

The Future Is Here/

(it's just not very evenly
distributed yet)



01/06/2011



Posterscope
Worldwide

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



1 Trillion

urls in Google
index

25% of the
world population
is now online

500+ Million

people are now
on Facebook

Everyone's connected



Half of all new
internet connections
are now mobile

2013 smartphone
sales will overtake PC sales

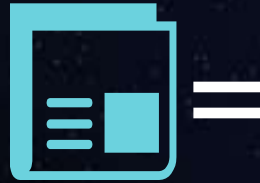
67% of the worlds
population have a mobile phone

The internet in your pocket

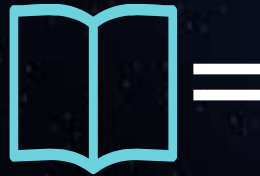
MUSIC



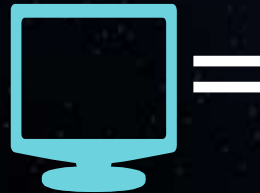
NEWSPAPERS



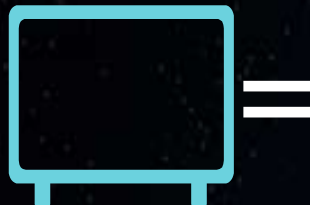
BOOKS



TV

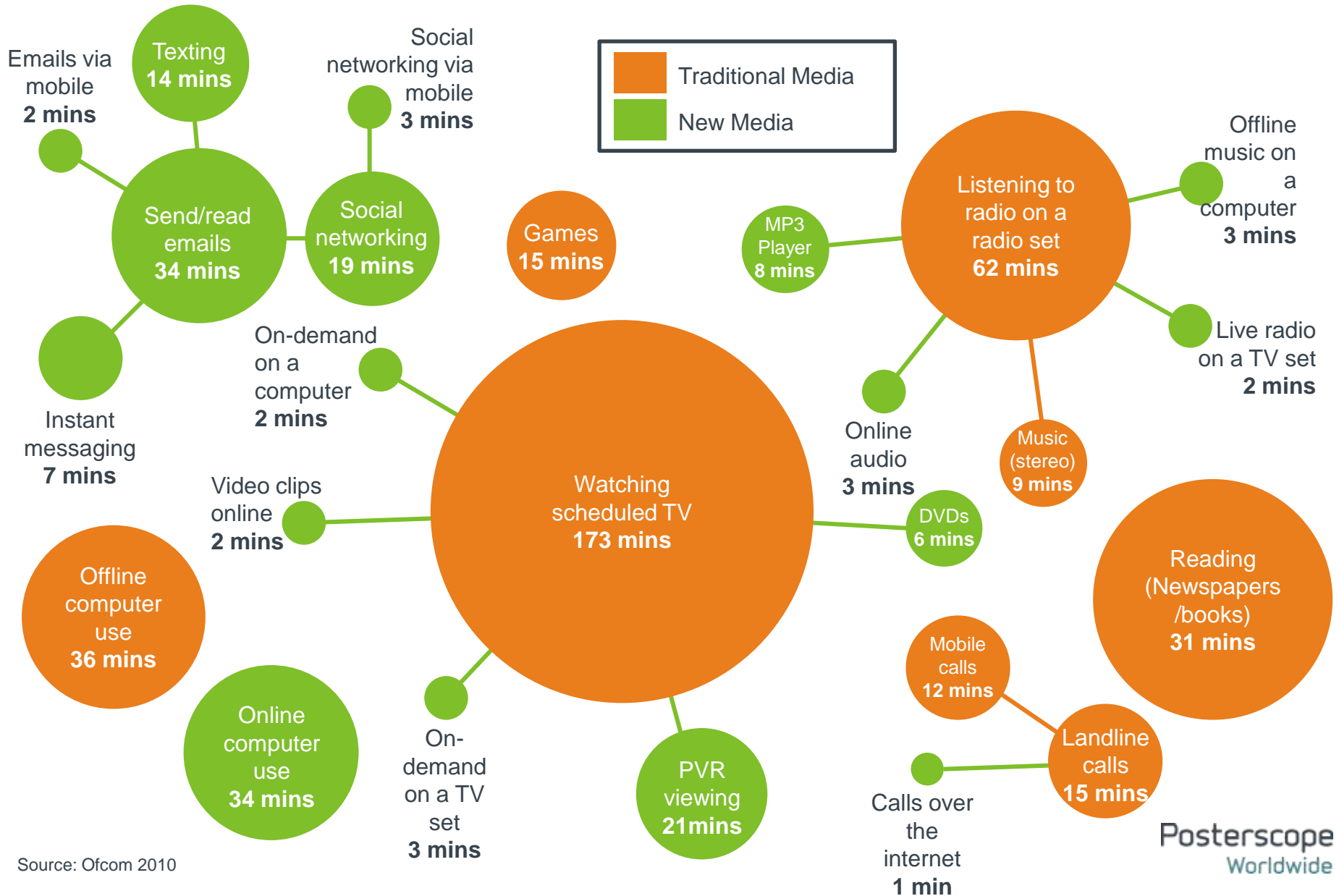


OOH

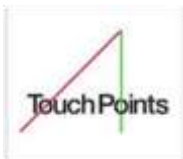
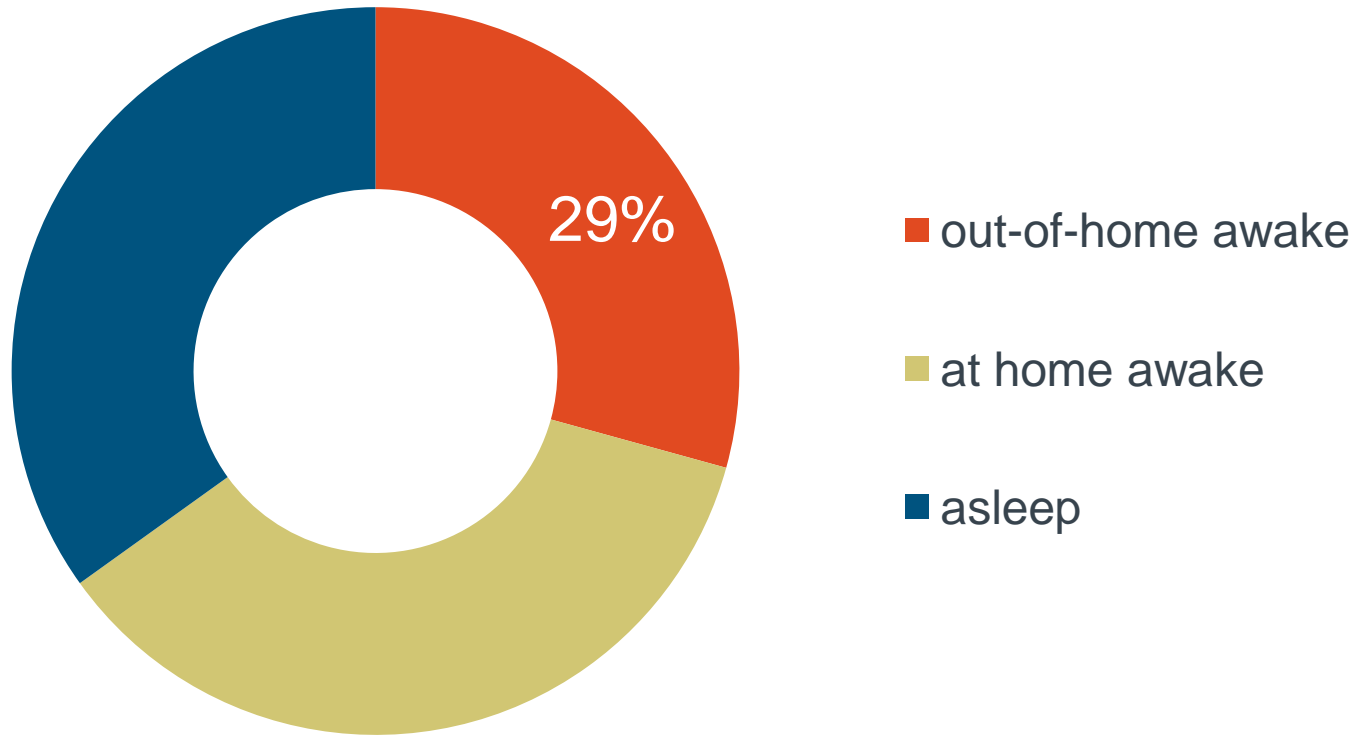


?

The Consumer's Digital Day...

