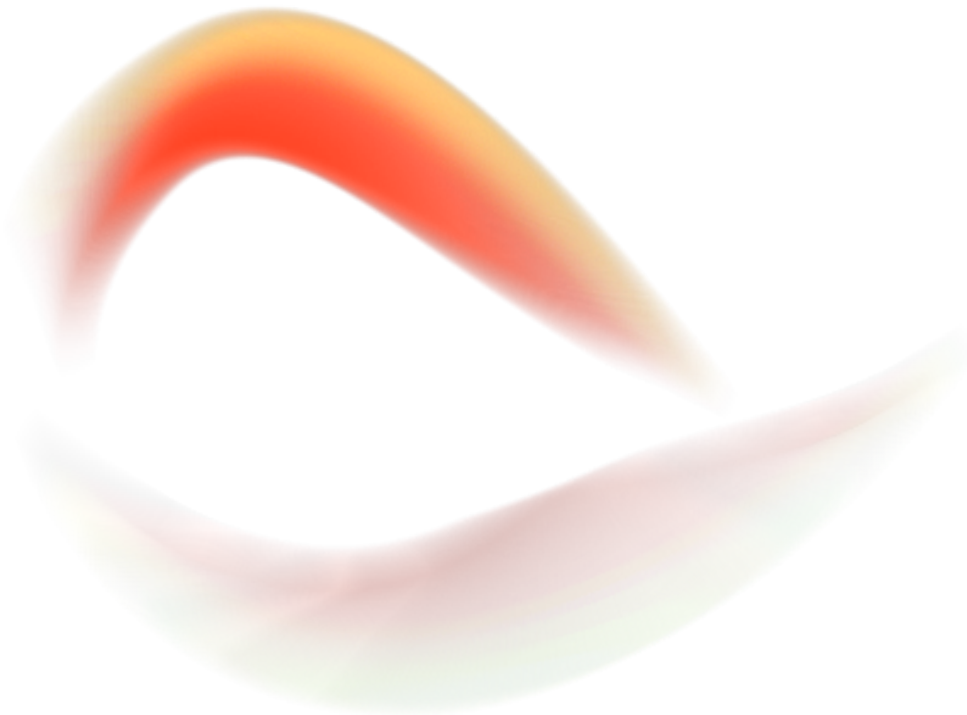


**THEFuturesAGENCY**



**I C M A**

Making classified media work better!  
International Classified Media Association

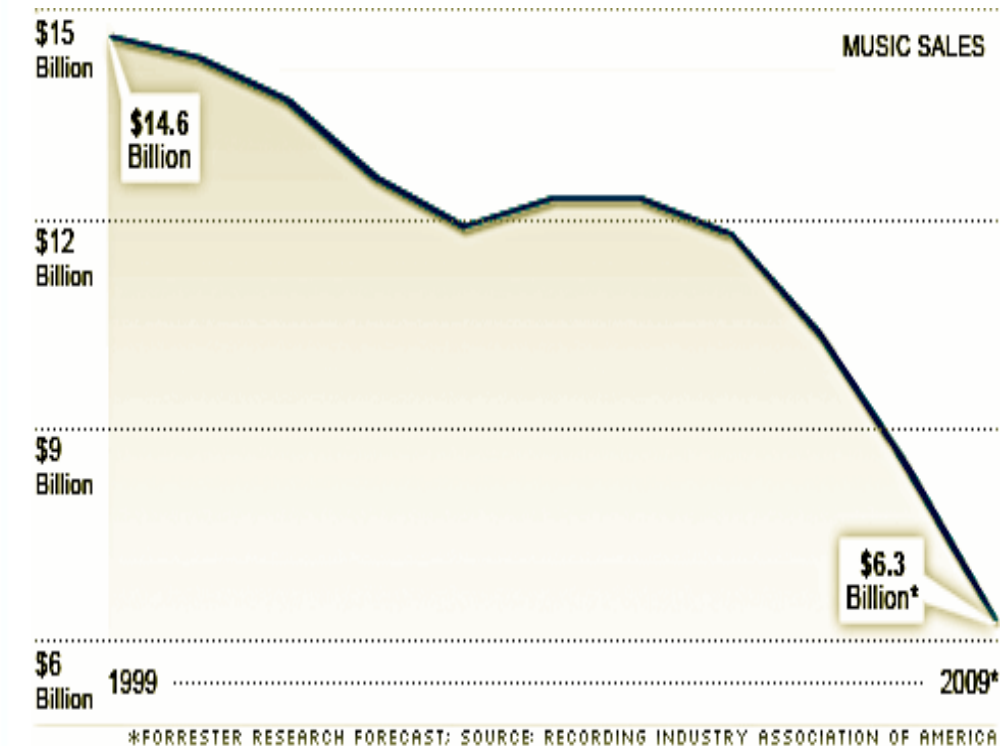
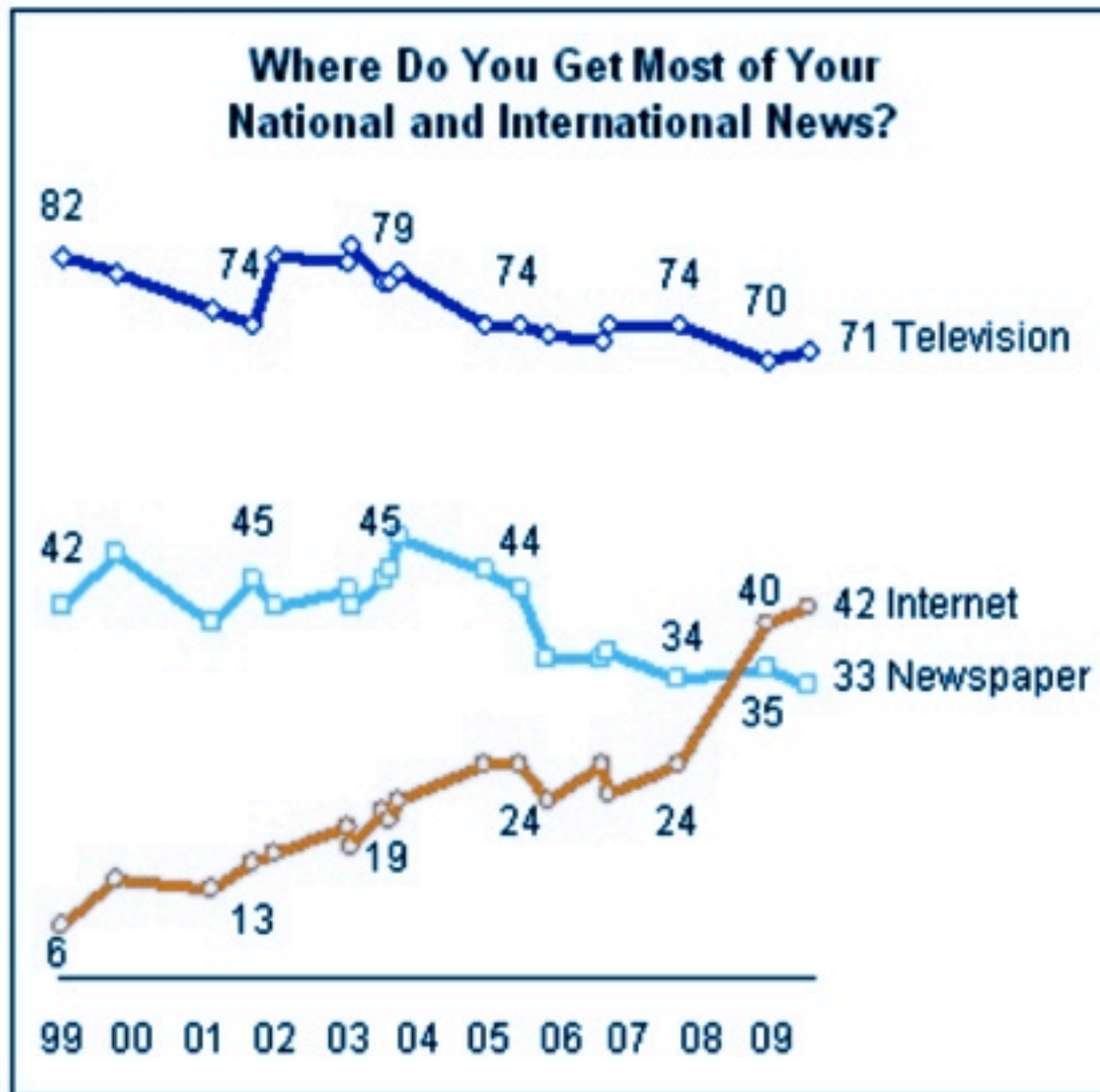


