

EARNED

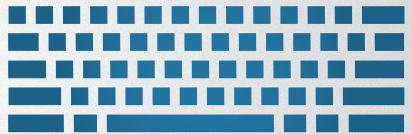
GUIDE TO SOCIAL BRAND COMMUNICATION AND ACTIVATION

ATTENTION

87 

87 people contributed.

54.495



Contains 54.495 words.

 50

50 interviews with visionaries.

40 

40 cases extensively discussed.

 20

Over 20 hours
of audio content.

KLAAS WEIMA
INSPIRED BY 50 VISIONARIES

ALSO
AVAILABLE
FOR:
**iPhone iPad
BLOG**

Earned attention

EARNED

GUIDE TO SOCIAL BRAND COMMUNICATION AND ACTIVATION

ATTENTION

KLAAS WEIMA



Earned attention

Guide to social brand communication and activation

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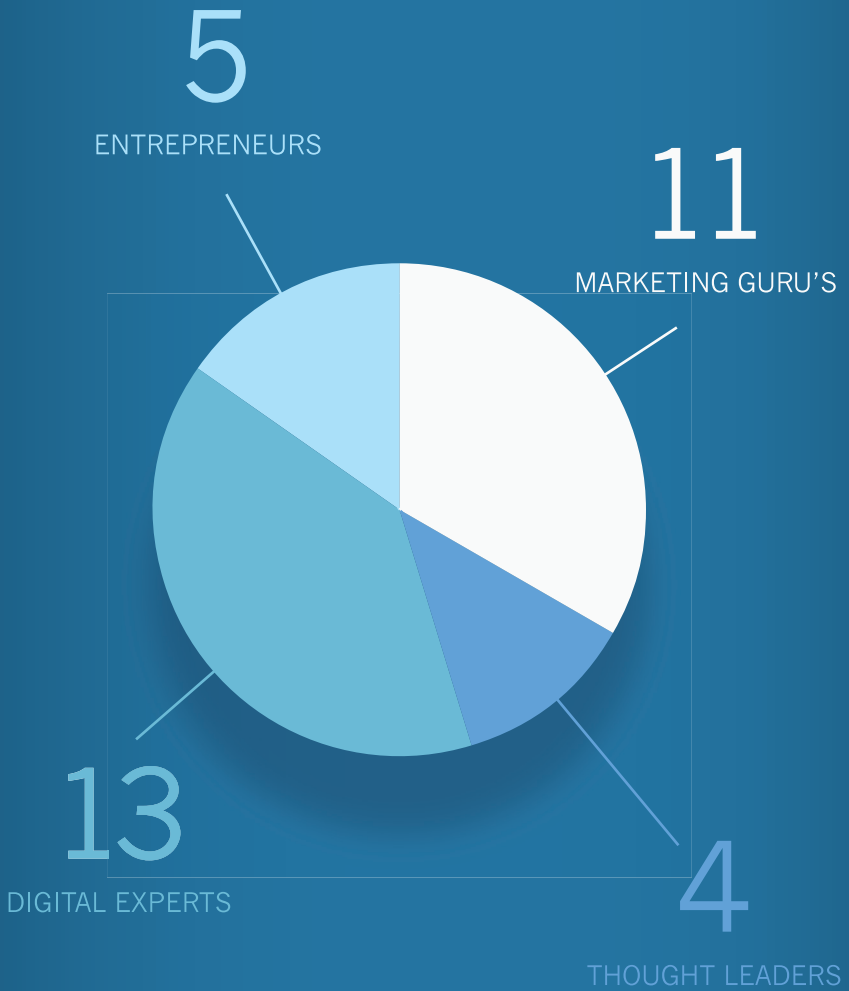
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With compliments

To Anne & May



Visionary

Visionary [vɪz-uh-ner-ee]

I adjective, given to or concerned with seeing visions;

II noun, a person of unusually keen foresight.



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Foreword

I like to draw the main distinction between paid media and earned media as follows: with paid media, we are “buying” attention; with earned media, we are creating attention – generating attention ourselves. One is forced; coerced; artificial; contrived and one is not. Ideally, I’d love to say the earned media component is always authentic, organic, natural and credible, but this is not always the case.

That’s why I love Klaas’ concept of “Earned Attention” so much. At least this way, I can draw the distinction between P.R. dominating the social media space versus the rightful watchful eye and responsibility of marketing, which should be overseeing all things “earned”.

Media itself is decidedly not customer-centric. In fact, it’s barely consumer-centric. It’s an acquisition heavy blunt instrument created and used by companies to sell sell sell. It’s a one-way street. Earned media’s goal might be to generate attention, but why constrain and limit the concept of attention to an output. Why not think of it as an input; an asset; a means to an end...loyalty, advocacy, word-of-mouth and yes, sales as well.

