

нии-разработчики зарабатывают от 10,000 до 100,000\$ в месяц! Так, простое приложение (карточная игра, заманчивый тест и т.п.) способно показать рентабельность, превышающую 1000%.

В настоящее время быстро развивается такая важная разновидность сетей, как трехмерные социальные сети. Примером может служить SecondLife – трехмерный виртуальный мир с элементами социальной сети. В SecondLife существует внутренняя валюта Linden Dollar (L\$), которую можно получить, обменяв на настоящие деньги; предусмотрена обратная конвертация, что создает возможность организации в SecondLife вполне реальных бизнес-схем. Ввести деньги в SecondLife можно с помощью обычных платёжных систем. Курс L\$ достаточно стабилен и колеблется от 250L\$ до 300L\$ за 1 реальный доллар. Эти деньги используются для покупки и продажи виртуальных товаров, в том числе – виртуальной земли.

Важной сферой использования потенциала социальных сетей является Сетевой Многоуровневый Маркетинг (MLM). Здесь залогом успеха является возможность привлечения в MLM-структуру новых активных партнеров-дистрибьюторов. Для реализации этой функции следует прежде всего качественно оформить свой профиль в сети и в дальнейшем следить за регулярным обновлением информации, помещая в свой блог оперативные бизнес-предложения, информативные фотографии и видео, подчеркивающие успешность автора в MLM-бизнесе и его лидерские качества. Для быстрого формирования целевой бизнес-группы хорошо подходит навигация по интересам в социальной сети, так как люди с общими интересами скорее склонны реагировать на бизнес-предложения своего лидера. Таким образом, коммуникационные возможности социальной сети естественным образом способствуют поиску и дальнейшему удержанию в поле своих интересов как партнеров по бизнесу, так и потенциальных клиентов MLM-компаний.

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RESEARCH OF STRUCTURE SOCIAL NETWORKS` REVENUE

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Everybody uses social networks nowadays. But we even don't understand that we bring money to it. We decide to talk about it, and hope that you won't stay indifferent to this actual problem

Advertising revenue Vkontakte in 2010 amounted to 1.36 billion rubles (\$ 44.7 million), and it's only advertising, but there is still not advertising revenues. Social network "Schoolmates" earned \$ 23.3 million on media advertising in 2010 and \$ 45.7 million for paid services. And for comparison, the Facebook advertising revenues in 2010 amounted to approximately \$ 1.86 billion. How people can earn such a big revenue using The Internet? It is the topic of our speech.

Every third Russian uses a social network. They communicate with friends, find new acquaintances, buy clothes, listen to music, and watch movies e/t/c. This time the owners of social networks receive billions. From what? Let's look at

A social networking service is an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities. A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web based and provide means for users to interact over the internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. Nowadays the most famous social networks are: MySpace, Facebook, Twitter, V Kontakte, My World, Classmates...

According to experts, at present there are 5 main concepts of monetizing social networks were introduced by the moderator. Looking at social networks as a truly new media, it made sense to explore my take on each of these concepts, one at a time. Towards the end I'll introduce some other opportunities that I feel exist.

1) Ads – or, the interestingness problem.

The poor state of advertising in social networks is widely reported. Users don't click through ads, rates are depressed – obviously something is amiss. The problem, as it happens, is in the nature of the medium.

We click on ads for a number of reasons; one of the predominant reasons is distraction. As we transverse the web and encounter different content, advertising often serves as a contextual escape. We grow tired with content, we exhaustively explore a topic – so we then click on ads. The problem with social networks is that the users of social networks fail to tire of the content.

A social network is largely based around actions (responding to messages, posting to walls, managing friendships) and experience (browsing and finding new people and content). In the state of action, it is hard to distract us – the management of our friend networks is vastly more valuable than time spent exploring advertisements. In the state of experience, we are exploring peer-produced content – which proves to be almost exhaustively interesting. When we experience this content, we are learning about people, exploring networks, bringing more richness into our online and offline experiences. In this state, it is again extremely difficult to distract us with advertising. Put simply, the content we're experiencing is too interesting – we don't get distracted.

