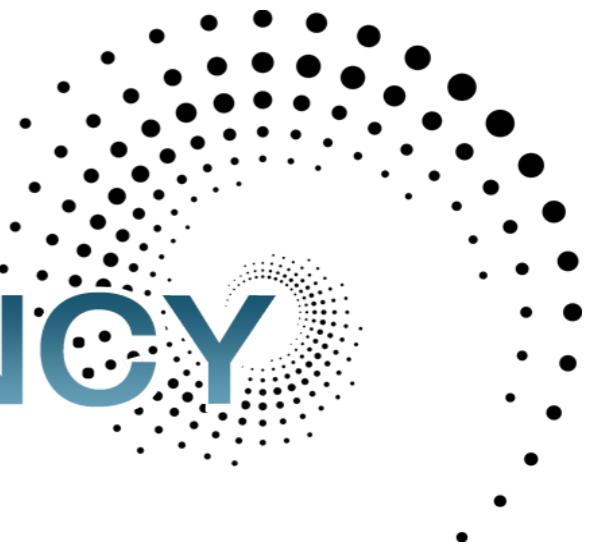


THEFuturesAGENCY



I C M A

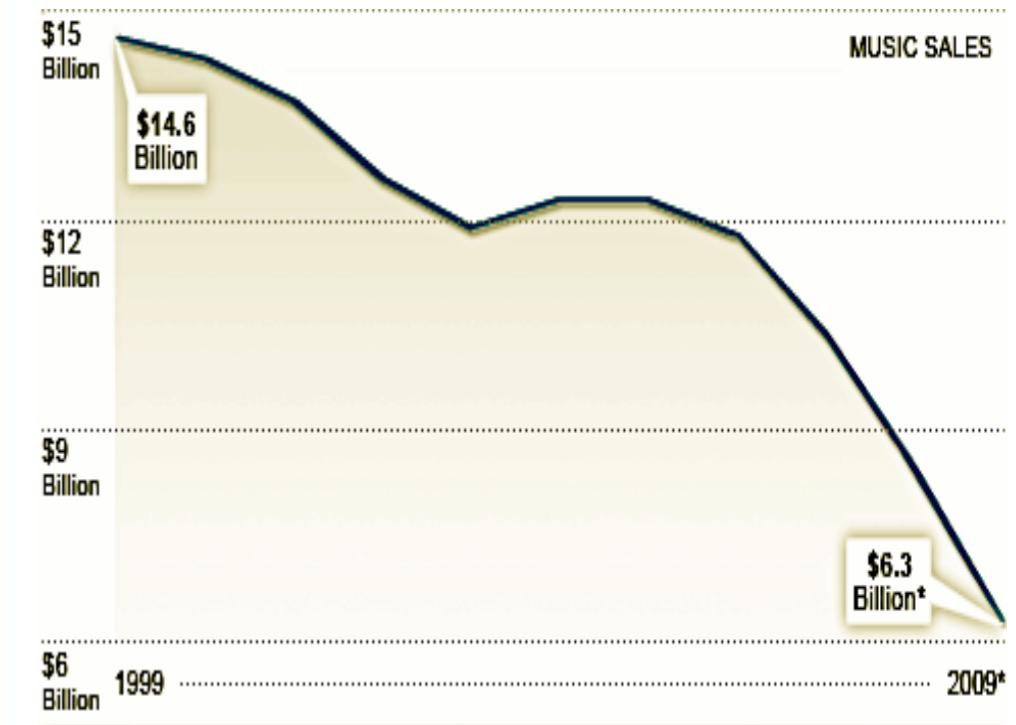
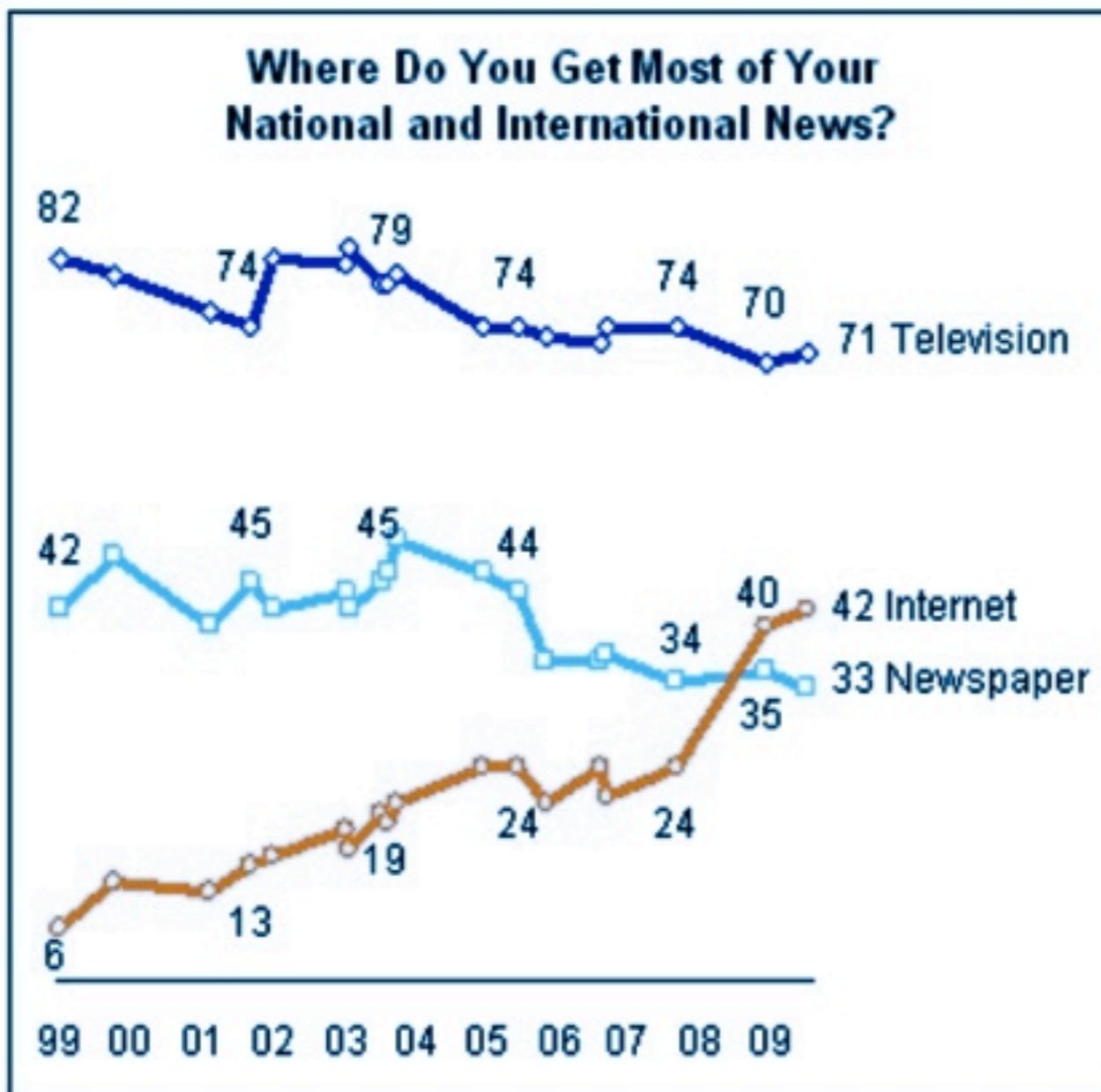
Making classified media work better!
International Classified Media Association

