



moby picture
shoot & share

Mobypicture MobyNow

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© mobypicture

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www.mobypicture.com

the artist website used to be the
center of communication
with fans

news
concert schedules
ticket sales and merchandising
community (forum, fanclub)
etc.



fans are no longer in your domain

direct interaction with the stars

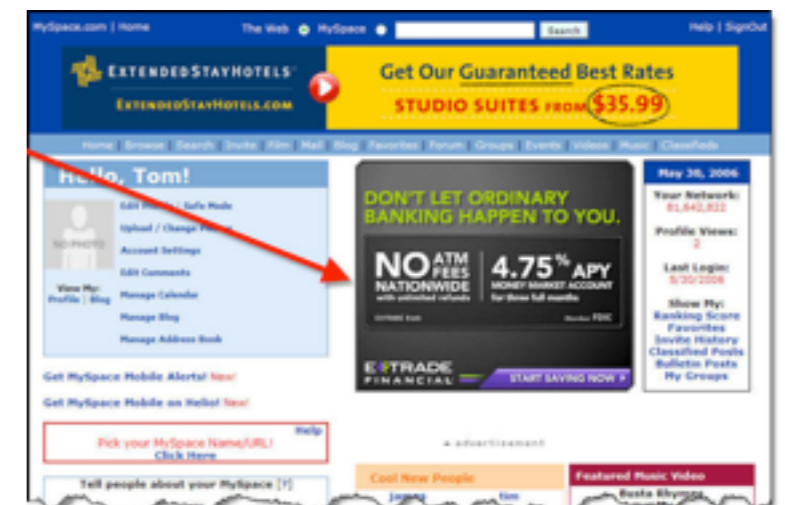
real-time

100% engagement



because connections are made elsewhere

loss of advertisement
loss of sales
loss of branding
YOU lose engagement



reclaim the communication

aggregate the content
facilitate stars and fans
tap into existing habits
launch a MobyNow Platform

