



David Merzel
Country Manager
Entertainment & Device
Microsoft BeLux
Blog: davidmerzel.wordpress.com



Luc Van de Velde
Director
Developer & Platform Group
Microsoft BeLux
Blog: lucfields.spaces.live.com

Welcome 😊

Agenda

✓ *Consumer (r)evolution
Opportunities for Decision take*

Consumer behaviour

Communication



Information



Entertainment



Discovery



Transactions



Creation



Consumer (R)evolution



Facebook:

100M

9 months

iPod

3 years

Inter
net

4 years

TV

13
years

Radio

38 years

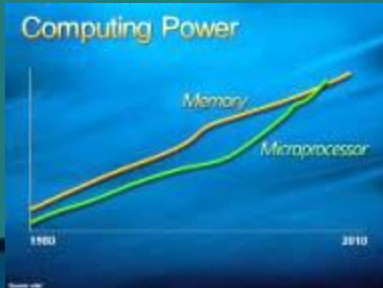
MILLIONS OF USERS



Two strong drivers for change

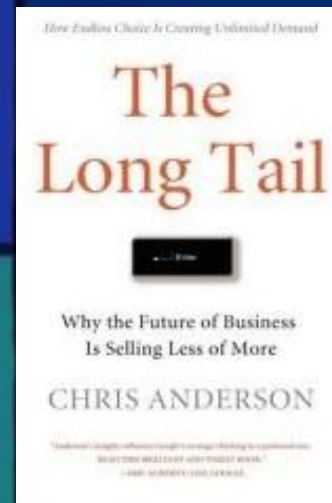
Technology

The revolution of
“fast and cheap”



Business

The race for
“a free long tail”



Yesterday's big Debate

Software

Service



Microsofts Strategy: Best of both worlds



Business Models (non limited to IT)

Licensing

Advertising

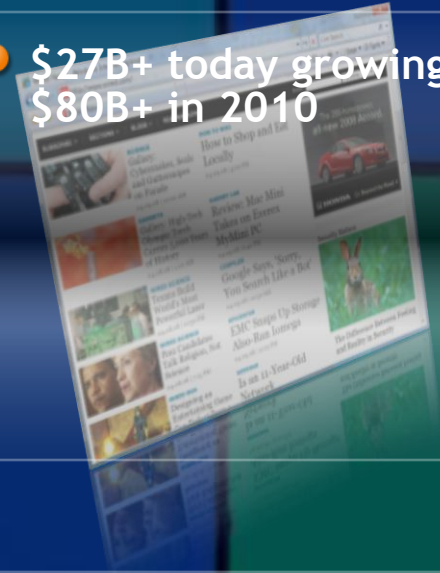
Subscription

Transaction

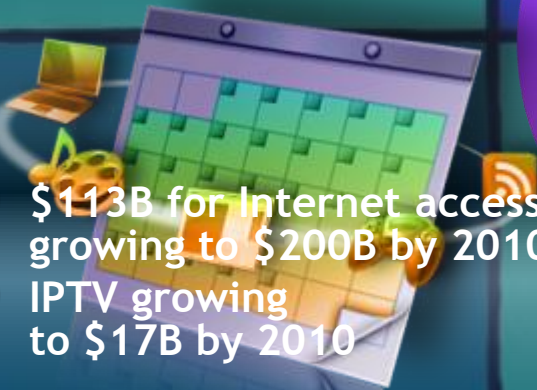
- \$228B today, growing to \$305B by 2010



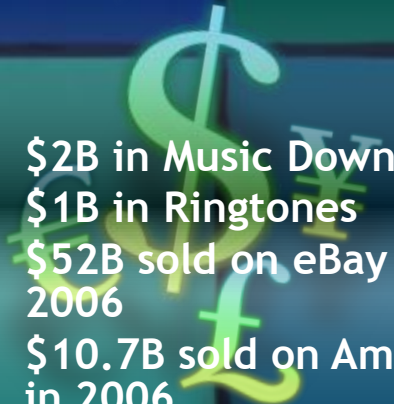
- \$27B+ today growing to \$80B+ in 2010



- \$113B for Internet access, growing to \$200B by 2010
- IPTV growing to \$17B by 2010



