



# 10 Major Trends in the Internet

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# The Net, now the Universal Pipeline

## ☰ Trend # 1 The Net is becoming the universal pipeline

- Under pressure of digitalization, the border between online and offline is **collapsing**
- The Net is now the **back-bone** of a **digital eco-system** where users consume and trade any type of content
- Just think of the success of **YouTube, iTunes, Deezer...**
- The Susan Boyle buzz : discovered by a TV-show, spread worldwide through the Internet
- Spotify, Boxee/Hulu, Onlive : the concept of intellectual property is **fading away** for Music, Movies and Games... soon Books ?



# Social Web, now mainstream



## Trend # 2 Social Web is now mainstream

- Web 2.0 is **no longer a buzzword** for geeks or journalists
- Hello Mom
- This evolution is **contaminating** traditional info websites
- Cf. forums, comments, RSS... on LeSoir.be or LaLibre.be
- **2,2 million Facebook accounts** created in Belgium
- User-generated platforms are now **dominating the Metriweb ranking**
  - \* Netlog: 2.461.000 regular users
  - \* Skyrock: 1.471.000
  - \* Dailymotion: 1.123.000
  - \* SenioreNet: 797.000



# Life Broadcasting now popular

### ☰ Trend # 3 Micro-blogging and lifestreaming

- Twitter is one of the **fastest growing online services** (19 million users worldwide) and is seriously threatening Facebook's newsfeed
- Send and receive **140 characters** messages in **real time**
- **Lifestreaming** : an online record of a **person's daily activities**, either via direct video feed or via aggregating the person's online content such as blog posts, social network updates, online photos...
- Example (from Belgium!) : **Storytelr**



My real identity is  
my Online Profile

## ☰ Trend # 4 Digital identity management is becoming a critical issue

- Bit by bit, individuals are **transferring online** their social life
- Just think of services like **eBay, Flickr, YouTube, Netlog...**
- The Web is now the **centre of gravity** in the consumer/brand relationship
- Build, manage and defend a **digital identity** will be more and more a **key challenge** in today's interconnected world
- Example: recruiters are now heavy users of social networks to gauge the value of applicants



# Online Media, new Business Model



## **Trend #5** Traditional media outlets are facing much pain and little gain

- Audience is **swiftly migrating** to online media
- But the shift from advertising budgets from online to offline is **slower than expected**
- Prices of display advertising are **under pressure** in the market
- As a result, media companies are **suffering** in these crisis times
- In the US, several newspapers simply **closed their doors** recently
- Traditional publishers must find an **alternative business model** to survive
- **Conflicts** with pure players (remember the “Google vs. French-speaking newspaper publishers” case) are likely to **happen again** in a near future



# Mobile Internet is finally real

## ☰ Trend #6 Mobile Internet is (finally) on the rise

- Mobile is expected to boom within the next 5 years
- 3G networks fill the need for speed
- Public Wi-Fi is (almost) everywhere
- As voice is becoming a commodity, data is a new source of revenues for telcos
- The iPhone and the Google Phone are two game changers that brings mobile experience to the next level
- One billion iPhone apps downloaded on the iTunes store, new business models will appear with version 3.0.



# The Internet of Things is the next big thing

## ☰ **Trend #7** The Internet of Things is the next big thing

- Do you know this **rabbit**?
- It's actually the premise of a **bigger wave** called "the Internet of Things"
- Inanimate objects that are becoming **identified** (addressable) and **connected** through an **universal wireless network**
- **Unlimited potential** of applications at home, in transportation, shopping...
- Example in Belgium: **Touchatag** (Alcatel venture) lets you program your own RFID tag for any purpose



# Data and apps now in the Cloud

## ☰ **Trend #8** SaaS and Cloud Computing are the new paradigm

- The "release cycle" model is **slowly dying**
- The browser is turning into the **default window** to access any type of application
- Ajax, Flash/Flex, Silverlight technologies are **reshaping user experience**
- Companies are now ready to start deploying and using hosted services for **business-critical purposes** (source: Microsoft study!)
- Gartner: UK and France **are leading the way** in SaaS adoption
- Example in Belgium: the tremendous success of collaborative online suite **ContactOffice** (+500.000 users worldwide)



# Web 3.0 or The Semantic Web

## ☰ **Trend #9** Web 3.0 will be synonymous with Semantic Web

- Google is the **modern oracle**, but did not achieve its quest for perfection
- The **Semantic Web** will be able to understand your preferences and react accordingly
- Websites turn into web services based on **open APIs** (cf. Amazon, eBay, Delicious, Google Analytics...)
- Open data as a **competitive advantage**
- Google and Yahoo started indexation of **structured data** (**microformats** or **RDFa** standards)
- Major evolution for Content Management Systems (cf. Drupal's next move)
- Example : the **Wolfram Alpha** project



# Attention is the new Currency

☰ **Trend #10** and General Conclusion : Attention is the new currency

- Explosion of **new communication channels**
- Boom of **devices** (Computer, Mobile, Net Books, Kindle...)
- Consumer's attention is more and more **fragmented**
- Consumer is now in **control** of the communication (anywhere, anytime, on any device)
- Brands must switch from a contact-based to an **experience-based model**
- Brand will be built through multiple digital and analog touch-points.



Thank You !  
Any Questions ?