What's next in Classifieds,
Advertising and Online Commerce

Disruption is everywhere

Trends in news access

Google



Source: Pew Research



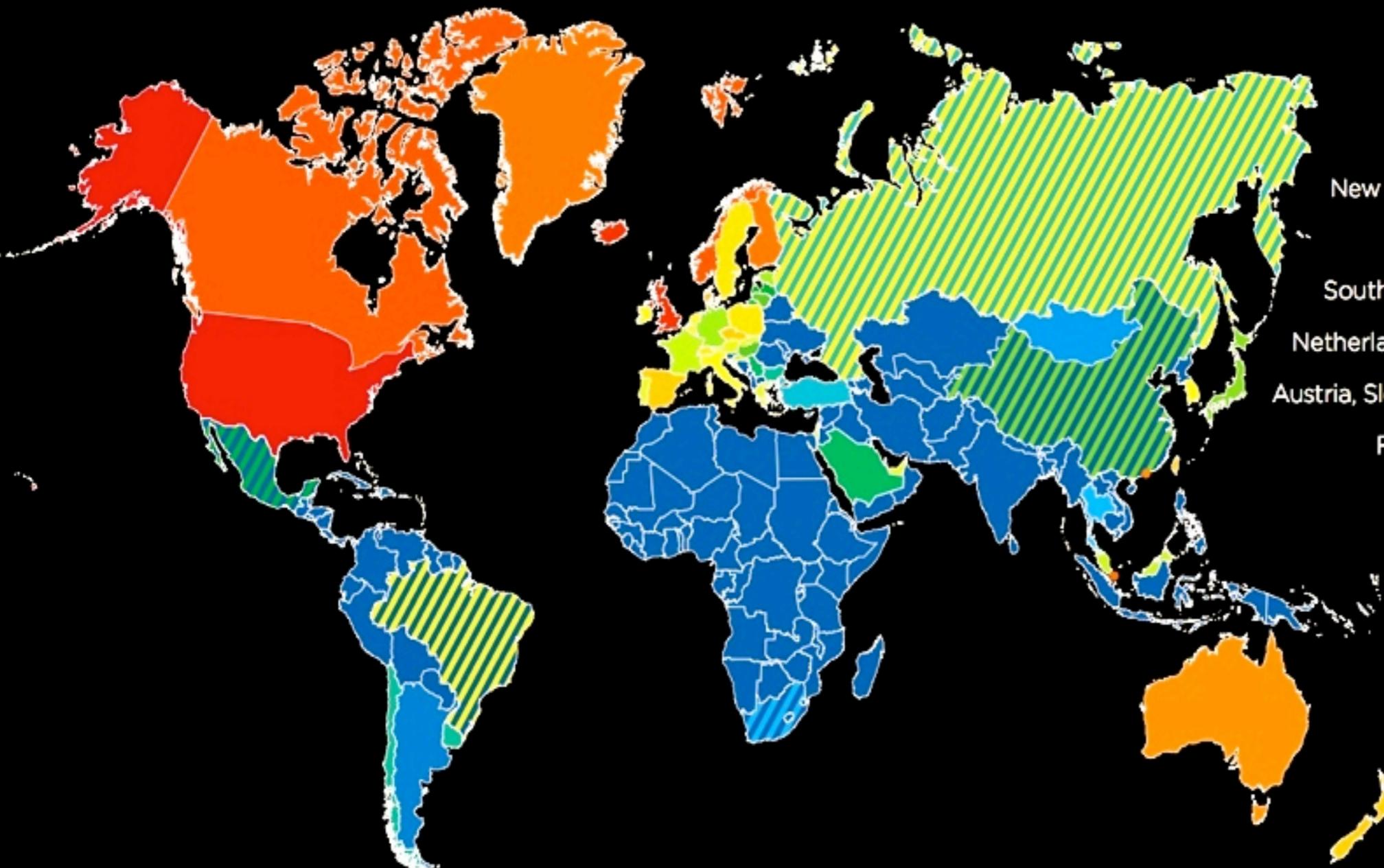
We are here



Disruption

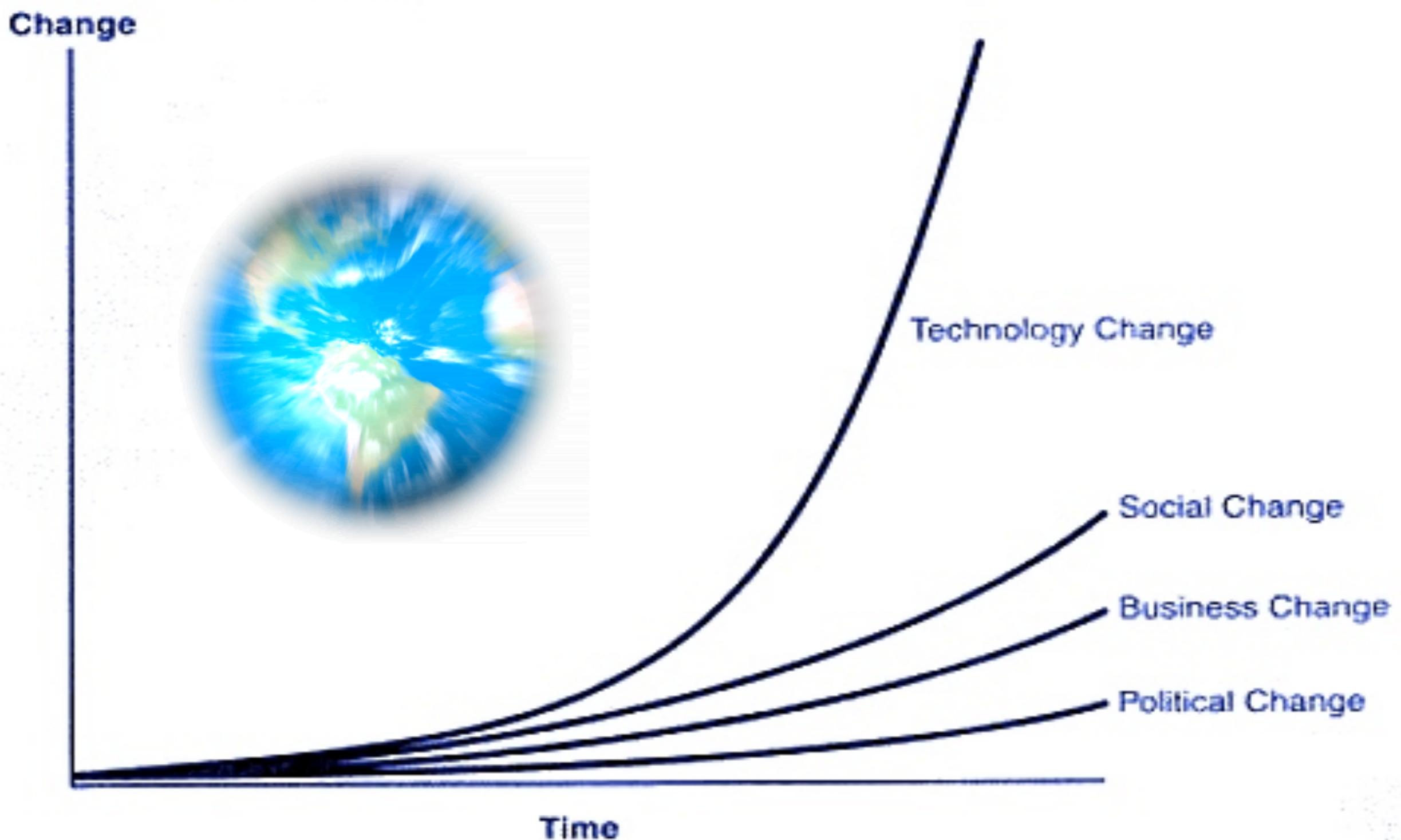
Newspaper extinction timeline

When newspapers in their current form will become insignificant*



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

The Law of Disruption

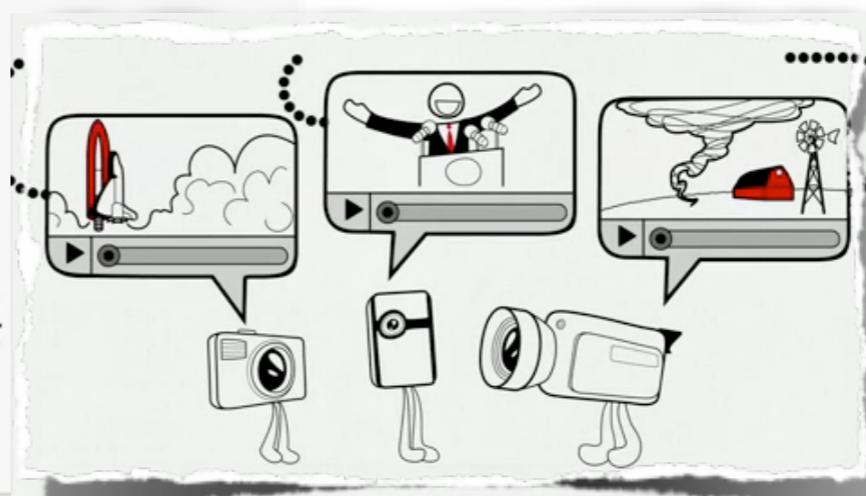
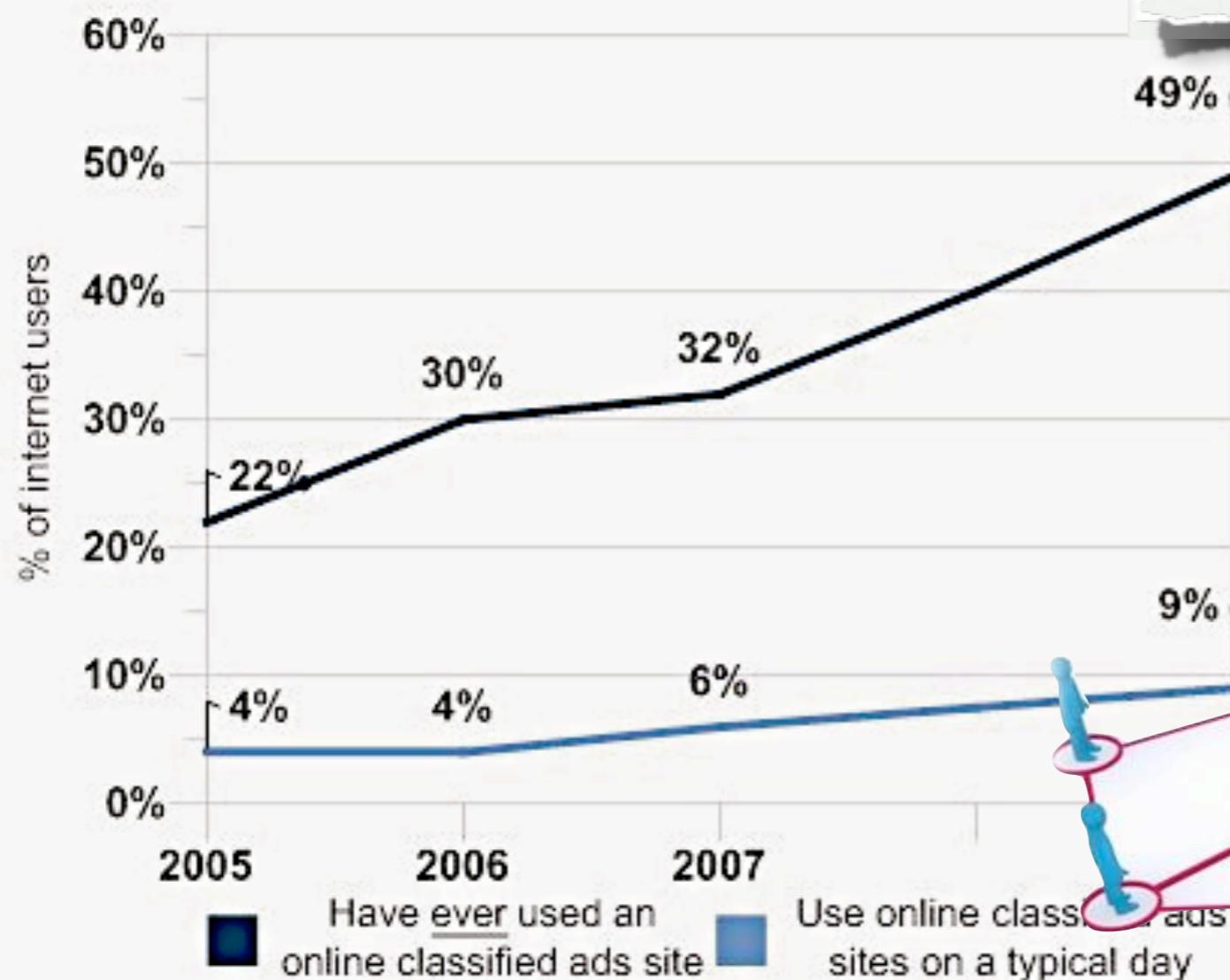


Mobile + Broadband + Social + Video: Disruption similar to the Printing Press



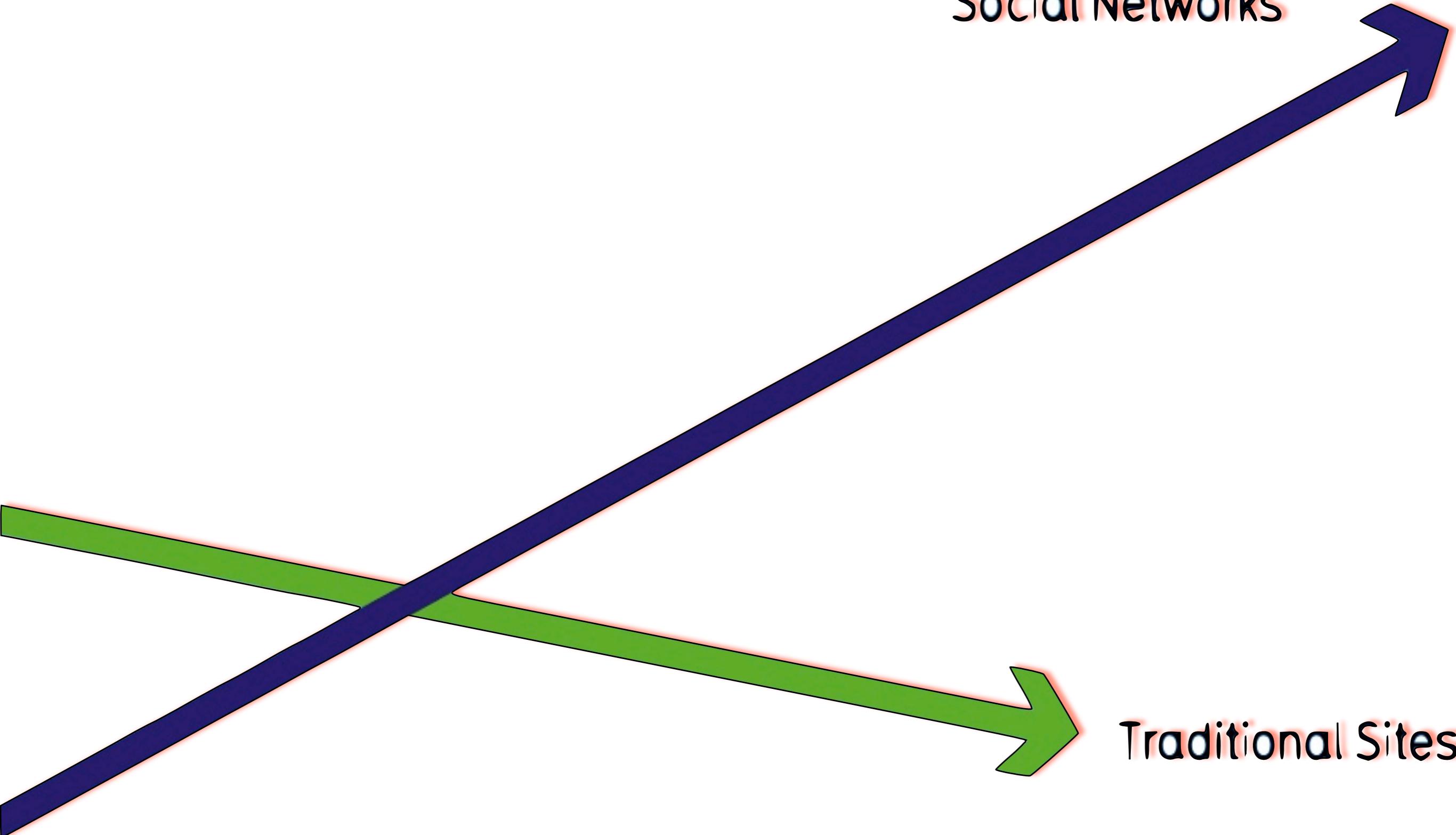
Use of online classified ads sites doubled from 2005-2009

The percentage of online adults to use classified ads websites.