# What's next in Classifieds, Advertising and Online Commerce

Gerd Leonhard TheFuturesAgency @gleonhard MediaFuturist.com

# Disruption is everywhere

## Trends in news access



Source: Pew Research





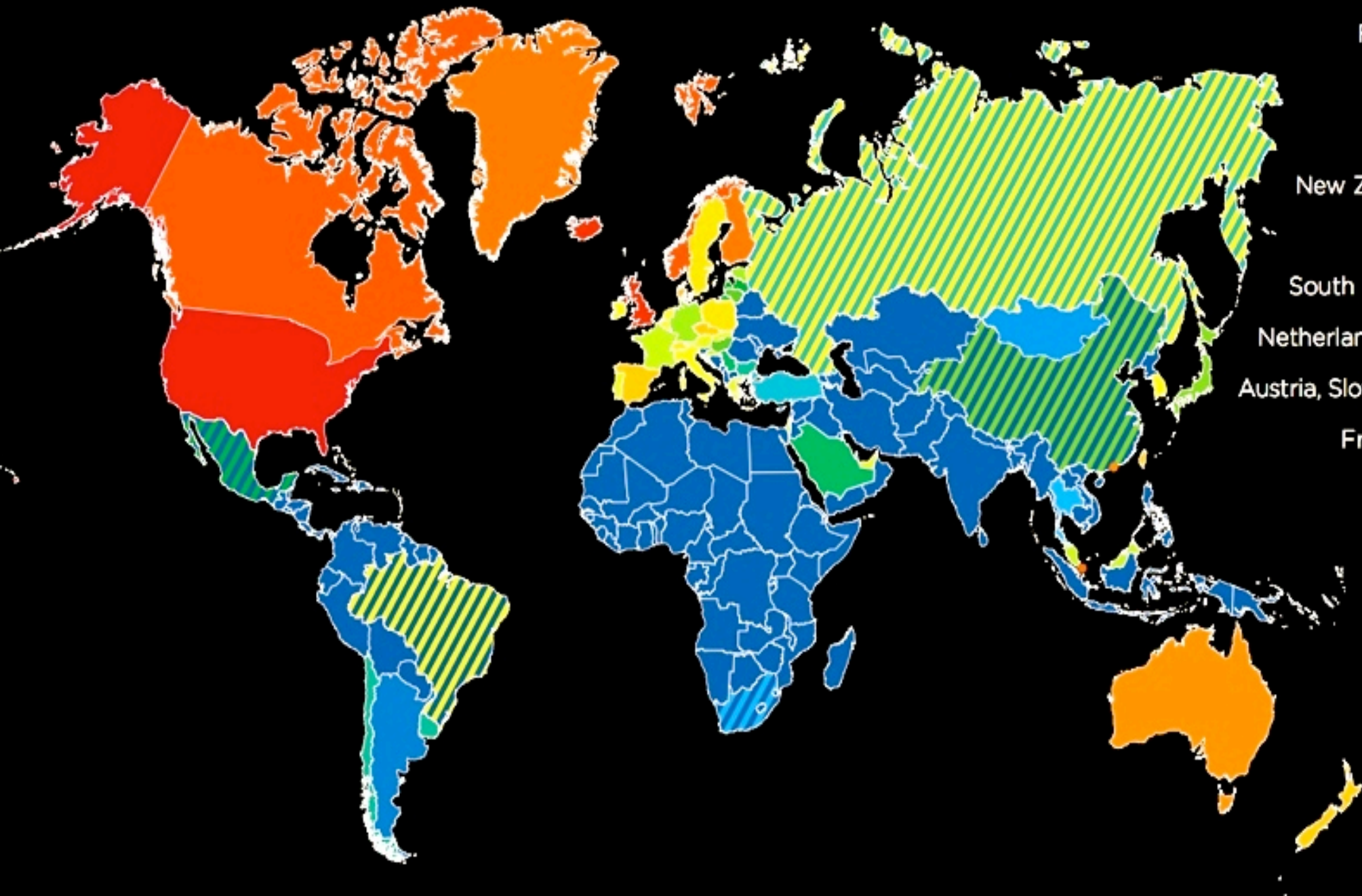
We are here

**Disruption**




# Newspaper extinction timeline

When newspapers in their current form will become insignificant\*



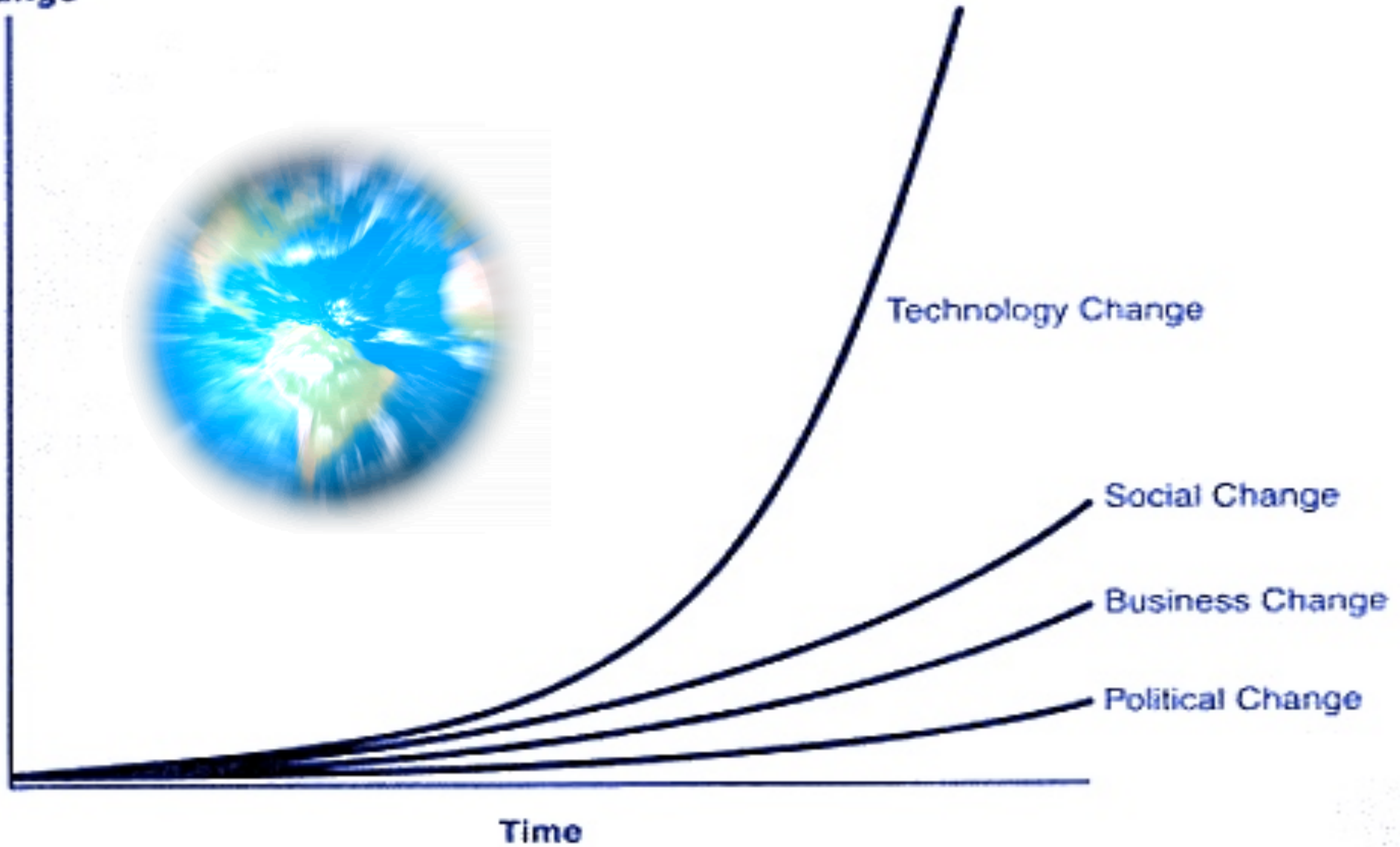
- USA **2017**
- UK, Iceland **2019**
- Canada, Norway **2020**
- Finland, Singapore, Greenland **2021**
- Australia, Hong Kong **2022**
- Denmark **2023**
- New Zealand, Spain, Czech, Taiwan **2024**
- Poland, Sweden, Switzerland **2025**
- South Korea, Metro Russia, Belgium **2026**
- Netherlands, Ireland, Metro Brazil, Italy **2027**
- Austria, Slovakia, Greece, Portugal, U.A.E. **2028**
- France, Israel, Malaysia, Croatia **2029**
- Germany, Estonia **2030**
- Japan, Metro China **2031**
- Hungary, Lithuania **2032**
- Latvia, Metro Mexico **2033**
- Serbia, Saudi Arabia **2034**
- Bulgaria, Chile, Uruguay **2035**
- Russia, Turkey **2036**
- Metro South Africa, Thailand **2037**
- Mongolia **2038**
- Argentina **2039**
- Rest of the world **2040+**

 — stripes indicate that newspapers will be extinct in metropolitan areas before regional areas



# The Law of Disruption

Change





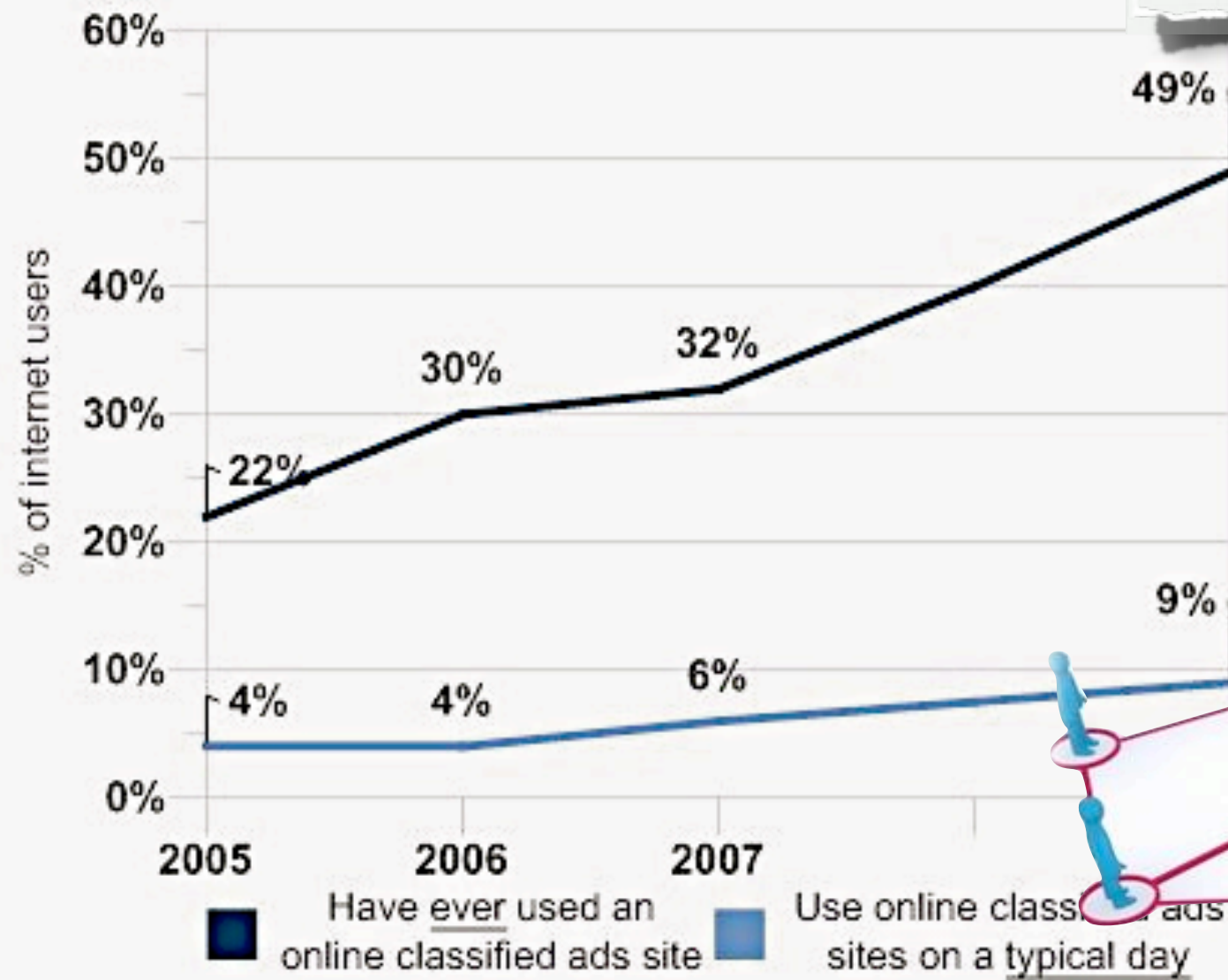
# Mobile + Broadband + Social + Video: Disruption similar to the Printing Press



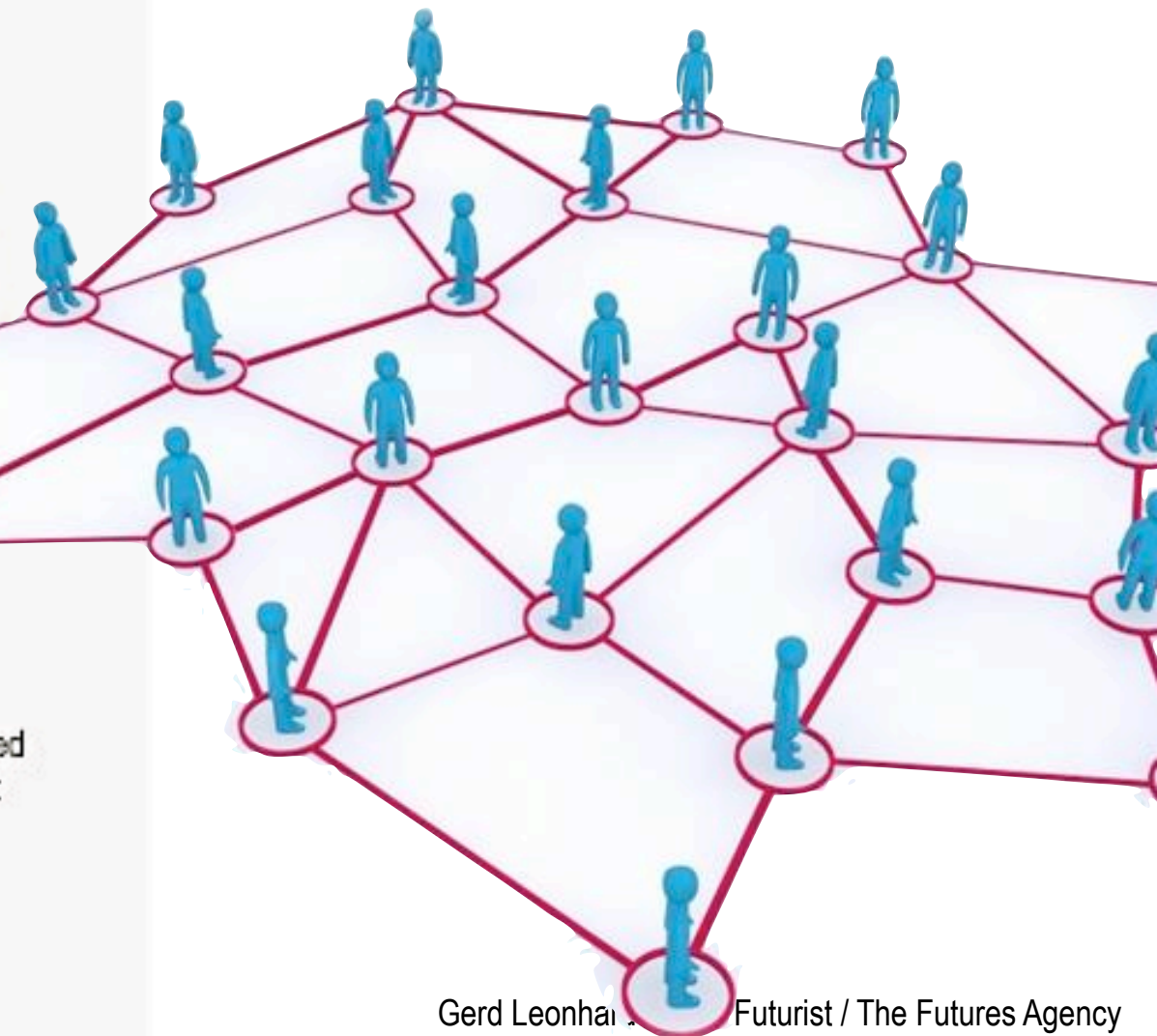
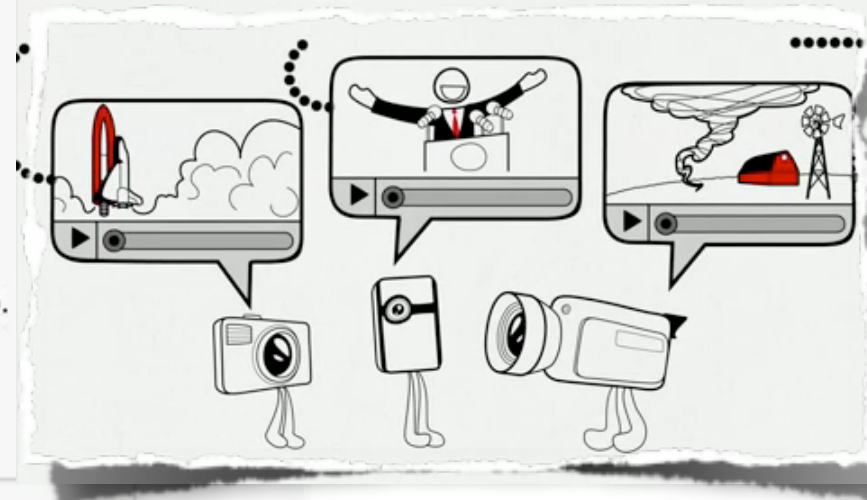


