

— THE MOBILE OF —  
**EVERYTHING**

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MMA Forum - 10 November 2014

**Fred Joseph**

CEO Performics EMEA, and ZenithOptimedia Global Mobile Lead

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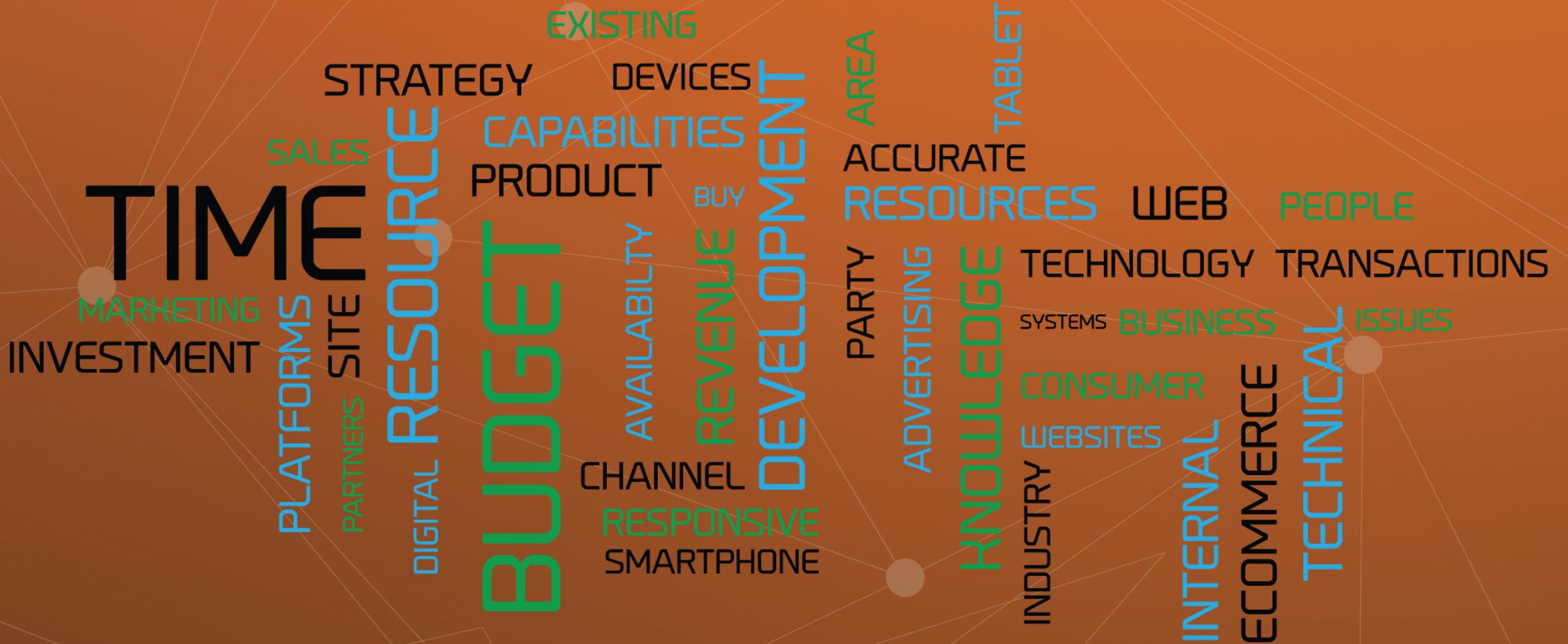
“ THIS PAIR IS SO PERFECT,  
I CAN'T WAIT TO BUY THEM CHEAPER ONLINE SOMEWHERE.  
WHAT'S YOUR WIFI PASSWORD? ”