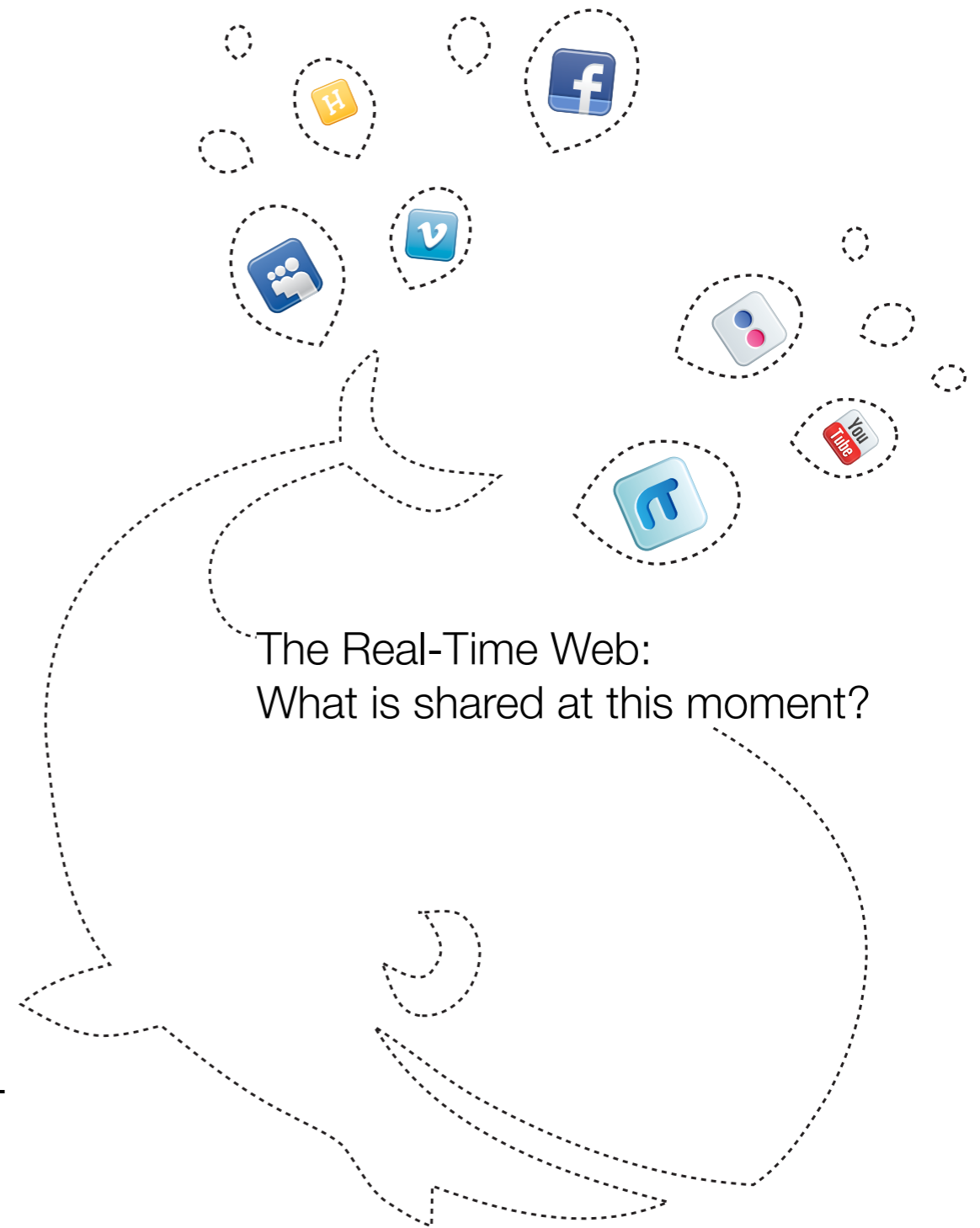


MobyNow

Real-time content around socially engaged groups (music, sports, tv formats, radio, events, niches, brands, people) in one platform.

Keywords

Instant - target group – flywheel- social media aggregator - real-time - engagement - measurability - moderation – interactivity – fun - filtering



Shoot & Share - Realtime across ALL your social sites



Post your content on your social sites



drives a lot of traffic to the content

The image shows a screenshot of a mobypicture post and its corresponding tweet. The mobypicture post is titled "Everybody is getting ready for a long day ;)" and was posted on 23 January 2010 at 10:02. It features a photo of a group of people in orange and blue cycling gear, along with several orange and blue vans and bicycles. The user is identified as "lars_boom" with a location of "Vlijmen" and a website "www.larsboom.nl". The tweet on the right mirrors the mobypicture post, showing the same text and a link to the mobypicture. A callout bubble with a dotted border points to the tweet and contains the text "1369 views".



Lars Boom - cyclist RaboProteam

8716 views



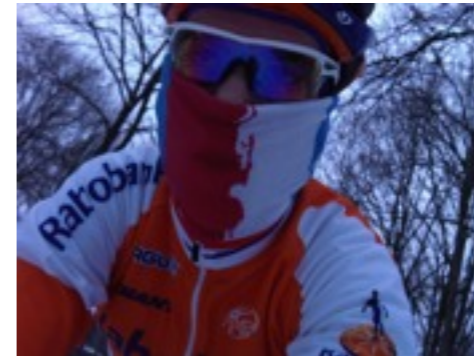
2047 views



1465 views



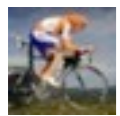
1737 views



1963 views



1504 views



Robert Gesink - cyclist RaboProteam

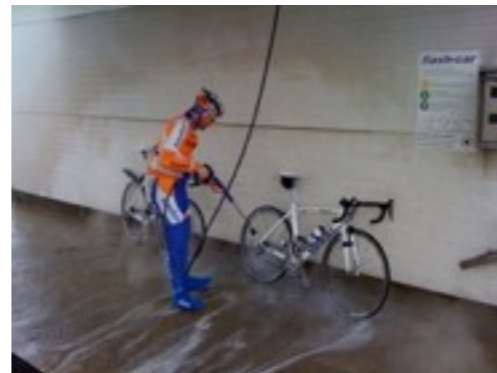
11711 views



2351 views



3130 views



1638 views



2500 views



2092 views

Rabosport MobyNow

RaboProteam



Continental team



Fans



Press / organization / competition



All cyclists on one platform – Rabo branded –
no ads of competitors or teeth whitening banners...



Social Flywheel

Rabo Sport Meld je aan

Rabo Wielervedig Launch Map Live Report

Everybody is getting ready for a long day

LARS BOOM
Rabo Proteam

Biografie
Lars boom lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor.

