

Participative Brain* and Tacit Knowledge in Digital and Participative Media*

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 ACCT October 6, 2009

* PwC defined concepts

UPI

Global



Human?

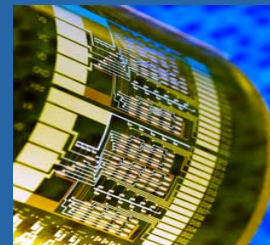
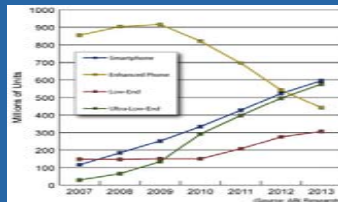
Project

Digital



Maybe

Growth



Print Computers

PBI

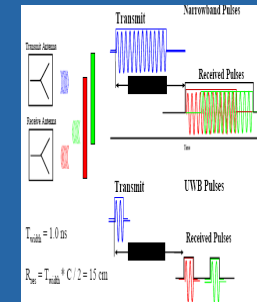


Collaborate



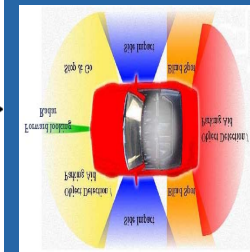
Mashup

Social Networking

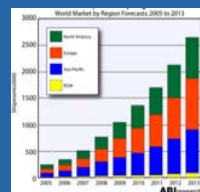


When

Life is meeting



Later Now



2009 - 2015

Emergence – new era for society and business – a sea change

“Emergence is when you have millions of parts (people) interacting in relatively simple ways. Some higher-level structure or intelligence appears, usually without any master planner”.

Stephen Johnson, author of “Emergence”, in O’Reilly Network : An Interview with Stephen Johnson, 2002

*The age of Ubiquitous Participation (UP!)**

NEW WORLD of

CONVERSATION and PARTICIPATION

*The Medium is the M**a**ssage – Marshall McLuhan –
1967*

** PwC defined concept*

The future in entertainment, media and society

- *Perceptive and participative media;*
- *Social networking and collaboration;*
- *Open source everything;*
- *Search becoming discovery;*
- *Geographical and time boundaries disappear;*
- *New era emerging in the performing arts, cinema, TV;*
Greater demands on, and opportunities for,
CEOs, writers, directors, actors...

** PwC defined concept*

YELLOW

BLACK

PURPLE

ORANGE

BLUE

GREEN

BLUE

RED

YELLOW

GREEN

RED

BLUE

ORANGE

GREEN

RED

BLACK

PURPLE

ORANGE

Short word participation

Pronounce some 3-letter words

Perceptual Riddle!

- What's the difference between the top line of letters and the bottom line?

EH K WX O

CJ OM S U

Turkey riddle!

- Why did the Turkey cross Highway 401 twice?

- **1967:** The Medium is the **M**assage – Marshall McLuhan;
- **2009:** The Ubiquitous Participant is “**M**essaging the Media”;
- **2009:** The age of Ubiquitous Participation (UP!)*;
- **2009:** LB RB work together as the Participative Brain (PB!)*
- **2009** →→: Participative Media (PM!)*

** PwC defined concepts*

What makes doctors become good diagnosticians?

- PB! training.

Why the “smartphone” is special

- Versatile;
- High-speed;
- “Intimate device”;
- ***Ideal for UP!, PB!, PM!***

Effect of iPhone on eBay sales

- From mid 2008 to September 2009, \$400m in sales and bids;
- Even a Lamborghini for \$350 000.

Paper alive! Paper to webpage with 2D barcode & smartphone



<http://www.semopedia.org>

Tiny projector device arrives from 3M and pocket projectors too

3M: Roughly the size of a wireless earpiece and less than ½ inch thick. VGA resolution.



