

Turmoil in Europe

Social Media in Europe – the Promise & Peril

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“If I want to pick up the phone and talk to
Europe, whom do I call?”

Henry Kissinger

Europe's Economics, Politics, History & Demographics



Europe

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- Population 711 million – 10% of world
- 16 cities >1 million people
- 40 major languages



European Union

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European Union

- 27 Member States
- Population 500 million – 7% of world
- 23 official languages plus 150 + minority languages and dialects
- Single market for free movement of goods, services, people & capital



€uro Zone

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European Union

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€uro Zone

- 17 Member States
- Population 332 million – 4.5% of world
- Formed in 1999 - common monetary union – policy European Central Bank (ECB)



Europe “is” or Europe “are”

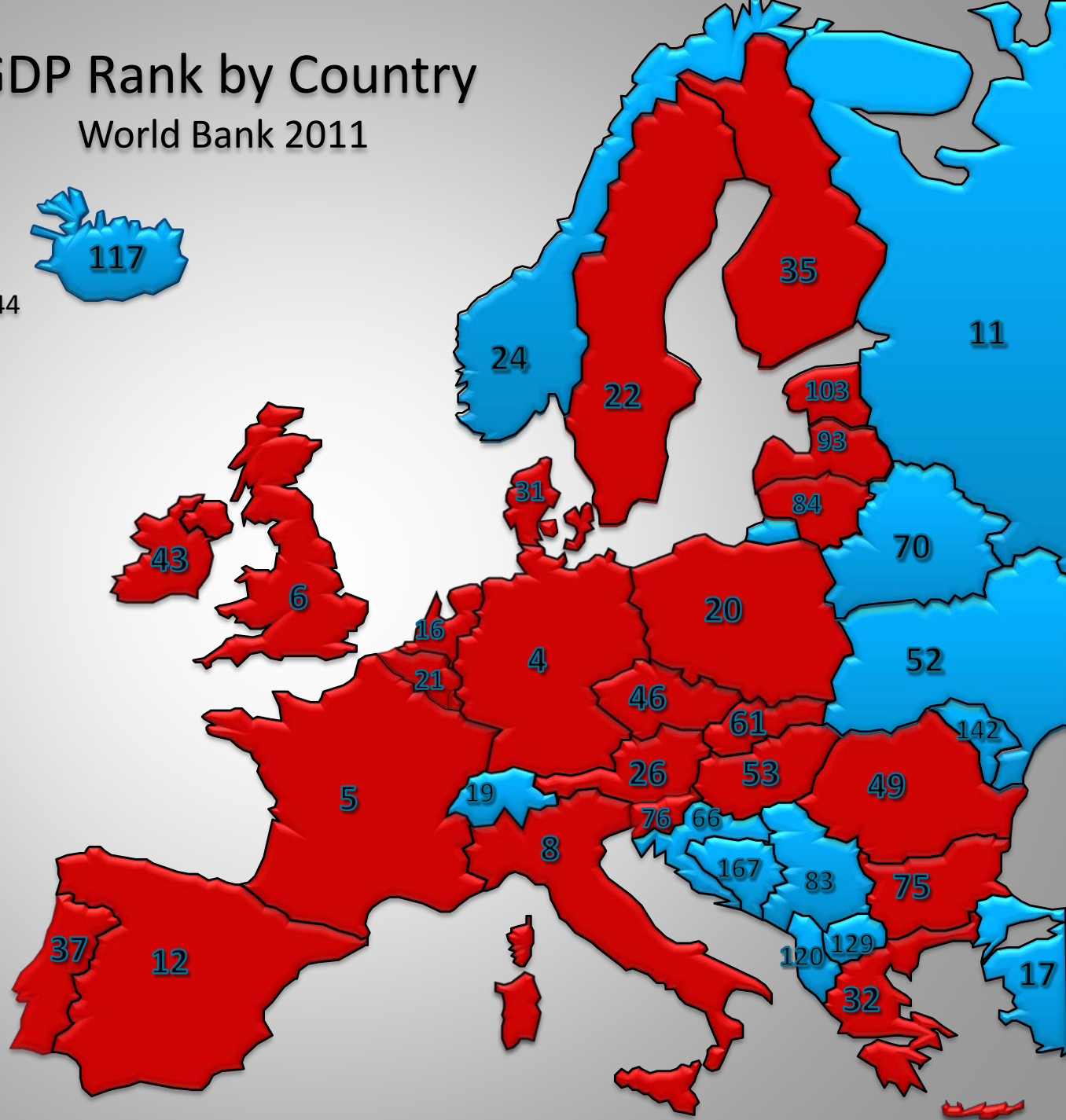
Europe’s Economies

GDP Rank by Country

World Bank 2011

European Union

- 20% of global GDP - \$16.3 trillion GDP (IMF)
- Largest US trade partner - \$444 billion – 2011
- Huge variation in size & composition of economies