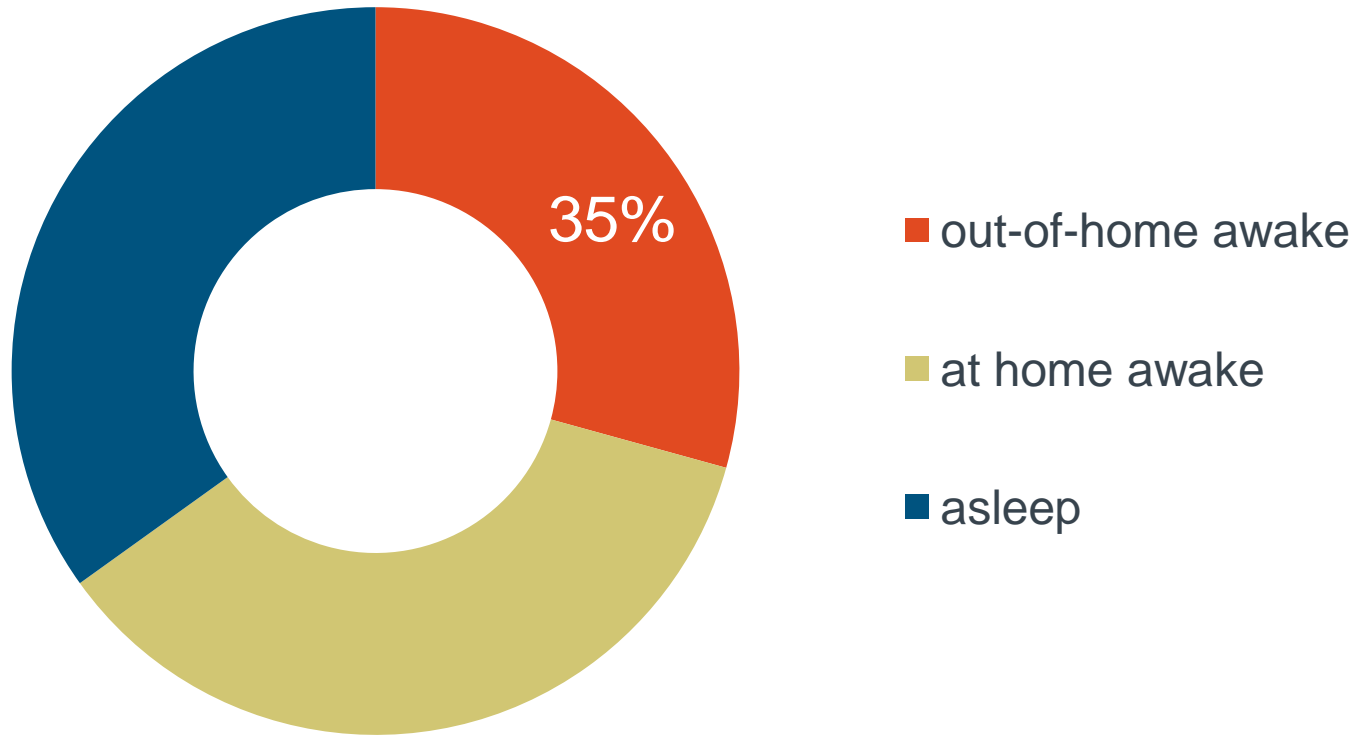


...Happens Out-of-Home



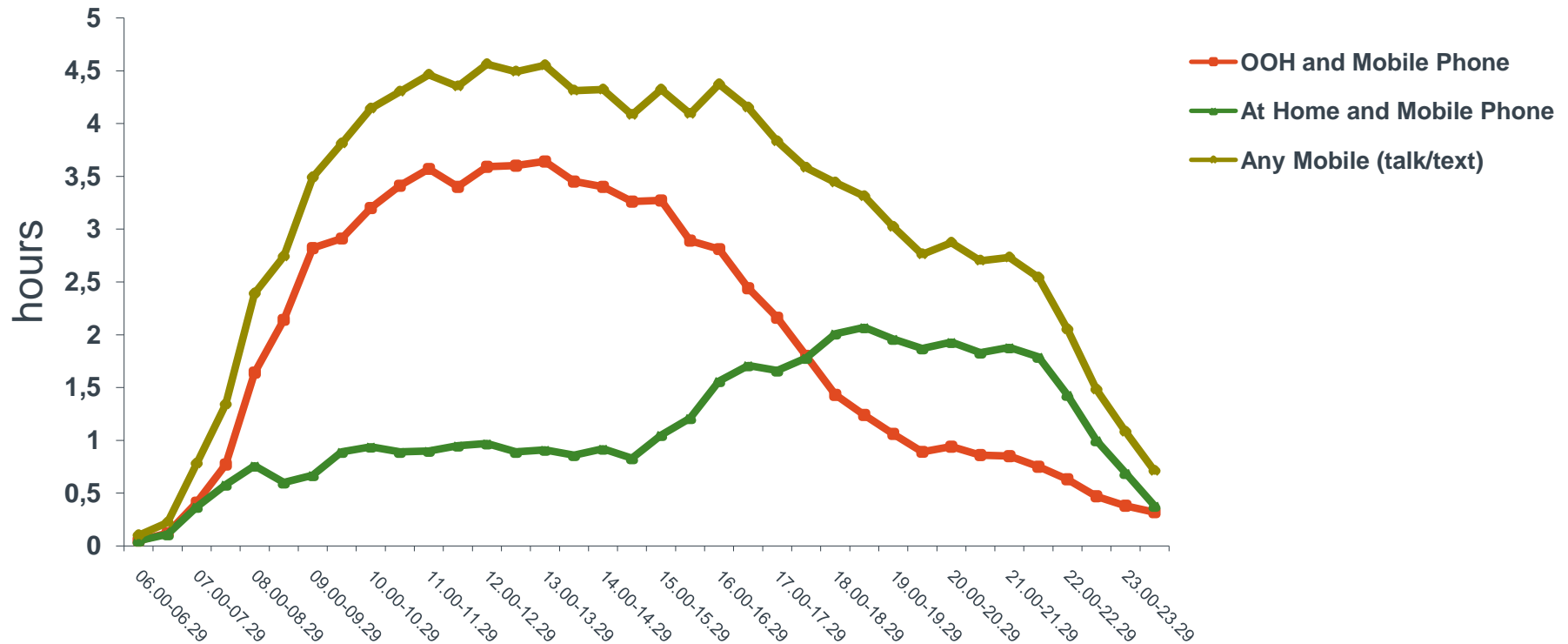
...Happens Out-of-Home

Even more if you're an 'advocate'



