

An Advertiser's View of Trends in Media

Scott Berg

June 18, 2008



Media is experiencing....

Upheaval



Re-invention



Innovation



Show: Did You Know? 2.0

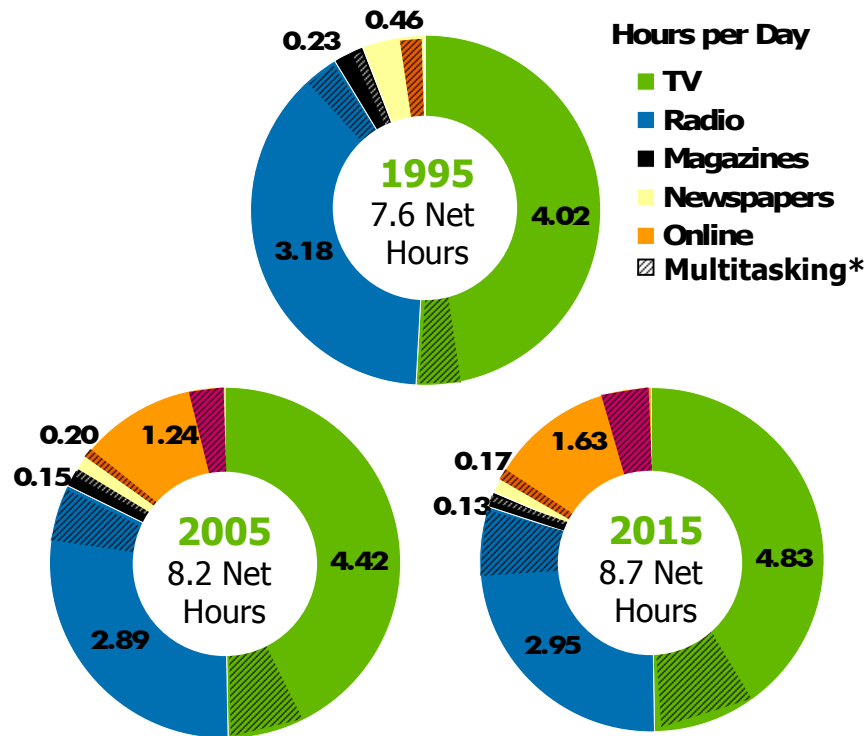
<http://youtube.com/watch?v=pMcfrLYDm2U>

Trend



**Media Consumption
Will Increase**

Worldwide, consumers are spending more time with media.



- TV usage will rise as VOD and DVRs present more choices
- As Broadband penetration increases, Internet use will also rise
- Simultaneous media usage will add to total time spent

* Shaded areas represent time spent multi-tasking with other media; net hours spent with media count multitasking minutes only once

Trend



**But, What They Consume
is Changing and Will
Continue to Change**

There has been a seismic shift...