In “Earned Attention,” Klaas constructs his unique vision, energised with a cornucopia of models, checklists, infographics and visuals. He includes insights and quote from 50 practitioners, luminaries and thought leaders and balances them with 40 case studies from the likes of KLM, Hi, Miffy and Philips. It would appear that social media is alive, kicking and living in the heart of The Netherlands!

Finally Klaas offers up a journey planner, with a 6-step process designed to help a brand become more social.

It's been over 5 years since I introduced similar concepts in *Join the Conversation* (Wiley). In this book, I see several key constructs, which both validate and evolve the thinking. In particular, I like the singular emphasis on what is quite possibly the most valuable – and scarcest – commodity in this high stakes game of marketing: attention.

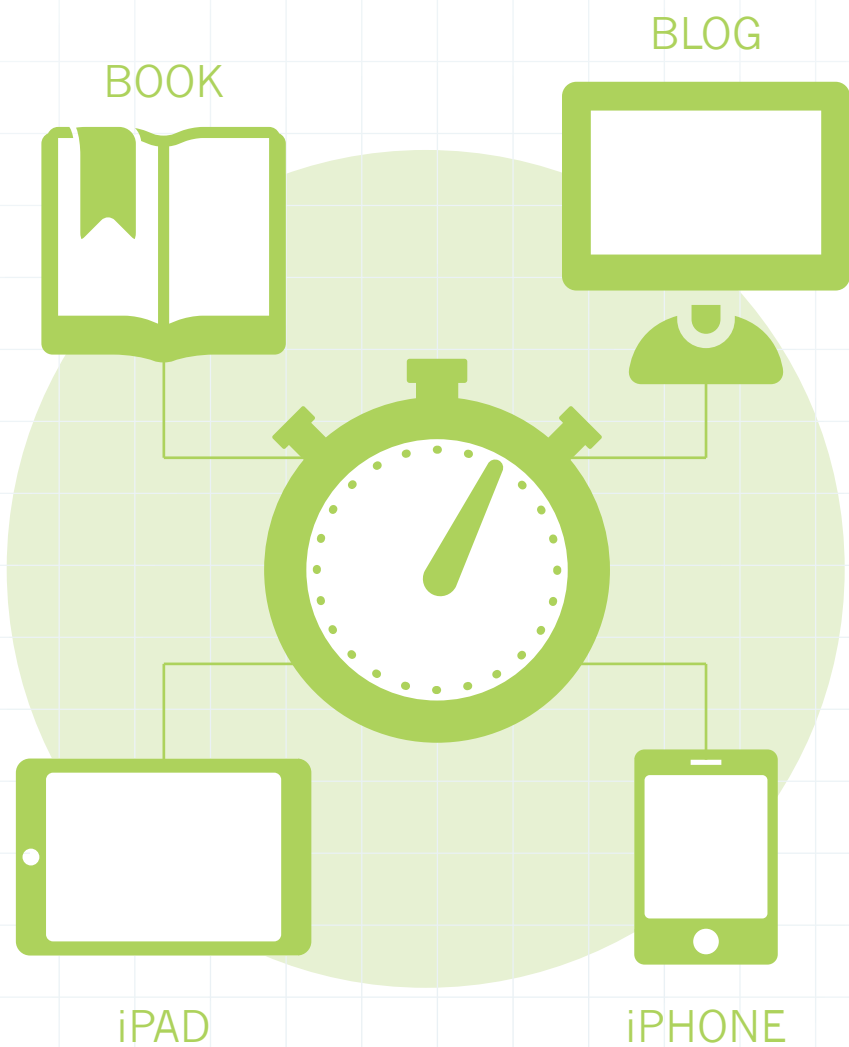
Amidst the continued explosion of technology, proliferation of platforms and fragmentation of channels, we quickly forget that the more things change, the more they stay the same. We become so enamoured with the next big thing; the latest bright and shiny object that ultimately misdirects and distracts us from the Prime Directive: earning the right to “rent” a precious resource: one-on-one-time with our “prospects” and customers. And when we *really* do it right, we're talking about undivided attention.

We quickly forget that there are only 24 hours in the day and regardless of how many media channels we're presented with, the “target” is a human being, with one attention span. In “earned attention,” Klaas helps you get back to basics and prioritize what really counts: making real connections; building real relationships and achieving real results. Earned attention is the antidote to attention deficit disorder, which is becoming a problem that is shared by both consumers and marketers alike.

