



Herman Konings @ Finnpanel

Helsinki - 04.02.2016

THE FUTURE OF RADIO



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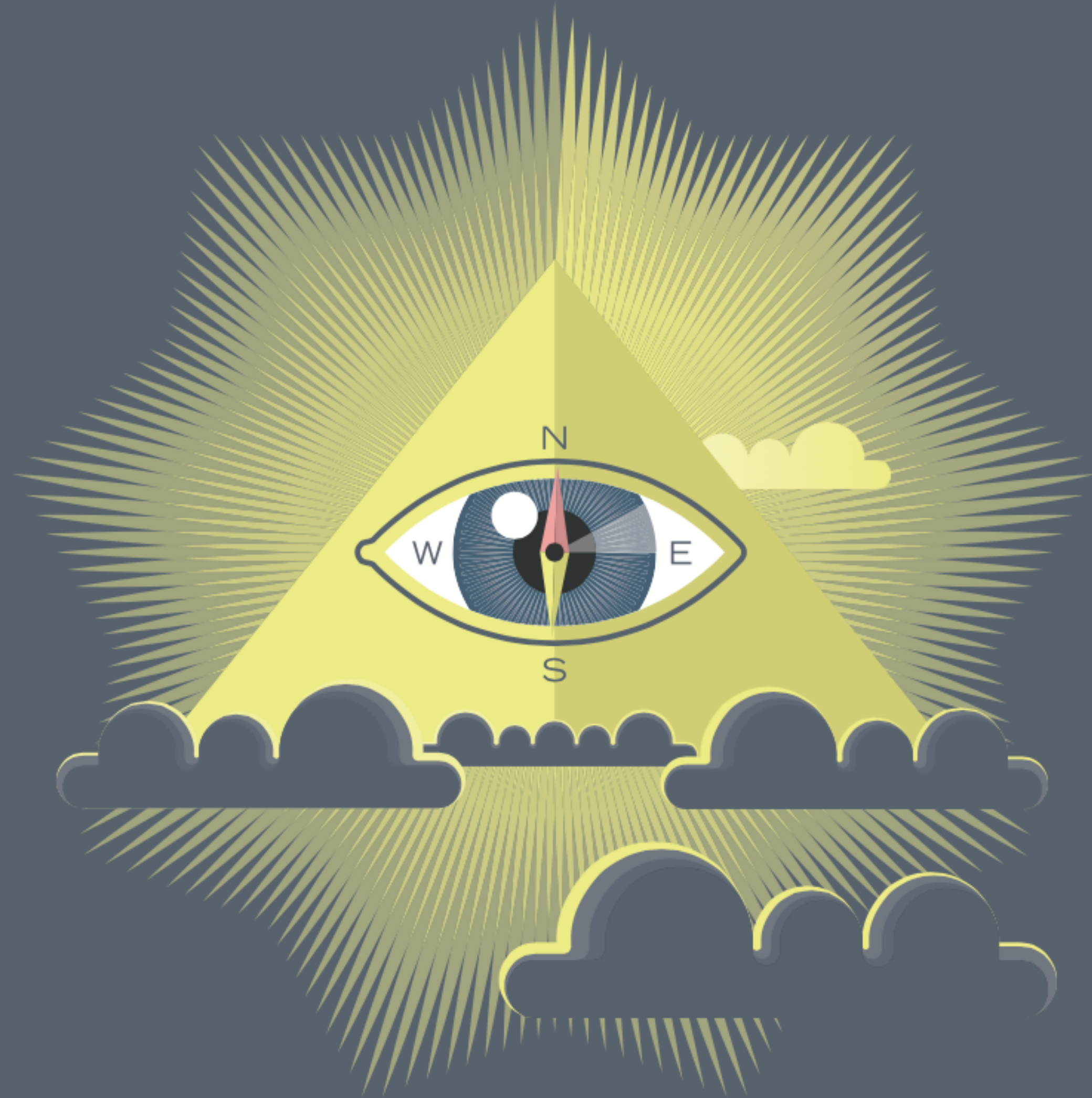


CATHEDRAL CHALLENGES

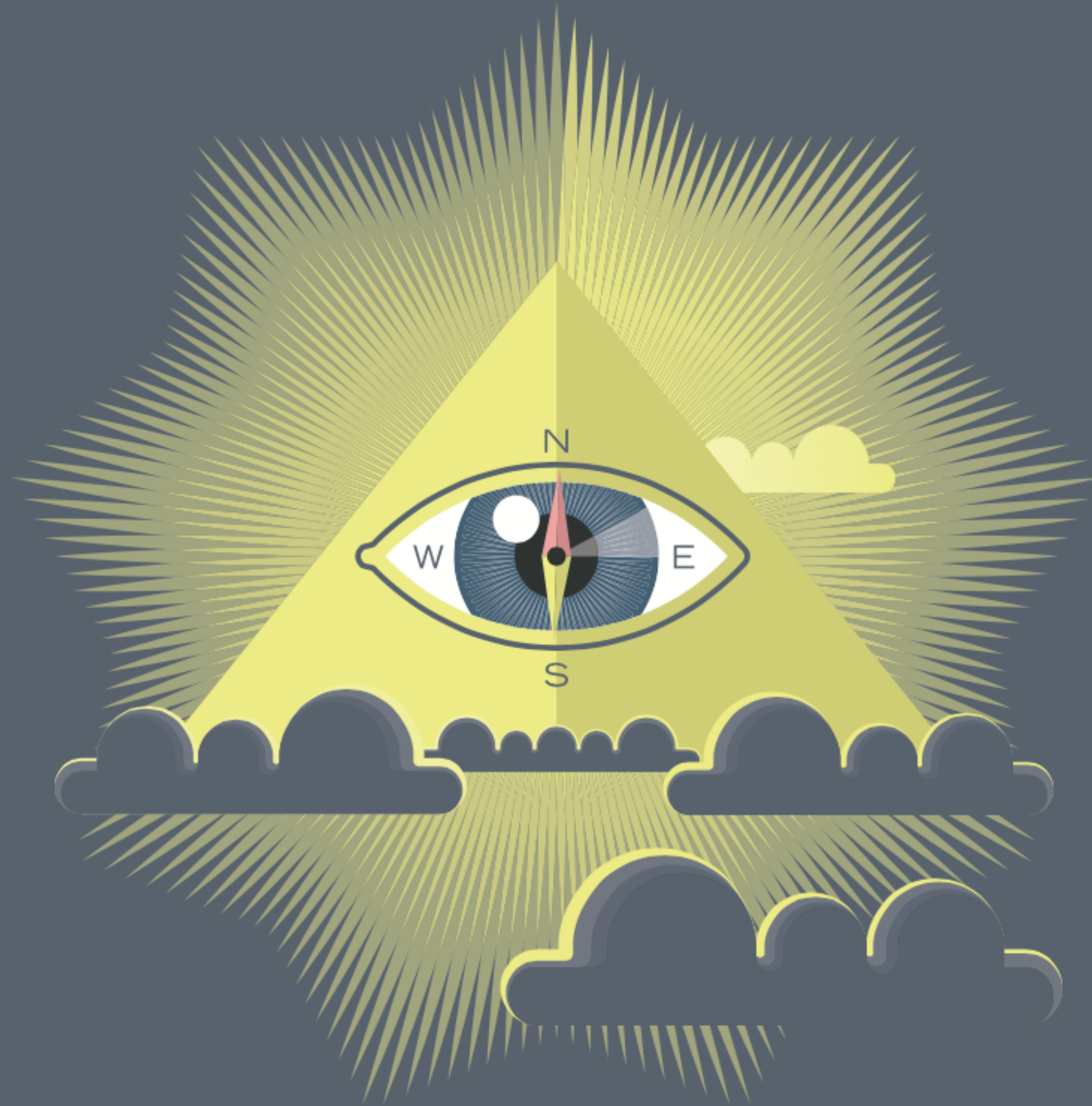




what happens after what comes next?



361°



RELEVANCE MARKETING



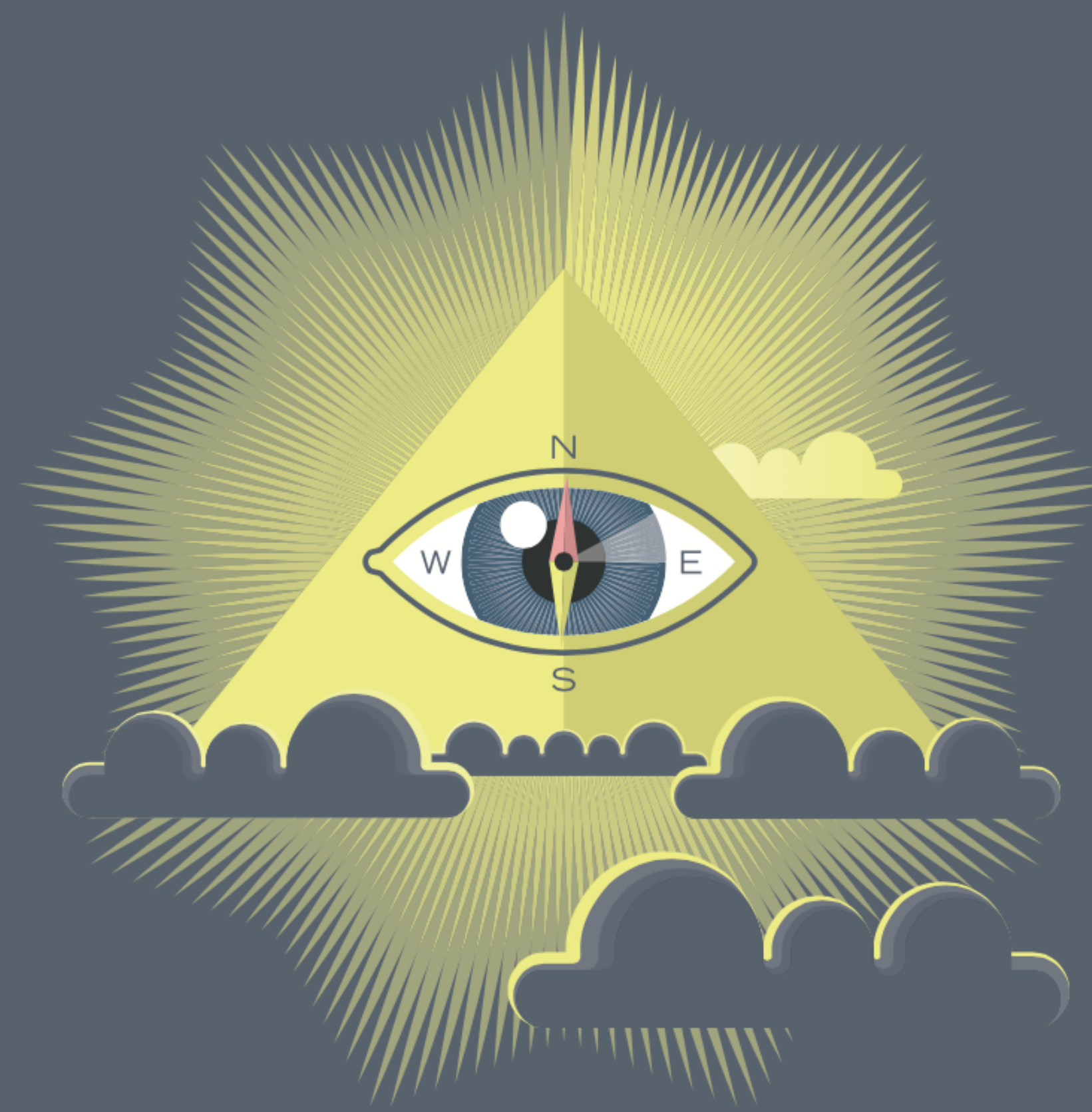
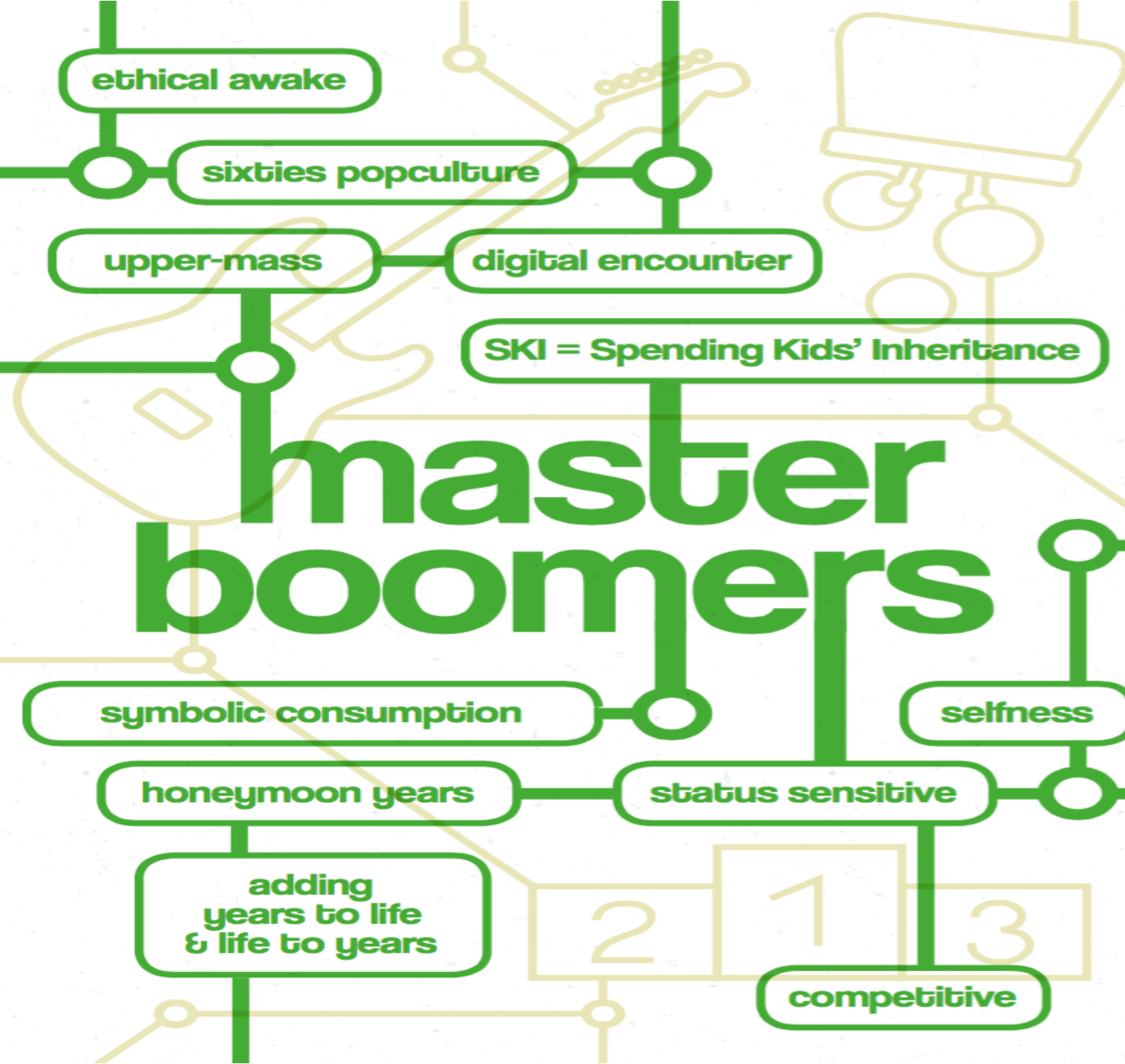