# Use of online classified ads sites doubled from 2005-2009

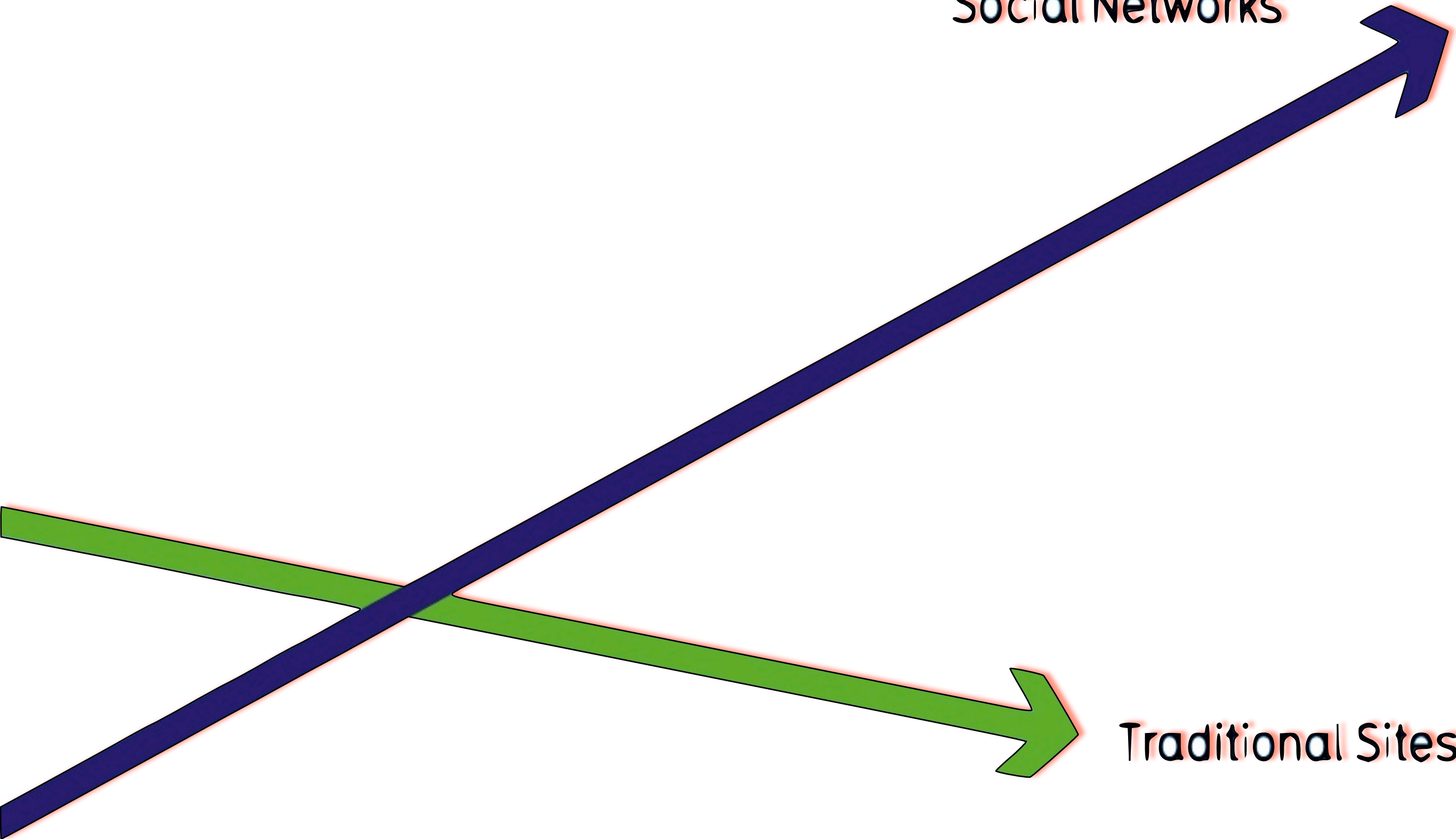
The percentage of online adults to use classified ads websites.



Source: Pew Internet & American Life Project survey conducted from March 26-April 29, 2009. Based on all adult internet users n=1,687, and the margin of error is +/-3%. The margins of error for internet users in the 2005, 2006 and 2007 surveys are also +/-3%.



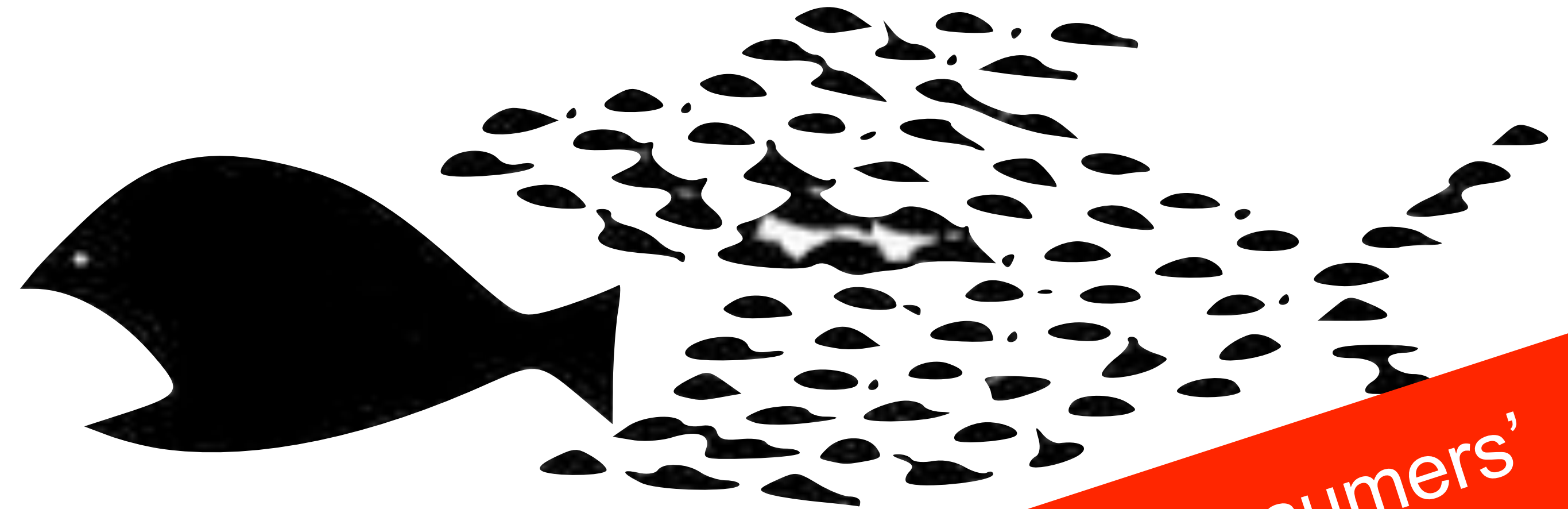
Social Networks



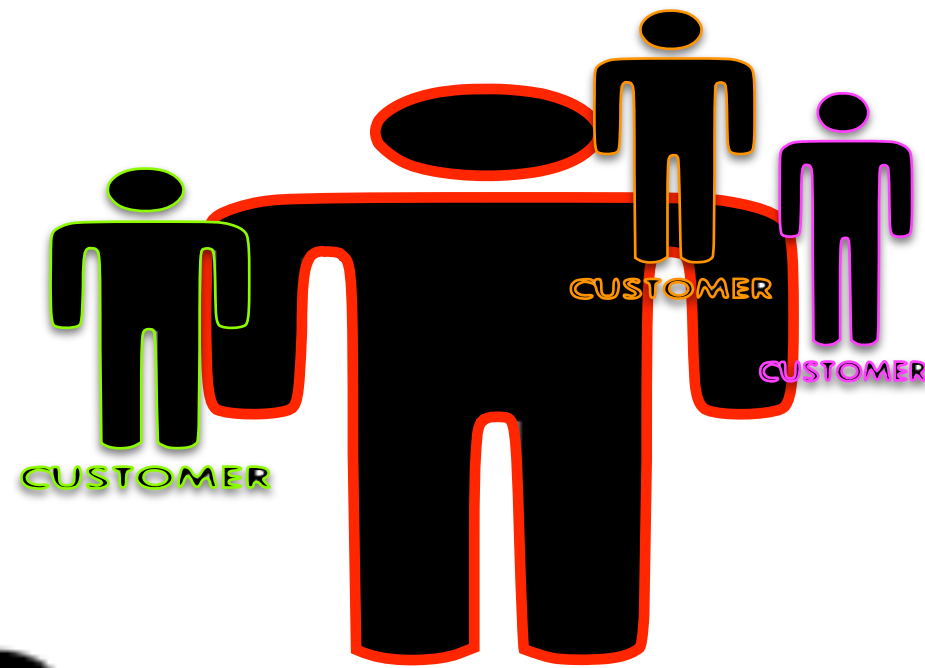
Traditional Sites



The result of digitization:  
explosive consumer empowerment, everywhere



The 'people formerly known as consumers'

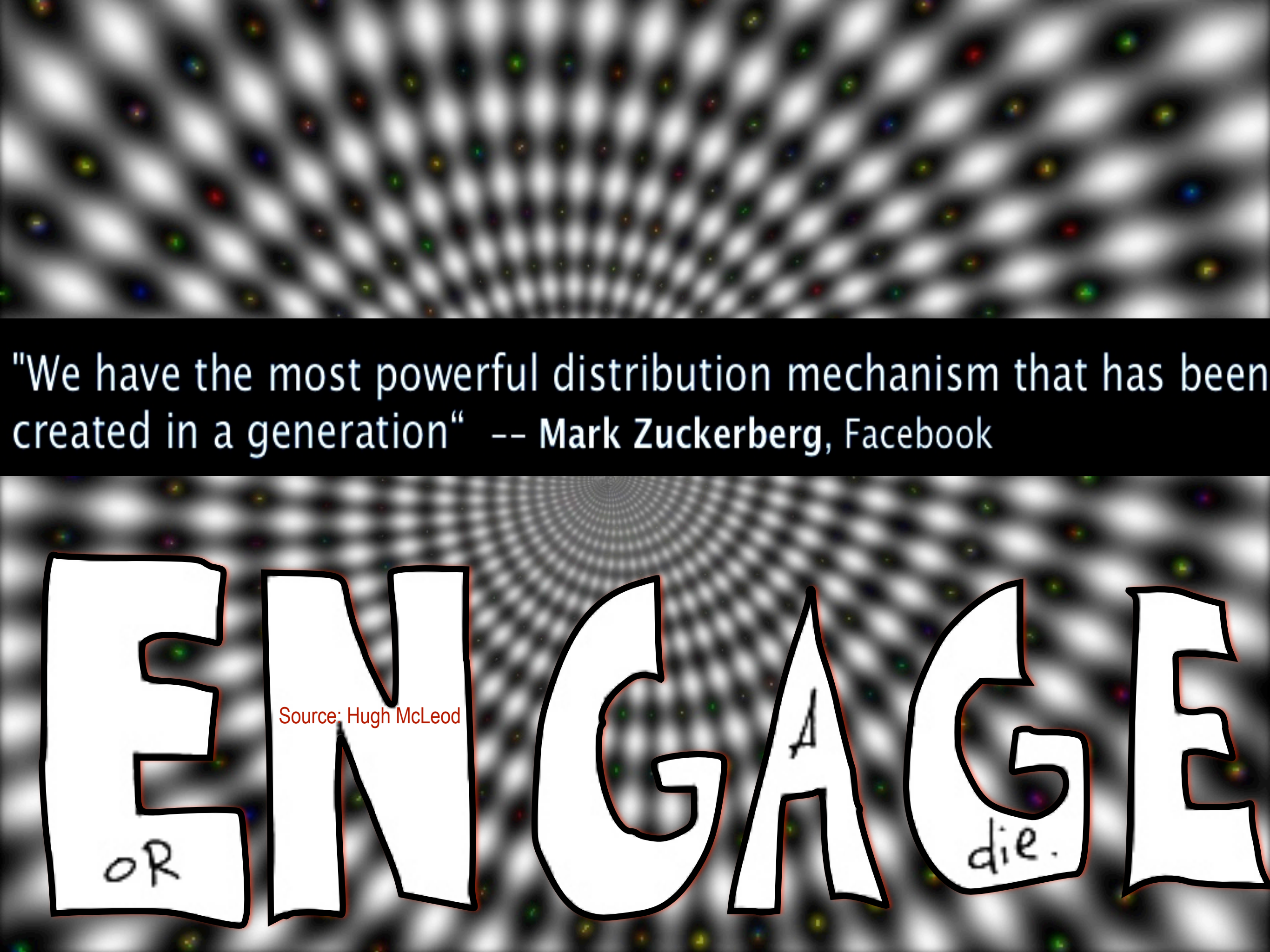


CUSTOMER

Fan before Customer

FAN





"We have the most powerful distribution mechanism that has been created in a generation" -- Mark Zuckerberg, Facebook

ENNGAGE

Source: Hugh McLeod

OR


A

die.

