

Can you afford not to be found?

# Search Engines: Is the Internet Everywhere?

**Global Forum**

Trieste, October 28-29, 2013

**ActiveMedia**

**17 year track record in a 17 year old industry**  
**Who is this guy?**

Search



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# Adapt to survive **Change**

models



# Are you search result #2,123,298?

A website on the bottom of search results



# Your customer has changed

They are in charge – more photos created in the last 2 years



## o Dramatic consequences of a global behavioral change: **a fast searchbox**

- Web sites / content that is not visible for the SEs are rendered invisible for potential customers.

Google out for 45 sec: traffic down by 30%

- **Your #1 Interface: SERPs**
- Your **SERPs** will act as your **most cost effective marketing channel**: spiders will drive targeted customers as they search for your content / products / services /

# SE-s: the Answer to “Sensory Overload”



*Digital Data Tsunami/80% of photos: last 4 years/Opt-out living*



# What, where, when you need it

Intelligent Agents sift through “big data” and small details



**Learning AI (Amazon)**

**Sensors and profiles**

**Always on – Steve Jobs**



Future of TV\_002

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# Conscious Lies and Unconscious Secrets

What People are Saying and What They Are Really  
Thinking



*What you see may not  
be what you get.  
You are your  
search queries.  
Self-Targeting.*

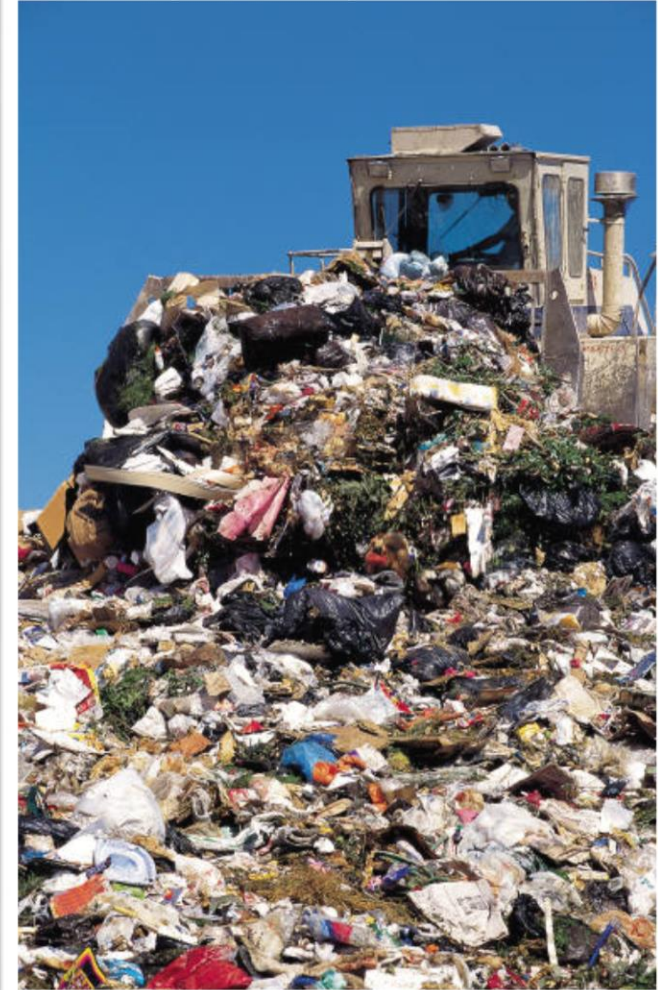
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# Evolution: “Garbage Removal?” Key

