

[youtube:www.youtube.com/watch?v=pstksd4Nc1s]

Problems for Twitter revenue generation by [Futurist](#) Patrick Dixon.

There is little doubt that Twitter will develop effective solid income streams - by serving corporations in their own marketing and customer engagement strategies.

Twitter could take an extreme position and start charging every corporation for use of Twitter - only permitting free use for genuine personal users. However such a policy might be hard to police.

The challenge is how to allow corporations to use new Twitter marketing tools without alienating Twitter users.

See more from: [Patrick Dixon on YouTube](#)