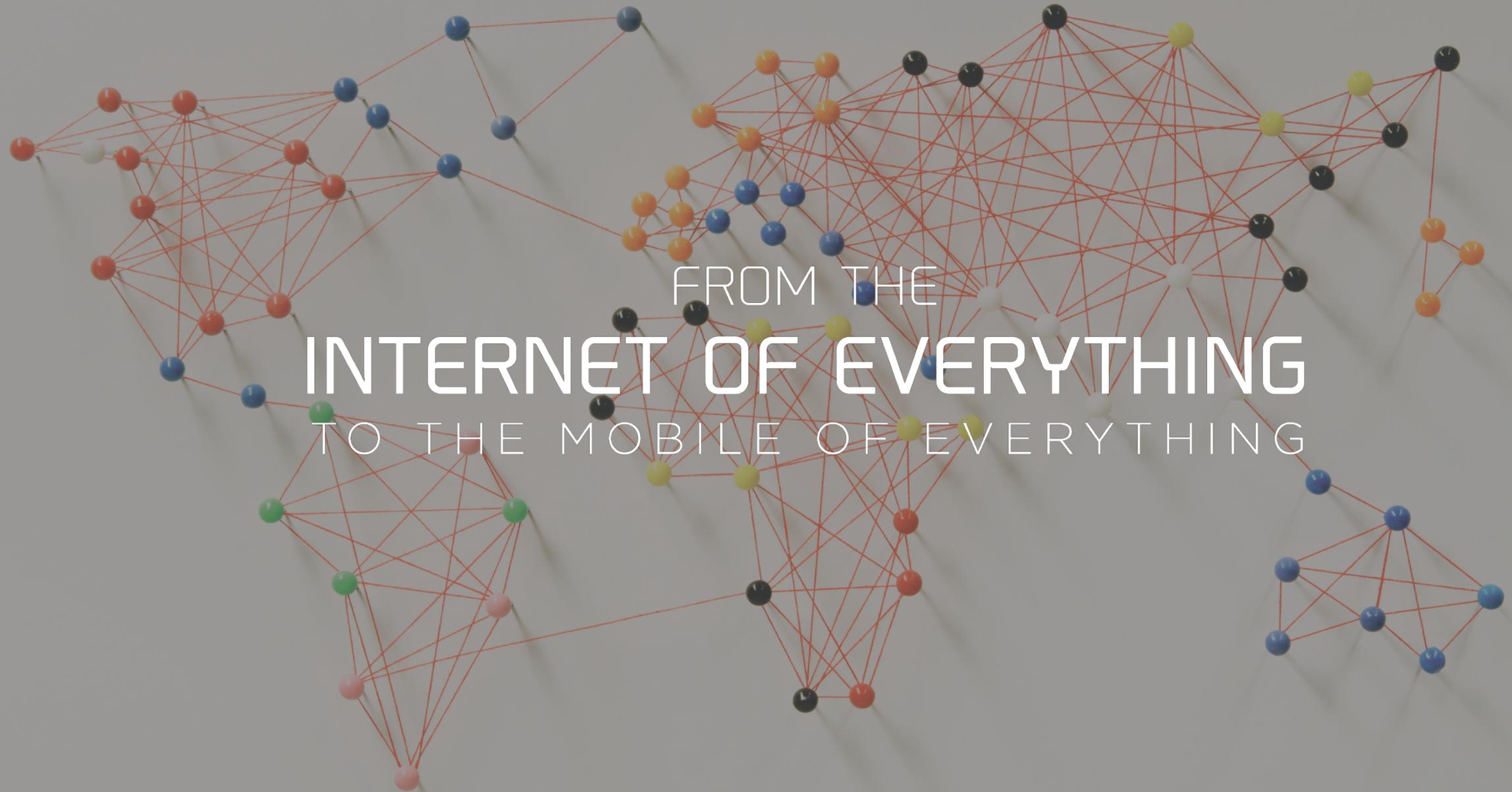


A hand holding a white smartphone in the foreground. The phone's screen shows a photo of a person in a boat on a body of water. The background is a blurred landscape of water and trees under a soft sky. The text 'WE ARE ALL MOBILE FIRST!' is overlaid in white, with 'WE ARE ALL' in a smaller font above 'MOBILE FIRST!' which is in a larger, bold font. Two horizontal lines flank the text 'WE ARE ALL'.

