

The Digital Revolution

Presentation by Sir Martin Sorrell, WPP plc
5 October 2009

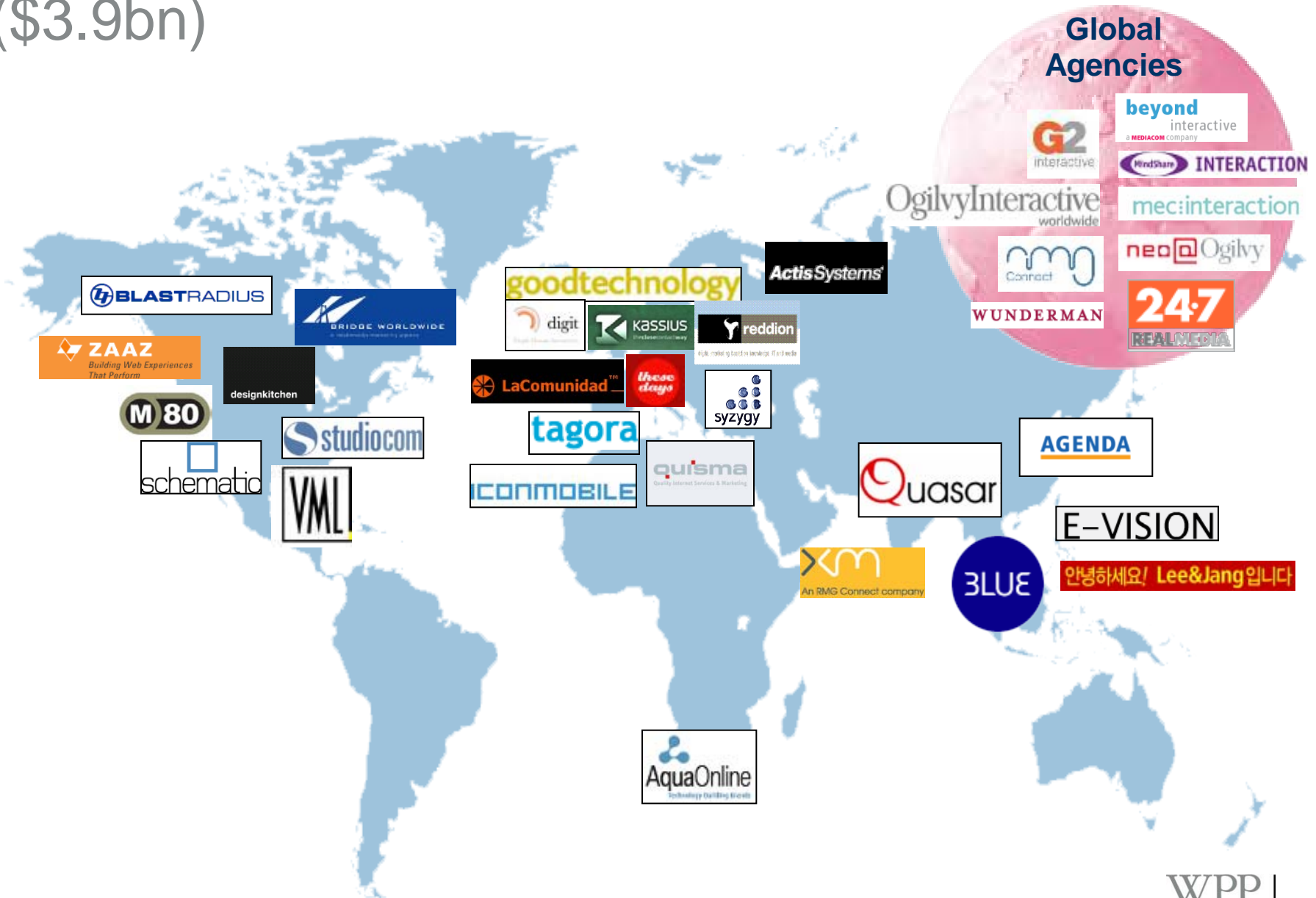
The themes I will aim to cover

- Introduction to WPP
- What has changed since the last Olympic Congress in 1994?
- The impact of the digital revolution on media
- The implications for brand owners and sports bodies
- The opportunity for the Olympic Movement

