

TRENDS IN MEDIA



THE STORM IS NOW THE WEATHER !

everyone
IS HYPERCONNECTED

WE ARE IN THE
4RD PHASE OF
the industrial
revolution

FAST
10 YRS

40 YRS

70 YRS

100 YRS

1 MECHANIZATION
Steam engine

2 COMMODITIZATION
engine + production
lines

3 COMPUTERIZATION
& automation

4 DIGITIZATION
platforms, data
& AI

WHERE WE COME FROM

CONSTANT
INNOVATION
CONSTANT
OBSCURE

customer
& Targeting
IS CHANGING
FAST

DIGITAL
ADOPTIVE
POPULATION

DIGITAL =
DOMINANT



engaging

DATA
it's about
**CREATION
VALUE**

customer needs
customer experience

IT'S A REVOLUTION,
NOT A TRANSFORMATION
IT MAKES YOU FORGET WHAT
EXISTED BEFORE



CONTENT
PARADIGM

POWER SHIFT
STREAMING

**media
DISRUPTION**

FIRST
SCREEN?

BUSINESS
MODELS

- IT WILL BE MORE
#1 COMPLEX!
we have a job!
- #2 THE ROLE OF
ADVERTISEMENT
WILL EVOLVE
CONTENT IS KEY!
- #3 OUR ROLE IS
CRUCIAL TO BUILD
A SUSTAINABLE
ECOSYSTEM

5 **A**

YOUR AUDIENCE = GOLD!

REDEFINING MEDIA SECTOR

- DATA: OPEN UP THE LAKE
- NON-LINEAR CHANNELS
- PLATFORMS: CONNECTING
AUDIENCE & PRODUCTS
- ECOSYSTEMS: 1 STOP SHOP
CROSS COMPETITORS
- BUSINESS: FIND COMMON
GROUND

PARTNER UP &
BRING IT TO
LIFE TOGETHER!!