tools

FB and Twitter: bigger than the rest! Accelerating universe - SV top



## 1) AOL – mass email

**15 years:** 277 Mn users. Fast, Relevant, requires attention

## 2) Google – mass SEs

**10 years:** 350 Mn (now 1 Bn+) my question, must be true

## 3) Facebook – mass Social

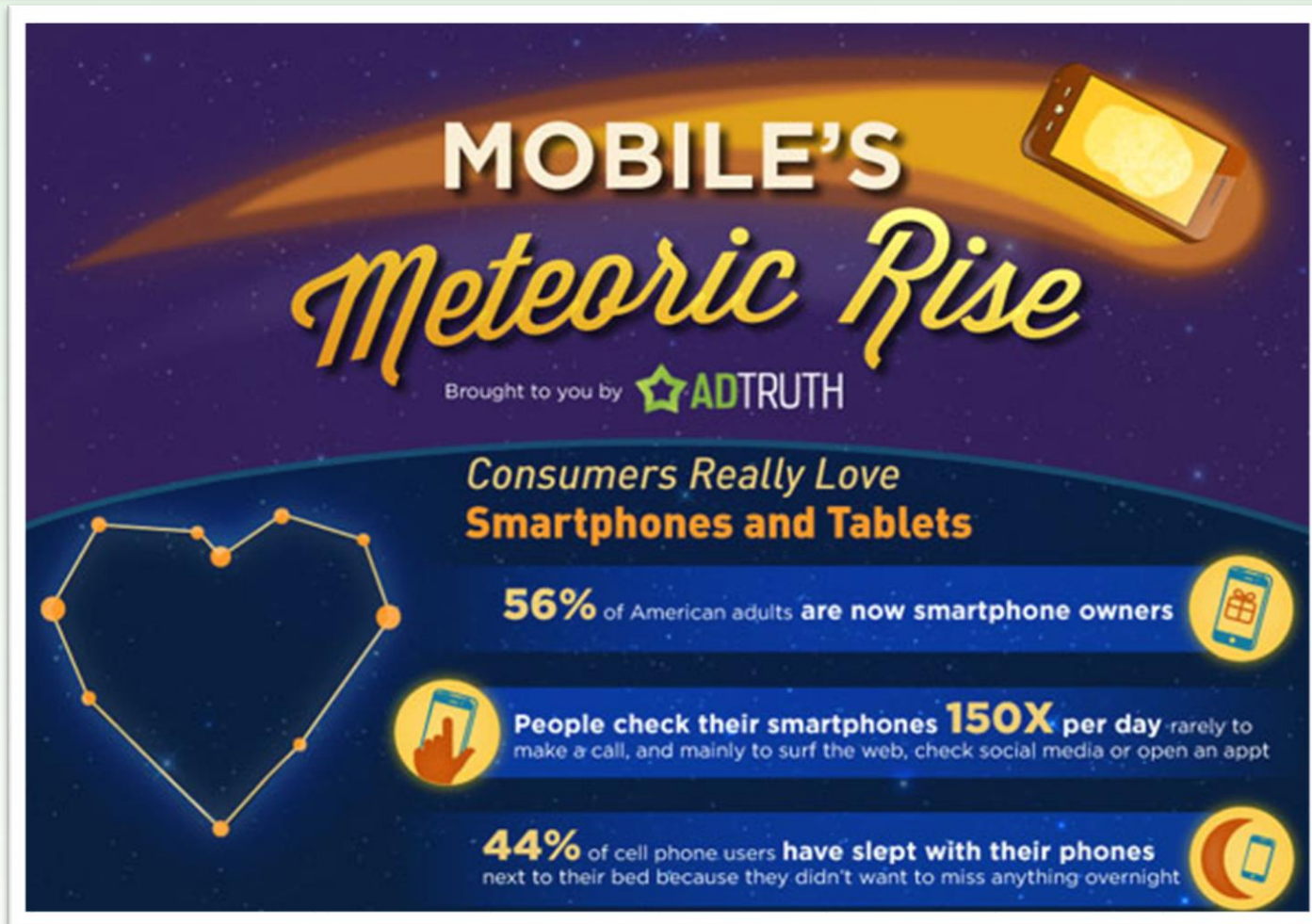
**5 years:** 500 Mn users (now 1.2 Bn) real time, effortless, always on

## 4) Twitter – mass News

**3 years:** 500 Mn (190 Mn / month) breaking news & personal touch

# Ongoing shift: GenC user 24/7 "touch your smartphone?"

#2 SE? 25% of mobile bandwidth (22%: FB Chat)



# Warning: This can be an office

24/7 connectivity changes culture: GenC (65% <35)