2) Product affiliation groups – or, the non-scalability of affiliation
If we aren't going to be distracted by contextual ads, advertisers will leverage our consumer culture to let us "befriend" products. The logic here makes sense – all people, especially young people, ascribe a remarkable part of their identity construction to their possessions.

Our possessions – things we want and things we own – are part of our identity. The theory behind befriending products is it lets us explicitly state our brand affilia-

tions. You may not know what type of jeans I wear, but if I befriend Levis, you can see my affiliation with the brand. The problem with affiliation is in its lack of scalability.

Indeed, part of our consumption behavior is the consumption of identity goods – but the majority of our purchases are much more pedestrian. The food we eat, the toiletries we use, the tires we put on our car – we don't derive a large part of our identity from these goods. It is unlikely, then, that many people will care to befriend Listerine or Goodyear tires.

That affiliation is non-scalable doesn't mean it can't be profitable – sites that target a demographic can niche in to that demographic's product desires. It can even be less explicit – when you friend Kanye West or Dane Cook on Myspace, you're joining that product affiliation group, the only problem is Myspace isn't getting part of the cut.

3) Partnership Opportunities – or, limitations of partnership
Social networks, especially those like Facebook and V Kontakte, have very targeted demographics. As a result, it makes sense for companies interested in these demographics to partner with them. For example, Apple's iTunes partnered with Facebook, while Simply Hired partnered with V Kontakte. These partnerships make a lot of sense, but with very targeted demographics, partnerships work to the exclusion of the rest of the market. Will Microsoft's Zune attempt to make inroads in Facebook now that Apple is a partner? Would a competitor of Simply Hired be excluded from V Kontakte? These partnerships make a lot of sense for the partnering companies, because it is the established partner that wields power. Nevertheless, partnerships, successfully implemented, do seem to be a solid monetization platform for social networks.

4) Micropayments – or, the selling of value
Micropayments are an interesting take on monetizing social networks. The general idea behind micropayments is that a social network's userbase will pay small amounts of money for things that make their experience better. For example, someone might pay 15 or 25 cents to purchase an upgrade to their site. Considering the marginal cost of such upgrades are virtually zero, micropayments could be very lucrative at scale. We've already seen micropayments implemented in Cyworld. However, one must proceed very carefully with micropayments. Cyworld is truly an outlier example of a social network – it is a cultural phenomenon equivalent to Myspace. Designers of upstart social networks that are attempting to monetize on micropayments do not get to play by the same rules as Cyworld.

So how do you effectively implement micropayments? First, you must be sure that the micropayment infrastructure doesn't bound the network or limit use. To do this, you must give the user a rich experience from the beginning – no giving the user a bare-bones site and expecting them to micropay from the beginning. Give the user lots of add-ons, and as they progress as a user of the site they will start buying other add-ons. For example, when offering upgrades via micropayments, always offer a free upgrade as well as the paid upgrades. This gets the user in the mindset of purchasing – and once they see that everyone else has the free upgrade, they will want to express their individuality by purchasing upgrades. The user must also feel like they are getting value from the micropayments. To do this, the service must acknowledge

the simple economics of micropayments – that marginal cost is virtually zero. This means that the micropayment offerings must have value and not only appear to be pay-to-play obstructions in the site. When I pay money I want to get something – your users sense this at the very core of their being, so it is wise to acknowledge it and design value into the system. Finally, don't expect micropayments to cover all the bills. Cyworld gets to make a big part of its revenue from micropayments because it is a cultural phenomenon – the scale is very large. You should only expect the vanguard 10% of users to participate in micropayments for a long time – until your site mainstreams more effectively.

5) User payments/gatekeeping fees – or, the virtual country club
It only makes sense that some social networks will introduce fees for participation. Of course, this flies in the conventional logic of network effects, but for some it is a valid strategy. Thinking broadly about social networks, there are networks that we have economic incentive to participate in.