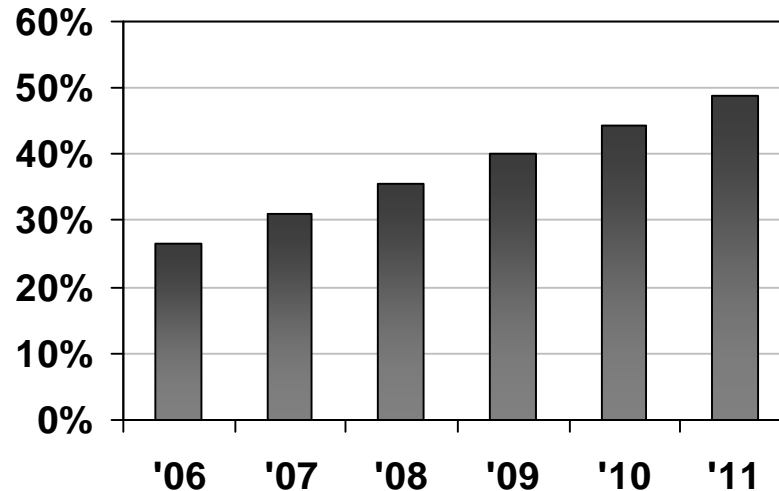


... in the way people interact with media

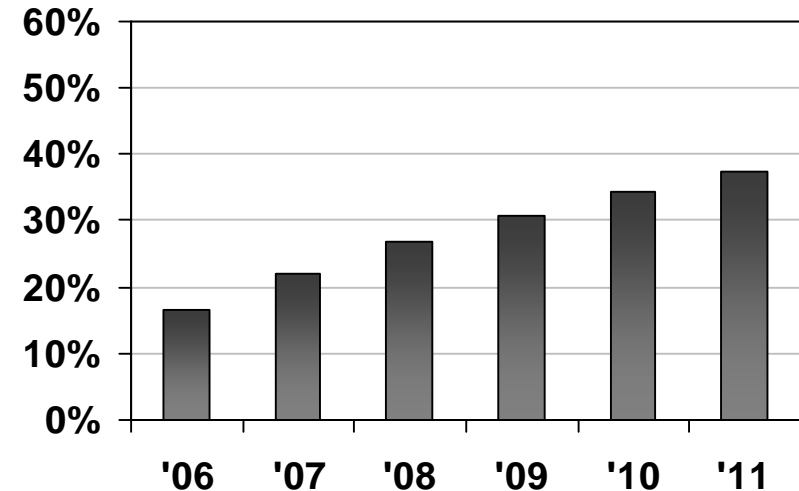


Transformations are Real

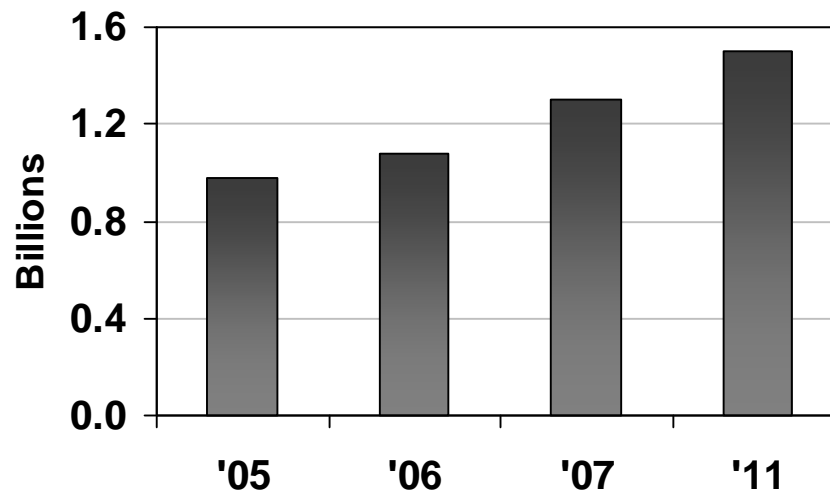
US VOD Penetration



US DVR Penetration

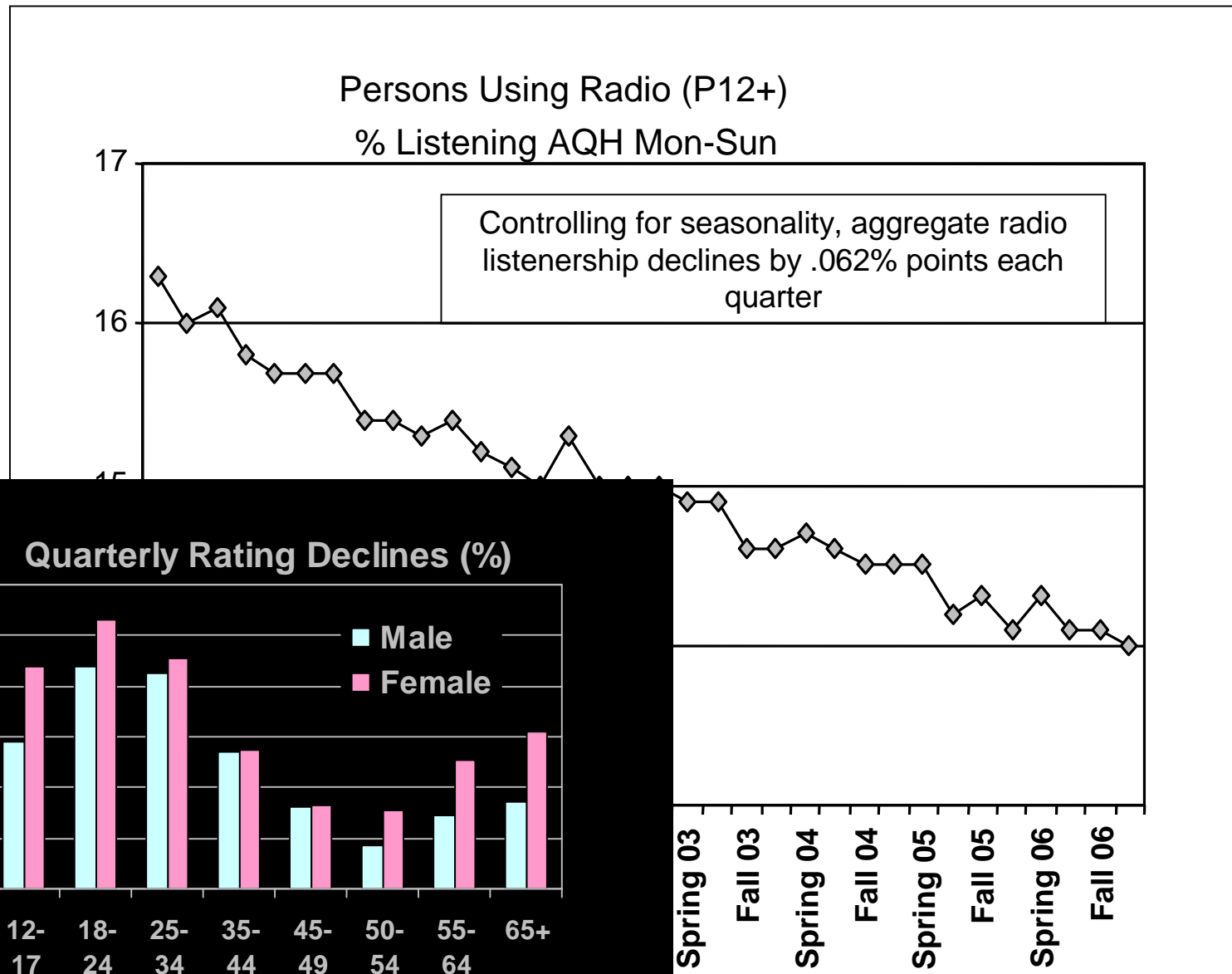


WW Internet Users