- Complexity is free: computing power is cheap (Moore's law).
- Multi-screen environment. We are surrounded by screens.
- Multi-tasking, 27 switches/hour.
- The Internet is the new TV.
- Code.org

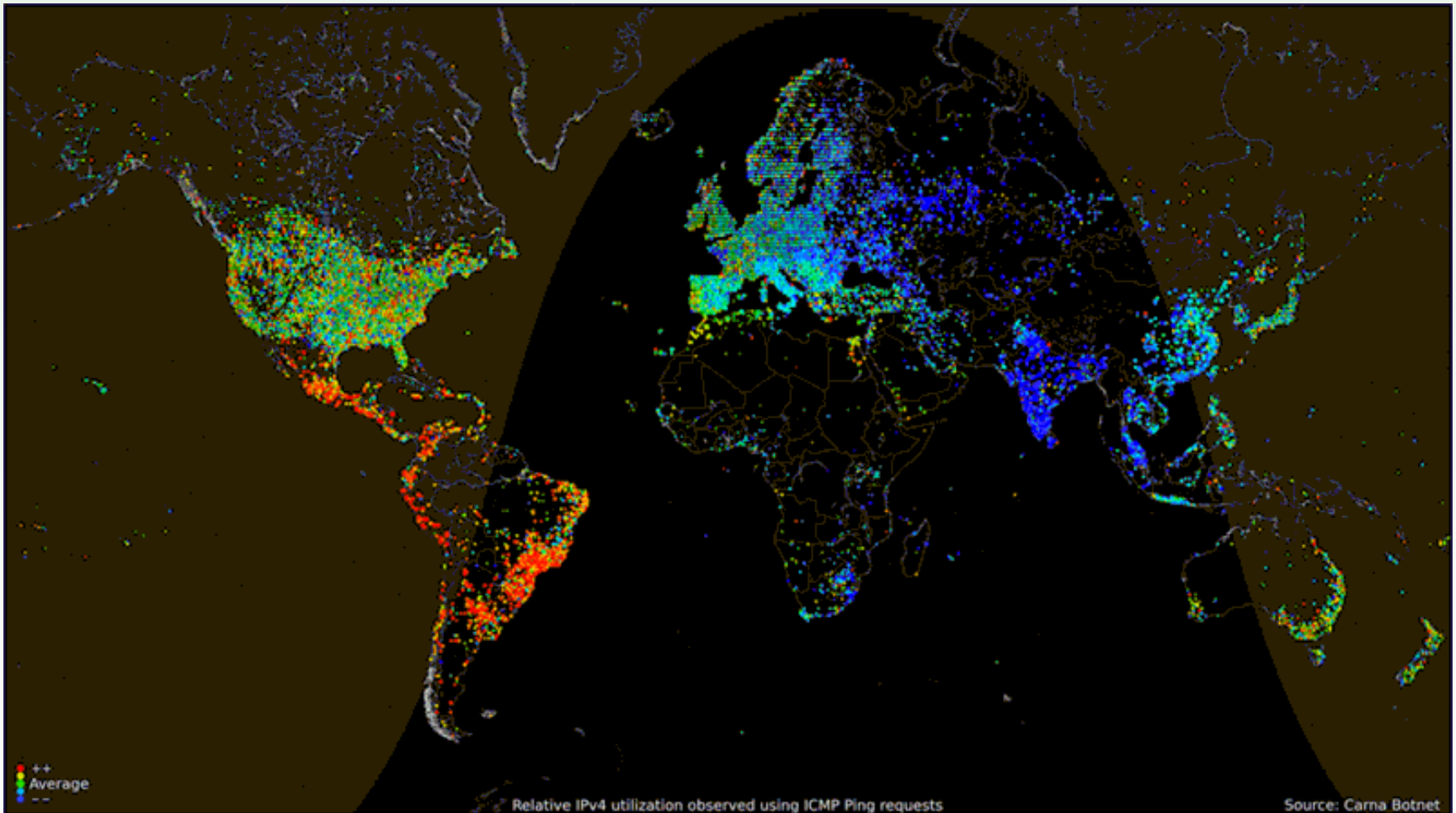


Future of TV\_001v2

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# Global Internet Usage Based on Time of Day

