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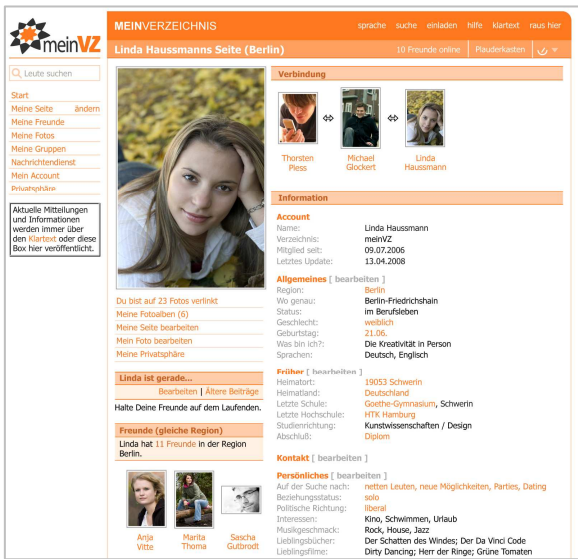
# VZ social networks

## schülerVZ, studiVZ, meinVZ

Effective self-control in social networks  
Warsaw, 30 September 2009



# Based in Berlin, VZ is the leading provider of social networks in Germany

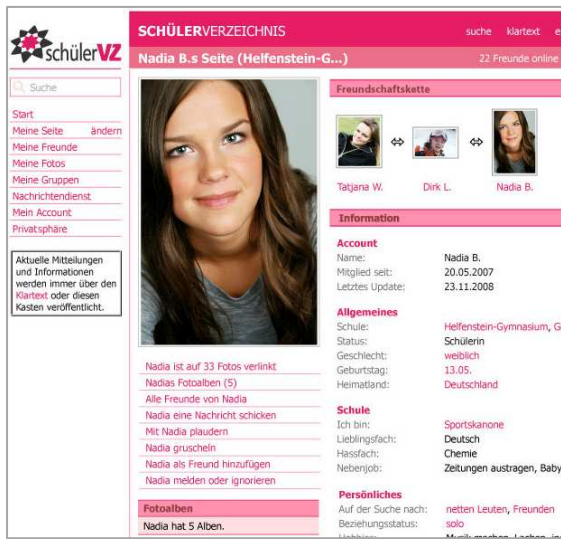


- studiVZ founded as a student project in October 2005
- Fully acquired by Verlagsgruppe Georg von Holtzbrinck in January 2007
- schülerVZ launched for high-school students, February 2007
- meinVZ launched to extend the studiVZ network to non-students, February 2008
- 15 million registered users, mostly in Germany
- 220 employees (including 100 FTE in customer support) based in Berlin
- Fully compliant with German law

