

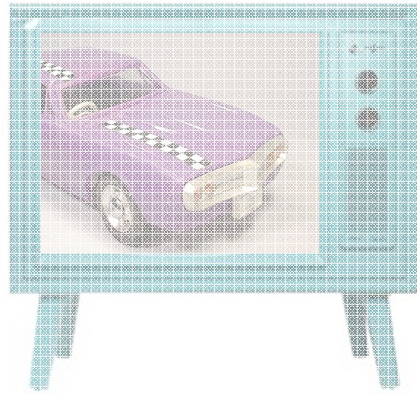


Web Analytics Wednesday

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Sector Manager - Nordics

Marketing is Changing



From Push...



...to Pull

Online Media: Changing Consumer Behaviour

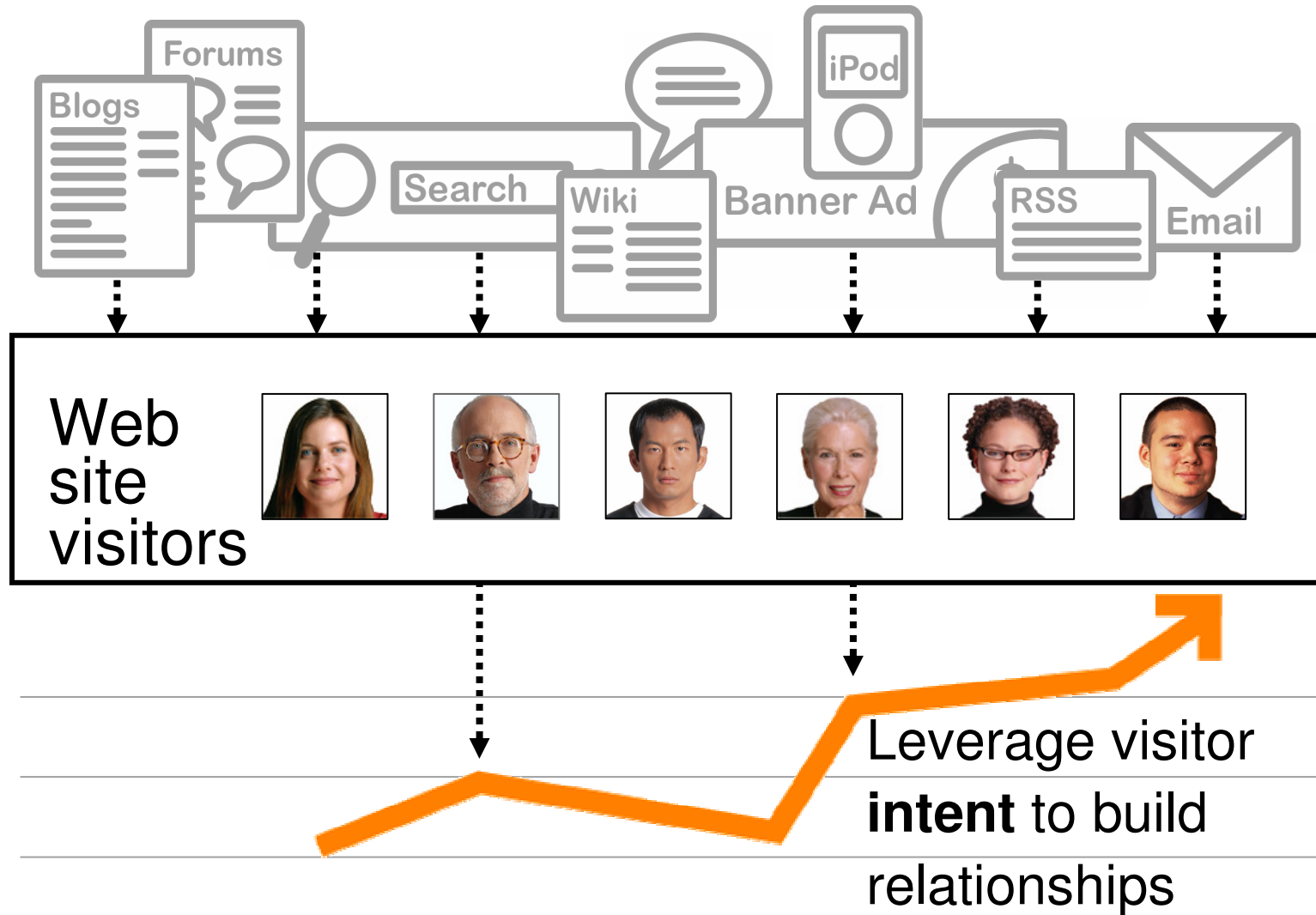


The Marketplace of Tomorrow

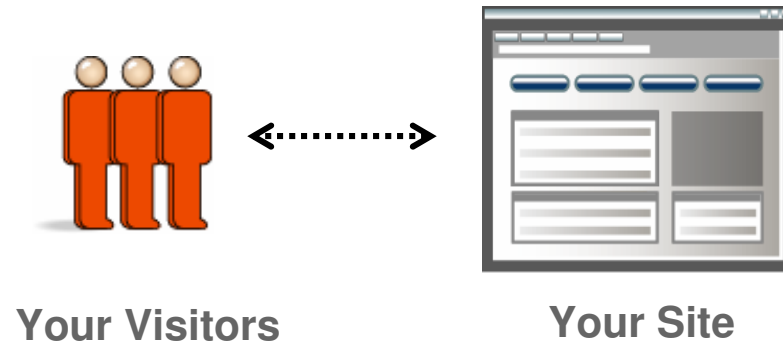
- Internet Protocol Television (IPTV)
 - High definition television
 - Targeted advertiser direct connections
 - Two-way communication
- Integrated PVR (TiVo)
- All connected by broadband
 - Allows for 'in' program web access
- Dynamic Advertising within on line gaming.



Clients are moving from an Indirect to a Direct Model



Relationship building on the old Internet



Relationship building on the new Internet



Why organisations are moving to RIA

- Provide interactive and engaging experiences
 - Extend the browser's capabilities beyond the familiar page-after-page navigation
 - Drag and drop
 - Slider bars
 - No refreshes
 - Embedded media
- Goal: provide an immersive environment that results in loyal visitors that are higher qualified, stay longer, and visit more often.

Moving from an Indirect to a Direct Model