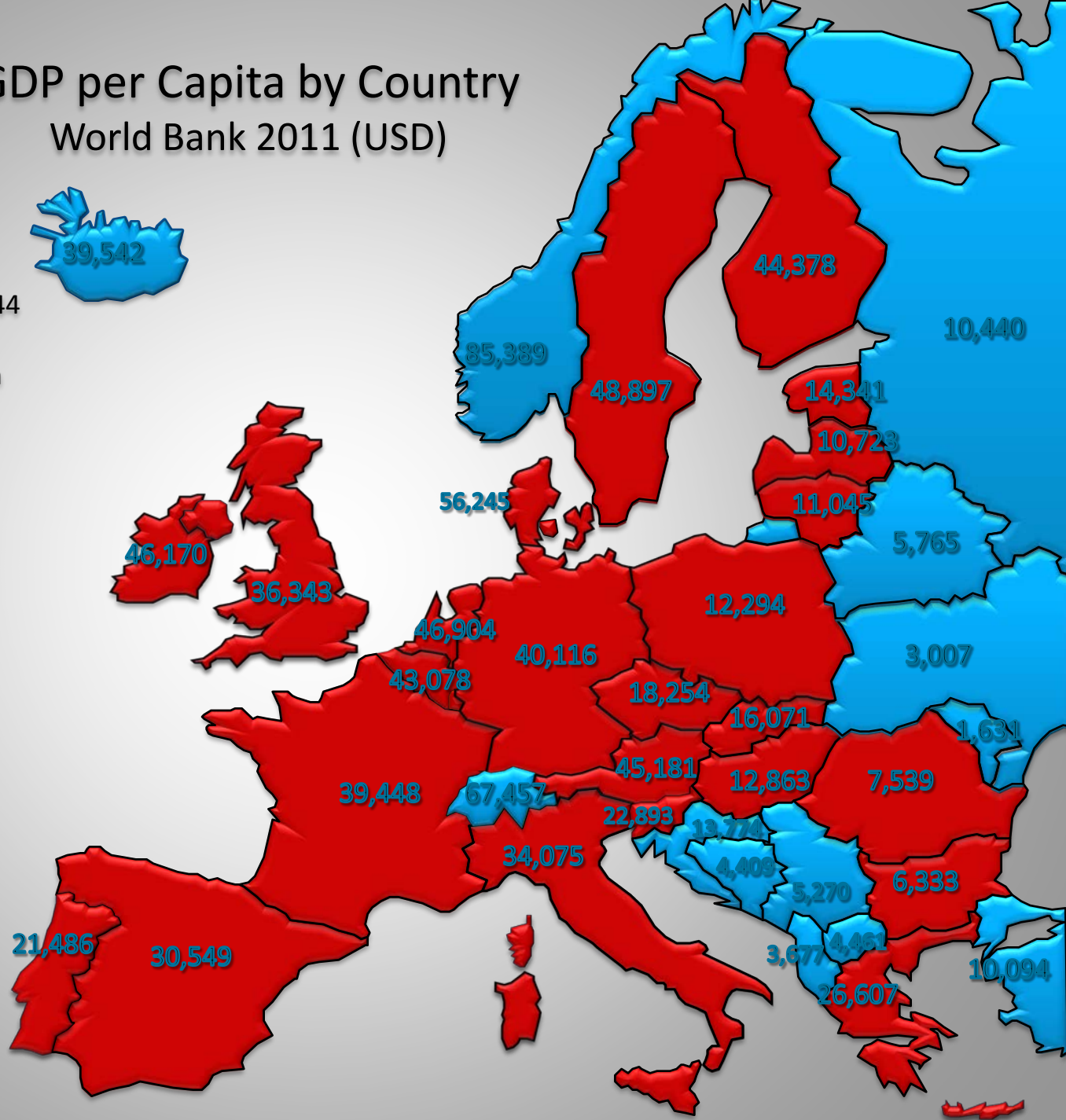


GDP per Capita by Country

World Bank 2011 (USD)

European Union

- 20% of global GDP - \$16.3 trillion GDP (IMF)
- Largest US trade partner - \$444 billion – 2011
- Variation in size & composition of national economies
- Disparity in national income & wealth
- Complicates ability to create common monetary , political & economic agenda



Unemployment - 2012

European Union

- 20% of global GDP - \$16.3 trillion GDP (IMF)
- Largest US trade partner - \$444 billion – 2011
