



# The Future of Media

**Fred Steube**

Senior Director of Emerging Technology

Cox Target Media

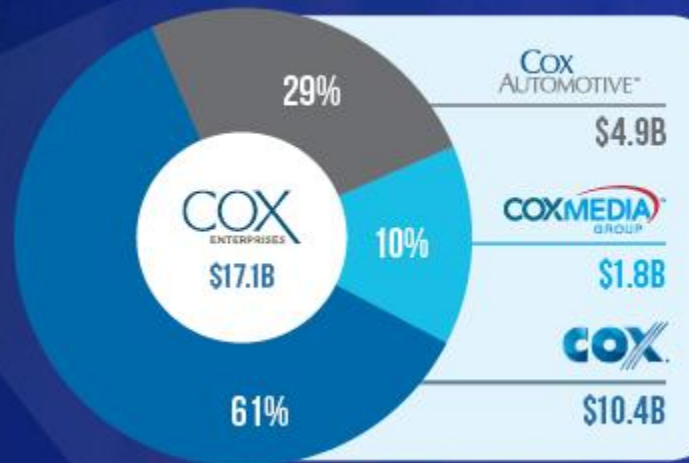
Hello! – I'm Fred





# We Are A Media Company

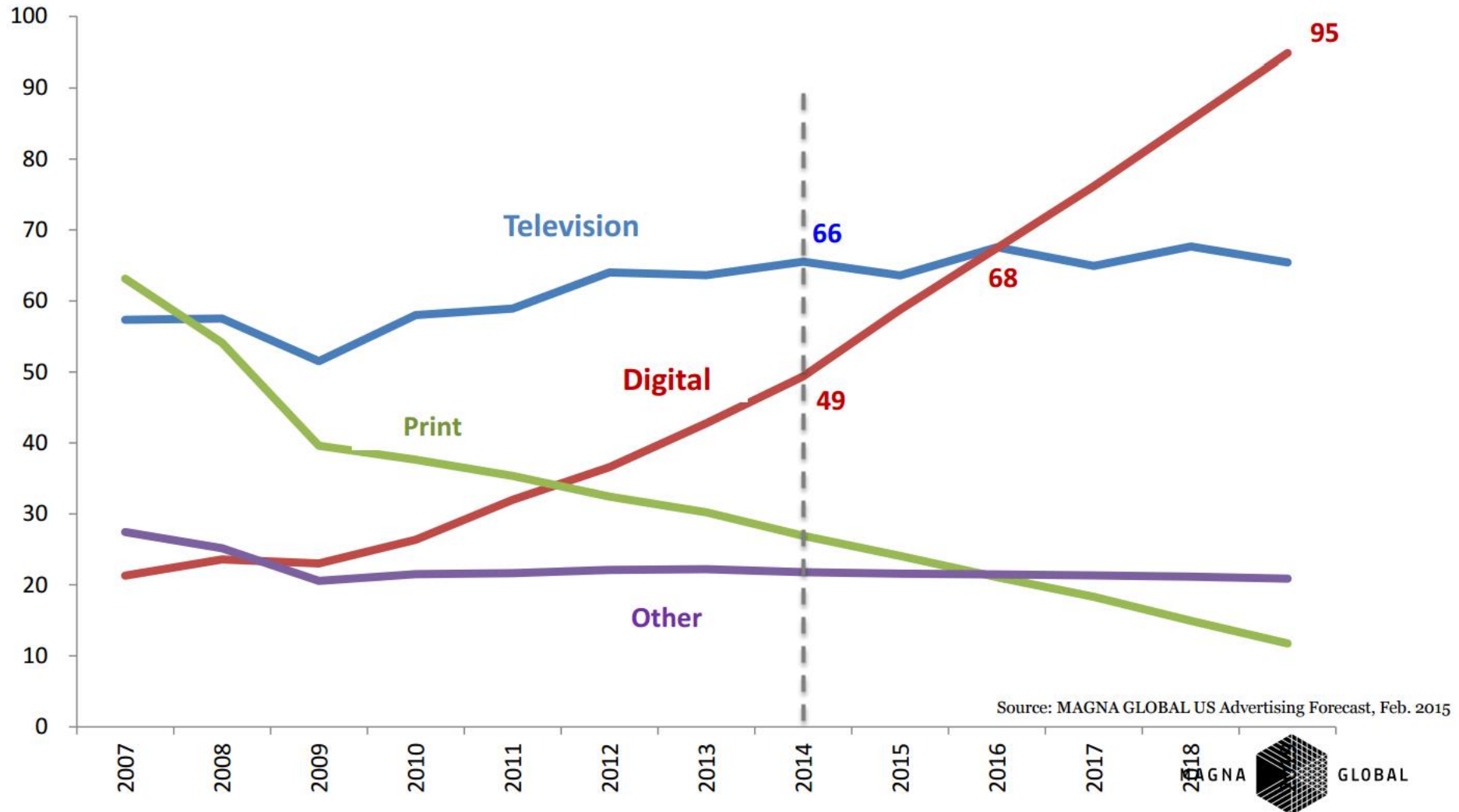
## COX REVENUES



# Media & Digital Trends

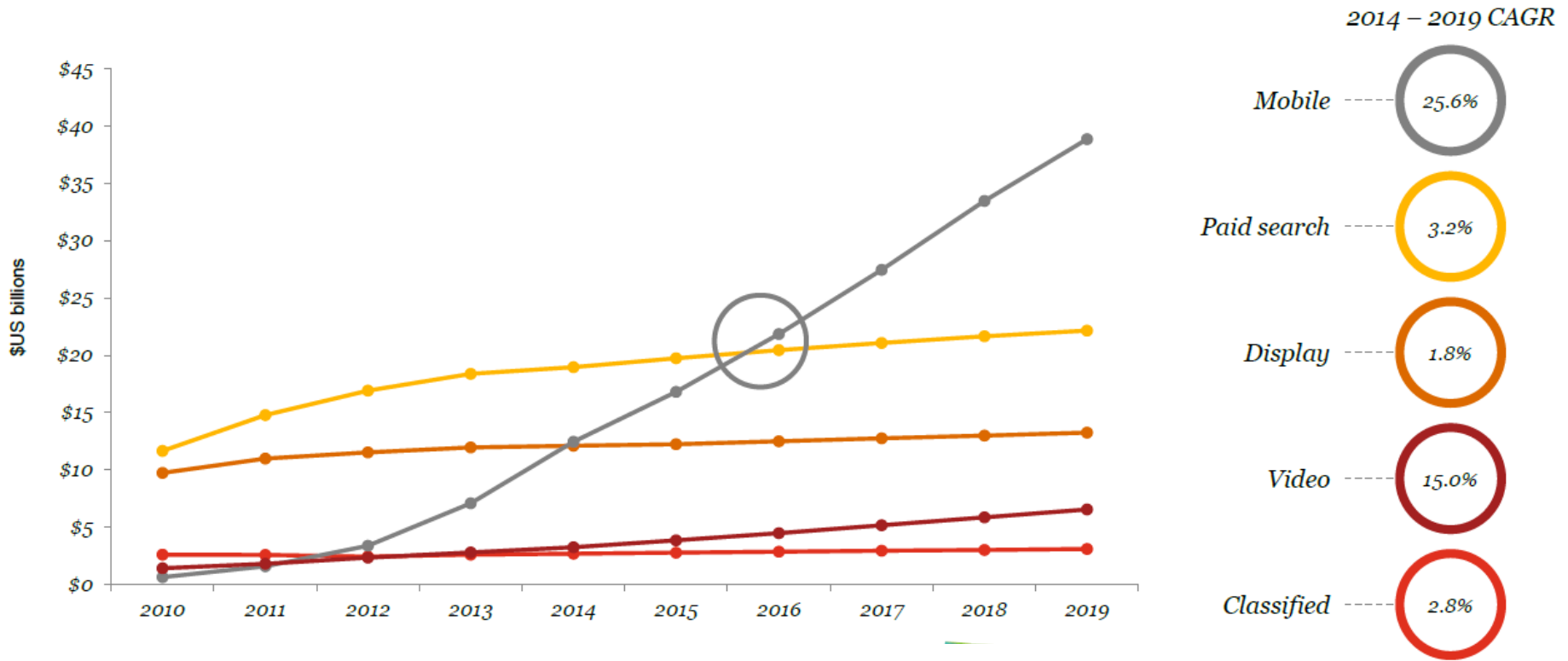


