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## Tapescript – Marc

Well the article's about viral videos. You often get sent emails with a link to YouTube or something like that and you click on the link and you get a funny little video but attached to this video there's, like, maybe an advertisement that, you know, makes you laugh but it makes you remember the product which is the most important thing. But that's the thing: for me personally, do they work, do they not work? So this article talks about viral videos: the past, the present and the future.

Well, yeah, random companies but now the big players are doing it such as, like, Microsoft's done them, I mean, lots of big companies are doing it so it's a good, cheap, effective way of getting a message through to your, to your user base because someone's going to read it, someone's going to see it, someone's going to laugh, someone's going to send it on. They're going to send it on to people they know who'll find it interesting. The people that find it interesting are the people who are going to buy the product.

Well, there are agencies (from) according to the article, set up now to make viral videos so, ..., that are, ...infecting the internet so that's the idea of the viral videos that one person catches it and then they spread it onwards to other people.

It's not necessarily going to be a business context it's just going to be something that people find a bit interesting.

...The other one is a German language company and there's a rap song being played – the kids in the back seat are playing this rap song. There's very very rude lyrics to this rap song to say the least and the grandparents are listening to it, bobbing their heads away, thinking 'yes, this is a good song' but the grandparents are, like, clapping their hands and loving the song but the kids are sitting in the back are smirking and giggling because they know what it's about so encouraging to learn English there.

I think the dangers, as mentioned in the article, is that it's become the new version of spam so you do get sent a lot of rubbishy emails from your friends and a lot of them, like, well for me personally, I know, I filter a lot of them, so, um, without looking at them, sorry. Personally, I do get sent some emails, well, and I do tend to filter a lot of them, you know, adverts and pictures and the like and, ..., but there is a danger that they might become spam so people instantly just delete it or, ..., so they won't even



bother looking so they've got to find the healthy balance between humour and getting to the public and not overusing it without abusing the system.

Well, I think Facebook, because it is primarily, like, a way of exchanging just personal and private information between friends it's not really that open so maybe Facebook isn't the right way of doing it. They, I mean, YouTube is mentioned here. There's DailyMotion. There's hundreds of, like, video based websites and I think in the article it says a hundred million videos every day served by YouTube so that's amazing. But take, for example, what's the, your lady there, your Susan Boyle. So there's someone who, ..., like, I had an American friend in France telling me 'oh, Marc, you've got to watch this. It's the most amazing thing in the world'. So you watch the video and then by the time I'd looked – this was on Facebook, there's a link via YouTube – and then by the time I'd watch that I had another friend but in America who'd seen it so then that person in America's then telling everyone else so that's why, like, Boyle, got, I think she got 2 million people watching her video in about three days or something crazy. The most watched person and, you know, she was a good singer, well, she is a good singer.