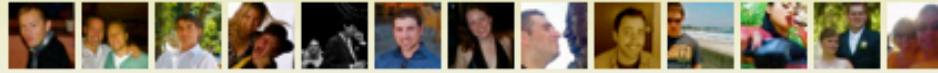



# Trust is amplified in a social setting


Check out what Friends are Selling

 Hans Kárasen Mikkelsen, Kirk McMurray and 911 friends have connected to Marketplace.

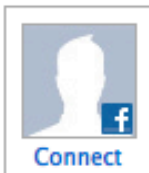
Friends and Friends-of-Friends are buying, selling and searching in Facebook Marketplace



 Marketplace Friends Stuff Vehicle Rentals Houses Jobs More ...

 Go Pro

 Post



Search the Marketplace

audi

Switzerland +entire country (change)

Category

Vehicle (4)

Refine By Keyword

(undo)

audi



Results 1 - 4 of 4

Sort by best match



For Sale: Audi TT Coupe for \$14,000



2000 Audi TT, 104,000 miles  
Why? "Because I bought a Mini :-)"  
Audi TT Coupe

Posted by Sarah West

Geneva, Switzerland - 2 weeks ago



For Sale: AUDI A3 2.0T Quattro FSI



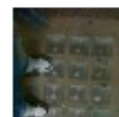
2006 Audi A3, 80,000 miles  
AUDI A3 2.0T Quattro FSI

Posted by Susan Forrester

Geneva, Switzerland - 3 weeks ago




For Sale: Audi A3 2.0 TDI for \$26,000







2006 Audi A3, 88,000 miles  
Why? "J adore ma voiture mais besoin d'argent pour me mettre en indépendant, question..."

Posted by Marc Sonderegger

Vevey, Switzerland - 1 week ago

Marketplace Friends Stuff **Vehicle** Rentals Houses Jobs More ...  Go Pro

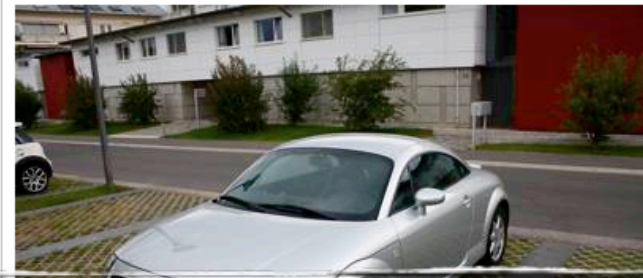
Listing Details All Listings from Sarah

 Respond  Share  Comment  Like

For Sale: Audi TT Coupe for \$14,000.  
"Because I bought a Mini :-)"

Price: \$14,000  
Category: Vehicle : Cars  
Posted: 2 weeks ago in Geneva, Switzerland  
Make: Audi  
Model: TT  
Description: 104,000 KM. Year 2000. Air Con. Heated Seats. Bose 6 chan Hi-fi. Both winter & summer wheels & tyres.  
Selling car because I have bought a new one :-)  
14000 CHF

Photos



**Personal Profile**  
Profile:  
Sarah West

**Sarah's Marketplace Activity**  
Recent Listings:  
1 listing in the last month

**Stay safe out there!**

- Always meet the seller in person.
- Don't wire or Western Union money to strangers.
- If it seems suspicious or too good to be true, [report it](#).



Don't be surprised



**Hyper-collaboration  
not hyper-competition**

# Think like Google

"Google is not just a company, it is an entirely new way of thinking. Jarvis has done something really important: extend that approach to business and culture, revealing just how revolutionary it is."

—CHRIS ANDERSON, author of *The Long Tail*

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

What  
Would  
Google  
Do?

Jeff Jarvis

## WWGD?

- Think distributed
- Do what you do best, link to the rest
- Join a network
- Be a platform
- Collaborate
- Small is the new big
- 'Elegant organization' —Mark Zuckerberg
- 'Get out of the way' —Craig Newmark

source: Jeff Jarvis





**Gerd, Welcome to Your Amazon.com** ([If you're not Gerd Leonhard, click here.](#))

## Today's Recommendations For You

Here's a daily sample of items recommended for you. Click here to [see all recommendations](#).

Page 1 of 35



[Social Media Marketing: An Hour a Day](#) (Kindle Edition)  
★★★★☆ (37)  
[Fix this recommendation](#)



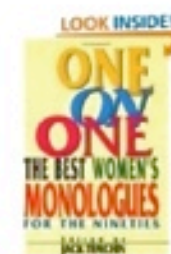
[Actor's Choice: Monologues for Teachers](#) (Paperback) by Erin Detrick  
★★★★☆ (3) \$13.45  
[Fix this recommendation](#)



[Perricone MD Advanced Eye Area Therapy](#)  
\$90.00 - \$99.45  
[Fix this recommendation](#)



[Free Prize Inside: How to Make a Profit](#) (Paperback) by Seth Godin  
★★★★☆ (46) \$5.18  
[Fix this recommendation](#)



[One on One: The Best Women's Monologues for the Nineties](#) (Paperback) by Jack Temchin  
★★★★☆ (2) \$11.83  
[Fix this recommendation](#)

## f Tap into Your Friends

BETA



Connect to Facebook to get Amazon recommendations for you and discover your friends' Favorites and Likes

[Sign in and Connect](#)

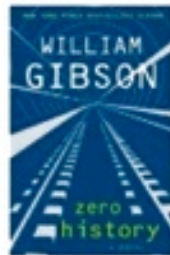
(You can disconnect at any time)

## Coming Soon for You

Page 1 of 2



[Forever Young: The Science of Living Longer](#) (Hardcover) by M.D. Nicholas Perricone  
\$17.16



[Zero History](#) (Hardcover) by William Gibson  
\$16.17



[Judge John Deed: Season Two](#) DVD ~ Martin Shaw  
★★★★☆ (1) \$25.99



[The Pacific \(HBO Miniseries\)](#) DVD ~ Isabel Lucas  
★★★★☆ (71) \$51.99



[Spartacus: Blood and Sand](#) -... DVD ~ Andy Whitfield  
★★★★☆ (93) \$39.99

## Improve Your Recommendations

The Pyramid

Rate this item

x|★★★★☆

☐ This was a gift

☐ Don't use for recommendations

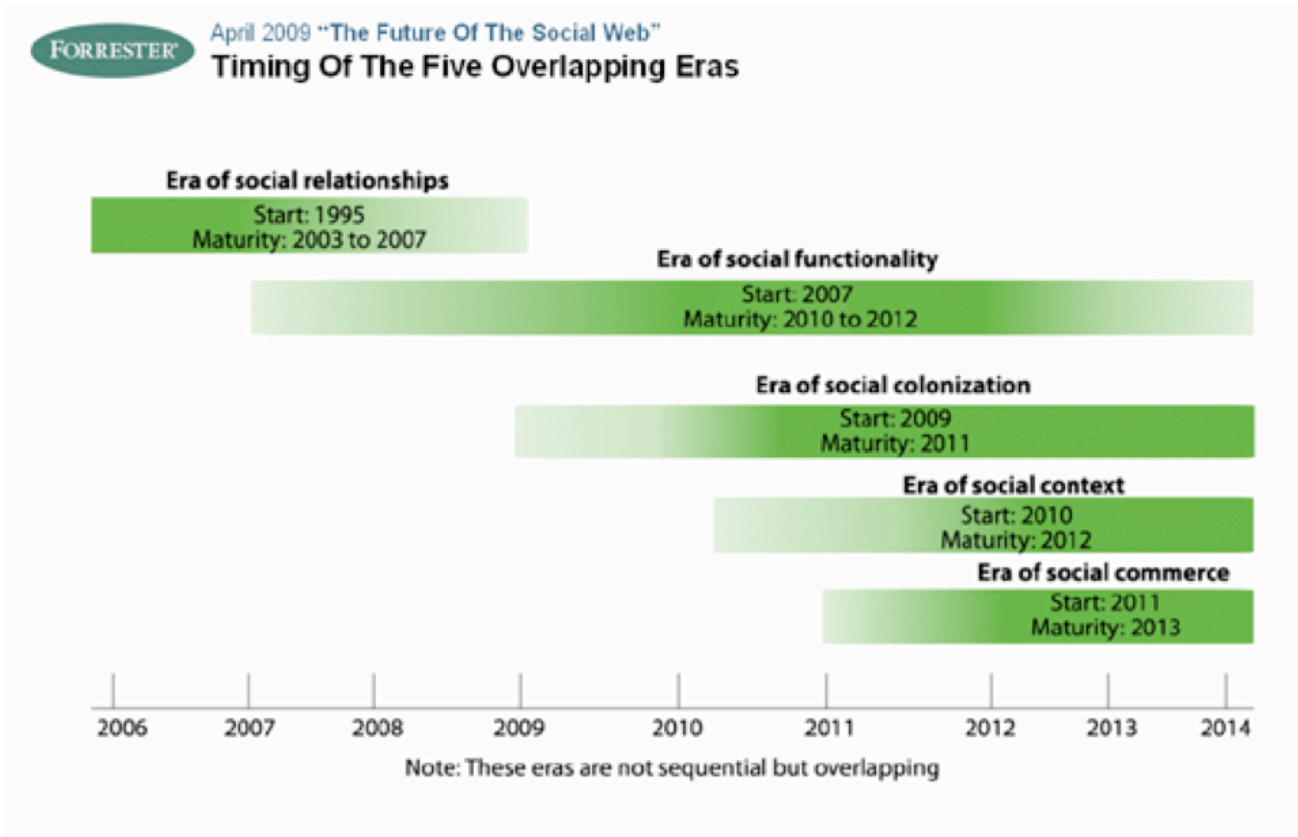


[Items you own](#) (204)