# Advertising Revenue by Media Category: LT Forecast (\$bn)



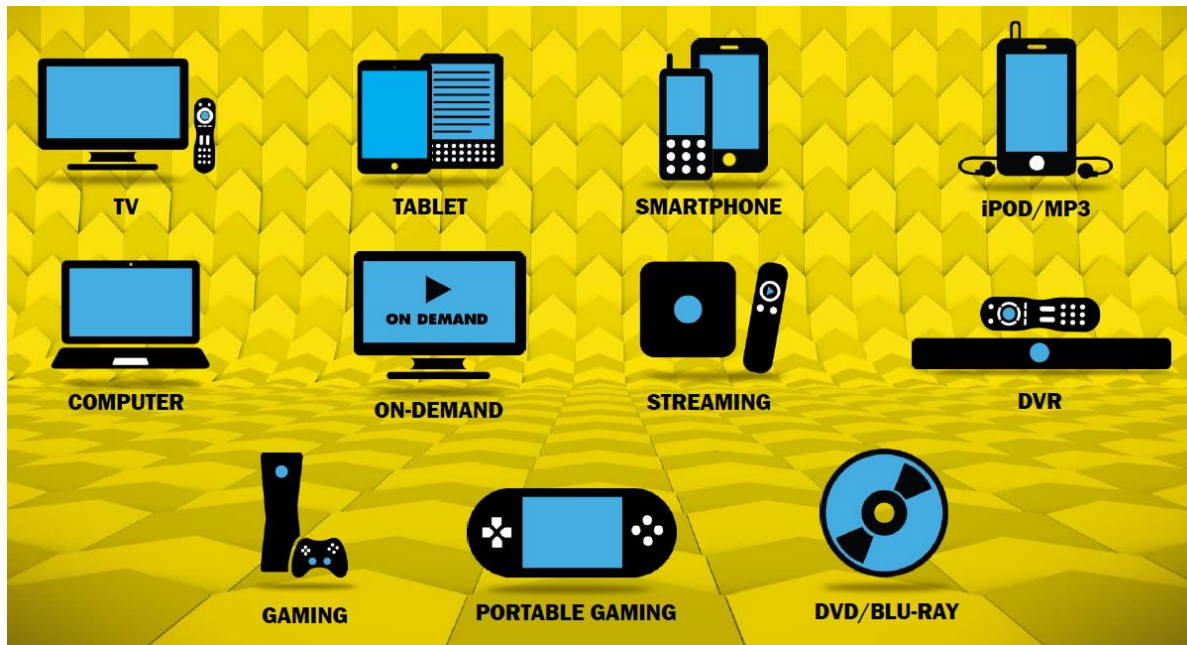
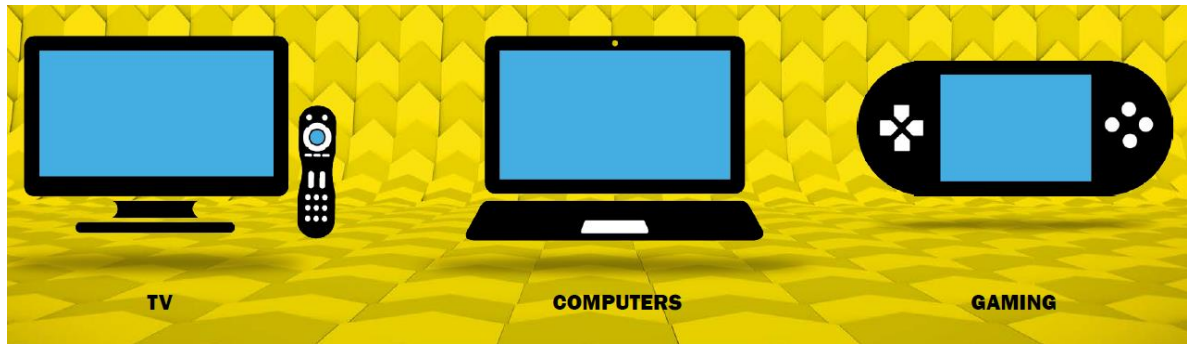
# Mobile Will Lead Internet Advertising in 2016