Powered by mobile devices

Time spent out-of-home & mobile usage





Convergence/



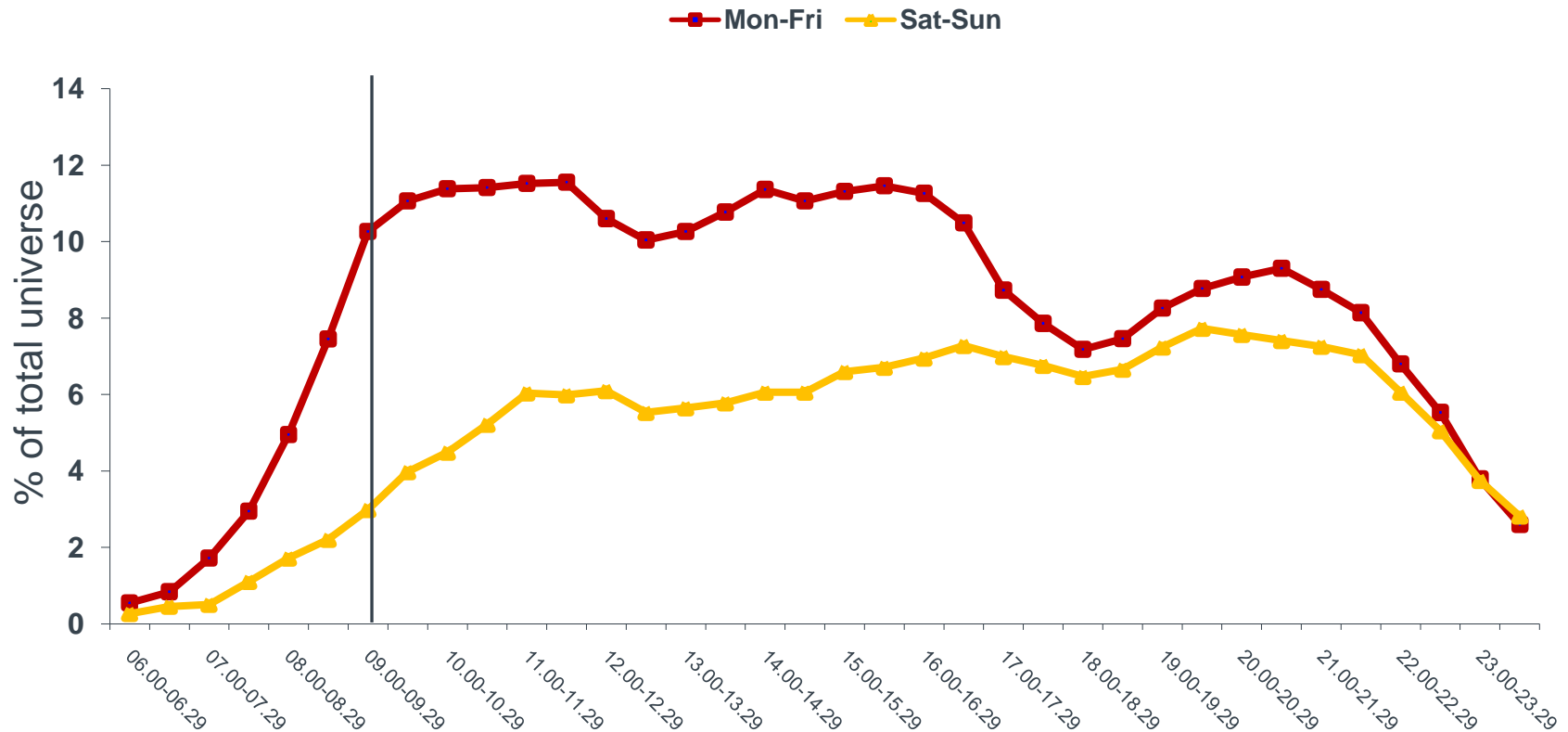




**Consumer
Insight/**

Top down

Created by...people like us



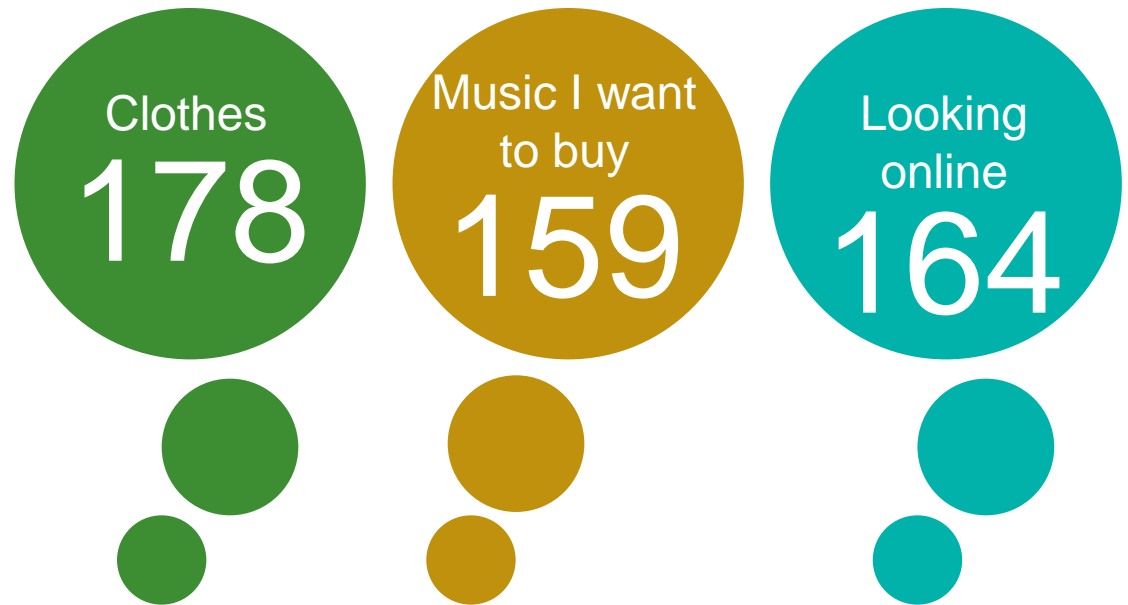
Daily internet activity



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



Data
Data
Data/

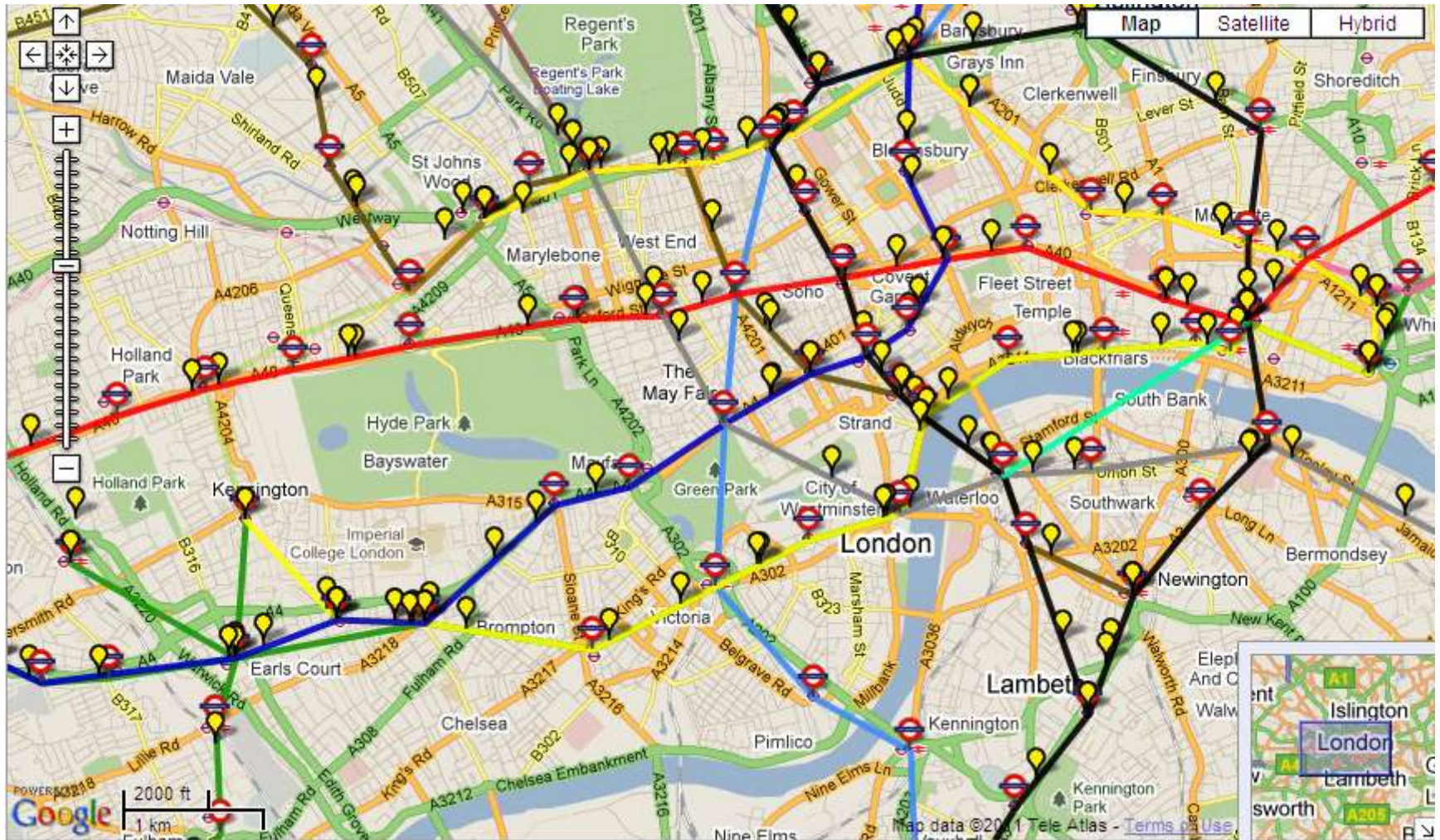