- Disparity in size & composition – north/south & east / west
- Disparity in national income & wealth
- Complicates ability to create common monetary , political & economic agenda
- Large differences in national unemployment with persistent youth unemployment
- Greece & Spain 50%+
- Portugal & Italy 35%+
- Ireland, Hungary, Romania, Sweden, Britain & France 20%+
- Polarized political & economic situation seen in widening gap in bond yields



“The past is not dead. In fact, it’s not even past”

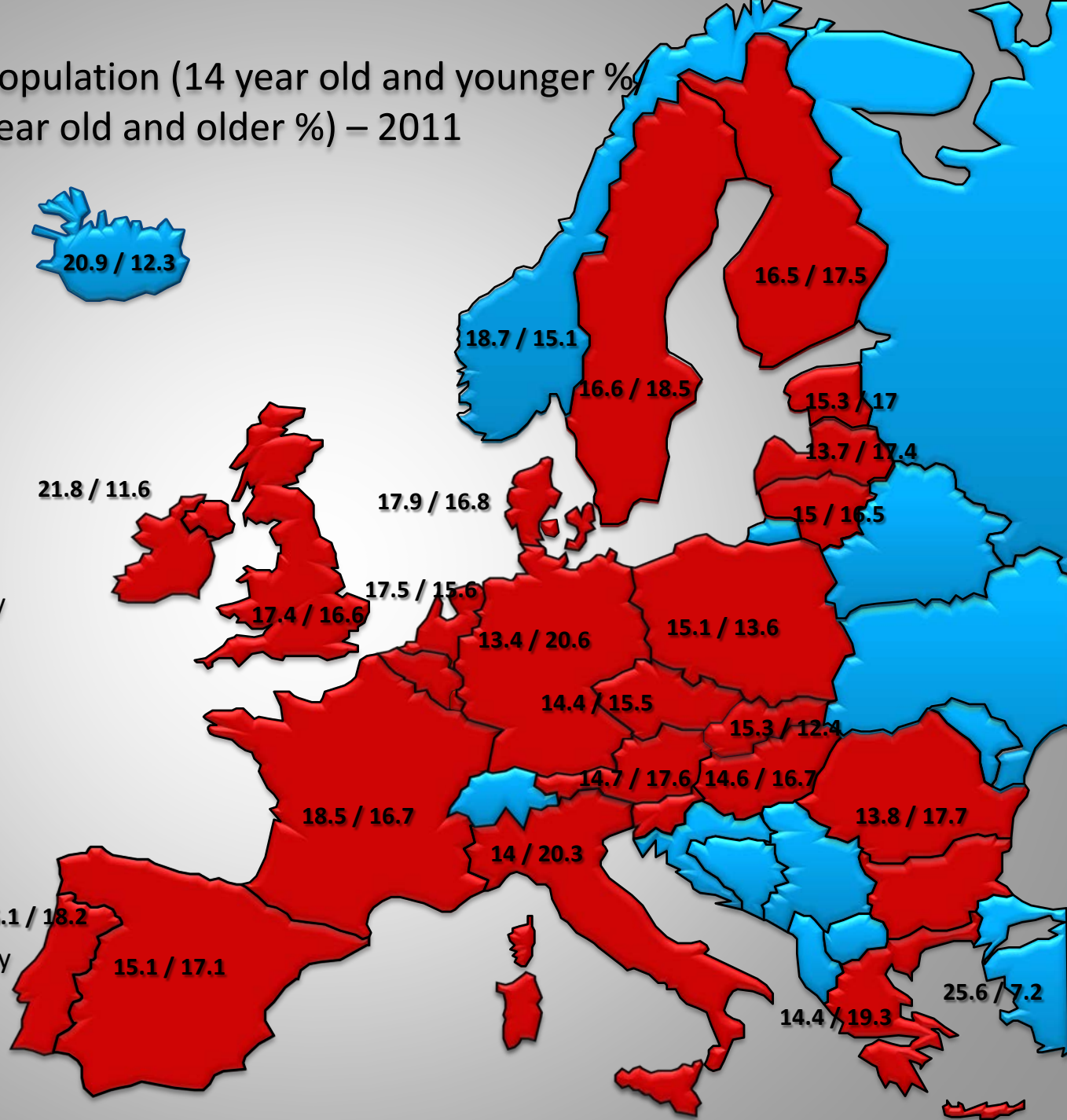
William Faulkner (1897-1962)