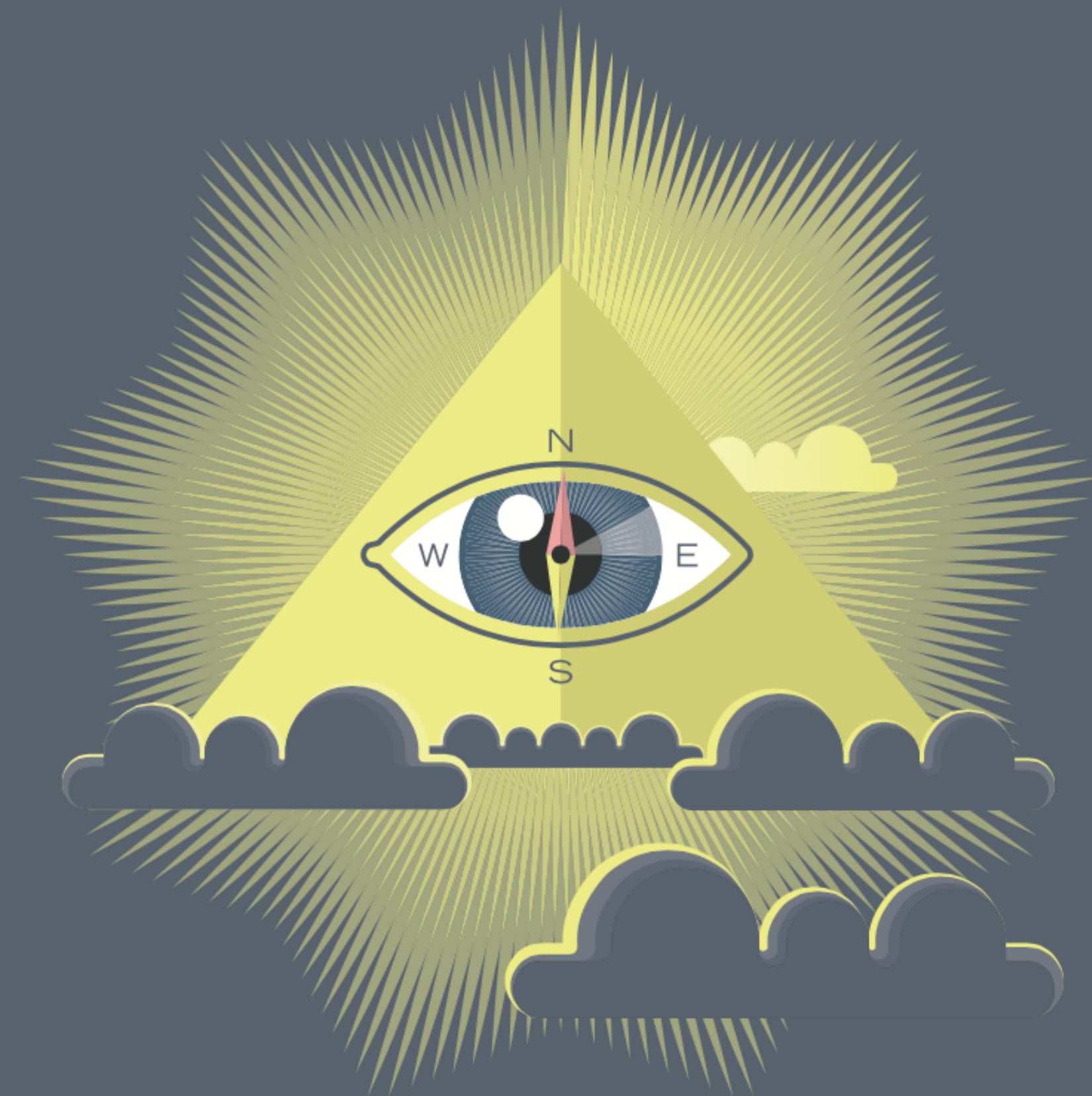
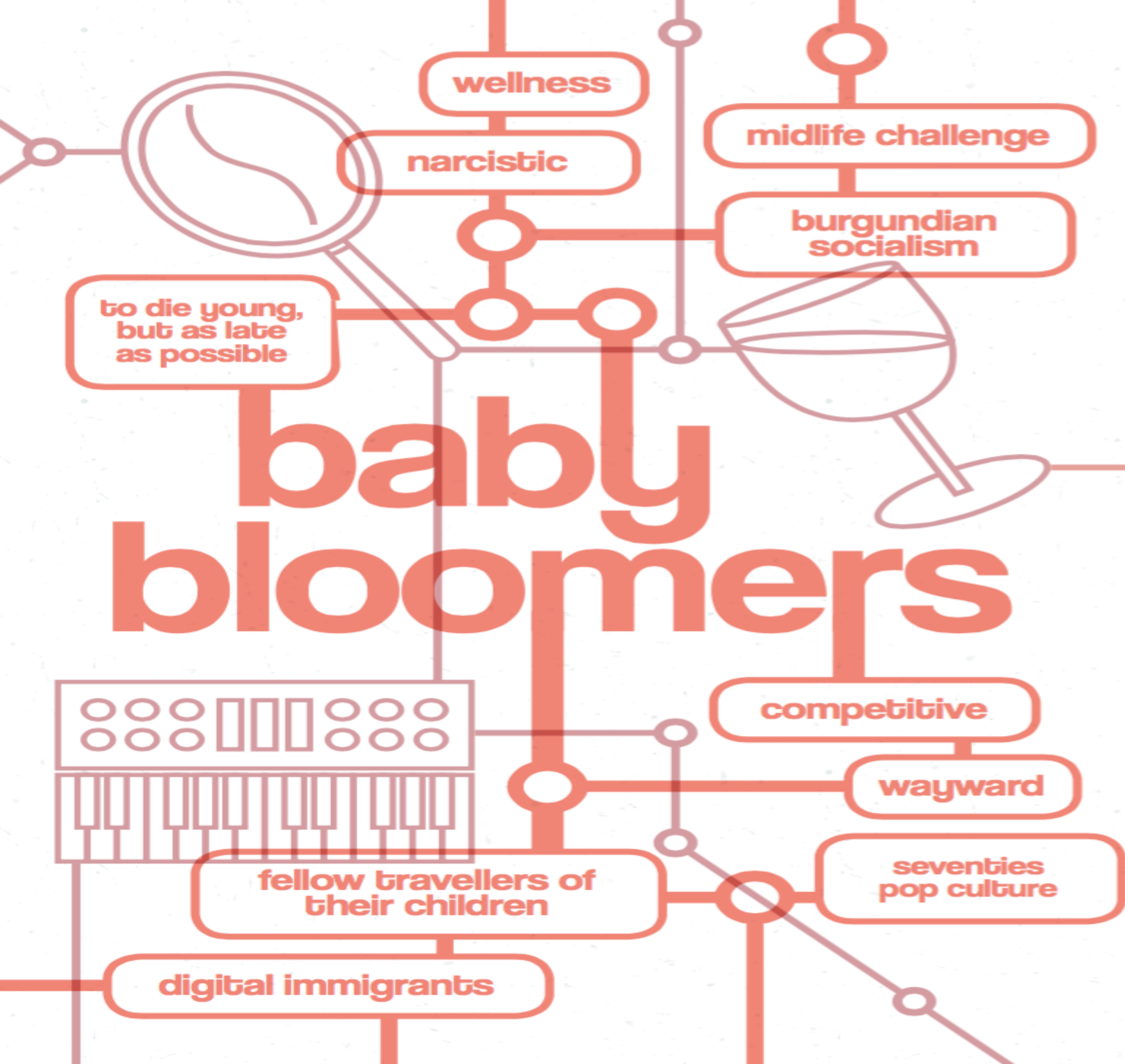
YOU

**THE FUTURE (OF RADIO) IS
PLATFORM AGNOSTIC**

SILENT GENERATION	85+
	81-85
	76-80
MASTER BOOMERS	71-75
	66-70
	61-65
BABYBLOOMERS	56-60
	51-55
	46-50
PRIME BUSTERS	41-45
	36-40
	31-35
MILLENNIALS	26-30
	21-25
	16-20
DIGITAL ABORIGINALS	11-15
	6-10
	1-5

