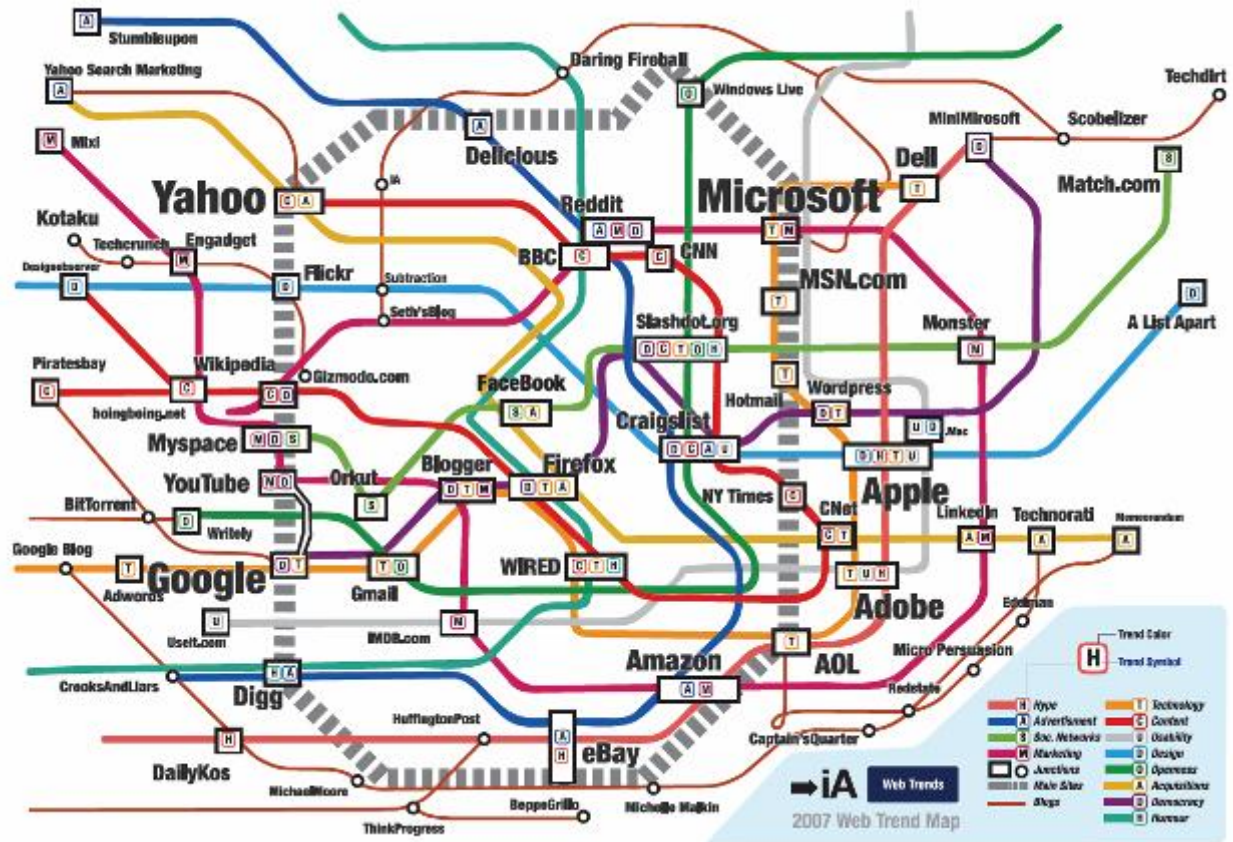


# here comes everybody...

Erik Kruse  
Strategic  
Marketing  
Manager  
Senior Expert  
Consumer  
Behavior  
BMUM