WE ARE ALL  
MOBILE FIRST!

# WE UNDERSTAND THE CONSTRAINTS....





FROM THE  
**INTERNET OF EVERYTHING**  
TO THE MOBILE OF EVERYTHING



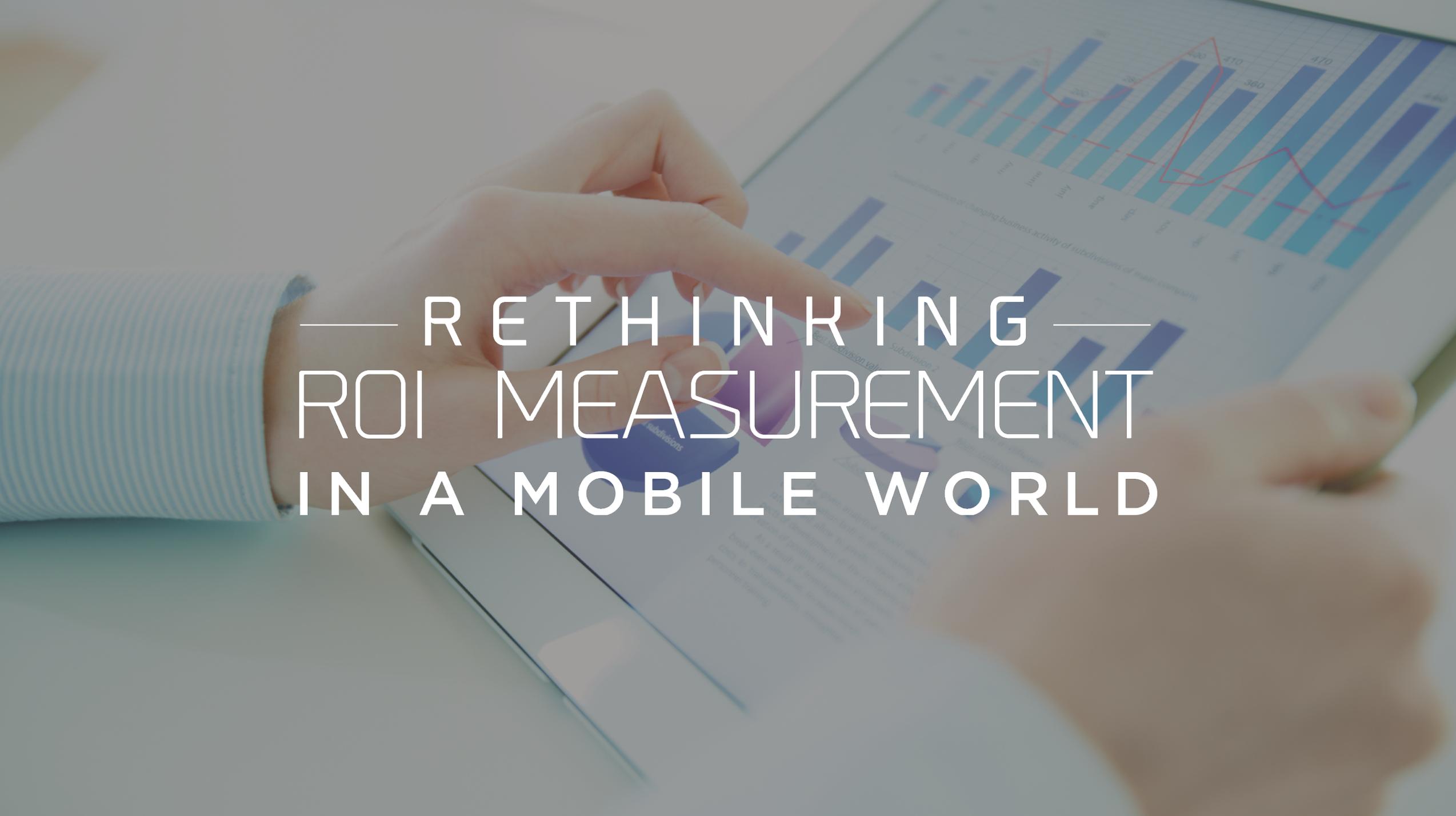
FROM MOBILE  
**TO MOBILITY**



SO WHAT ARE  
THE CRITICAL ELEMENTS  
OF A MOBILITY APPROACH

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1. Understand The Audience
2. Leveraging Location
3. Full Integration