Europe’s History, Demographics & Politics

Share of total population (14 year old and younger % / 65 year old and older %) – 2011

Europe's Second Crisis Demographics

- Europe is aging rapidly
- Fertility rates are falling
- Changes will transform social and political structures
- Demographic shifts will greatly complicate economic and fiscal situation
- Shifts will drive social and political issues - immigration
- Alter consumer tastes & preferences
- Significant impact on national income, employment & mobility



“My people and I have come to an agreement which satisfies us both. They are to say what they please, and I am to do what I please” Frederick the Great of Prussia (1712-1786)

Europe and Social Media

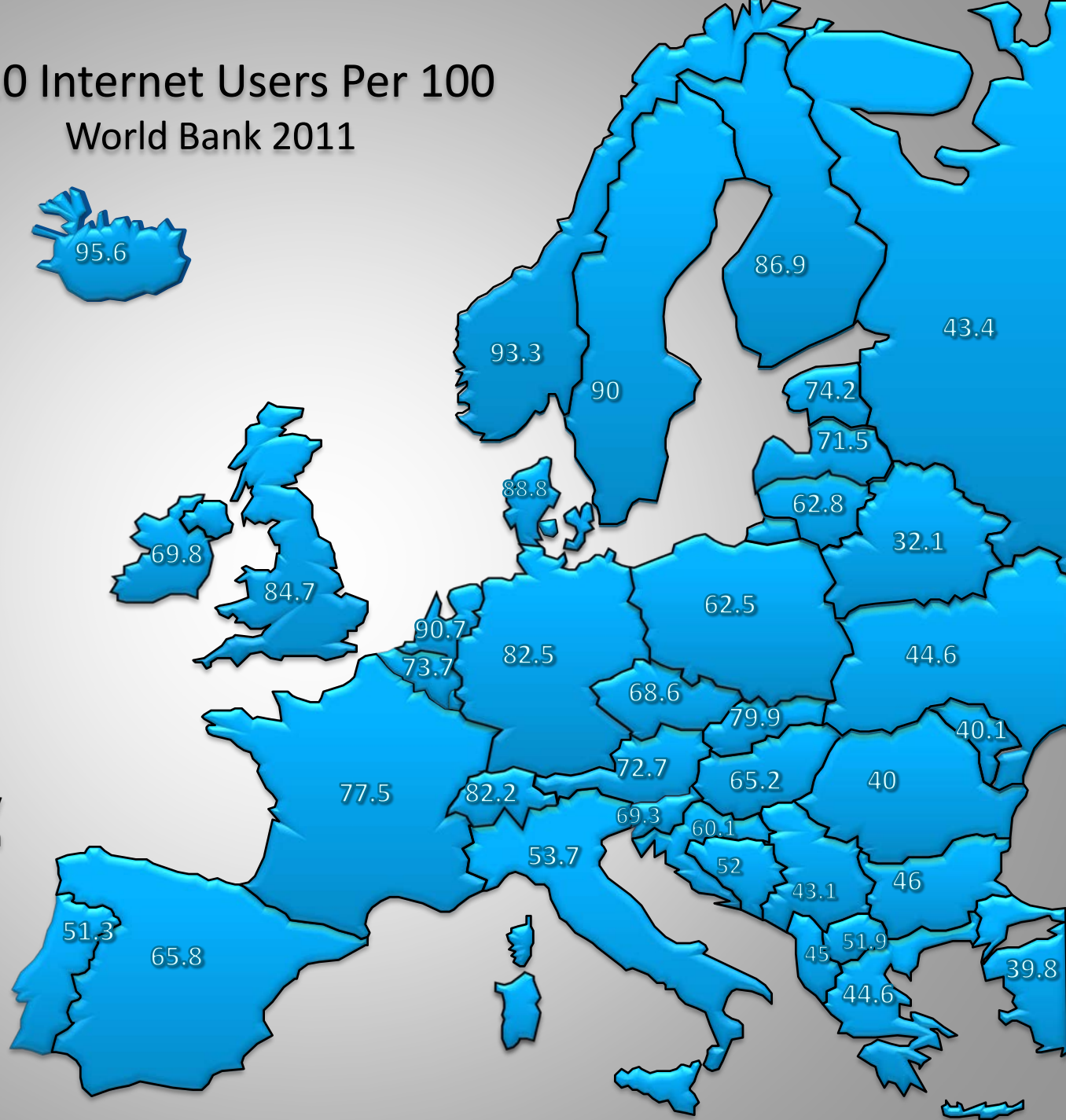
2010 Internet Users Per 100

World Bank 2011

- 355.5 million internet users - European Union
- 236.1 million internet users - Euro zone
- 245.2 million internet users in US (78.3%)

- Russia 61.5 million internet users – 43% of population – Russians spend more hours on line than in any other country
- Linked to confidence in state media

- Internet and broadband penetration is increasing rapidly in southern, central and eastern Europe
- Adoption of latest technology and applications



Facebook Users as percentage of Internet Users 2011

- In March 2012 – Facebook had 232.8 million subscribers in Europe - fastest growing social networking site