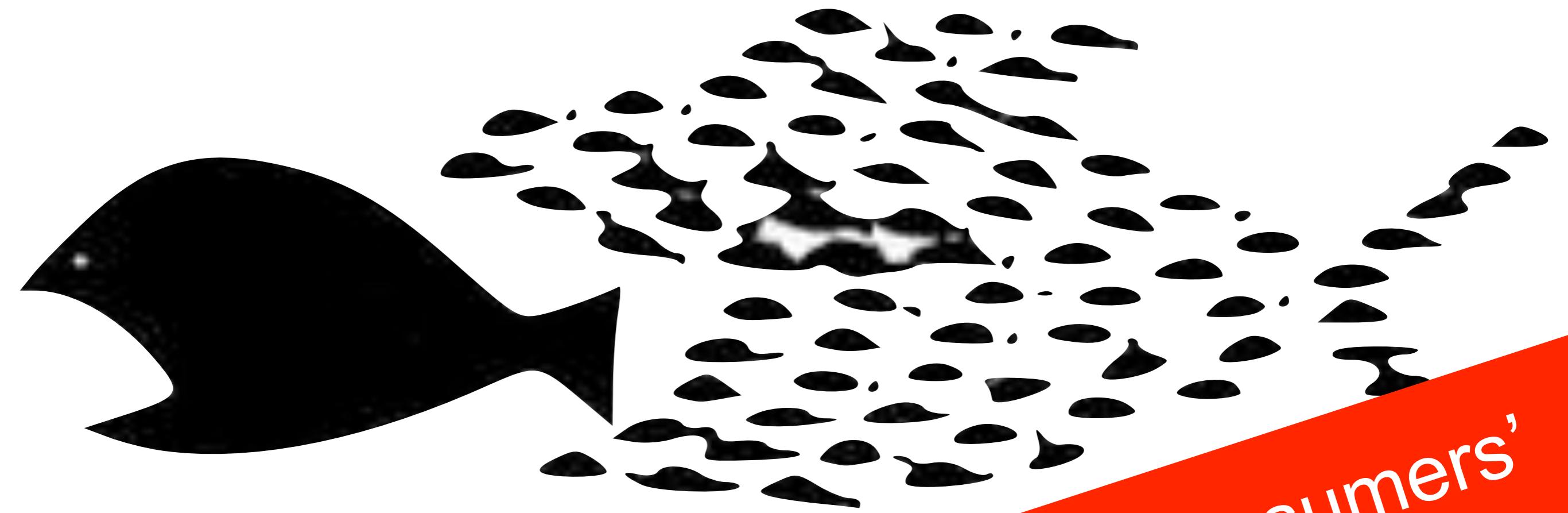


Source: Pew Internet & American Life Project survey conducted from March 26-April 29, 2009. Based on all adult internet users n=1,687, and the margin of error is +/-3%. The margins of error for internet users in the 2005, 2006 and 2007 surveys are also +/-3%.

Social Networks

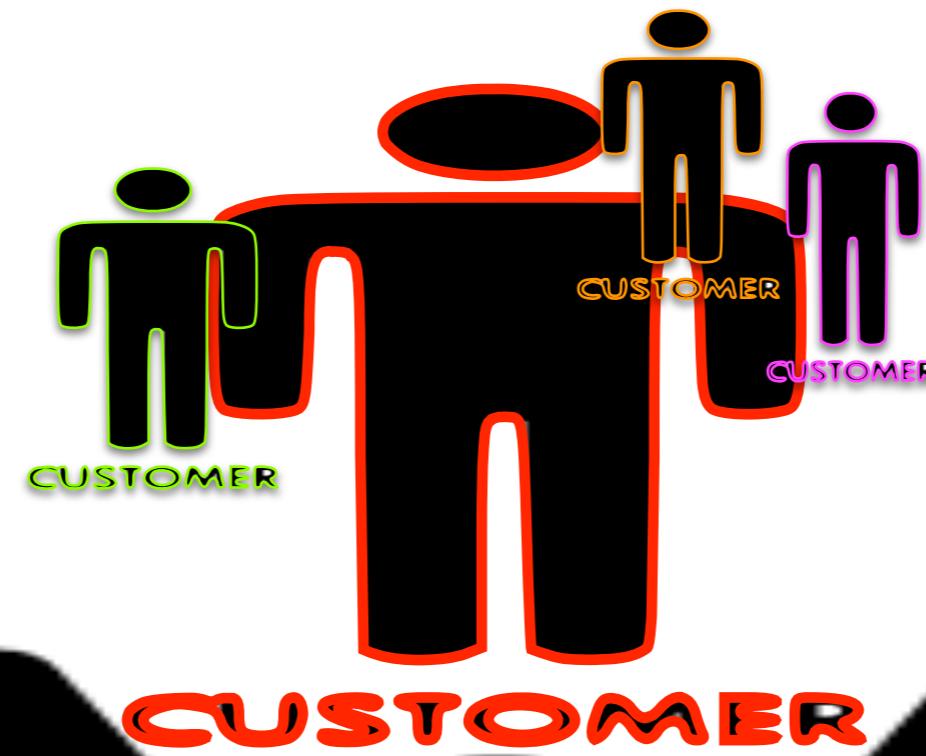


The result of digitization: explosive consumer empowerment, everywhere



The 'people formerly known as consumers'





Fan before Customer

FAN



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

ENGAGE

Source: Hugh McLeod

die.

