



cutting through complexity™

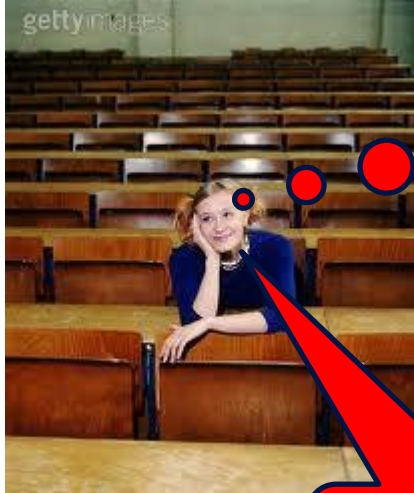
ATUG 2011

Digital Economy Developments

April Fool's Day

Malcolm Alder

April Fool's Day.....



?*#%!!!!!!??





cutting through complexity™

Malcolm Alder

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Some developments through 3 lenses...

Corporate

**Cloud
computing**

**Corporate
social media**

**Investment
environment**

Devices

Touch

Gesture

Sensor

Consumer

World of retail

Video

Gamification

The Corporate lens...

Corporate

Cloud
computing

Corporate
social media

Investment
environment

- **70% of Australian businesses anticipate using social media spend in 2011 (40% in 2008)**
dynamiclab.com
- **In the US, mobile marketing grew by 138% in 2010**
- **“During the next 2 years, 30% of leading companies will extend the goals of their online community activities to the design of enhanced service processes...peer-to-peer support will supplement or replace Tier 1 contact center support in >40% of top 1,000 in 5 years”** *Gartner 3/3/11*
- **“By 2015, digital strategies, such as social and mobile marketing, will influence at least 80% of consumers’ discretionary spending.”** *Gartner 29/3/11*

The Consumer lens...

Consumer

World of retail

Video

Gamification

- **\$1,223 is the average online spend per Australian in the last six months**
- **78% of consumers trust peer recommendations; only 14% trust online advertisements**

World of retail – online...



Retail Websites and Search Terms

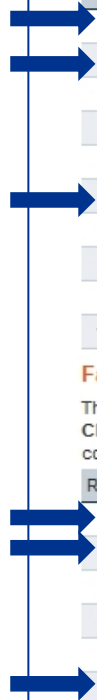


Weekly retail data from the Hitwise Online Competitive Intelligence service, which bases its daily insights on the online usage and search behaviour of 3 million Australian Internet users.

Top Websites

The following report shows **websites** for the industry 'Shopping and Classifieds', ranked by **Visits** for the week ending 13/03/2010.

Rank	Website	Visits
1.	eBay Australia	26.96%
2.	eBay	3.57%
3.	Amazon.com	2.07%
4.	Trading Post Online	1.33%
5.	hp	0.88%
6.	eBay Motors Australia	0.79%
7.	Rewards Central	0.78%
8.	Shopping.com Australia	0.74%
9.	DealsDirect.com.au	0.74%
10.	catchoftheday.com.au	0.74%



Top Search Terms

The following report shows **search terms** for the industry 'Shopping and Classifieds', ranked by **Search Clicks** for the 4 weeks ending 13/03/2010.

Rank	Search Term	Search Clicks
1.	ebay	4.76%
2.	ebay australia	3.01%
3.	trading post	0.60%
4.	harvey norman	0.40%
5.	ebay.com.au	0.37%
6.	ticketek	0.29%
7.	gumtree	0.28%
8.	ebay.com	0.27%
9.	big w	0.25%
10.	jb hi fi	0.24%



Fast Moving Search Terms

The following report shows **search terms** for the industry 'Shopping and Classifieds', ranked by **largest increase** for the week ending 13/03/2010, compared with the week ending 06/03/2010. (Filters applied)

Rank	Search Term	Volume	Change
1.	ebay australia	3.04%	0.08%
2.	ebay	4.71%	0.06%
3.	buyinvite	0.05%	0.05%
4.	buyinvite.com.au	0.03%	0.03%
5.	fantastic furniture	0.12%	0.02%
6.	ebay.com	0.27%	0.02%
7.	buy invite	0.02%	0.02%
8.	gumtree perth	0.11%	0.01%
9.	just jeans	0.05%	0.01%
10.	entertainment book	0.02%	0.01%



Search Term Suggestions

The following report shows **variations** of the search term 'sale', ranked by **Volume of Searches** for the 4 weeks ending 13/03/2010.

Rank	Search Term	Searches
1.	jetstar sale	1.79%
2.	cars for sale	1.78%
3.	business for sale	0.70%
4.	houses for sale	0.61%
5.	boats for sale	0.42%
6.	caravans for sale	0.40%
7.	used cars for sale	0.40%
8.	cars for sale australia	0.35%
9.	trading post caravans for sale	0.32%
10.	reiwa homes for sale	0.30%

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World of retail – group buying...



- **Start up category in Australia to \$63M in revenue in just over 6 months**
- **Forecast of \$242m in 2011**
- **Cudo alone claims 600,000 subscribers since September 2010 launch**

Source: Telsyte, B&T magazine 18/3/11

The Consumer lens...