- US has 157.4 million Facebook users - 64% of internet users

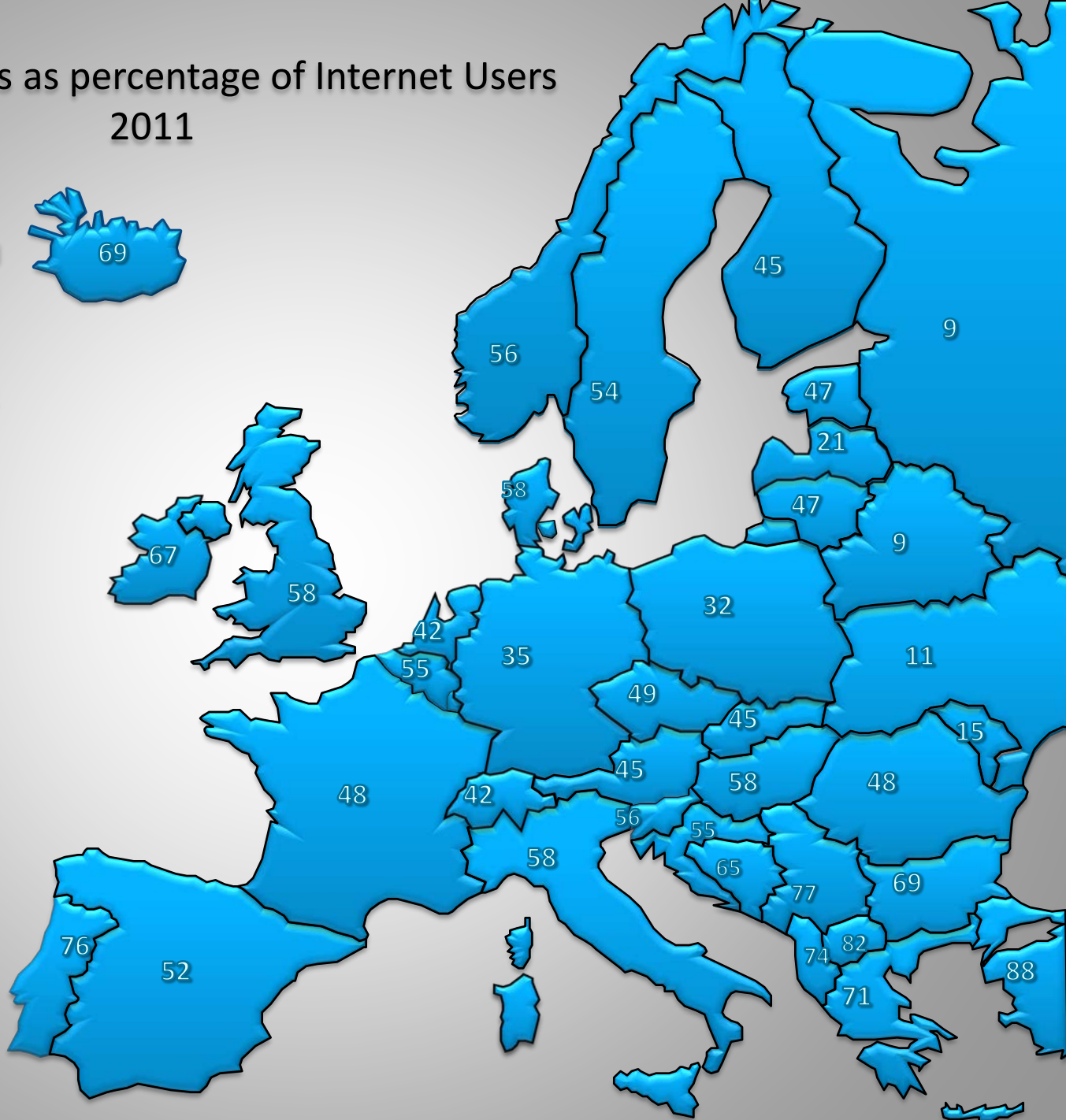
- Facebook's Top Languages: English (1), Spanish (2), French(3), Turkish (4), Italian (6)and German (7)

- Over 500 languages identified on Twitter in 2011

- In 2009 - 66% tweets in English in 2011 39% tweets in English

- High percentage of internet users using social media – Facebook, Twitter, LinkedIn, Hi5, Tuenti, Odnoklassniki.....

- Social networking rapidly expanding across Europe



Social Media in Europe

“Let them say what they please”

- Social media is a dialogue - creates expectation to participate, to be engaged and to be listened to
 - All participants must be authentic and trustworthy or they will be removed or ignored
 - Historical, cultural, social and linguistic affinity and understanding is essential
- Social media will simultaneously drive globalization and openness to world while providing voice to local, regional or national interests
 - Will it open individuals to new views and perspectives or channel the “like minded”?
- Social media will define demographic, social, political and economic trends
 - Increased dialogue will make discourse more vibrant and more unpredictable
 - Facilitate social trends, define preferences and drive political discussion
 - Open new questions of privacy and create new avenues for fraud
- Social media is rapidly expanding in south, central and eastern Europe
 - Consolidation of social media sites with rapid proliferation of languages, users and uses
 - Use accelerates as new adopters leap to newest technologies & applications
- Every opportunity created by social media creates a corresponding challenge
 - Employees, customers, suppliers voters, interest groups..... expect to be heard
 - Do we have the time, energy or capacity to respond and react?

Thank you