- \$2B in Music Downloads
- \$1B in Ringtones
- \$52B sold on eBay in 2006
- \$10.7B sold on Amazon in 2006



The Microsoft Cloud

~100 Globally Distributed Data Centers



Quincy, WA



Chicago, IL



San Antonio, TX

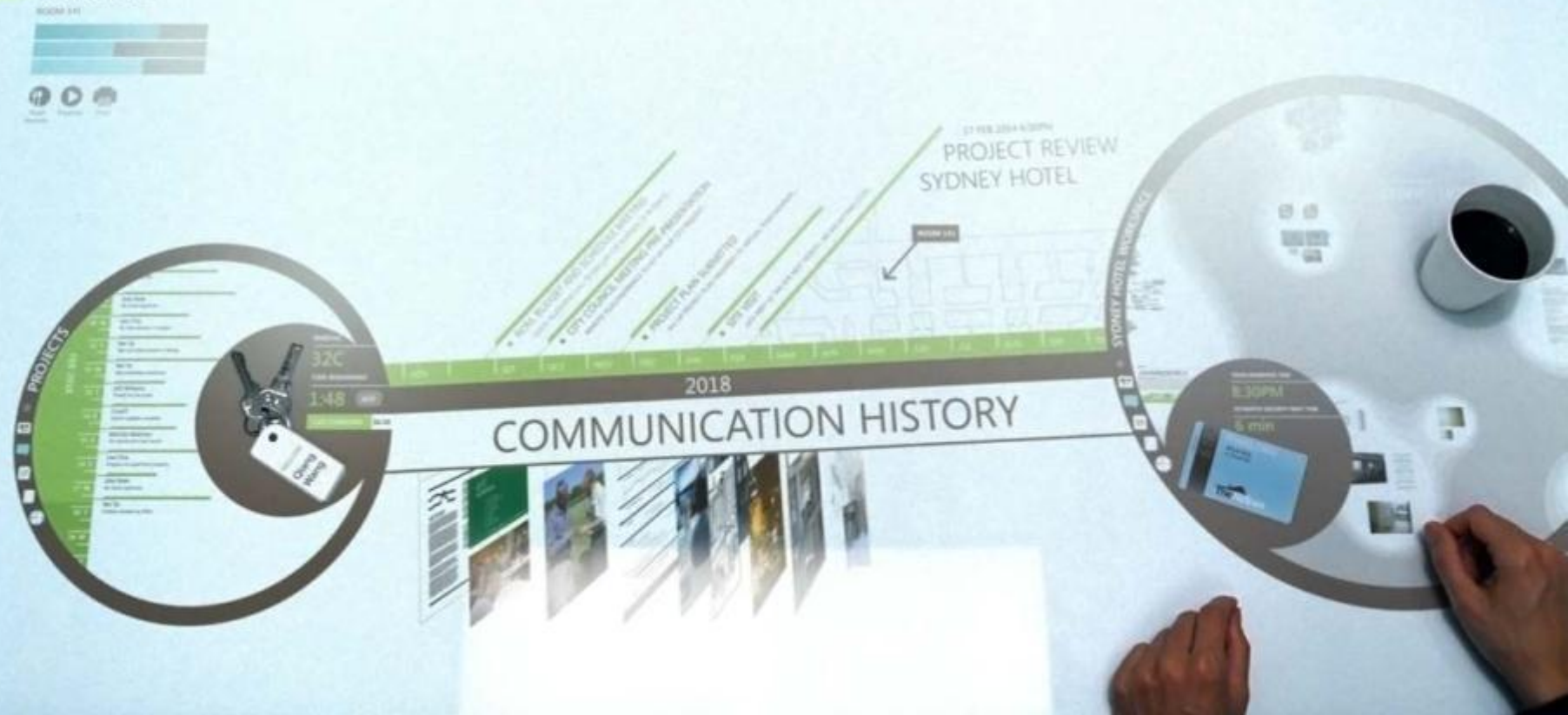


Dublin, Ireland



Generation 4 DCs





Video : <http://www.youtube.com/watch?v=jkTsZUzCkcl>

A GLIMPSE AHEAD...

