

The Automation of the Australian Media Industry

“Man will always be the best machine ever invented”
- John F. Kennedy

Ellie Rogers, Ikon, National Digital Director

The Ikon logo consists of a large, thick yellow circle on the right side of the slide. Inside the circle, the letters 'I' and 'K' are written in a bold, yellow, sans-serif font. The 'I' is positioned to the left of the 'K', and they are both centered vertically within the circle.

IK

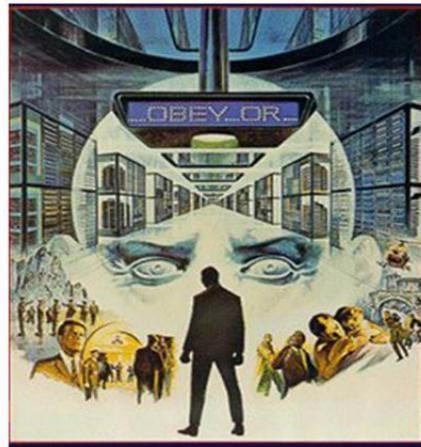
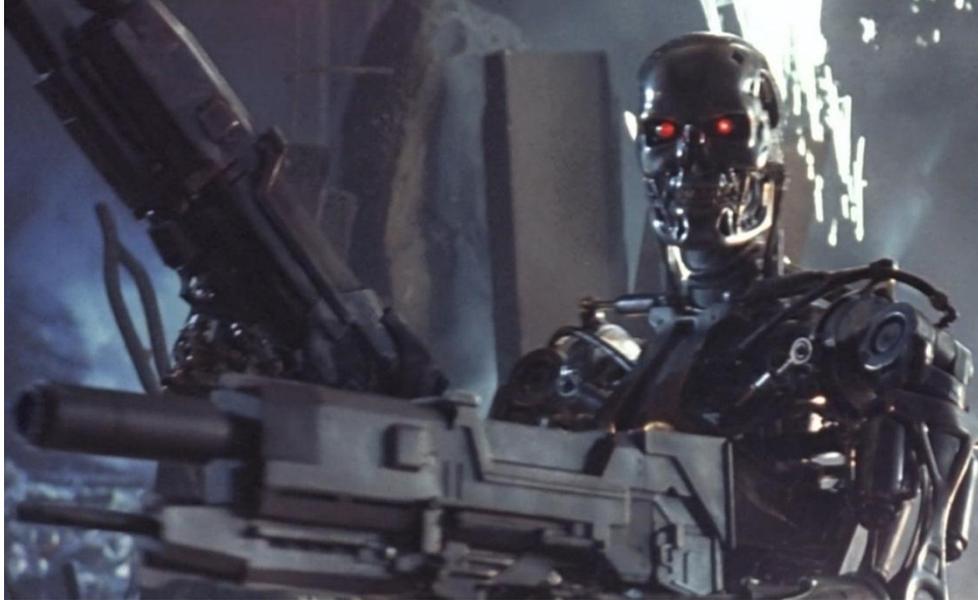
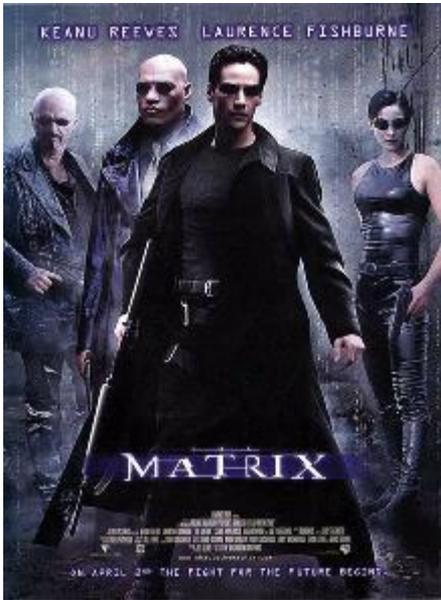


Why do iPhones have an off button?

