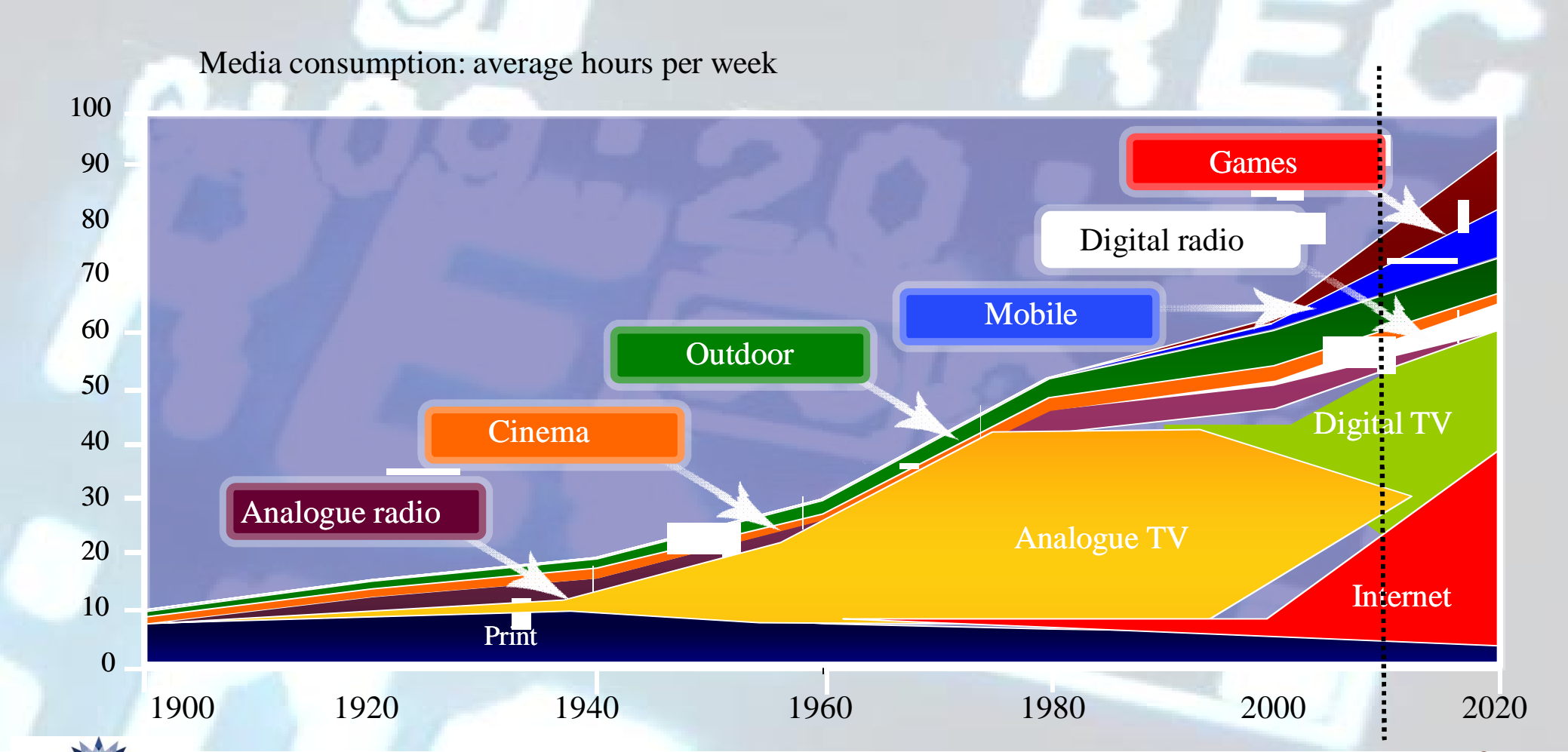