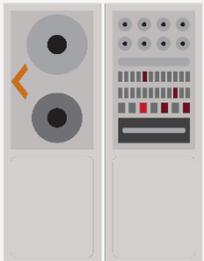
A hand in a light blue striped shirt sleeve points at a tablet. The tablet displays a bar chart with a red line graph overlaid. The bar chart has blue bars and the red line graph has data points labeled with numbers: 300, 410, 470, and 440. The background is a blurred office setting.

— RETHINKING —  
ROI MEASUREMENT  
IN A MOBILE WORLD

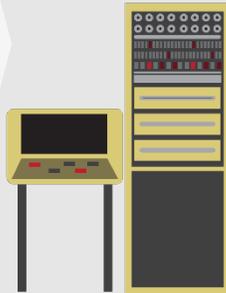


# TECHNOLOGY CYCLES HAVE TENDED TO LAST TEN YEARS

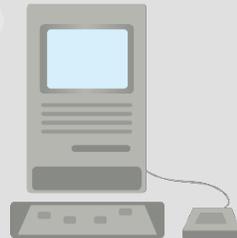
**MAIN  
FRAME  
COMPUTING  
1960'S**



**MINI  
COMPUTING  
1970'S**



**PERSONAL  
COMPUTING  
1980'S**



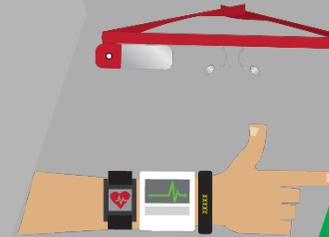
**DESKTOP  
INTERNET  
COMPUTING  
1980'S**