3M's Micro Professional Projector



Optoma **PK-101**

**Small Enough to Fit in Your Pocket,
Bright Enough to Spark Your Imagination.**

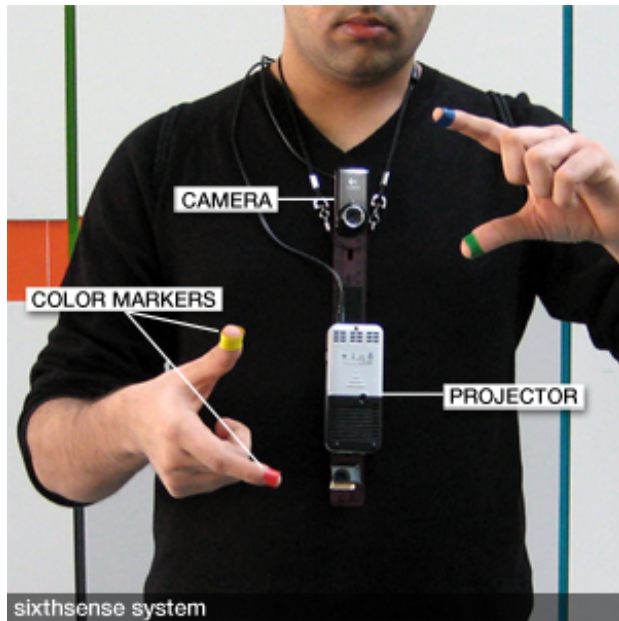
A Smartphone with inbuilt projector



Includes touchscreen and five megapixel camera

Texas Instruments (TI) demonstrated the Samsung handset – which uses its digital light projection (DLP) chipset – at Mobile World Congress in Barcelona, Spain, on February 16, 2009

MIT Media Lab Sixth Sense



Augmented Reality



howstuffworks

PM! in magazines



- CBS and Pepsi tout 'Monday to the Max' in a video ad in some copies of Entertainment Weekly.

Future e-book readers, smartphones, PM!

- Imagine reading Macbeth on an e-book reader;
- Focus on Lady Macbeth's famous soliloquy: "Out, damn'd spot! out, I say!—"
- Touch this passage and be taken wirelessly to a choice of streaming audio/video clips of famous Shakespearian actresses playing this scene.*

** PwC defined concepts*

Show your mole from afar! *Microscope on Cellphone*

Click link just below:

<http://blumcenter.berkeley.edu/global-poverty-initiatives/mobile-phones-rural-health/remote-disease-diagnosis>

Virtually-real Cinema* – a new form of entertainment and acting

- Second Life offers 3D animation designed, scripted and acted by talented “residents”;
- Now, voice communications in Second Life!
- Opportunities for Cinema and TV to take on new forms in participative 3D.

* *PwC defined concept*

Free 3D Chat

In Second Life, you can chat for free with people from around the world using both text and voice. It's sort of like instant messaging – but in a fun, interactive 3D space. Millions of people have already registered, so it's easy to find people to chat and hang out with.

Second Life is a virtual world filled with amazing places to explore. Find out more »



Another new type of Cinema and TV

- Hulu, BBC: Available in Canada: NO – um, actually YES;
- The rise of proxy servers!
- England's World Cup qualifier in Ukraine on Saturday, October 10 to be shown exclusively live to subscribers on the internet.

Developing video and rich media online

- SaaS;
- Example, Market7 (used by Google):
 - Assemble teams, define projects, develop content, securely share files, and communicate clearly. The environment's modules are organized by project stages: pre-production, production, and post-production.

Online videos are streeeetching in length. Why?

- Higher-speed Internet and Mobile access to the Internet;
- “Unlimited” Laptop storage;
- Large Laptop screens;
- Larger Mobile screens;
- The beginning of portable/inbuilt projectors.

Emergence of the Selfsumer* in the age of UP!*, PB!*, PM!*

- The Selfsumer ***discovers***;
- Discovery and Networking use the Participative Brain (PB!)*;
- Employees are Selfsumers, Patients are Selfsumers;
- The Selfsumer is a PB!* Person.