Statistieken

1678 Twitter	1678 Mobypicture
5454 Posts	48370 x bekeken

Kaart

Rabosport MobyNow

Look, feel and functionality



Rabosport Live Report

Features

1. Header
2. Mediastream
3. Livestream
4. Map
5. Statistics
6. Tagcloud

The screenshot shows the Rabosport Live Report interface with the following features highlighted by numbered callouts:

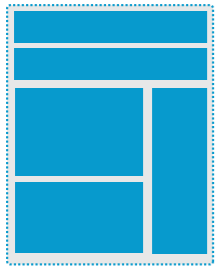
- 1. Header:** Rabobank logo, Rabo Sport title, and a 'Meld je aan' button.
- 2. Mediastream:** A row of video thumbnails with a 'Rabo Sport Mediastream' title and a MobyPicture logo.
- 3. Livestream:** A list of tweets from users like Tim Lips, Dominique, and Laurens van Dam.
- 4. Map:** A map of Amsterdam showing the location of the Rabo Proteam event, with a callout box displaying 'Rabo Proteam aan kop!' and '12.345 x' views.
- 5. Statistics:** A section titled 'Top 5 #raboproteam' showing 4,733 uploads and 7124 items tagged with #rabo. It includes sub-sections for 'Meest bekeken video', 'Populaire tags', and 'Meeste Tweets'.
- 6. Tagcloud:** A horizontal bar at the bottom containing various hashtags like #rabo, #sport, #wielrenner, #lunch, #ipv6, #rabo, #rabobank, #wielrennen, #tour, #follow, #rabo, #rabo, #rb.



Map

1. main navigation
2. mediastream
3. filter content
4. advertisement space
5. latest geo post
6. show / hide tweets
7. filters

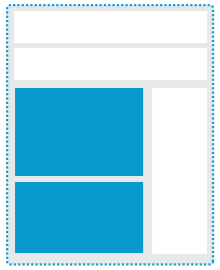




Userpage

1. mediastream from group
2. filter content
3. real-time stream individual user
4. photo, video, audio & tweets
5. blog posts
6. user bio
7. user statistics
8. map widget
9. favorites
10. grab widget
11. favoriting, commenting & other interactivity

The screenshot shows the Rabo Sport userpage interface. At the top, there's a navigation bar with 'Rabo Sport' and a 'Meld je aan' button. Below that is a 'Rabo Sport Mediastream' section with a grid of images and a search bar. The main content area features a tweet from 'Lars Boom' about 'Rabo Proteam aan kop!' with a photo of cyclists. To the right, there's a user profile for 'Lars Boom' with statistics (1678 Twitter posts, 48370 views) and a map widget. At the bottom, there's a 'Favorieten' section and a 'Widget' section. The page is annotated with numbered circles 1 through 11, corresponding to the list on the left.



Itempage

mobypicture postings
 twitter updates
 facebook status updates
 blogpost entries
 foursquare checkins

inline media viewing
 interactive features for fans
 cross posting (flywheel)

Nieuwe fiets

Geplaatst op 25 Februari 2010 om 13:05



1769 x bekeken

gedeeld op

Reacties



oxEddieKo schreef op 25 Februari 2010 om 15:58

retweet

@lars_boom a beauty Lars.Ga je omloop het nieuwsblad crossen? 😊 Die profielbanden passen ook maar net in je frame,of lijkt dat zo?En dat zadel?Het is geen Flite,geen NT1?Anyways succes zaterdag!

Reageer

Wil je inloggen met je Rabo FAN account, of als GAST?

naam

wachtwoord

Blijf 2 weken ingelogd

STAP 2 Je reactie

Plaats op twitter

Fanpage

set-up services
manage favorites
log-in with twitter or mobypicture
use #hashtags to create groups
view postings on map
follow users



(concept) 3FM MobyNow

MobyNow Widget

- latest tweets
- latest media
- latest geo post

The screenshot displays the MobyNow widget interface, which is divided into two main sections: a '3FM LIVE REPORT' and a '3FM MEDIASTREAM'.

3FM LIVE REPORT: This section features three tweets from users: **Giovanca** (posting about TV studio phonecalls), **Coldplay** (retweeting about Amnesty UK), and **Sandra** (posting about a surgical team in Haiti). Each tweet includes a profile picture, text, and a timestamp.

3FM MEDIASTREAM: This section shows a live video stream of **Sandra** in Amsterdam, with a view count of 1234. Above the stream are three smaller video thumbnails labeled **Timan**, **Sandra**, and **Mathys**.