US Internet advertising spend by category



Source: PWC, Cox Media Group Research Summit, 2015

# Media Channel Growth



Source: CMG Research Summit, Danniele Paponetti, MTV



# Mobile is the Dominant Online Channel

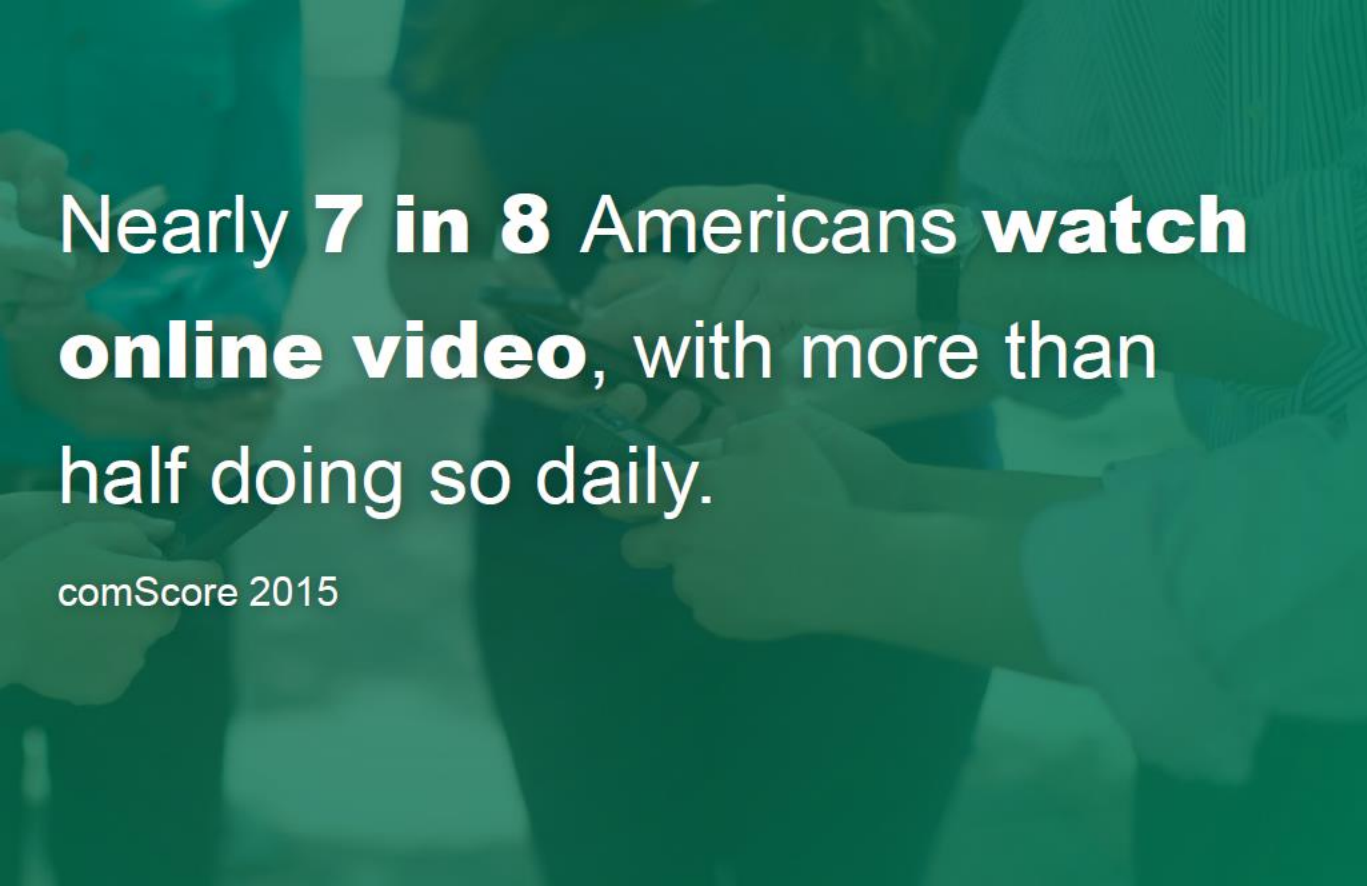
**64%** of time online is spent on mobile devices.

comScore, March 2015

Source: Cox Media Group Research Summit, 2015



# People Increasingly Consuming Video - Impt Content Form



Nearly **7 in 8** Americans **watch online video**, with more than half doing so daily.