or

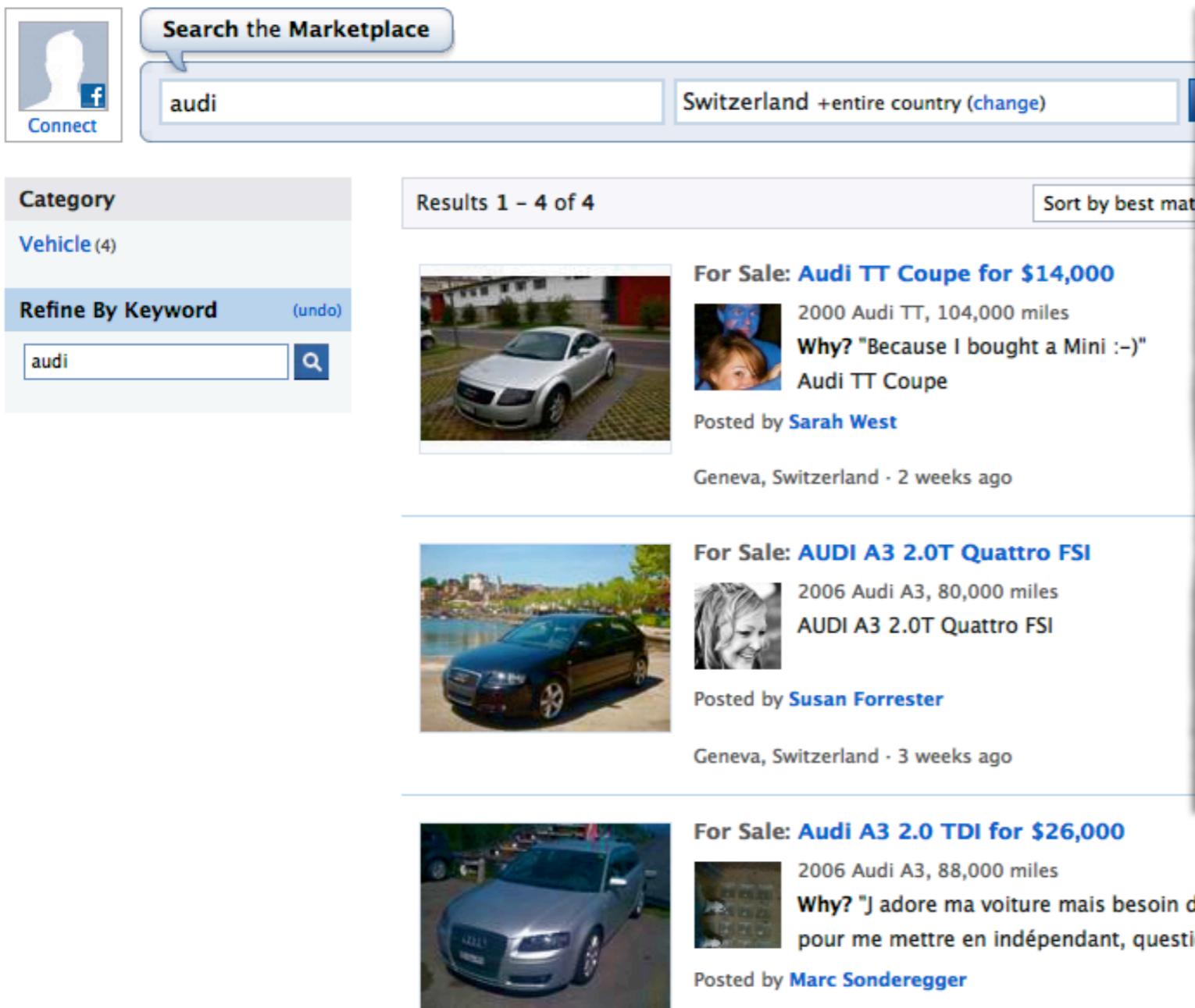
Trust is amplified in a social setting

Check out what Friends are Selling

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

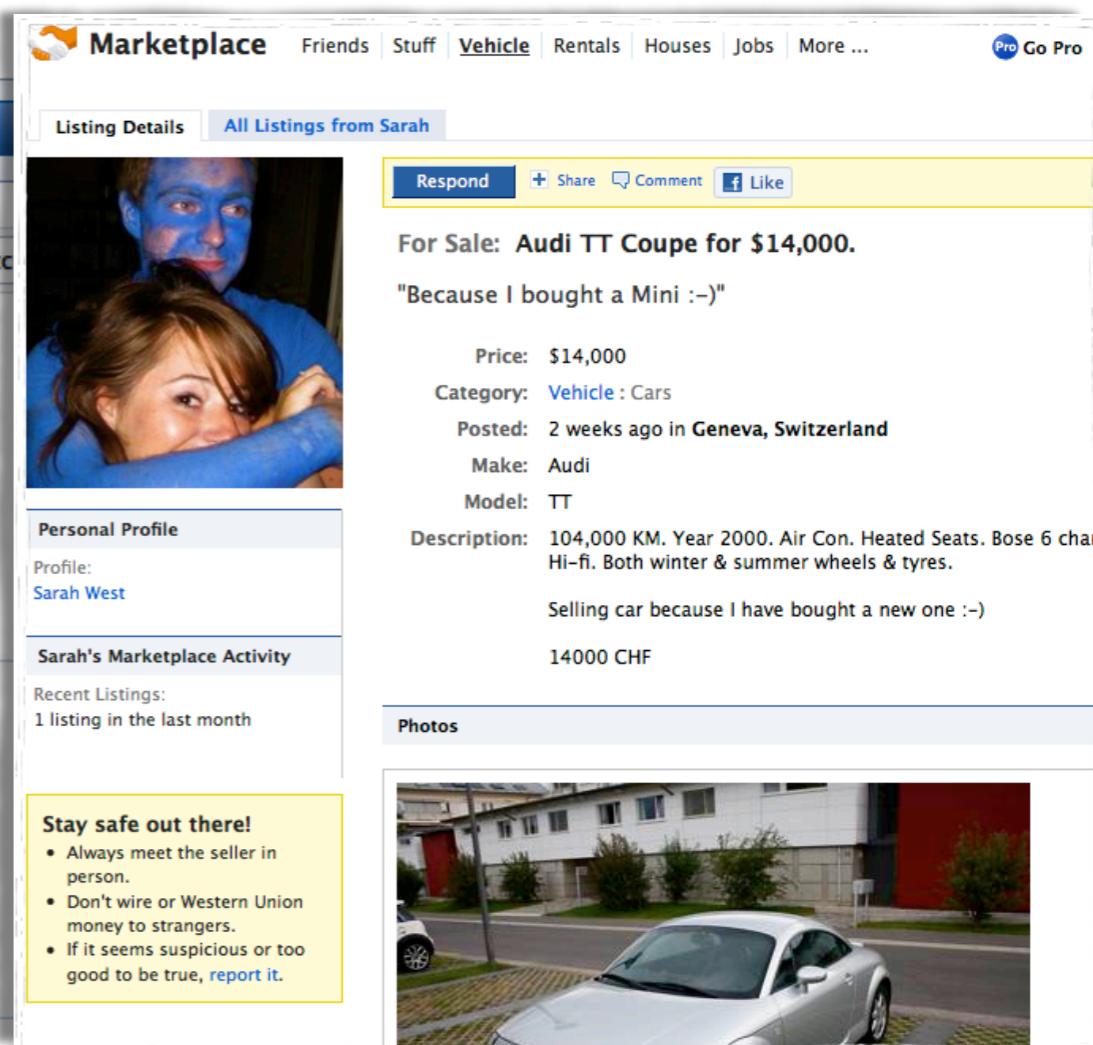


Marketplace Friends | Stuff | Vehicle | Rentals | Houses | Jobs | More ... [Pro Go Pro](#) [Post](#)


Search the Marketplace Switzerland +entire country (change)
Category: Vehicle (4)
Refine By Keyword (undo) 
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


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
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™

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

"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*

Shop All Departments

Search All Departments

GO

Cart

Your Lists

Your Amazon.com

Your Browsing History

Recommended For You

Rate These Items

Improve Your Recommendations

Your Profile

Your Communities

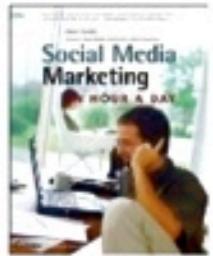
Learn More

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 \(Kindle Edition\)](#)

4.5 (37)

[Fix this recommendation](#)[Actor's Choice: Monologues for TV \(Paperback\) by Erin Detrick](#)

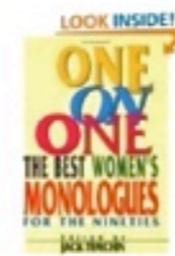
4.5 (3)

[Fix this recommendation](#)[Perricone MD Advanced Eye Area Therapy](#)

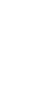
\$90.00 - \$99.45

[Fix this recommendation](#)[Free Prize Inside: How to Make a P... \(Paperback\) by Seth Godin](#)

4.5 (46)

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

4.5 (2)

[Fix this recommendation](#)

Tap into Your Friends

BETA



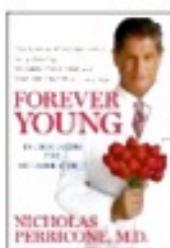
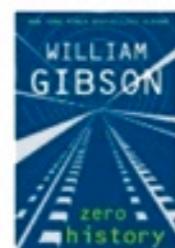
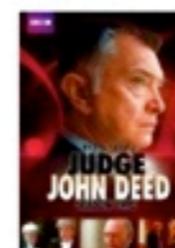
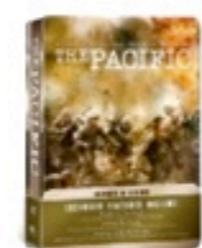
Connect to Facebook to get Amazon recommendations for you and discover your friends' Favorites and Likes

[Sign in and Connect](#)

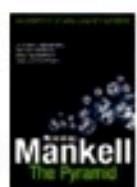
(You can disconnect at any time)

Coming Soon for You

Page 1 of 2

[Forever Young: The Sci... \(Hardcover\) by M.D. Nicholas Perr...](#)
\$17.18[Zero History \(Hardcover\) by William Gibson](#)
\$16.17[Judge John Deed: Season Two DVD ~ Martin Shaw](#)
4.5 (1)[The Pacific \(HBO Miniseries\) DVD ~ Isabel Lucas](#)
4.5 (71)[Spartacus: Blood and Sand ~ DVD ~ Andy Whitfield](#)
4.5 (93)

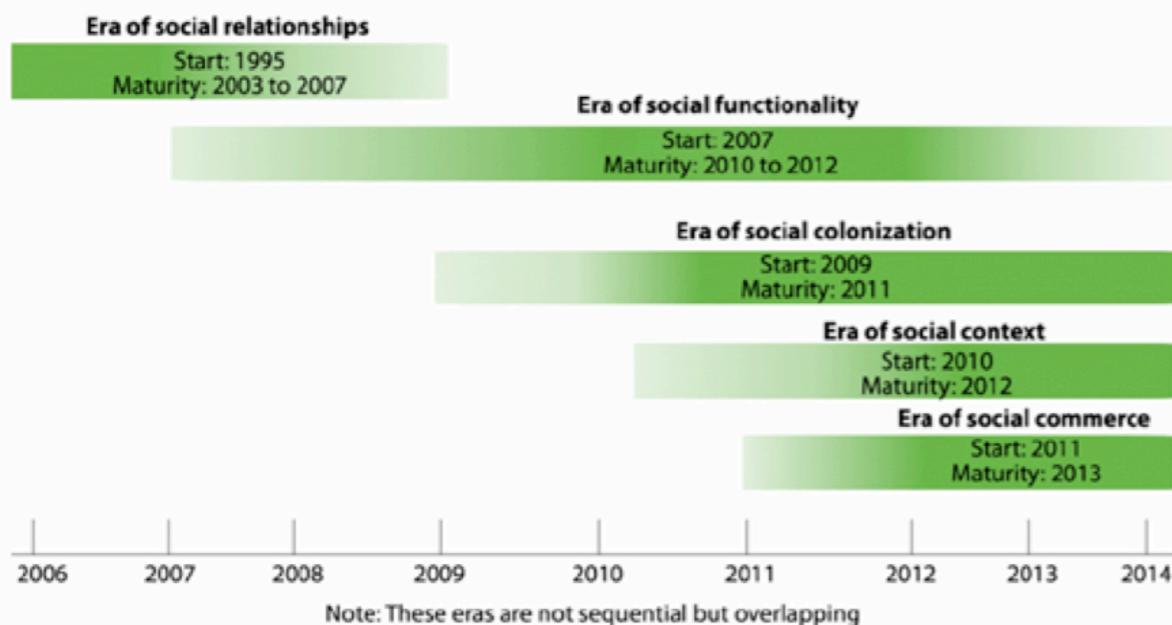
Improve Your Recommendations

 The Pyramid Rate this item 5 stars 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



April 2009 "The Future Of The Social Web"
Timing Of The Five Overlapping Eras



How Groupon Works



The screenshot shows a Delta Facebook page with the following details:

- Profile Picture:** Delta logo
- Page Name:** Delta
- Page Likes:** 9,821
- Page Posts:** 12
- Page Information:** Founded: 1924
- Page Features:** Wall, Info, Photos, Video, Events, Book a Trip
- Post Content:** Delta Ticket Window allows you to: Find a flight right here in Facebook. Book your flight without leaving Facebook. Share your travel plans with friends and family. Includes images of the Great Wall of China and a Delta airplane.
- Page Footer:** Add to My Page's Favorites, Suggest to Friends, 4 Friends Like This, 41,527 People Like This, and a list of 10 people who like the page.

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	73%
Shopping by mobile phone	72%
Smart carts	67%
Biometric fit	57%
Cloud shopping	54%
Virtual fitting room mirrors	49%
Virtual sales assistance	42%

Put more "Social" into "Classifieds"

Connected users are dramatically different

@bpglobalpr

power **twitter**

Home Profile Find People Settings Help Sign out

Destroying the Gulf for: 87 days
free \$25 t-shirts:
streetgiant.bigcartel.com



\$20,000 lost to healthygulf.org

July 10th
BP Cares Art Show & Sexy Party

July 19th
VH1 Do Something Awards

bp **BPGlobalPR**

[Follow](#) [Lists](#) [Settings](#)

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.
about 16 hours ago via web

H Oil Spill: Gulf Water Sample Explodes When Chemist Tests For Toxicity (VIDEO)

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

Name BP Public Relations
Location Global
Web <http://www.streetgiant.com>
Bio This page exists to get BP's message and mission statement out into the twitterverse!
875 following **187,174** followers **6,437** listed

only BPGlobalPR's updates [Search](#)

Tweets 441

Favorites

@BPGlobalPR

[Add to Top Friends](#)

Lists

[@BPGlobalPR/pickledicks](#)

[View all](#)

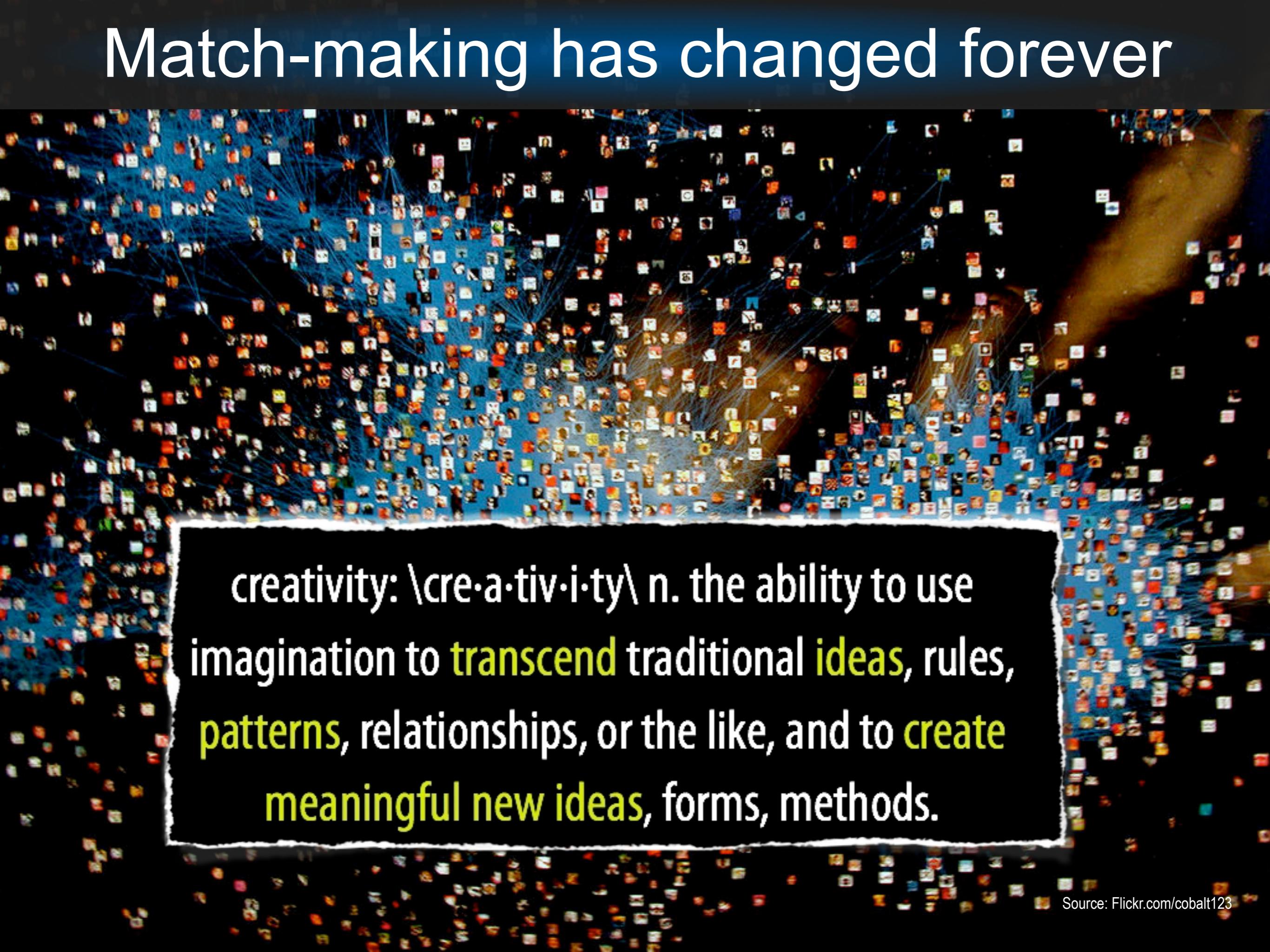
Actions

[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.

creative
commons
> o que é isso?