We become what we behold  
We shape our tools and  
then our tools shape us

*Marshall McLuhan*

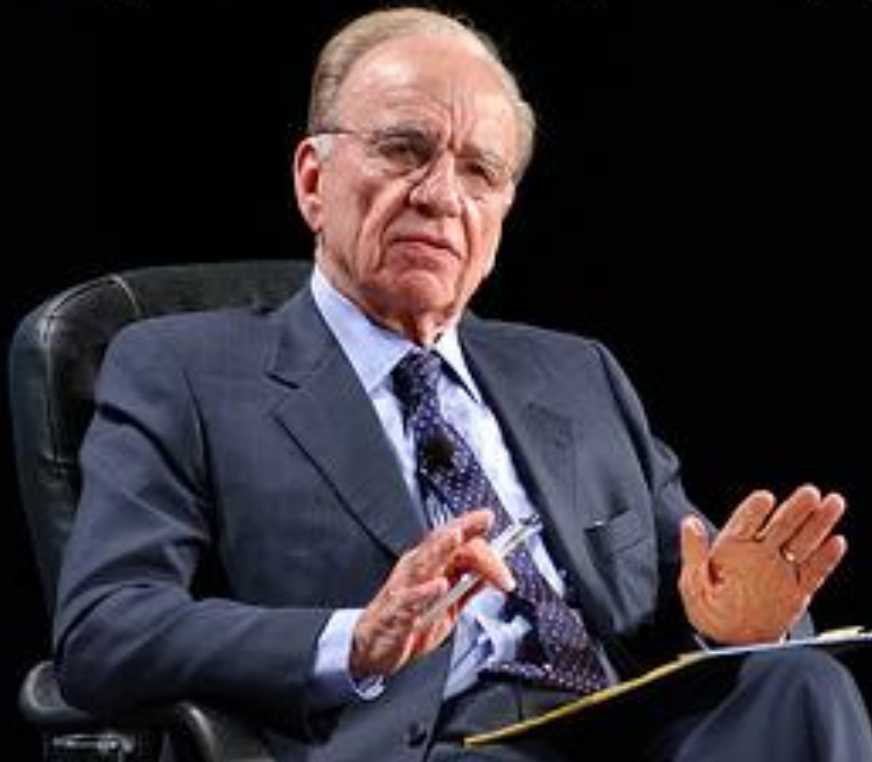


shift happen

# digitalization

# rupert murdoch

**"To find something comparable, you have to go back 500 years to the printing press, the birth of mass media ... Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now it's the people who are taking control" - Rupert Murdoch, quoted in Wired, July 2006**



if you want to see the future, look at  
how **childhood** has **changed** rather  
than technology

# when I was young, I did NOT have



## Digital Natives





# digital natives

- The "digital natives" are born into digital technology.
  - They are used to the instantaneity of hypertext, downloaded music, phones in their pockets – on 24/7, a library on their laptops/computers, **connectivity anytime anywhere**.
  - They've been networked most or all of their lives. A constant connectivity to the net and their tribes. Constant conversations via SMS and IM.
  - They have little patience for lectures, step-by-step logic, and "tell-test" instruction.

**RTFM (Not)**

**changing norms**



**“if I've been to sleep and don't have at least four messages when I wake up, I feel no one loves me”**

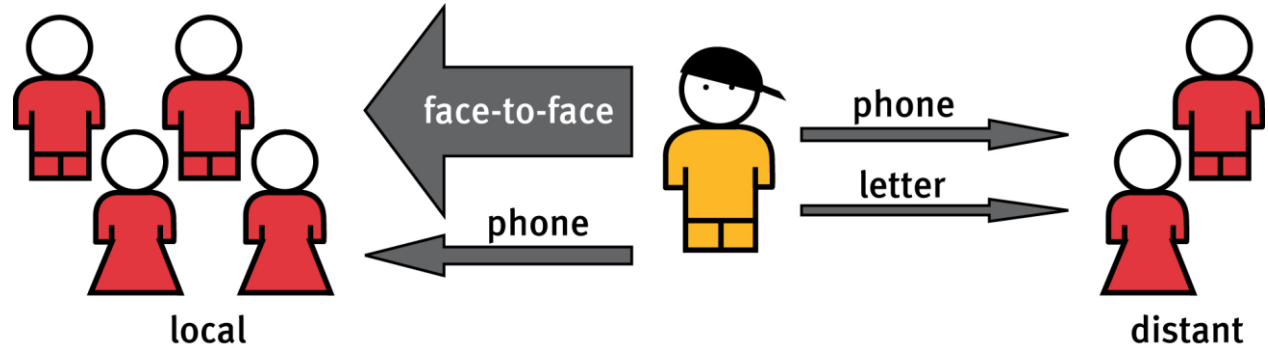
# The right price structure affect usage...