Consumer

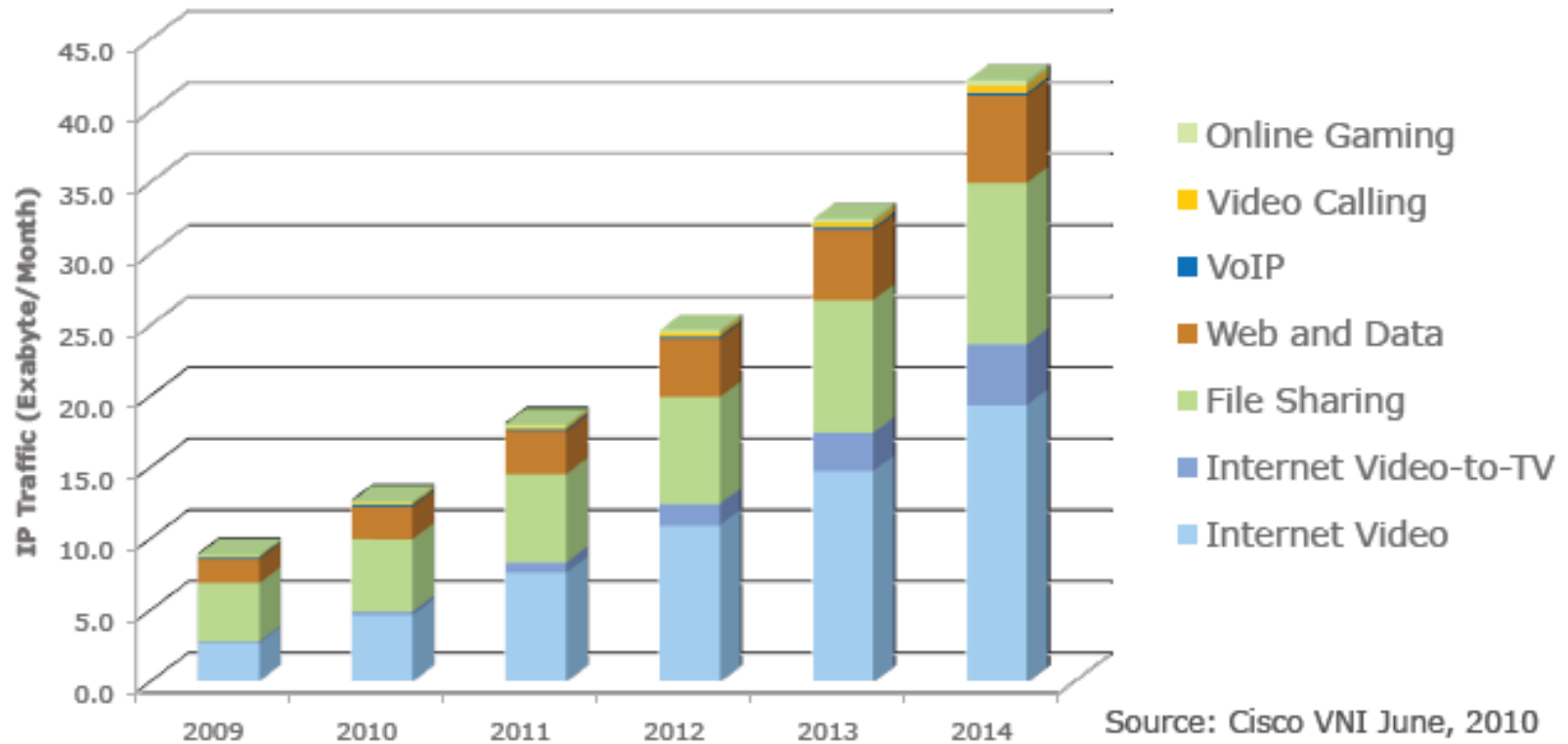
World of retail

Video

Gamification



Global IP Traffic Growth



- In 2014 video is projected to account for >91% of consumer traffic
- 3D and HD Internet video are projected to comprise 46 % of consumer Internet video traffic



Home

News

Questions

Developer Zone

About Us

YouView will change the way you watch TV forever.

Welcome to YouView: the brilliant new TV box that will help you enjoy every moment in front of your TV.

Click each of the tabs to find out more about the unique features of YouView.



Welcome to YouView

Simple TV
All in one box

Catch-up TV
Last night's TV today

Free TV
No monthly subscription

Beyond TV
Apps & widgets

What's New?

Jobs

We're looking for dynamic talent to help us shape YouView. Find out more about YouView jobs...

Our Partners

YouView is a joint venture by some of the UK's biggest names in TV and broadband. Together, we're going to change TV in the UK for the better - forever.

Develop with Us

Create.
Build.
Develop your ideas.

[Home](#)[News](#)[Questions](#)[Developer Zone](#)[About Us](#)

About us



The YouView story (so far)

A little while ago, some of the UK's best-known Broadcasters and Broadband Internet companies got together to talk about TV and how they could make it better.

They agreed that while everyone loves great TV, it's frustrating when you miss a great show - and it's never quite the same on a computer. Wouldn't it be great if you could combine the simplicity and value of Freeview with the choice and convenience of catch-up and on-demand services - all on your own TV?

So they decided to create YouView to do just that - all together in the same set top box with no fuss, no computer and, best of all, no TV contract.

You get all your favourite Freeview or Freesat channels, plus the last seven days' catch-up TV, and for those who want even more, the choice of on demand and pay TV - like films, sports and US drama.

Our unique programme guide will go back in time, so you can watch shows from last night or last week today. You'll also be able to search for things by title or even an actor's name.

And that's just the beginning.

Because YouView is open, developers can create apps that can make your TV do all sorts of things. And all

WANT TO KNOW MORE?

Find more answers in the [Questions](#) section.

BOX ACCESSIBILITY

Read more about our open platform in the [Accessibility](#) section.

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