

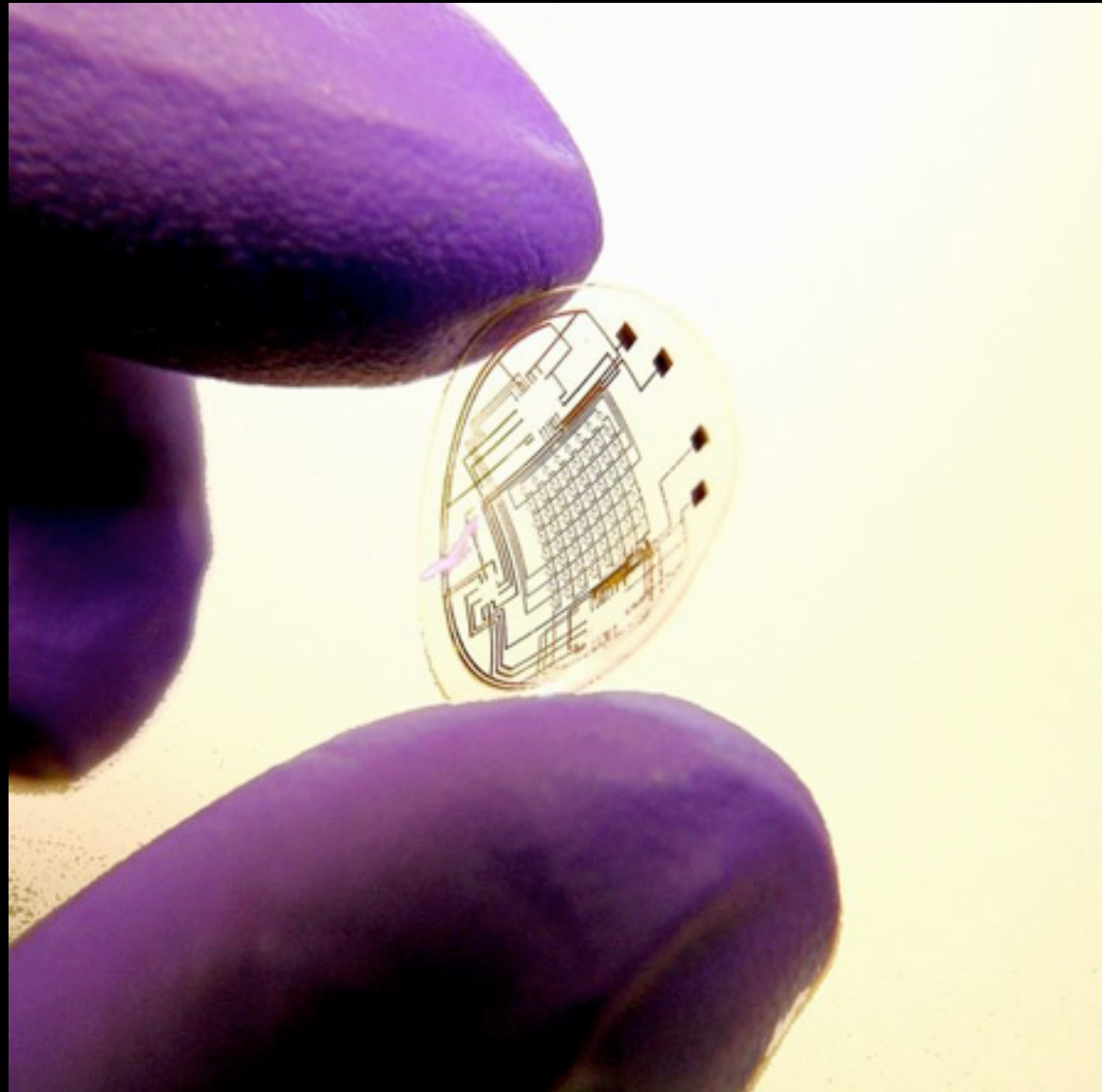
Looking into the future

Magnus Lindkvist, trendspotter and futurologist
ICMA - Shaping the Future of Classifieds
Tallinn, May 15 2009