comScore 2015

Source: Cox Media Group Research Summit, 2015

# Media Must Make Impact & Quickly Deliver Message




The average Gen Zer has the  
**attention span of about  
eight seconds.**

CMO.com, 2015

Source: Cox Media Group Research Summit, 2015

# TV Still Effective Media



**TV Still Rules...91% of TV time  
is spent watching LIVE TV.**

MTV 2015

Source: Cox Media Group Research Summit, 2015

# Advertising Needs to be Contextually Relevant

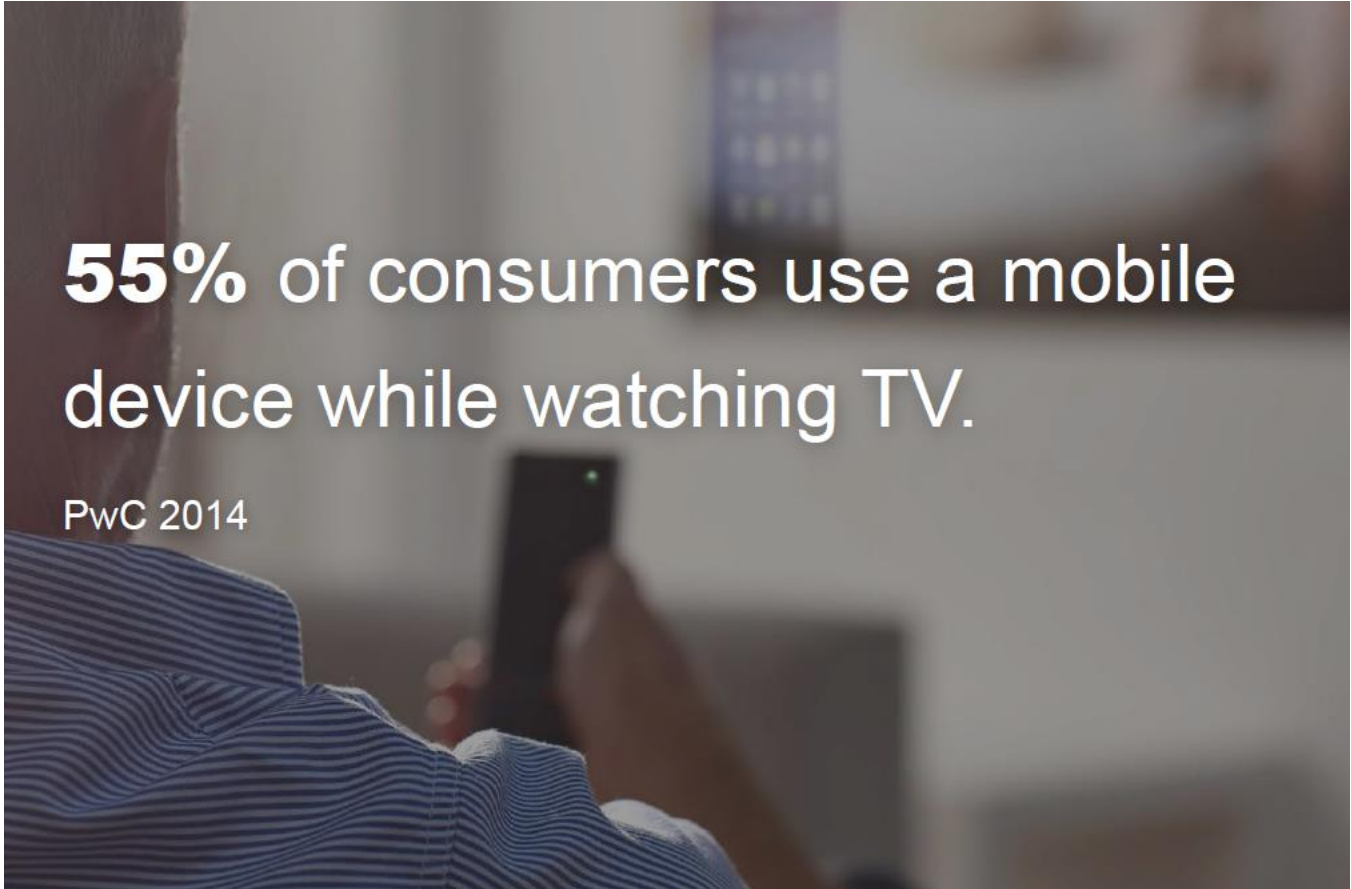
**2 in 3** consumers want **ads customized** to their city, zip code or immediate surroundings.

