

Google Search Goes Real-Time

Oh boy. Talk about instant gratification – and the potential for instant chaos! In response to the real-time appeal of Twitter and Facebook (*‘when we think of something, we just blurt it out to our friends without worrying whether it’s good or bad’*), earlier this week Google began incorporating real-time search into its results.

Now, when you enter popular search terms into Google, your results page will include a *“Latest results for”* section that features a constantly updating window of real-time results that usually shows up in the first half of the first results page. The window looks something like this:

[Latest results for real-time search](#) - Pause

What does Google's **real-time search** mean for your o blog post:
[SmartBlog On Social Media » Reality setting in: What \(PureBrandComm - twitter.com - seconds ago](#)

[Milo.com and Google Products search store shelves](#)
CNET News - 2 minutes ago
by Rafe Needleman Local product **search** company Milo Abraham also pointed out that while Milo has deep, **real-**

Note the “seconds ago” attribution to a Twitter post.

As you might imagine, the instant delivery of such content means that (at least for this component of the search results) there’s no soaking overnight in

Google’s secret sauce algorithms, which usually allows for at least some informed consideration in terms of what gets elevated to the top of the search results.

A moment’s further thought will lead to the realisation that **whatever is said about you or your company RIGHT NOW, for good or for bad**, could suddenly leapfrog onto the front page of those search results.

Suddenly, **monitoring those pernicky social sites like Twitter and Facebook just got a whole lot more urgent**. If companies such as *Cadbury* and *Jetstar* took a pounding when their failings were topix du jour on Whinge 2.0, imagine how much worse the fallout is likely to be when any negative rants start showing up immediately on the major search engines as well.

Movies, too, will be massively impacted by this new turn of events. We’re already aware of the Twitter effect – moviegoers leaving first-night screenings of new movies have the ability to have an instant impact on the box office based on their positive or negative tweets about the flick – but now those effects will be magnified when those opinions show up on Google.

Perhaps encouragingly, not every search term you enter into Google will trigger the real-time feature. Searches for a particular celebrity or historical figures won’t necessarily deliver real-time results (unless they’ve just driven into a tree, of course). Unfortunately, if there’s growing noise about your brand on Twitter, that just might be enough to add those voices to your otherwise-glowing corporate search results.

Vevo Launches (But Not Here)

Music videos and music-related content are easily YouTube’s most-popular single genre. *TubeMogul* did the numbers and concluded that the top five music labels alone control 64.52% of all of the views of YouTube’s top 50, and are the top five publishers of all time. Now **a massive chunk of that content has just migrated to Vevo.com** (but we can’t view Vevo in NZ, at least not yet).

Vevo, the digital joint venture between two labels representing nearly 60% of the U.S. recorded music market — Universal Music Group (UMG) and Sony Music Entertainment (SME) — launched last night. It’s powered by (but not owned by) YouTube.

WHAT’S SO SPECIAL ABOUT VEVO?

Interscope-Geffen-A&M’s Jimmy Iovine painted the big picture in an interview on paidContent.org:

“Vevo for the first time will **give labels the ability to push out our product** without having to go through radio or TV stations. Before, we had to make it, ship it and pray for a hit. Now, with Vevo, we can create the content, sell the ads, and even use the data to market new music to people alongside things they already like.”

For the first time in perhaps a decade, the music industry expects to regain online control of its content, at least in its original un-mashed, music video format.