Bottom up

Created by...people



WORLDWIDE

Open Source





Irish Sea

Zoom to UK

How happy?

Map data ©2011 Google

Where is everyone?

a folla allegra festeggia cantando e news

...POSTE-R
PALAZZO DELLE POSTE
Piazza San Silvestro
22.00 alle 05.00

TUTTI I COLORI
DELLA NOTTE

Terrazza del Gianicolo
23.30 alle 01.15

DOC.ART MOND
MOSTRA PERSO
P.le Aldo Moro, 5
19.00 alle 24.00

stazione
termini

parigi

ASSOCIAZIONE DI PRO-
MOZIONE CULTURALE

Via del Marsi, 18
18.30 alle 04.00

questa notte che non sembra non v news

real time

20:00 21:00 22:00 23:00 24:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00

08/09

09/09

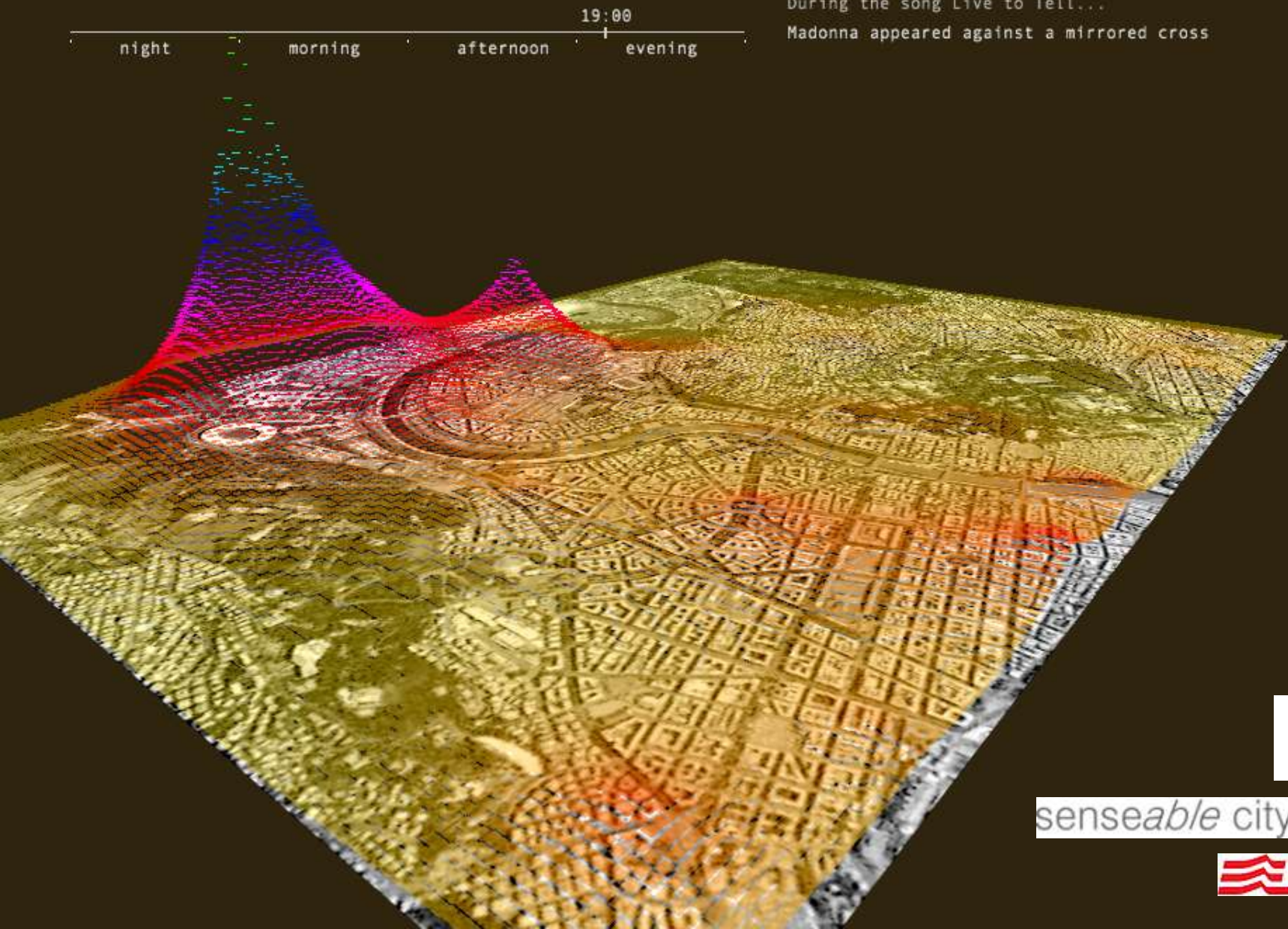
Madonna Concert
Cellphone activity in Stadio Olimpico Rome
2006-08-06