Google, May 2014

Source: Cox Media Group Research Summit, 2015



# Media & Advertising Becoming More Multichannel




**55%** of consumers use a mobile device while watching TV.

PwC 2014

Source: Cox Media Group Research Summit, 2015

# Advertisers Have Opportunities, But Increasingly Complex

A photograph of a person's hands holding a smartphone and a coffee cup. The background is blurred, suggesting an outdoor setting. The text is overlaid on the left side of the image.

In the future, **99%** of everything we make will **connect to the Internet.**

mobilefuture.org 2013

Source: Cox Media Group Research Summit, 2015

# Massive Opportunity of the Internet of Things

## IoT Market Size (by 2025)

McKinsey&Company

**\$6.1T**



**\$7.1T**



**\$14.4T**

## Connected Devices (by 2020)

Gartner

**26B**



**32B**



**50B**

## Data Growth (2013 vs 2020)



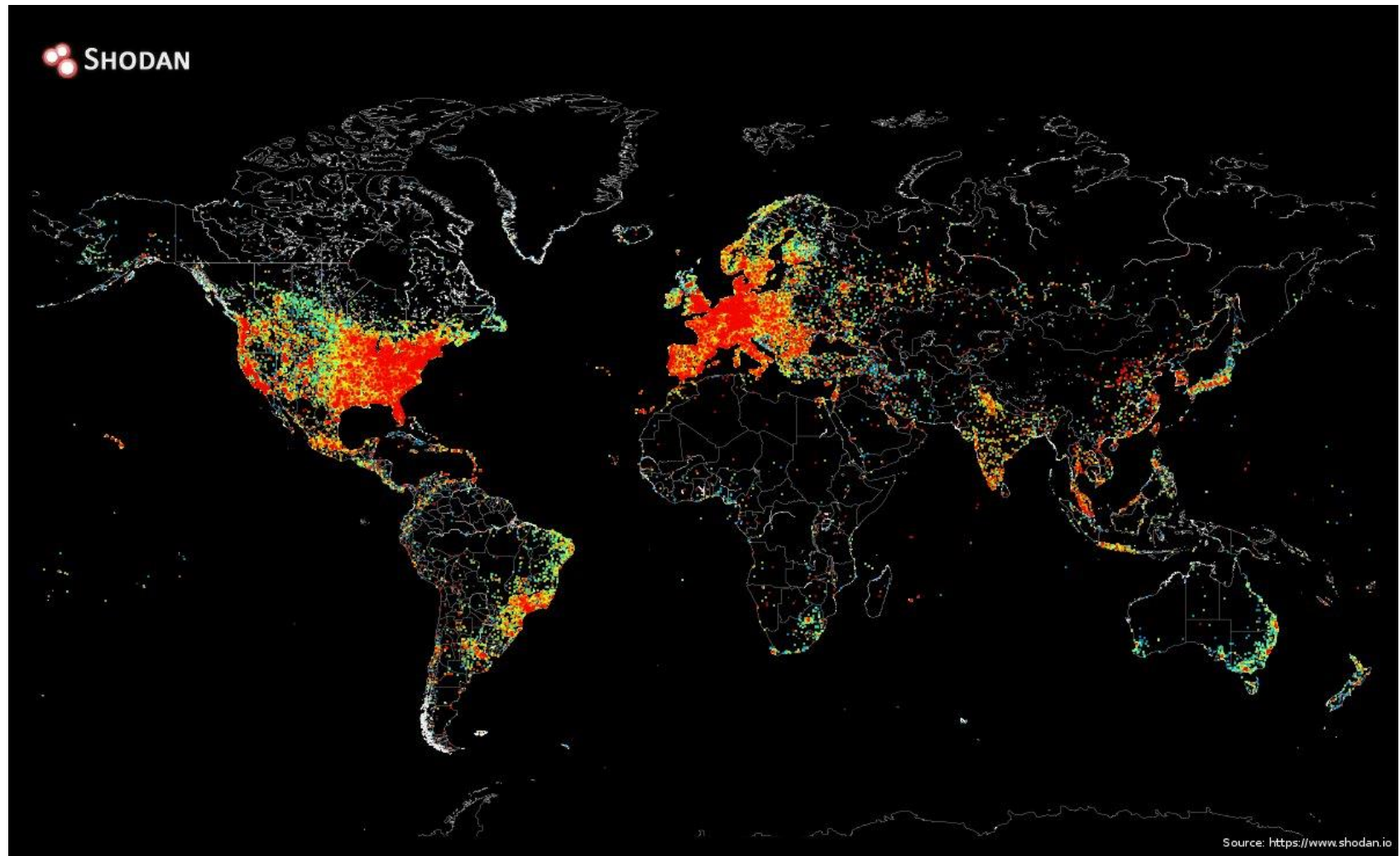
Total Data  
4.4ZB → 44.4ZB

**10x**

IoT Data  
.09ZB → 4.4ZB

**49x**

# Connected World - However, Disparities Still Exist





# The Future for Media Companies?



# Disruption of Media Companies

## TV

(Netflix)

On-Demand / Instant Access Anywhere



**huluPLUS™**  
More TV. On more devices.

**amazon**  
instant video  
Instantly  
Watch  
Movies & TV Shows



## Radio

(Spotify)

Pay for Access / Instant On-Demand Streaming on Internet-Enabled Devices



**PANDORA®**  
internet radio

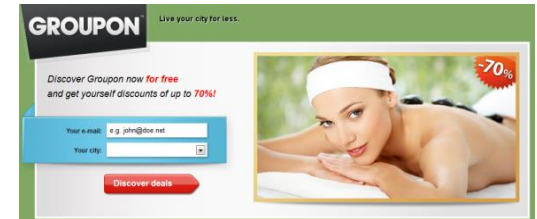
Digital Download Services



## Print

(Groupon)