2001 A Space Odyssey - HAL



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



THIS IS THE DAWNING OF THE AGE OF
COLOSSUS
THE FORBIN PROJECT
WIDESCREEN

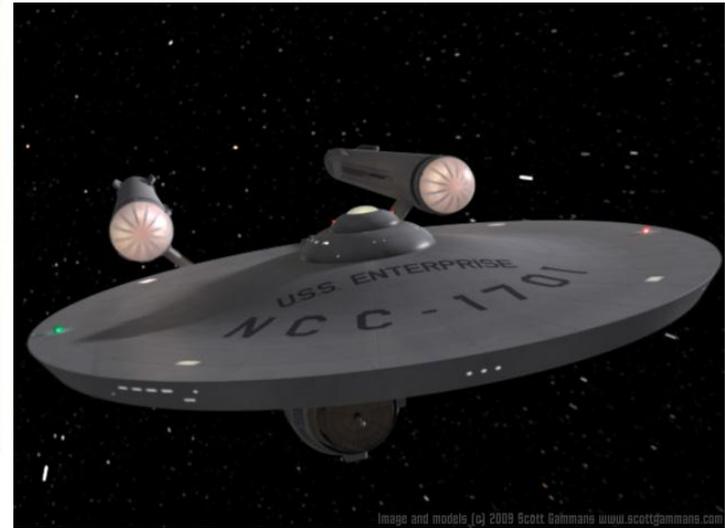
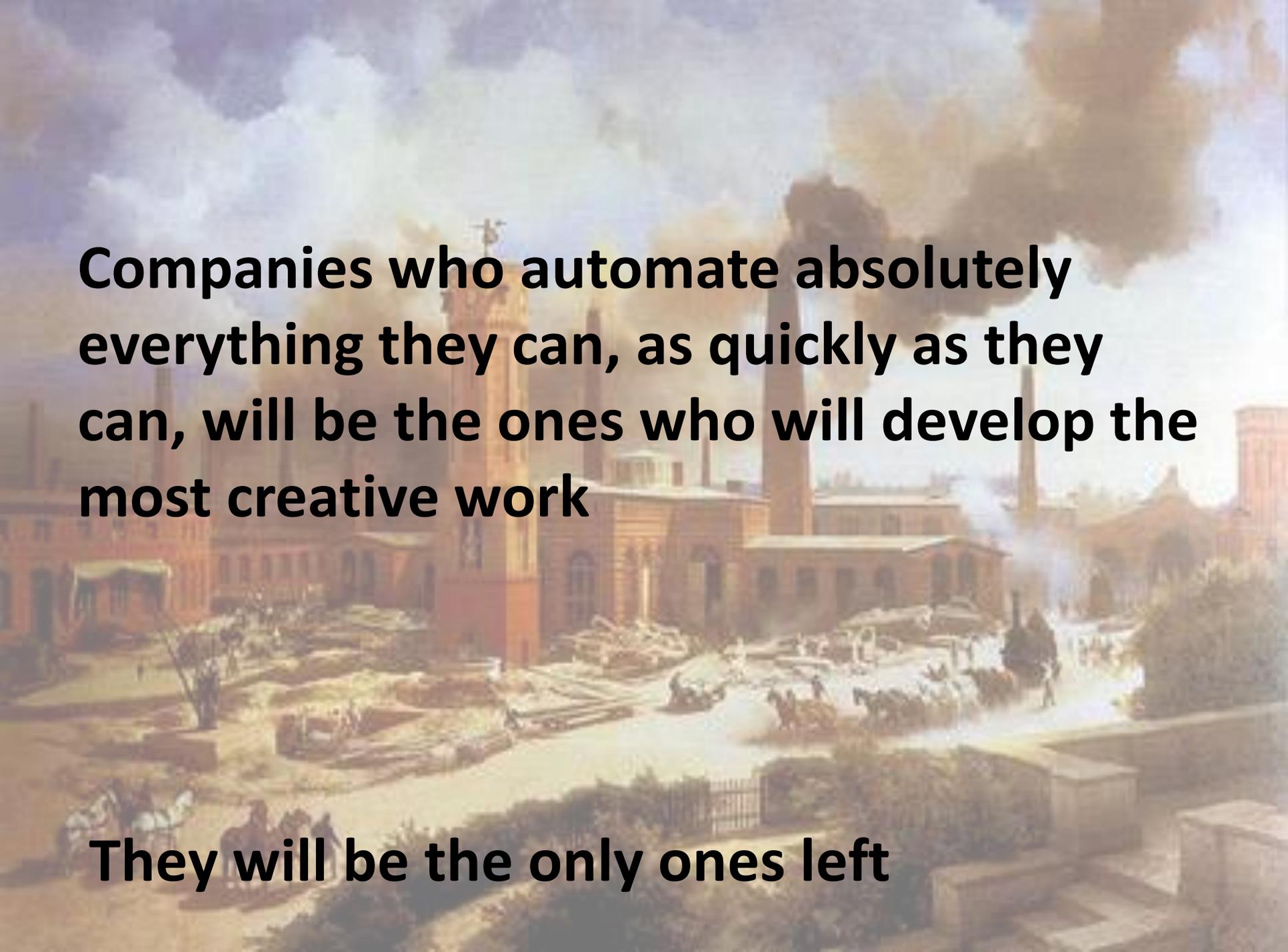


