



Valuation of Social Media Content and Contacts, PLUS Journal

*By Tad Devlin, Esq. and Jonathan Black, Esq.
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The links to these and other social media outlets, like YouTube or company websites and blogs, can indicate the amount of value companies ascribe to them.

But what, precisely, is their value for purposes of monetization, risk rating and claim assessment? More and more, claims analysts will need to consider social media value in setting reserves, but no hard and fast rules exist yet for social media asset valuation, as their use is still relatively new...