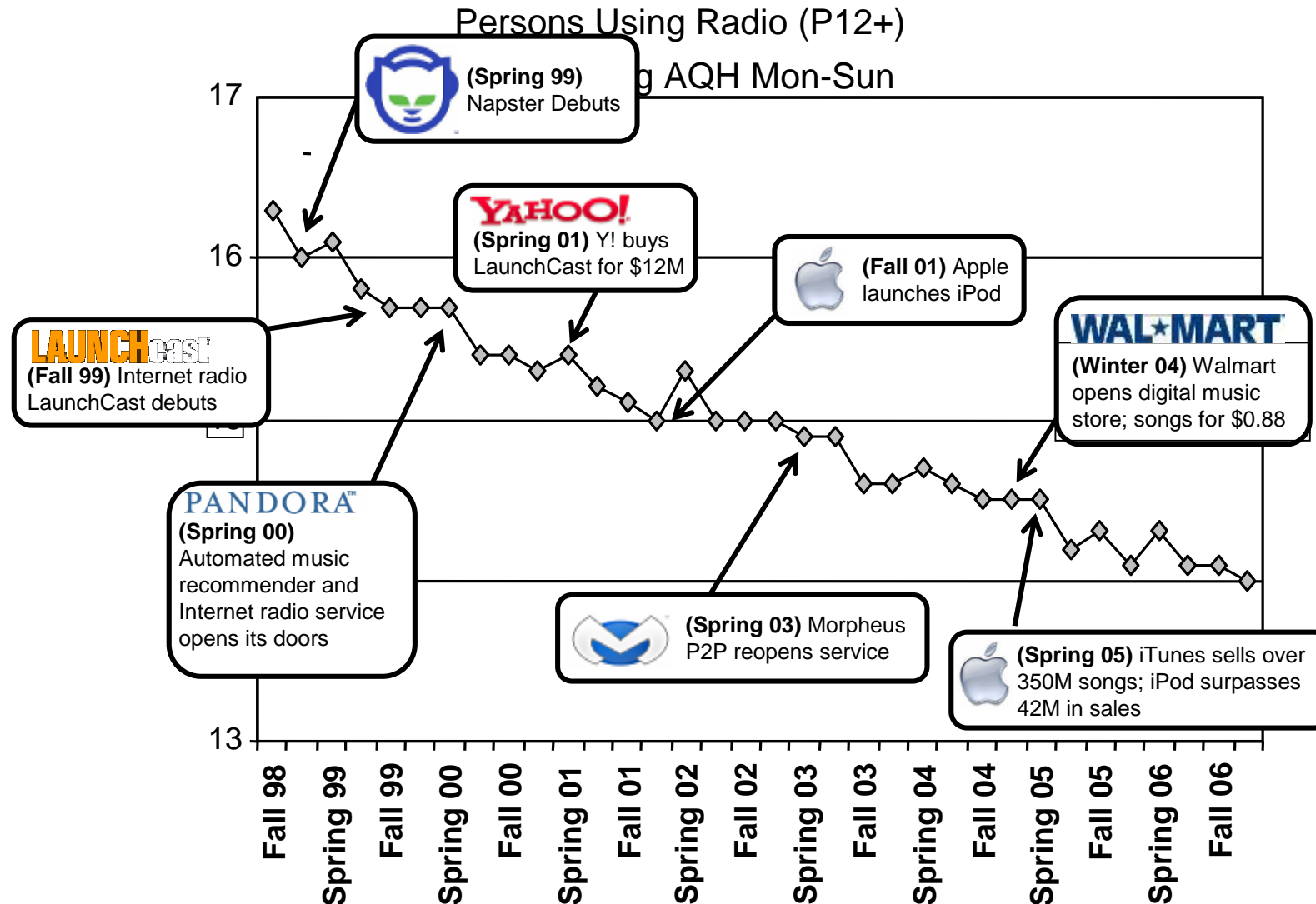


- **Over a third of the world's population carries a mobile phone**
 - 2.8 billion
- **238 million US mobile subscribers**
 - Every 3 in 4 HHs
- **1.8 billion estimated mobile data users worldwide in 2007**
 - 2.5 billion projected by 2011