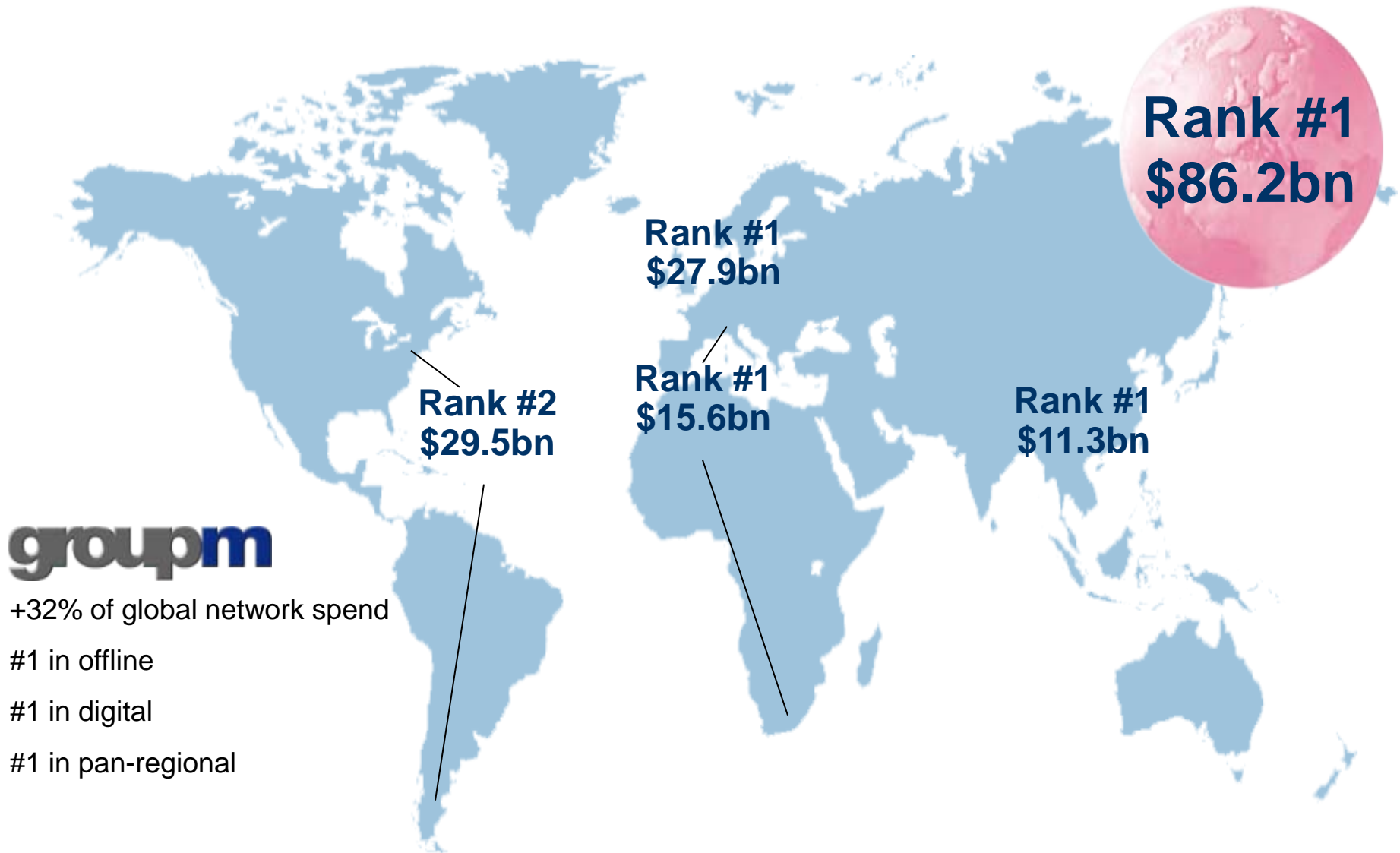
Who we are



WPP has the leading global digital portfolio (\$3.9bn)



#1 in global media billings



groupm

+32% of global network spend

#1 in offline

#1 in digital

#1 in pan-regional

Strength in research, insight and consultancy



Rank		Revenue 2007A (\$m)
1	Nielsen	4,707
2	Kantar/TNS	4,030
3	IMS	2,193
4	GfK	1,593
5	Ipsos	1,271
6	Synovate	867
7	IRI	665
8	Westat	426
9	Arbitron	338

WPP Olympic credentials

- Advertising and Media Investment Management
- Branding, Design and Identity
- Direct and Digital
- PR – Public Affairs
- Research and Insight



Changes in the media landscape since the last Olympic Congress

1994

2009

Internet Population¹:

16 million

1,500 million

Mobile Phone Subscribers²:

55 million

4,000 million

Online Advertising³:

\$0~

\$55,176 million

US Newspaper Circulation⁴:

62 million

49 million

US Evening News Viewership⁵:

35 million

25 million

A new landscape of digital platforms



Social Media



**Consumer
Generated Media**



Online Video



Search Marketing



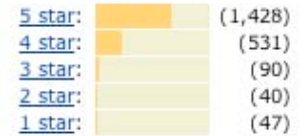
Mobile



Widgets

Customer Reviews

2,136 Reviews



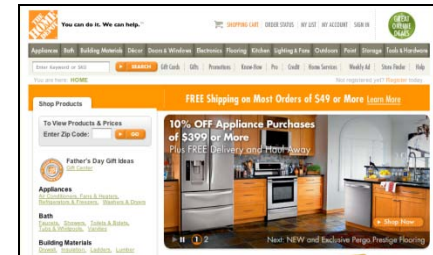
Web 2.0



Online Advertising



Email



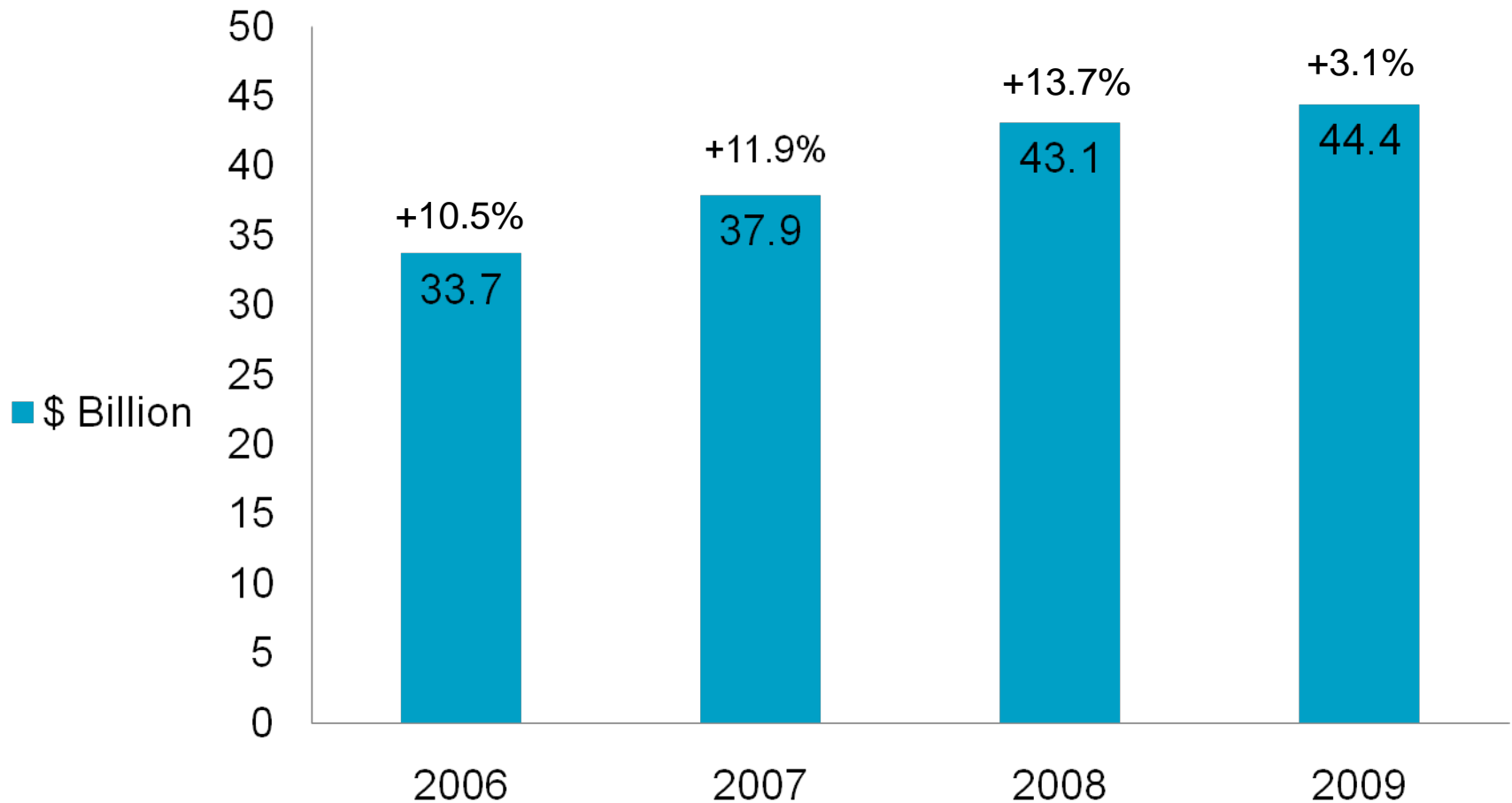
Websites

Live sporting events continue to be must see television

	<i>Ave. Global Audience</i>
Beijing Olympics Opening Ceremonies:	593 million
World Cup Finals 2006 (average match):	411 million
2008 UEFA European Championship-Finals (average match):	166 million
2008 UEFA Champions League- Final:	145 million
2008 NFL Super Bowl:	104 million
2008 Brazilian Grand Prix:	80 million

