"Uncertainty is an uncomfortable position. But certainty is an absurd one."
~ Voltaire

THE Futures AGENCY
Traditional TV on the decline

- 40% of Brits watch at least 2.5 hours of online television a week.
- 73% of Brits would rather be on Facebook than watch TV.
- 49% of Brits say that Facebook is always on.

Even the TV industry thinks that disintermediation of broadcasters and operators will occur within 5 years.
Broadcast AND Broadband
Alison Allen is watching ‘Seven Pounds’ on Verizon FiOS TV

Carol Perez Trevino is off to buy some grub/comida... time to chow down later with la familia.

Kris Frazier is watching ‘Bolt’ on Verizon FiOS TV

Orly Angelo thinks it’s a car wash / garage sale kinda morning

Ryan Trees has determined he barely has any pictures of himself

Renee Tidwell Sometimes your world has to be turned upside down before you are able to...
Not ‘if’ but ‘when’!
disrupt...
or be disrupted
Not if, but when

Connecting the other 3 billion

... making the Internet accessible and affordable to everyone on the planet.
Dramatically increased role of Technology
Exponentially increased importance of HUMAN INGENUITY

Remember who you are.

gapvingvoid.com
The End of PCs?

- More data will be transformed by mobile in 2015 than today.
  - 26x
  - 7.1bn mobile-enabled devices in 2015, one for nearly every person on Earth.
  - 788m mobile-only internet users by 2015 — with 430m of them based in Asia-Pacific.
  - 203x the amount of today's online traffic will be served to tablets via mobile networks.

- Expect more spectacular growth by 2015, with increased data speeds enabling huge volumes of data (especially to tablets), and with mobile internet access rocketing, especially in emerging economies.

- Faster average data network speeds will be available (and necessary) to deliver service.
  - 10x 19bn DVDs worth of data expected to be delivered every year. The 2010 figure was 6bn.

- 66% of all mobile traffic will be video-based, taking up 35x the amount of data it delivers today.

---

**% Increase in Device Ownership 2011-2015**

- Tablets: +169%
- Portable Gaming Devices: +39%
- Smartphones: +24%
Reading 2.0...?
Hat tip to Kevin Kelly
Technology allows us to leap...

... but habit changes take time
From selling paper to ‘Giving Meaning’
Less about ‘page views’
... more about Engagement

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.
It's not (just) about Information
... it's about making sense, relevance, context

I need to feel like I'm more than just a diversion between battery charging cycles.
'It’s not the PAY it’s the WALL'

Via Scott Rosenberg’s Wordyard

Breaking news!
Newspapers are planning to put all their stories about newspapers using paywalls, behind a paywall.

What's a newspaper?

Rethink the content business model

In 2010 real money is the main item of value exchanged for digital content & web services.

By 2020 what can be exchanged for value has expanded to embrace a much wider range of "currencies".

Virtual currencies

Personal data

Time/attention

Influence/reputation

Source: Ovum Research (used with permission)
STORIES are still the most compelling form of communication
Content will be cross-media by default
A great brand is a great story
Now, all brands are publishers.
Streams
Cloud
Now
We
Data
Hat tip to Kevin Kelly kk.org
LIKECONOMICS
The new global currency isn’t made of paper. It’s made of relationships & affinity.

Likeconomics Is A New Book On How To Be More Believable In The Affinity Economy By Marketing Expert Rohit Bhargava
RELEASING WORLDWIDE IN 2012 FROM WILEY
Over-Connectivity IS an issue
The paradox of Choice
translation

ETA: three years
If technology really works...
We waited 30 minutes and no service.
Here-Ness

CHECK-IN HERE ON foursquare
Check in to unlock specials, meet up with friends and explore what's nearby.

foursquare.com @foursquare

location-based advertising

facebook  NOKIA  apple  Google

SKYHOOK  yelp

foursquare  Gowalla  brightkite

waze  cloudmade
Everything in the Cloud
Think: Cloud

* then, think CROWD
Any content any platform

* best screen available

Your Latest
This is great – I can Twitter from Xbox LIVE! About one minute ago

mereditamere09: This is great – I can Twitter from Xbox LIVE! (About one minute ago)

famousdinasour: Hey @mereditamere09, I hope you're having a great day! (About 5 minutes ago)

awayseattle09: RT @hikingsiren “What a great show!” — I agree. It was a blast! (About 12 minutes ago)

mereditamere09
What are you doing?
Search
Trending Topics

ryanpethel: Looks Like Winter is starting to settle in – the rain is here! (About 13 minutes ago)

Select  Sign Out  What are you doing?  Refresh
Serendipity will return
(Most) content is better with your friends!

Music is better with your friends

Connect with your friends on Spotify

Step 1: Choose
Step 2: Done

New Message
Hey.
Come and check out Spotify. You can see my playlists and get access to almost every song ever recorded for free.
георг
+ Add more e-mails

To:
Enter an email address
Enter an email address
Enter an email address

OK

Copyright © 2007-2011 Spotify Ltd

Send Free Spotify Accounts

Send Free Spotify Accounts: Choose Friends

Preview of request:
Hey, I just sent you a free Spotify account. Come check out my music and playlists!

All Friends

Send Request Cancel
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

GET LADY GAGA VIRTUAL GIFTS!

GO TO ZYNGA.COM

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

WORD OF THE DAY: CHAPEL

GO TO twitter
Advertising is going beyond interruption
For the last time, no, I do not know what the ROI is on it!
New metrics of success

Eco-systems
Platforms
Communities of interest
Developing relationships
Personalisation
Creating deeper engagement
Data
=
commercial success
“Open and closed are in a great dance, always have been. Openness is where innovation happens; closedness is where value is captured. And then it all begins over again.”

Tim O’Reilly in Wired
API Culture

Send Free Spotify Accounts

Open

API's, business models
"Open and closed are in a great dance, always have been. Openness is where innovation happens; closedness is where value is captured. And then it all begins over again."

*Tim O’Reilly in Wired*