**MOBILE  
INTERNET  
COMPUTING  
2000'S**

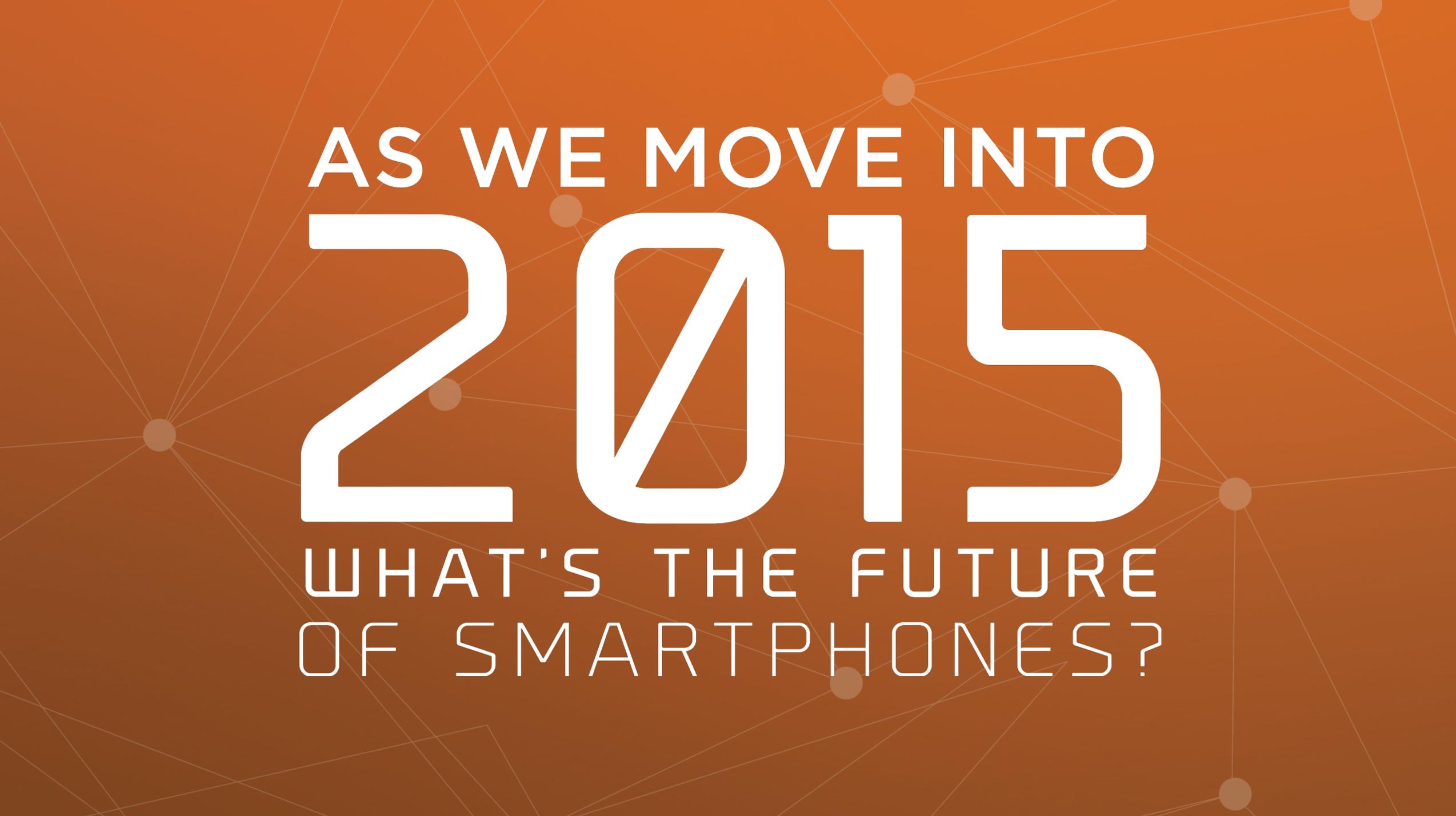


**WEARABLE  
EYE-WEAR  
COMPUTING  
2014+**



**DEVICE  
FREE  
COMPUTING  
2025+**





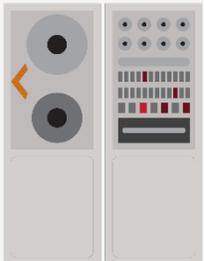
AS WE MOVE INTO  
**2015**

WHAT'S THE FUTURE  
OF SMARTPHONES?