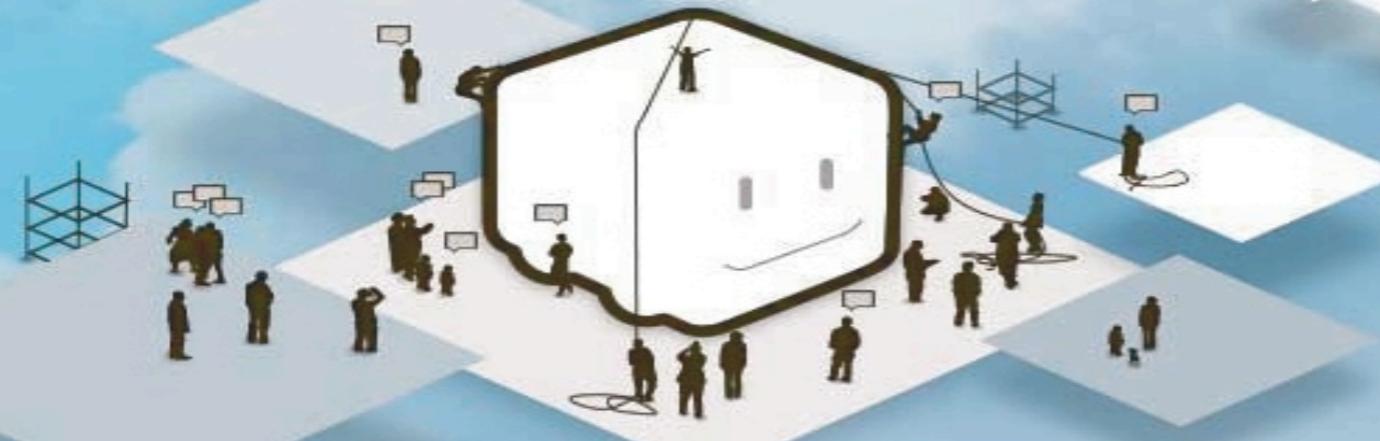
buscar



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
abranches
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.



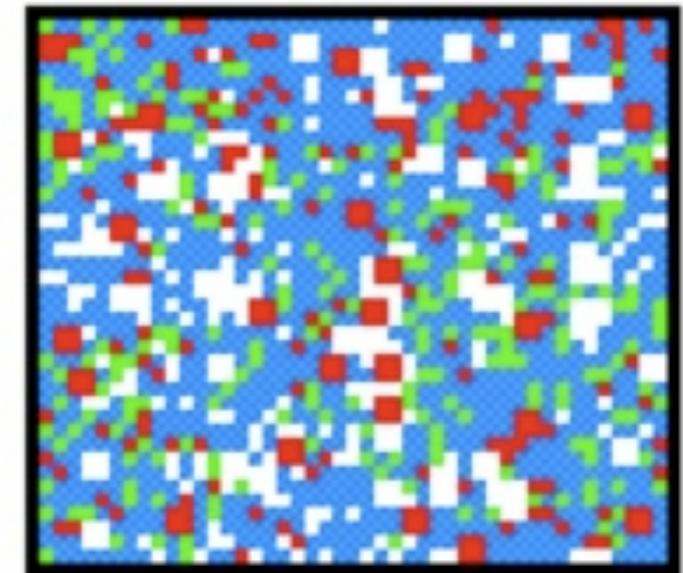
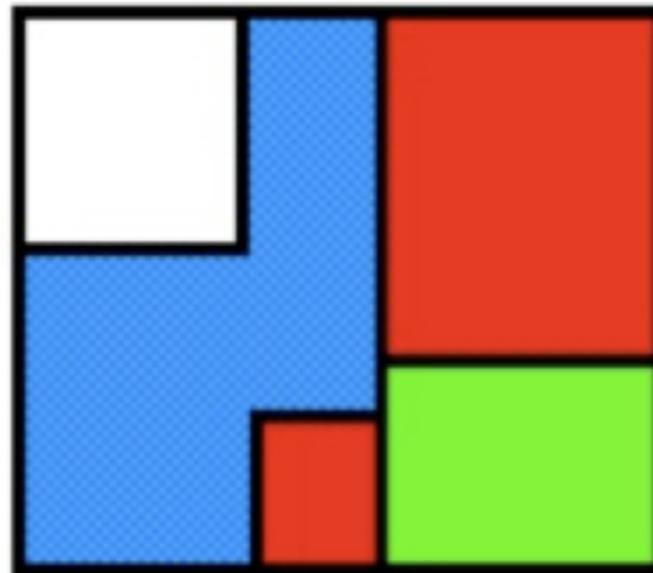
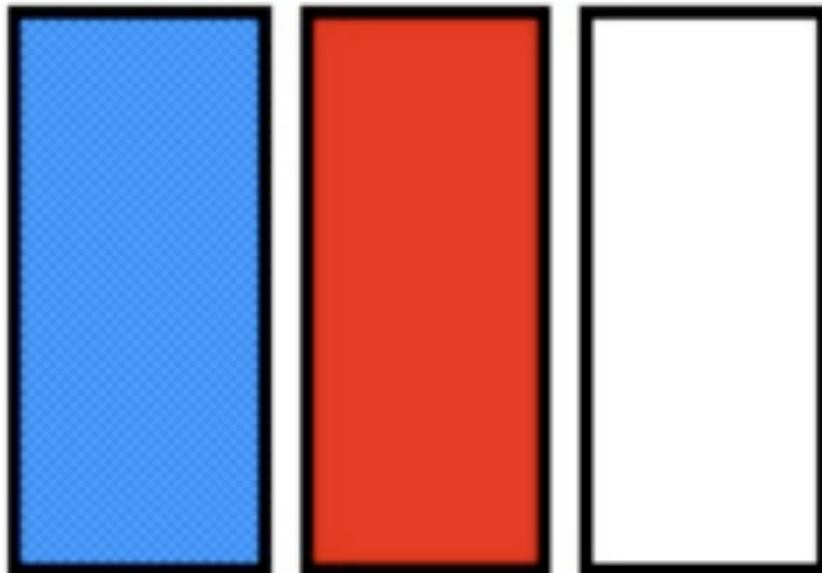
GenY: Ambient Broadcasters



 ShareThis



The atomization of markets will continue



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

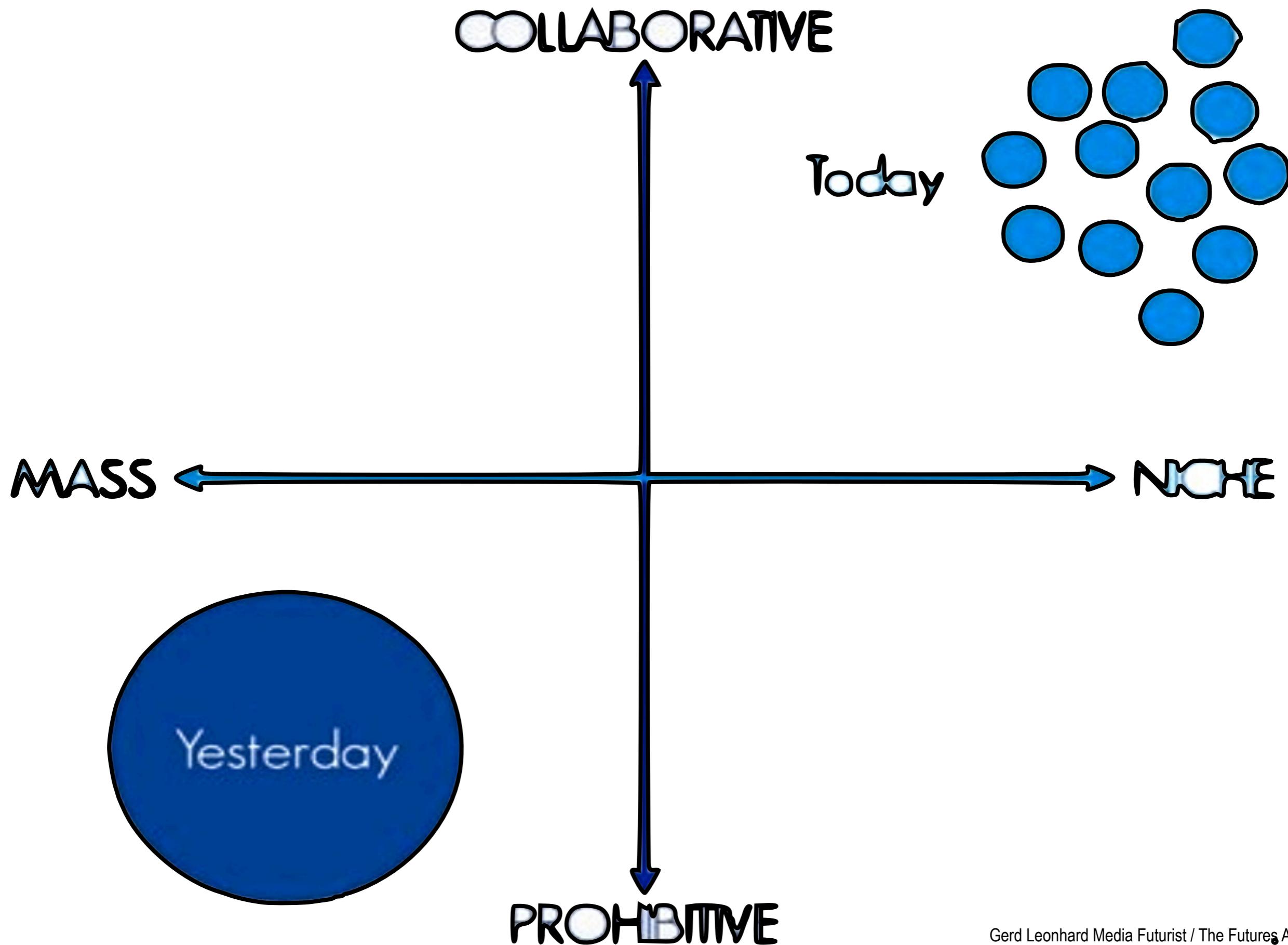
	2008	2009	2010	2011
Watch full-length TV shows online (millions)	41.1	49.6	58.9	72.2
% of adult population	17%	20%	24%	29%
% of adult internet users	25%	29%	33%	39%
% of adult online video viewers	42%	46%	50%	56%