Consumer paid, performance-based advertising



THE  
HUFFINGTON  
POST

**Buzz  
Feed**

# Connected Cars as Communications Platforms

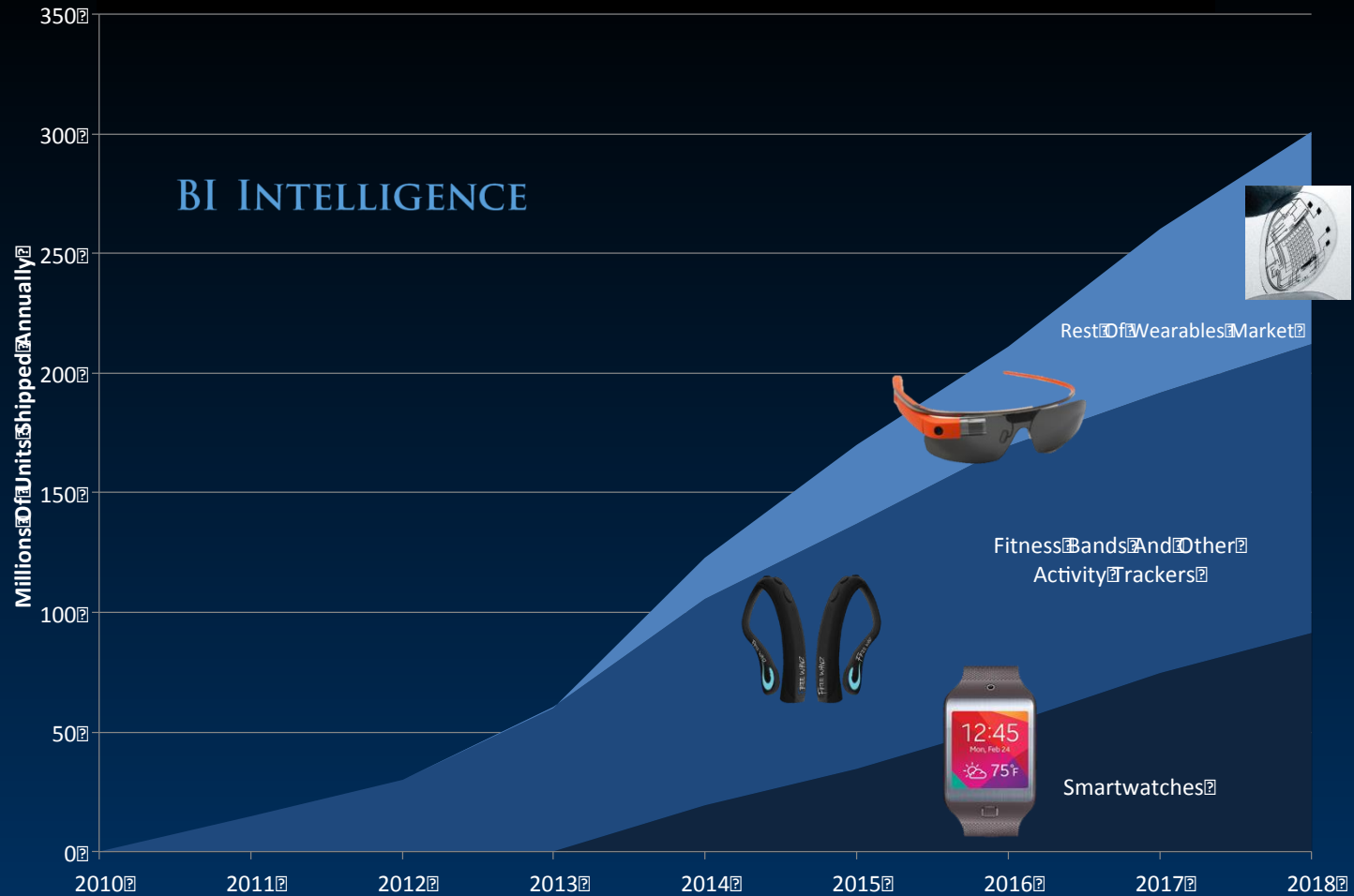
## Connected Car Unit Shipment Forecast



Source: SBD, GSMA

# Wearable Technology Growth

## Global Wearable Device Unit Shipments



Source: BI Intelligence Estimates



# The Future of TV: Personalized, Connected, Dimensional

## Connected Surfaces - New Ad Contexts & Ubiquitous Consumption



## Rich Media Formats – New Programming

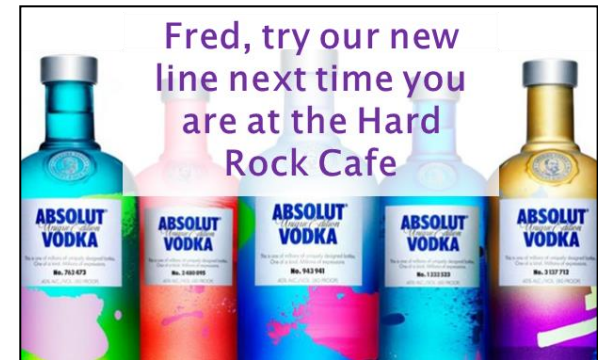


- By 2017, more than half of the US population will regularly watch a TV show online
- Streaming TV & video content on smartphone, tablet and connected TVs will fuel audience growth

## Flexible Screens – Increased Distribution



## Smart, Personalized Ads



# The Future of Radio: Personalized Content & Dist. Ubiquity

## Partnerships & Streaming Radio Everywhere



PANDORA



## User-Controlled, Personalized Radio



- 50%+ of the US population are digital radio listeners
- 63.2% of US internet users will tune in to digital radio monthly

## Radio Stations Will Expand Content Offerings



## Radios Will Not Exist in Cars – Mobile Connectivity



# The Future of Print: Interactivity via AR, NFC, E-ink, Wireless

## Personalized Print & Mobile-Based AR



## E-Ink – Rich Media Embedded in Print



- Online advertising scale is currently much lower than print advertising – Will shift to digital
- ~ Every \$7 of ad spend via print newspapers, comparable digital advertising is only about \$1

## Near Field Communications (NFC) Tags – Smart Posters, Sprayable Tags



## Inevitable Transition to a Wireless Digital Future





# The Future of Media Will Take Advantage of the Internet of Things

Severe weather alerts or recovery drink offer



Facial scans & relevant marketing/ads



Coupon for milk sent when low



Promotion for auto service when needed



Tagged media – info & purchase opty's



Ad to save consumer \$ on home restoration



# The Future of CMG



Watch Video: <http://youtu.be/5IKfE2zJlxl>



# Thank You

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