The Future Is Here/

(it’s just not very evenly distributed yet)
Everyone is a broadcaster

20m bloggers

4 billion photos on flickr

55m Tweets a day
Everyone’s in entertainment

25 hours of video are uploaded to YouTube every minute

1 in 8 views on iPlayer came from games consoles

Over 10 billion songs have now been sold on iTunes worldwide
Everyone’s connected

1 Trillion urls in Google index

25% of the world population is now online

500+ Million people are now on Facebook
Half of all new internet connections are now mobile.

2013 smartphone sales will overtake PC sales.

67% of the world's population have a mobile phone.

The internet is in your pocket.
The Consumer’s Digital Day...

Watching scheduled TV: 173 mins

Listening to radio on a radio set: 62 mins

Reading (Newspapers/books): 31 mins

Offline computer use: 36 mins

Online computer use: 34 mins

Offline music on a computer: 3 mins

Live radio on a TV set: 2 mins

Mobile calls: 12 mins

Calls over the internet: 1 min

Landline calls: 15 mins

Online audio: 3 mins

Music (stereo): 9 mins

Offline music on a computer: 3 mins

DVDs: 6 mins

MP3 Player: 8 mins

Games: 15 mins

PVR viewing: 21 mins

On-demand on a computer: 2 mins

On-demand on a TV set: 3 mins

Video clips online: 2 mins

Social networking via mobile: 3 mins

Social networking: 19 mins

Send/read emails: 34 mins

Texting: 14 mins

Instant messaging: 7 mins

Offline computer use: 36 mins

Source: Ofcom 2010
...Happens Out-of-Home

- out-of-home awake: 29%
- at home awake
- asleep
Happens Out-of-Home

Even more if you’re an ‘advocate’

- 35% out-of-home awake
- 65% at home awake
- 0% asleep
Powered by mobile devices

Time spent out-of-home & mobile usage

- OOH and Mobile Phone
- At Home and Mobile Phone
- Any Mobile (talk/text)
CONNECTED DEVICES

CONNECTED CONSUMER

CONTENT
The content they consume and how they consume it

MOBILITY
What they do and how they do it in different places

SOCIAL
How they connect, interact and share

COMMERCE
What they buy and how they buy it
**CONTENT**
Do you understand what content people want OOH and get tapped into producers

**MOBILITY**
How do you best capitalise on the increasing location neutral fluidity of peoples lives

**SOCIAL**
How are you leveraging Social Media to help people connect and share

**COMMERCE**
How are you actively moving consumers closer to purchase especially leveraging search

**CONNECTED CONSUMER**
Consumer Insight
Top down
Created by...people like us

Daily internet activity

Base: All Adults (48,658,000)
Source: IPA Touch Points Hub Survey 2010
Deeper understanding

Women 16-24

Thoughts when out and about for leisure

Clothes 178
Music I want to buy 159
Looking online 164
Bottom up
Created by...people
Open Source
How happy?
Where is everyone?
Madonna Concert
Cellphone activity in Stadio Olimpico Rome
2006-08-06

At Rome's Olympic Stadium
Located about three kilometres from the Vatican
During the song Live to Tell...
Madonna appeared against a mirrored cross
Play a game
...controlled by your mobile

Screach

Ads within apps & mobile games

c.17% of mobile apps are OOH related
16m monthly users of apps in 2010
1.5 billion i-phone games sold
42m Angry Birds downloads
$1m monthly ad revenue from Angry Birds
Find your way home
How hot?
How noisy?
Watch something
Get recommendations
1 in 3 mobile search queries have local intent
Search visually...
...or by voice
To stream the latest X-Men: First Class trailer touch your NFC phone on the icon below
13% of phones to ship with NFC in 2014

...Buy it

For this week’s FREE sample
download tap your phone here...

Ask in-store for more details

Nokia NFC TAP Technology

Vodafone O2 Virgin Mobile 3 Orange Proxama

Go Share
+Fave
options
Connect with others
The clouds sing softly
Of division and limits
I do not listen

Submitted by @tobyguise

Submit your own Haikus about British Summer Time via Twitter by replying to @kingsplace
Start a conversation

93%
Use F2F as primary mode of WOM
“It’s City isn’t it? They’re a small club with a small mentality. All they can talk about is Manchester United; they can’t get away from it”  
Alex Ferguson
Start a conversation
have a debate
Contribute
Let's Adore And Endure Each Other

Join in
Check in

200m active mobile facebook users
Interactive, connected, digitally enabled social experience