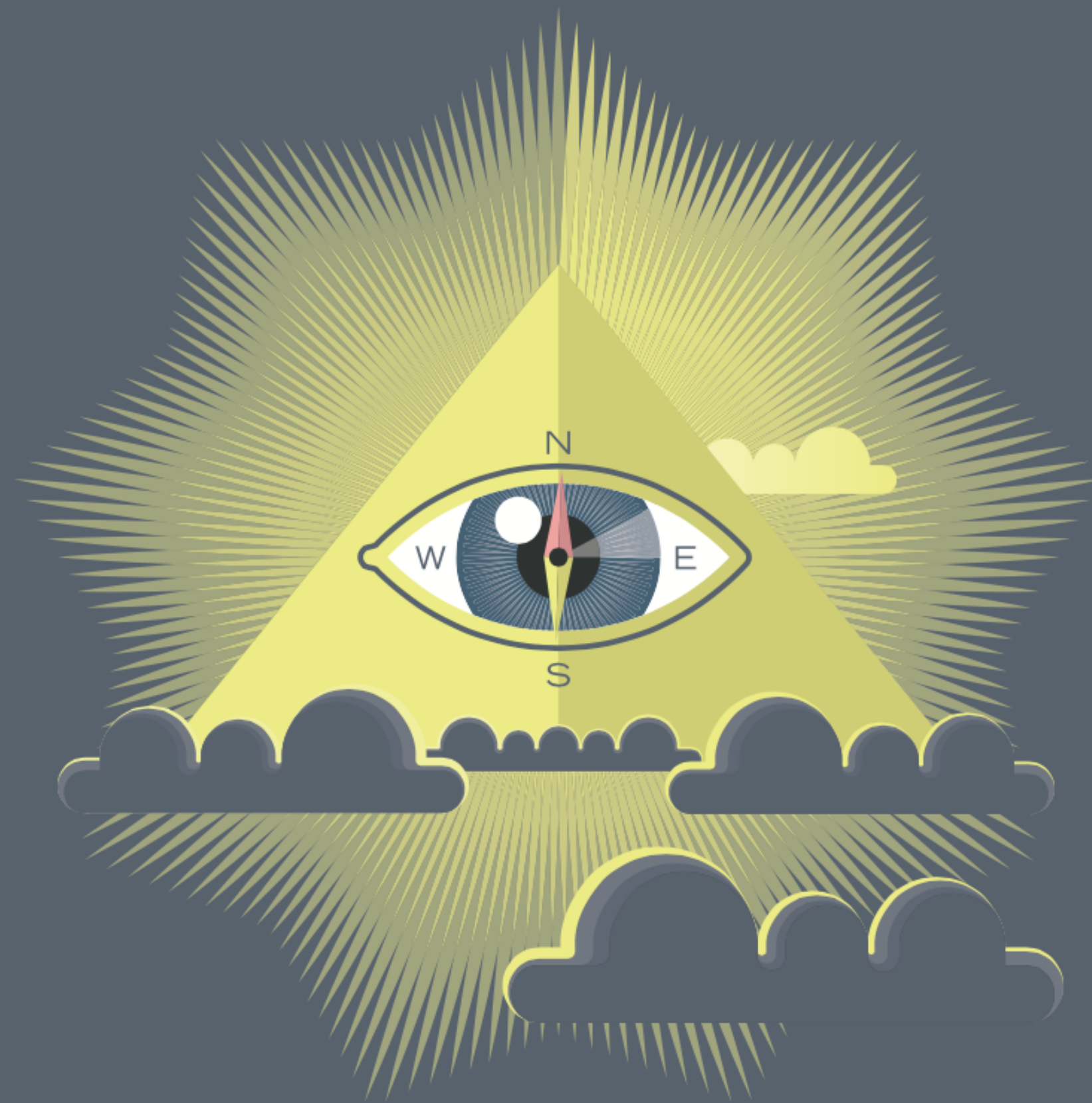








Active Tourer - BMW





In five years, buying local will beat online.

CLOUD-BASED TECHNOLOGIES WILL GIVE BOTH SALES ASSOCIATES AND SHOPPERS RICH PRODUCT INFORMATION AND REVIEWS AND HELP BUYERS TAILOR STORE INVENTORY TO CUSTOMER DEMAND.

ONLINE SALES FOR THE FIRST TIME TOPPED \$1 TRILLION LAST YEAR AND CONTINUE TO GATHER STEAM.

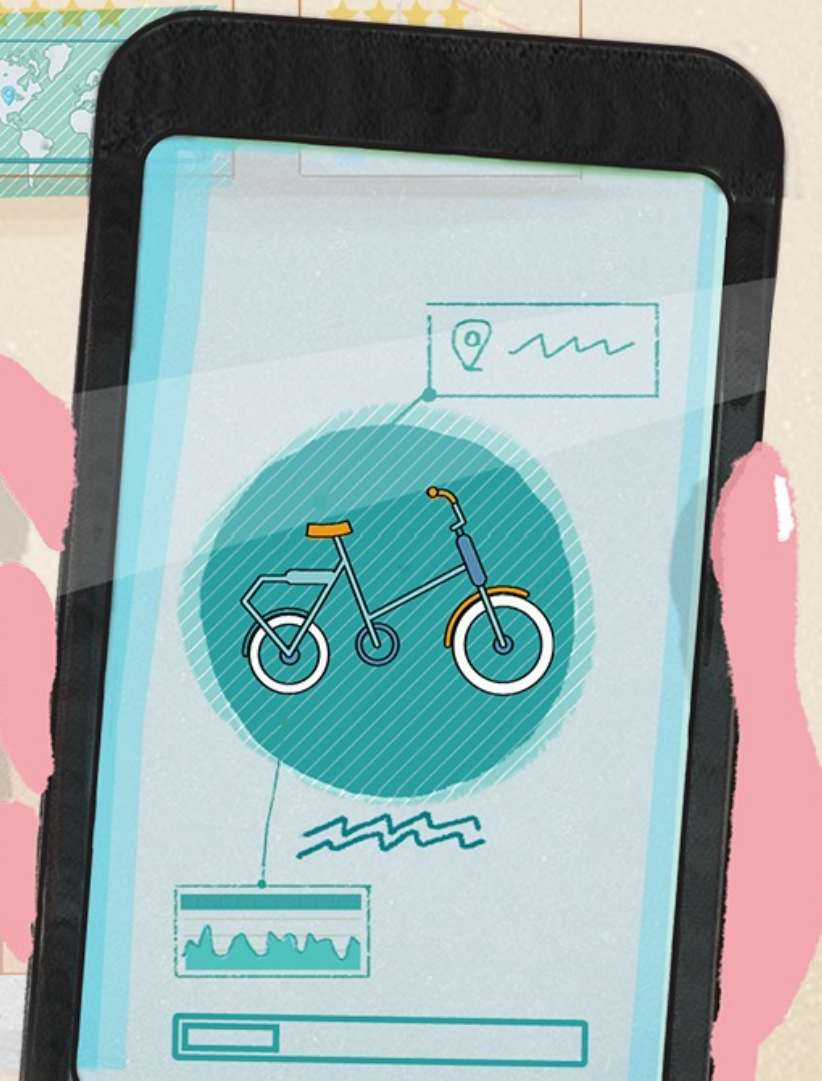
“IN FIVE YEARS, LOCAL STORES WILL MERGE DIGITAL WITH THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

SIMA NADLER
IBM RESEARCHER

LOCAL STORES WILL BRING THE WEB RIGHT TO WHERE SHOPPERS CAN PHYSICALLY TOUCH IT, BY ENHANCING THE IMMEDIACY OF PHYSICAL RETAIL WITH A MAGNIFIED DIGITAL EXPERIENCE.

IMAGINE BEING ABLE TO SELECTIVELY SHARE YOUR CONTEXT AND WISHLIST WITH A RETAILER SO THEY KNOW THAT YOU'RE SHOPPING FOR A BEACH VACATION IN THE MIDDLE OF WINTER.

USING YOUR MOBILE DEVICE, YOU CAN MATCH ITEMS WITH YOUR VIRTUAL WARDROBE, GET RECOMMENDATIONS FROM FRIENDS OR BE ALERTED IF A PRODUCT CONTAINS INGREDIENTS YOU'RE ALLERGIC TO.





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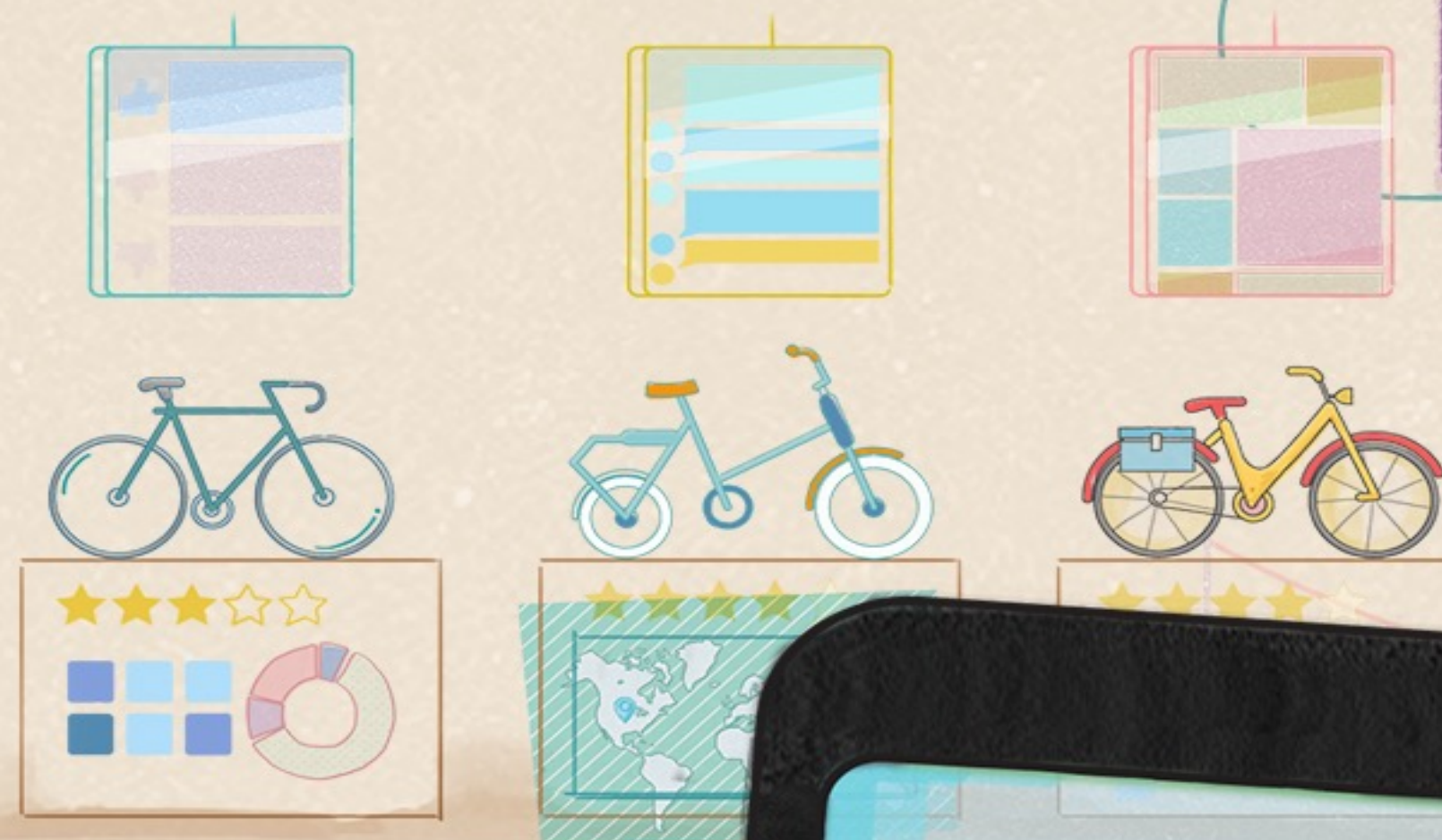
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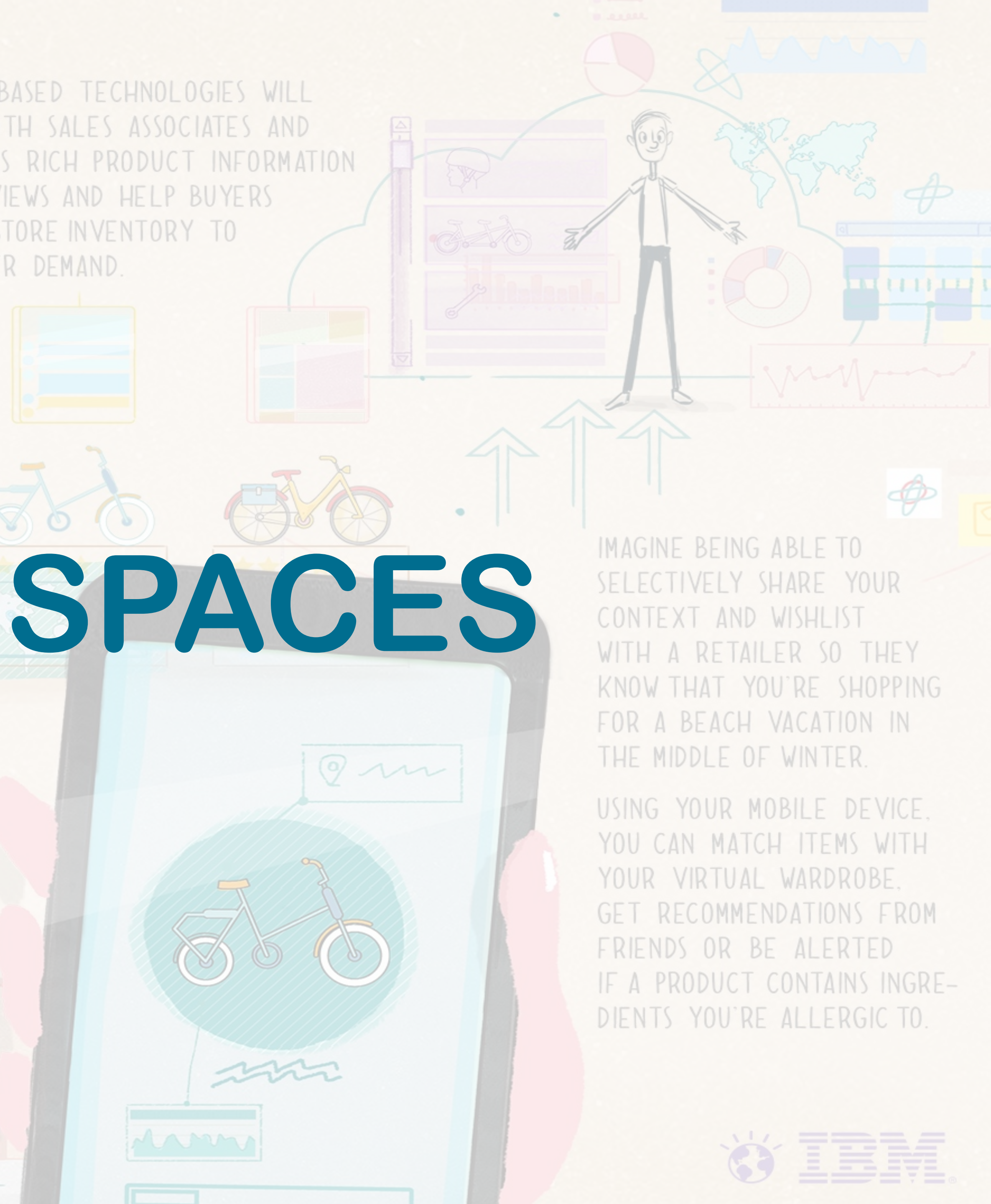
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IBM RESEARCHER