Brain waves of mankind

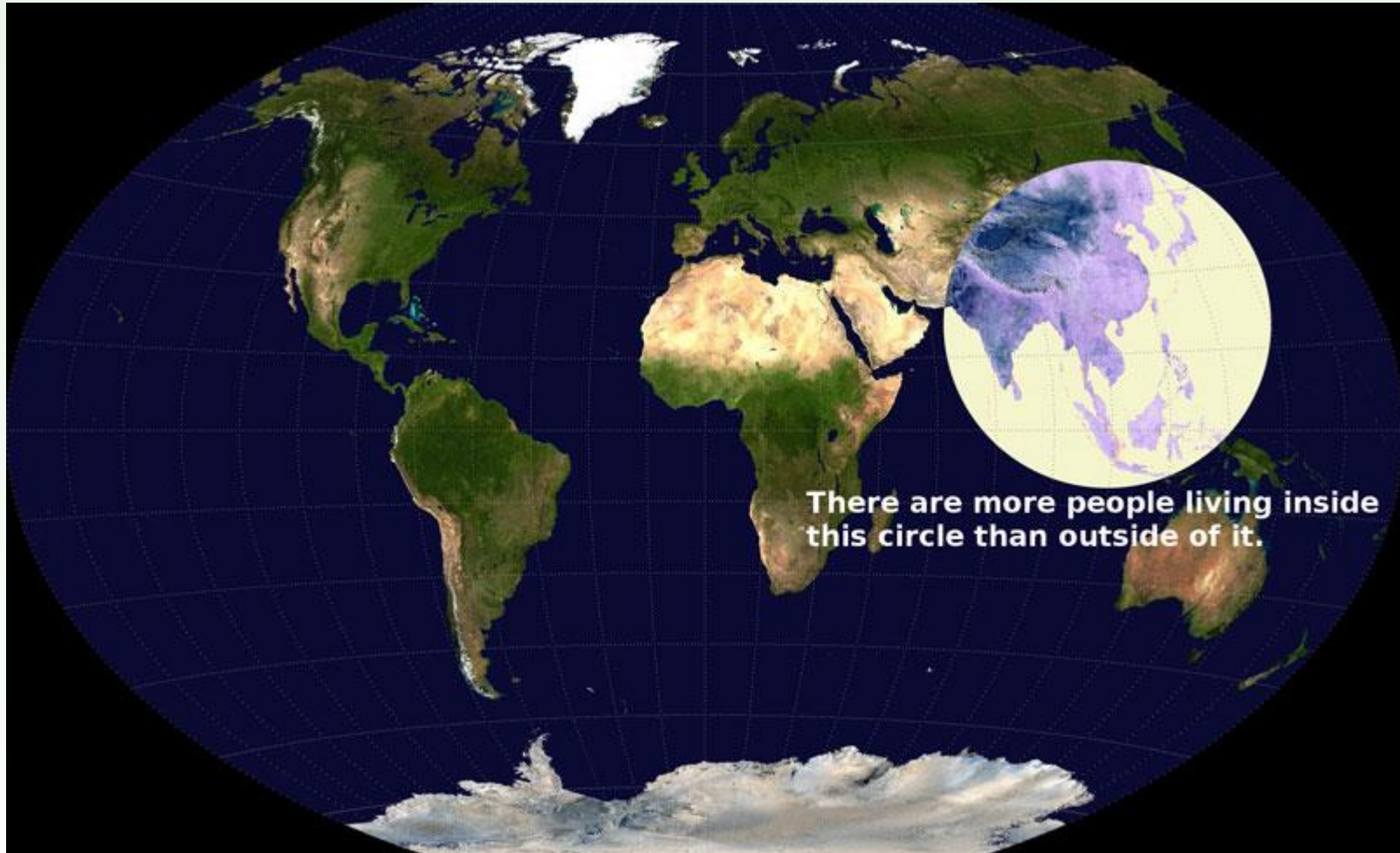


# Map of 'Pangea' with Current International Borders



Pangea:  
supercontinent late  
Paleozoic and early  
Mesozoic eras,  
forming about 300  
million years ago. It  
began to break apart  
around 200 million  
years ago.