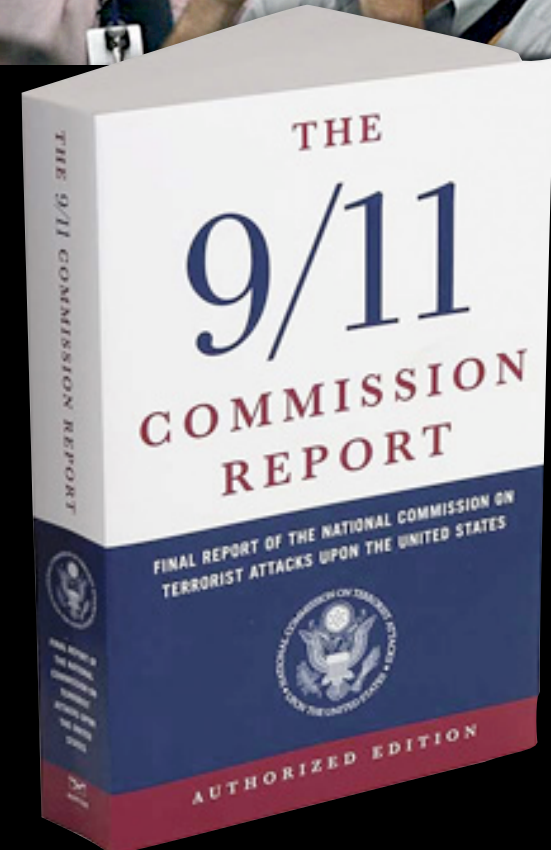
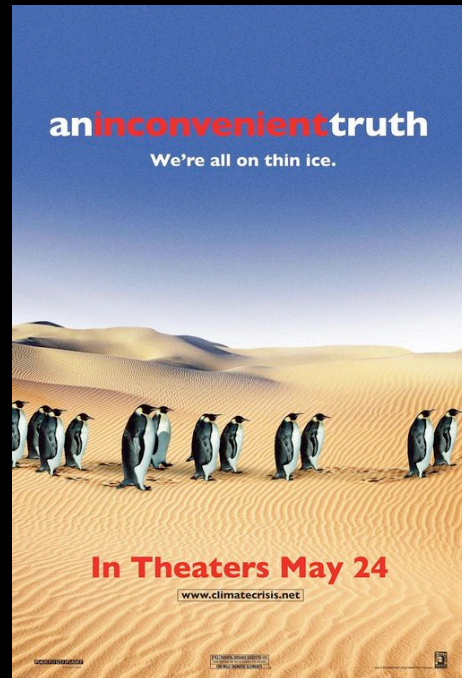


“May you live in
interesting times”





<http://www.livescience.com/health/080118-super-contacts.html>



Grownups believe that the
world is just like when they
were growing up and that
everything happening now is an
exception

Change Blindness Examples

- The example shown can be found here:
- http://viscog.beckman.illinois.edu/djs_lab/demos.html

My methodology

“I don’t know”

15 - 50 years

**Megatrends
(I.e. societal shifts)**

5 - 15 years

**Macrotrends
(I.e. business cycles)**

1 - 3 years

**Microtrends
(I.e. fashion)**



The background of the slide is a composite image. On the left side, there is a view of Earth from space, showing swirling white clouds over a blue ocean and dark brown landmasses. On the right side, the background is a deep black space filled with numerous small, bright white stars.

15 - 50 years

**Gigatrends
(I.e. World-changers)**

“Be an opportunistic
Collector”

Anita Roddick, founder Body Shop

Ten Ideas changing classified ads – right before our eyes

1. Punk Capitalism
2. OmniMedia
3. Specialization
4. Collaboration
5. The Path of Least Resistance
6. The Interface is The Value
7. Gaming and Gambling
8. Follow the eyeballs
9. Slow Media Rising
10. Technology needs a Culture

I. Punk Capitalism

- *The Pitch:* Punk rock was about challenging society and the status quo and rested on an idea that everyone can play (skill is oppression). This is what we see happening in the world at large currently.
- *Examples Cited:*
 - The rise of Generation E (for entrepreneurship), Sellsumers and similar.
 - Cheaper, more accessible technology (Blogs, Print-on-demand, DV cameras, YouTube, etc.)
 - Next step: 3D printers, Genes, personalized drugs and medicine, etc.
- *Implication for Classifieds:* The future competition and customer base is made up of many small, entrepreneurial, challenging upstarts

2. OmniMedia

- *The Pitch:* The current media climate is so much more richer than the polarization between offline and online we often talk about. We can see four specific types of new media behavior emerging:
 - Media Explosion: Media channels are emerging from everywhere. Think about the number of screens we see on a daily basis, for instance
 - On-the-run media: From podcasts to cellphone games
 - Snack Media: Media for attention-challenged people. From casual gaming to TED Talks.
 - Shopping Media: Where commercialism becomes content (from blogs to advertorials and branded programming)
 - Social Media: Where the community creates the content...and the rules
- *Implication for Classifieds:* Yes, the competition is more intense but the opportunities are also greater than ever