Joseph Jaffe (@jaffejuice)

Author of “Join the Conversation” and “Flip the Funnel”; Founder & CEO of Evol8tion, LLC





EXAMPLES

Boodschapp, Shopsavvy, CrowdVoice, WhatsApp, Skype, Siri, XWave, Open Graph, Facebook Actions



TAGS

visionaries, earned attention, internet properties, Sensory Web, media convergence, tablets, Web 3.0, semantic web

1 Ready, set, go!

1.1 In this part

More than fifty visionaries contributed to this book. Marketing gurus, thought leaders, digital experts and entrepreneurs: they all shared their visions of the concept of earned attention and the changes within the marketing communication field, based on their specific experience. In this section I will explain the concept of the book, the iPhone and iPad app and the blog. Why is an explanation necessary? Because *Earned Attention* is more than just a book: it's a platform. The Internet and the rise of social technology have revolutionised brand communication. The Internet has its own rules, and I will describe the most important four rules in this section. These rules form the foundation of the book. I will also discuss new developments and the future of the Internet. Because one thing is certain: the speed of technological developments means that marketing and media will always be changing.

1.2 About this project

International Inspiration

For the past ten years I have been in regular attendance at conferences in Amsterdam, Shanghai, San Francisco and New York. I do this, obviously, to keep on top of the latest developments, but also to find inspiration. I am usually able to get entrance to the press room by showing my blogger's pass and it's there that I've come across the best keynote speakers. Choosing a time when they feel relaxed and are easy to approach I've seized my chance and started many a conversation. Initially these were not official interviews, but rather conversations about the keynote speaker's presentation and the communication profession. I was frequently impressed by the wisdom and vision of these people and I gradually came to realise that it would be great if many more people could also be inspired by these conversations.

The birth of the Sparkcast

In 2006 Joseph Jaffe, the author of various interactive marketing books, gave me the idea to start podcasting. He had already been doing his Across the Sound podcast for several years, and had reached thousands of people using just a basic microphone and his blog getthejuice.com. I wanted to do it too! So it came to pass, and the Sparkcast was born. Armed with a digital recorder (you can still hear it in the older podcasts), I asked the visionaries the ins and outs of interactive communication, social media and entrepreneurship. These are the topics which I'm passionate about.

Since those early days, my podcast hobby has got completely out of hand. I have interviewed more than fifty visionaries and written countless blog posts and articles. In the four years that I've been recording podcasts, their quality has greatly improved. The interviews are now recorded in a sound-proof studio and the Sparkcast has hosted some well-known names. Each interview receives an average of 25,000 views per post on the Dutch blog Marketingfacts and is listened to about 3,000 times. And the numbers

continue to rise. It is true long tail content and recently, the Sparkcast won the European Podcast Award.

Group wisdom in a single book

Each year the market is flooded with a new crop of management books. In these hectic times, nobody wants to wade through all the new literature in order to gain new insights. Inspired by James Surowiecki's book *The Wisdom of Crowds*, I came up with the idea of putting the visionaries' ideas together in a single book. In my opinion, a group of visionaries give more insights than any single visionary could.

While carrying out the research for this book, I looked for the greatest common denominator. A study of the various interviews made it obvious that there is one thing on which the visionaries all agree: attention is no longer just for sale, it must be earned. And you earn attention with the help of other people, not simply by using bought media. The basis is, of course, a quality product or service. But as brands begin to establish themselves socially, listening, being relevant and being open, causes something substantially different to take place. People become a medium in themselves, and they share their enthusiasm with others. Call it word-of-mouth advertising, call it viral marketing, call it PR 2.0. I call it earned attention.

1.3 Structure of the book

This book consists of six sections. Part One is this introductory section. Then in Part Two, I outline the latest developments in the marketing communication field. There is a battle for attention going on. With the advent of digital media, the art of brand building has become much more dynamic. The days when the media landscape consisted only of television, radio, print and outdoor advertising are long gone. The multitude of communication methods used today means that the amount of commercial stimuli has only increased. Are the old familiar models still relevant now? Is attention still only for sale? I also introduce relational and earned attention.

Chapter Three describes the shift from bought to earned attention. I give a brief overview of the social alternative, in which I discuss the landscape and social functions. I debunk some social media myths, and I describe the magical relationship between content and conversation.

In the fourth chapter I introduce the practical communication model for preparing brands for earned attention. This 'Journey Planner' includes six steps to help you to get ready for your journey. You don't build brands just by generating impressions, but by getting people to create expressions. A message on Facebook or a tweet from an influential fan can have a big impact. In addition, a critical blogger can make or break a brand. By turning the traditional communications funnel upside down, you begin with your fans and earn attention activating their network. In short: interact with your fans, tell stories, and create content that's worth sharing.

