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The Personalised Audience

major partner



THIS PRESENTATION IS ABOUT YOU



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www.personalizedmedia.com



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“more content will be created over the next two years than over the entire history of mankind—and 93 percent of it will be digital.”

Accenture

Mobile connections now a 3rd of the planet - 2.1 billion!

Wireless Intelligence

**27% of all internet users read blogs.
8.5 mill blogs in US alone -**

American Life

BitTorrent - 35% of all internet traffic.

CacheLogic Feb 05

In US broadband homes 58%, in those homes up to 40% less TV viewing.

Jupiter

83% of 18-24 years olds demand, personalisation.

eContent 2005



Australian Government
AFTRS

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Make audiences feel that they are in control over their personal experience

- their digital personality, they decide who they are, or not, in the system, or if they want and trust the system to 'learn' them
- people match, they control having other profiles, people matched to them for collaborative creative, project or life goals

Personal not generic. The ultimate forms of service personalization are:

- helping people connect with each other
- services that evolve and are dynamically matched and resonate to them
- helping people understand more about themselves



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- 11 May 2002 - The National IQ Test
- 23 December 2002 - The National 2002 Test
- 22 March 2003 The National Relationship Test
- 4 May 2003 The National IQ Test 2003
- 6 September 2003 The National Quiz
- 22 December 2003 The 2003 Test
- 20 March 2004 The Great British Test
- 22 May 2004 The IQ Test 2004
- 2 September 2004 The Popular Music Test
- 19 December 2004 The 2004 Test
- 12 March 2005 The Big Entertainment Test
- 4 June 2005 The 20th Century Test
- 8 October 2005 Know Your English Test



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- *“True interactivity should require users to give something of themselves and for the ‘system’ to resonate with that. If all you ask them to put in is selecting a series of vacuous pre-built options, their engagement is minimal and all they will truly get out is a series of vacuous outcomes.”*

Gary Hayes 2005

- Like the difference between innovation and invention there is a world of difference customisation and personalisation

Understand audiences as individuals, particularly mass niche interest groups

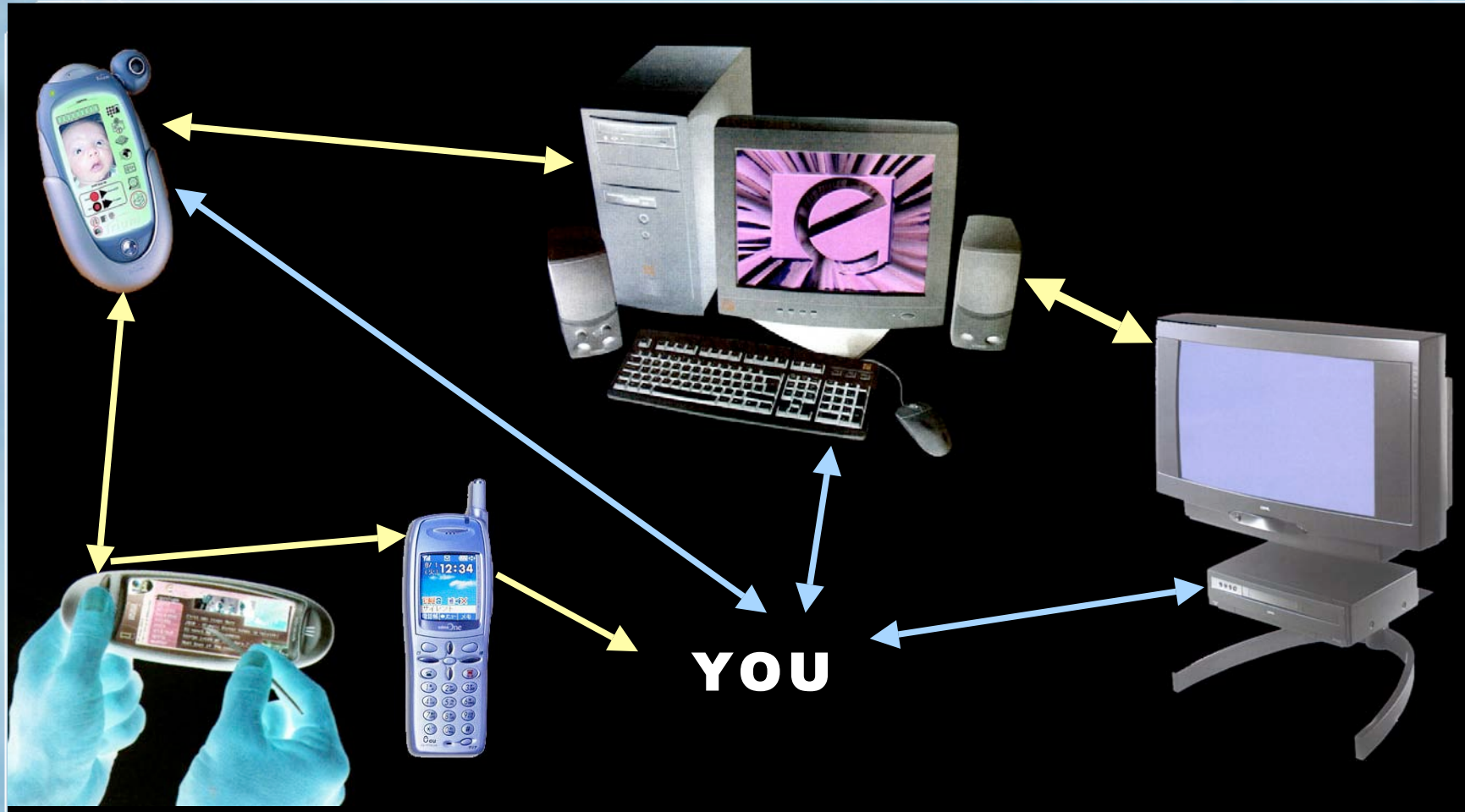
- not a broad demographic by age or gender
- targeting methodology can help all service design
- consider audiences can multitask, give them cross-media or parallel experiences



