online Video and iPhone app

[Watch a Special - behind the scenes](#)  
[Get the Daily Addict iPhone app](#)

#### Get a Room!



#### From Our Twitter Feed

New National Gallery of Australia wing opens. Amazing Indigenous Art collection & sculpture by James Turrell  
<http://tinyurl.com/37kvwal> about 17 hours ago

Looking for a google analytics whit. Please ping us if you know of one? Or email [info@dailyaddict.com.au](mailto:info@dailyaddict.com.au) ^CC 1 day ago

Bring on the sunny weather. We want a book Champagne Breakfast on the Count a sundock  
<http://tinyurl.com/3uxp7bd> 1 day ago

View the full Twitter feed >

[facebook](#) [flickr](#) [twitter](#) [YouTube](#)





## A Beautiful Life

### Banjo & Matilda luxe cashmere staples

The Aussie lifestyle of sun, sand and the surf resonates innately with the label [Banjo & Matilda](#) and also especially with those that call Bondi Beach their HQ. It's where you'll find Belynda Macpherson and her beautiful Banjo & Matilda label, living a philosophy of low maintenance style and comfort - but always in luxe cashmere!

### The new Winter 2010 "A Beautiful

Life" Collection has just arrived, and you can expect staples like the 'Ultimate Vee', 'Uber Hoodie' or 'Lounging Cardigan' in 100% cashmere, all perfect for the winter wardrobe update.

Pairing simplicity with cool sophistication has rapidly gained Banjo & Matilda loyal customers worldwide. You'll be in good company with celebrity fans of the label including: Elle Macpherson, Rihanna, Natalie Imbruglia, Victoria Beckham, and Naomi Watts, to name but a few.

To get your hands on some of this beautiful collection, visit [www.banjoandmatilda.com.au](http://www.banjoandmatilda.com.au) and make sure you subscribe to get access to Banjo + Benefits - sneak peaks of coming collections and news about guest 'celebrity' designers as well as access to heavenly offers.

### [Banjo & Matilda](#)



## The Dispensary #31

### Dispensing exclusive deals

Here's where we dish out exclusive offers to Daily Addict readers - enticing offers, upgrades and roomy discounts. Two-for-one, premium deals, VIP treatment and the like.

At the end of the day, it's nice to have access to deals that give you more of what you want. Clever value, but never cheap.



### Smirnoff Black - win a set of copper mugs

Next time your friends come over suitably entertain with vodka cocktails served in a sweet set of limited edition Smirnoff Copper Mugs. Thanks to Smirnoff Black we have a dozen sets of four mugs to give away, simply email us the name one of the artists Smirnoff Black collaborated with to bring the 5 senses to life during the Smirnoff Black Room Experience? [Enter here](#)



### The Stoning of Soraya M - win 4 of 30 double film passes

The Stoning of Soraya M introduces us to Zahra, a courageous Iranian woman with a terrible secret. When a journalist is temporarily stranded in her village, Zahra risks her life to relate the shocking events that led to the 'legalised' murder of her niece, Soraya, falsely accused of adultery. [Win a 30 pass to a screening this Sunday at Chausid in Paddington](#)



### Redken - win a style connection pack

One can always do with great style and make sought after connections. Keep those tresses looking like you've just walked out of a salon with a Redken Style Connection Styling Pack including Matte Sponge, Velvet Gelation, Wool Shake and Vinyl Twist. [Get online](#)



### Style Junky and Pierre Winter - pop up store

Pierre Winter Fine Jewels in conjunction with Style Junky are inviting you to their Pop Up Store to enjoy past season stock at up to 90% off. Brands include Annaberg, Dhimi, Saint Goya, Earrest Seven Denim, Nade, H-Chalayan, Andres & Jern, Kenneth Jay Lane, Pierre Winter, Luxe and many more. [Pop up location dots here](#)

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