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PHYGITAL SPACES

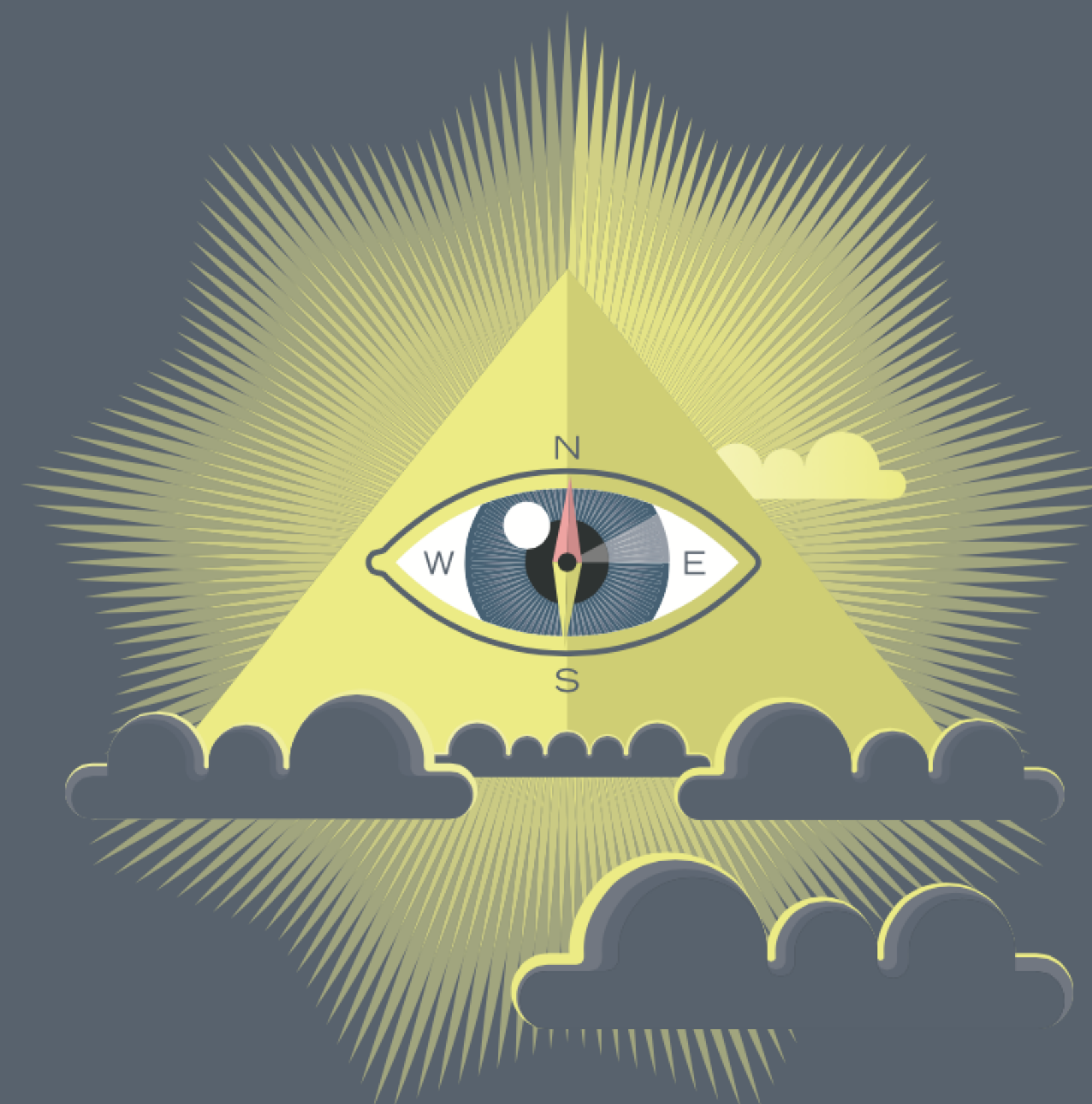
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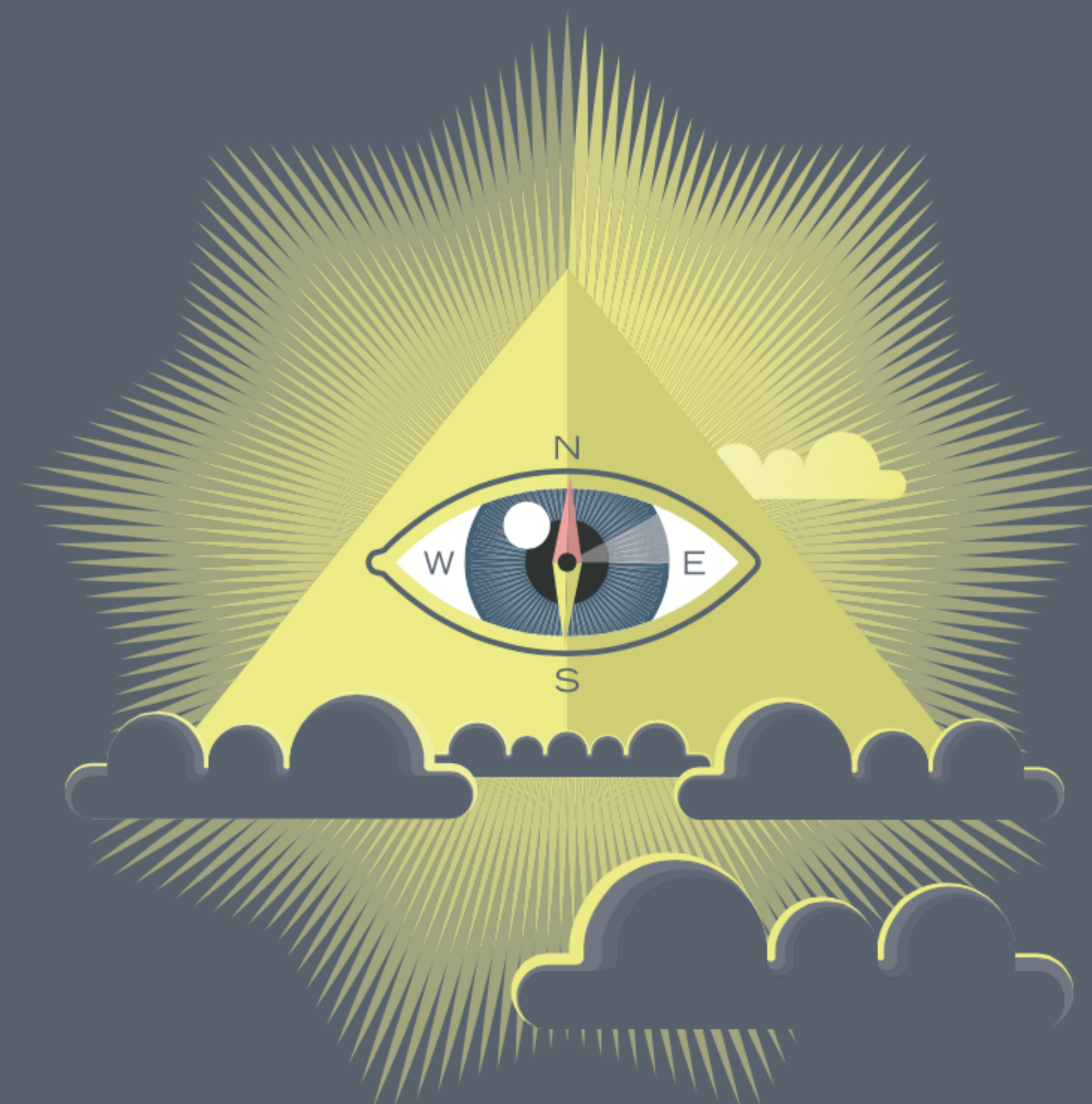
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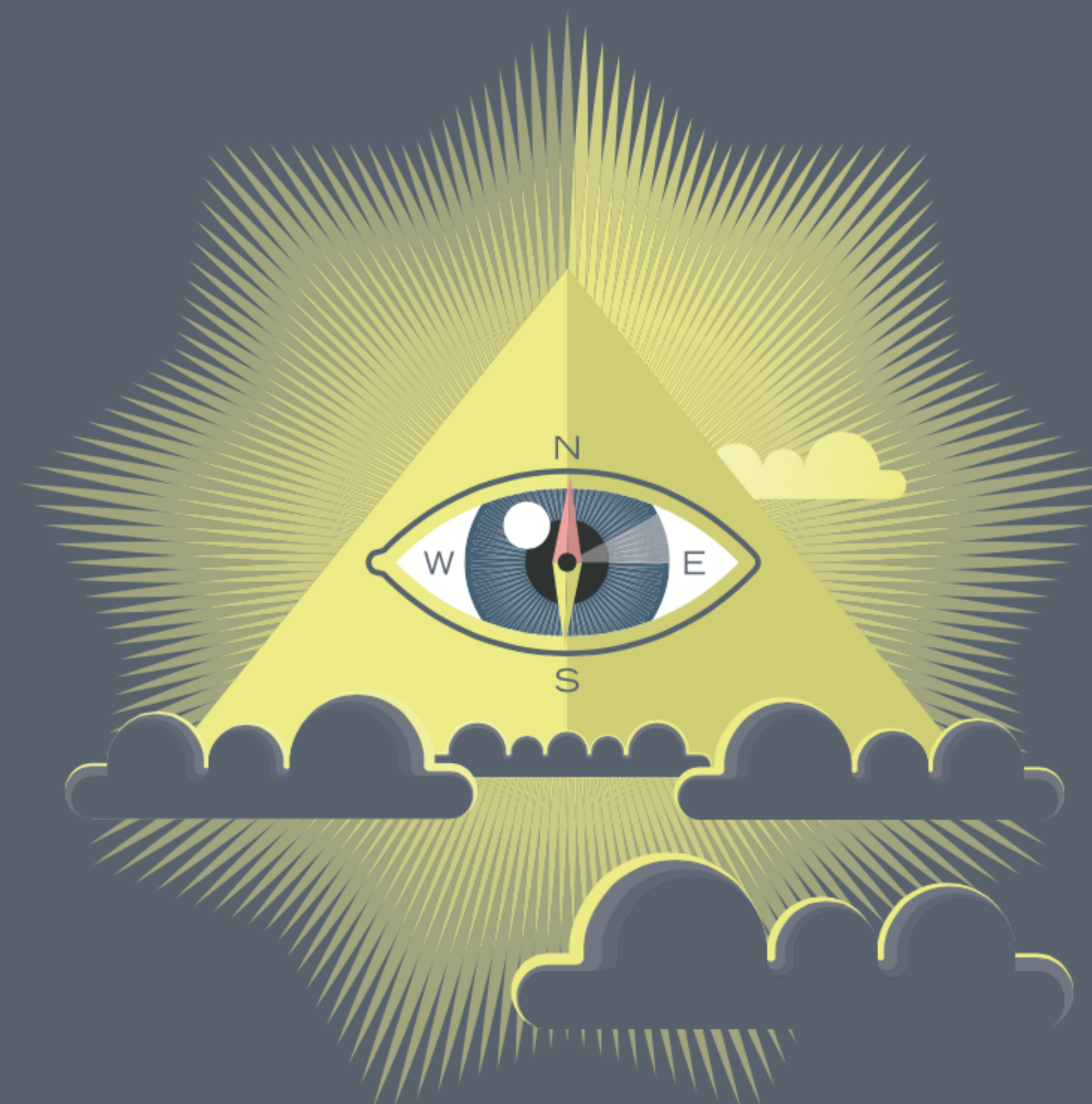


