

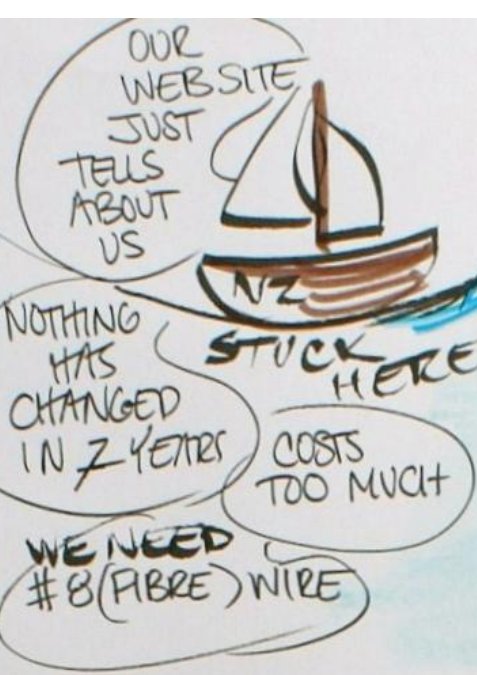
BEHAVIOUR TRENDS

- TECHNOLOGY (& PEOPLE) ARE ALWAYS 'ON'
- TIME SHIFTING
- PLACE SHIFTING
- VIRTUAL LIVING
- SELF EXPRESSION

iPOD/COMPUTER/
MOBILE PHONE
CAN RECORD ON MANY DEVICES

NEW WAYS TO DO IT

CONSUMER DRIVEN COMMUNICATION SOCIETY



DEVELOPMENT

INFORMATION

DISTRIBUTION

NETWORKING



WAKE UP OR DIE

DIRECT & INTERACTIVE AGENCY

CHANGE HAS HAPPENED

CHALLENGES

- ENGAGE...
- PERSONALISE
- INVOLVE PEOPLE

EXAMPLE STOCKHOLM THE MUSICAL INTERACTIVE DVD

NEW EMERGING CONSUMER