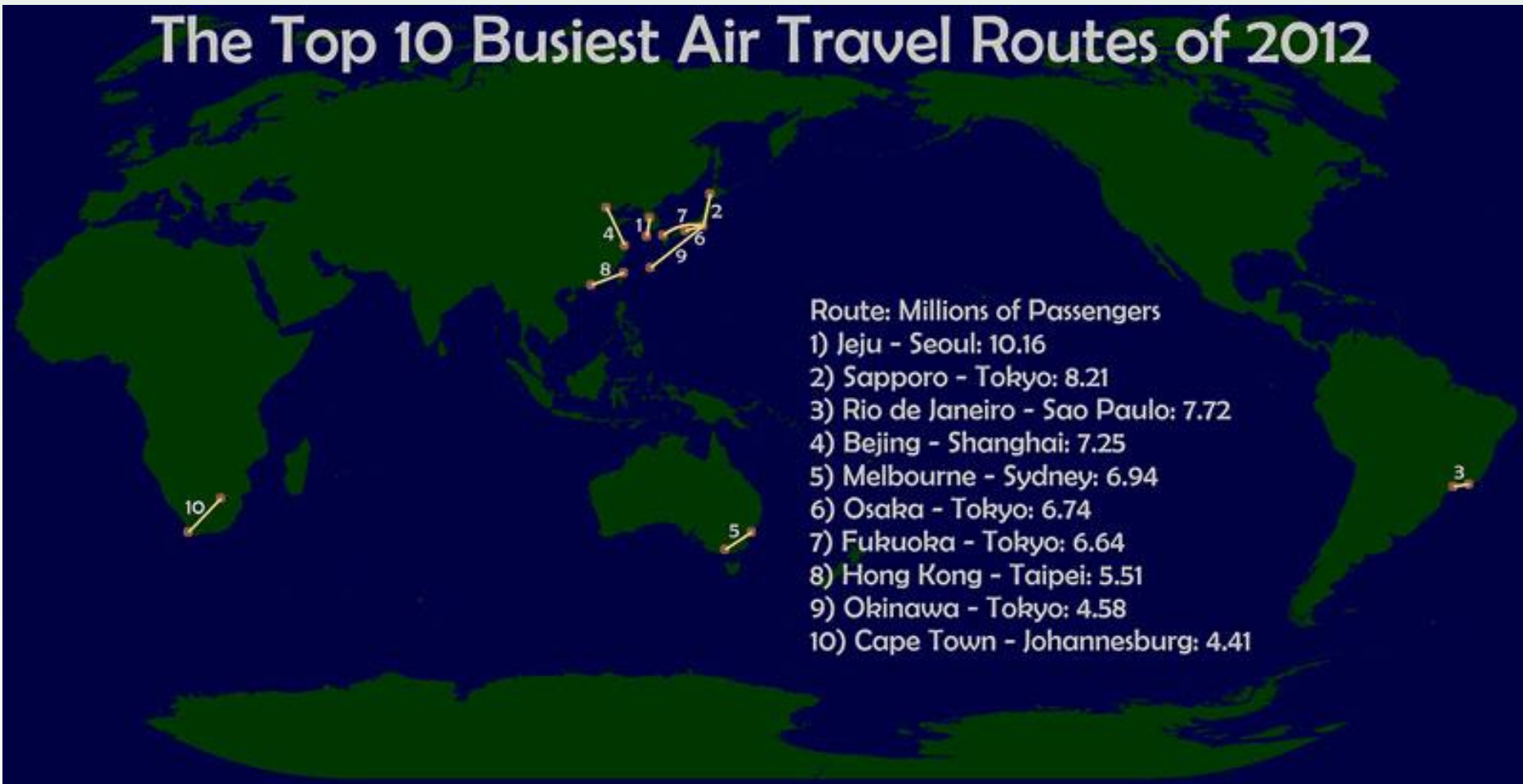
# Visualizing Global Population Density



# The World's Busiest Air Routes in 2012

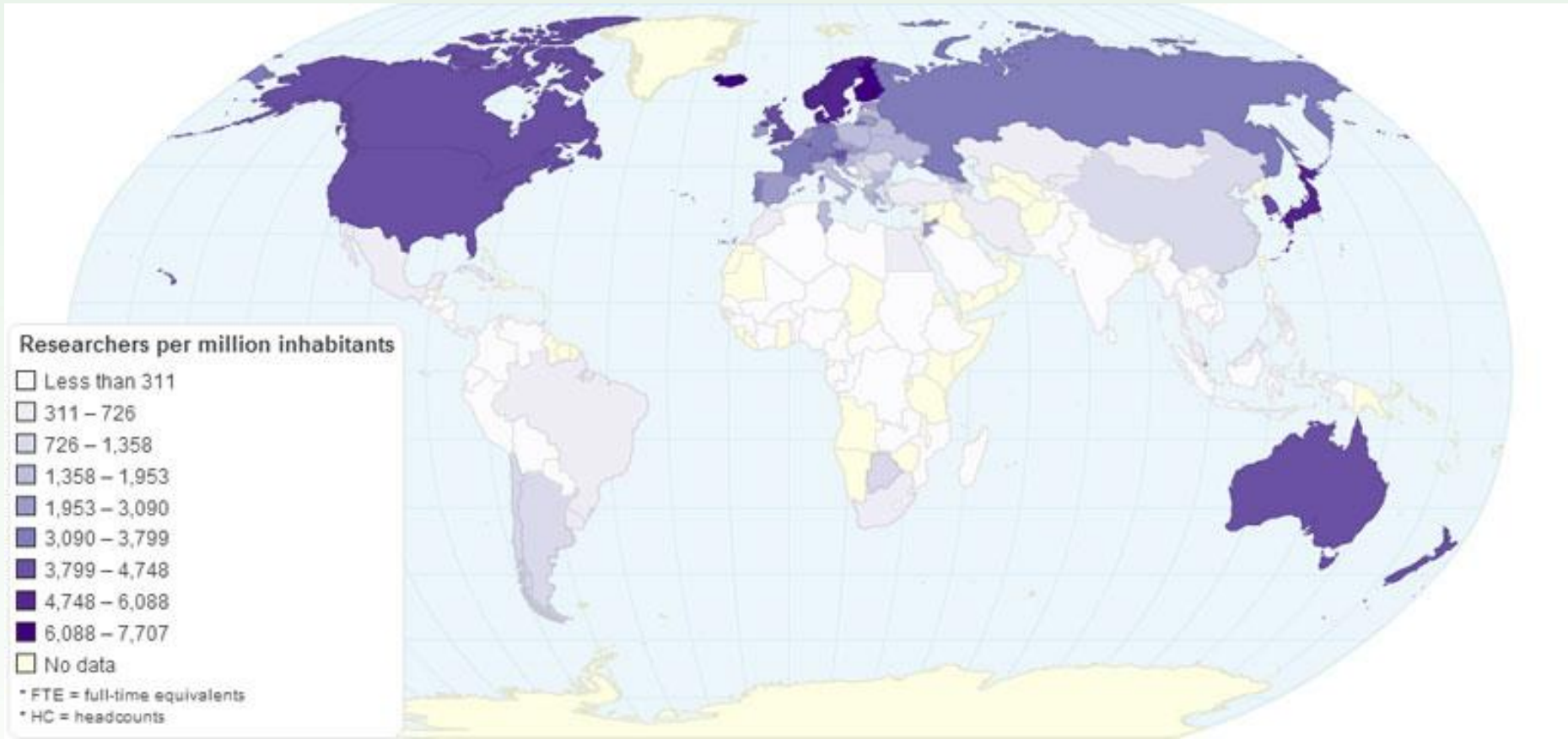


## The Top 10 Busiest Air Travel Routes of 2012



Numbers represent millions of passengers on every route travelled. Measured in origin to destination journeys.