3FM Website Preview: To the right of the widget is a preview of the 3FM website. It features a top navigation bar with 'UITZENDING GEMIST', 'GIDS', and 'THEMA'S'. The main content area includes a 'Now on air' section with 'WHITE STRIPES' and '7 NATION ARMY', a 'RADIO 555' section with 'RADIO 555 VOOR HAITI', 'STENDERS CANON: MAROON 5', and 'JOHN MAYER IN THAT'S LIVE', a 'MUZIEKNIEUWS' section with various music news items, and a '3FM FOTOLOG' section with a photo of **William Spaaij**. There is also a 'PROMO' section for 'LUISTER & WIN' and 'TEMPER TRAP'.

MobyNow

Concept for co-branded platform for 3FM, a Dutch radio station.

- branded header and style
- on air - visual radio
- map view
- customized user icons
- statistics
- tag cloud

The screenshot displays the MobyNow website interface for 3FM. The header is red with the 3FM logo and 'LIVE REPORT' text. Below the header, there are several sections:

- NOW: #3FM VISUAL RADIO**: A video player showing a radio broadcast.
- #3FM MEDIASTREAM**: A carousel of images showing various content.
- #3FM LIVESTREAM**: A list of tweets from users like Giovanca, Sandra, Michiel Veenstra, Marco Borsato, and Mathys.
- #3FM OP DE KAART**: A map view showing user locations, with a pop-up for a user named Sem.
- #3FM TOP 5**: A list of top content items, including videos and tweets.
- #3FM TOP TAGS**: A list of popular tags like #PASKAL, #sport, #Haiti, #3fm, #Albert, #Boulevard, #Sem, #Radio555, #Anita Dot, #follow, and #Michiel.

(concept) RTL Boulevard MobyNow

MobyNow

Concept for co-branded platform
for RTL Boulevard

The screenshot shows the RTL Boulevard website. At the top, there's a navigation bar with links like 'TV GIDS', 'RTL GEMIST', 'RTL NIEUWS', 'ETEN VANDAAG', 'SPELSALON', and 'RTL TICKETS'. Below that, a search bar and a 'zoek!' button are visible. The main content area features a large image of a baby with a caption: 'ANITA DOTH HEEFT BORSTKANKER EERSTE FOTO'S ZOON PASKAL JAKOBSSEN MILJOENSTE BEZOEKER 'KEVBDD''. Below this is a section titled 'HET LAATSTE NIEUWS' with several news items, each with a small image and a brief headline. On the right side, there's a 'RTL BOULEVARD LIVE REPORT' sidebar with a title 'Volg de reacties van onze kijkers tijdens de uitzending.' and three user comments from Albert Verlinde, Humberto Tan, and Paskal, each with a profile picture and social media icons.

This section provides a detailed view of the RTL Boulevard Live Report and Media Stream. The 'RTL BOULEVARD LIVE REPORT' section is titled 'Volg de reacties van onze kijkers tijdens de uitzending.' and features three user comments: Albert Verlinde (3 minutes ago), Humberto Tan (4 minutes ago), and Paskal (5 minutes ago). Each comment includes a profile picture, a gear icon, and social media sharing options. Below this is the 'RTL BOULEVARD MEDIA STREAM' section, titled 'Bekijk de foto's, video's en audio van onze kijkers.' It displays a grid of four small images labeled 'Timan', 'Sandra', 'Mathys', and 'Monique'. Below the grid is a larger video player showing a scene from the show, with a caption: 'Tijd voor RTL Boulevard, met het bord op schoot voor de tv.' The video player includes a 'mobypicture' logo and a 'Bekijk de mediastream' button. At the bottom, there's a 'powered by mobypicture' logo and a 'Bekijk de mediastream' button.

MobyNow

Concept for co-branded platform for RTL Boulevard

- branded header
- on air – live broadcast
- map view
- customized user icons
- statistics
- tag cloud




Word ook fan!
registreer een gratis account

ON AIR LIVE IN DE UITZENDING

Vandaag: Humberto, Albert en een speciale gastpresentator



LAATSTE UITZENDING ▶

RTL BOULEVARD MEDIA STREAM

Bekijk de foto's, video's en audio van onze kijkers.