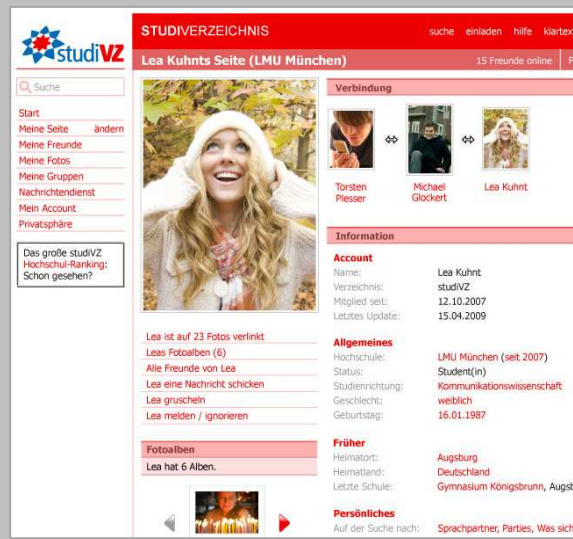


# Three networks, 15 million users

studiVZ + meinVZ  
fully integrated



- High-school students
- Ages 12 to 19
- 5.4 m users



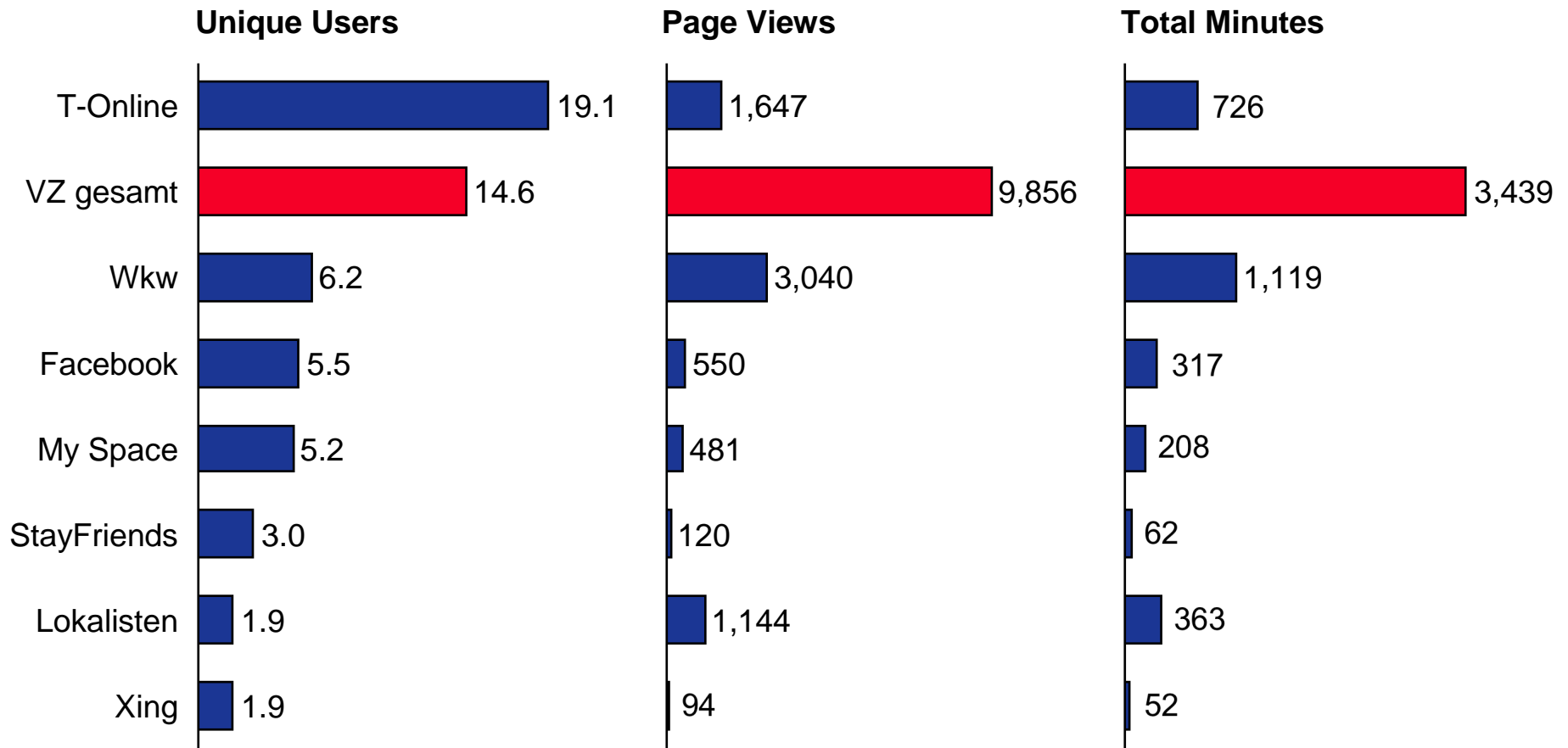
- College students and their friends
- Ages 18 to 27
- 5.9 m users