In Chapter Five, I apply the Journey Planner to a number of famous brands. KLM and Hi have been able to earn a lot of attention by using a smart social media strategy. I also share my own experiences with earned attention and I demonstrate that the concept is not just applicable to the West. Brands are well able to earn attention in China too. Using a practical example, I show how the Dutch brand Miffy used earned attention to become well-known in China.

The book closes with some tips for starters, inspired by discussions with visionary entrepreneurs. Thanks to the digital revolution, we have seen the evolution of a completely new ecosystem of start-ups. I describe several successful start-ups which have a good understanding of the art of earned attention. I also incorporate interesting passages from my interviews into this section, and I offer practical tools for earning attention.

1.4 Who is this book for?

I notice in the workshops and presentations I give about interactive communications and social media, that most people are already familiar with

social media and its various manifestations. In recent years, many brands have started to become active on Twitter, Facebook and Youtube. They realise that they need to do something with this new form of communication. However, many brands struggle with the question of how to do this. How does social communication differ from traditional communication? How can I give my brand a crash course in earned attention? How do other brands do this effectively? I will answer these questions in this book.

Marketers

I have written this book primarily for brand owners, marketers and communications specialists. The models that I share will be useful to professionals who work with and for a brand: primarily advertisers and agencies. I have drawn on large and small brands, both Dutch and international, for inspiration.

My belief is that marketers who want to make the journey to earned attention will first need to undergo a change in behaviour. Using social channels requires a different mindset. Social media takes place in real time and never switches off and brands that base their organisation and processes on this understanding can profit greatly. In that respect, large companies can learn a lot from smaller start-ups, which are flexibly organised and know how to use social media intelligently to get more attention. For these reasons, I have included lessons learned from a number of entrepreneurs at the end of the book.

Students

During guest lectures, I talk to students regularly. It strikes me that most colleges and universities don't move enough with the times. There is still a dearth of new models based on the changing media landscape and scientific research, which is why students sometimes ask me for ideas for good reading on digital and social media marketing. Although I research and quote from my sources with the greatest of care, this book is not a scientific dissertation. Rather, it is a practical handbook that students may find helpful when writing their papers or theses.

The biggest drawback for a book on communication developments is that it becomes outdated very quickly. Trends follow each other in rapid succession. In 2007, Myspace was still hip and the most visited site in the world, and just a year later people moved en masse to Facebook. But won't we be sick of Facebook by 2015? And will FourSquare still exist in two years' time? In addition, a book is linear in structure and it isn't interactive. The writer determines the content. So how can I approach this differently?

In order to keep the contents of the book up to date, we offer the publication in various forms. As well as the traditional book format, the reader can choose from an iPhone app, an iPad app and a blog for further inspiration. New content will be added to the digital formats. The blog can also be used as a discussion forum. In this way, the book will remain current and relevant.



The iPhone app allows you to scan content from the book. By scanning these QR codes with your camera, you can get access to additional content such as more information on the visionaries, and their original podcast interviews. Moreover, you can connect to and follow the visionaries directly through their social media channels. You can also subscribe – free of charge – to new podcasts in the iTunes Store or via Twitter using the hashtag #earnedattention.

The iPad app contains the digital version of this book, plus new content.

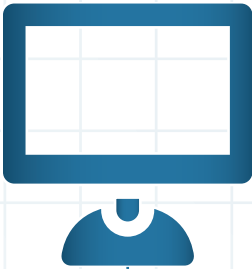


The application provides a convenient summary of new interviews with visionaries. It goes without saying that all podcast interviews are available and searchable via tags, and the app automatically displays the most recently-published (open) content from the visionaries, things like LinkedIn profiles, tweets, videos, websites and blog posts. In addition, you can use Facebook and Twitter to ask me questions directly and make your own digital notes and save them in the app. Finally, the app contains links to all kinds of sources I have used in the book and beautiful animations of the infographics.

Join the conversation on Twitter using #earnedattention or follow the visionary list: <http://bit.ly/lpIWcC>.



On the blog you'll find articles, background information, new models and presentations. There is also an event calendar, and you can participate in discussion about the book. So let this book be the starting point for further conversation and inspiration!



BLOG



IPHONE



IPAD

Figure 1a

1.6 What is a visionary?

Before I introduce the visionaries, I'll start with an explanation. What does 'visionary' mean? According to Wikipedia, a visionary is someone who can envision the future. The Oxford English Dictionary states: "a person with original ideas about what the future will or could be like." I use the following definition:



A visionary is someone who, thanks to a thorough knowledge of the various layers of a situation, is able to draw connections between various pieces of information and thus can make predictions about the future.