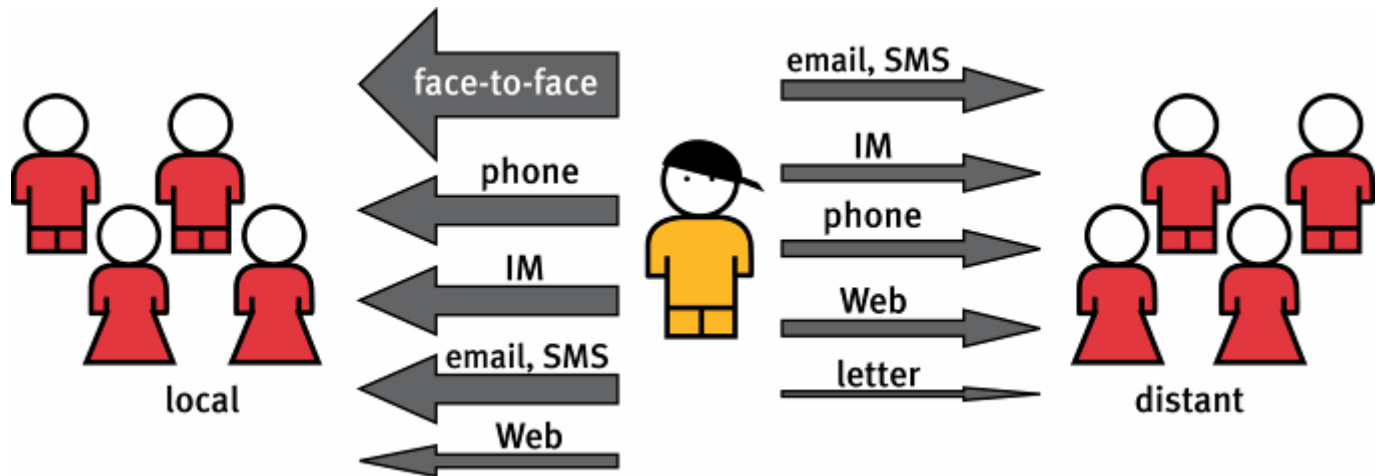
**The 54 persons we interviewed in South Korea sent together 162.000 SMS per month. This equals 1.971.000 SMS per year. Just by 54 users...**

# changing behavior

1996



2008



# Changing behavior

# 18 billion

= number of SMS sent  
during Chinese New  
Year 2009

# Changing behavior

**412.3 years**

= time it would take to  
view all of the material  
on YouTube.