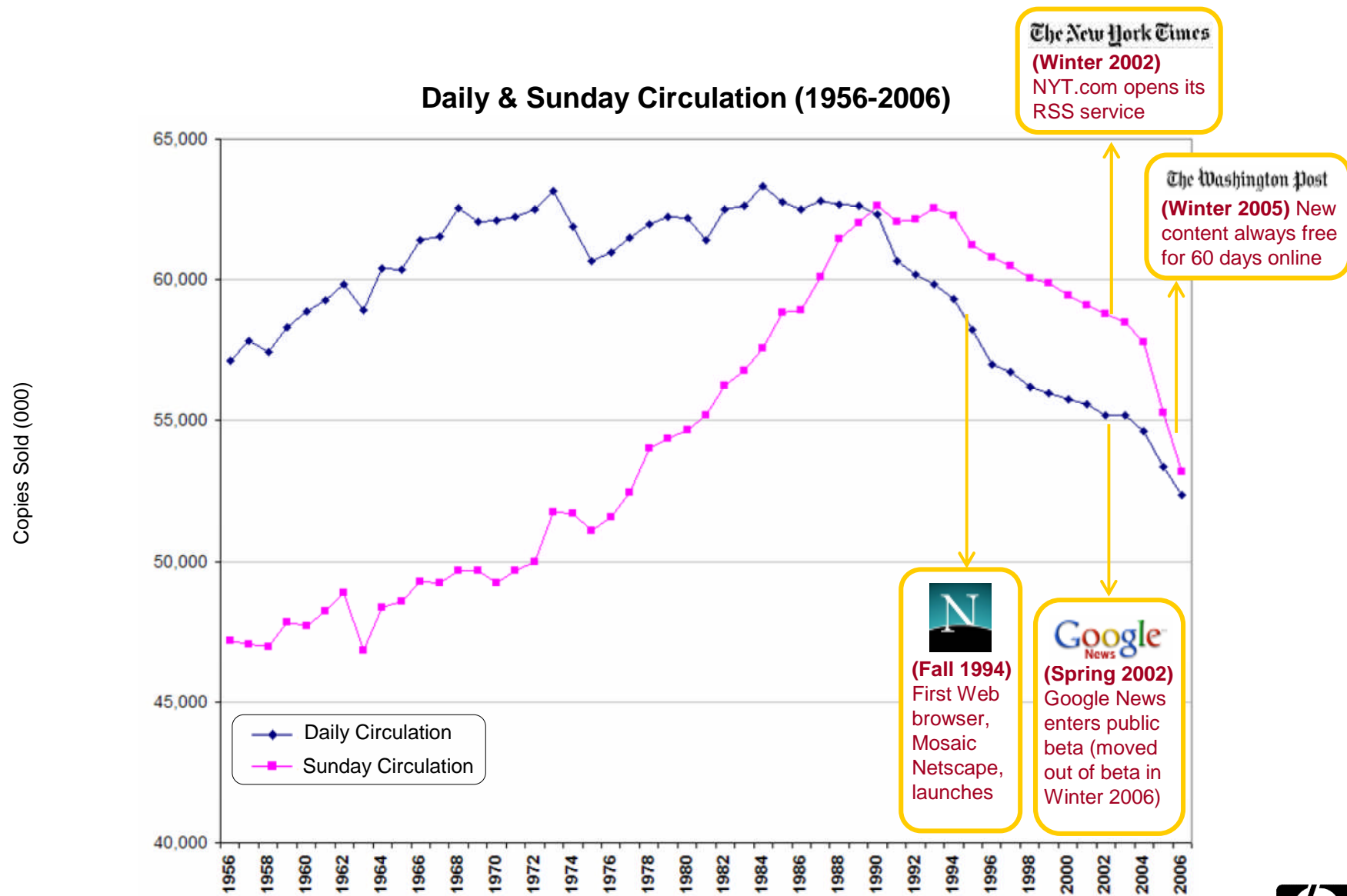
Radio: Death by a thousand digital cuts



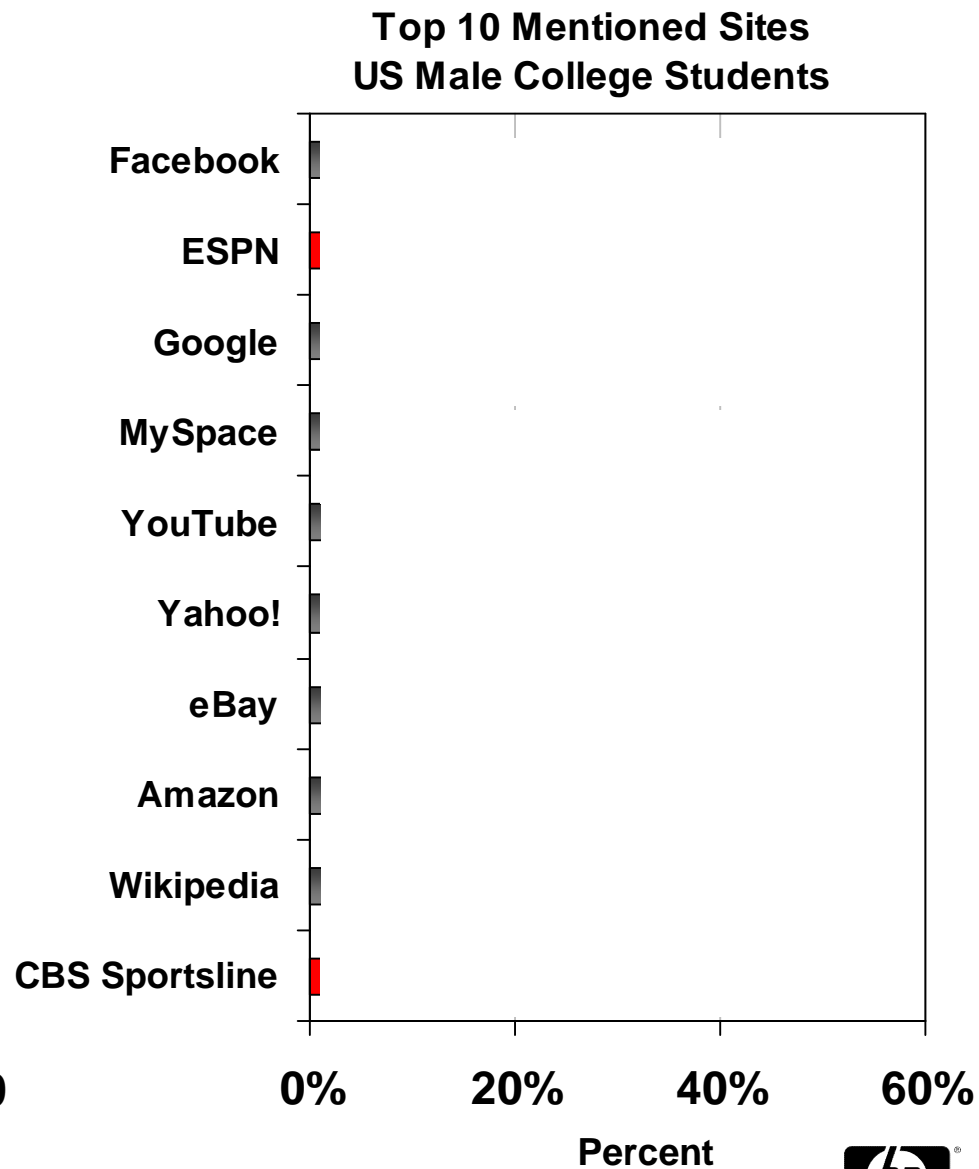
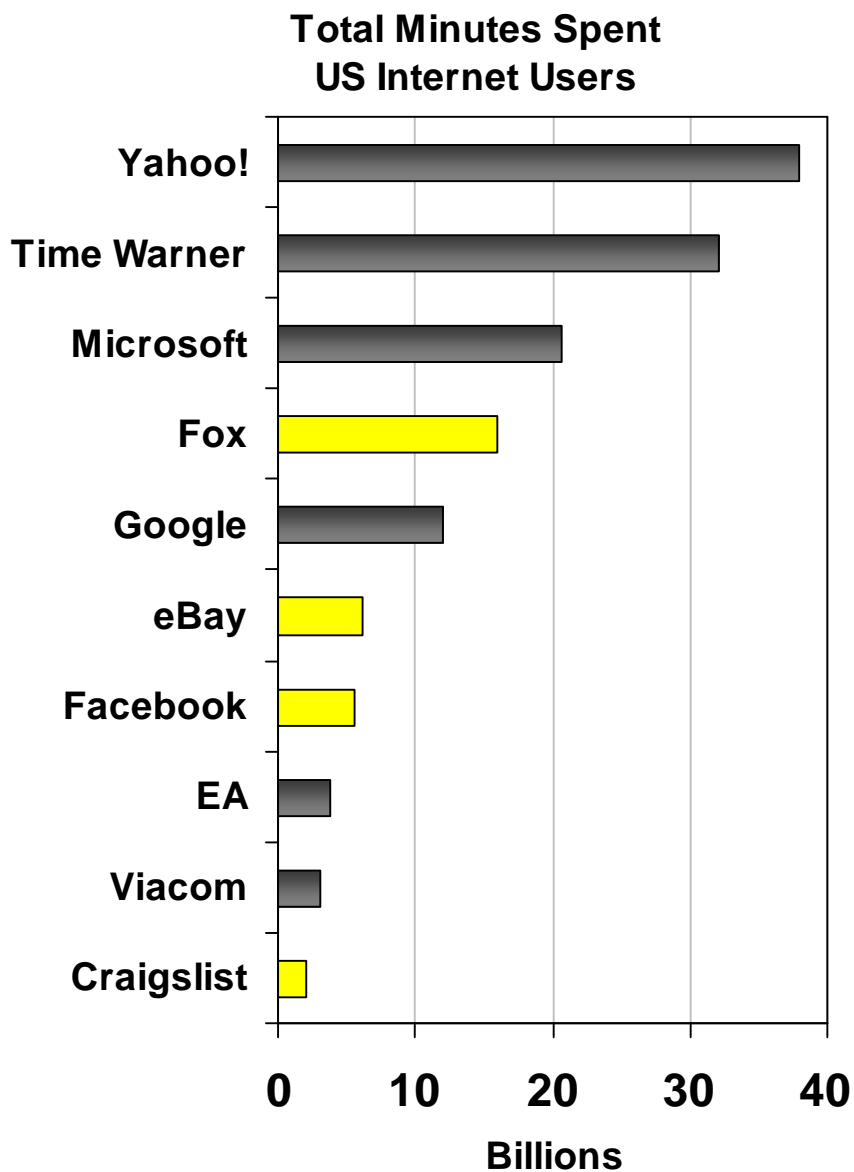
Radio: Death by a thousand digital cuts



