

Maurizio Mangano

CS Country Ambassador



Community Made Brand Communities fra cooperazione e concorrenza

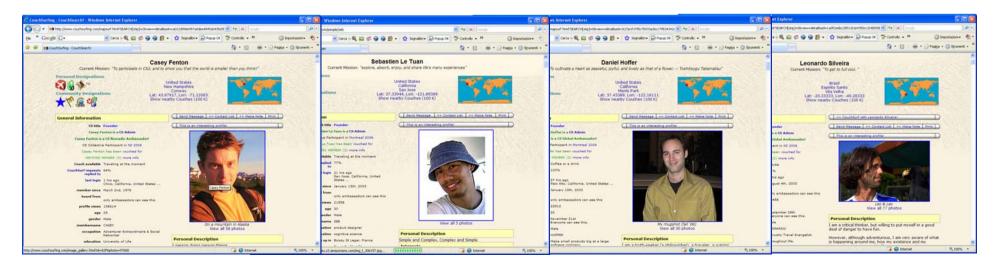
14.00	Apertura lavori Enrico Valdani Università Bocconi
14.15	Brand Community fra consolidamento ed evoluzione Stefano Pace Università Bocconi
14.45	Brand Community: il caso FIAT Mauro Veglia FIAT
15.15	L'emergere del fenomeno del Community Made Bernard Cova Università Bocconi e Euromed Marseille
15.45	Community Made: il caso CouchSurfing Maurizio Mangano CouchSurfing Italia
16.15	Dibattito e chiusura dei lavori



Couch Surfing – www.couchsurfing.com

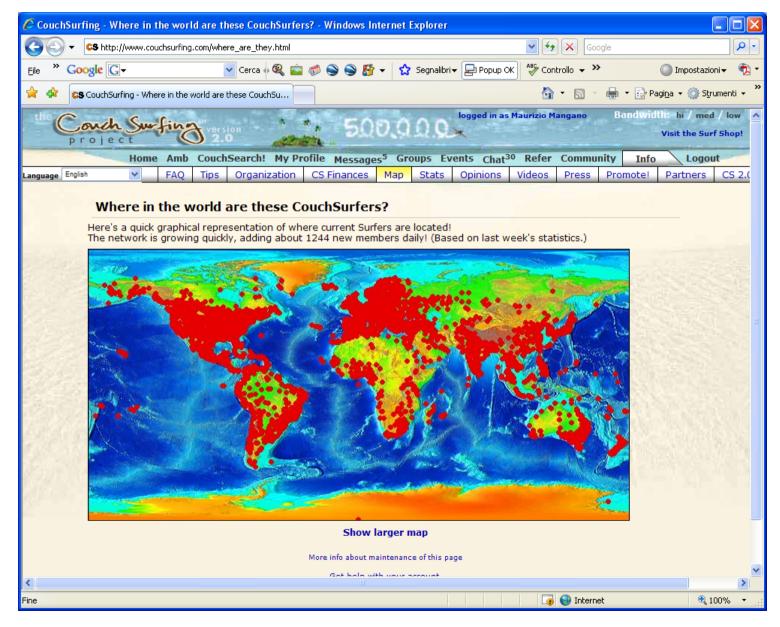
E' il sito internet di un'organizzazione NON PROFIT, dove gli oltre **550.000** membri sparsi in tutti i paesi del globo offrono ospitalità a titolo assolutamente gratuito. Non è previsto ALCUN compenso economico né, tantomeno, alcun obbligo di reciprocità o scambio.

Il sito è stato fondato alla fine del **2003** da un'idea di **Casey Fenton** coadiuvato da altri tre amici (**Dan Hoffer**, **Sebastien Le Tuan**, e **Leonardo Silveira**): è nato così questo progetto di interscambio culturale, di ospitalità, di diffusione della tolleranza per *rendere il mondo un posto migliore, un divano alla volta..*





Distribuzione CouchSurfers







	WorldWide	Italy
CouchSurfers	554,771	18,979
Successful Surfings (approx)	444,290	18,125
Friendships Created (approx)	567,313	25,348
Positive Experiences (approx)	899,378	43,032
Unique Countries Represented	230	1
Unique Cities Represented	41,423	1,851
Unique Languages Represented	1,191	619

Top 10 CS Countries		
United States	135,485	24.4%
<u>France</u>	47,276	8.5%
<u>Germany</u>	46,433	8.4%
<u>Canada</u>	33,932	6.1%
United Kingdom	27,685	5.0%
<u>Italy</u>	18,939	3.4%
<u>Australia</u>	16,494	3.0%
<u>Brazil</u>	12,231	2.2%
<u>Spain</u>	12,028	2.2%
<u>Netherlands</u>	11,605	2.1%