—Digital Ethnography, Kansas State University

March 17th 2008

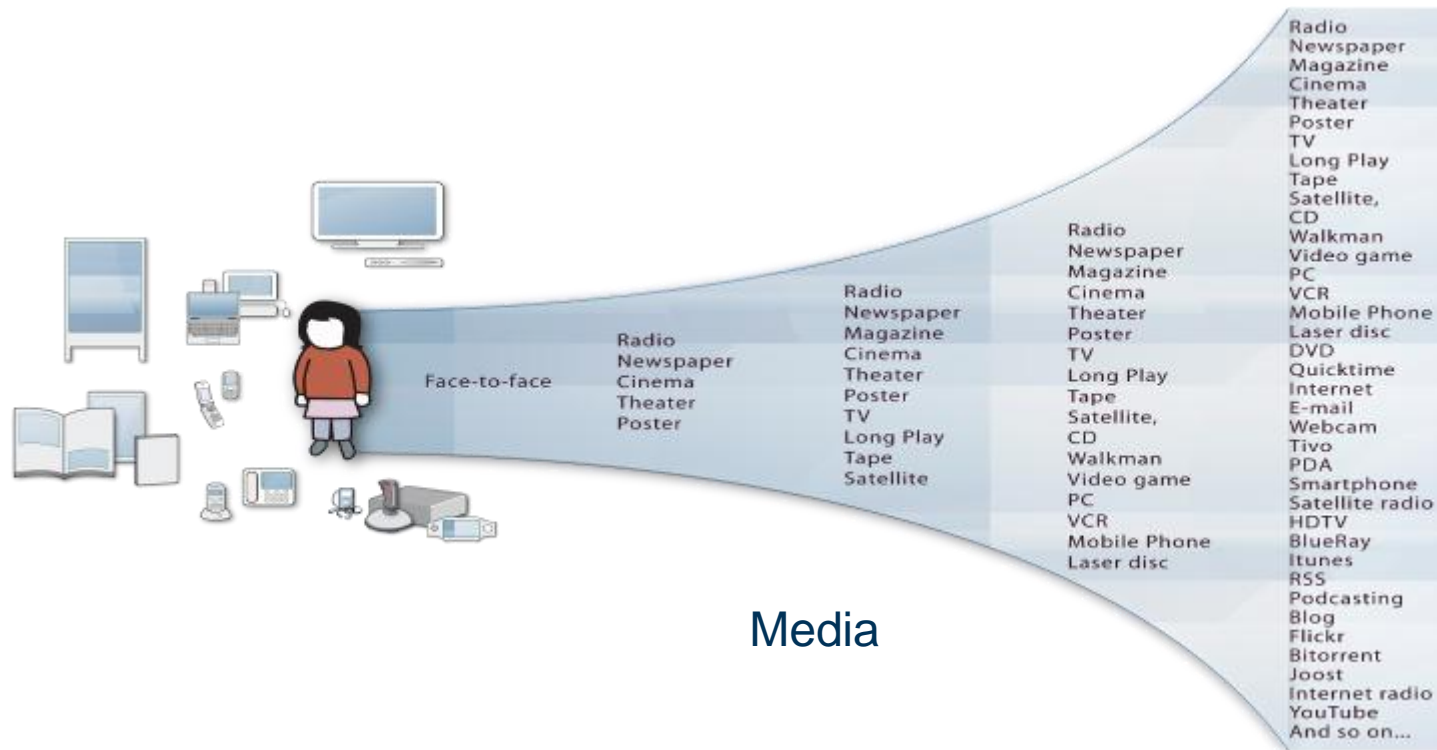
# connectivity a super movement

alone means 'not connected'  
technology & connection taken for granted  
social connectivity totally personalized



# multimedia and Multi Media

individualization of products, content and services is continuing growing





# changing media landscape

From one TV to multiple screens

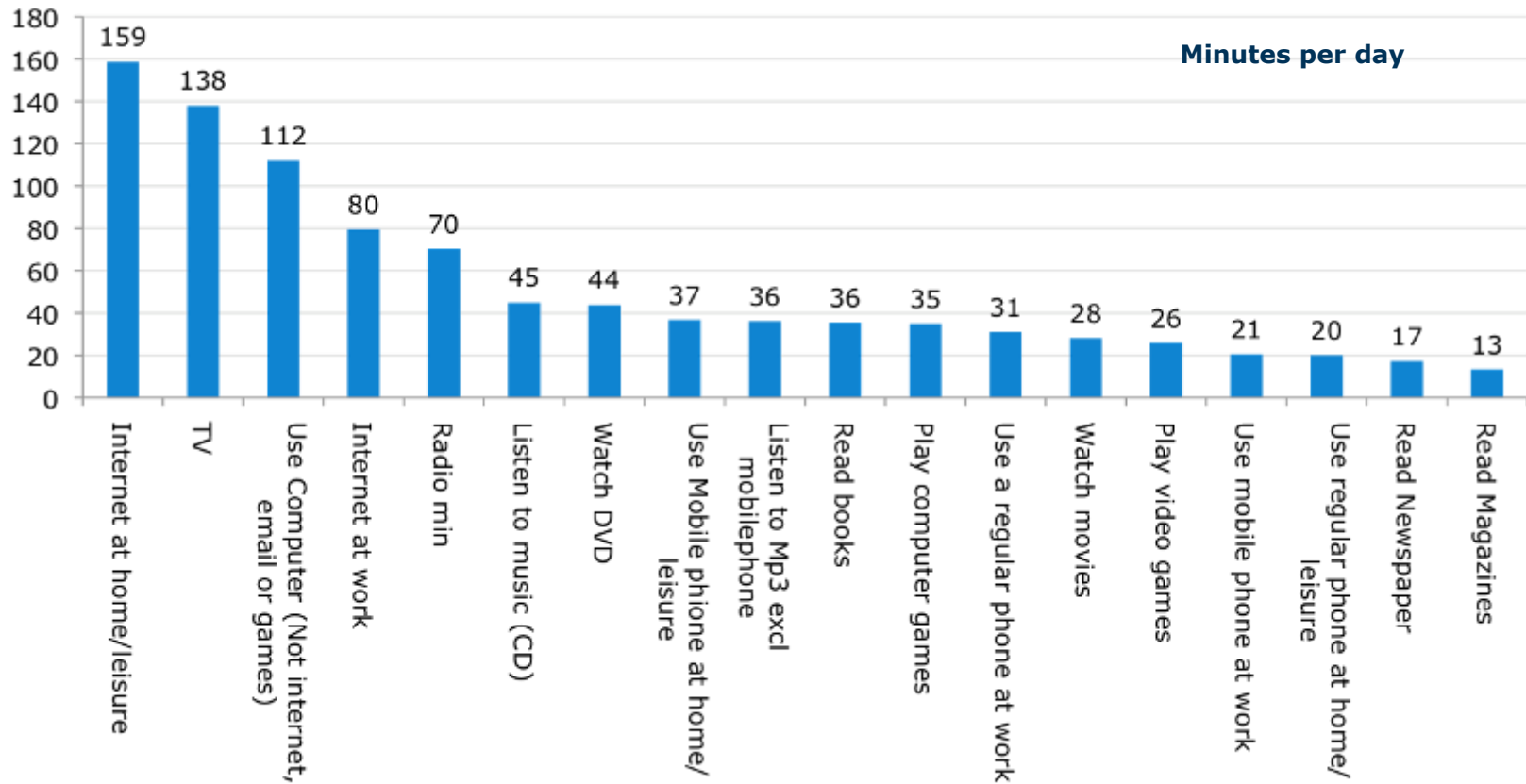
From expensive and high barriers to entry to anyone  
with modem can publish and broadcast