Newspaper: Conceding audiences to digital distribution of content



And are Creating New Brands



Source: (Left) comScore, (Right) Youth Trends



Trend



Consumer Media Control and Influence... It's Just the Beginning

Participatory Sites

wikis



WIKIPEDIA
L'encyclopédie libre

Social Networks

Blogging &
Publishing



Content Sharing



flckr™

Personal
Expression



Consumer-Created
Ads

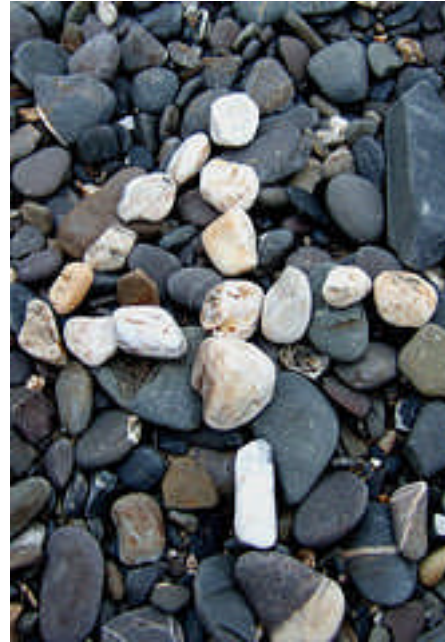
P E R S O N I V A
PERSONALIZING BRAND EXPERIENCES