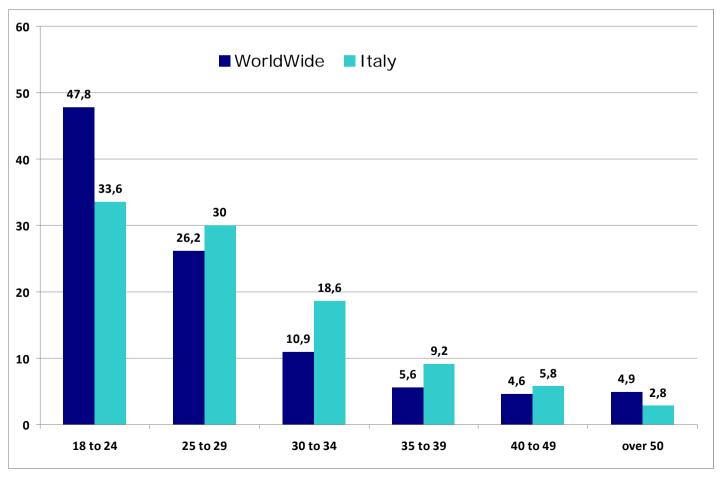
CS by World Region		
<u>Europe</u>	271,149	48.9%
North America	174,915	31.5%
Central Asia	26,391	4.8%
South America	24,673	4.4%
<u>Oceania</u>	21,645	3.9%
<u>Africa</u>	9,495	1.7%
Southeast Asia	8,113	1.5%
Middle East	6,627	1.2%
Central America and the Caribbean	2,652	0.5%
Antarctic Region	42	0.0%

Italy Top CouchSurfing Cities		
Lazio, Rome	2836	14.9%
Lombardia, Milano	2270	12.0%
Emilia-Romagna, Bologna	884	4.7%
Toscana, Florence	875	4.6%
Piemonte, Torino	861	4.5%
Campania, Naples	562	3.0%
Veneto, Padova	375	2.0%
Sicilia, Palermo	362	1.9%
Liguria, Genova	269	1.4%
Veneto, Venice	235	1.2%



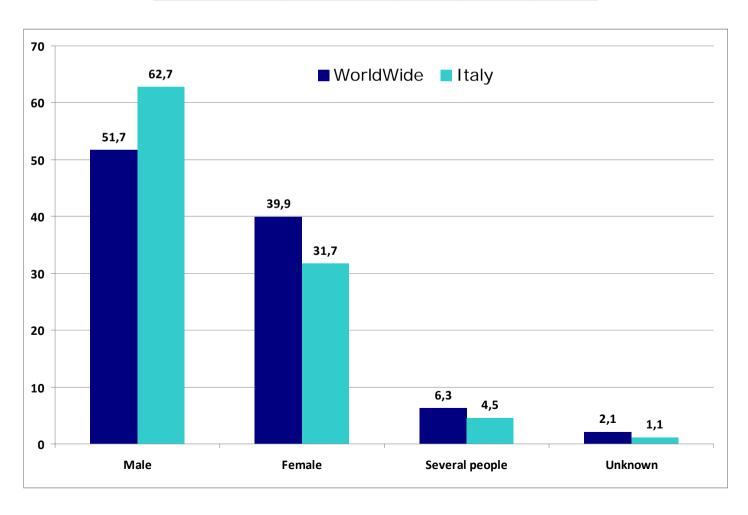


CS Ages	WorldWide	Italy
Average Age	26	28
18 to 24	47.8%	33.6%
25 to 29	26.2%	30.0%
30 to 34	10.9%	18.6%
35 to 39	5.6%	9.2%
40 to 49	4.6%	5.8%
Over 50	4.9%	2.8%





CS Genders	WorldWide		Italy	
Male	286,963	51.7%	11,901	62.7%
Female	221,078	39.9%	6,01	31.7%
Several people	34,775	6.3%	855	4.5%
Unknown	11,953	2.1%	213	1.1%