- Alumni and everyone else
- Ages 18+
- 3.7 m users

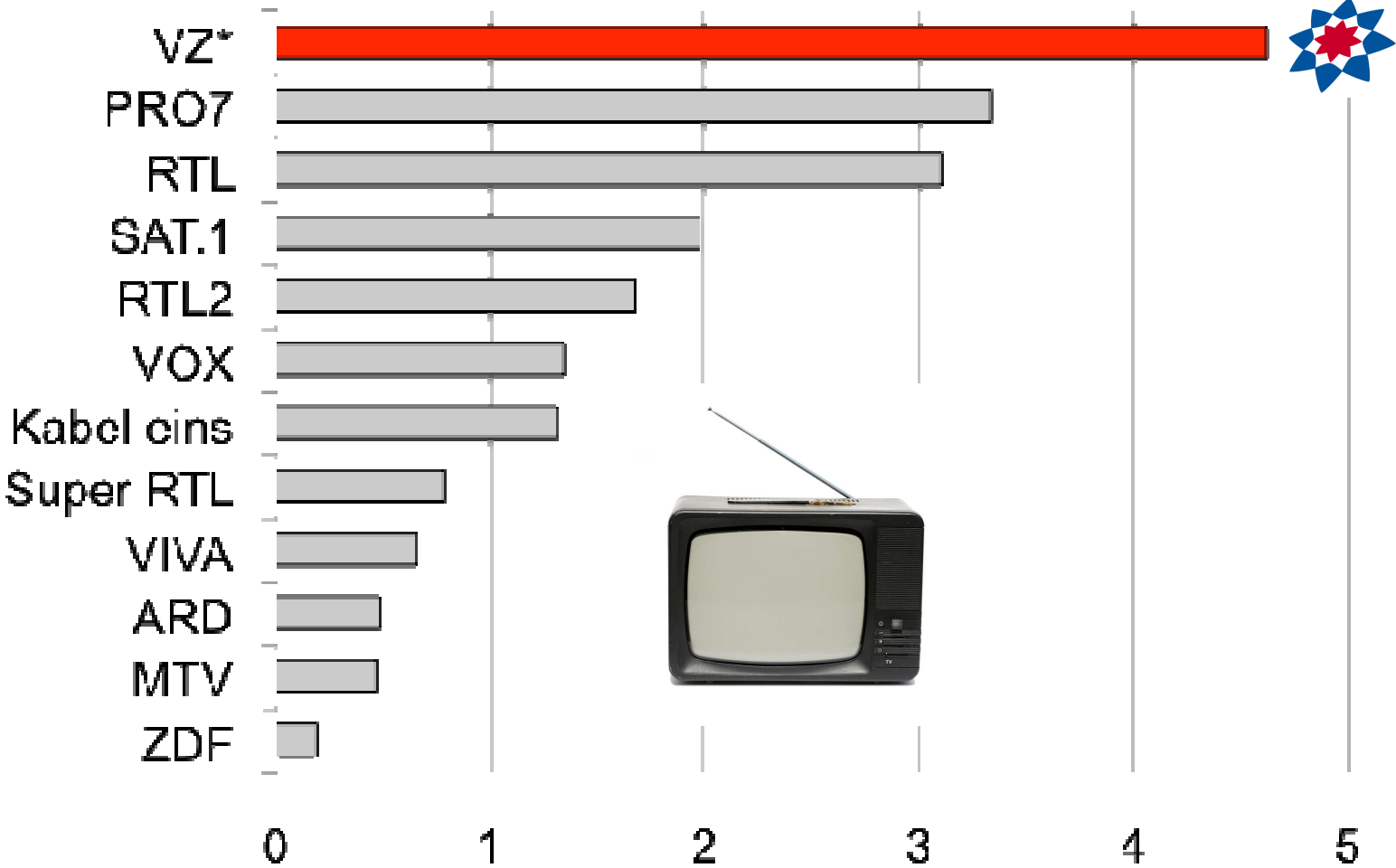
# Unparalleled combination of reach and usage intensity among German internet users

Germany, August 2009, millions



# More reach than TV among young Germans

Avg. daily net coverage, Germans aged 14 to 29, millions



\* schülerVZ + studiVZ + meinVZ, users in DE aged 14 to 29  
Source: AGF/GfK Fernsehpanel (D) April 2009, VZnet Netzwerke Ltd.