Note: ages 18+; watch at least monthly
Source: eMarketer, June 2010

116168

www.eMarketer.com

The Future: Masses of Niches

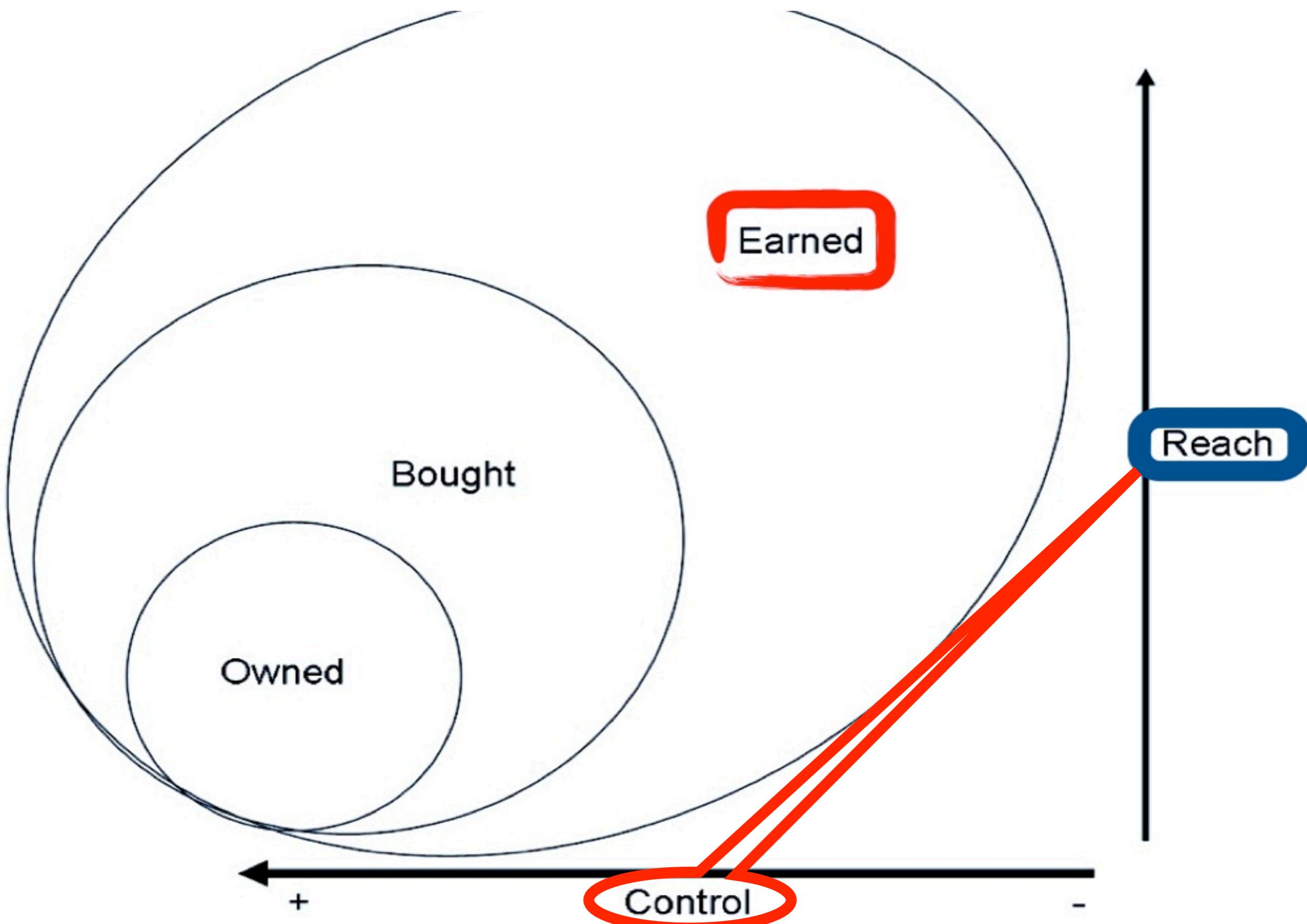


Increasing Tribalization of Society

Image provided by Susan Fassberg, Connectingdotz.com



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



Finally, Business becomes social *



TWEET THE TWELPFORCE
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



Home Profile Find People Settings Help Sign out

@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

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!

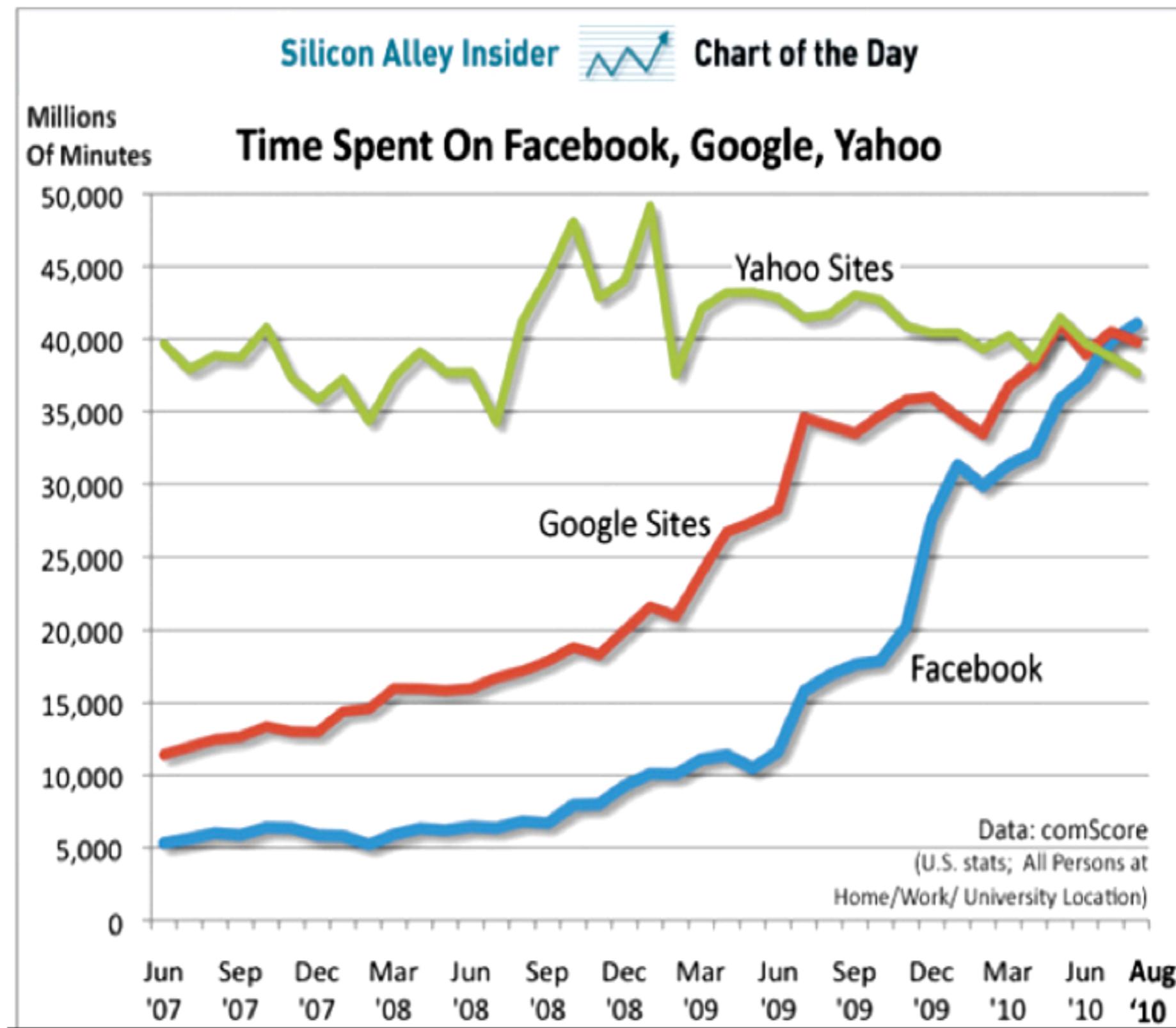
Yours sincerely

Thomas Benz
Head of Marketing Switzerland

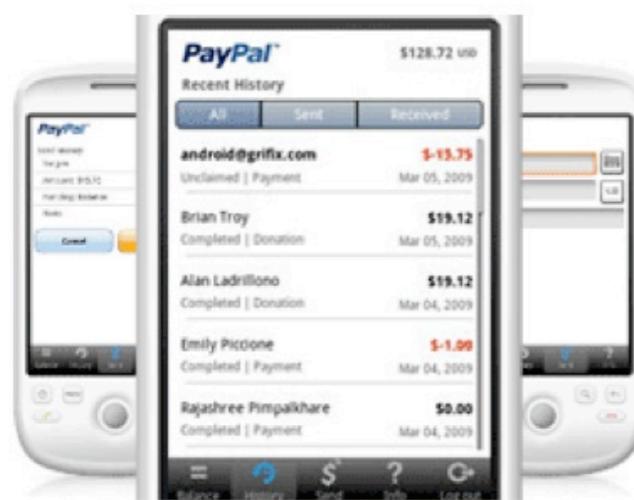
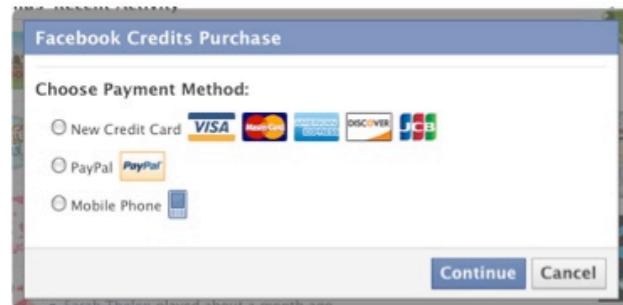