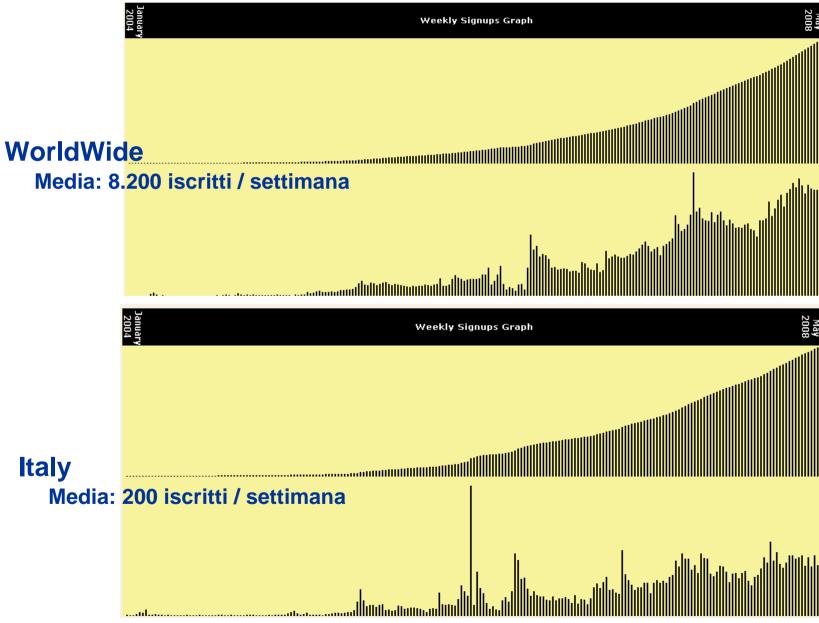




CS for Surfing	WorldWide	VorldWide I ta		ly	
Definitely!	24.700	4,45	749	3,95	
Yes	191.875	34,59	6.942	36,58	
Maybe	109.921	19,81	4.166	21,95	
Traveling at the moment	94.325	17,00	3.679	19,38	
Coffee or a drink	87.263	15,73	2.059	10,85	
No	46.687	8,42	1.384	7,29	

CS for Surfing	WorldWide		Italy	
Definitely!	24.700	4,45	749	3,95
Yes	191.875	34,59	6.942	36,58
	216.575	39,04	7.691	40,52

Other Info:	WorldWide		Italy	
Vouched Users	37,153	6.7%	1,567	8.3%
Verified Users	26,411	4.8%	630	3.3%
Ambassadors	1,171	0.2%	63	0.3%
Groups	10,098		173	
Group Members	512,559		19,821	
Messages sent through system	21,887,268			
Requests to CouchSurf	1,656,482			

