This presentation is about you.
“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
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
The Personalised Audience

- 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
“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
The Personalised Audience

YOU
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
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

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

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© Gary Hayes, LAMP Director, Encounter Bay Oct 2005 www.personalizemedia.com
The Personalised Audience

- 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