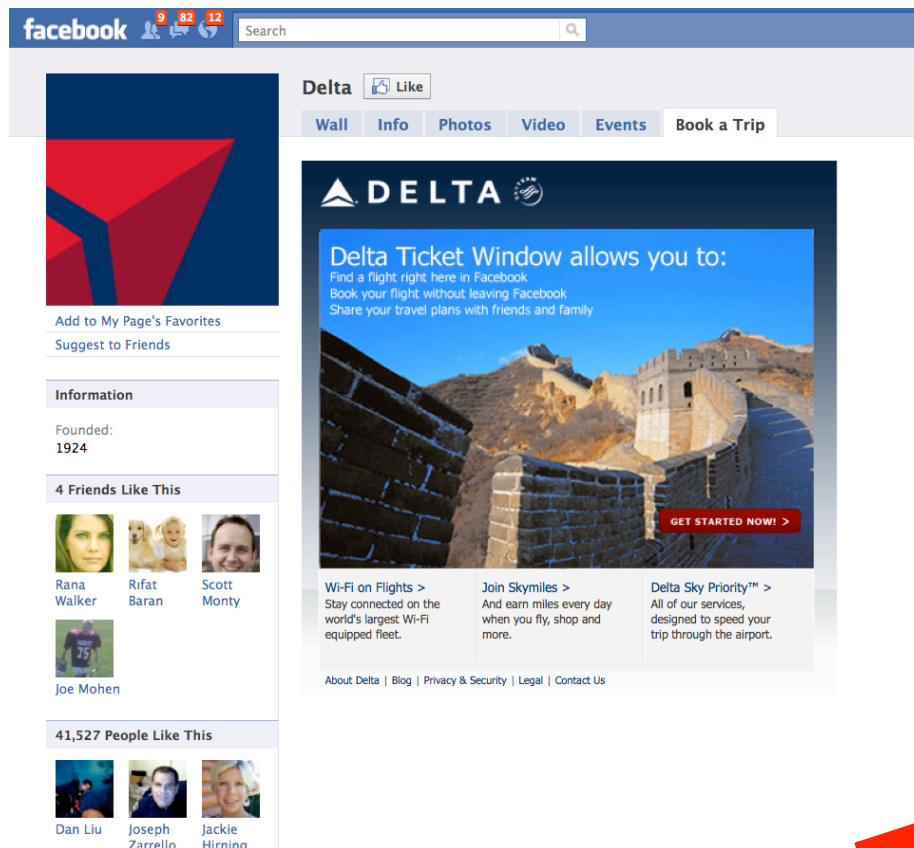
[Items you've rated](#) (4)



# Social Commerce is the Future of Selling



## How Groupon Works




Widespread Shopping Innovations by 2015 (% respondents believing)	
Shopping Method Anticipated	% of Respondents "Believing"
Social networking shopping Web sites	79%
Collaborative product development	79%
Group buying	77%
Sales and product information on mobile phones	76%
Interactive dressing room help	75%
Shopping by mobile phone	74%
Smart carts	57%
Biometric fingerprint	54%
Smart mirrors	49%
Personalized sales assistance	42%

Put more "Social" into "Classifieds"



# Connected users are dramatically different

**@bpglobalpr**



Destroying the Gulf for: **87** days  
free \$25 t-shirts:  
[streetgiant.bigcartel.com](http://streetgiant.bigcartel.com)




**\$20,000** lost to [healthygulf.org](http://healthygulf.org)

July 10th  
BP Cares Art Show & Sexy Party

July 19th  
VH1 Do Something Awards

power  
**twitter**

 **BPGlobalPR**

 Follow  Lists 

The **@DoSomething** Awards are tonight at 9pm EST on **@VH1**. BPGlobalPR is nominated. If we lose, we're uncapping the well.  
about 15 hours ago via web

Attn Scientists: If your gulf water samples explode, it's only fair to deem your research inconclusive.

 **Oil Spill: Gulf Water Sample Explodes When Chemist Tests For Toxicity (VIDEO)**  
about 16 hours ago via web

We are now accepting formal apologies from anybody who has slandered BP in recent weeks. **#bpforgives**  
1:15 AM Jul 19th via web

Science is an objective enterprise, which is why we feel comfortable treating scientists like objects.

 **BP buys up Gulf scientists for legal defense, roiling academic community | al.com**

Home Profile Find People Settings Help Sign out

**Name** BP Public Relations  
**Location** Global  
**Web** <http://www.street...>  
**Bio** This page exists to get BP's message and mission statement out into the twitterverse!

**875** **187,174** **6,437**  
following followers listed

☒ only BPGlobalPR's updates

**Tweets** **441**

**Favorites**

**@BPGlobalPR**

**Add to Top Friends**

**Lists**

**@BPGlobalPR/pickledicks**

**View all**

**Actions**

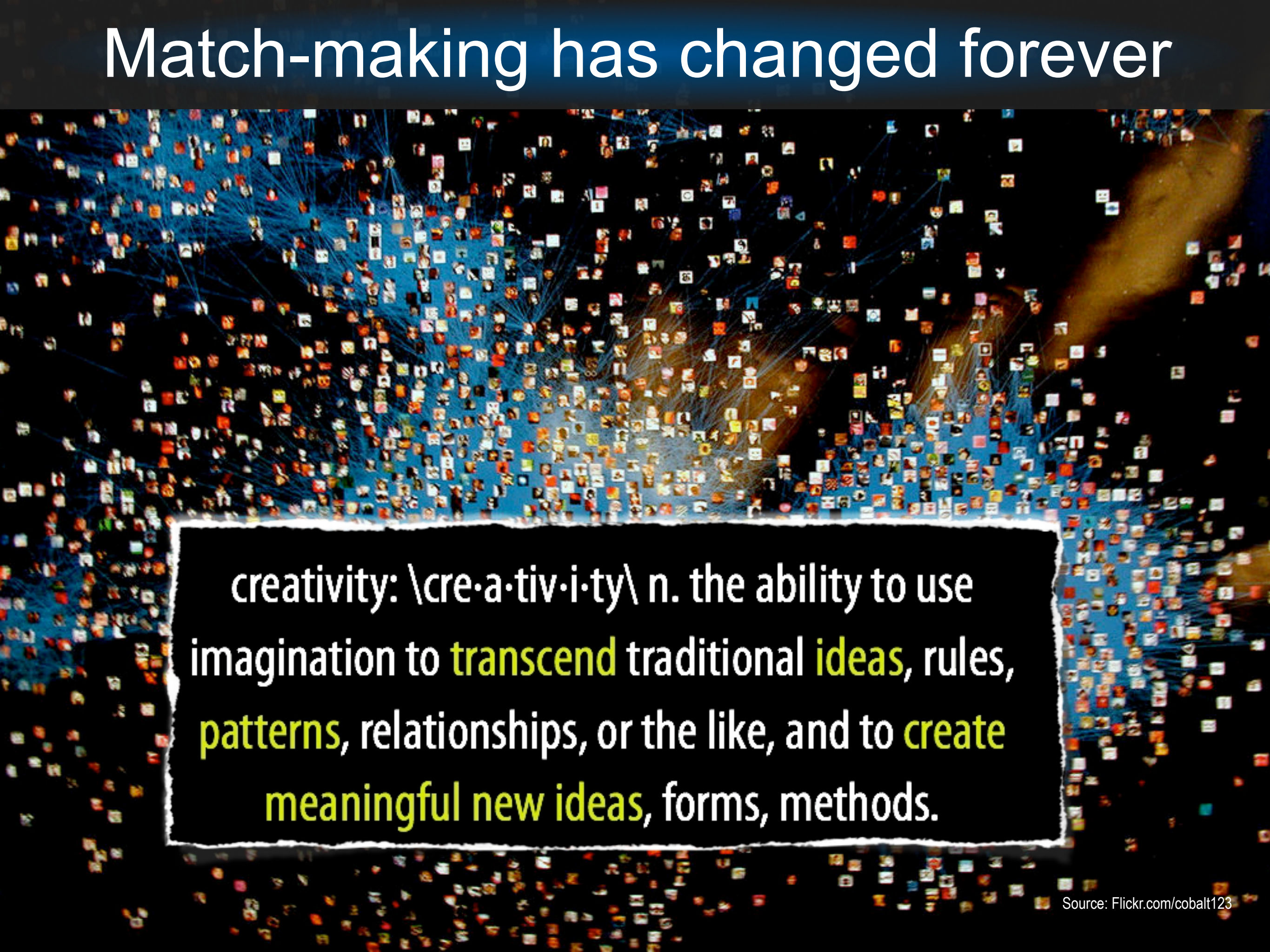
**block** BPGlobalPR  
**report for spam**

**Following**





# Match-making has changed forever



creativity: \cre·a·tiv·i·ty\ n. the ability to use imagination to **transcend** traditional **ideas**, rules, **patterns**, relationships, or the like, and to **create** **meaningful new ideas**, forms, methods.



# Marshall McLuhan (November 14, 1971)

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.





Technology



Human Behavior



Culture



Business



# 'Consumers' love involvement



FIATMIO.CC  
Um carro para chamar de seu.



buscar

ok

> ideias livres > montagem técnica > making of

> participantes > sobre o projeto



*Fiat Mio  
a fusion of ideas.*  
Your ideas combined with our will to  
realize them will create a new way of  
thinking the future of motor vehicles.

não mostrar mais



## **ideias livres**

deixe aqui suas ideias para o  
carro do futuro



## **montagem técnica**

ajude os engenheiros da Fiat  
a tirarem as ideias do papel



## **making of**

acompanhe de perto a  
construção do Fiat Concept  
Car III (FCC-III)



Enviada por **Paula regina rangel**  
**abbranches**  
31.05.2010 : 21h30  
Limpador de retrovisor



Enviada por **Rafael Krapf**  
29.05.2010 : 17h56

Discussão da semana  
**Head-up Display  
(HUD) – Would the  
panels on your  
dashboard be  
substituted by HUD?**

## **FCC III - O Fiat Mio da FIAT**

O futuro é o intervalo de tempo que se inicia após  
o presente e não tem um fim definido. Como será  
o automóvel do futuro? Terá ligações com o meio  
de transporte que conhecemos hoje?  
Há 30 anos, olhávamos os Jetsons pela TV e



Jim Jansen, a senior fellow with the Pew Research Center, said the data show more people are going online first to do things like compare prices or read reviews, even if they end up making the purchase in a brick-and-mortar store.

The survey also found that 24 percent of Americans had posted reviews or comments of products and services online.

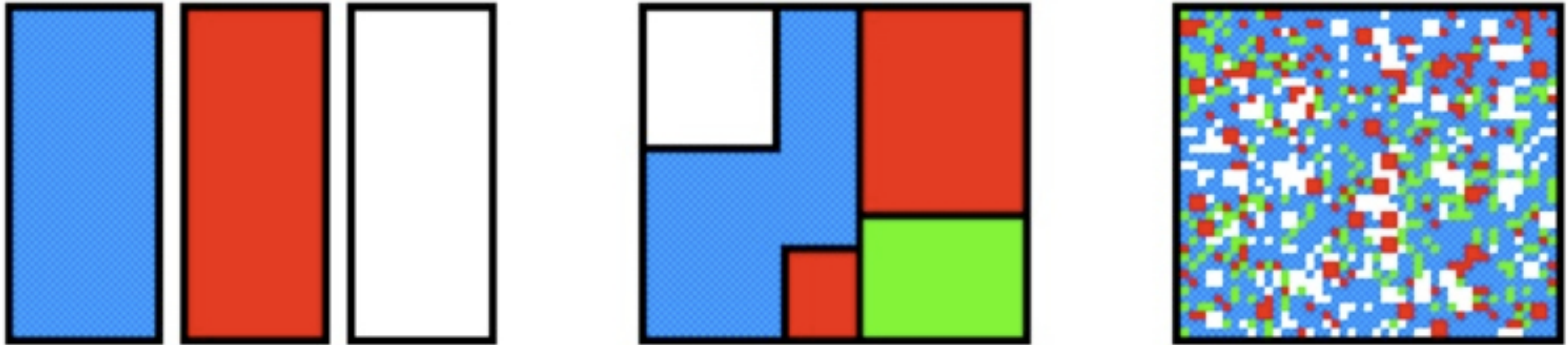




# GenY: Ambient Broadcasters



# The atomization of markets will continue



## US Adult Internet Users Who Watch Full-Length TV Shows Online, 2008-2011

	2008	2009	2010	2011
Watch full-length TV shows online (millions)	41.1	49.6	58.9	72.2
% of adult population	17%	20%	24%	29%
% of adult Internet users	25%	29%	33%	39%
% of adult online video viewers	42%	46%	50%	56%

