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## Connecting the future of content strategies to the open graph

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The rapid rise of Facebook and Twitters' open graph are the direct result of social technology and connectivity trends. These developments potentially allow programmers and marketers to leverage people's activity on the web and use this information to create personal experiences for their users. This could (if used wisely and ethically) be the definition of being connected to potential customers and users in a deeper more meaningful way in the future. It's no longer just about what the user's likes on Facebook or interacts about on Twitter; it's about the user's global activity on all devices, apps and the web. For those working in the entertainment industries the open graph represents a unique opportunity for developing and marketing content as well as building global audiences and connectivity. Many people still don't fully understand what the implications of the open graph, so this presentation is designed to bring them up to speed. The key points are:

1. The Open graph: What is it?
2. What data is available - and how this data can become very important social radar for content and experiences?
3. How should you ask permission for this data?
4. The concept of the social radar: How to use this data ethically to help the experience your customer has with your brand and selection of content.

### Biography

Benjamin Johnson has an MBA in Technology Management and has been consulting and developing solutions to the challenges for marketing content online in the global environment with major entertainment companies (Walt Disney, BskyB, Sony Pictures, Warner Bros, etc) for the last seven years.

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