* *PwC defined concepts*

- “Navigating the Era of the Empowered Consumer”, PwC Report, Advisory Services, 2008;
- Technology Trends Chapter, “PwC 2009 Report on Emerging Canadian Software Companies: The CEO Perspective”;
- *Marketers have to get on board with social now — more advanced marketers will speed up customer-driven innovation, sharpen metrics, and improve customer experience. Those who wait to join in will find it increasingly hard to catch up.* Forrester, October 2008

* PwC defined concept

PB!*, UP!*, PM!* in the performing arts

- "Internet Symphony No. 1", for YouTube by *Crouching Tiger, Hidden Dragon* composer Tan Dun;
- Judges from the London Symphony, San Francisco Symphony, New York Philharmonic, Hong Kong Philharmonic;
- YouTube members voted;
- Winners announced, March 2, 2009;
- The prize? New York for a "classical-music summit" with Michael Tilson Thomas at Carnegie Hall on April 15, 2009.

* PwC defined concepts

Tacit knowledge

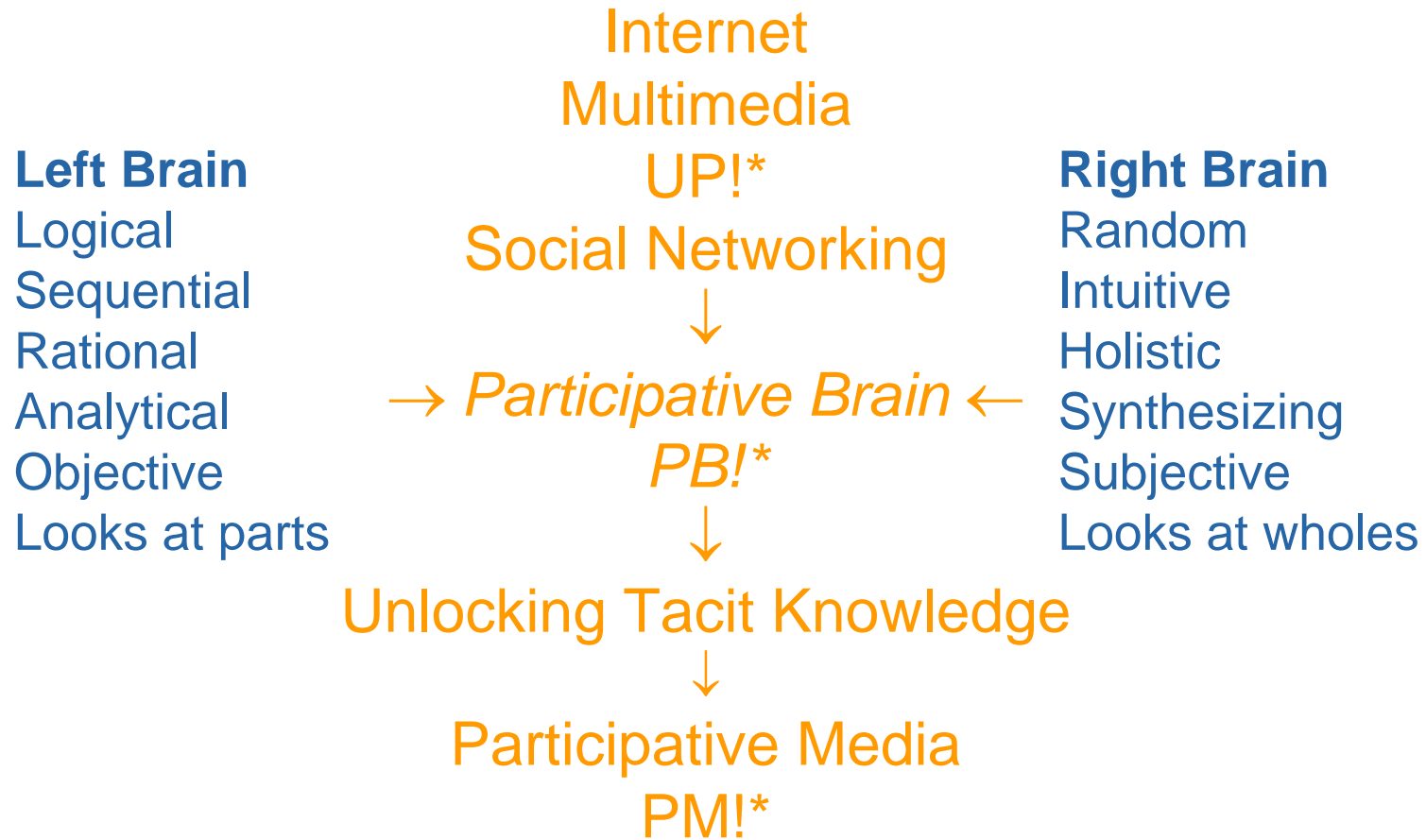
- What's in our heads and in our personal space;
- “We know more than we can tell”*;
- “We know more than we know how to tell”**;
- Q: How to access tacit knowledge?
- A1: “All Life is Meeting – connecting – relating”***
- A2: Social networking and collaboration.