LIVESTREAM

Alle
BN-ers
RTL



Albert
Paskal, super gefeliciteerd met de geboorte van julie Semi! #rtl

1 minuten geleden via Tweede



Sandra
Wow, wat een prachtigkind, gefeliciteerd Paskal, geniet van het vaderschap. #rtl

2 minuten geleden via Tweede



RTLfan_62
Lorem Ipsum dolor sit amet bericht in 140 karakters #rtl

2 minuten geleden via Tweede



Paskal
De eerste foto van mijn prachtige zoon Semi! #rtl



4 minuten geleden via Moby



Monique
Lorem Ipsum dolor sit amet bericht in 140 karakters

2 minuten geleden via Tweede



Mathys
Lorem Ipsum dolor sit amet bericht in 140 karakters

3 minuten geleden via Tweede

Bekijk alle reacties ▶▶

OP DE KAART

Alle
BN-ers
RTL

Bekijk de kaart



TOP 5

Algemeen | Deze week | Afgelopen maand

4,733 uploads vandaag, **7124** items getagged met #rtl, **123** items op de kaart gezet

Meest bekeken Video's

- 123 Username
- 122 Username
- 121 Username
- 120 Username
- 119 Username

Meest bekeken Foto's

- 2145 Username
- 1256 Username
- 966 Username
- 654 Username
- 214 Username

Meeste reacties

- 123 Username
- 122 Username
- 121 Username
- 120 Username
- 119 Username

STUUR DOOR












TOP TAGS

#PASKAL #sport # #RTL #Albert #Boulevard #Sem #BLØF #Anita Dot #follow #humberto



 ©LiveReport | version 1.0 | 2010

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Monday, March 8, 2010

USP'S

proven technology with network integration

reconnects fans

reclaim your content

1. Why can't you build this yourself? (You can build the aggregation, but not the distribution) Because you're not part of the distribution chain. Moby is. Moby controls where the content on the social sites links to.
2. Moby is integrated in 500+ third party applications/sites. Services with individual niches would never be implemented, simply because these tools focus on a wide audience, not a segmented one. Moby is totally opening up for these niches.
3. Moby has a very large and extremely fast growing userbase. Users already use our platform to share their lives (adventures).
4. You don't want to focus on technology, but we do. The real-time web is just emerging and Moby focusses on being the central hub. You want to focus on your core competences.

About Mobypicture



since september 2007

5 FTE, 3 mobile developers

550+ API developers

150K users (1K+ new users p/d)

30M+ views per month (grows 25% p/m)

clients like: MTV, Sanoma, T-Mobile, Rabobank, Telegraaf

top 40 Techcrunch Europe - most promising startups

Red Herring Award 2009

Vodafone Mobile Clicks 2009 (runner up)



Why Mobypicture?

FEATURE	SUMMARY	EXAMPLE
photos	you can post your photo postings to all the major social sites	
audio	you can upload audio recordings	
video	you can post video (youtube, vimeo, blog, hyves, twitter, facebook etc.)	http://www.mobypicture.com/user/mathys/view/242008
geo	your content is geolocated (if you want)	
maps	we have map views for users and groups	http://mobypicture.com/group/sneeuw/map
events	event related content is automatically grouped or geofenced and is aggregated	http://www.mobypicture.com/group/lowlands/event/187
friends	you can check who of your friends of all your social sites are also on Moby and follow their adventures	http://www.mobypicture.com/manage/connect
all social sites---	you can post content to a large, ever growing amount of social sites, not just Twitter!	http://www.mobypicture.com/services
backchannels	we have live reporting features like a backchannel for tweets and mobys	http://www.mobypicture.com/group/dwdd/backchannel
twitter commenting	we post comment on Moby also to your social sites	
mobile site	we have a neat mobile site	http://i.mobypicture.com
500+ API implementations	over 500 applications or sites use our APIs to either show or post content to all the social sites on our platform.	http://api.mobypicture.com
no ads	we don't serve any distracting annoying ads	
no login required	you don't have to register with us to view the content	
new release coming up	with amazing new UI, more services and really some smart great new features	
feedback	We're open for feedback, love to hear your thoughts and are there to help (via twitter, uservice, e-mail etc.)	http://moby.uservice.com/forums/8298-general
all the celebs are using it	Follow the celebs and don't miss out a thing	
widgets	We offer embeddable widgets. For groups, your stream etc. (for your own website or social network to show)	http://mobypicture.com/my/widget and http://mobypicture.com/group/sneeuw/widget http://mobypicture.com/group/autospot/widget
calendar	You can easily check out what you were doing when and where at what day (like a visual diary)	http://mobypicture.com/user/mathys/calendar/2010-01-01
apps	we have apps for iPhone, Android and Nokia Share... and next month we'll launch BB, Java and Windows Mobile	

Thank you