Rebecca Minkoff (US)





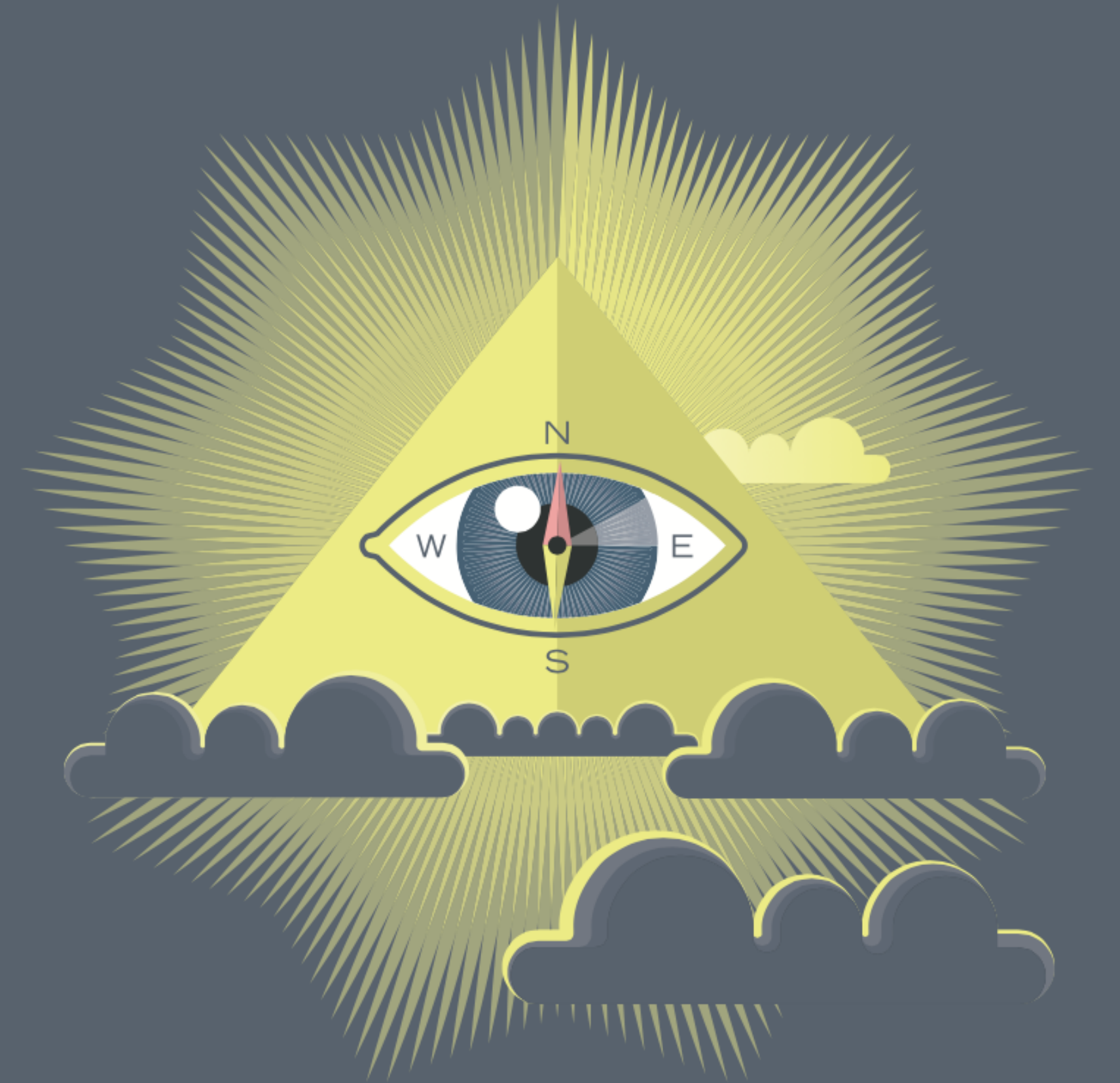
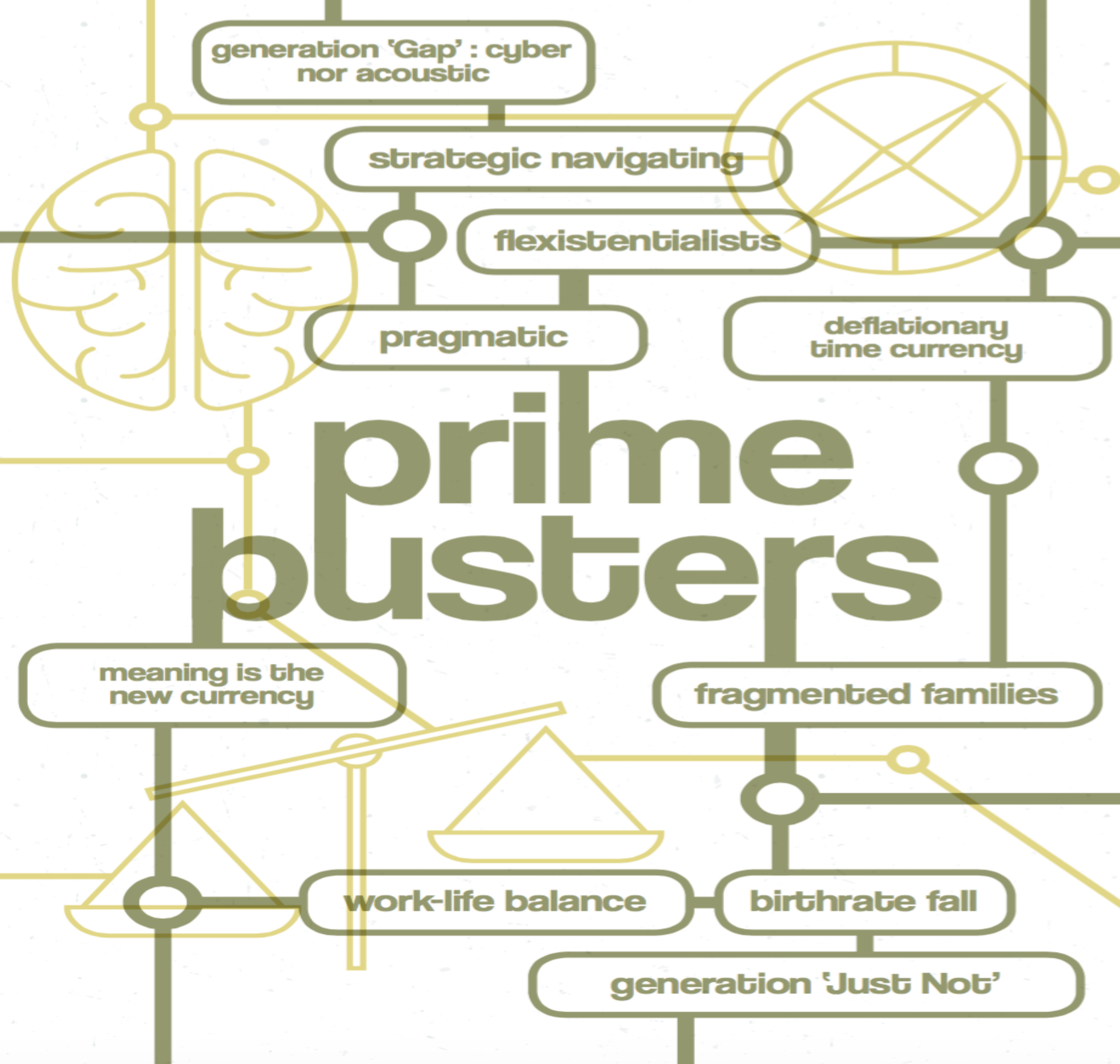
Reserve In Store - Gap & Banana Republic (US)