* *Michael Polanyi, 1966*

** *DHJ 2009*

*** *Martin Buber, 1878 - 1965*

Bridging the gap – new age of human creativity



**PwC defined concepts*

Emotions: laugh, feel good, ponder, enjoy

EFFECTIVENESS OF ADVERTISING TYPES

"How effective do you think each of these characteristics of advertising are?"

Percent Saying "Very Effective"

Base: Advertisers and U.S. adults

	Advertisers	Consumers
	%	%
Ads that make me stop and think	53	30
Ads that give me new information	51	29
Ads that are entertaining	41	34
Ads that are informative	37	30
Ads that are funny	32	33
Ads that have a product demonstration	27	20
Ads that are integrated into the feel of the program (i.e. not a product integration into a program, but an ad that has the same tone as the program it's based in)	26	7
Ads that show before/after	24	13
Ads that reinforce a message I already know	21	10
Ads that don't take themselves seriously	14	11
Ads about a serious topic that may leave me feeling slightly guilty	5	6
Ads that are scary	3	3

Source: LinkedIn Research Network/Harris Poll, 2009

Capturing *Intention* – emotions the key – go viral

Click link just below:

<http://www.youtube.com/watch?v=jkEw1rsBUak>

Socially-viral advertizing*

Low levels of interest in conventional advertizing in social networks.

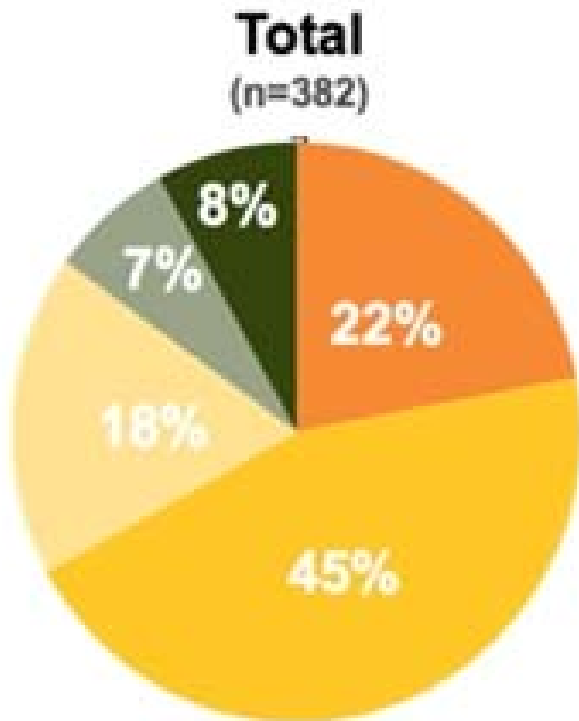
Q₁: Why?