At Rome's Olympic Stadium

Located about three kilometres from the Vatican

During the song Live to Tell...

Madonna appeared against a mirrored cross



MIT

senseable city lab:::

TELECOM
ITALIA

Play a game



A large, vertical digital display for the Cadbury Spots & Stripes game. The display features a purple background with a pattern of white polka dots and diagonal stripes. At the top, the Cadbury logo is written in its signature script, followed by the game title "Spots & STRIPES" in a large, stylized font. Below the title is a large screen showing a game interface. The screen is divided into two main sections: the left section shows a colorful, cartoonish landscape with a lighthouse, a Ferris wheel, and a roller coaster, while the right section displays a game board with a grid and various icons. A person is standing in front of the screen, looking at the game. Below the screen, there is a URL: "join the game at spotsvstripes.com". The display is set in a public space, with a man standing to the left and a blurred figure in the foreground.

Cadbury
Spots & STRIPES

join the game at spotsvstripes.com

...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

THE ORANGE COUNTY
REGISTER



ocregister.com

PLY PMTY
DUCKS 0
16:47
PERIOD 2
SHARKS 1

HONDA Center



S.O.B.
22

TIME OUTS LEFT
1

S.O.B.
17

TIME OUTS LEFT
1



PLY PMTY

DUCKS 0
16:47
PERIOD 2
SHARKS 1

PLY PMTY

HONDA Center



S.O.B.
22

TIME OUTS LEFT
1

S.O.B.
17

TIME OUTS LEFT
1

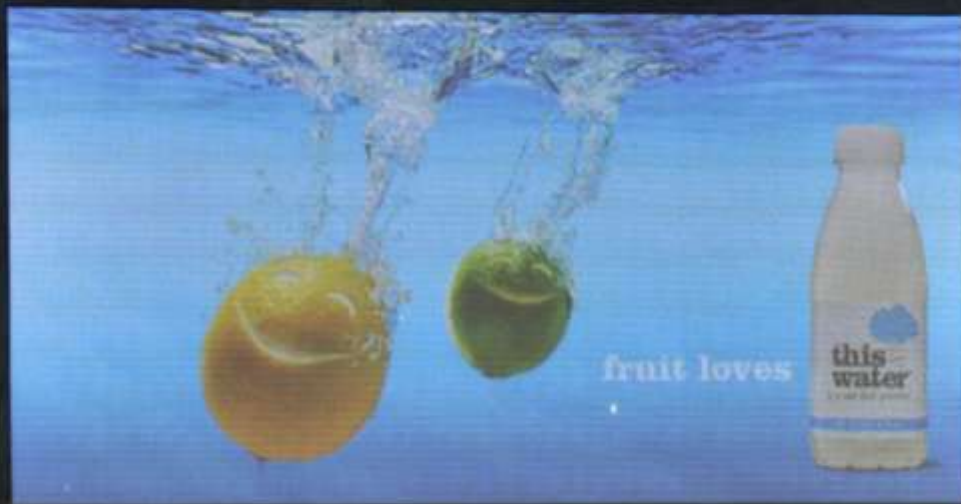
TIME WARNER
CABLE

TIME WARNER
CABLE

ACURA

THE ACURA REAL-TIME TRAFFIC REPORT


Find your way home



JCDecaux

16:47

How hot?



79 DECIBELS NOW

In a noisy world, appliances that aren't.

Find out more at www.noisawareness.co.uk

PERFECT IN FORM AND FUNCTION



AEG

100 Years

How noisy?


Watch something


CINEMA PERONI





Get recommendations


Touch to interact

 **King Of Diamonds**
4207 T400 2000 | 11 Grosvenor Street, EC2A 4BQ
★★★★★
My local
I love this job. There's nowhere else quite like it

 **Jewellery Repairs London**
1225 T400 1100 | Suite 26, 88 Hotten Gardens, EC2A 4BN
★★★★★
Best workshop for jewellery repairs London.
Believe me, you've got to witness their skills and their customer service. Absolutely

 **Ring Sizing London**
1225 T400 1100 | Suite 26, 88 Hotten Gardens, EC2A 4BN
★★★★★
London Ring Resizing - Excellent!
Ring sizing in London is best done by this company - highly efficient and great customer service

 **Jewellery Repairs London**
1225 T400 1100 | Suite 26, 88 Hotten Gardens, EC2A 4BN
★★★★★
Recommended jewellery repair workshop
Great efficient and reasonably priced. These jewellers service really

 **Hirschfelds Ltd**
1225 T400 1100 | 88-90 Hotten Gardens, EC2A 4BN
★★★★★
Superb diamond jewellery London
A superb collection of London precious rings and antique engagement rings

Why not try our Yell Apps?