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The My Media Generation

- * Can fit up to 44 hours of activities in just one day;
- * Ability to perform up to three tasks simultaneously, using multiple technologies
- * The global My Media Generation performs approximately three to four other tasks while surfing the Internet and approximately two to three other tasks while watching television



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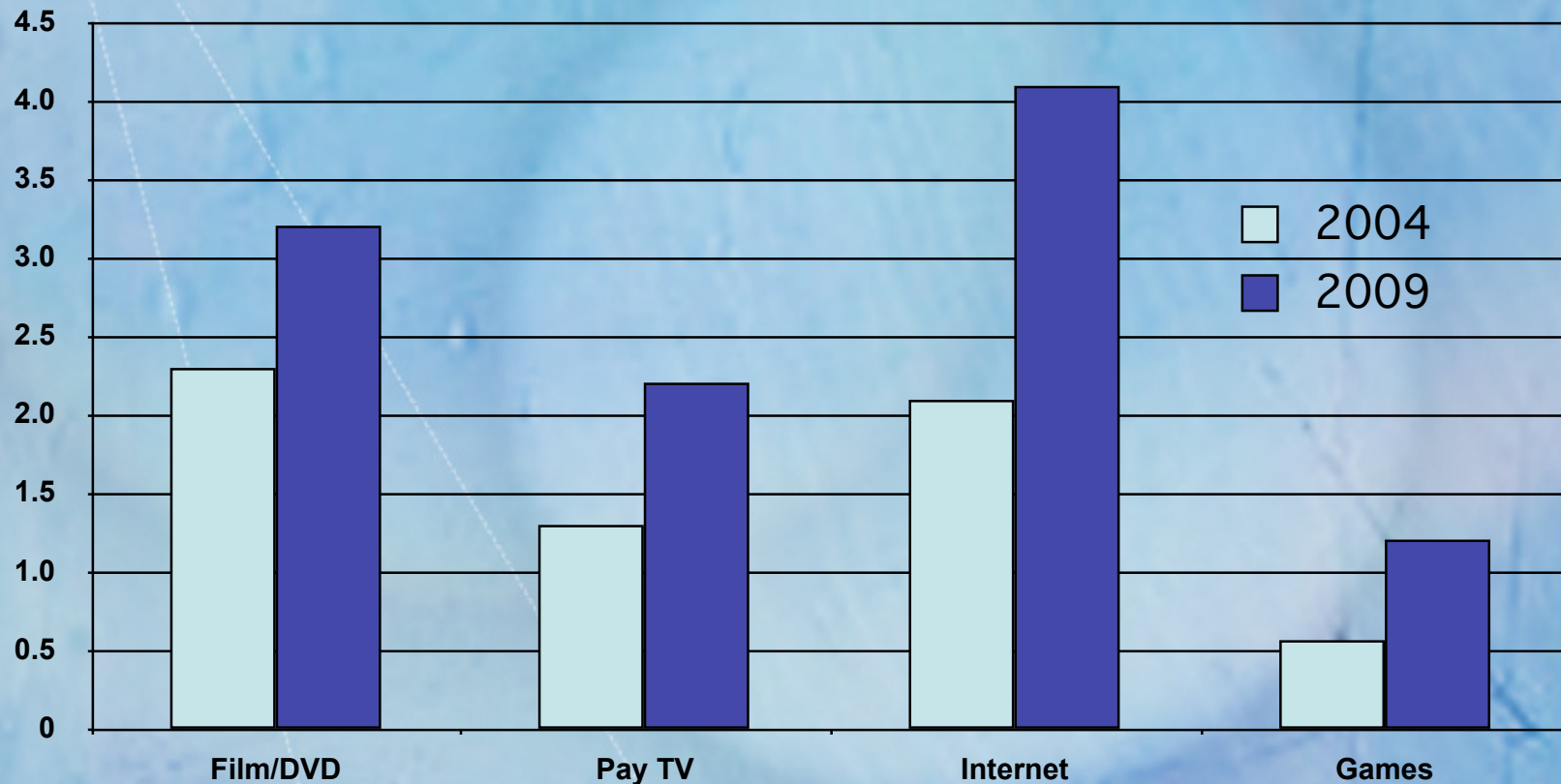


How we interact with content - should reflect life

- consider integration of targeted, personally relevant advertising in the core proposition
- build for example elements of serendipity or chance
- matching - having audio, video, interactive content or other merchandise linked to them

Australian consumer spending A\$bill 2004-2009. PW2005

Note: Consumer spending on internet & games will be bigger than paytv, film & dvd combined in next five years!





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Take users on personalized journeys:

- narrative paths tailored across devices or through media types
- service alters itself based on your characteristics and carries on learning about you
- routes through one media type (the 'you' cut) and the non-linear narrative

Help audiences get to content

- they require more effective ways to get to relevant content – personalize it
- changing profiles - as they travel around cross-media systems - taking the ‘mini me/digital you’ from home to mobile to work to social, learning about you as it travels
- work with them to create their own content

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- Strong presenter and narrative **call to actions** – the more personal the better (*recognition, attraction, invitation*)
- Make sure the interaction and alternate content is integral, deep and **NOT a superficial add-on**
- Be clear about the **reward** for the viewer and tell them what it is
- If you are providing alternate media choice, make sure it is **compelling** in its own right
- **Encourage audience participation** through understanding their needs and expectations
- Do something **unique** that drives initial interest – viral uses recommender methods for example