*Note: ages 18+; watch at least monthly*

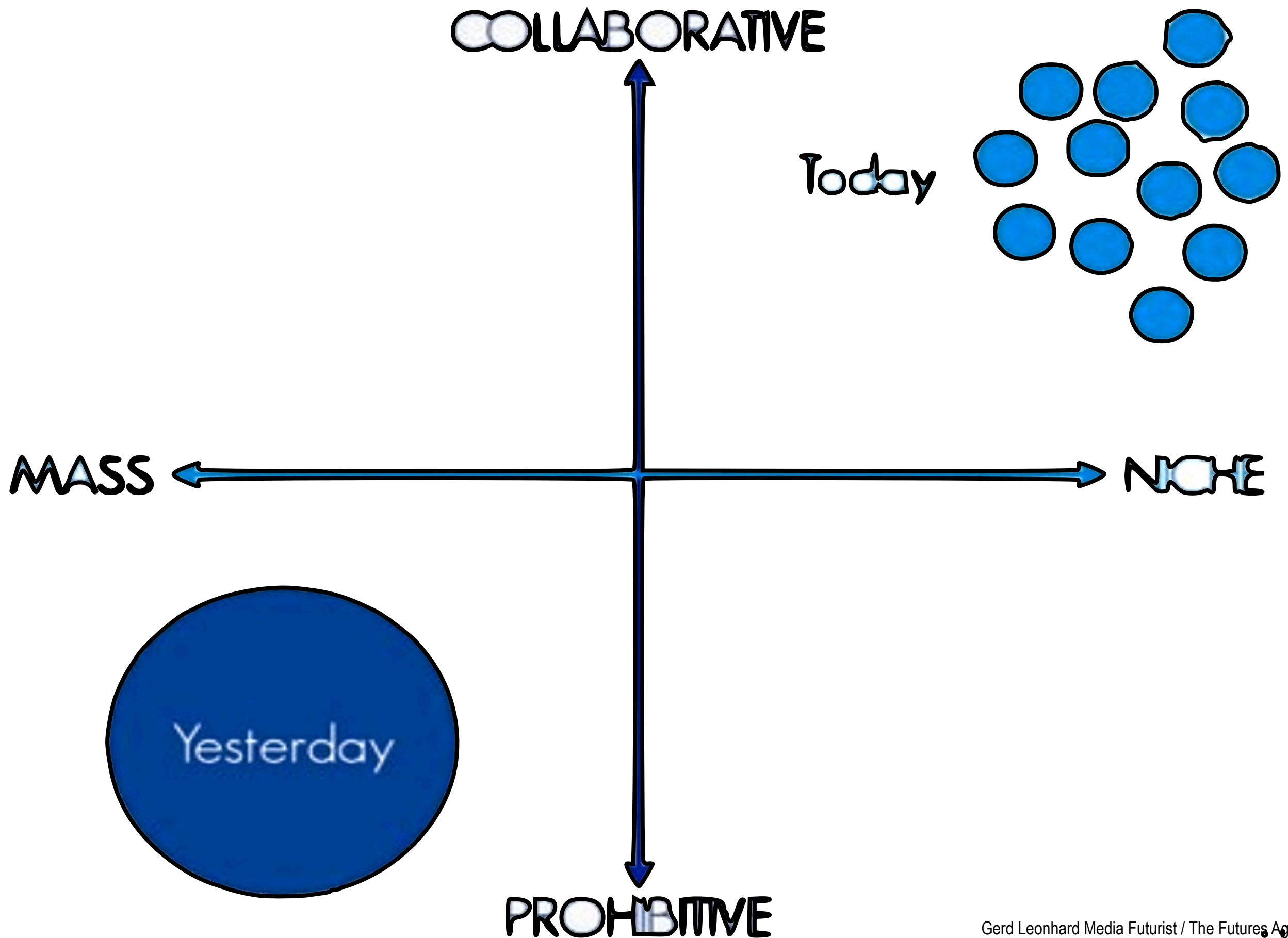
*Source: eMarketer, June 2010*

116168

[www.eMarketer.com](http://www.eMarketer.com)



# The Future: Masses of Niches





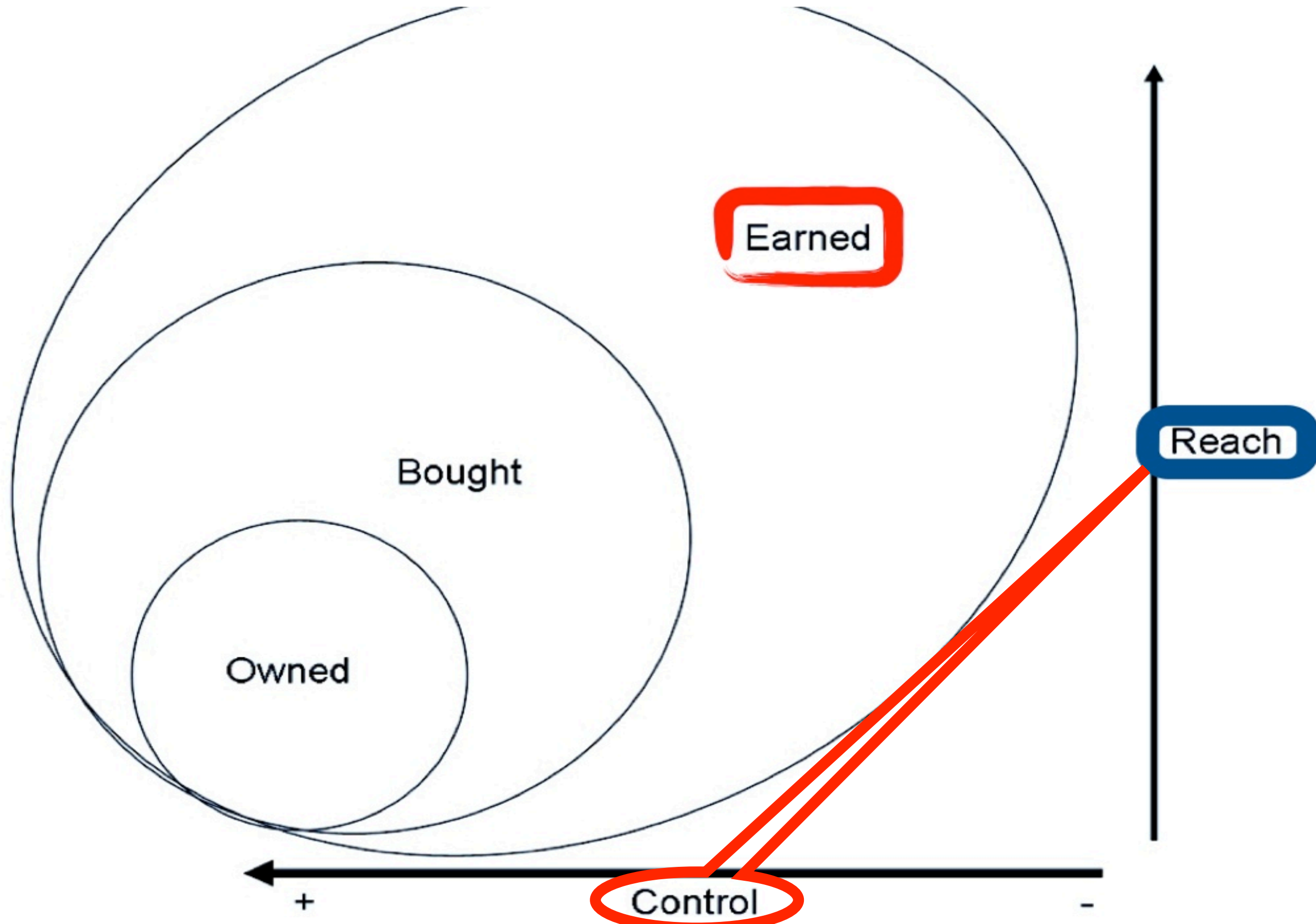
# Increasing Tribalization of Society

Image provided by Susan Fassberg, Connectingdotz.com





The deal: shift control to the users in order to gain reach



# Finally, Business becomes social \*

Home Profile Find People Settings Help Sign out



**TWELP FORCE**

TWEET THE TWELP FORCE  
To contact the Twelpforce, just Tweet to us by adding "@Twelpforce" to the beginning of your tech-related question. Or go to [BestBuy.com/Twelpforce](http://BestBuy.com/Twelpforce)



@BJMendelson No word on a Disney vs Punisher game. In the meantime, there's always this: <http://bit.ly/1CtYF> via @Agent3012

19 minutes ago from Twelpforce



**TWELPFORCE**  
Twelpforce

source: [soapboxincluded.com](http://soapboxincluded.com)

## SWISS NEWS

—

WANTED: FANS AND FOLLOWERS



Dear customer

Join the large SWISS community on Facebook and Twitter and enjoy even more benefits:

Along with Facebook, you can now also be informed daily of our attractive special offers from Switzerland via our new Twitter channel - ahead of everyone else. Become a SWISS insider and visit our new [SWISS Blog](#).

Become a fan and check in via [Facebook](#) and [Twitter](#) - it's worth it!

Yours sincerely

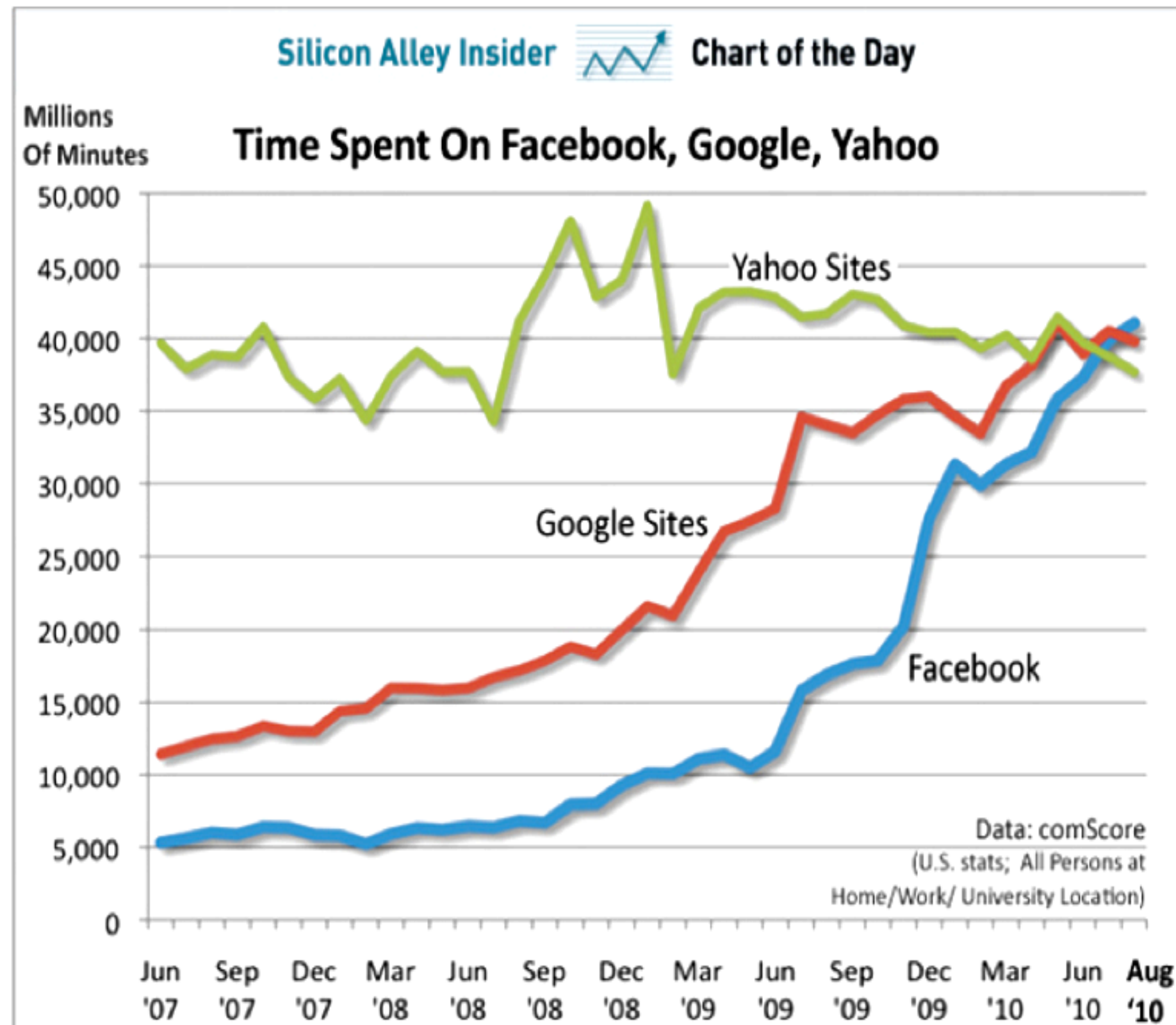
Thomas Benz  
Head of Marketing Switzerland