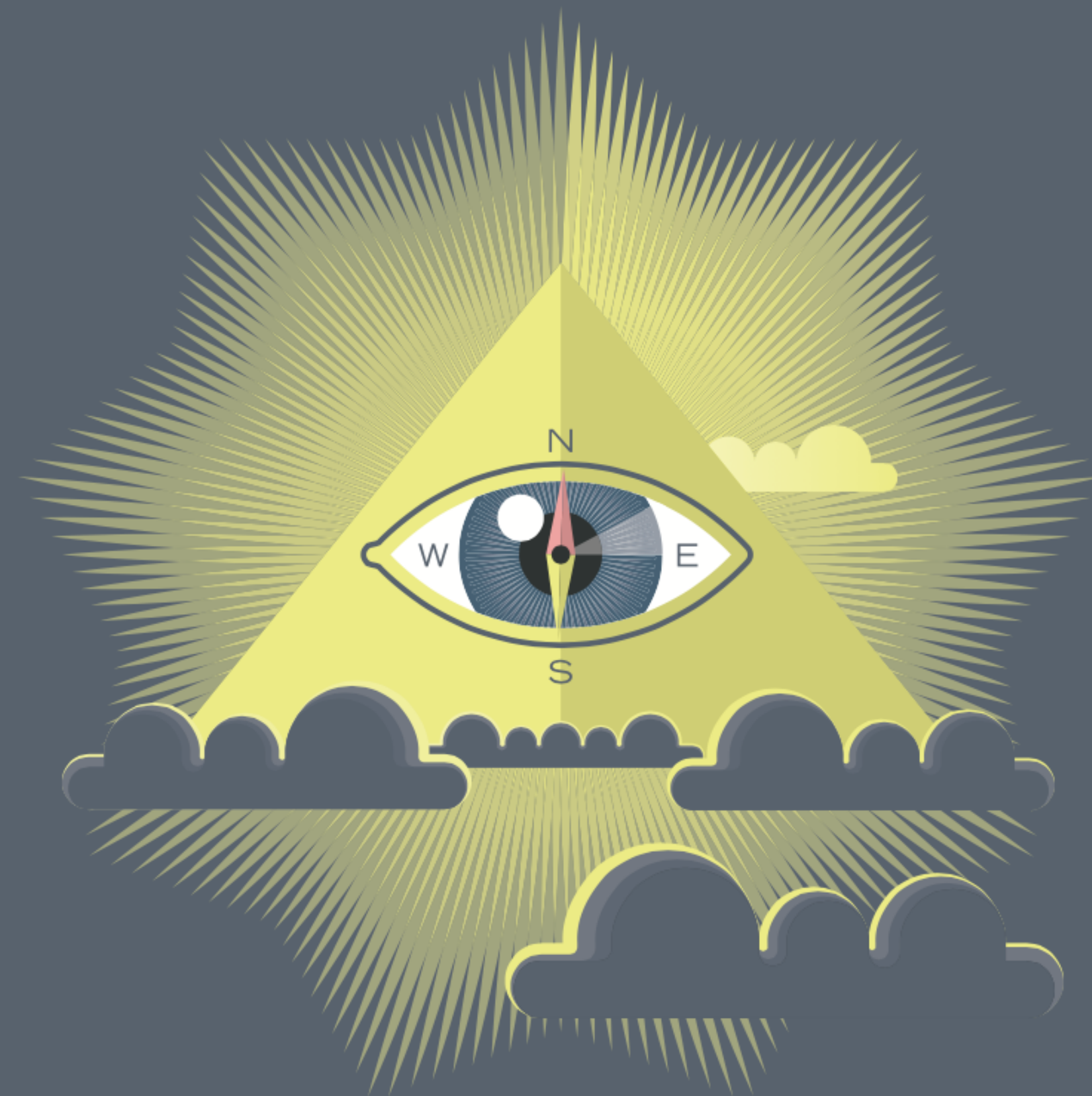
Skrekkogle - Plugg

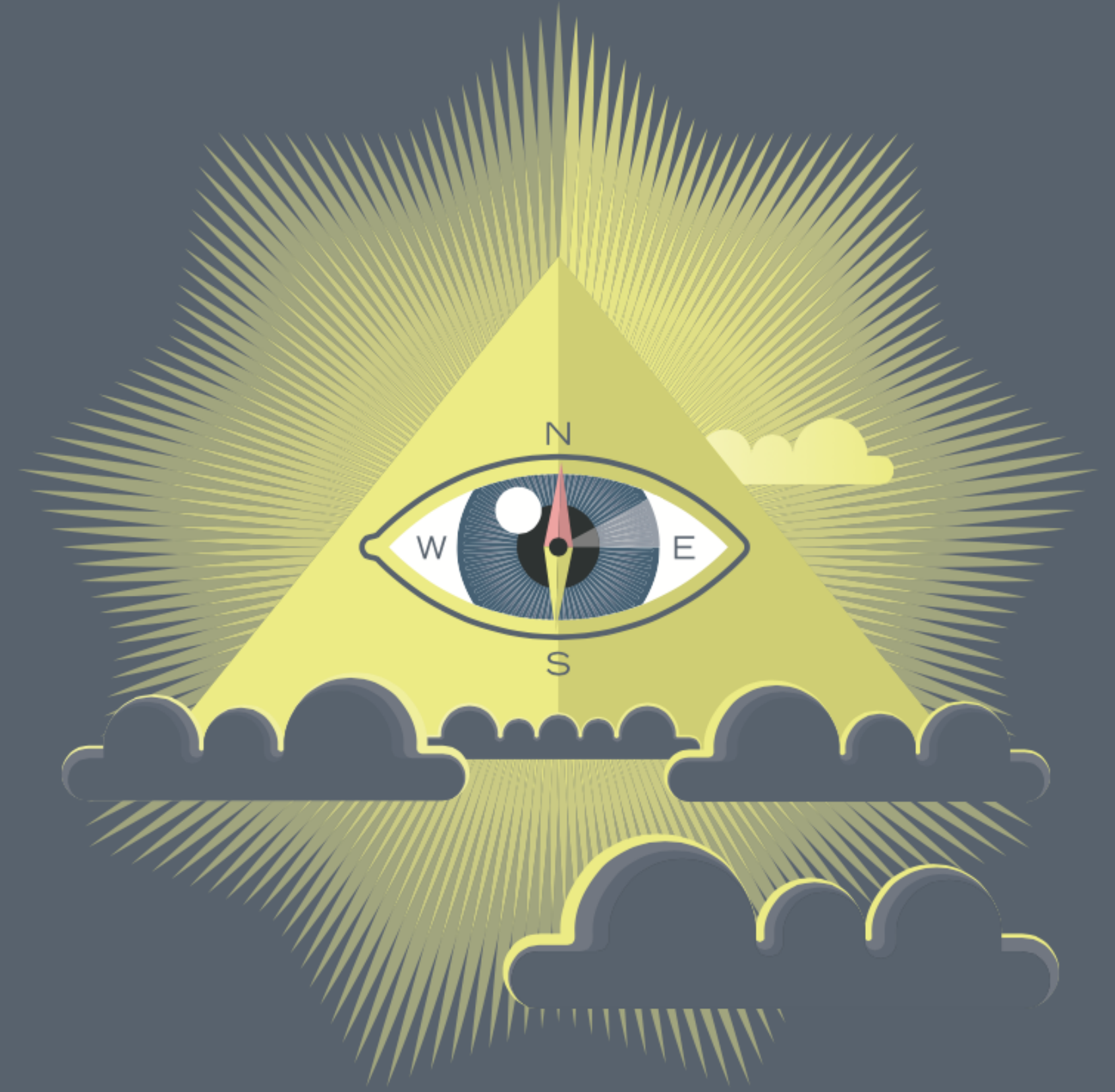
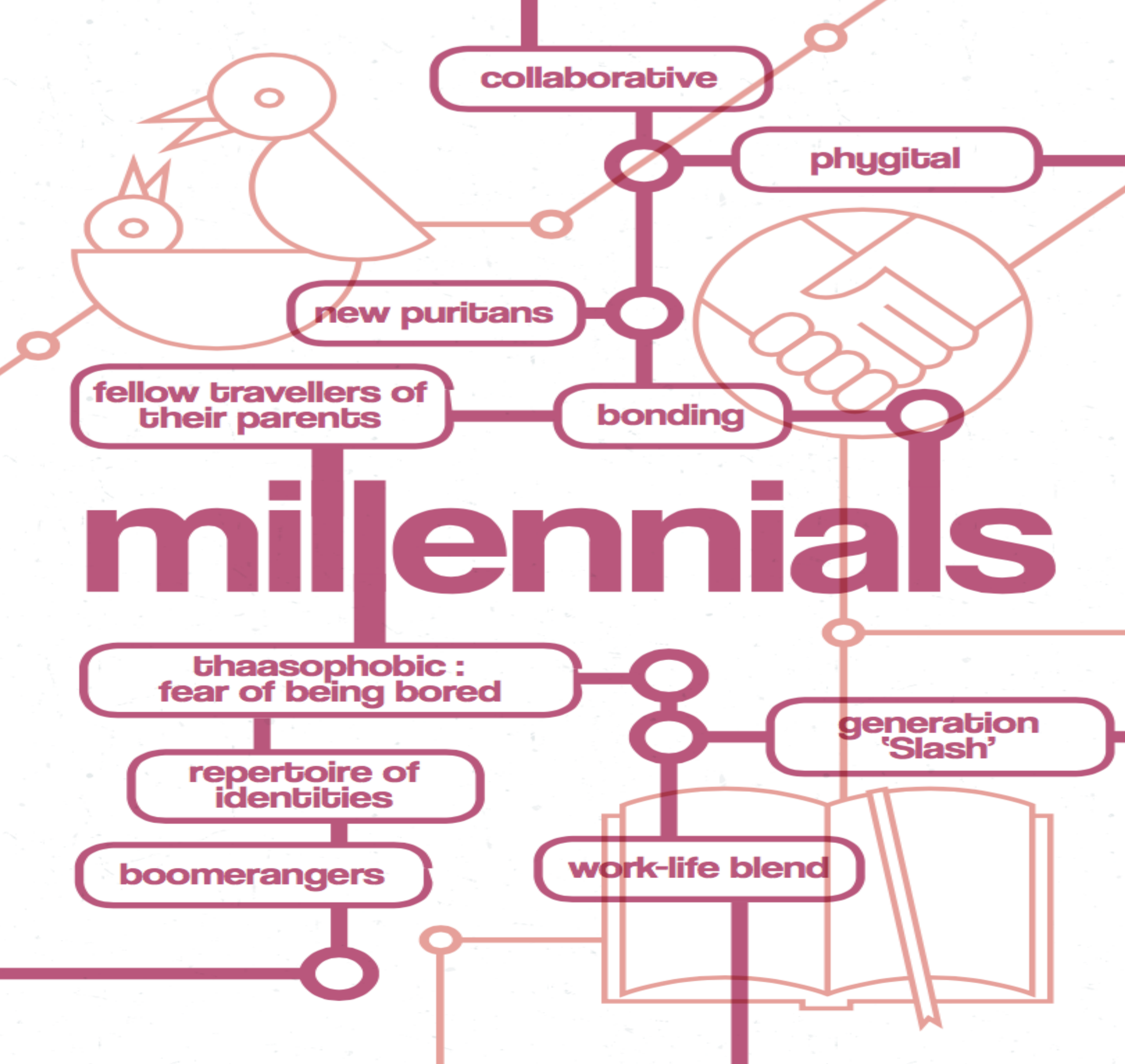






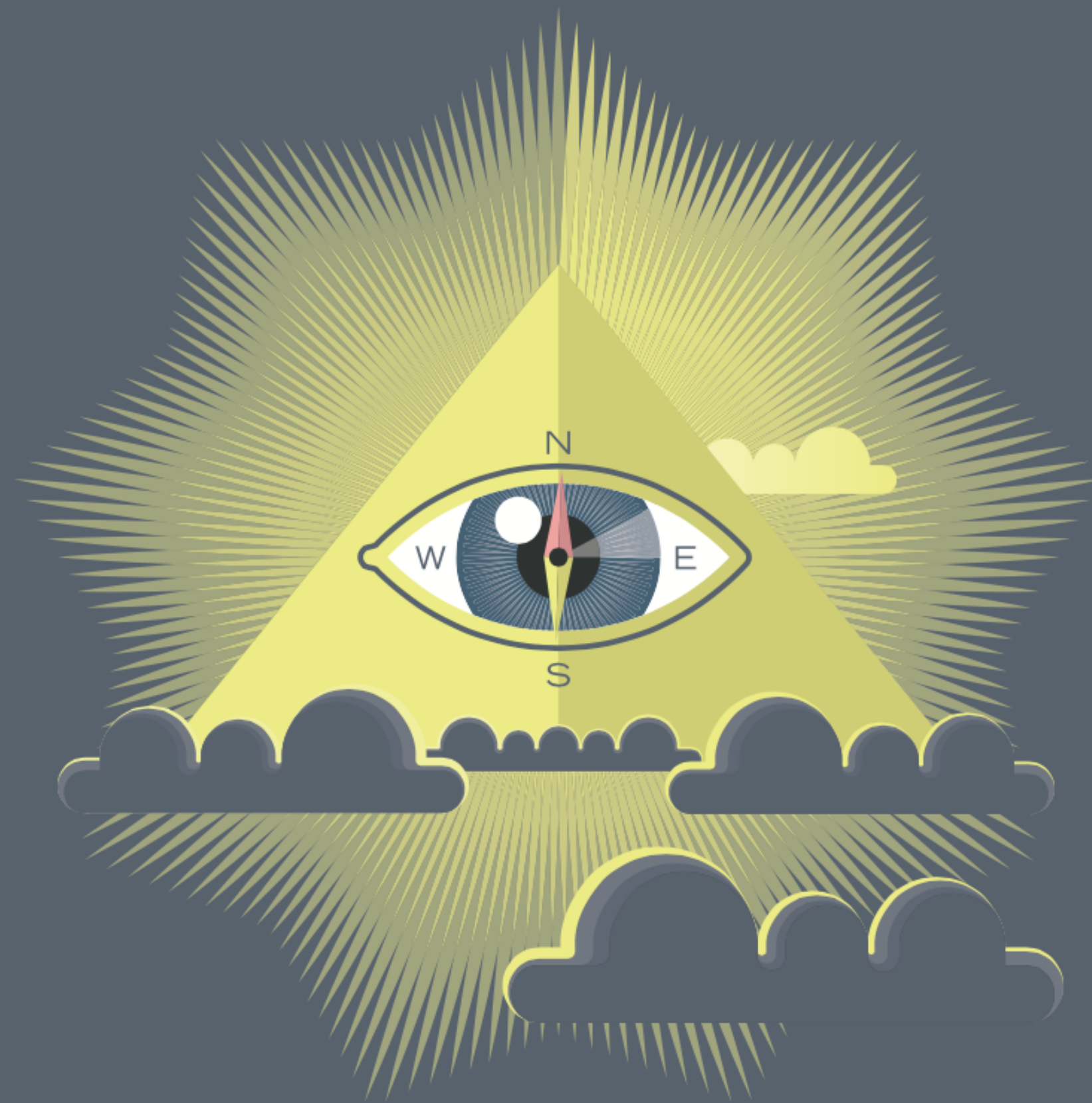
Rinspeed (CH)