A: Remember “gatecrashing”? Gatecrashing won’t work.

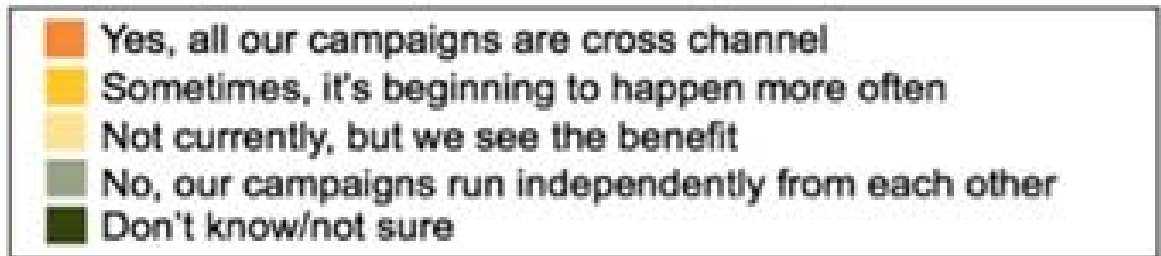
Q₂: How to get “friends” to “carry in” your advert?

A: Capture their intention to carry interesting things into their social networking communities.

**PwC defined concept*

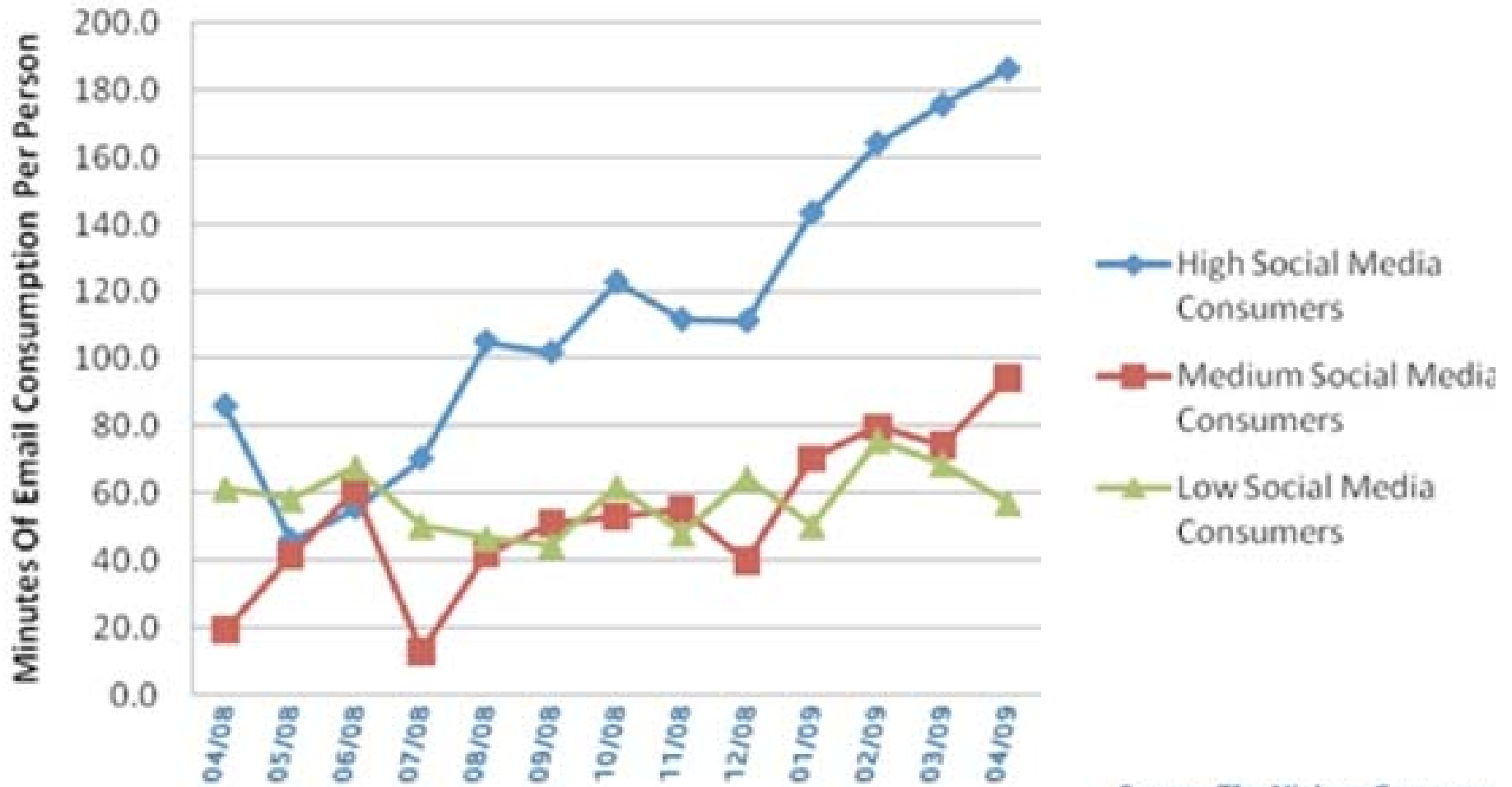


Digital Cross-Channel Campaigns



Source: TNS & Eyeblaster Survey, 2009

Email dying? Not likely!



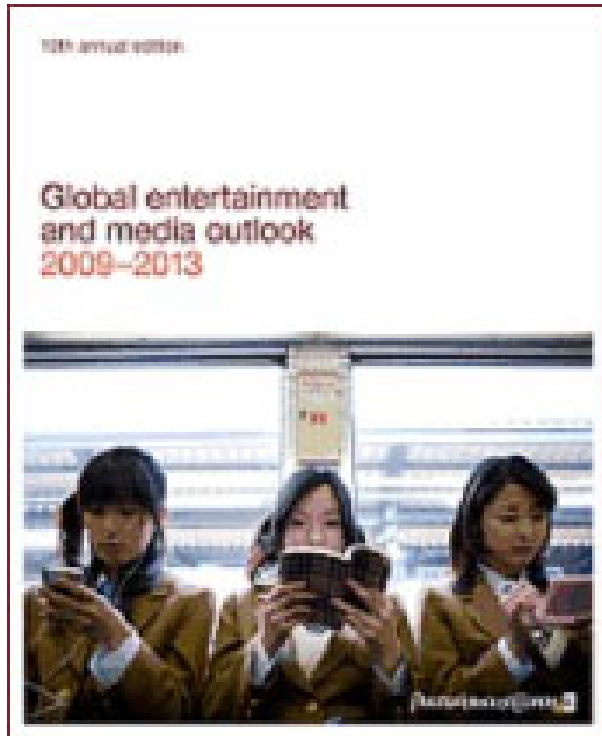
Source: The Nielsen Company

UP!, PB!, PM! - based business models

	UP!* and Selfsumer* market – customers & employees, all ages, everywhere
Advertising and Business Concepts	Word-of-multimedia* Cross-channels presence – multiple stimuli Capturing <i>intention to</i> Engage the Selfsumer* Social networking and collaboration Tacit knowledge Augmented reality Participative Media (PM!)*
Value resides in	Applying technologies to understand and serve the Selfsumer* through UP!*, PB!*, PM!*

* PwC defined concepts

Worldwide E&M trends from PricewaterhouseCoopers



- Internet access: wired and mobile;
- Internet advertising: wired and mobile;
- Television subscriptions and license fees;
- Television advertising;
- Recorded music;
- Filmed entertainment;
- Video games;
- Consumer magazine publishing;
- Newspaper publishing;
- Radio and out-of-home;
- Consumer and educational book publishing;
- Business-to-business publishing.

The Beginning, not the end!