A Glimpse Ahead

- No SciFi
- Vision of the future



3 Screens and the cloud



PHONE



PC



TV

NATURAL USER INTERFACE

Agenda

- ✓ *Consumer (r)evolution*
- ✓ *Opportunities for Decision take*

53%

1. Quantify & measure the value of marketing investments

46%

2. Grow customer knowledge, insight & conversations

43%

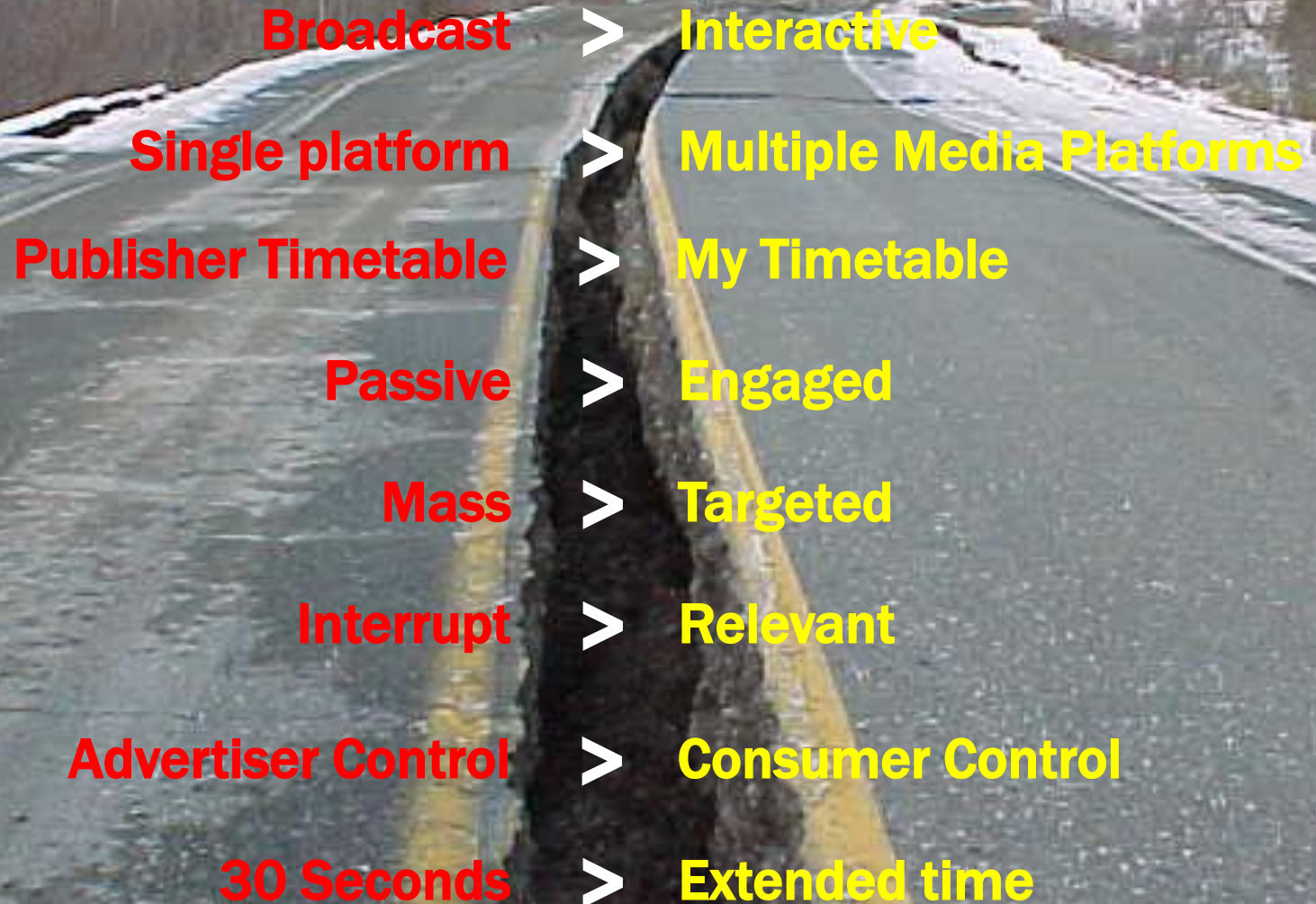
3. Upgrading the efficiency & effectiveness of the marketing organization