From media companies decide what and when we  
consume (one-way flow)

**TO**

“We decide!!” and we rip, burn, remix and share it  
and my schedule dictates when/where I access  
media

# the new media



- It is obvious that Internet usage surpassed traditional TV with great margins.
- But has TV-consumption really decreased or is just a change of screens?

# social media

- The usage of social media becomes more important. To share reviews about products and services, gather people of the same interest in communities etc.
- Blogging is a way of living as well as a fast growing necessity which applies to everyone - private persons, public characters and companies.
- The strong urge of sharing information, ideas and experiences in a fast, large-scale and goal oriented way will demand enhanced techniques and resources to execute this “socializing and informative” trend.

## Have you done or experienced any of the following during the last year?



trust

“ I believe the bloggers and their ideas.  
They are my friends and will tell me the truth, unlike  
advertisements. ”

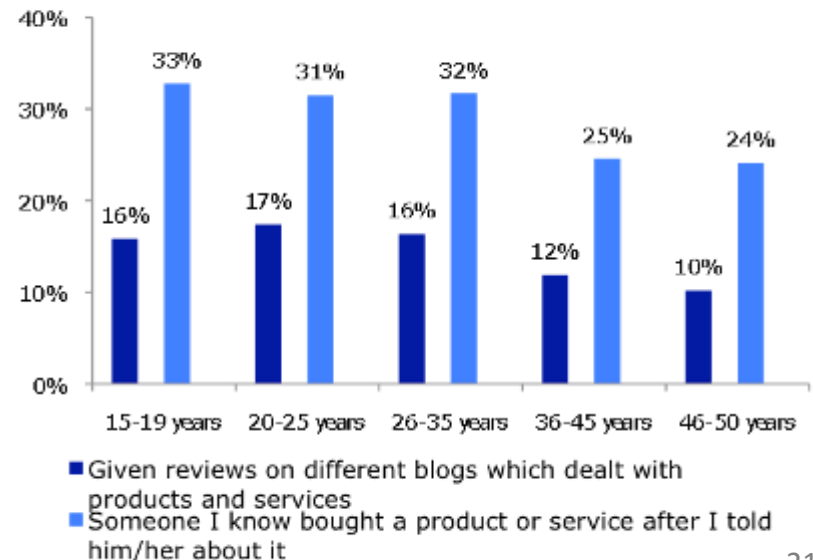
Source: <http://china.seekingalpha.com/article/30979>

# word of mouth

- In a multitasking environment and an attention economy, new ways of persuasion will become more important.
- Personal advice and reviews will also become more important.