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

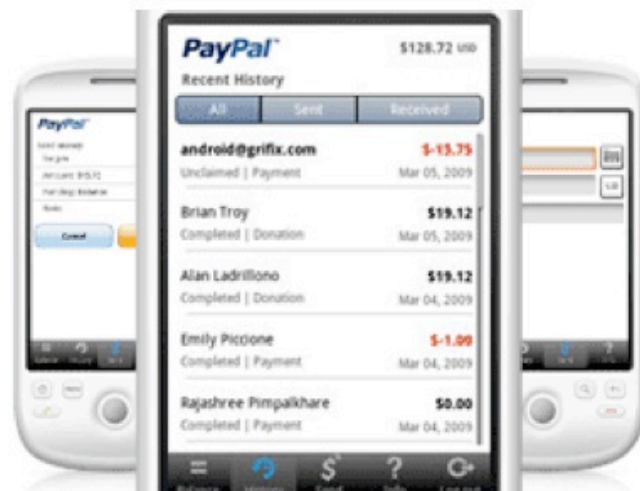
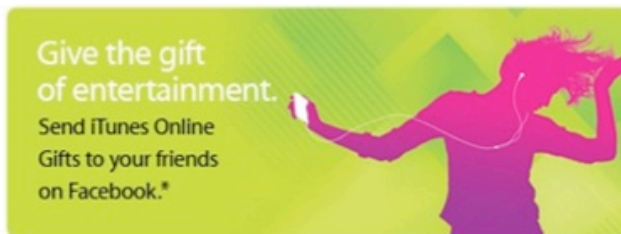
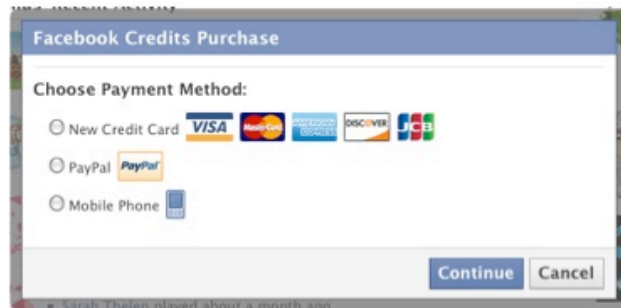




# ... and social is the new Search



# Mobile devices are the new... TV, Radio, Newspaper, Computer... Wallet, Bank, Camera....





# Classifieds + Mobile: a marriage made in heaven

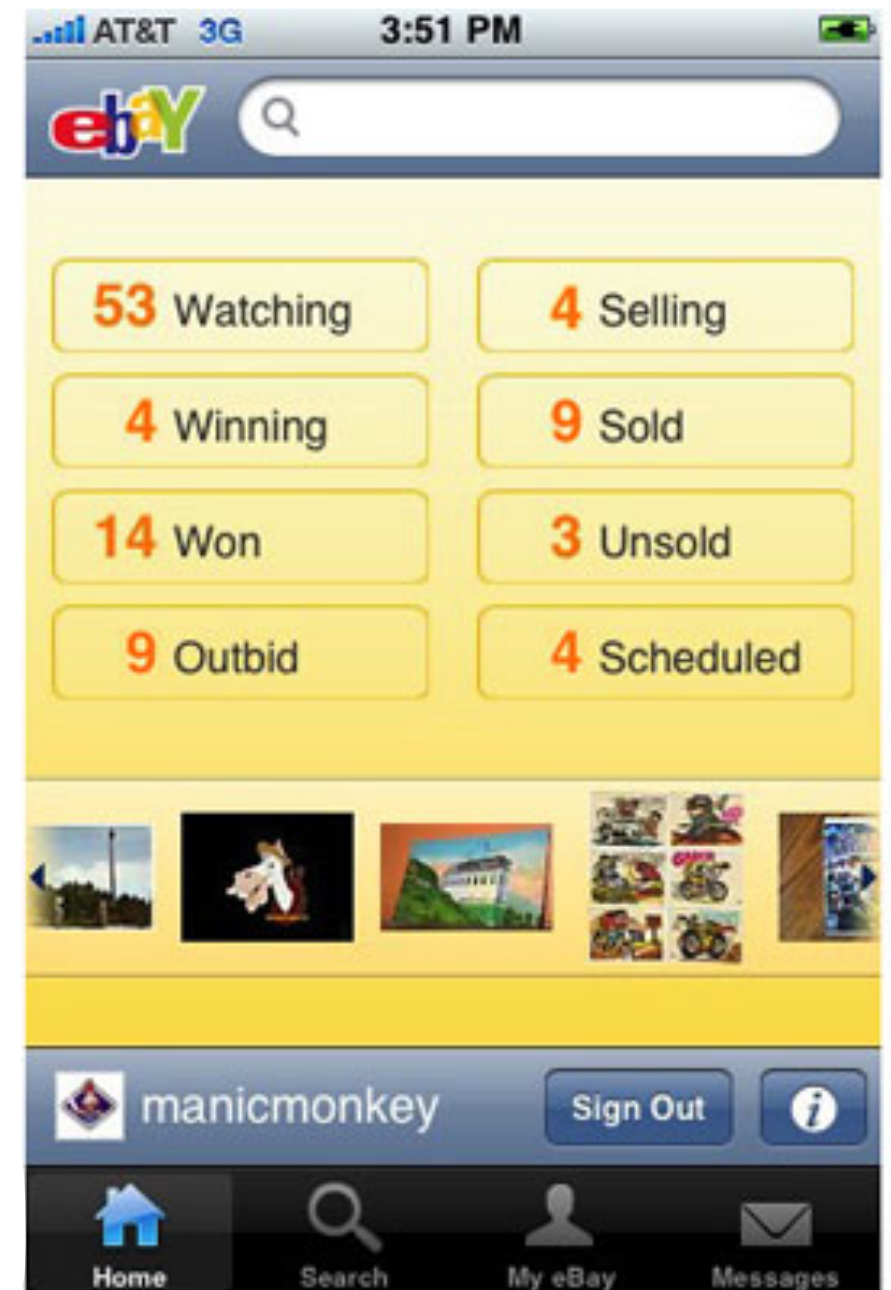
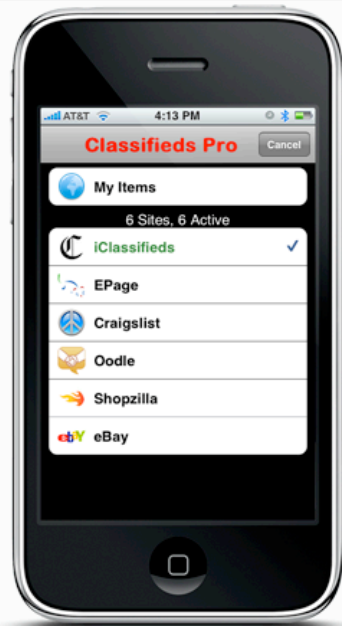
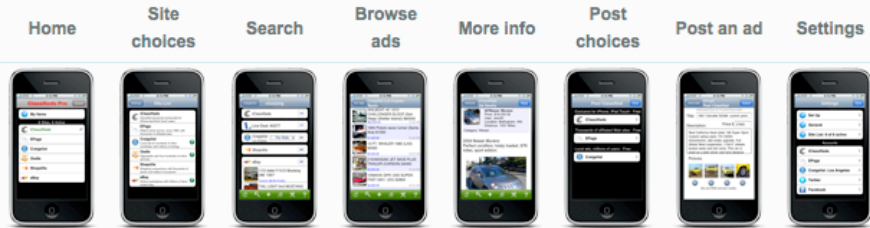
## Classifieds Pro Now Available

Classifieds Pro gives you access to Craigslist, eBay, EPage, Oodle, iClassifieds (created just for iPhone users), and many more, all in one place. Browsing, searching, and posting have all been optimized for the iPhone experience. Classifieds Pro can replace all other classifieds applications. You only need one on your device, and this is it.

Classifieds Pro has advanced browsing features, including some that no other app supports. Readers can see thumbnails on most ads (including Craigslist!), and can search all services with a single tap. An upcoming release will "push" notices to your iPhone when new ads are posted that meet your search criteria.

Limited time offer: buyers will receive 30 "priority points" (worth \$3) that can be used at your discretion to boost an ad higher in the iClassifieds listings.

Available on the iPhone  
App Store



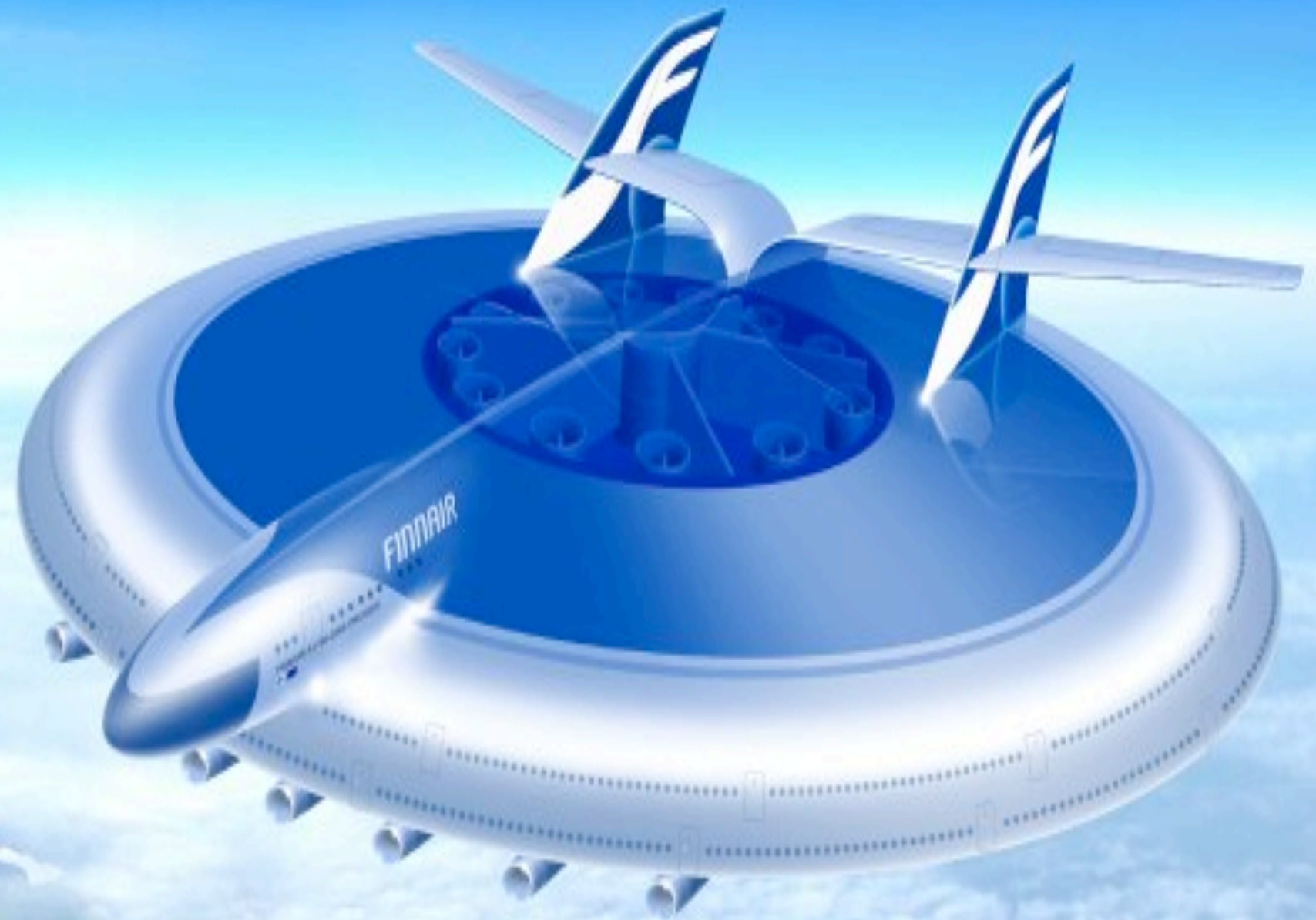


# And pretty soon, TV = Internet.





# So how can you redefine your business?



Earlier this week, Eric Schmidt was quoted as calmly advising the shrieking industry: "The best way to get out of this is to invent a new product. That's the way Google thinks. Incumbents very seldom invent the future....The whole secret here is the ads are worth more if they're more targeted, more personal, more precise." As much as innovation is key, the ad model is proving to be a problem.