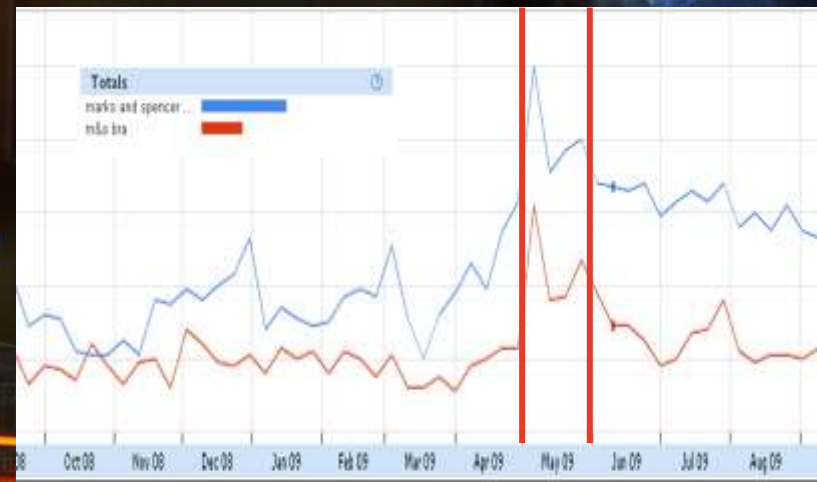
Search

1 in 3 mobile
search queries
have **local**
intent



JCDecaux

Premiere



N95 8GB



Search visually...

...or by voice

soo-pah-kah-la-frah-jah-lis-tik-eks-pee-ah-lee-doh-shus

say it to get it
Google voice search for mobile



To stream the latest X-Men: First Class trailer
touch your **NFC** phone on the icon below

WITNESS THE MOMENT
THAT WILL CHANGE
OUR WORLD.

NFC
Phone

Try it...





13% of phones to
ship with **NFC** in 2014

...Buy it

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

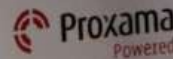
Ask in-store for more details

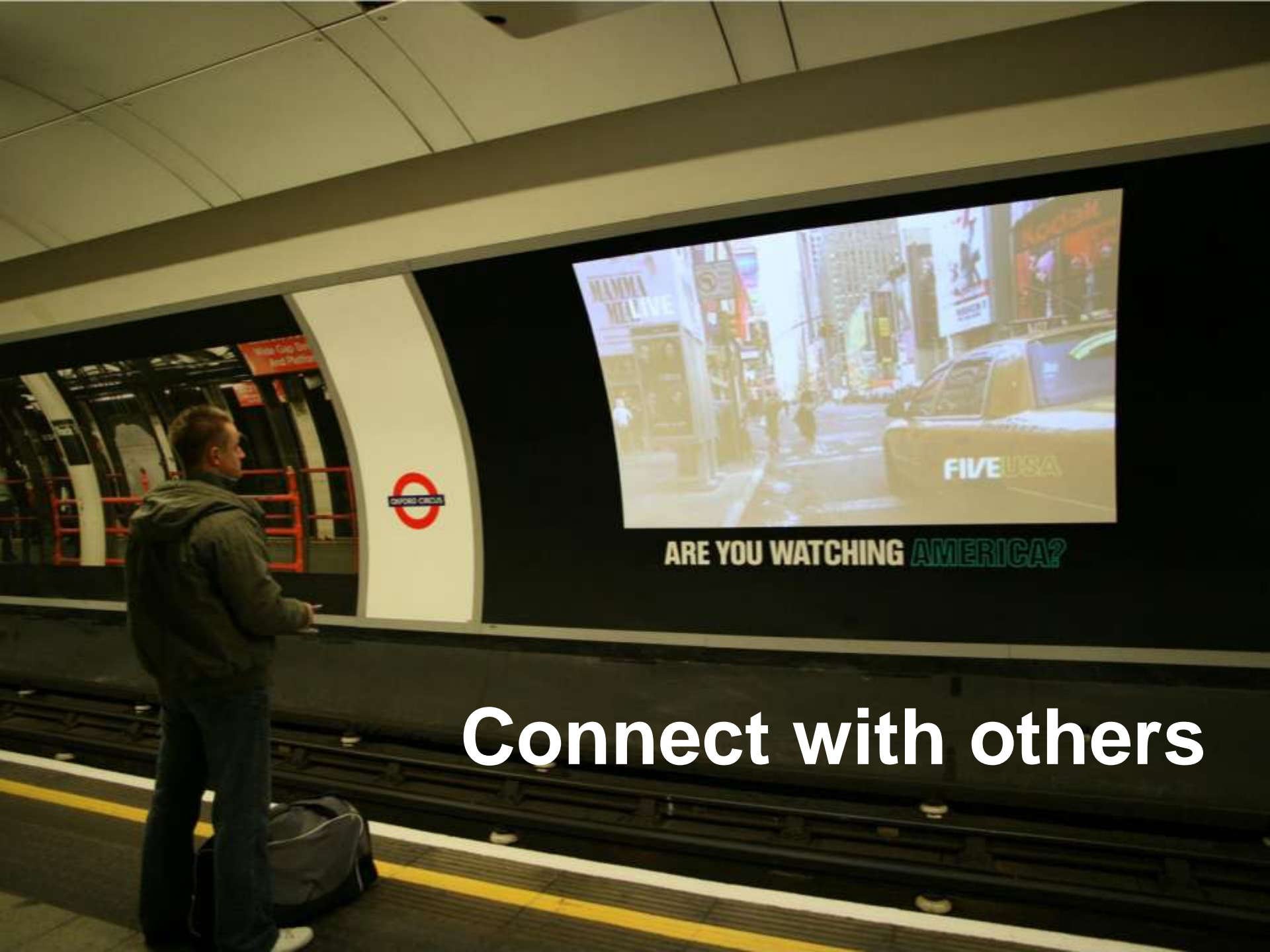
 **NOKIA** NFC TAP Technology



..T..Mobile..