3. Specialization

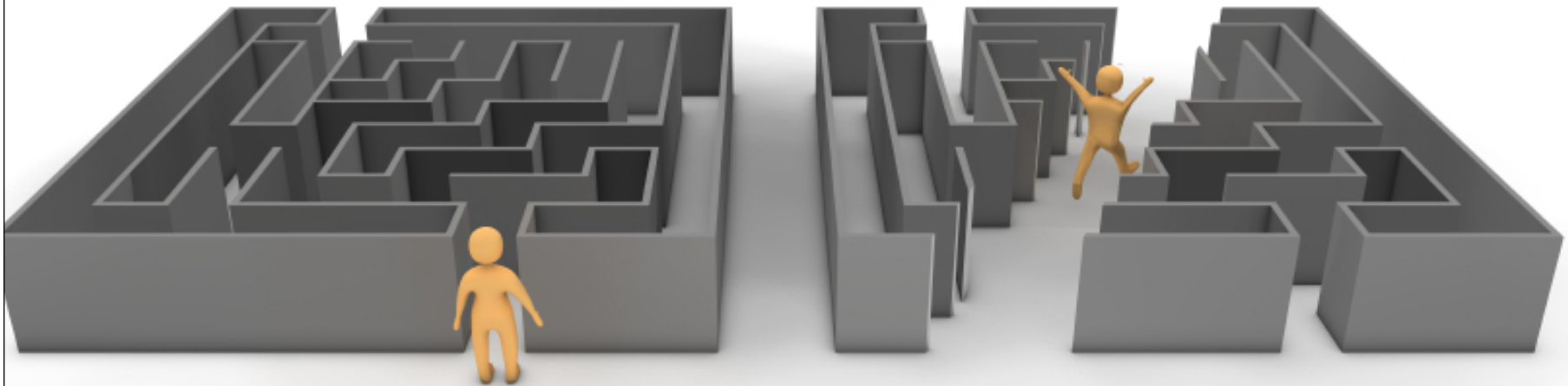
- *The Pitch:* With an explosion in the number of media providers, we see a greater degree of specialization - we can even talk of superspecialists. Niche offerings that cut deeper and sharper than the mainstream media of yesteryear
- *Examples Cited:*
 - Google AdWords - precision marketing
 - Communities of interest portals and magazines - from the magazine *The Indexer* and *Nudist Hunter* to *Vintagecars.com*, etc.
 - Tagging - create your own category
- *Implications for Classifieds:* The categories today are too broad and only treated like passive advertisements, not like potential sources for knowledge sharing, community and similar.

4. Collaboration

- *The Pitch*: In a specialized landscape, the generalist is replaced by collaborating specialist brands and offerings. The successful collaborators foster a culture of openness and a high tolerance of failure
- *Implications for Classifieds*: Be good at what you do and continuously invite partners to do what you can't. See yourself as a vehicle for others to share, use and maneuver.