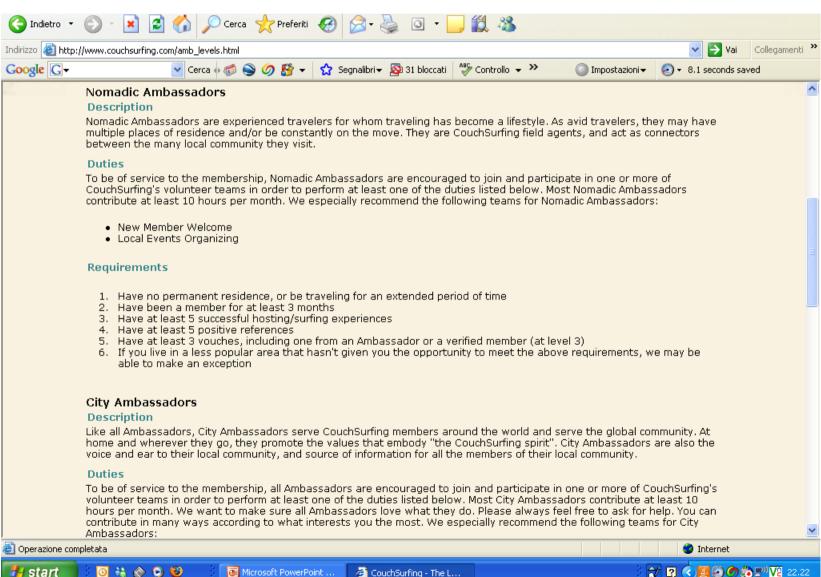




Organizzazione



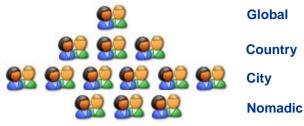




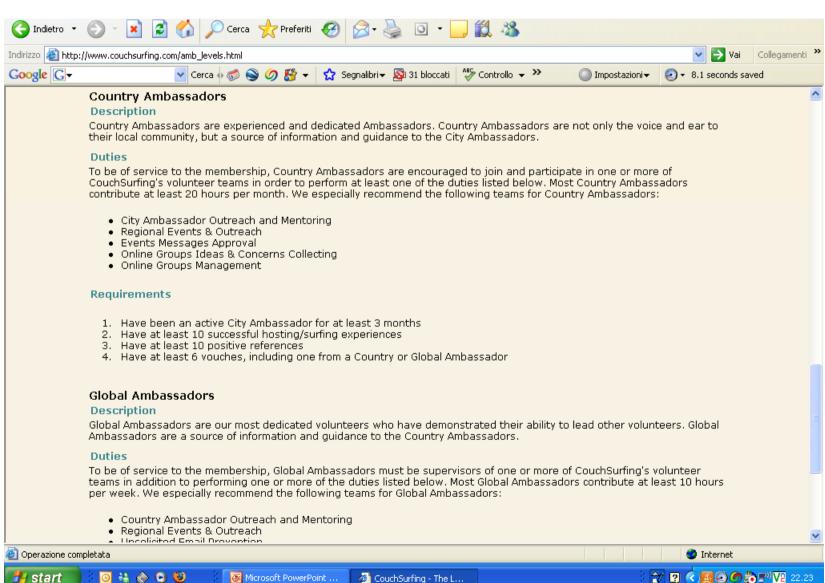




Organizzazione

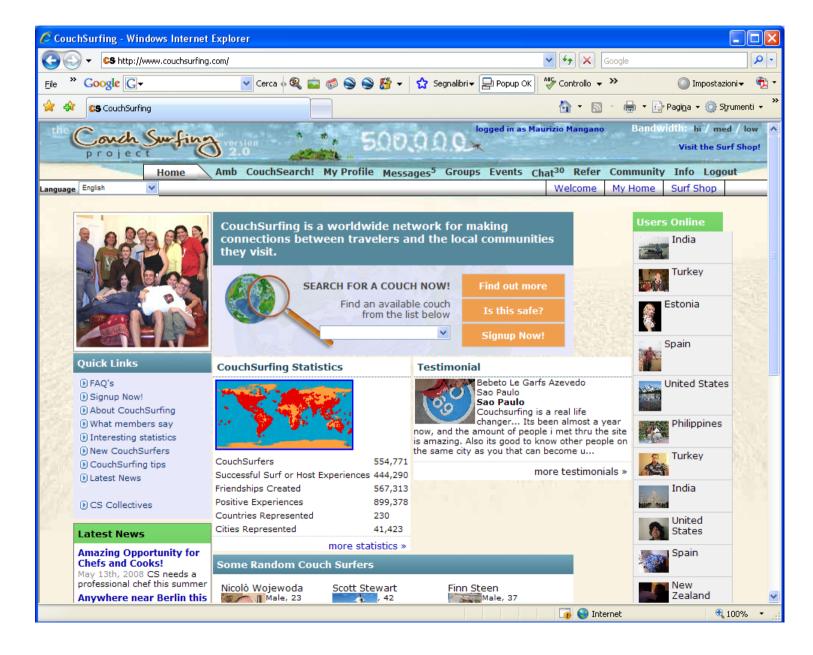