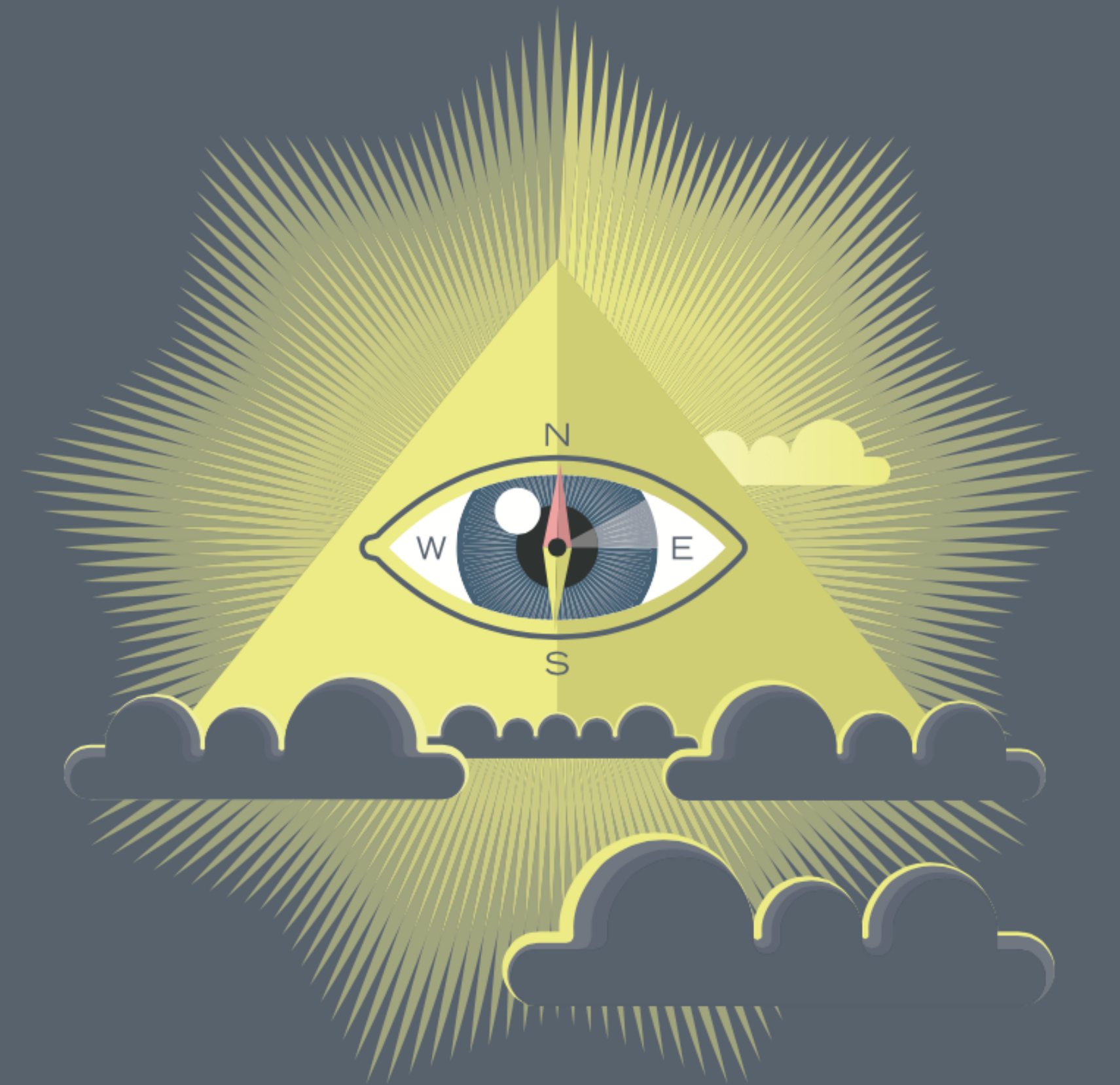


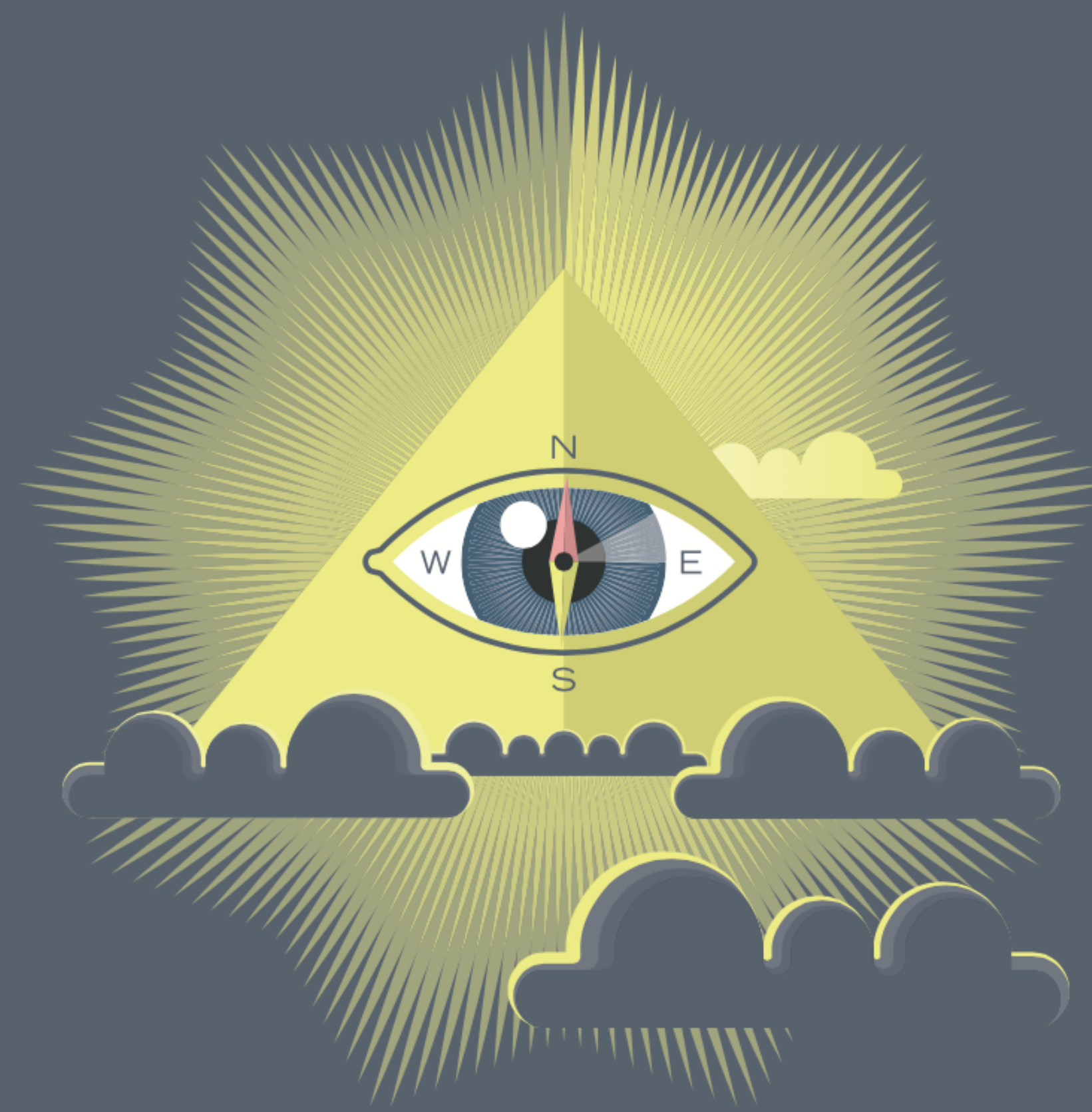


Tough Mudder



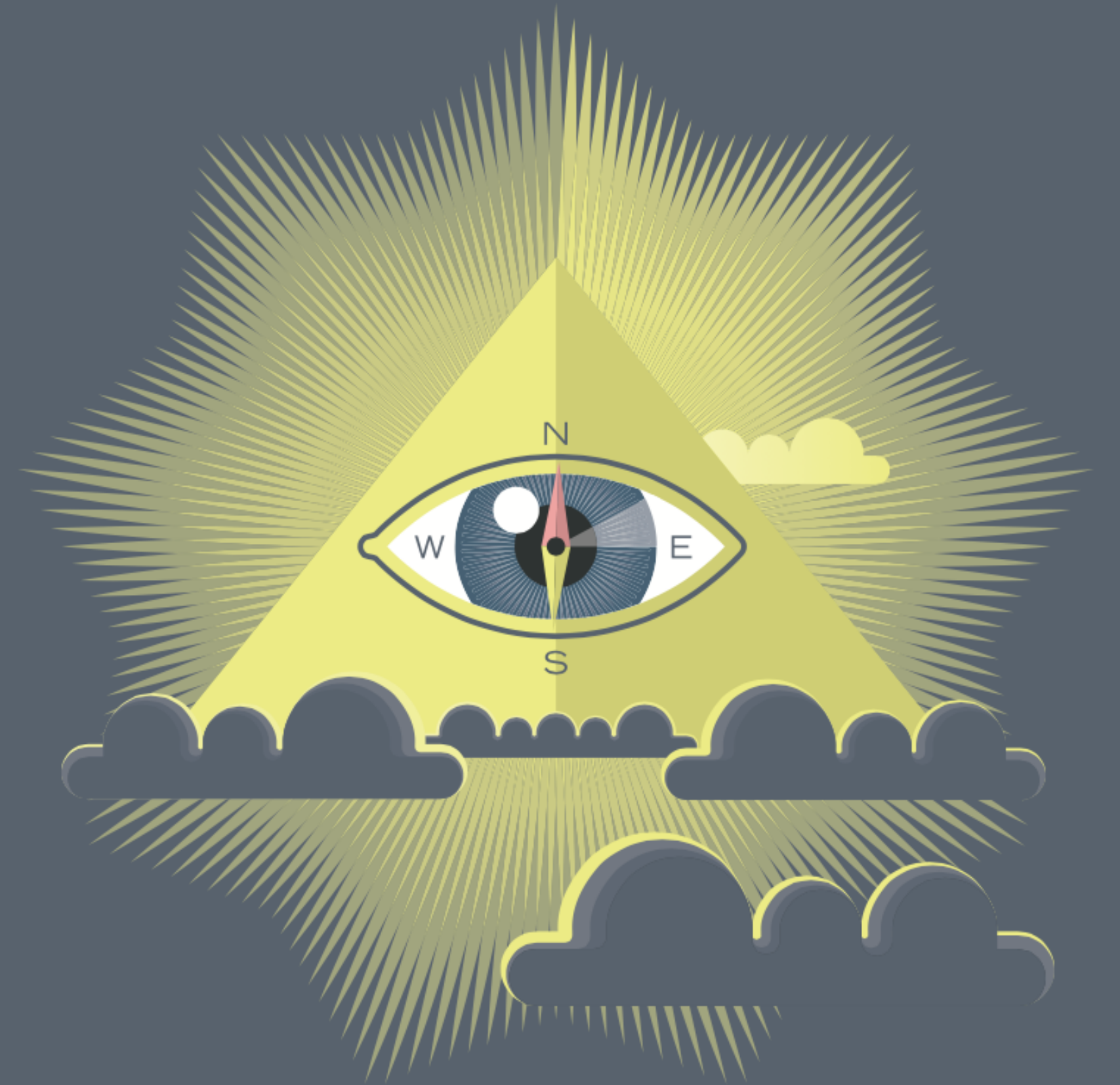
CARING, SHARING





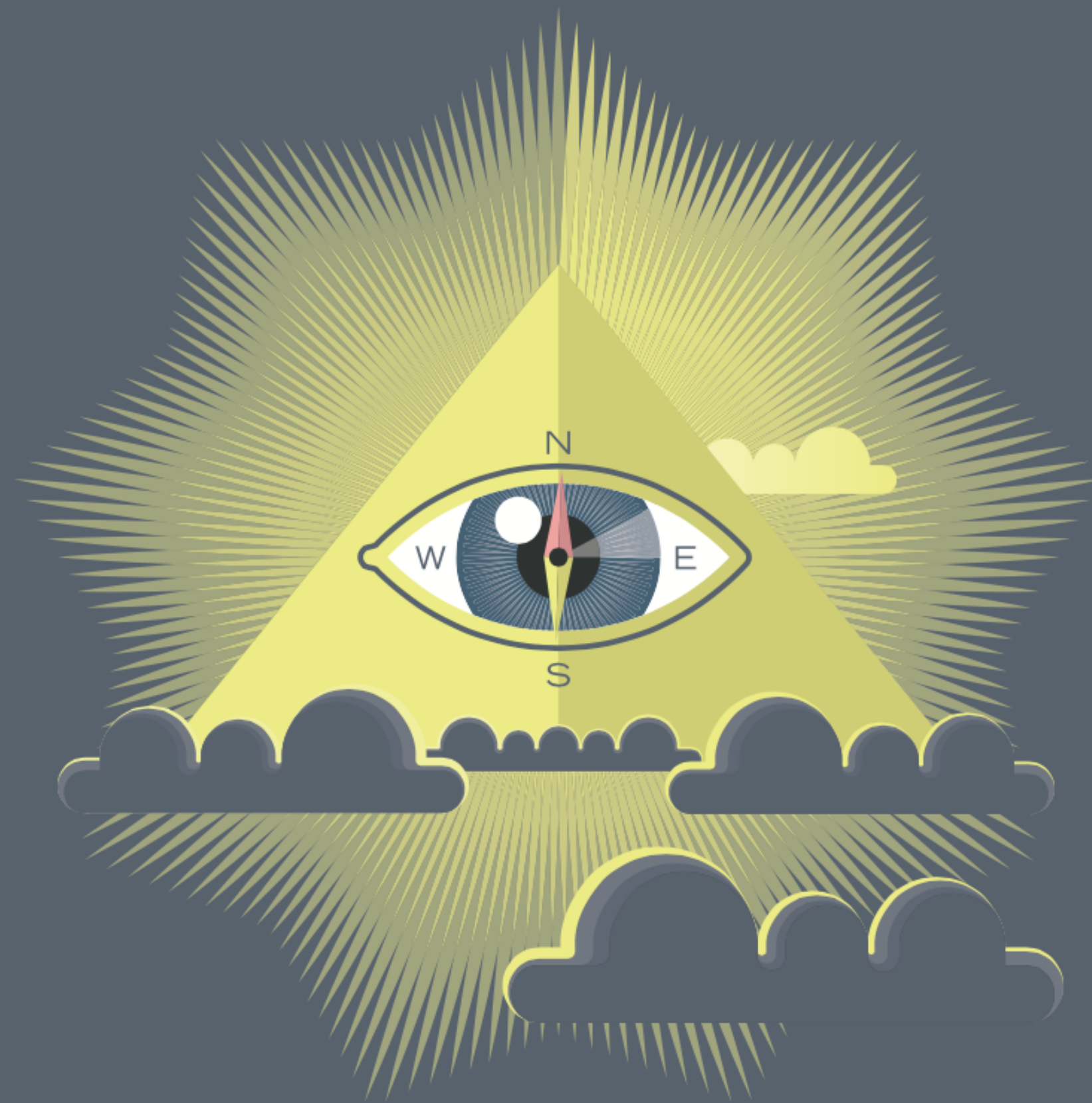


WE-TOPIA





Zoku Hotel - Amsterdam (opening March 2016)



**LUISTER
LIVE:** 99.6
FM

RADIO

99.6

THAASOPHOBIA



SERENDIPITY