In putting this book together, I have interviewed more than fifty visionaries. Each visionary has their own specialisation and it is characterised by a unique – even quirky – view of the communication profession. Alongside the similarities there are also many differences in the backgrounds of the various visionaries. For that reason, I have come up with the following classifications. I distinguish four types of visionaries:

1. **Thought Leader** – has innovative ideas which force businesses to think differently.
2. **Marketing Guru** – has made a great contribution to the marketing field.
3. **Digital Expert** – has a distinct specialisation within the digital media landscape.
4. **Entrepreneur** – has launched his or her own successful business or internet start-up, and has come to prominence thanks to earned attention.

In the appendix I have included a brief biography of each of the visionaries I have quoted in this book. Those quoted are listed in the table below; I haven't quoted all fifty of the visionaries interviewed. Of course, some of the visionaries may belong in more than one category. For visionaries who may be reading this: I have placed you in the given category within the context of this book.



Thought Leaders

Alexander Osterwalder, David Allen, Tim O'Reilly, Venkat Ramaswamy, Verne Harnish



Marketing Gurus

David Meerman Scott, Erwin van Lun, Guy Kawasaki, Joseph Pine, Joseph Jaffe, Josh Bernoff, Lisa Nirell, Paul Postma, Philip Kotler, Tim Leberecht, Tom Doctoroff



Digital Experts

Andrew Grill, Anouk Pappers, Erwin Blom, Jim Sterne, Jim Stolze, Jon Mitchell, Marco Derksen, Pete Blackshaw, Polle de Maagt, Stephan Fellingner, Susan Bratton, Tim Smith, Yuri van Geest



Entrepreneurs

Jeroen de Bakker, Jyri Engestrøm, Mark Woerde, Martijn Arets, Nalden, Sam Flemming

Table 1b Visionary classifications

1.7 The laws of the net

We live in dynamic times. The Internet (the net) and the increasing digitisation of the media are changing our media behaviour and the way we communicate with each other. But since the World Wide Web was set up by CERN research centre in 1991, its impact has turned out to be much greater than anyone could have imagined. The Internet has many unique laws which have an effect on the business world, on politics and on society in general. The Internet plays a crucial role in the concept of earned attention. I have determined four laws of the net which provide the basis for the rest of this book:

1. The net is social
2. The net is rebellious
3. The net is open
4. The net is transparent

Law 1 - The net is social

Thanks to the explosion of information and networking technology, people are able to communicate with each other on a large scale much, much faster than previously. It has made the world a lot smaller. It has been a long time since the Internet was only used for searching (or Googling) for information. It has taken on an important social function, which is manifested in communication on a personal and community level. Internet telephony (Skype in particular), chatting and conversations via social networks have shown strong growth. Research from the University of Twente shows that in 2011, the use of social networking sites increased by 9 per cent over the previous year.

“

Social networks allow people to group themselves together quickly. Take the recent youth rebellion in the Middle East, for example. Without social media, a lot of dictators would still be sitting in their palaces.

VENKAT RAMASWAMY

Thought Leader



In addition, the net's influence on society is enormous. People are able to get a lot of things done incredibly quickly when working together. Like Ramaswamy, I am convinced that the Arab Spring would not have been possible without Facebook, YouTube and Twitter. The Algerian revolution page on Facebook, on which the demonstrations were organised, has over 70,000 'friends'. Before Muammar Gaddafi died, there were more than 20,000 Libyan parody movies on YouTube. And after the fall of the Egyptian regime, Google had ten million blogs with the word 'Egypt' listed. The social function of the Internet has given people a voice and a form of leverage for taking on the existing power systems.



Inspiration - Crowd Voice gives a voice to young people in the Middle East

During the 2011 edition of the TEDxAmsterdam conference, I was moved – via webcast – by Esra’a Al Shafei’s presentation. She is a civil rights activist from Bahrain, and is also a prominent blogger and twitterer on the subject of censorship and human rights violations in her country. From a young age, she worked hard to find a way to help her fellow citizens. Then she discovered the Internet. She set up MideastYouth.com, a site which encourages young people to engage in dialogue with each other on unrest or disturbances in their countries. She fights for freedom of expression, putting her own life at risk in doing so. Esra’a says, “I have total faith in new technology. The beauty of the Internet is that it embraces freedom of speech.”

When Esra’a Al Shafei learned about the possibilities of crowdsourcing, she saw the perfect opportunity to gather and share objective information about the Middle East. She founded CrowdVoice.org, a site on which visitors can upload photos and videos of protests from around the world. The CrowdVoice.org initiative garnered attention from places like CNN and the tech blog TechCrunch. By using illustrations, music and web applications like Google Maps, Esra’a Al Shafei introduced the world to politically sensitive topics, topics which would normally never see the light of day, due to the state censorship of media in the Middle East. Without the Internet, Esra’a would still literally be just a voice crying out in the wilderness. Thumbs up, for this beautiful, social initiative.