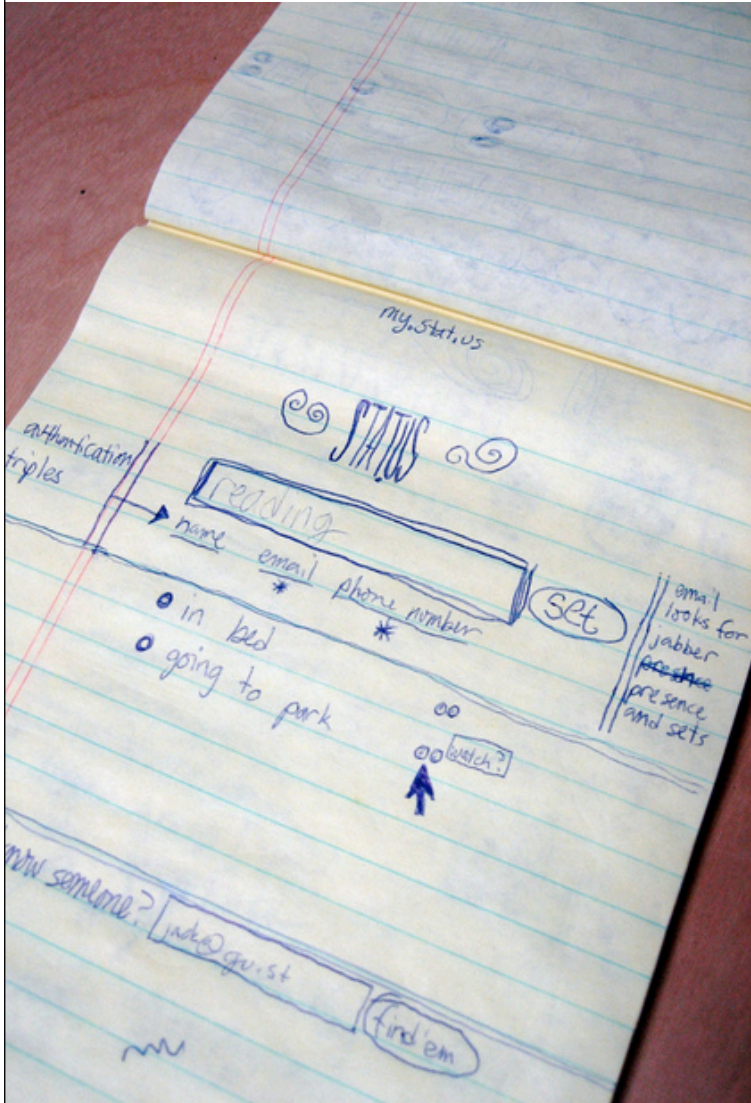
Opte Project's Map of the Internet

5. The Path of Least Resistance



- *The Pitch:* Simplicity sells! Given a choice, people seek out the most convenient, accessible and easy-to-use alternatives
- *Examples Cited:*
 - Number of click to advertise on Times.co.uk or DN.se: 12+
 - Number of clicks to advertise on EBay or Blocket.se: 1-2
- *Implications for Classifieds:* Simplify! Simplify! Simplify!

6. The Interface is The Value



- *The Pitch*: Online, how you access the information is what draws customers since the information itself tends to be ubiquitous
- *Examples Cited*:
 - Twitter - see original napkin business plan left
 - Microsoft Bob - a flop
 - Nupedia vs Wikipedia
 - ZoomBoard
- *Implications for Classifieds*: Find creative ways of presenting information

7. Games and Gambling

- *The Pitch:* We are a gaming and gambling species. More and more offerings are appealing to this - often without us knowing
- *Examples Cited:*
 - Energy Efficiency Games
 - Points systems - WeightWatchers, Frequent Flyer Miles
 - Sellsumers - make a deal - EBay, etc.
- *Implications for Classifieds:* How can we make a game or a gamble out of a classified?

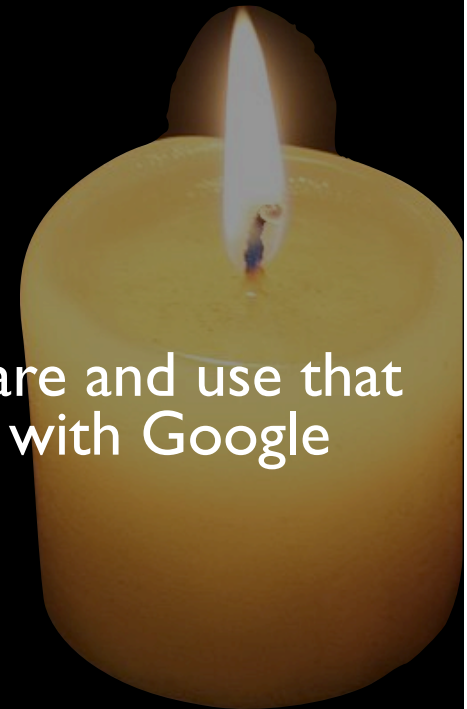
8. Follow the eyeballs

- *The Pitch:* We used to think we should attract people to our own media. Increasingly, people use a one-stop way of working (an RSS reader, a portal, etc.) Embedded media is the future.
- *Implications for Classifieds:* Find ways to piggyback on other media and make it easy for people to embed/ access your content



9. Slow Media Rising

- *The Pitch*: There are a number of virtues in paper-based, slow media that are underexploited today
- *Examples Cited*:
 - Wedding and personal ads
 - Trading up - act bigger than you are!
- *Implications for Classifieds*: Stand for what you are and use that in the best possible way instead of competing with Google



10. Technology needs a culture

- *The Pitch:* Technology is a way of working and needs a new kind of corporate culture to thrive - you can't just digitize an old organization. The Internet came from Hippies and Academics, not from businesspeople
- *Examples Cited:*
 - Wedding and personal ads
 - Trading up - act bigger than you are!
- *Implications for Classifieds:* Stand for what you are and use that in the best possible way instead of competing with Google



Would you have done things the same way if you could start over?

“Fail Fast Forward”



“Competent people resist change. Why? Because change threatens to make them less competent. And competent people like being competent. That's who they are, and sometimes that's all they've got. No wonder they're not in a hurry to rock the boat. . . . In the face of change, the competent are helpless.

It doesn't take a lot of time to change ... to reinvent ... or to redesign. No, it doesn't take time; it takes will. The will to change. The will to take a risk.

The will to become incompetent
– at least for a while”

- Seth Godin

“May you live in
interesting times!”

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