# Making money when 'everything is free'

## The New Generatives

Kevin Kelly: The key is to offer valuable intangibles that can not be reproduced at zero cost, and will thus be paid for:

1. Immediacy - priority access, immediate delivery
2. Personalization - tailored just for you
3. Interpretation - support and guidance
4. Authenticity - be sure it is the real thing?
5. Accessibility - wherever, whenever
6. Embodiment & Experience
7. Patronage - "paying simply because it feels good"
8. Findability & Curation

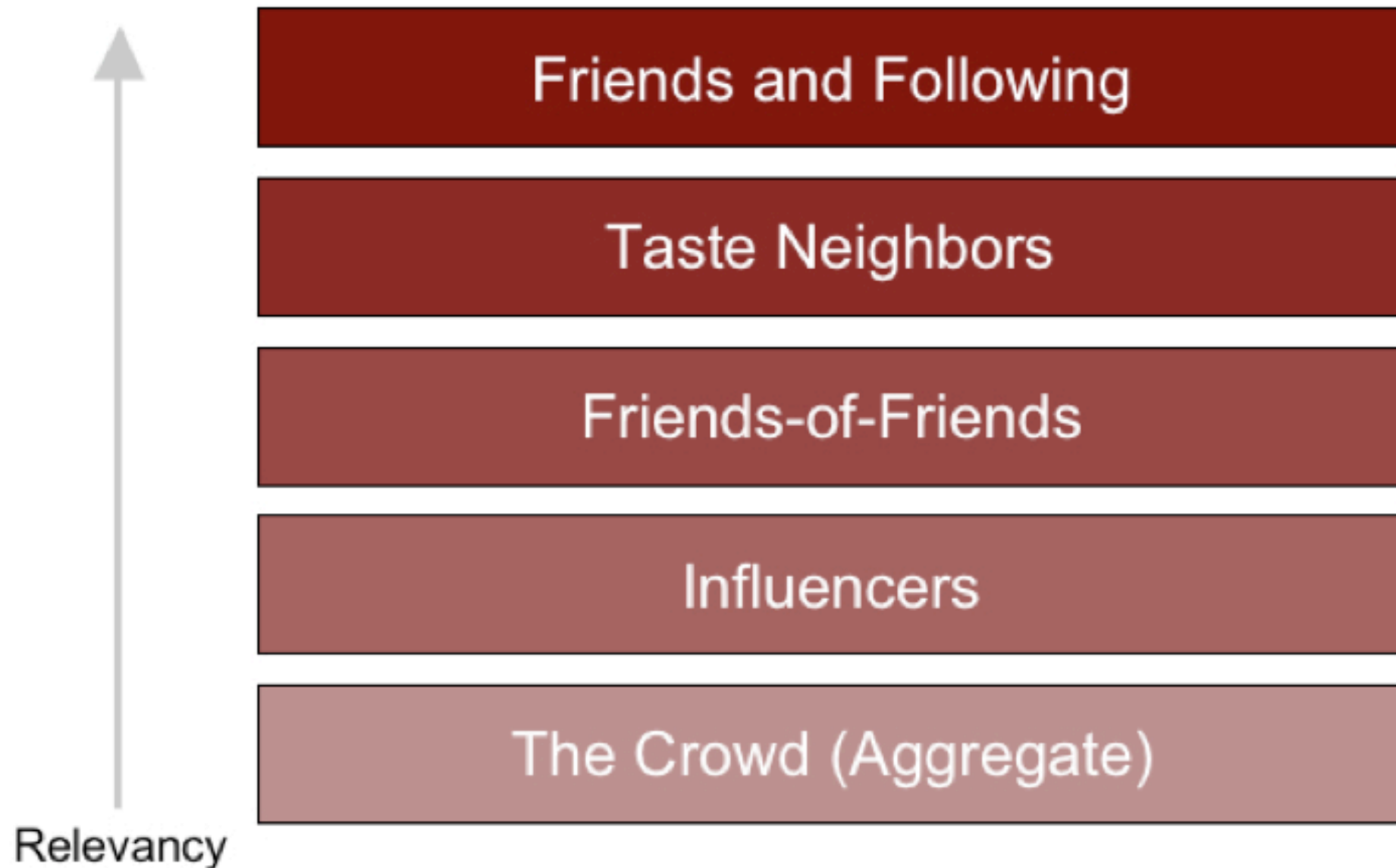


# The Future is... Permanent Beta



# Expect Zero Tolerance for Irrelevance

## Social Relevancy Rank



Alex Iskold for ReadWriteWeb



[XarkGirl](#): [@waynesutton](#) yes and no. the trick for online **advertising** is to replace junk information (that which I am not seeking) to relevant **content**.

about 1 month ago · [Reply](#) · [View Tweet](#)





The opportunity:  
Provide **elegant  
organization,  
context and  
added values**  
to people that may  
already be doing  
what they  
want to do  
(i.e. buy and sell)

\*Hat tip to Jeff Jarvis

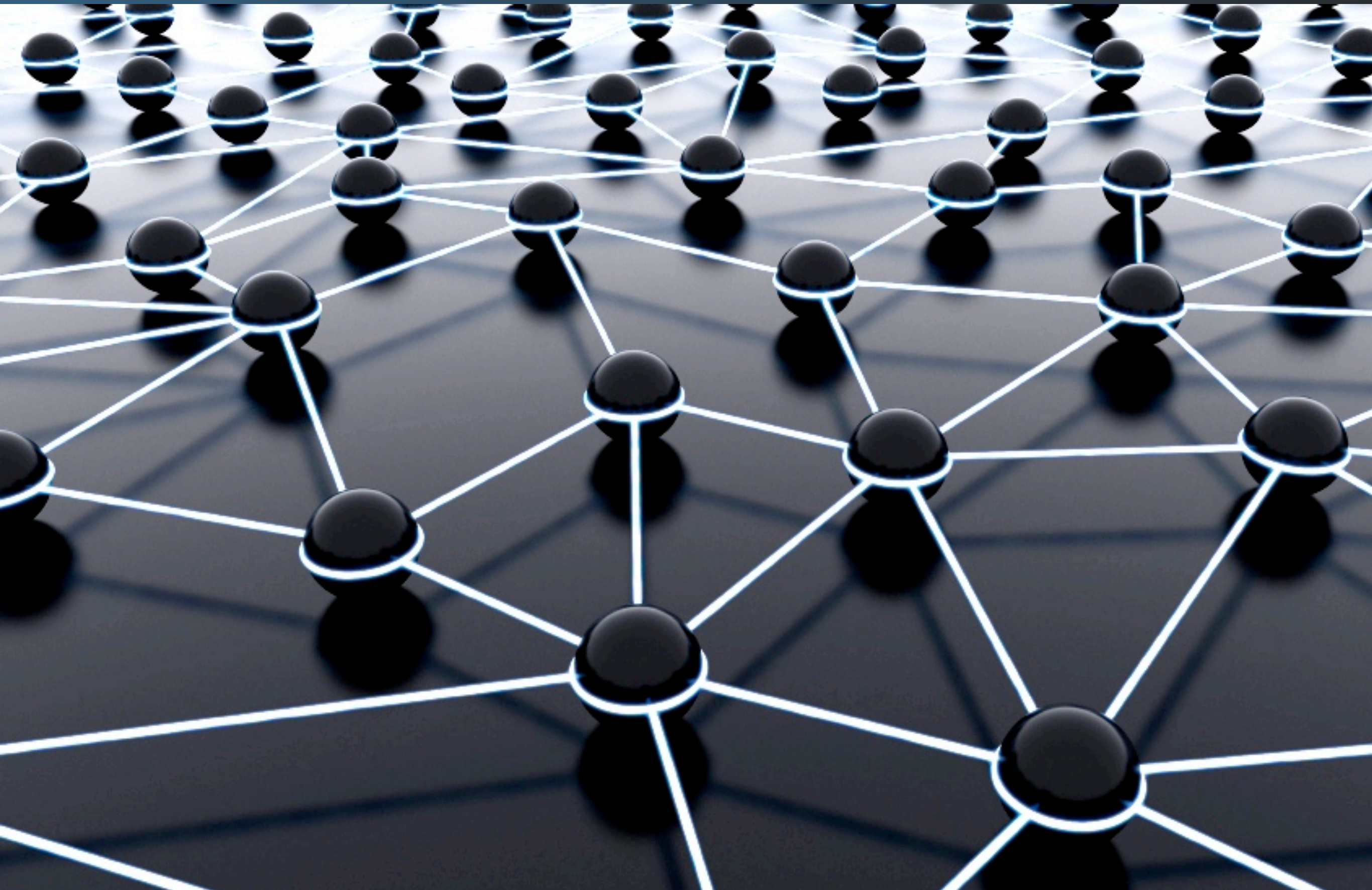


# Get Real-Time, Mobile, Social. Now.





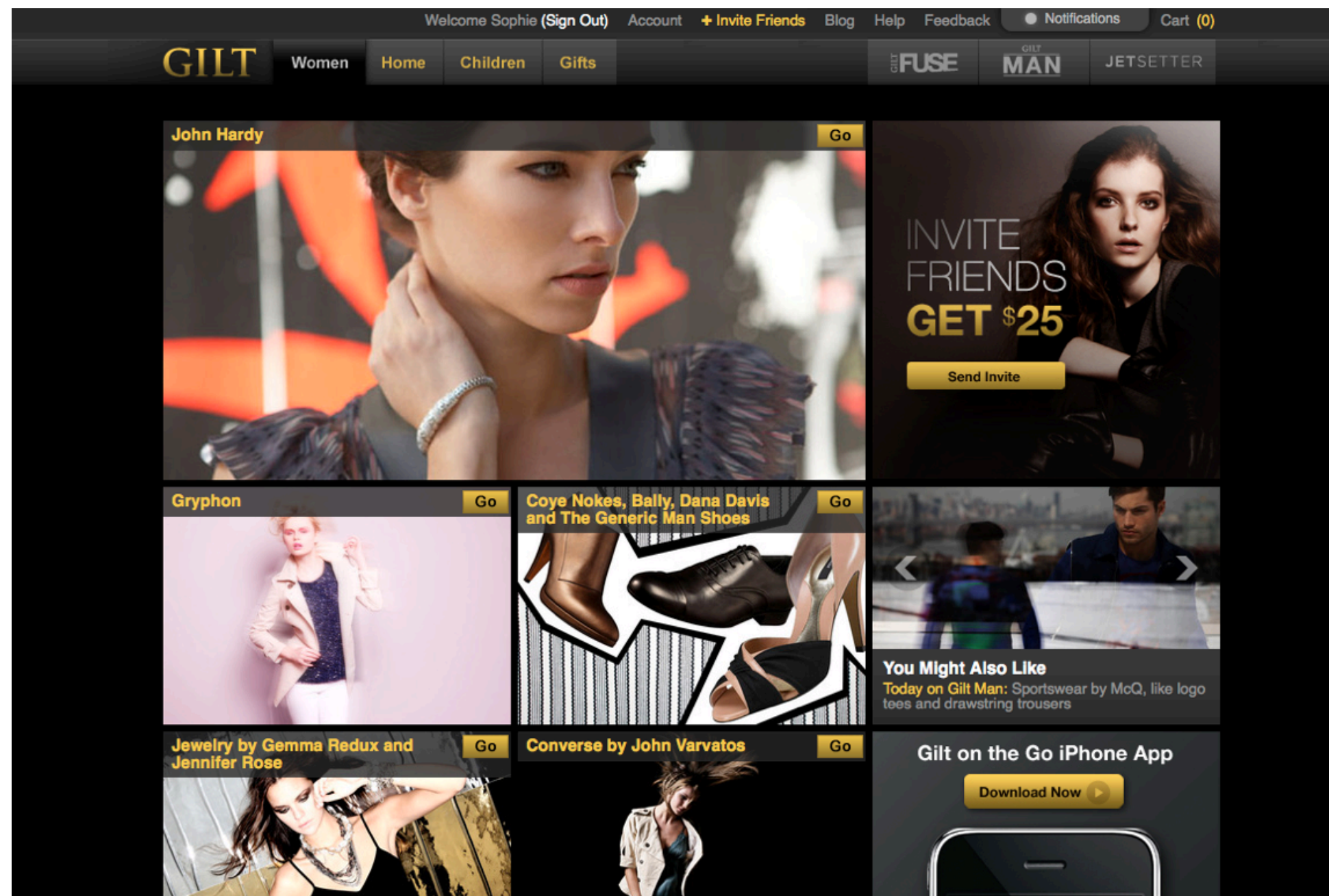
# Bet on the power of the human link!





# Investigate Group Buying

Powered By  
**GROUPON™**





# Give something to get something

## WHAT HAS MOTIVATED YOU TO “LIKE” A COMPANY, BRAND, OR ASSOCIATION ON FACEBOOK?



# Look at alternative currencies



## Facebook Credits

The safe and easy way to buy things on Facebook



### Available in your favorite games

Credits offer a quick and secure way to purchase premium items in many of your favorite free games.



### We never share your financial information

Credits have a monetary value, and you can spend or save them as you like. When you use credits the transaction is between you and Facebook. The games don't receive your financial information.



### Save time while you're playing

After your first payment, you can buy Facebook Credits with just a few clicks and get back to your game very quickly.

### How to get Facebook Credits

You can buy Facebook Credits within many games or by clicking the [Payments](#) tab in your account settings. We accept credit cards, PayPal or mobile phone payments. You can also earn credits through special promotions.

### More information

To get updates about new games that accept credits and to receive special offers, go to the [Facebook Credits Page](#) and click Like.

### Helpful links

- [Facebook Credits: Common Questions](#)
- [Games on Facebook](#)





# Make fans - not just users.



**FAN**



**CUSTOMER**



# “All progress depends on the unreasonable man”

George Bernard Shaw