# VZ networks are a mirror of society – and “real” social interaction helps to keep them civilized

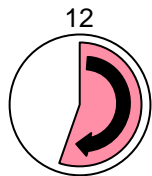
## VZ networks are a mass phenomenon



75 % coverage among  
Germans aged 12 to 29



80 % active on a monthly basis  
40 % every day



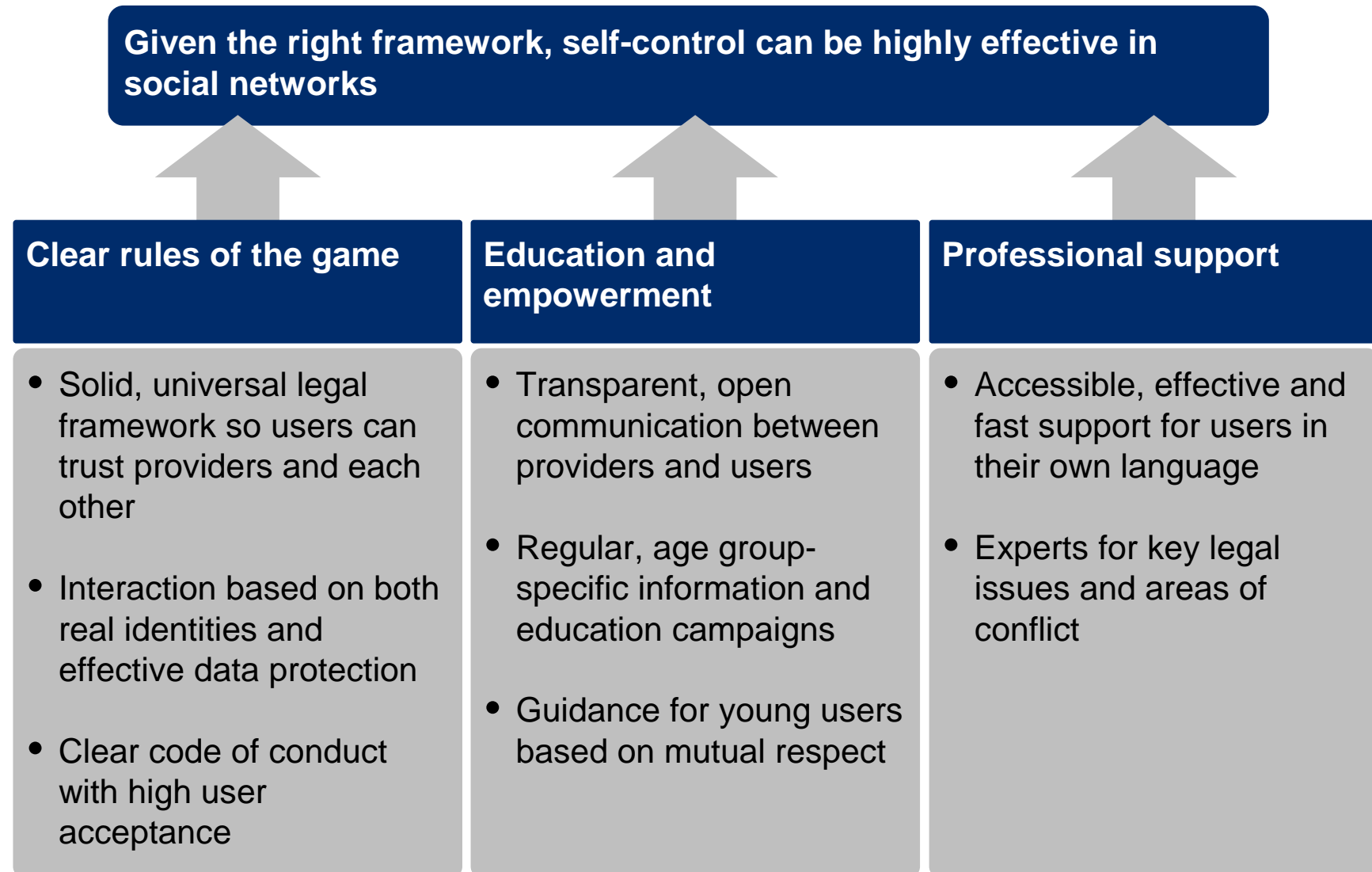
Active users spending > 30 min  
per day on VZ sites



> 9 m discussion groups  
> 12 m news messages per day  
> 1 m new photos per day

- VZ networks are a mirror of German society in the under-30 age group
- Users interact mostly with those they also know offline
- Same issues, topics and conflicts as offline
- But also the same self-correcting mechanisms if networks are built around “real” friends, and if the framework is right

## Self-control in social networks is effective but requires three key building blocks



# A manifesto for responsible social networks – Clear and universal rules for all players in the industry



- Data are users' personal property
- Users need transparency
- Equal rights and obligations for all
- Special protection for young users
- In brief: It's our responsibility to make social networking safe for users

**Users must be able to trust providers**



# To get your messages across to young users, involve them on a par



## Effective

**1. Respektiere die anderen Nutzer!**

Eigentlich ist das klar, aber man muss es immer wieder sagen: Auf der anderen Seite deines Computers sitzt auch ein Mensch. Deshalb ist es wichtig, dass du immer höflich und freundlich bist und die Gefühle der anderen nicht verletzt. Es ist daher verboten, andere Mitglieder von schülerVZ zu beleidigen, zu beschimpfen, anzugreifen oder lächerlich zu machen.