Widgets/mash-ups





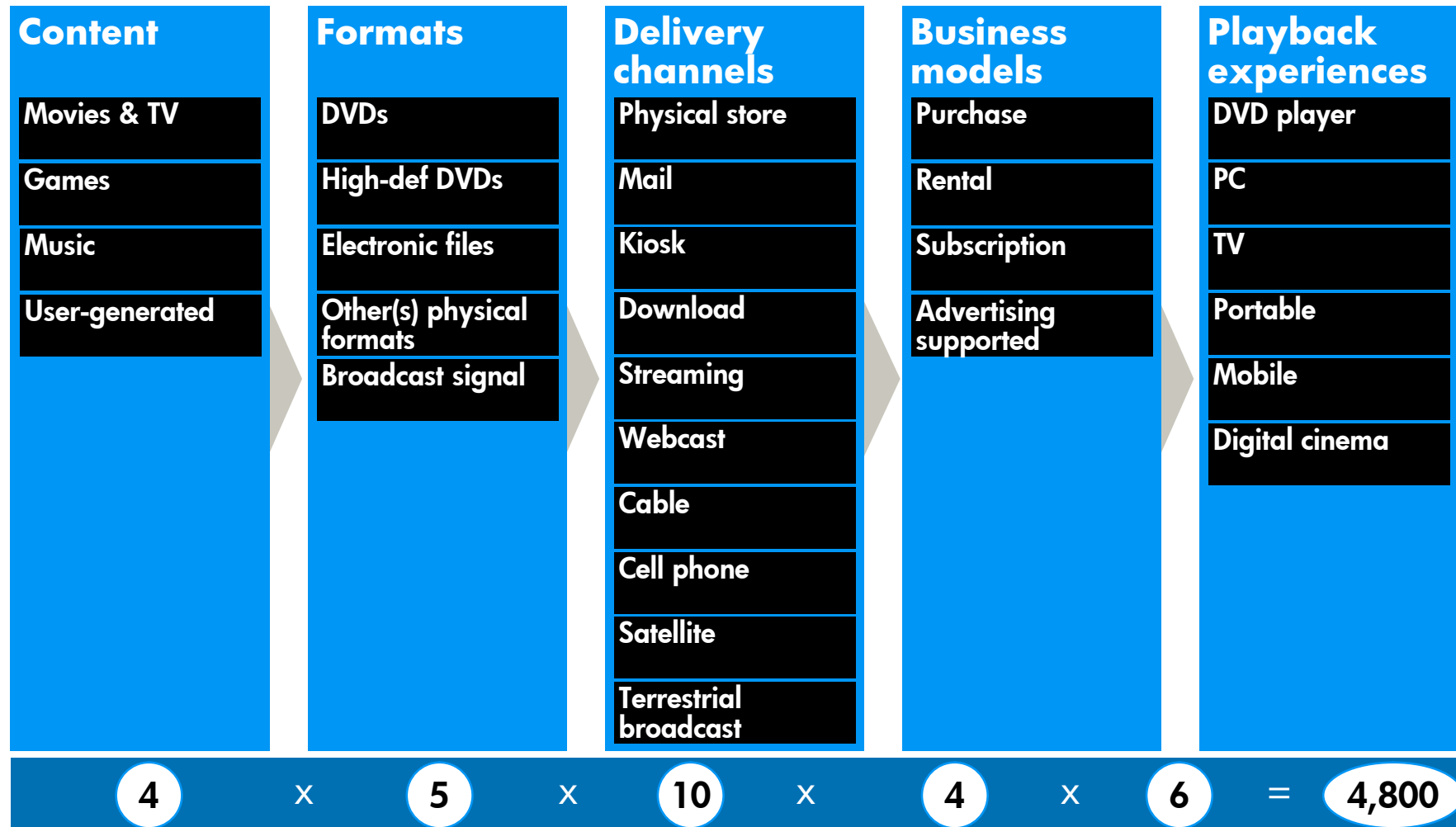
Trend



**The Method of
Delivery Will Expand**

Many new formats, delivery channels, business models and playback experiences

4,800+ possibilities



Emerging Media

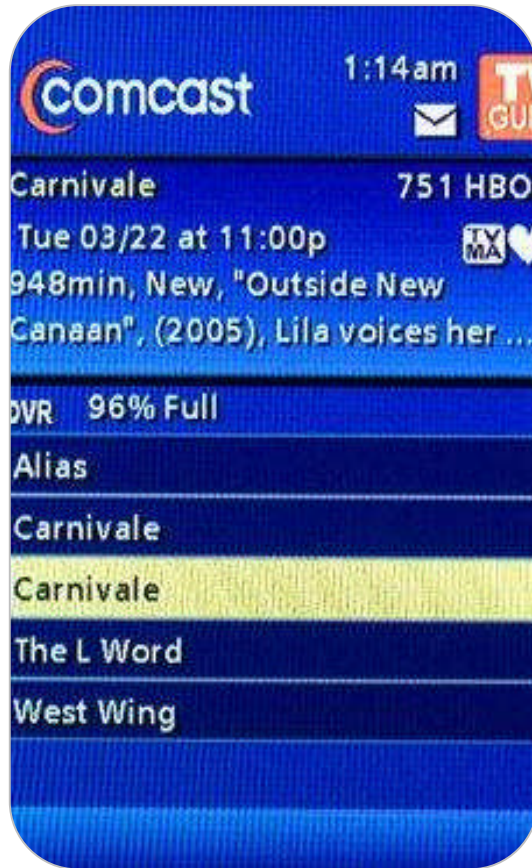


Trend

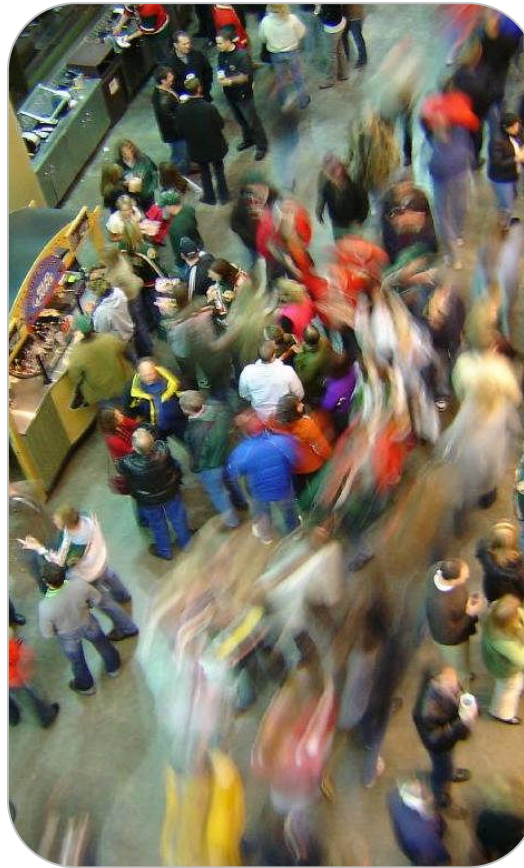


Digital Distribution

Today's customers are capable of transcending:



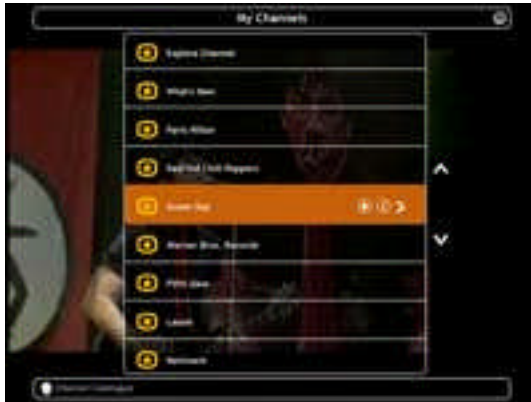
TIME



CROWDS



PLACE



Palm Treo 650 and 700w



Palm Treo T50



SLINGBOX PRO

Your home theater away from home.

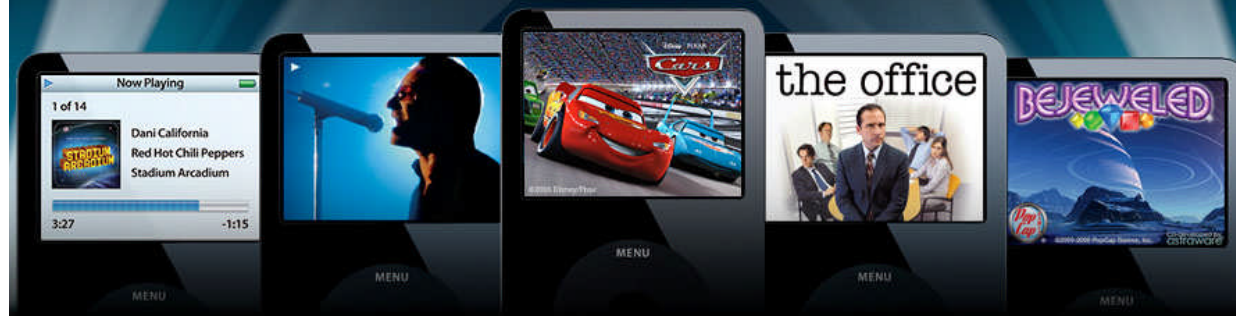


Designed for Multiple
Devices and Component HD
Compatible Devices



Buy
Now

Movies, TV shows, games, and music.
Now playing on an iPod near you.



Trend

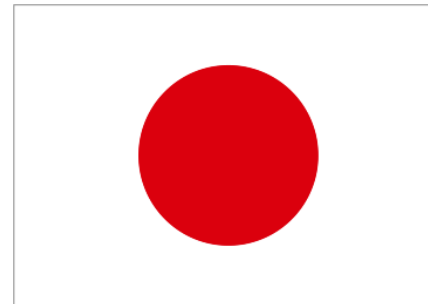


**Country Level Media
Investment Will Change**

FROM



TO



Growth/Consumption Markets

Currency – US\$ vs. Local Currency

Higher Media Value per \$ Spent

Technology Gains/Jumping Cycles

Trend



Skill Sets

In Demand and Changing...

- Digital
- International
- Project Management
- Analytic
- Creative
- Technology
- Venture Capitalist
- Social Media





Trend



Media Automation and Integration

- Predictability
- Transparency
- Specific Message Targeting
- Increase Human Capital Output
- Metric Consistency
- Change a Campaign on a Moments Notice
- 1,440 Minutes Aggressive Marketing
- System Congruence

Supply Chain



Supply Chain
alerts CRM
System of
Supply Issue

Strategy & Targeting



ORACLE

CRM
determines best
customer target

Creation



Content
Created and
trafficked

Execution



e-Media
Exchange
Project

Media is
purchased
based on target
and cost req.

Metrics



ORACLE

Trend



**Everyone's Role and Needs
are Changing**

Reacting to Change

publishers: FIT



customers: ROSE

marketers: SOFA



Is Publisher's Content **FIT**?

FREE

INTELLIGENT

TRANSIMITTABLE



Is Publisher's Content **FIT**?