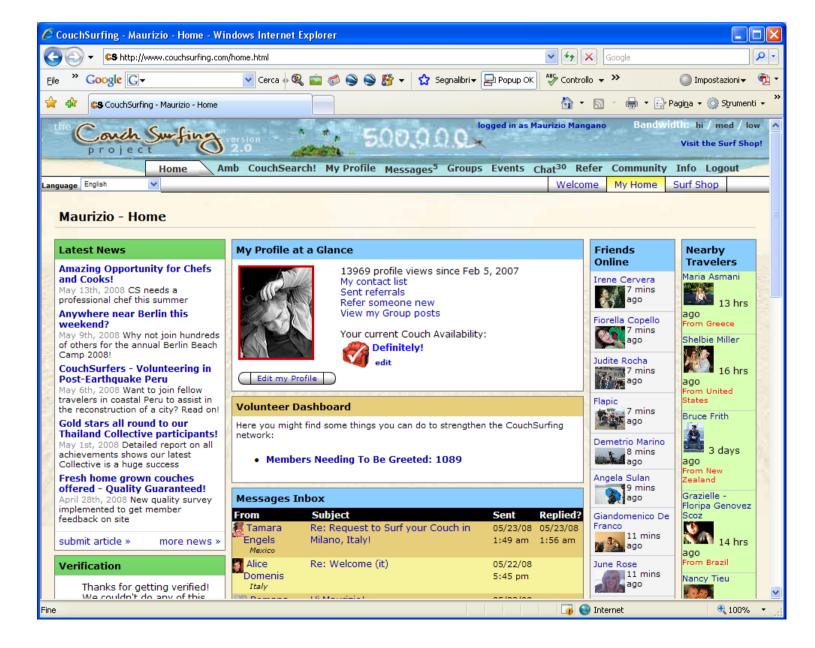


Home Page – www.couchsurfing.com



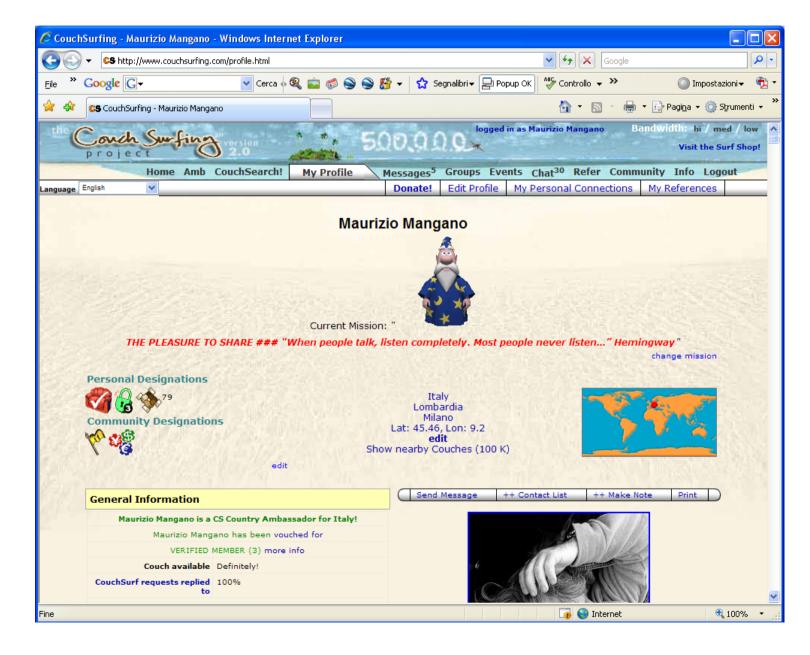


User Home Page – www.couchsurfing.com



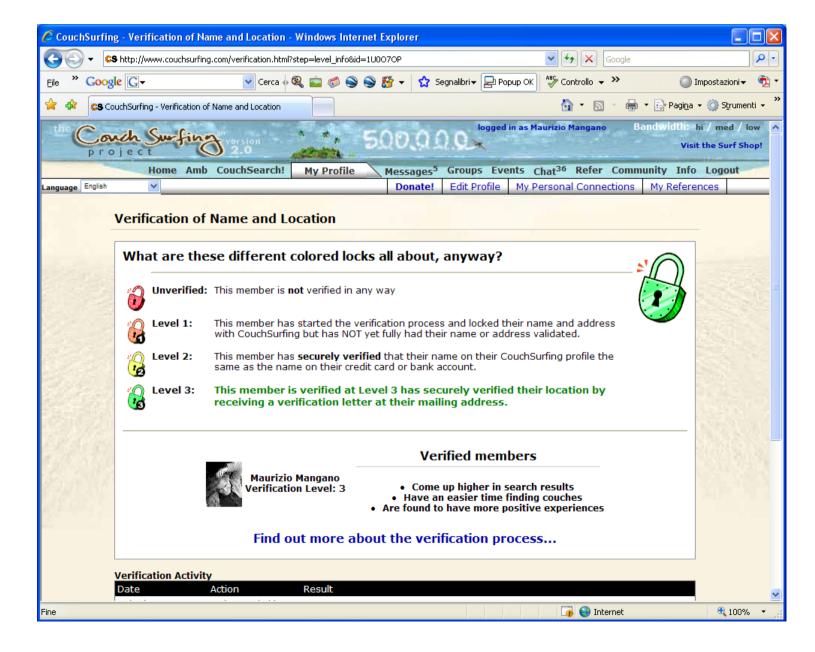


Safety: Indirizzo - Vouch - Referenze