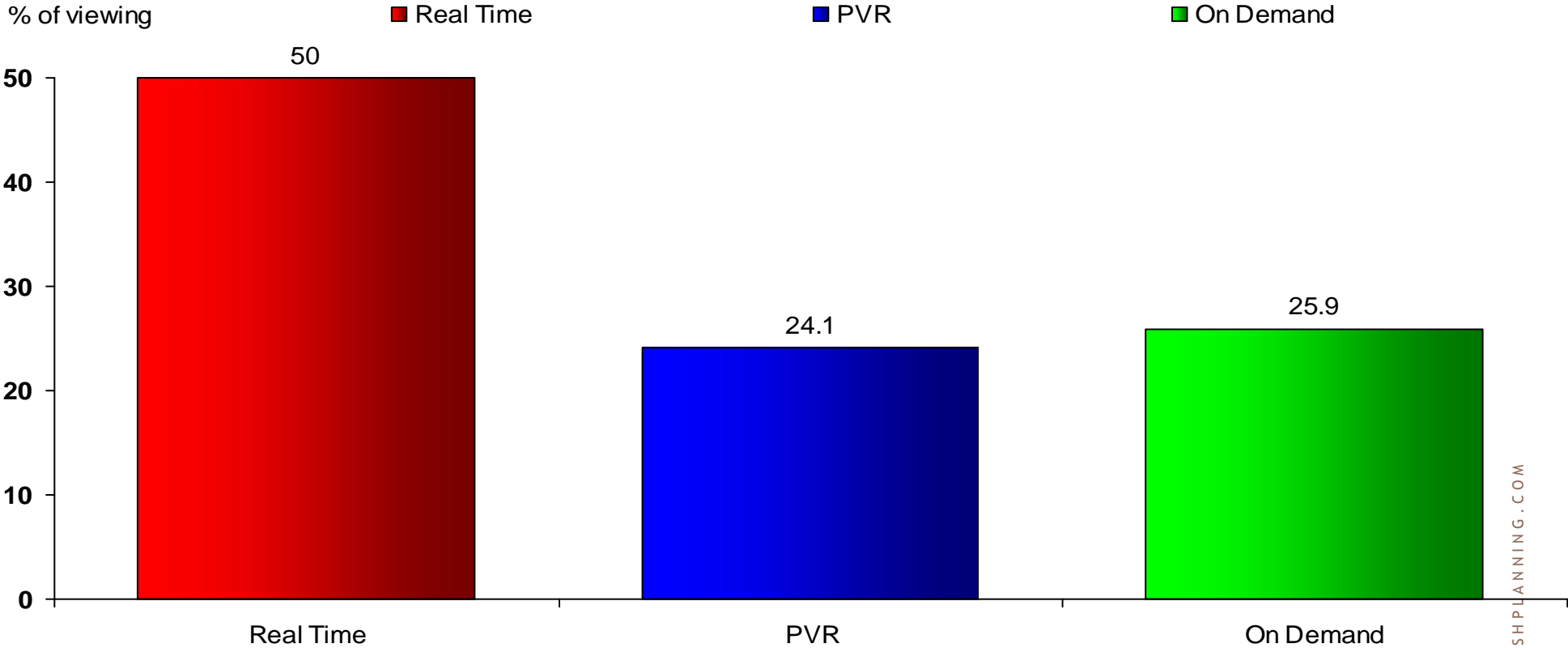
“The Future isn’t what it used to  
be.”