Image and models (c) 2009 Scott Gammans www.scottgammans.com



Companies who automate absolutely everything they can, as quickly as they can, will be the ones who will develop the most creative work

They will be the only ones left

Welcome
to the Woolworths
online shop

New Customer?

Existing

1. Online shopping
2. Flowers
3. ATM



Start here

Enter your location details to start shopping
straight away or [expand your](#)

Postcode:

State:

* Required field

Customer

Email:

Password:

Remember me



Our every day lives are already automated

Sebastian Thrun: Google's Driverless Car

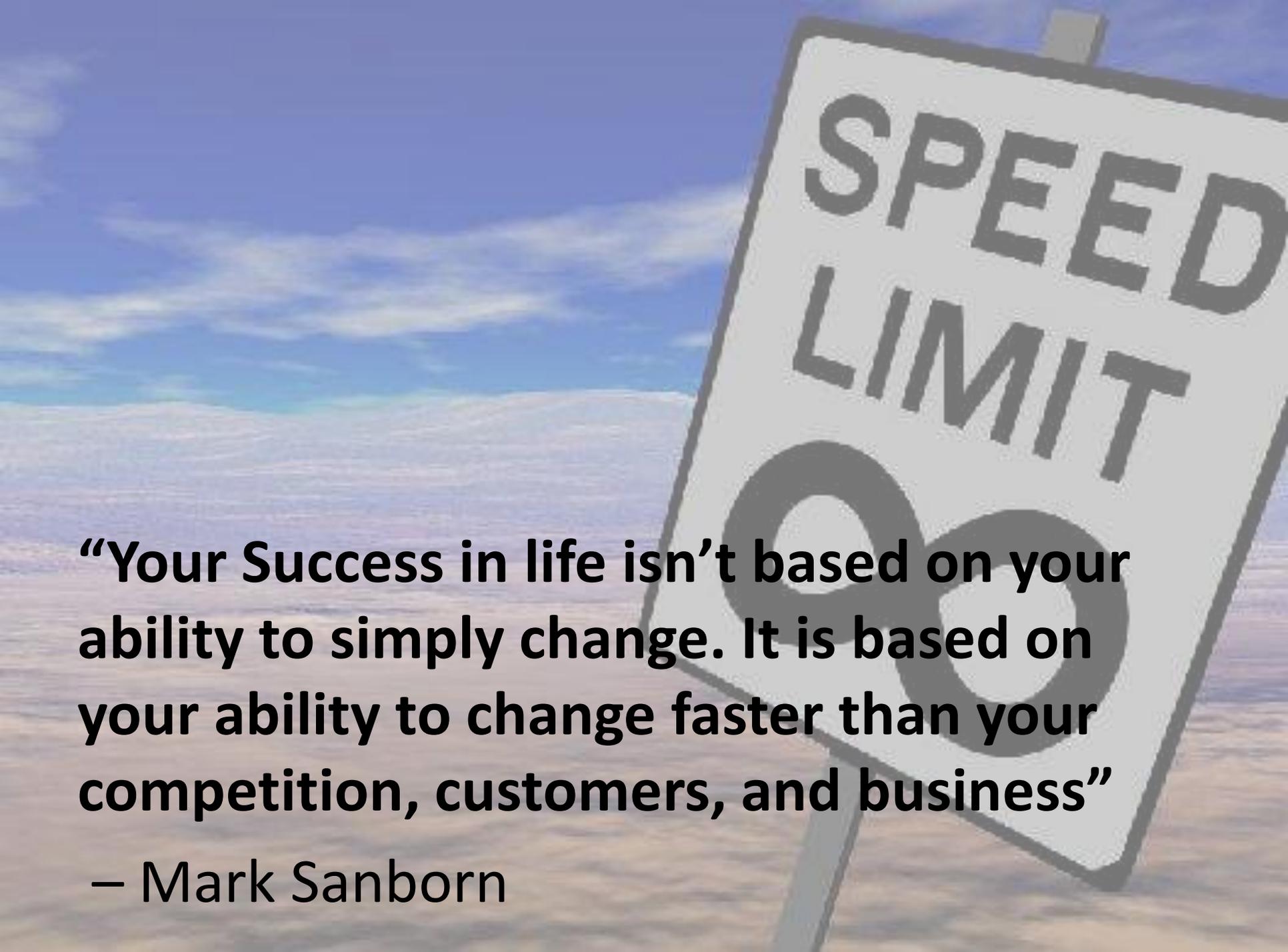


Source: http://video.ted.com/talk/podcast/2011/None/SebastianThrun_2011-480p.mp4

Everything is Broken....



.... Opportunity to fix it



“Your Success in life isn’t based on your ability to simply change. It is based on your ability to change faster than your competition, customers, and business”

– Mark Sanborn

Prediction 1: Programmatic buying to account for 70% of spots and dots (5 Years)



Market will be worth \$12.531B this year

- Search \$1.8N
- Classifieds \$790M
- 25% display \$183M

= 82% of digital media

= 22% of all media is already programmatic

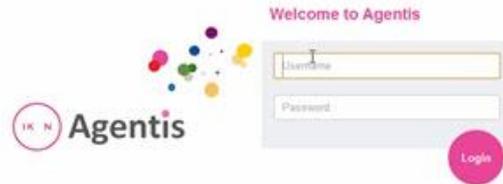
Programmatic will grow by 53% 2011 – 2016

Prediction 1: Programmatic buying will account for 70% of spots and dots (5 years)



Pay TV, Mobile and Cinema Ones to Watch

Prediction 2: Internal drives are obsolete (2 years)