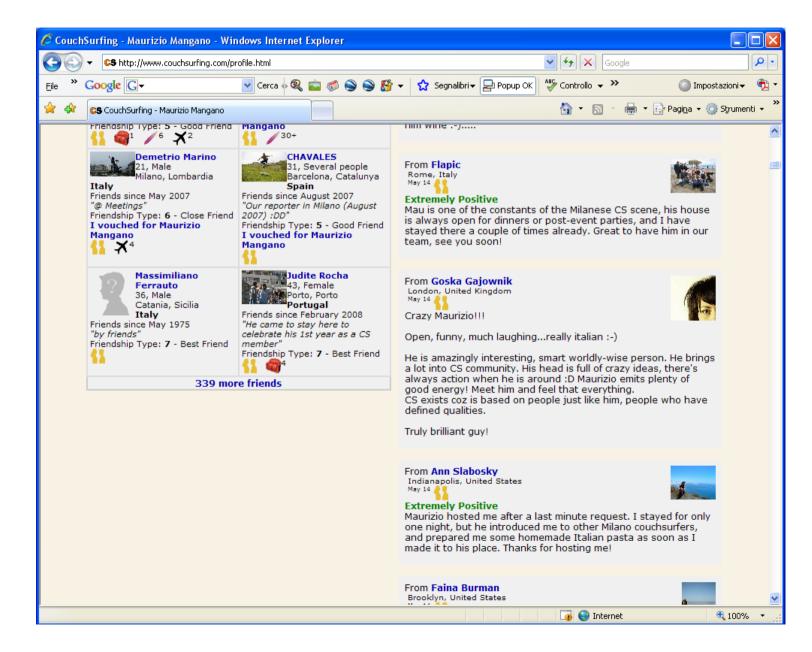


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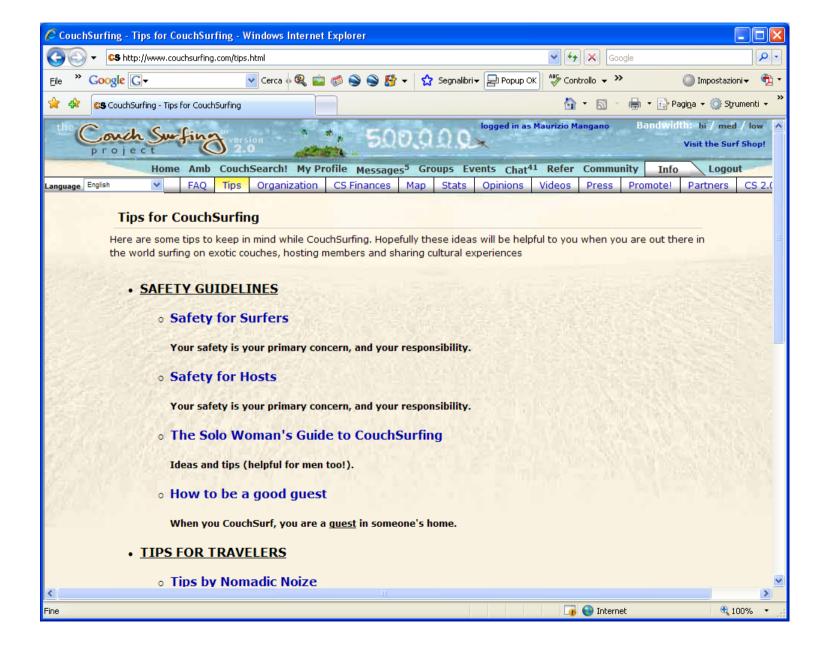


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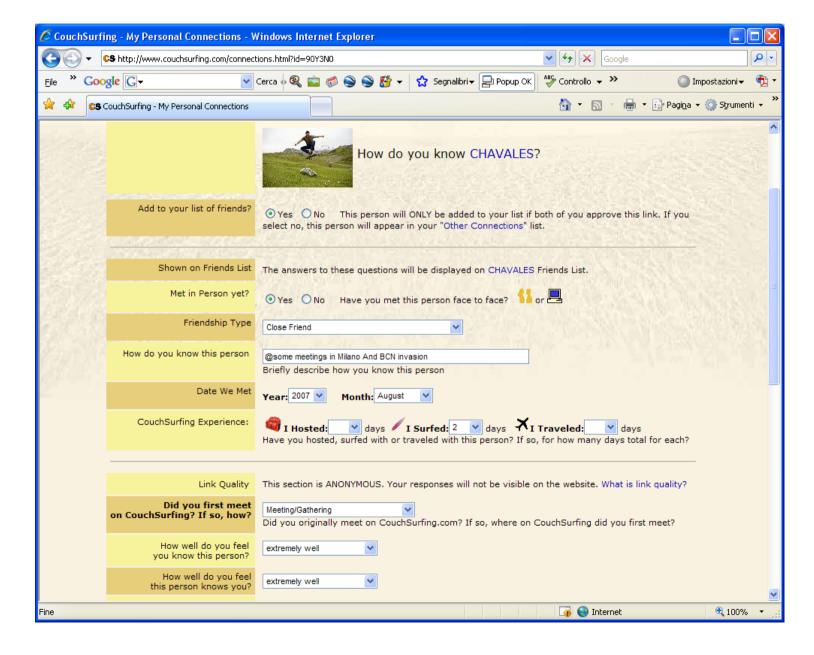