Sam Goldwyn

# Digital media set to dominate media consumption by 2020



# TV Viewing by 2012



Source: Spectrum 2005

# Reinvigorated Traditional Channels



350+ stations since launch in 2001

Explosion of digital formats

300 digital screens in UK

14% of all commercial listening is via digital

Screens in all consumer destinations & transport

Est.80% conversion In UK by 2010

5m DAB sets sold  
20m expected by 2009

Increased availability of Bluetooth interactivity

Enables flexible buying routes eg daypart, day of week



# Fully interactive multimedia events



Press



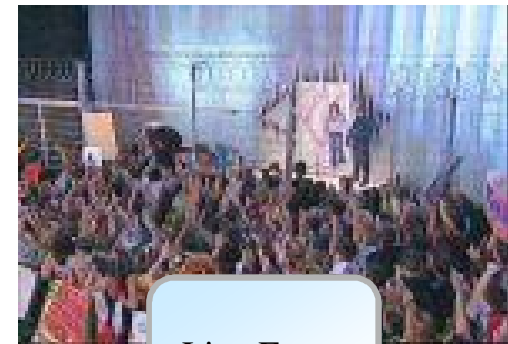
Mobile



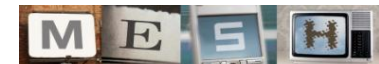
TV  
Interactive TV  
Teletext  
DVD



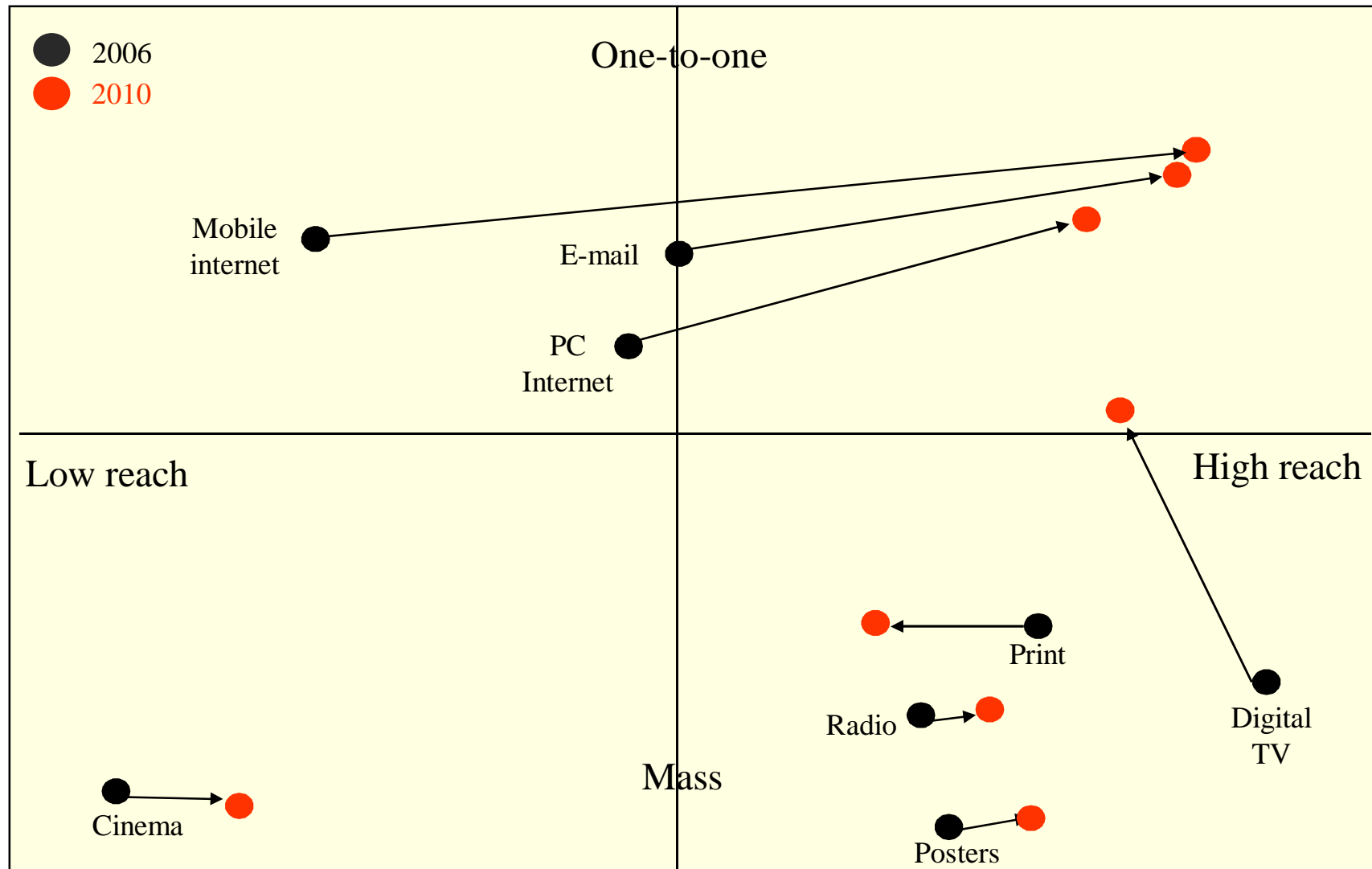
Online



Live Event

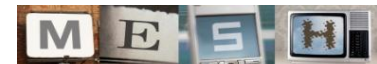


# The digital media revolution - trends



# Agenda - morning

- **The next big thing**  
James Myring, Continental Research
- **Assessing models in the music, film and games markets**  
Ian Bramley, Director, Ipsos MediaCT
- **Confessions from a hotel bedroom**  
Jemma Ahmed, BBC Global News Division &  
Nathan Evans, MESH Planning



# Agenda - morning

- **Research 3.0**  
Francesco Dorazio, Face
- **The future of community based research**  
Cecile Lux, Danone UK  
Doron Meyassed, Promise Communities

## Agenda - afternoon

- **Creating a successful community -  
Understanding online and offline drivers**  
Konrad Collao, Sparkler
- **Swapitshop online community research  
insights: Youth interactions with new media**  
Liliana Mardirossian, SwapitShop

## Agenda - afternoon

- **Managing knowledge, maximising returns**  
Katrina Rochowski, Orange &  
Luke Allen, Nunwood
- **Panel session: Using innovative research technologies to improve respondent accuracy**  
Beth Corte-Real, Coca Cola GB  
Tim Foley, Pointlogic  
Clare Bruce, Nunwood