News Release

WORLD ECONOMIC FORUM

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How to Follow the World Economic Forum Annual Meeting 2013 on Social Media

18 January 2013

Michael Hanley, Editorial Director: Tel.: +41(0)79 590 6655; E-mail: michael.hanley@weforum.org

- Revamped Forum website will feature four video channels of continuous live webcasting from Davos
- The Forum Live channel will show exclusive interviews with top-level participants
- Insight reporting will offer in-depth analysis of key sessions from expert participants
- More than 970 participants will be active on Twitter, including 116 public figures
- The Annual Meeting 2013 can be followed on over 10 digital platforms at http://wef.ch/davos

Geneva, Switzerland, 18 January 2013 – This year's World Economic Forum Annual Meeting will be the most digital to date, with a revamped website offering continuous live broadcasts of the Meeting's main events as well as insights, interviews and highlights.

New for the Annual Meeting 2013, an enhanced events page offers four channels of continuous streamed broadcasting. One of these, Forum Live, will feature expert commentary and interviews

with participants to put the highlights of the Meeting in context.

Social media is central to the new offering, ensuring that access to sessions at the Annual Meeting is as broad as possible. The events page will include the full broadcast schedule along with hashtags for Twitter users to join in the conversation during sessions.

Following the success at the Annual Meeting of the New Champions in Tianjin, People's Republic of China, last year, insight reporting will offer the analysis and opinion of experts on 70 Annual Meeting sessions, on video and in written reports.

A full list of the World Economic Forum's digital offerings includes:

New Forum Live

Forum Live (formerly the Social Media Corner) is a live webcast channel hosted on the home page of www.weforum.org, streamed live to the World Economic Forum's channel on www.youtube.com/worldeconomicforum and through other social media channels such as Facebook Live. The channel will feature the best of Davos with relevant commentary, analysis and interviews with key participants.

As part of the Forum's new insight reporting initiative (see below), Meeting Co-Chairs and Strategic Partner CEOs are invited to share their insights on sessions on Forum Live during scheduled insight reporting segments. These live interviews will be published on the Forum's website with session

summaries written by the participants themselves.

New Insight Reporting http://wef.ch/am13insights

Selected participants will be reporting on their experiences in sessions as official rapporteurs, providing a more personal take on a session's proceedings and to move towards more social content. Sessions that are covered by rapporteurs will be made available on the website with the full session video, a short video interview between a session moderator and the rapporteur, written commentary and photographs from the session. The interviews will be broadcast live and available on demand on YouTube Live, Livestream.com and Facebook.

Video Webcasts

During the Annual Meeting, official plenary sessions, sessions in the Sanada and Studio rooms, and press conferences will be broadcast live on Forum Live http://wef.ch/live. This year, there will be an additional three Livestream channels featuring Davos content.

Feel free to embed any of the Livestream video feeds on your website or event page using the following instructions: http://www3.weforum.org/docs/AM13/WEF_AM13_Livestream_Embeds.pdf

All press conferences will be streamed live on http://wef.ch/live . Immediately after each session, the videos will be available on our website http://www.weforum.org/am13/webcasts, and can be watched on demand on YouTube http://wef.ch/videos and in Chinese on Youku http://wef.ch/youku.

Facebook

Annual Meeting content, news and views will be shared throughout the Annual Meeting on our Facebook fan page http://facebook.com/worldeconomicforum.

Twitter

The Forum will compile an official Twitter list http:/twitter.com/Davos/Davos2013 , including all participants active on the micro-blogging service. The tweets from the official Twitter list will be displayed on the official Twitter wall on bulletin boards around the Congress Hall http://wef.ch/twitterwall.

Notes to Editors

More information about the Annual Meeting 2013 is available at http://wef.ch/davos2013

View the best photographs from the Annual Meeting on Flickr at http://wef.ch/davos13pix

Free media access to the Forum press photo archive Swiss-Image at http://wef.ch/pics

Watch live webcasts of sessions at http://wef.ch/live and on demand at http://wef.ch/davos13video

Watch opinions and analysis of key sessions at http://wef.ch/AM13insights

Watch the sessions on demand on YouTube at http://wef.ch/youtube or http://wef.ch/youku

Become a fan of the Forum on Facebook at http://wef.ch/facebook

Read the summaries of sessions at http://wef.ch/davos13sessions

Follow the Forum on Twitter at http://wef.ch/twitter and http://wef.ch/livetweet (hashtag #WEF)

Read the Forum:Blog at http://wef.ch/blog

Follow the Forum on Google+ at http://wef.ch/gplus

The Forum Media App is available here http://wef.ch/publicapps

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WORLD ECONOMIC FORUM
World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, http://www.weforum.org