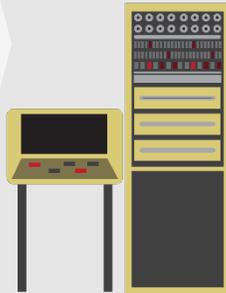


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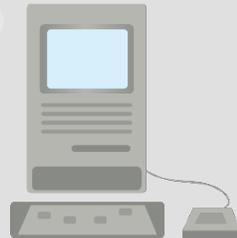
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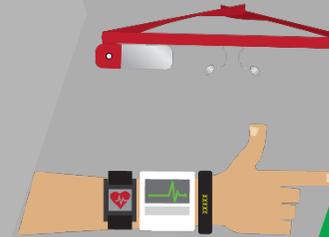
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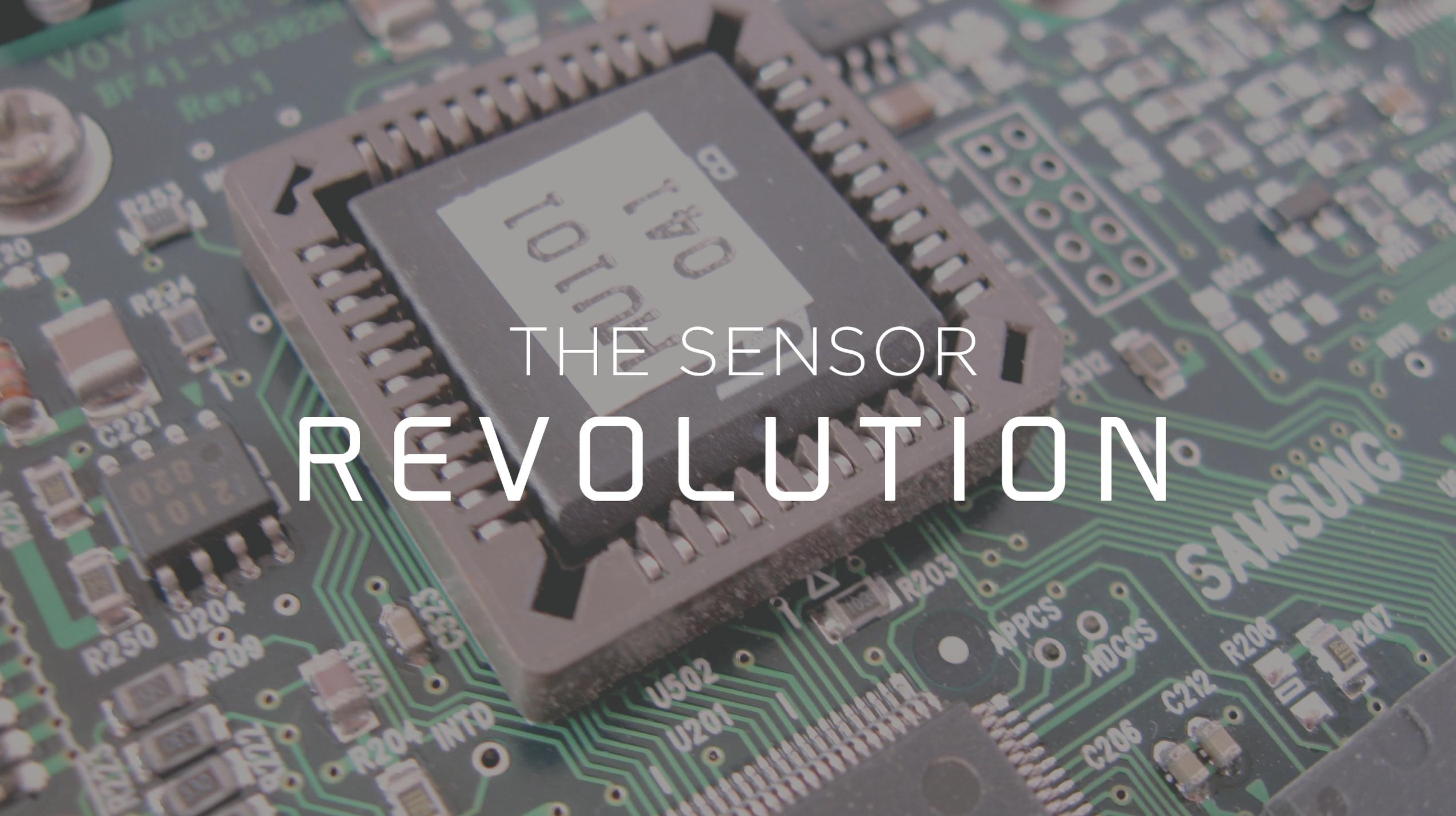


**WEARABLE  
EYE-WEAR  
COMPUTING  
2014+**



**DEVICE  
FREE  
COMPUTING  
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# THE SENSOR REVOLUTION

The background features a network diagram with several circular nodes connected by thin lines, set against a dark orange gradient. The nodes are positioned at various points, creating a web-like structure. The text 'WATCH OUTS' is centered in a white, bold, sans-serif font.

WATCH OUTS

# 5 THINGS TO TAKE OUT WITH YOU

1

Consumers are ahead of marketers

2

From the internet of everything to the mobile of everything

3

From mobile to mobility

4

Rethink measurement

5

The sensor revolution

# THANK YOU ! QUESTIONS?

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