Source: CMO Council Marketing Outlook 2009

Top Decision takers Challenges in 2010

Things did change... I call it a seismic shift

Content, Advertisers & Consumers



Broadcast	>	Interactive
Single platform	>	Multiple Media Platforms
Publisher Timetable	>	My Timetable
Passive	>	Engaged
Mass	>	Targeted
Interrupt	>	Relevant
Advertiser Control	>	Consumer Control
30 Seconds	>	Extended time



How to advertise:

1. Don't interrupt me.
Entertain me.
2. Make it relevant.
3. I want a dialogue,
not your monologue.

Traditional Media Spend

1996: 55%

2006: 33%

The New York Times

We're not in the
keeping the media
alive. We're in the
connecting with

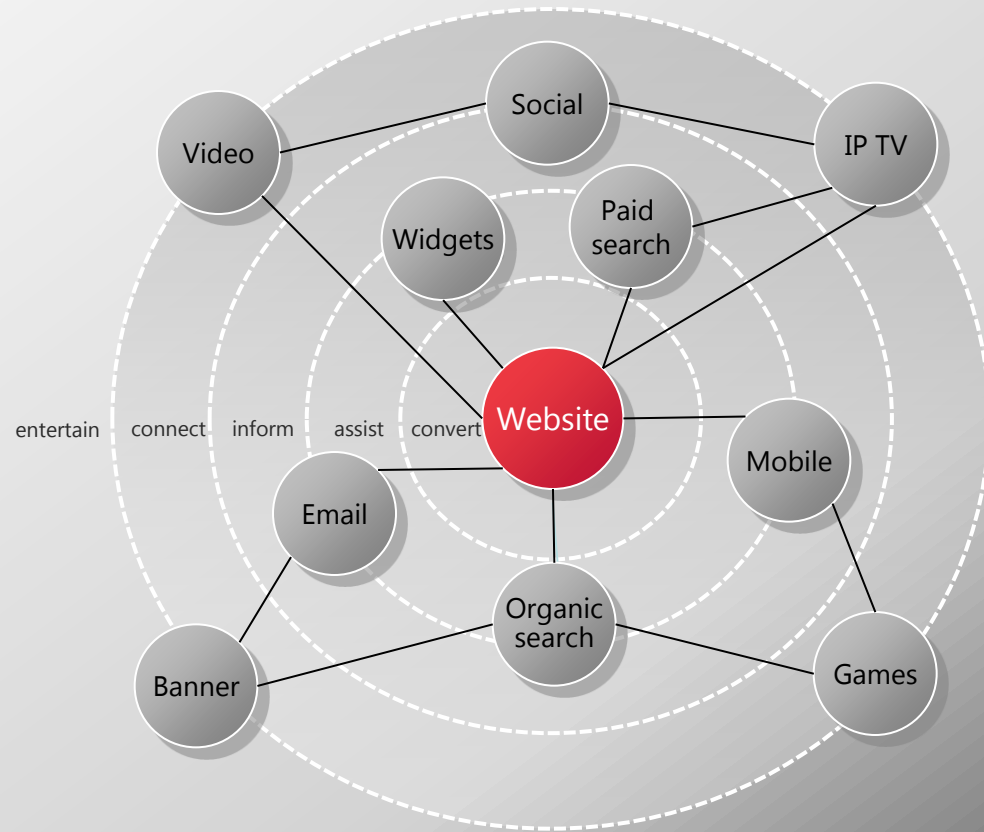
Trevor Edwards
CVP Global Brand and
Management, Nike

Nike



Life used to be easy

But the consumer changed



The opportunity...

Marketers need to **track,**
measure
& react as never before.

To **connect**
& integrate
marketing across all media

.... The Solution

Customer Insight & Agility



Audience Target & Reach



Engage & Excite



Relationships & Sales



Video NATAL

You are the Controller

<http://www.youtube.com/watch?v=p2qlHoxPioM>



THE BEATLES ROCKBAND



XBOX 360