

"LONG TAIL" ECONOMICS

IS THE WORLD SPIKY?
 CITIES ARE NOT THE CENTRE OF TALENT ANYMORE
INTERNET MAKES IT EASY TO FIND TALENT... WIDELY DISTRIBUTED
 EG: TOURISM OFF THE BEATEN PATH ENABLED BY INTERNET SEARCH
OPTIMISED FOR DISTRIBUTED AUDIENCE

OVERVIEW - BLOCK BUSTER CENTURY

DIFFERENCE 20TH CENTURY TECHNOLOGIES DICTATED CULTURE

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BLAND PRODUCTS
 EG: BEERS

SYNCHRONISED REACH 10M PEOPLE FOR COST OF ONE PERSON
 POWERFUL DISTRIBUTION MODEL OF MASS CULTURE

ONE SIZE FITS ALL
 SUPPRESSED CHOICE
 GLOBAL CULTURE

I WANT TO WATCH CRICKET IN THE USA
 NOT LOCALLY AVAILABLE ON THIS CHANNEL

I AM AN INFORMED CUSTOMER I CAN AFFORD WHAT I WANT
 THIS IS GLUTEN FREE BEER
 DEMAND FOR THINGS OFF THE BEATEN TRACK

CHOICE
 MONOPOLY OF MASS MEDIA IS OVER
 BIG 4 NETWORKS & NEWSPAPERS & RECORD COMPANIES LOOSING MARKET SHARE
 HOW DO WE FIGHT ARMY OF AMATEURS?

PEOPLE PAY PREMIUM PRICES FOR NICHE PRODUCTS & SERVICES

NO LONGER (JUST) WATER

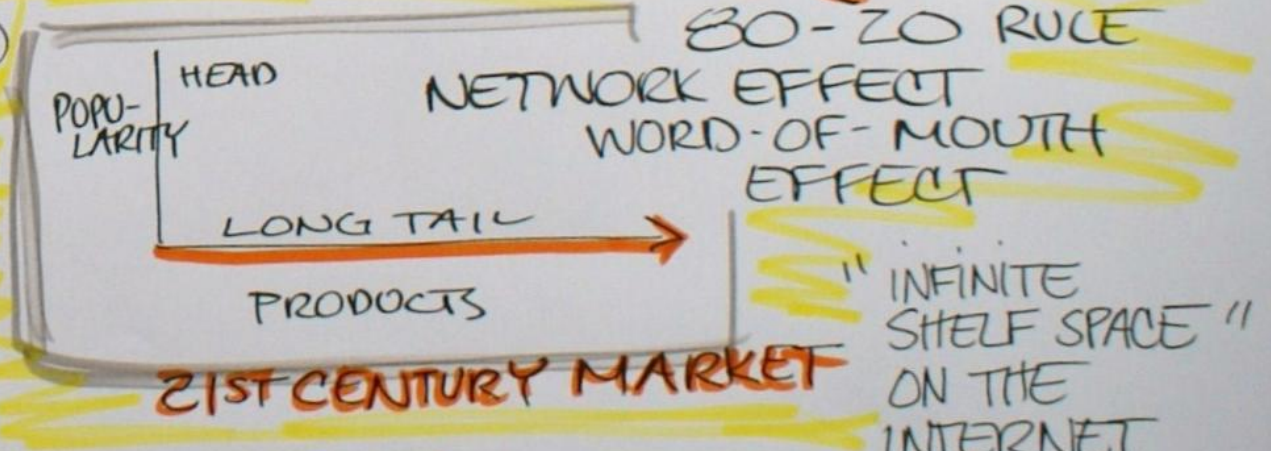
CHOCOLATE COFFEE
LONG TAIL PRODUCTS
 MORE IS DIFFERENT

21ST CENTURY AVERAGES DO NOT MATTER

GOOGLE IS "LONG-TAIL" AGGREGATOR OF CONTENT
 MATCH NARROW-WITH-NARROW
 HYPER-SPECIALISED ADVERTISING

I AM A VEGETARIAN SHOE
 750,000 TYPES OF SHOES
 ZAPPOS USA

I CAN TALK TO YOU DIRECTLY
 I CAN GET A NICHE PRODUCT ON LINE THAT I CAN'T GET IN THE STORE
 I CAN ORDER WHAT I WANT WHEN I WANT TO



WHAT'S AUTHENTIC?

CONVERSE IS WHOLLY-OWNED BY NIKE (SHHH!)

RENOUNCE YOUR CORPORATE OWNERSHIP

HOW TO PROMOTE YOURSELF? BLOGGERS, SOCIAL NETWORKS

SHARING THE MARKET... BLOCK BUSTER & HITS CULTURE