close to closing ...

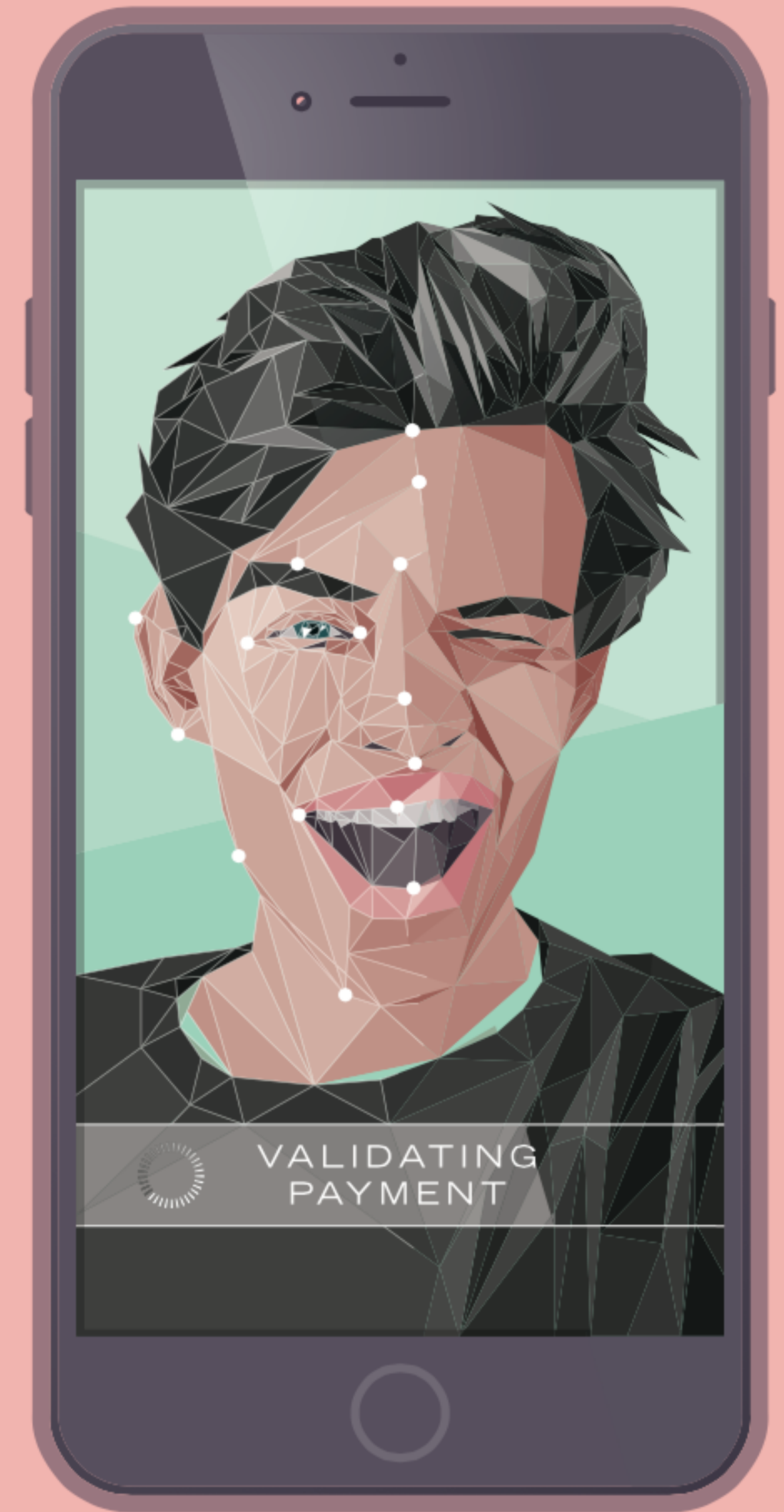




computers register



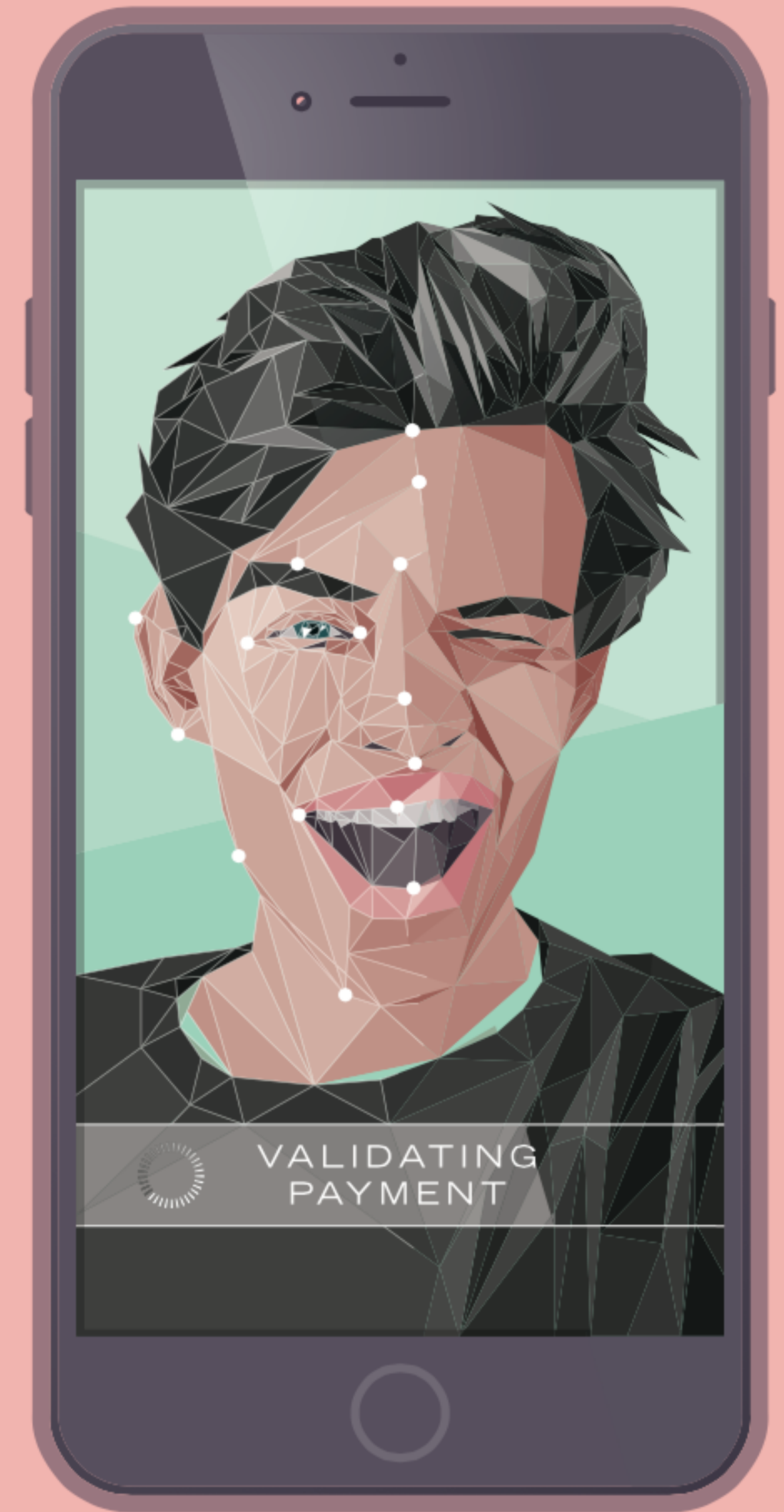
humans listen



computers personalize



humans make it
personal



computers predict



humans surprise



the story continues
once the book closes



the story continues
once the radio closes