Have you done or experienced any of the following last year?



people who are members of online social networks are not so much “networking” as they are “**broadcasting their lives**” to an outer tier of acquaintances who aren’t necessarily inside the Dunbar circle

Dr Dunbar suggested that the size of the human brain allows stable networks of about 148. Rounded to 150, this has become famous as “the Dunbar number”.

# the 'digital appearance'

Physical me

Shapes  
Gender  
Colors  
Expression  
Attitude  
Brands  
Age  
Friends  
Culture  
Education  
Interests



Digital me

Shapes  
Gender  
Colors  
Expression  
Attitude  
Brands  
Age  
Friends  
Culture  
Education  
Interests



from  
“the network”  
to  
**NETWORKED**





















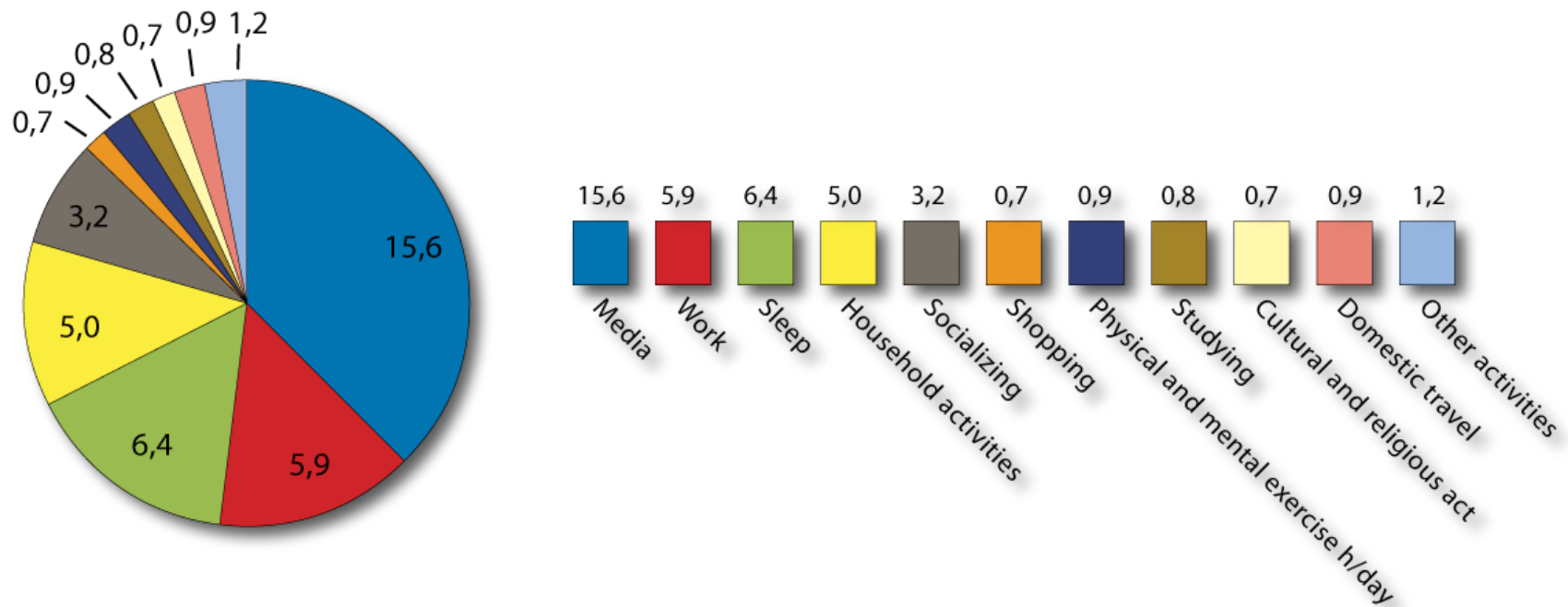


# new interactions



# Multitasking

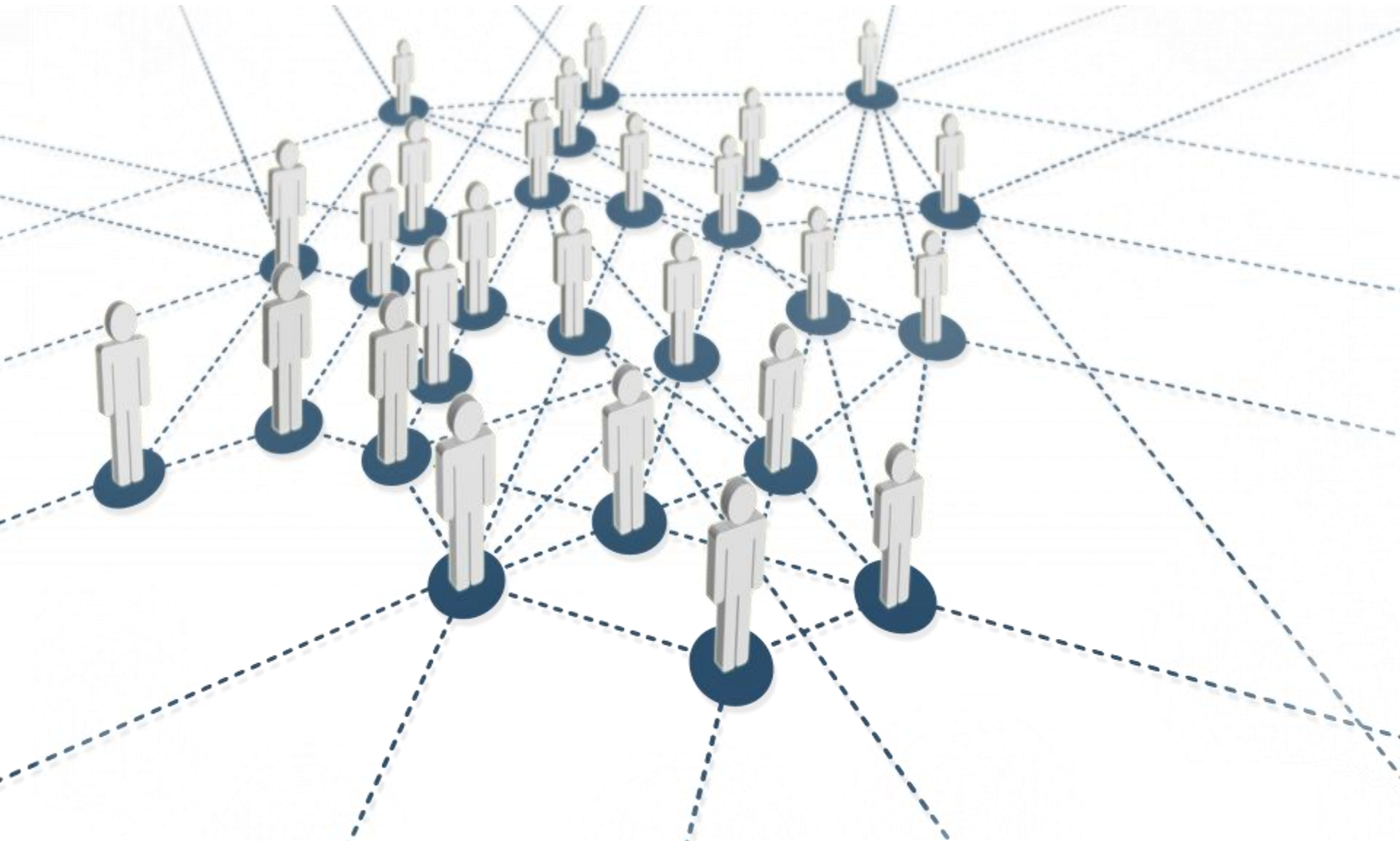
- 40 hours of activity in average per day
- There is a clear trend of increasing multitasking behavior
- While using the Internet and mobile phone, the average user engages in almost two parallel activities



Source: Ericsson Share of wallet study 2008/09

summing up

# *networked* people



# *networked* enterprise



networked everything

networked houses

networked gaming

networked print

networked cities

networked healthcare

networked radio

networked messaging

networked television

networked music

networked video

networked banking

future needs to be shaped  
not predicted



it is not about  
**Technology**

...but it's about...

the need of **human oriented**  
understanding

the need and the importance of  
**vision**

“a vision is not just a picture of what  
could be;  
it is an appeal to our better selves,  
a call to become something more.”

Rosabeth Moss Kanter

**ERICSSON** 

**TAKING YOU FORWARD**