24/7 interface to make data driven decisions

Prediction 3: **50% of ads will be
'personalized'** (4 Years)

“P&G’s vision is to build our brands through life long, one to one relations with every person in the world” - Mark Prichard, P&G’s Global Marketing Officer

Touching lives, improving life. P&G™

**Prediction 3: 50% of ads will be
'personalized' (4 Years)**

Two Challenges:

Big Data & Dynamic Creative



A photograph of Eric Schmidt, former CEO of Google, speaking at a podium. He is wearing a dark suit, a light blue shirt, and a yellow tie. He has his right hand raised near his face, gesturing as he speaks. In the background, the Google logo is visible in its characteristic multi-colored font. The text "Prediction 4: Talent shake up to focus on thought leaders (This year)" is overlaid in bold black font at the top of the image.

Prediction 4: Talent shake up to focus on thought leaders (This year)

“Computers will clearly handle the things we aren’t good at, and we will handle the things computers clearly aren’t good at”

– Eric Schmidt, Google

“Machines are more efficient, not better”



Valley Town – A Study Of Machines and Men



Source: <http://archive.org/details/ValleyTown-AStudyOfMachinesAndMen>

- 1. Programmatic buying will account for 70% of all spots and dots ads (5 Years)**
- 2. Internal drives will be obsolete (2 Years)**
- 3. 50% of ads will be 'personalized' (4 Years)**
- 4. Talent shake up to focus on thought leaders (This year)**

