

MIPIIM, for those of you outside the property industry, is the annual networking event for European property. Unlike its more sober German cousin, Expo Real, MIPIIM, in Cannes during March is where the commercial property industry shakes off its winter blues, strolls along the Croisette and gets back in touch with itself.

Gone (mostly) are the wildest parties but there is still enough bonhomie to sink a battleship and even in these austere (post) recessionary times, the organisers reported that numbers were only slightly down on last year. However, it must be said that attendees are substantially fewer than the MIPIIM of 2008.

Since last year's MIPIIM, we have seen cautious optimism emerge, particularly in the UK. We have also seen the more widespread acceptance of social media tools and the main property journals both pulled out all the stops this year to present a free multi-channel news experience with blogs, tweets, podcasts, video, daily emails and web portals. Phew!

Given the notable increase in online activity clearly being planned in the run up to this year's MIPIIM, we launched a mini-survey as a follow up to the one we ran last year. We wanted to find out:

- Did anyone notice the increased effort undertaken by attendees to relay the news?
- What channels were popular and has anything changed from last year?
- Does the incredibly social, but, let's admit, technologically resistant, commercial property industry transfer intact to online media?
- Ultimately, do we still need to attend MIPIIM or can we follow the action online from the comfort of our desk, perhaps with a pint of real ale by our side?

Summary findings

- Most popular (still) are the journals but, with the exception of video and podcasts, the respondents seem to dip into all the online news channels;
- But it's not all good news for traditional media - nearly half forego the national press and a quarter ignore the property journals entirely in following news from MIPIIM;
- Responses were down on last year. Maybe the subject is less popular or maybe online news sources are being taken for granted more - they have now been adopted/absorbed;
- Most respondents did not attend MIPIIM and we suspect that those attendees who responded were the most interested in social media - perhaps the rest are not concerned about news which left MIPIIM and they got what they wanted from the event;
- Online portals, Property Journals and news emails were the most popular ways of getting the news;
- YouTube and podcasts particularly didn't make it out of the starting blocks;
- Twitter more than doubled its following from last year and huge enthusiasm was shown by the converts;
- Respondents were overwhelmed by broadly negative sentiment. More than half are increased coverage deniers, saw no improvement or found it more difficult to follow.

MIPIIM News Survey

March 2010

Summary



If you would like a copy of the full report, please email us – details overleaf

Conclusion

The key conclusion from this research is that the main part of the MIPIM experience still stays within MIPIM and is difficult to export over the many media channels now available. This may be partly due to the difficulty of getting into the heart of the main discussions at MIPIM but also due to a reluctance from many in the industry to embrace new media.

An increased following of emailed news and the special portals which were set up for the event does not hide the fact that three quarters of the industry still relies on paper journals for their news each week. This should reassure the advertisers!

However, all is not completely stable. The fact that 23% of respondents do not look at the journals at all and that Twitter followers have more than doubled in the last year shows that journals may not have it all their own way in future.

Crucially, the majority of respondents are not just using one source. The industry seems to be absorbing all the channels available with the exception of video. As long as this additional coverage remains free, that will surely remain the case: what happens when people are asked to pay for content? Or, alternatively, will advertisers feel brave enough to make the leap across to digital media when so many of their following still read the journals?

Methodology

The survey was conducted online over three days by Remit Consulting supported by Estates Gazette. It attracted 81 responses.

If you would like further information about the results of the survey or would like to discuss any aspect of it please email us at:

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Find out more about social media on our website:

www.remitconsulting.com/socialmediaintro.cfm

Remit Consulting is a management consultancy which focuses on the property industry. We have offices in the UK, Netherlands and Germany and we advise property companies, property service providers and corporate occupiers on how to improve the efficiency of their businesses.

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