source: soapboxincluded.com

... 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

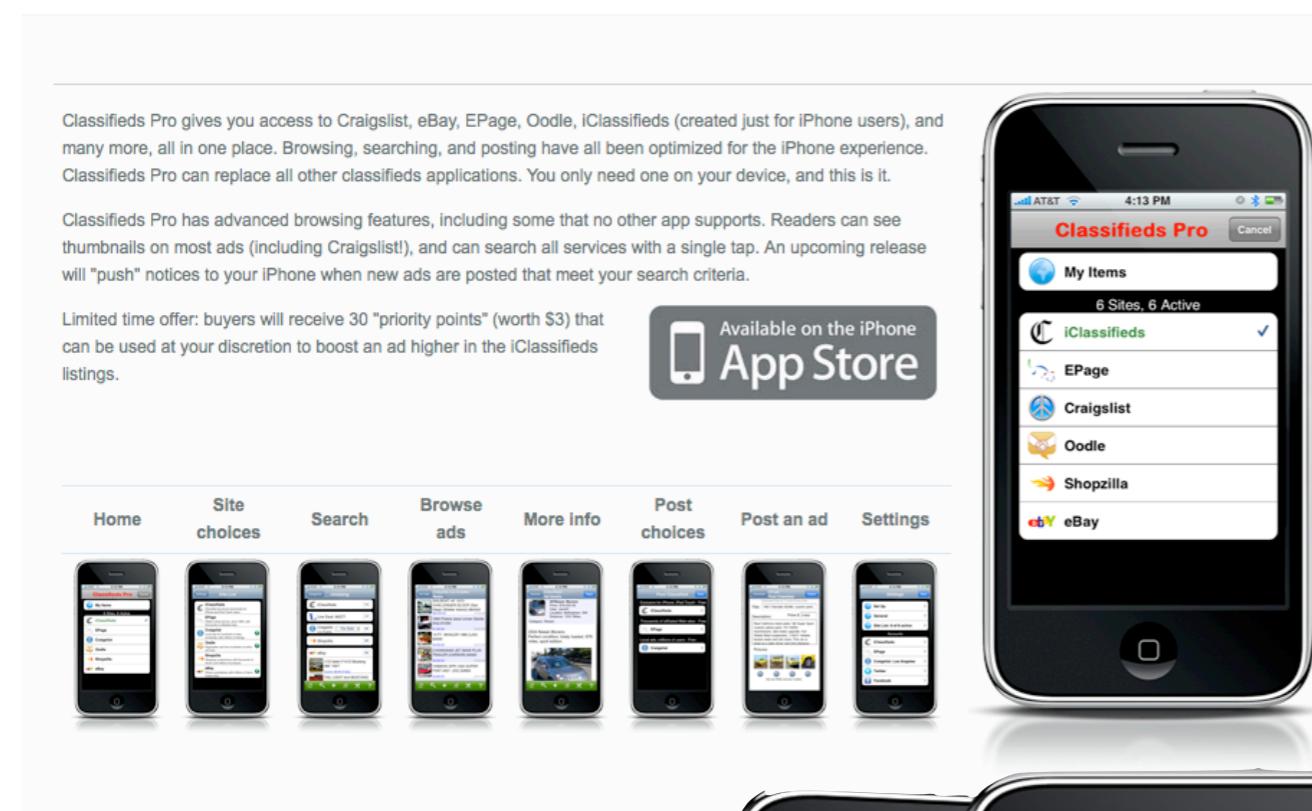
Classifieds Pro Now Available

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



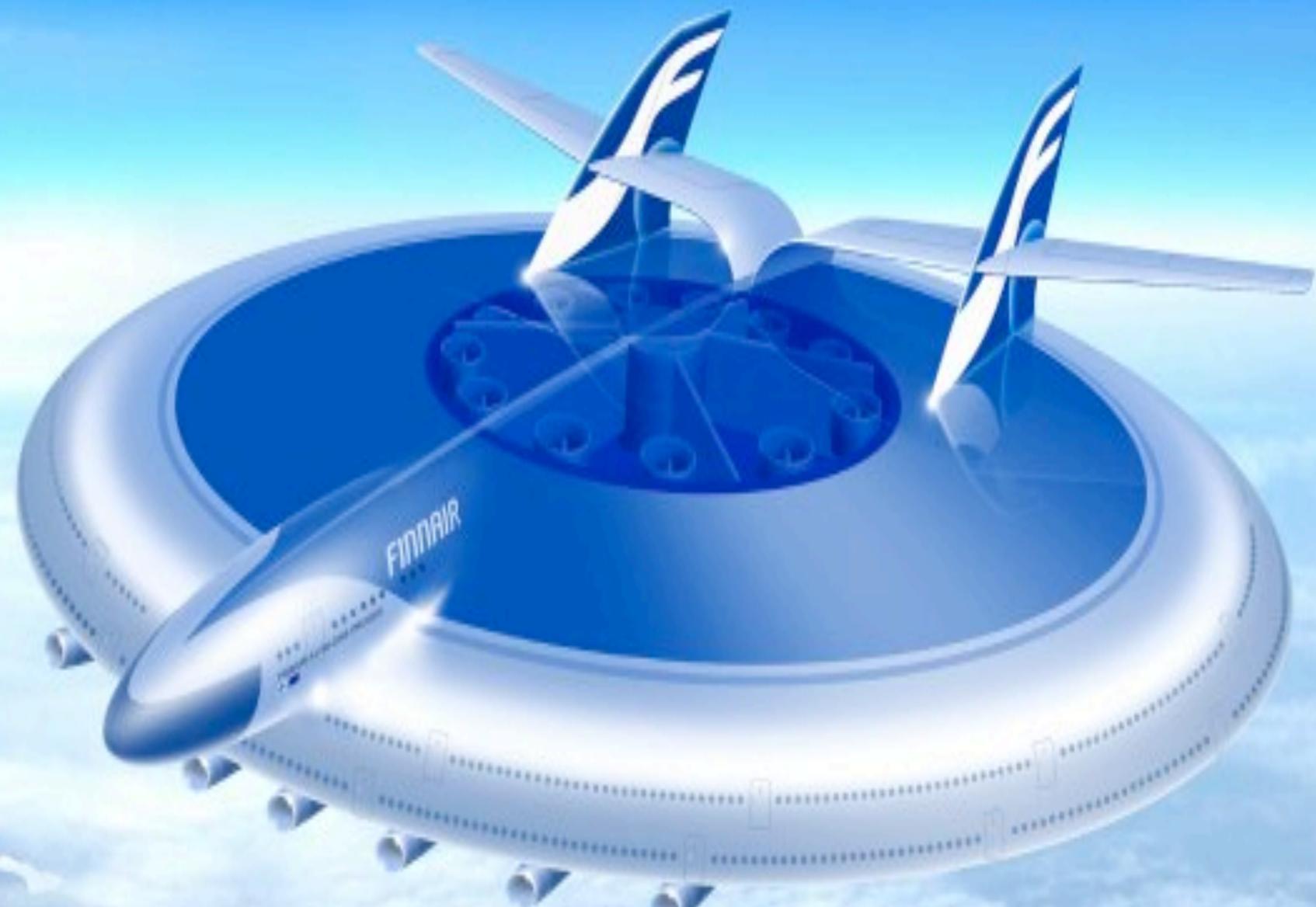
Home Site choices Search Browse ads More info Post choices Post an ad Settings



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'

Gerd Leonhard Media Futurist
http://gerdleonhard.com

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:

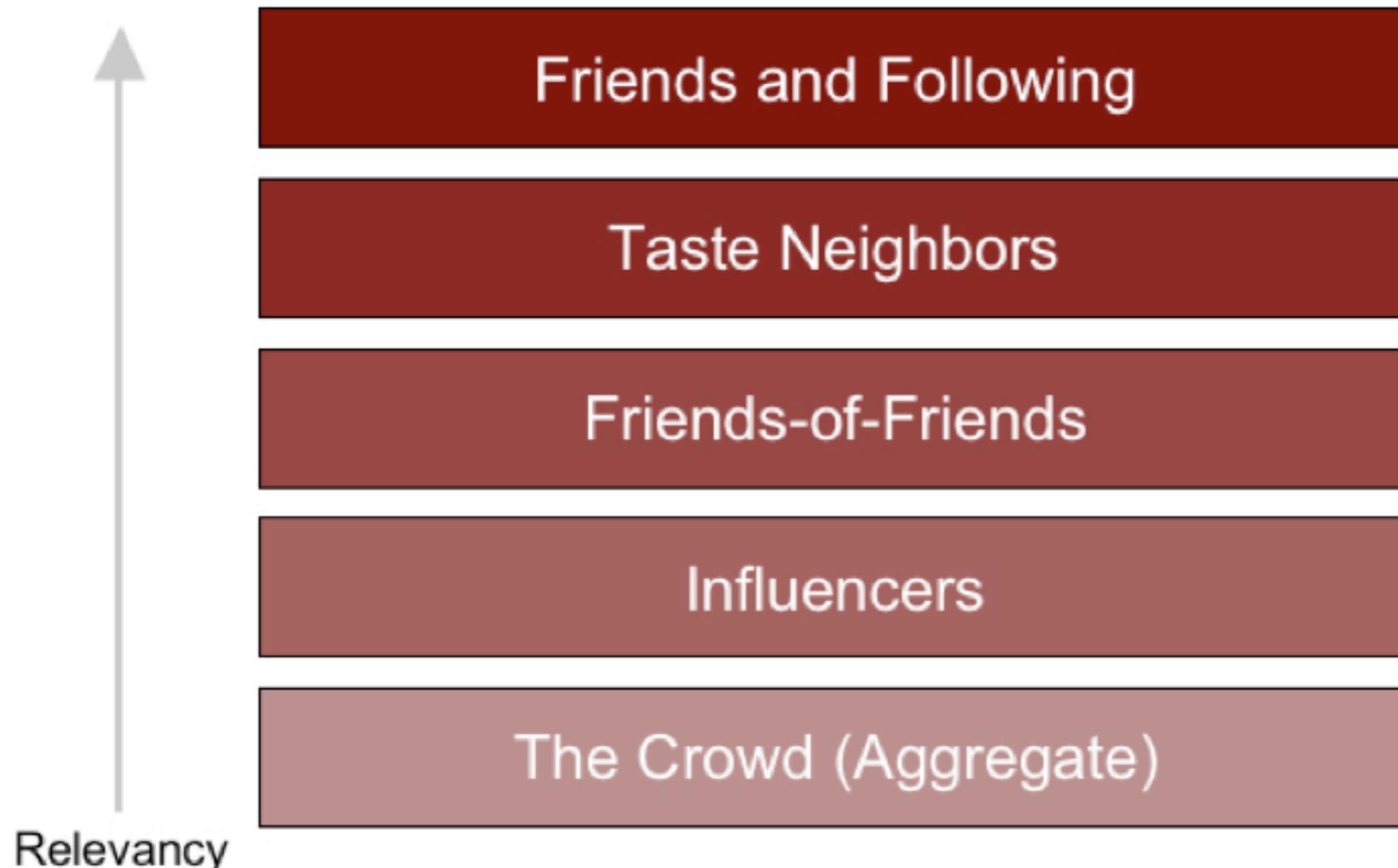
1. **Immediacy** - priority access, immediate delivery
2. **Personalization** - tailored just for you
3. **Interpretation** - support and guidance
4. **Authenticity** - be sure it is the real thing?
5. **Accessibility** - wherever, whenever
6. **Embodiment & Experience**
7. **Patronage** - "paying simply 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](#)



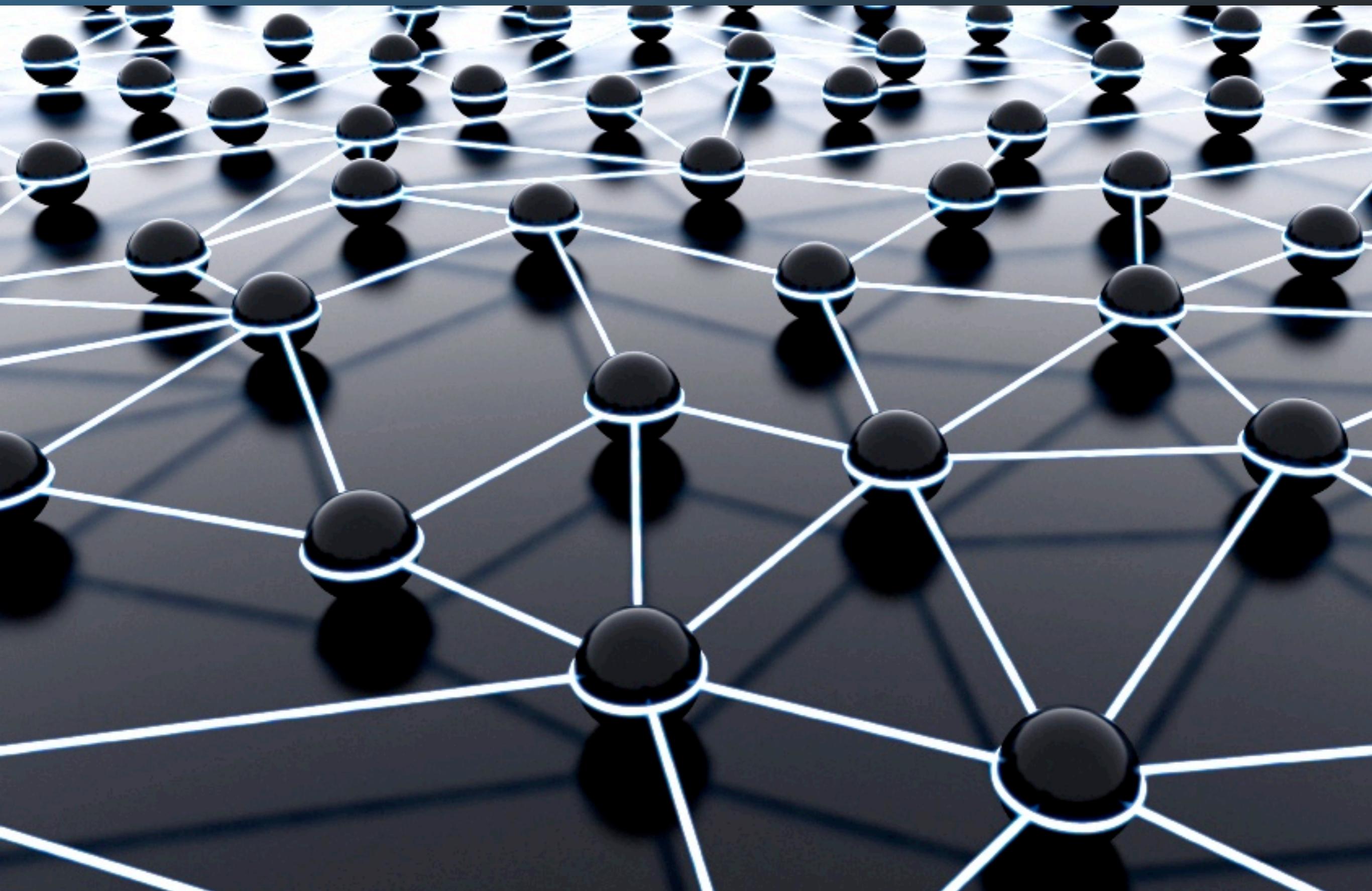
The opportunity:
Provide elegant
organization,
context and
added values
to people that may
already be doing
what they
want to do
(i.e. buy and sell)

*Hat tip to Jeff Jarvis

Get Real-Time, Mobile, Social. Now.