<http://bit.ly/IJEJoA>



www.crowdvoice.org

Law 2 - The net is rebellious

By rebellious, I don't mean deliberately provocative sites like Something Awful and Reddit, but rather, the disruptive influence of the Internet on existing, established companies. At the age of 16, the Internet industry is still very young. Ten years ago almost nobody had heard of Google, while YouTube, Facebook, Zappos, LinkedIn, Twitter and Skype didn't even exist. But these internet businesses have had an enormous impact on the economy and on society. Skype and WhatsApp are a nightmare for the established telecoms companies, who shortly before their advent had primarily earned their money via text messaging and international calls. Skype turned the world upside down by offering free calls and video calls over the Internet. And WhatsApp disrupted telephone companies' cash cow by allowing consumers to send free multimedia messages to friends once they had purchased the mobile application (only 79 euro cents in 2012). Both services are enormously popular. WhatsApp recently announced that more than a billion messages were sent each day using the app, and Skype has an estimated 124 million active users. Not for nothing did Microsoft put \$8.5 billion aside, for this innovative telecom company.

Start to experiment with future business models as soon as you can. Make sure you have tested a large number of them before your competition attacks you right at your heart - your business model.

**ALEXANDER
OSTERWALDER**

Thought Leader



Alongside WhatsApp and Skype, there are countless examples of Internet and technology companies which have forced established multinationals to review their business models. The iPod, together with iTunes, revolutionised the music industry. More recently, the online music service Spotify has offered a serious alternative to illegal music downloads. With a subscription of 5 or 10 euros a month, you have access to more than fifteen million songs to which you can listen via the Internet, whether on your laptop, PC or mobile phone. Actual possession is no longer relevant. In this business model, access is the future.

Without the Internet, these startups would have no reason to exist. The net stimulates innovation and has a disruptive function on existing, established business models.

Law 3 - The net is open

Its open nature is a wonderful feature of the Internet. The Web has brought about a true content revolution, which has come about due to the open standards by which the web works. Anyone can buy their own domain name for a relatively low price, and then create a simple Web page or blog using a free HTML text editor. For a few euros per month you can then upload your site to a hosting company via FTP. And voila! you are now a critic, journalist, publisher or writer of content that you think is worth sharing. If you do it right, you could have a potential audience of millions.

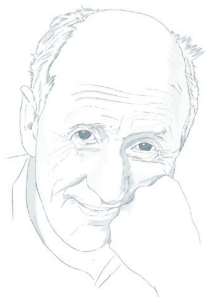
This is also true for access to the web. The open web is dependent on free browsers like Firefox, Safari and Chrome, which convert the program code into information which is visible to the user. This brings me to a famous quote by the American writer Stewart Brand: "Information wants to be free." You can interpret 'free' in two ways: free of charge or without restrictions - open. It's nice to know that Brand made this statement during the first Hackers Conference in the mid-eighties, and hackers work to make information freely accessible. Less well-known is Brand's full quote:

“

Information wants to be free. Information also wants to be expensive. Information wants to be free because it has become so cheap to distribute, copy, and recombine – too cheap to meter. It wants to be expensive because it can be immeasurably valuable to the recipient. That tension will not go away.

STEWART BRAND

Thought Leader



”

Brand's quote contains an obvious contradiction. Personally I haven't had the honour of asking Brand about this, but Chris Anderson, the editor of *Wired Magazine*, has. The difference lies in the availability of information. Information in abundance is free, scarce information is costly. Who determines whether information is abundant or scarce? I get the latest news from interesting bloggers, @BreakingNews or via NU.nl's iPhone notifications. TiVo offers me hours of entertainment, not to mention YouTube. Why should I pay for this generic information? For this reason, music labels, news providers and the entertainment industry have struggled for years to find a suitable business model. Thanks to its open character, the net has had a huge impact on the way and speed with which content is created, shared and consumed.

Law 4 - The net is transparent

Transparency is not the same as openness. Openness stands for free access and the opportunity to express your own opinion. Transparency has to do with the economic impact that the net has on people. The net has made the market more transparent. Gone are the days when brands could rely on their million-dollar advertising budgets to use bought attention to make their products appear more beautiful and better than they really were. Poor service and products fall by the wayside now, because customers share their experiences with others online. And you still can't give Google a call to get them to take negative publicity out of their search results, regardless of how much money you have.

