

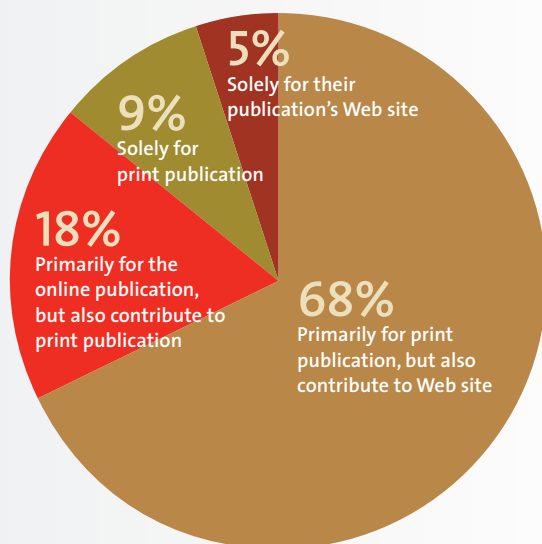
2007 Arketi Web Watch:

Inside B-to-B media usage of Web 2.0

This survey seeks to understand the opinions of business-to-business journalists and their use of Web 2.0 technology. Forty-one percent of respondents have been a journalist for more than 20 years. Some of the industries covered by this sample include accounting, automotive, business and professional services, technology, construction, engineering, finance/banking, government, healthcare, HR, and legal.

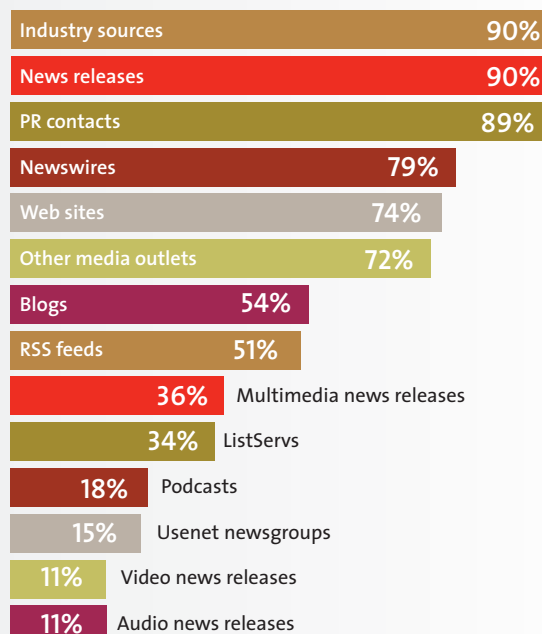
Blurring the line between print and online media

The vast majority of journalists, 92 percent, say their online publication is allowed to "scoop" their print publication. Today journalists aren't siloed when it comes to online vs. print. Journalists say they write...



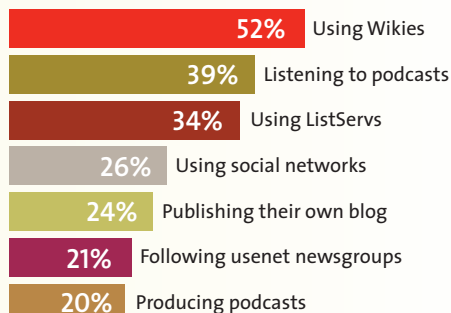
Hunting for news

When asked to reveal where journalists get their story ideas, journalists report...



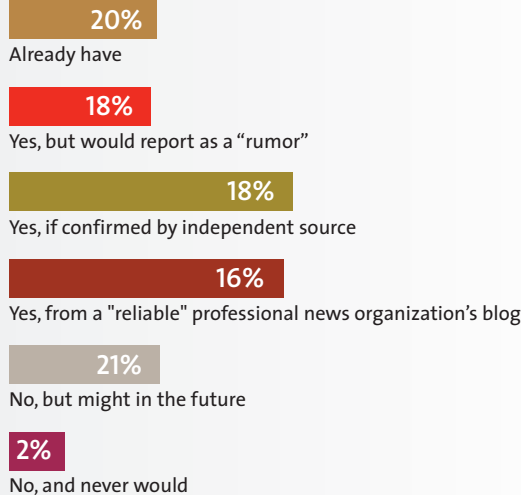
How journalists use the Internet

Sixty percent of journalists say they spend more than 20 hours a week on the Internet. When asked how journalists use the Internet, they say:



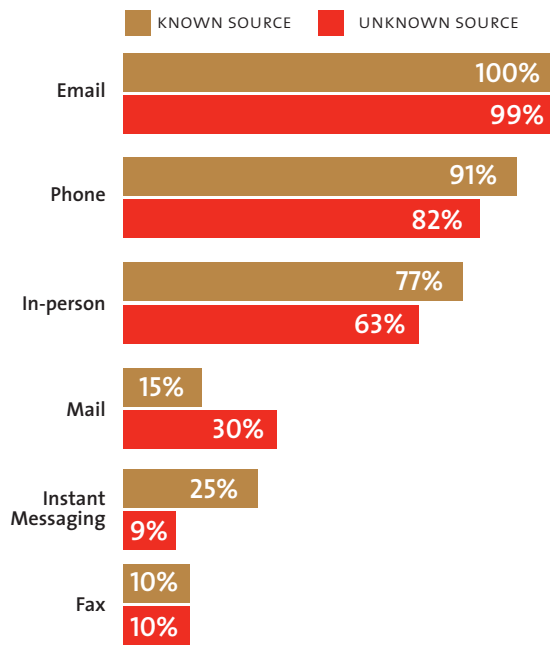
Bloggers as sources

One-quarter (25 percent) of journalists say blogs make their job easier. When it comes to using blogs as primary or secondary sources, 84 percent of journalists say they would or already have. Nearly half, 46 percent, participate in blog dialogues by posting comments on blogs. But have journalists reported on stories that started on a blog?



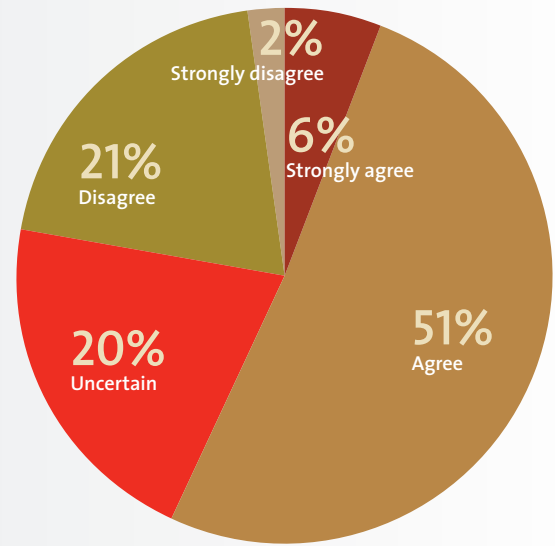
News preferences

When receiving news releases, B-to-B journalists prefer email for both known (98 percent) and unknown sources (93 percent). As for story ideas, journalists also prefer email from sources to other means of communication.



Blogs, employees, employers and ethics...

Journalists are split on the ethics of an employer that disciplines an employee for posting negative comments about the company on a public blog. One-third, 33 percent, believe it's ethical, 32 percent say it's unethical and 36 percent are uncertain. What journalists are certain about is the right of employers to monitor public blogs. When asked if they agree or disagree that it is ethical for companies to monitor public blogs for employee posts, journalists...



About Arketi Group

Atlanta-based Arketi Group, an integrated marketing and public relations consultancy, helps business-to-business technology organizations generate revenue and accelerate growth through intelligent strategy, public relations, messaging, branding and demand generation. Arketi crafts and delivers compelling messages that resonate with the market, then works to create an environment where the sales force has what it needs to sell.

We are believers in balancing thinking and doing. Understanding that working to explore new ideas helps us execute programs and plans that drive more revenue for our clients, we push ourselves and our clients to think early, often and over again.

Visit www.arketi.com/thinking to explore some of Arketi's latest thinking, including podcasts, e-newsletters, and blogs. From the odd to the ordinary, you can find it here.

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