

# Revolution

Business and marketing  
in the digital economy

9th July 2009

## DIGITAL PM

YOUR DAILY HIT OF WHAT'S HOT IN DIGITAL FROM REVOLUTION

IN ASSOCIATION WITH  
**Revolution**

### NEWS



#### [Bing now bigger than Twitter \(In the US\)](#)

by Gareth Jones,  
revolutionmagazine.com, 09-Jul-09,  
10:39

LONDON - Bing, Microsoft's new 'knowledge engine' has attracted nearly 50 million unique users in the month since its launch, making it bigger than Digg, Twitter and CNN, according to research.



#### [Social media spend to top £1.9bn in 2014](#)

by Dan Leahul, revolutionmagazine.com,  
09-Jul-09, 14:25

LONDON - Forrester Research has thrown some figures behind what everybody already knows, that social media marketing budgets are set to explode over the next five years, predicting average spend to grow at an annual rate of 34 per cent, faster than any other form of online marketing.



#### [ASA ban will make 'I Love You Man' an internet hit](#)

by Gareth Jones,  
revolutionmagazine.com, 09-Jul-09,  
09:37

LONDON - The Advertising Standards Authority's decision to ban an online trailer for US comedy 'I Love You Man' because it contained repeated references to oral sex will only make the clip more popular, says Go Viral chief executive Jimmy Mayman.



#### [Audiences go Gaga over BBC's online Glastonbury coverage](#)

by Dan Leahul, revolutionmagazine.com,  
09-Jul-09, 14:55

LONDON - Record numbers of people watched this year's Glastonbury Festival on-demand through the BBC Glastonbury website or the BBC Red Button, with American pop star Lady Gaga proving the biggest single attraction.

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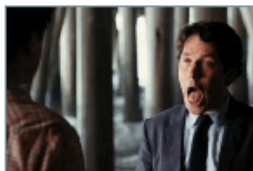
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## Breaking Digital News



### Bing now bigger than Twitter (in the US)

LONDON - Bing, Microsoft's new 'knowledge engine' has attracted nearly 50 million unique users in the month since its launch, making it bigger than Digg, Twitter and CNN, according to research.



### ASA ban will make 'I Love You Man' an internet hit

LONDON - The Advertising Standards

Authority's decision to ban an online trailer...



### Google Chrome OS: five things you need to know

// 1

LONDON - Google is planning to take on

Microsoft with the launch...

[Revolution Forum: six pillars of viral video success](#)

[Google wants to make friends with your agency](#)

[Google Maps to include property listings](#)



### App developer to supercharge ads

LONDON - Slide, the app development firm behind the hugely popular Super...



### Publisher auctions 'perpetual' online ad on eBay

LONDON - Dare Comics has found a novel way of monetising its...



### Silver surfers force out younger Facebook users

LONDON - Facebook has witnessed a staggering increase in the number of...



### The Michael Jackson memorial: in numbers

LONDON - The King of Pop's memorial spectacle in downtown Los Angeles...

## ASA ban will make 'I Love You Man' an internet hit

Gareth Jones, revolutionmagazine.com, 09 July 2009, 09:37am

LONDON - The Advertising Standards Authority's decision to ban an online trailer for US comedy 'I Love You Man' because it contained repeated references to oral sex will only make the clip more popular, says Go Viral chief executive Jimmy Mayman.



ASA has banned the trailer for 'I Love You Man'

Does the ASA really think the internet is controlled by a few big media owners - like TV?

When something is released online the potential 'damage' has already happened, as you can't take it 'off air' like you can on TV. Yes, it's possible to remove '[I Love You Man](#)' from Yahoo!, but I'll be very surprised if it hasn't already spread across the web with all the attention it's getting. This in turn means that it will turn up on numerous 'long-tail' sites gathering further momentum. The autonomy of the internet has shifted the power from the broadcasters/publishers to the users - hence they make or break campaigns and decide what to see and where, when they click, blog, share and chat about a campaign.

The organic nature of the internet makes it uncontrollable, (unless you want to live in China or Iran) and the ASA's move leaves me wondering how many teenagers are in their bedrooms now busy making spoofs of this trailer. I can only imagine that the attention this is getting, because of this controversial intervention will make more 'young people' search for it.

The fact is that the internet was built on porn and a huge percentage of bandwidth is still dedicated to it. Incredibly, some people do actually watch all this material - believe it or not. What's more, with YouTube now being the second largest search engine in the world and the primary search engine for young people, material that is far more offensive is reaching young people constantly.

All we can do is try to place content that is not suitable for children in the right online environments based on site demographics and behaviour. In fact the promoters of 'I love you man' did a good job in picking Yahoo!, which has a user base that is very predominantly aged over 18. But as with any other online content, if teenagers want to find porn - or an offensive movie trailer - then they will, and it will spread like 'wildfire' beyond Yahoo!, as that's the whole nature of modern social media.

The ASA needs to realise the facts of the world we live in rather than try to repair things 'after the fact'. Perhaps there is a need for advertisers and the ASA to communicate more with each other before ads such as this break, because trying to ban it afterwards is just creating more buzz and attention around it.