O₂






ARE YOU WATCHING AMERICA?

Connect with others



 kings place

**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

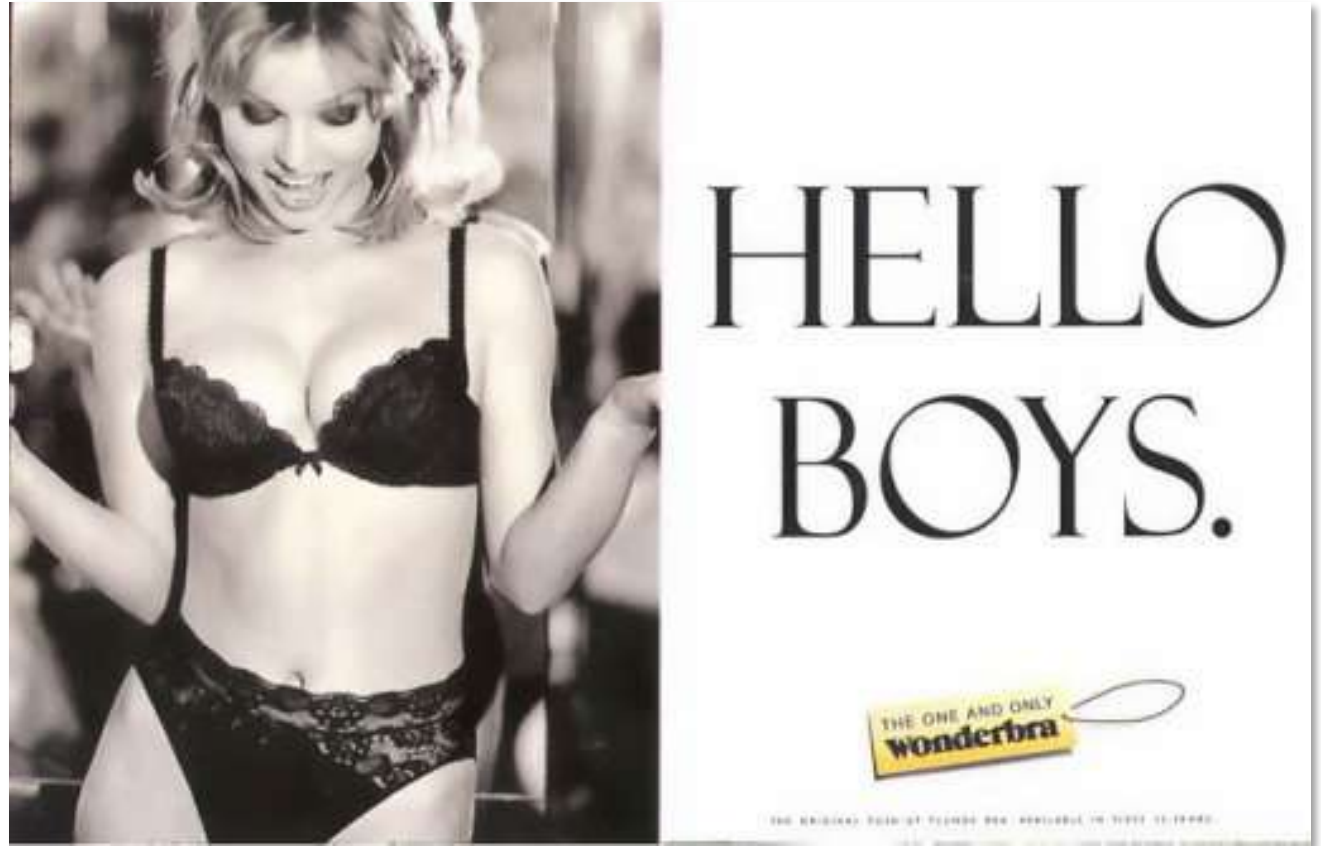
Share



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



twitter



New to Twitter

Share and discover what's
right now, anywhere in the world

See what people are saying about:

rolf harris

Search



nicknack @grey_space have you spotted **Rolf Harris** on it!!
about 3 hours ago from TwitterFox



annettecopper cor blimey it is **Rolf!** RT CreativeReview **Rolf Harris** is painting a billboard at the top of Old Street.
<http://twitpic.com/ht1pd>
about 3 hours ago from web



craftpea RT @indiaknight: **Rolf Harris** is painting a billboard in Old Street. <http://twitpic.com/ht1pd>
about 3 hours ago from TweetDeck



shenque Can you tell what it is yet? RT @CreativeReview: **Rolf Harris** is painting a billboard at the top of Old Street.
<http://twitpic.com/ht1pd>

Start a conversation

have a debate



Contribute





Join in

COKE Machine

Secure Parking 20 Berry St
Enter via Angelo Street
North Sydney, NSW 2060

Twitter

+ ADD TO MY TO-DO LIST



edit

Leave a tip to let other people know

POPULAR RECENT

secret sauce!

[Add link]

SHARE

Do you manage this venue? **Claim here**

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	1	1

MAYOR (LAST 60 DAYS)

No Mayor Yet.
Check in and it could be you!



Check in

200m active mobile
facebook users

Interactive, connected, digitally
social experience



