The next 3 years: OOH meets Social, Local, Mobile
“Our focus should be not on emerging technologies but on emerging cultural practices.” — Henry Jenkins, Professor of Comparative Media, MIT and author of *Convergence Culture: When Old and New Media Collide*
Research shows that 75% of people actively avoid advertising, whether it’s on TV, internet or billboards.

- SIFO Institute, 2009
Anything that is offline becomes less valuable
Mass media - mass products - mass interruption

Source: Scholz & Friends via Youtube
From Broadcast to Broadband
Total fragmentation...increased targeting required

The Long Tail of Travel

- Top 50 travel destinations
- Everywhere else

<table>
<thead>
<tr>
<th>Year</th>
<th>Top 50 (Blue)</th>
<th>Everywhere Else (Red)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>1999</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>2000</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>2001</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>2002</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>2003</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>2004</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>2005</td>
<td>28%</td>
<td>72%</td>
</tr>
<tr>
<td>2006</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>2007</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>2008</td>
<td>26%</td>
<td>74%</td>
</tr>
</tbody>
</table>
The unchaining of 'consumers'
Information FLOWS.

johrvbelkum RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR (my 2 cents mentioned here: share them!)

digitaladman Good blog post RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR

Daniel_Egger RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR (my 2 cents mentioned here: share them!)

kardiariegler RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR (my 2 cents mentioned here: share them!)

Bobby_Hicketts RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR (my 2 cents mentioned here: share them!)

flexiblesburyo RT @geonhard: How to protect your ideas in the digital age | http://ow.ly/MgWR (my 2 cents mentioned here: share them!)

gervis RT @geonhard: Check out this SlideShare Presentation: What Matters Now, by Seth Godin http://slidesha.re/BzLelS

gevis RT @geonhard: Nice directory: Futurist Twitter Users: WeFollow http://ow.ly/MGhG


gervis RT @geonhard: Nice video via @FORAtv - Conversation with Patti Smith http://ow.ly/MZPi "people still have the power" - but they don’t b...

CONGRATULATIONS!

To celebrate youth and discovery, Pepsi asked consumers to design the next Billboard in Times Square, NY. Hundreds of thousands of people from all over the globe participated. See the design that was chosen, which is now on display at the corner of 44th and Broadway for the whole world to see!
MyShopinion and Scandit are just two iPhone apps that allow consumers to scan items while out shopping and not only see online reviews but get instant feedback via Facebook and Twitter.
Total Online / Offline Convergence

Augmenting reality, augmenting experience, navigation – revenue?
New levels of Interaction

FUN WAYS TO PLAY TOGETHER
**Figure 3:** By 2020, digital records will be 44 times larger than in 2009

Global digital data (in exabytes)

- 40,000
- 30,000
- 20,000
- 10,000
- 0


Source: IDC

**Figure 2:** By 2020, more than 50 billion devices will be connected to the Internet

Global devices connected to the Internet

- 50B
- 15B
- 5B

2009 2015 2020

Sources: Ericsson, Intel
Good advertising needs good data
## Relative Efficacy of Mobile vs. Other Advertising Media, 1/11

<table>
<thead>
<tr>
<th></th>
<th>Reach</th>
<th>Targeting</th>
<th>Engagement</th>
<th>Viral</th>
<th>Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>100</td>
<td>90</td>
<td>70</td>
<td>80</td>
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<td>Internet</td>
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<td>TV</td>
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<td>20</td>
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<td>Print</td>
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<td>10</td>
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<td>Radio</td>
<td>60</td>
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<td>Outdoor</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Chetan Sharma, January 2011
Sprinklers not watering cans

Dumb

Smart
DOOH + Social
Adver-Vending-Gifting ...

Touch ONE TO BEGIN

Touch to gift a drink

SOCIAL VENDING

Gift or Redeem a Drink
Owned, Bought & Earned Media

Owned

Bought

Earned

Social Media

Advertising GoogleAds etc

Your Online Presence

Reach

Control
Imagine this

ShareThis

Like
Advertising is Content

LET’S PLAY WITH GAGA

FarmVille’s gone Gaga over Born This Way! Play in GagaVille to unlock songs before it hits stores.

POWERED BY iheartradio

TAKE ME TO GAGAVILLE!

REWARDVILLE

Get exclusive Lady Gaga virtual items for your favorite Zynga games

GO TO REWARDVILLE

RETURN HERE MAY 19-23

GET LADY GAGA VIRTUAL GIFTS!

Starting May 19th at 6AM Eastern, listen to your favorite Clear Channel Radio station to get the day’s code for a Limited Edition Lady Gaga item in FarmVille.

WORD OF THE DAY: CHAPEL

WORDS WITH FRIENDS

Play the Lady Gaga word of the day and be entered to win fabulous prizes

GO TO ZYNGA.COM

GO TO twitter
Who do we pay attention to?
"It is the framework which changes with each new technology and not just the picture within the frame."

Marshall McLuhan
Engagement is the key
“Tell me and I’ll forget; show me and I may remember; involve me and I’ll understand.”

~ Chinese proverb
Targeting 2.0: Permission to Engage
Chris Hall, head of research at JCDecaux:

- Consumers have high expectations of digital outdoor, like to see digital outdoor, are keen to engage
- Brands will benefit from creating a dialogue with consumers
- Commuters valued the medium as core part of their daily commute to provide them with content and entertainment
- “Consumers told us they want to see multiple creative, frequent copy change, live content feed”
- “Research suggests that the public are ready for more engaging content on digital screens and brands that meet the public’s appetite for entertainment will benefit”
Augmented Reality will enable us to experience all sorts of things with greater intensity.
Relevance
Timeliness
Connectedness
Future success probably means more...
Let the 'consumer' run the show

Instead of the billboard changing as an individual walks past, a personalised, relevant advertisement will be sent directly to their mobile device. The car will have different meanings depending on the individual’s preferences – for one it could mean purchase, another it could be rental or finally it may mean accessorise.
Engage not enrage.
Immersion means Impact Experience

Find the pairs behind the pockets.
Connection not Interference

Attention Economy

<table>
<thead>
<tr>
<th>Interruption</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors</td>
<td>Connectors</td>
</tr>
<tr>
<td>One-to-many</td>
<td>Many-to-one</td>
</tr>
<tr>
<td>Reactive</td>
<td>Interactive</td>
</tr>
<tr>
<td>Return On Investment</td>
<td>Return On Involvement</td>
</tr>
<tr>
<td>Heavy users</td>
<td>Inspirational Consumers</td>
</tr>
<tr>
<td>Big promises</td>
<td>Intimate gestures</td>
</tr>
<tr>
<td>What you need</td>
<td>What I want</td>
</tr>
</tbody>
</table>
He wants an interface, a resonant dialogue. He wants to rap, chat and empathize with everybody about everything, and this constitutes an interface of change in dialogue. It isn't just the passing of gossip back and forth. It is a kind of interrelating by which people feel that they are changed, that they are getting with it, they are getting involved, they are participating.

Marshall McLuhan Nov 14, 1971
From Broadcast to Broadband

DATA is what it's all about

Connection not Interference

SoLoMo

KPCB's John Doerr Calls It "SoLoMo"...
@gleonhard

www.mediatuturist.com

MEDIA Futurist

(free app)

get iphone app

get android app

Music 2.0

Essays on the Future of the Music Business

Lulu Edition

Gerd Leonhard

The END of CONTROL

Friction is Fiction - the Future of Content, Media & Business

Gerd Leonhard

* Android firmware 1.6 or higher required.

FREE