Specialty information sites, prestige networks – there are lots of social networks we pay to access in the real world, so it only makes sense that we'll buy into this in the virtual world. However, doing this properly is a real challenge – and it requires a significant leap of faith. If social networks can target specialty networks, users will pay to keep the service online, because the service has real value.

Now, let's explore some other potential ways to monetize social networks.

1) Exogenous or alternative markets In Second Life and a number of gaming applications, there are real-world markets for the selling of virtual goods. Some of these goods can command substantial fees – real estate in Second Life sells for thousands of dollars. Obviously, there is a substantial opportunity for networks to mediate these transactions (like ebay) or for the social networks themselves to take tax-like transaction fees. Implemented properly, this could be a substantial revenue-bearing micropayment-like infrastructure.

2) Brokering of trust

The notion of monetizing expert advice is nothing new – but unfortunately it doesn't scale. Our network models can easily spot global experts, but regional and local experts are much harder to define. A social network that introduces logic of trust can broker access to these experts. We're already doing this – looking at the blogosphere as a social network, we see people who list their phone number for consultancy calls. It's one thing for me to want to speak to a social media expert in Los Angeles or Silicon Valley, but what if I want to speak to a social media expert in Falls Church or Toledo? A social network that could reasonably identify experts on a wide range of topics could prove very useful.

3) The negotiation of community

Facebook has shown us the value of situationally relevant social needs. As we move through our lives, our social needs are constantly in-flux, and we aren't comfortable with using global social networks to satisfy those needs. Social networks that address particular needs can prove to be very useful and valuable – and perfect for monetization. For our global internet, we are made up of small networks that have needs – needs that can be addressed by complimentary social networks.

There are a lot of other paid services. Some of them are really unusual.

The most unusual is a proposal for money to turn off some «disturbing» the network options. Such tactics, in particular, has used a network of «classmates» to introduce a paid service, «Invisible Man», which allows 30 days to disable message that the user is online and what page he was visiting. The service is very popular: many people want to, for example, a wife or husband does not know that the second half to visit the pages of former lovers.

Advocacy and lobbying

Social networks have a huge audience. Create a network with 100 million users is much cheaper than creating a TV with 100 million viewers. And the network could not be used to attract people seeking to change public opinion.

Already, social networks have become an arena of political struggle – both domestic and international. Candidates in various elections create their own pages and groups, trying to attract more supporters. For example, in Facebook there is a proposal to exchange news and articles on the presidential campaign of Barack Obama. Obama's opponent John McCain suggested that his supporters installed on their Facebook page picture Official McCain sign.

The struggle for supporters often takes place and during various international events. For example, right now on all U.S. social networking is a tremendous number of groups and applications created in support of tightening or, conversely, to mitigate the U.S. position on Iran's nuclear program. Champions of the public opinion willing to pay, and the network can earn on it.

Huge field of activity is opening up to the lobbyists of big companies. Social networks provide an excellent opportunity to influence society, forcing demand ban of competitive products or support other interests of the company. Given that the costs of large companies on lobbying are often greater than a billion dollars a year, social networks can get their share.

Social networks are difficult to monetize because they are a new and distinct form of media. While they exist inside the structural framework of the web, users of the sites look at them differently and experience them differently. Therefore, monetizing these networks are challenging and are benefitted by building monetization in to the site as oppose to bootstrapping monetization on at a later date after users are comfortable with the site. I hope this guide has proven useful to you – it was fun to write.

Statistics shows amount of registered people has grown, the way of revenue is the same. That's why only future will show prospects of social networks, either multinational or domestic.

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СОЗДАНИЕ СИСТЕМЫ ВИДЕОНАБЛЮДЕНИЯ

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Первая волна студенческого предпринимательства пришла на девяностые годы. В настоящее время существует около 500 малых предприятий, организованных в то время, оборот которых сейчас составляет 10 млн. долларов.