

- 1 Social Media Influencers
- 2 Mobile Influencers
- 3 Consumer Influencers
- 4 IT & Tech Influencers
- 5 eMarketing Influencers

# TRENDS&POTTING

## Influencers On Mobile 2009 - 2020 Predictions



## Despite the troubles in the economy, the mobile industry is as dynamic as it has ever been.

### The iPhone's impact is not directly due to iPhone usage

- iPhone's biggest impact: making sense for data and apps
- Growth of expensive smart phones



### 3G Networks Break

- Networks will need to adjust to the need of data
- Intelligent smaller cells leveraging wifi where possible
- The backhaul portion of the network will also be ripe for innovation



### Mobile app/wap business models are put through the crucible.

- Adjusting to the complex ecosystem of carriers and phone vendors
- Business model to map geographies outside of the US.



## When times get tough, the tough go back-to-basics

### Text messaging will broaden its audience beyond teens.

- Average number of monthly messages is up 107% year over year (sending more text-messages than phone calls!).
- Unlimited text-message packages , text-messaging for search and mobile marketing will grow and expand to 25+ (today still send fewer than a third from their younger counterparts).

### Consumers will watch more TV on their mobile phones.

- An increasing number of mobile subscribers are accessing video content through their mobile Internet.
- Late 2009 - some subscribers may begin to access local TV content on their phones

## what the coming year will hold for enterprise mobility investment, particularly given the economic downturn

### Predictions 2009:

#### What's In Store For Enterprise Mobility

Companies will continue to place a high priority on mobility initiatives primarily for productivity increases, with mobility activities heating up in emerging markets. In addition, we will see growth in the mobile "wannabe" user segment as employees bring their personal devices, such as the iPhone, into work and expect organizations to develop ways to support these new devices — even with the slowdown expected in consumer mobile device purchases.



## Apple has really changed what it means to be connected to the internet

- 1 Emergence of the 'real' smartphone – blurring lines between business & personal use.
- 2 Developed world (mobile internet) versus Asia markets (basic text and voice handsets).
- 3 Modeling Apple's App Store and iTunes services (Microsoft, Nokia Ovi, RIM).
- 4 Renewed interest in location-based services - the real driver will be mash-ups
- 5 Emergence of a 'big 8' instead of the 'big 5' handset makers.



**Mobile becomes linchpin for online advertising surge in 2009**

- 1 Advertising via mobile looks a lot more appealing**  
 Brands will be able to measure mobile ROI and use analytics to better deliver mobile campaigns and understand their consumers.
- 2 Cash-strapped consumers snip broadband landlines, use mobile data plans to access internet**
- 3 “Big Guns” in online retailing eye new opportunities in mobile**
- 4 Music becomes DRM free**  
 Mobile phones will become the dominant platform for listening to music.
- 5 Open access fever continues.....**  
 US operator Verizon will open up its Brew platform.



How should I get there? what would I do till I get there? who will be there? What will they be doing there? Can I have the same for less?

The “Always Connected” Lifestyle (anywhere & everyone @ anytime) – calls for MOSOSO, Time, Place and Social Management / Planning tools & apps.

Instant  
(on demand)

hi!

Free or for less  
(price recognition)

hello

Friendly



## PSFK: Good Ideas In Mobile Panel

Speakers at the panel: Steve Roberts (ShopText), Alistair Fulton (Deloitte), Kevin Slavin (area/code) and Florain Peter (CScout).  
Summary based on [nextgreatthing.com](http://nextgreatthing.com):

1

### **Banking:**

Mobile banking will gain a large percentage of banking activity in the U.S. and has done so in many countries around the world.

2

### **GPS :**

The availability of GPS has resulted in a seismic shift that has pushed the capabilities of what is possible on a mobile phone.

3

### **Location based technology:**

Basically, we now have all this really cool data coming out of “the people” and we can use it to make really cool applications



# Gartner : Global mobile phone sales are expected to show a single-digit decline in 2009

UBS analyst Maynard Um expects growth to slow from 6% to just 3%

JPMorgan analyst Ehud Gelblum cut his more optimistic expectations from 8.1% to 6.1%