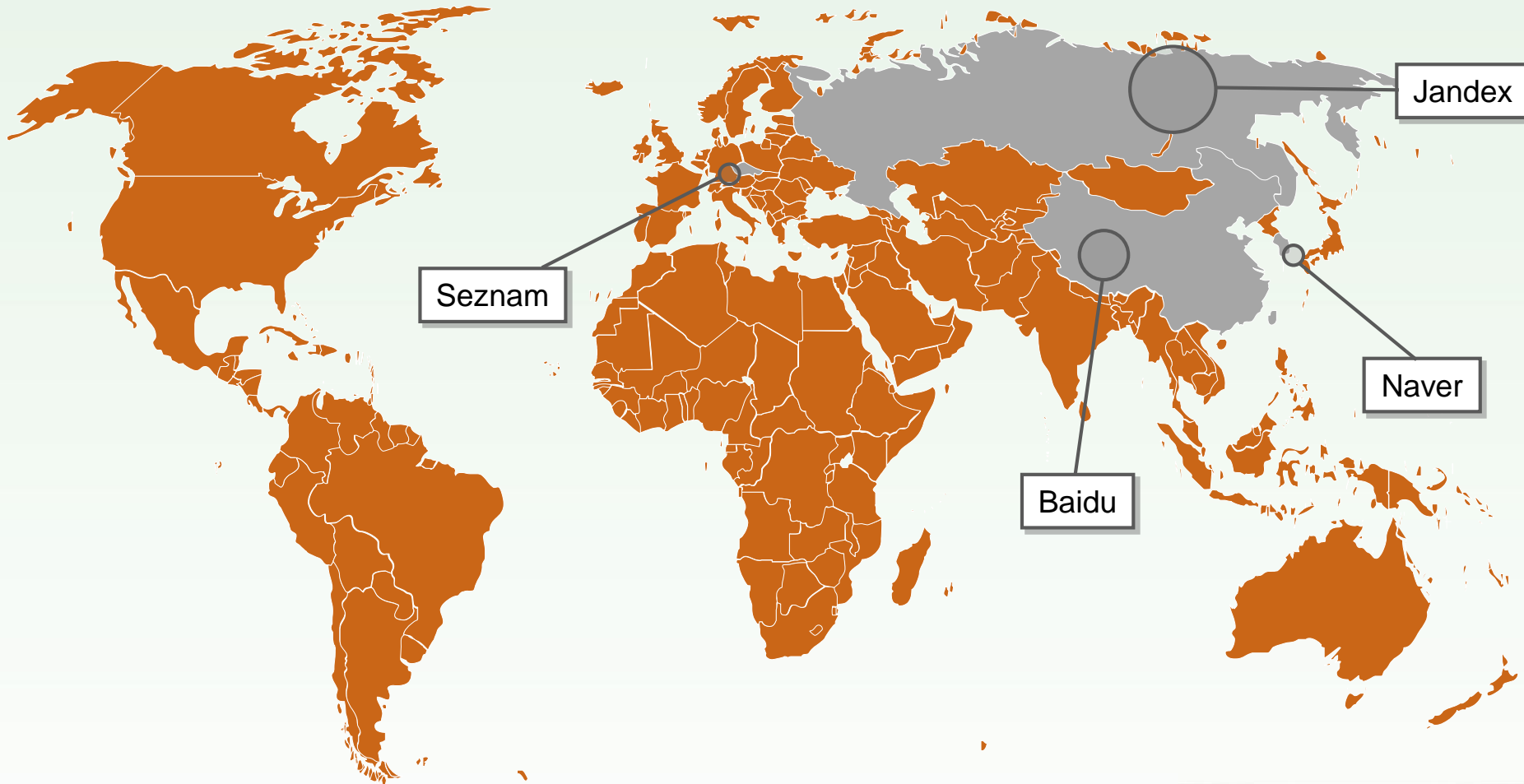
# Number of Researchers per Million Inhabitants





# Planet Google: Data the new Oil

Power Map of the World's information (like Standard Oil)

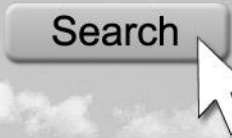


# Where Google Street View is Available

Definition of the Digital Free World



**The Search Engines are the Global OS of the Internet**  
**How to make it a competitive advantage?**



# Disruptive Technology

Explosive results



You can  
target  
everybody  
and  
everywhere  
when they  
need it  
**Globalize  
your digital  
footprint**

# Thank you for your attention

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