Videostar:  
Lasse



**Regel Nummer 1 - SVZ**  
☆☆☆☆☆



**SCHÜLERVERZEICHNIS**  
**Respekt im Netz**

**RESPEKT IM NETZ**

## Not really



- Actively involve users in education campaigns
- Educate, inform, and listen

## "Respekt im Netz"

- Community campaign against cyber-bullying, Safer Internet Day 2009
- More than 1.6 m schülerVZ users joined within three weeks – 30% of the network
- Users add button to their profile pages to signal their support

SCHÜLERVERZEICHNIS
suche · klartext · einladen · hilfe · raus hier

Respekt im Netz
3 Freunde drin · Plauderkasten ·

# RESPEKT IM NETZ

schülerVZ

macht mit beim

sid09 Safer Internet Day  
10. Feb.

Ein respektvoller Umgang miteinander im schülerVZ ist uns besonders wichtig! Dir auch? **Dann setze jetzt ein Zeichen...**

...ein Zeichen gegen **Cyber-Mobbing** und für **Respekt im Netz**.

Mach mit und hol dir den Respekt im Netz - Stempel für dein Profil!

Als Mitglied in der **Respekt im Netz - Gruppe** bekommst du automatisch den Stempel auf dein Profil.

Lade mit einem Klick alle deine Freunde ein.

Forum

<b>Was habt ihr für Erfahrungen gemacht?</b>	02.02.2009
[20415 Antworten] [letzte Antwort von Daniel: 27.02.2009 um 23:04 Uhr]	
<b>Was kann man gegen Mobbing tun?</b>	02.02.2009
[13665 Antworten] [letzte Antwort von Dennis: 11.02.2009 um 17:10 Uhr]	

Freundschaftskette

Das bist du!

Information

Felix ist schülerVZ-Spezialist

Account

Name:	Felix B.
Mitglied seit:	11.06.2008
Letztes Update:	11.11.2008

Allgemeines [bearbeiten]

Schüler:	Robert-Blum-Schule, Berlin
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Mitglieder
Diese Gruppe hat 1675561 Mitglieder

1 2 3 4 » » |

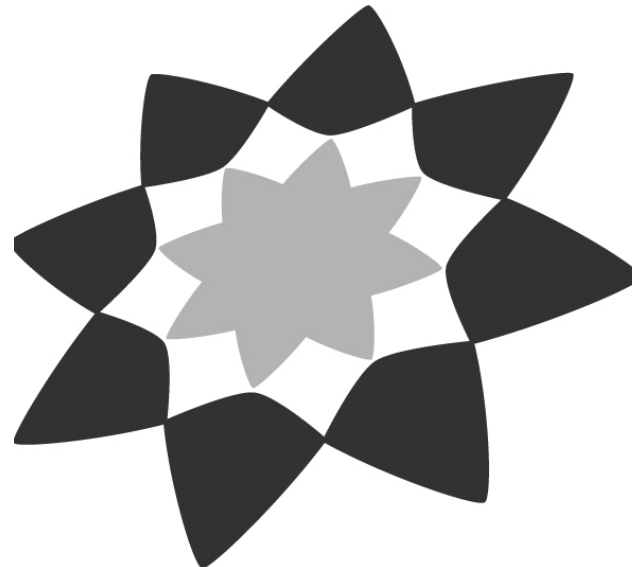
## Professional, accessible customer support is key to making self-control work in social networks



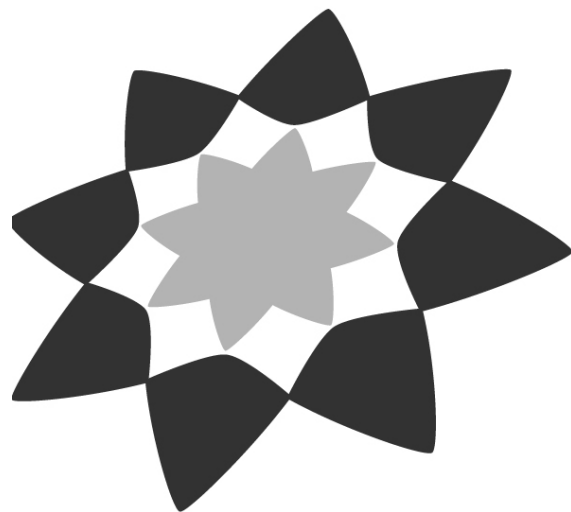
- Anywhere on the VZ networks, users can report illicit content with just a few clicks
- This form of self-control is highly effective
- However, it only works if reports are followed up quickly and disputes are settled fairly
- At VZ networks, 100 specially trained support employees based in Berlin – almost half the firm – ensure users' questions, reports and complaints are answered professionally and quickly
- Provider-supported self-control by users is the most important lever for keeping our networks safe and attractive

## Summary

**Self-control in social networks is highly effective – but it takes the right rules, user education and professional support to make it work**



Thank you!



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