Daylife.com pools together news stories from thousands of sources around the world and provides them through an intelligent interface that filters and categorizes information

For each story, viewers can see the article lead as well as **how the story is connected to people and other news** and what some are saying about it

Adopting a more visual presentation, Daylife shows breaking news through its **photo headlights**

Some individuals or companies frequently in the news are tracked by Daylife's Timeline; it is a **graph that shows how much the topic has moved in and out of the news**

The screenshot displays the Daylife.com homepage and a detailed article view. The homepage features a navigation bar with categories like World, Business, Celebrity, Politics, Science, Tech, Sports, and Highlights. A search bar is present. The main content area includes a 'Hello' message and a '60 Years of Independence' feature. The article view for 'Dow Off 208 on On Credit, Consumer Woes' shows a lead article, more articles, and a 'Connections' section with images of companies like Home Depot, Wal-Mart, Standard Poor's, and Federal Reserve. A 'Quotes' section includes a quote from Sentinel. At the bottom, a 'Timeline' section shows a bar chart of mentions for 'Aug 15 - 248 mentions'.

Customers Choose the **ROSE**

RELEVANT

OPEN

SIMPLE

ELEGANT



Customers Choose the ROSE

Easy-to-use and elegant in design, the Apple iPod remains the preferred choice among consumers

- 100 million iPods have been sold, resulting in 4,000 accessories; 70 percent of US 2007-model US autos offer iPod connectivity
- The iPod and iPod Mini have 82% market share of hard-drive based portable music players. Creative Technologies is a distant second at just 4%
 - For all types of music players, the iPod has 42% market share. Rio is second with 10%.
- As of April 2007, the iTunes store has sold three billion songs



Marketers Demand **SOFA**

SCALABLE

OUTCOME DRIVEN

FRICTION-FREE

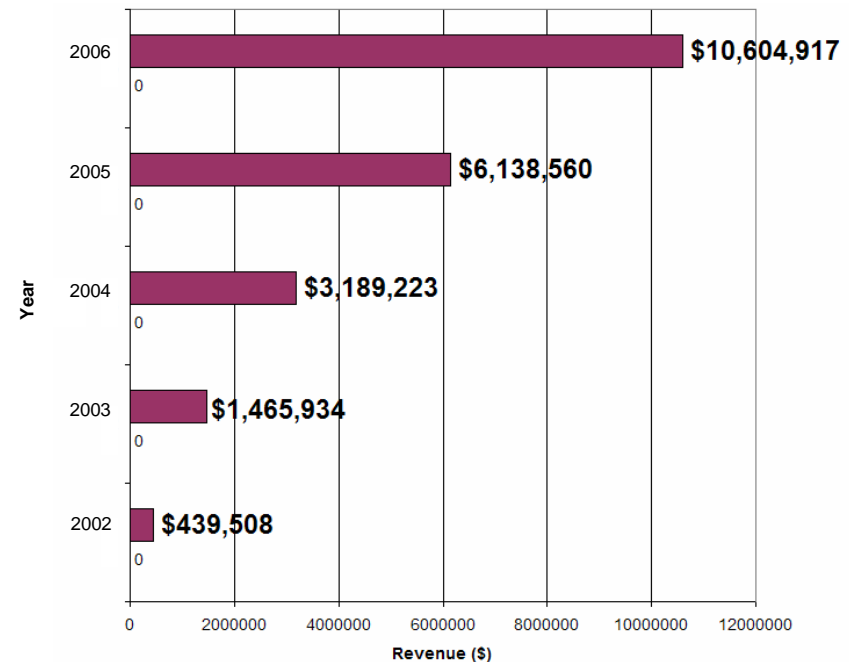
ACCOUNTABLE





Marketers Demand **SOFA**

Google: Annual Revenue (2002-2006)



Scale: AdSense, AdWords

Outcome-oriented: Click as the accounting trigger

Friction-free: Self-service auction model

Accountable: Optimize spend to sales/high value tasks

Trend Media Staying Genuine



Case Study: Web 2.0



HP COURTSIDE

YAHOO!

ett-Packard Development Company, L.P.
on contained herein is subject to change without notice

HP Courtside 2007 with Yahoo: Overview

- **Background**

- Hewlett Packard has partnered with Yahoo for several years on media and marketing initiatives. For 2007, HP wished to create an engaging consumer-targeted experience that could support sales objectives across its various business groups.

- **Challenge**

- Raise awareness of HP PSG products and encourage printing (IPG) by bringing to life the brand's core message ('the Computer is Personal Again') through an interactive environment that will attract a large scale audience.

- **Insight**

- 'March Madness' – while a mainstream sporting event – is also centered on a very personal/loyal relationship between the teams and fans who want to follow their players courtside from start to finish.

- **Idea**

- HP brings together everything March Madness into one place so fans can personalize their digital experience and involvement



HP Courtside 2007 with Yahoo: Elements

1. Introductory video unit - collapses after video plays

2. HP widget module – downloadable score widget and “Activity Center” type content

3. “Smack Talk” generator module – send SMS messages to friends

4. HP Product Module - drives to “use and learn” content on HP.com

5. Custom Flickr Group – upload and comment on fan photos



6. HP “Maddest Bracket” Contest Module

Product advertising

7. Y! News module – NCAA news and sports content populated by Y!

8. Y! Answers module – content is FPO but will be populated by Y!

HP Courtside 2007 with Yahoo: Snapshots

Yahoo! My Yahoo! Mail Add Bookmarks
YAHOO! SPORTS VIEW MY BRACKET
 Brought to you exclusively by **hp**

HOME MADDEST EXTRAS SMACK CENTER NEWS GROUPS
 Championship tipoff in: 00 days 07 hrs 51 mins 37 sec

COLLEGE BASKETBALL FANZONE

JOIN A YAHOO! GROUP

HP Courtside Community Group
 Can Florida repeat? Will UCLA or Ohio State get their revenge? Or is it going to be Georgetown?
[JOIN NOW!](#)

Women's Hoops
 Is this the year Tennessee returns to the "Summit" of women's college basketball?
[JOIN NOW!](#)

SUPPORT A SCHOOL: JOIN A FAN GROUP

Mens	Women's
Ohio St	LSU
UCLA	Duke
Florida	North Carolina
Georgetown	Purdue
	Mississippi
	Tennessee

Find more fan groups or start your own

HP Photosmart D7360 Printer
 Now just **\$149.99***
 + Prints in seconds
 + Removes red eye
 + Enhances details
 *after rebate
[SHOP NOW](#)

GO COURTSIDE WITH HP
 Capture the sight, sound and thrill of each game with HP. Whether you're in your living room, at the game or on the road, HP technology can help you get the most out of the tournament.