Nokia : Handset market volumes would fall by at least 5 % on 2009

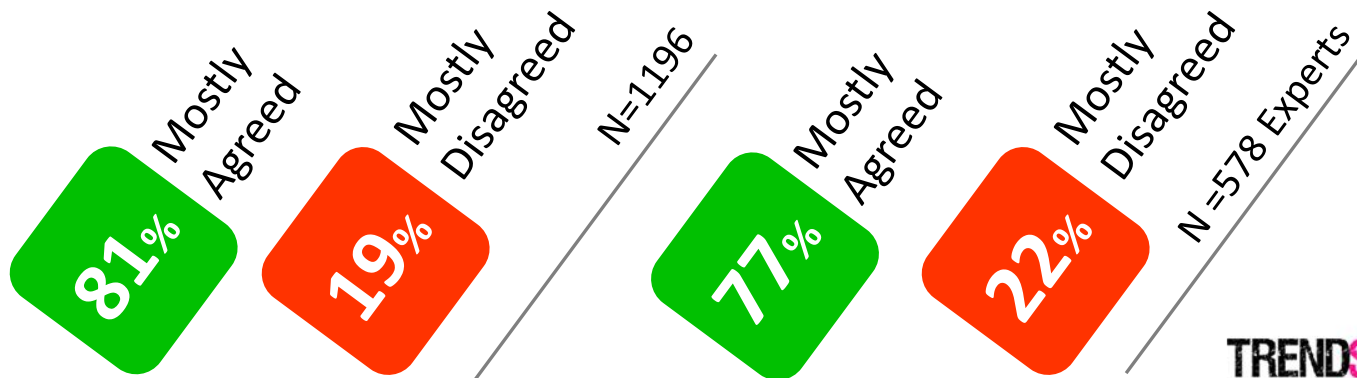


# The Evolution of Mobile Internet Communications

## Pew tests reactions to the prediction:

In 2020, while "one laptop per child" and other initiatives to bring networked digital communications to everyone are successful .. the **mobile phone is the primary Internet connection** and the only one for a majority of the people across the world, providing information in a portable, well-connected form at a relatively low price. Telephony is offered under a set of universal standards and protocols accepted by most operators internationally, making for **reasonably effortless movement** from one part of the world to another. At this point, the "bottom" ¾ of the world's population account for at least 50% of all people with Internet access—up from 30% in 2005.

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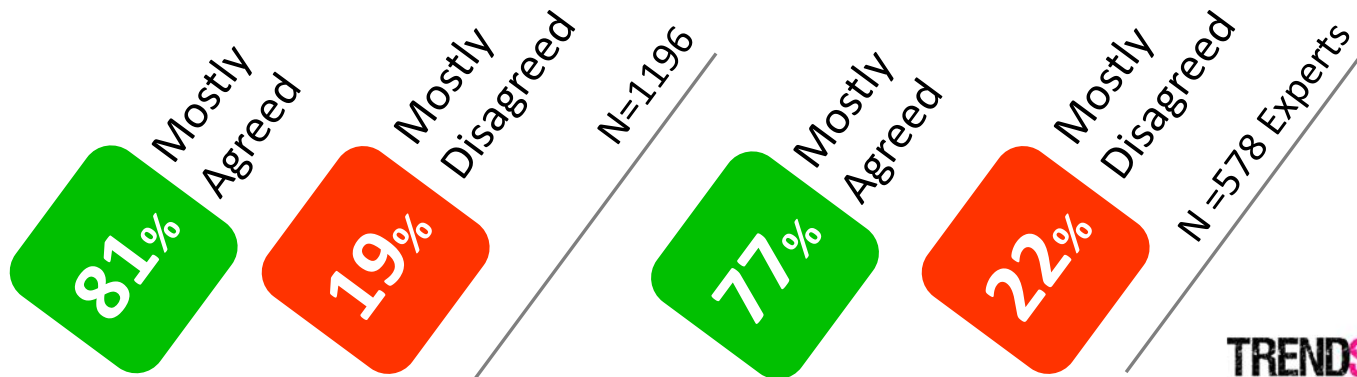


# The Evolution of Mobile Internet Communications

## Overview of Respondents' Reactions

A significant majority agreed with the proposed future. The consensus is that mobile devices will continue to grow in impact because people need to be connected, wherever they are; cost-effectiveness and access are motivating factors; the devices of the future will have significant computing power; there is fear that limits set by governments and/or corporations seeking control might impede positive benefits—expected "effortless" connectivity is dependent on their willingness to serve the public good.

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**The large-scale models for connectivity, terminal instruments, and use are likely to be set by China**



**Anthony M. Rutkowski,**  
Co-founder of the Internet Society and a founding trustee;  
longtime leader in International Telecommunication Union;  
Vice president for regulatory affairs, VeriSign

**"Telephony" is an odd word, in this context. That would be like calling e-mail "textlephony." The "phone" by 2020 will be as much computer as voice appliance, & the universal standards and protocols will be data-centric rather than voice-centric**

**Clay Shirky,**

consultant and professor in the Interactive Telecommunications Program at New York University; an expert on the social and economic effects of Internet technologies



Untethered, 24/7 Internet access will fundamentally redefine how we use information, especially when combined with low-cost heads-up display technologies (eyePods, perhaps?) Augmented reality will automate recognition of real-world objects and 2D/3D overlays and interactions should be well within the processing power of an inexpensive handheld device by 2020.



**Jason Stoddard,**  
Managing partner/strategy at Centric/Agency of Change, an interactive strategies company; he is also a popular speaker on social media and virtual worlds

Moore's law still drives the diffusion... Cheap chips & phones manufacturers will continue to deliver less expensive, more powerful mobile devices. The possibility of openness: early indicators like VOIP, the Google open telephone effort, growth of Wi-Fi, experiments by Nokia signal that operators might not be able to maintain the degree of control they have exerted so far.

**Howard Rheingold,**  
Internet sociologist and author; one of the first to illuminate virtual communities; author of "Virtual Reality," "Smart Mobs," and "Virtual Community"



**Drew Diskin, director of e-strategy, Johns Hopkins Medicine**

The mobile phone is just beginning to touch our digital lives. As these relatively inexpensive devices continue to improve in performance and connectivity, they will serve more as a “remote control” to many of our electronic touch points, such as: purchasing retail items through scanning, serving as an electronic passport, turning on our cars/GPS systems, translating text to talk, and video conferencing with our friends through our online accounts. As we improve visual projection and "plugging-in" to larger display systems- mobile phones can serve as the old laptop we once new and lugged.



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## Did You Know ??

2008 Merriam-Webster's word of the year is .

**B**ail Out

[Find its meaning here...](#)

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