Bet on the power of the human link!

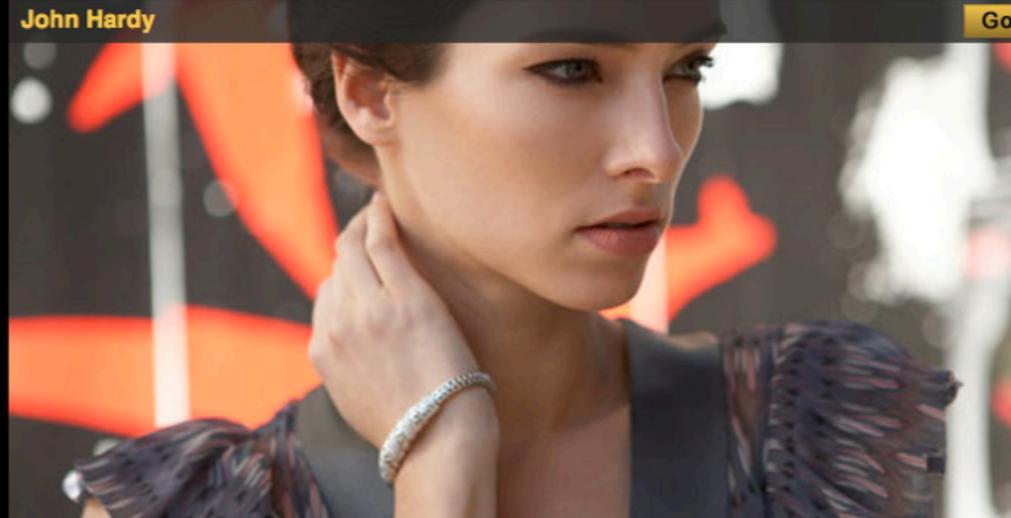


Investigate Group Buying

Powered By
GROUPON™

Welcome Sophie (Sign Out) Account + Invite Friends Blog Help Feedback Notifications Cart (0)

GILT Women Home Children Gifts GILT FUSE GILT MAN JETSETTER

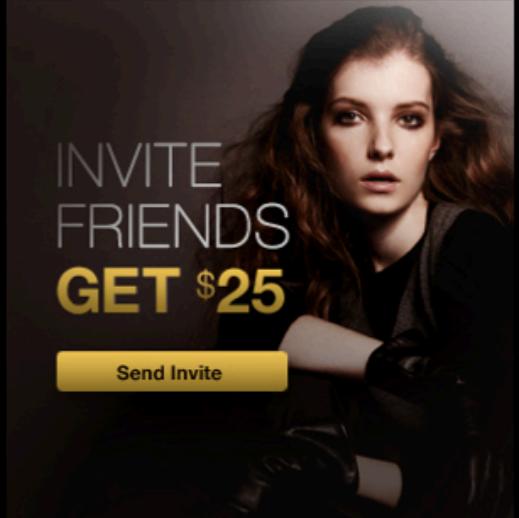
John Hardy Go 

Gryphon Go 

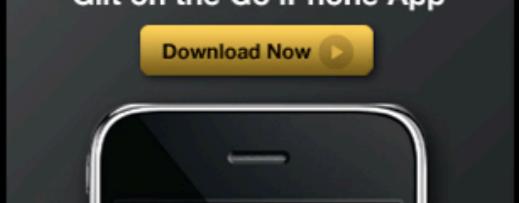
Jewelry by Gemma Redux and Jennifer Rose Go 

Coye Nokes, Bally, Dana Davis and The Generic Man Shoes Go 

Converse by John Varvatos Go 

INVITE FRIENDS GET \$25 Send Invite 

You Might Also Like Today on Gilt Man: Sportswear by McQ, like logo tees and drawstring trousers 

Gilt on the Go iPhone App Download Now 

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.



PayPal

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

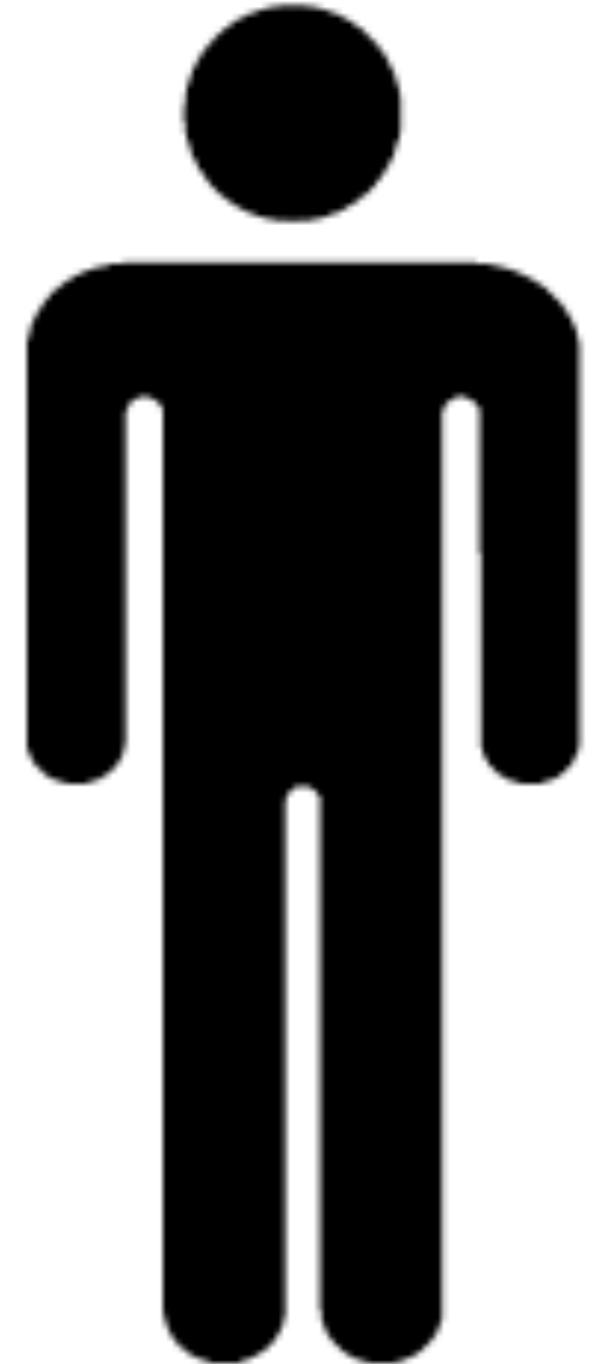
Helpful links

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

Make fans - not just users.



FAN

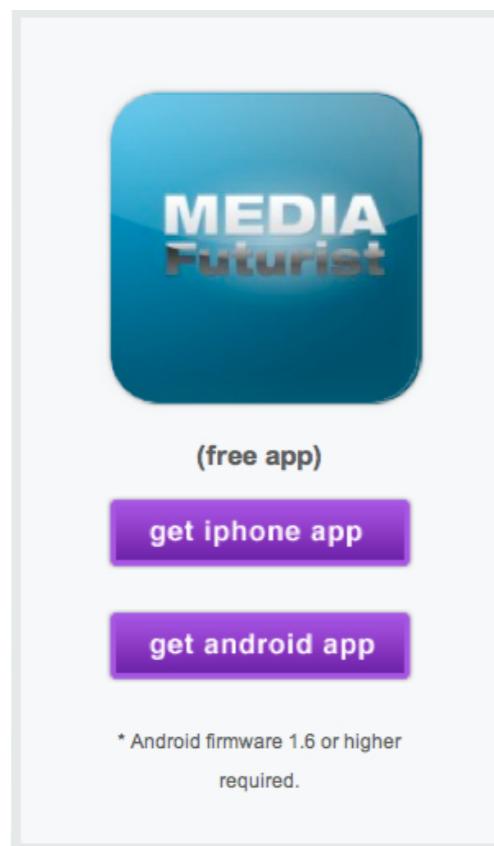
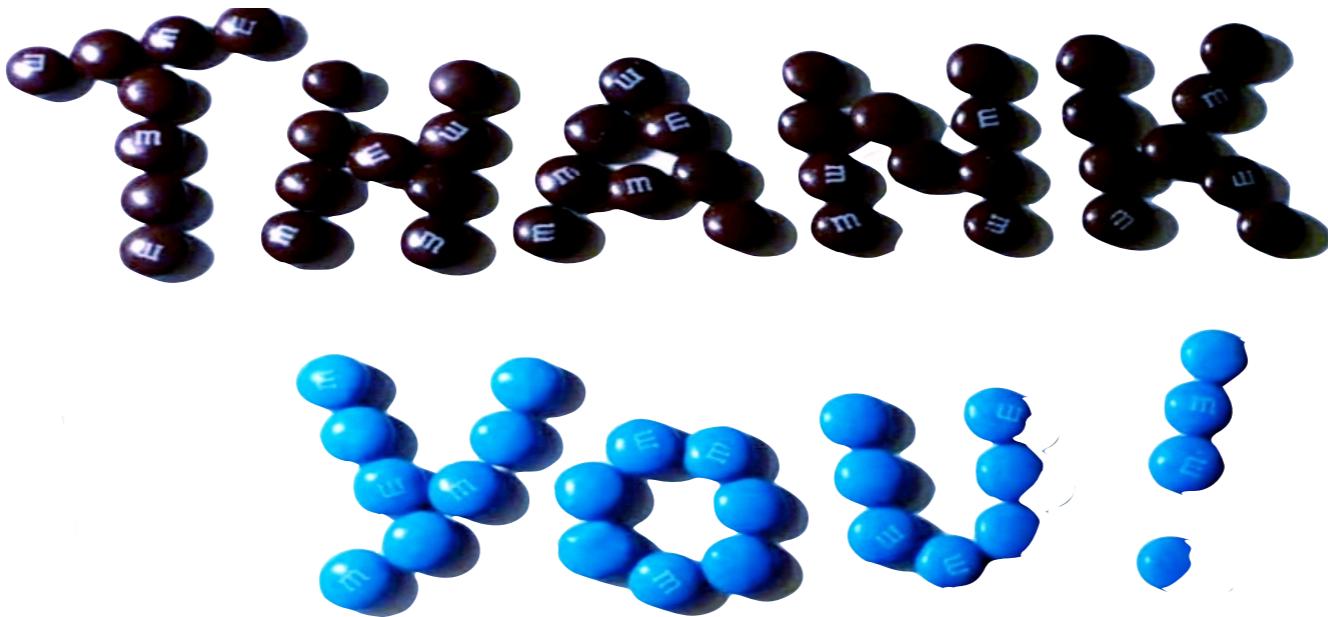


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“All progress depends on the unreasonable man”

George Bernard Shaw





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