Nielsen Media research has shown that 75% of people place more value on the tips and experiences of people they know than on random advertisements. McKinsey carried out a similar study into sources of purchasing behaviour. What were the results? 67% of all purchasing decisions are based on word-of-mouth advertising.* Thanks to broadband internet and the rise of blogs and social networks, consumers can more easily share experiences and go in search of bargains. Before people decide to purchase, they increasingly go online first and seek out the opinions of others via the blogosphere, forums, search engines and comparison sites.

This creates a lot of frustration for retailers. They see more and more customers, who first go to the shop to take a look, then go online to make their purchase. In this context, the 'clicks and mortar' strategy used by consumer electronic chains Dixons, Dynabyte and MyCom is interesting. Customers can get their bearings online and make their purchase, then go to the shop to pick it up. When it comes to services it's the other way around. People often go online to compare mortgage lenders, but the deal is usually closed offline.

* McKinsey / Thompson Lightstone



Inspiration - Mobile bargain-hunting

The first time I heard of ShopSavvy, I was convinced. This app allows you to find the cheapest price for the product you want to buy, using a simple process. You use your mobile phone camera to scan the product's bar code. The application then gives you a list of both online and real-life shops (based on your location) where you can purchase the product, and lists the price at each shop. The system becomes more and more useful because users themselves can add information and share their experiences, creating a worldwide database of the best deals in your area.

In late 2011, Jeroen Bakker and Lab1111 introduced the 'Boodschapp' application. It's a well-designed application which helps you to be more aware about what you're buying. Have you ever stood in front of the shelf and wondered whether you were buying the right fruit juice? Booschapp works similarly to ShopSavvy. You use your phone's camera to scan the product's bar code. The app then shows how the ingredients of the food or beverage compare to those of other brands. In addition to that information, you are also shown the price of the product. The app gives product information in clear, understandable language. At present the application is only available for 3,600 products from Dutch supermarkets.



www.shopsavvy.com

www.booschapp.nl



Law I
The net is social

- Promotes communication between people.
- Strong growth in social networks.
- Connects groups of people.
- The power of the crowd.

Law II
The net is rebellious

- Turns existing business models upside down.
- Stimulates innovation.
- Allows the creation of new business models.

Law III
The net is open

- Open standards.
- Accessible to all.
- Everyone is a journalist.
- Free information.

Law IV
The net is transparent

- Poor products fall by the wayside.
- Shared information provides transparency.
- People base knowledge, experience and purchase decisions on others' experiences.

Table 1c The laws of the net

1.8 The future of the net

The net is evolving rapidly. New standards are introduced at a rapid pace. The days when your desktop computer had to call the ISP using a screeching dial-up modem are long gone. In the near future, the internet will:

1. Chiefly be mobile
2. Chiefly be sensor-driven
3. Have a semantic structure

Mobile takes over from fixed

These days the Internet is just as easily accessible at home, in the office or on the go thanks to technology like WiFi, or via a mobile data subscription. As a result, laptop use for internet access has nearly tripled in a six-year period. Digital media use has changed considerably in six years (see Table 1d). Thanks to the rise of the smartphone and mobile networks, half of all Dutch people now use their mobile phones to surf the Web.

Device	2005	2008	2011
Desktop	93	84	76
Laptop	27	54	74
Mobile Phone	12	22	51
Palmtop / tablet	3	5	6*
Game console	1	7	16*
TV with set-top box	0	4	10*

Table 1d How do people access the net?

Source: CBS, *ICT use by households and individuals, 2005-2011*;

* 2010 figures; 2011 figures not yet available.

The big growth is in the rise of tablets. In the spring of 2010 Steve Jobs debuted 'the big version of the iPhone'. The iPad revolutionised the hardware business. By the end of 2011, Apple had sold 55,280,000 iPads worldwide. You can bet that the picture will look completely different again by 2014, thanks to the tablets (iPad, Galaxy Tab).

“

Traditional media are good at starting a conversation, but bad at finishing it. As a platform, the Internet is good at keeping the conversation going.

TIM SMITH

Digital Expert



”

Eventually all media will be digital and interactive. It's already happening with bus shelters and billboards. Even television and radio are slowly melding with the Internet. This convergence between different forms of media has already been underway for several years. According to interactive media expert Tim Smith, the Internet is not just another medium alongside television, radio, print and outdoor advertising. The net is an interactive foundation of the traditional media, seeing as it gives depth to the traditional media.

Helpful sensors

Tim O'Reilly, the founder of Web 2.0, goes a few steps further. In his vision of the future, all devices will be connected to the Internet. The sensors built into the devices will pick up signals and in that way, influence our behaviour. He calls this The Sensory Web, also known as The Internet of Things or The Quantified Self. This all sounds rather woolly, so here are some examples. The NeuroSky Company has developed a great application which connects the senses and technology. The XWave iPhone application allows you to measure your brain activity. If you put on the headset with various sensors, you can use your thoughts to push a ball on your iPhone

upwards. No hand or voice needed. NeuroSky offers the application, complete with headset, for \$99 (2012).