Tips



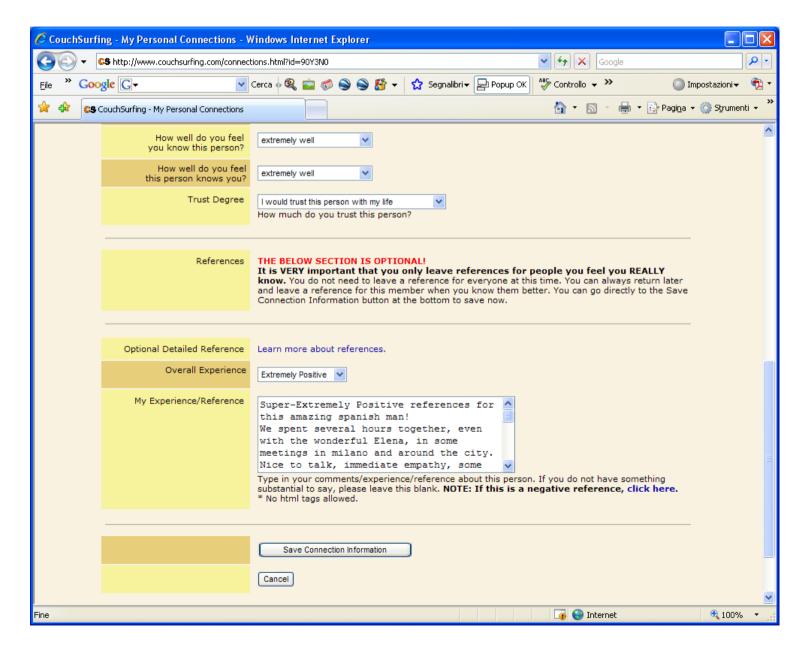


Safety - Referenze



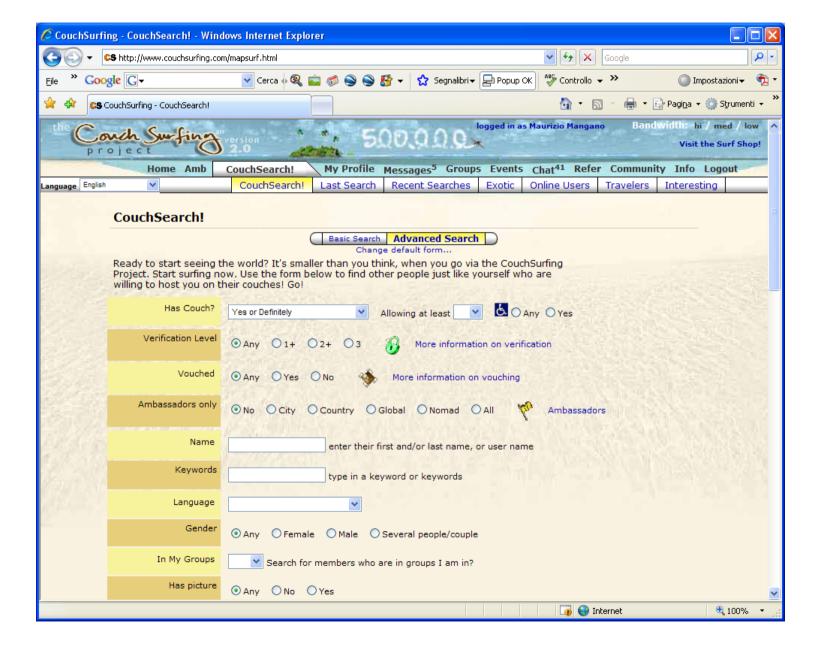


Safety - Referenze



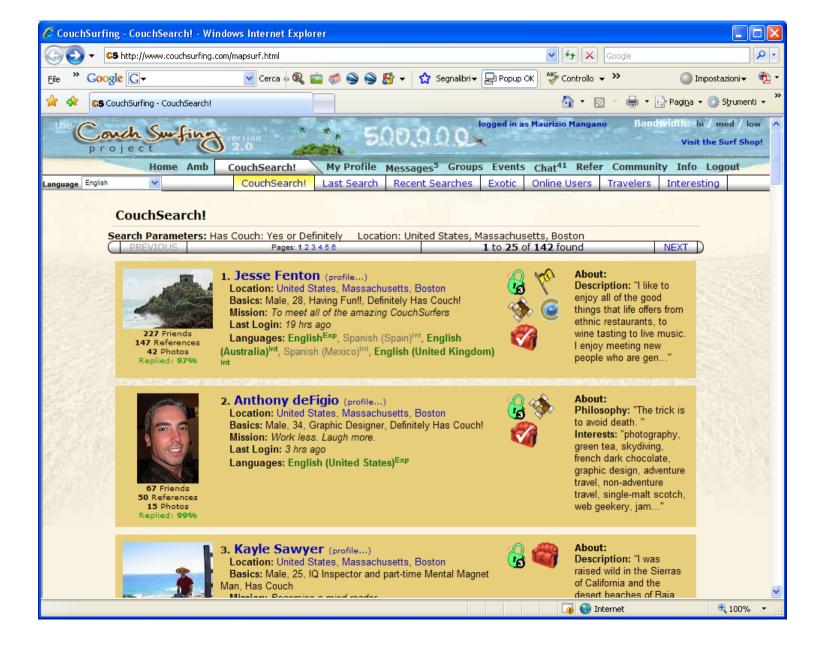


Couch Search