- Experience HP home theater
- Explore iPAQ pocket PCs
- Compare HP digital cameras
- Print better photos

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Pokes, plays & insults on the college basketball audibles.
[Click Here](#)
YAHOO! MESSENGER

Express yourself & represent your team.
[Click Here](#)
YAHOO! MESSENGER

Yahoo! My Yahoo! Mail Sign In Sign Up
YAHOO! SPORTS
 FREE SHIPPING On all High-Definition LCD TVs [SHOP NOW](#)

hpcourtside - The HP Courtside 2007 Group
 Home [Join This Group](#)

Activity within 7 days: 58 New Members • 28 New Messages • New Questions

Description
 From Selection Sunday through the final whistle in March, this is the place to share the madness with fellow hoops fans!
 Plus, visit HP Courtside 07 to:
 + Download a widget for real-time scores!
 + Talk smack to your team rival friends!
 + Keep track of your bracket and more at HP Courtside 2007!

FLICKR FAN PHOTOS [VIEW ALL](#) [ADD YOUR OWN](#)

[www.Bet.com](#)

Most Recent Messages (View All) (0 views by topic)

Re: Billy Packer on Oden and Hibbert
 I agree that Oden and Hibbert aren't at that level yet, but seems to me that the potential is there. Now I DOUBT that Oden is coming back to OSU, so any
 Posted: Mon Apr 2, 2007 4:23 pm

Re: Introduce Yourself
 from: hpcourtside@yahoo.com (mailto:hpcourtside@yahoo.com) On behalf of fish seen Sunday, April 01, 2007 12:14 PM To:
 Posted: Mon Apr 2, 2007 5:12 am

Re: Introduce Yourself
 Ick hope for a good competitive game Larry Schreiber <larrycolofan1945@...> wrote: Bob I agree but "Connolly & Oden are quite a twosome!!!!!! Enjoy
 Posted: Mon Apr 2, 2007 5:12 am

Re: Introduce Yourself
 Bob I agree but "Connolly & Oden are quite a twosome!!!!!! Enjoy tomorrow LARRY S...
 Posted: Mon Apr 2, 2007 5:12 am

Re: Introduce Yourself
 It's strange, but I think that there are times when Oden getting in early foul trouble actually helps OSU by forcing other players to stop up their games. OSU
 Posted: Sun Apr 1, 2007 5:12 am

Bob modcardal_bob
 OSU Online
 Send Email

Dorian Hovra dorianhovra
 OSU Online
 Send Email

Phyllis Lawrence phyllislawrence
 OSU Online
 Send Email

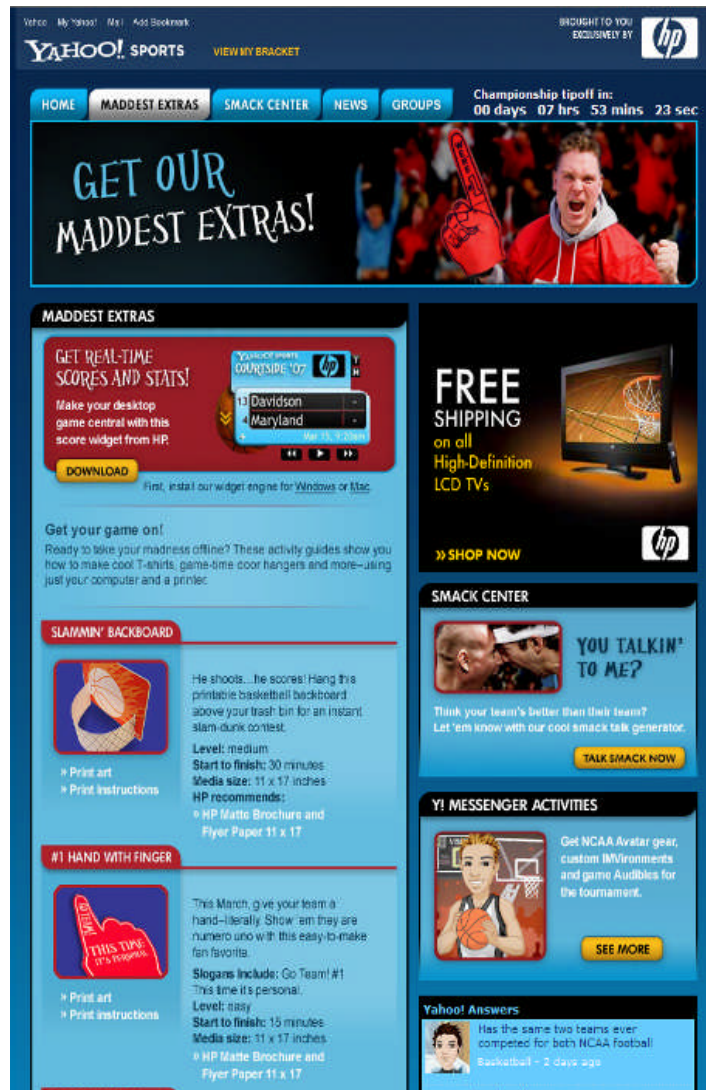
Larry Schreiber larryschreiber
 OSU Online
 Send Email

Bob modcardal_bob
 OSU Online
 Send Email

Add hpcourtside to your personalized My Yahoo! page [NY](#) [RSS](#) [What's This?](#)



HP Courtside 2007 with Yahoo: Results



Program delivered large scale visibility.

Over 1.2 billion impressions were served by Yahoo! across 11 channels and properties.

Scores of customers interacted with the content. Nearly 900k unique users visited the Courtside page, helping to make the HP widget the most popular Y! sports widget to date with 36,000 downloads.

The program generated 1.5 million bracket registrations as well as a promotional opt-in rate of 42% for the HP sponsored Maddest Bracket Contest.

Encouraged repeat visits. Nearly a quarter of all visitors came once per day while a fifth came multiple times per day. Research showed a positive correlation between frequent visits and purchase intent of HP products and services.



Katrina – United States



Show: Katrina

Questions

www.hp.com/blogs/

The Changing Face of Media