There are other examples too. Nike+ uses a sensor in your shoe to monitor and record your athletic performance. And the Sleepcycle app gives insight into your sleep patterns, waking you up at the time when you are sleeping most lightly.

“ We tend to see Web 2.0 applications as the output of people tapping on keyboards. But applications are increasingly sensor-driven. The outcome of this is new behaviour. ”

**TIM
O'REILLY**

Thought Leader



There's another application from Apple. In October 2011 Apple introduced the iOS 5 mobile operating system. This new mobile operating system is equipped with Siri. Siri is an intelligent application developed by the company of the same name, which was taken over by Apple. Siri is a digital butler which can carry out all kinds of tasks for you, based on voice recognition. Siri is connected to the internet, and automatically makes use of the different applications installed on your phone. For example, say you want to order a pizza. You give Siri a voice command, and the system shows you various Italian restaurants sorted according to their reviews and your GPS location. Siri can also execute commands like

sending an SMS, planning or changing appointments, or scheduling reminders. Siri is just the tip of the iceberg in terms of the possibilities that sensor-driven devices have to offer people. Tip for iPhone 4S or iPhone 5 owners: give Siri the voice command “What is the meaning of life?” The answer is hilarious!

The Semantic Web

Tim O’Reilly recognises a second development that will determine the future of the net. He calls this the emergence of the Semantic Web, also known as Web 3.0.* During this phase, the Internet will become more intelligent. The current Internet consists of a collection of documents, expressed in programming code. Browsers such as Firefox and Safari read the code (syntax) and then present information in a textual or graphical form.

In the 1.0 and 2.0 eras, web applications and browsers were unable to derive meaning from the information in these documents. For example, a search engine can’t derive different meanings from the phrase “Paris Hilton”. The semantic web can, because it gives meaning to the individual words and to the relationship between them, allowing it to take into account that the search refers to a famous hotel in Paris. By establishing the correct relationships, the browser can provide additional information. For example, imagine booking flights for your trip to Paris and getting restaurant suggestions. The semantic web simply means that the technology becomes more human. It makes our lives easier.

* With thanks to Manu Sporny: <http://bit.ly/UWTNSf>

Facebook is now well advanced in the development of semantic applications. For example there is Open Graph, which allows you to 'like' content on third party sites. These 'likes' then appear on your own wall. This allows Facebook to make more advanced connections. In early 2012 Facebook introduced Actions. This program automatically shares activities and behaviour on the Ticker.

The Ticker is a sort of newspaper which lists your friends' activities. Activities like listening (Spotify), reading (*The Wall Street Journal*), viewing (Netflix), games (Zynga) and shopping (Amazon.com) appear here. Naturally these developments bring up privacy questions, because not everyone is aware of the fact that these activities are so easily shared. The question is how exactly the Internet is going to develop in the years to come. In any case, the visionaries agree that the Internet will make our lives easier in the future.

“ In ten years' time, Internet and mobile technology will be integrated into all products. Advanced apps will predict diseases and will be able to be controlled by your brain activity. ”

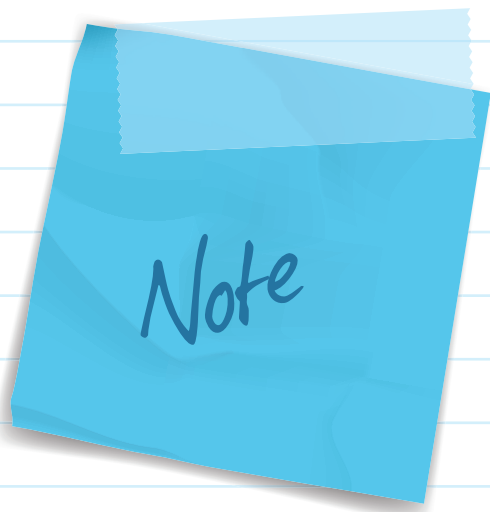
**YURI
VAN GEEST**

Digital Expert



1.9 Summary

- + Attention is no longer only for sale via the media, but can also be earned via people.
- + A visionary is someone who, thanks to a thorough knowledge of the various layers of a situation, is able to draw connections between various pieces of information and thus can make predictions about the future.
- + Mobile internet will grow the fastest.
- + The net has a big impact on people, brands and companies.
- + The network has four unique laws that influence communication (see Table 1c, Laws of the net): the net is social, rebellious, open and transparent.
- + In the near future, the net will be chiefly mobile and sensor-driven, with a semantic structure.



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