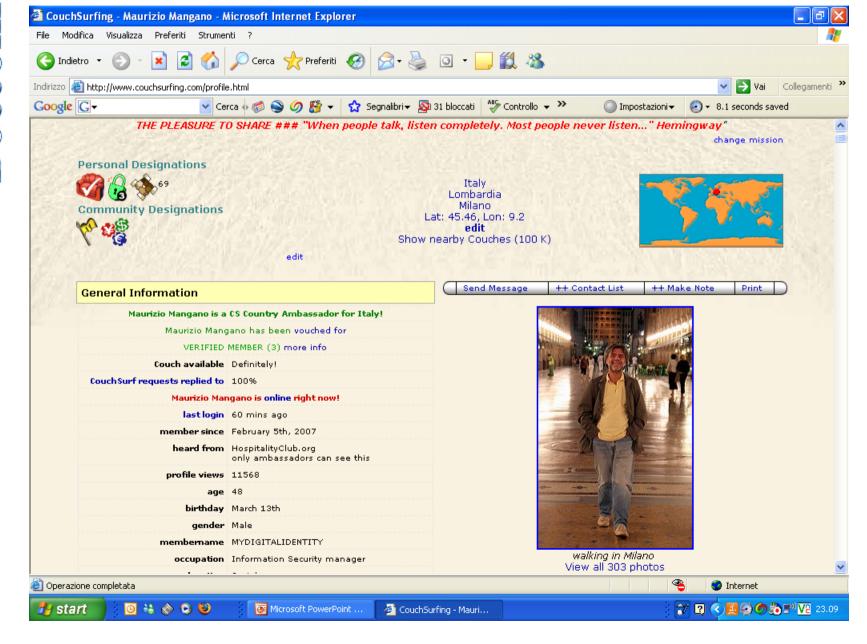


Couch Search



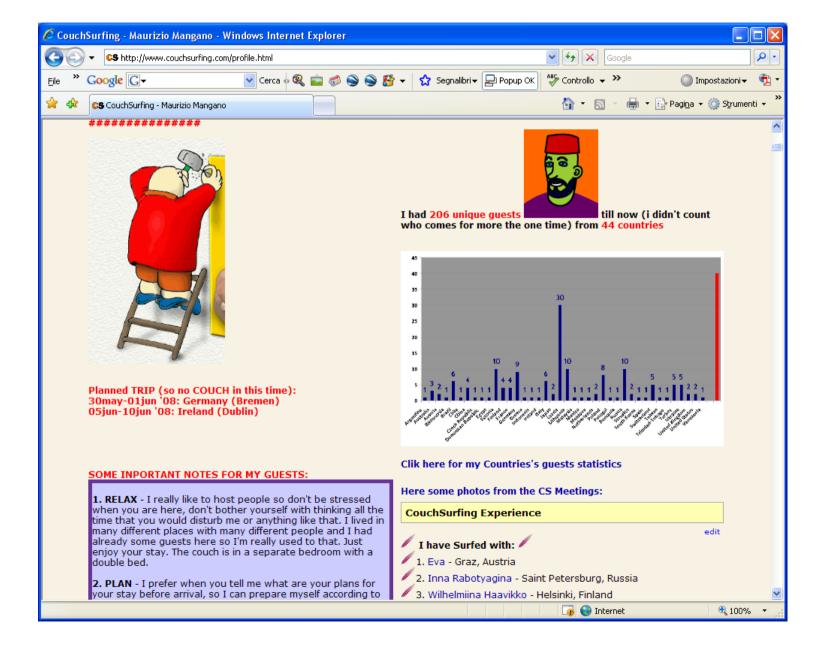


Home Page





Home page





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