Global sponsorship spend

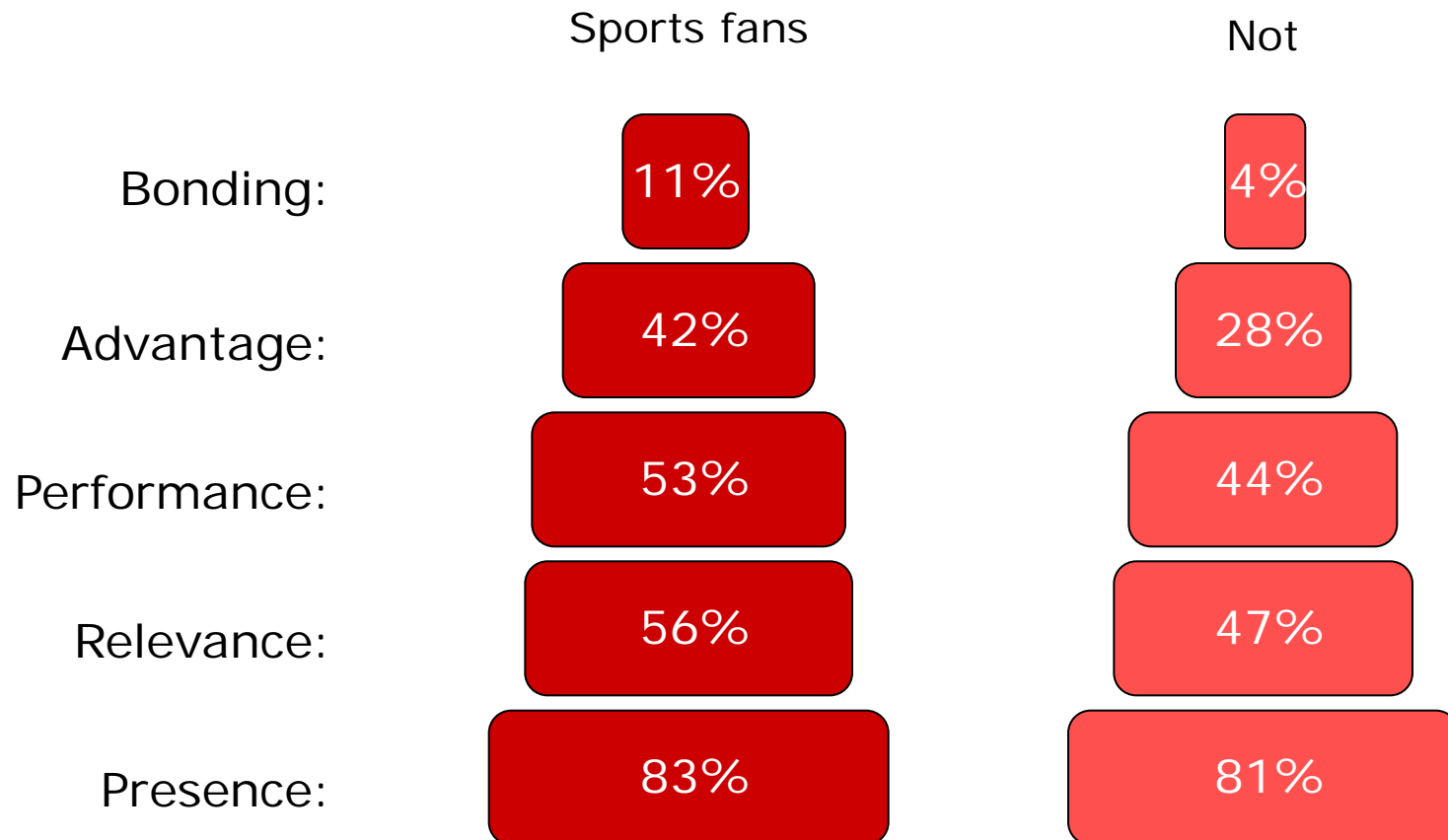
Growth slowing – but still positive



Source: IEG

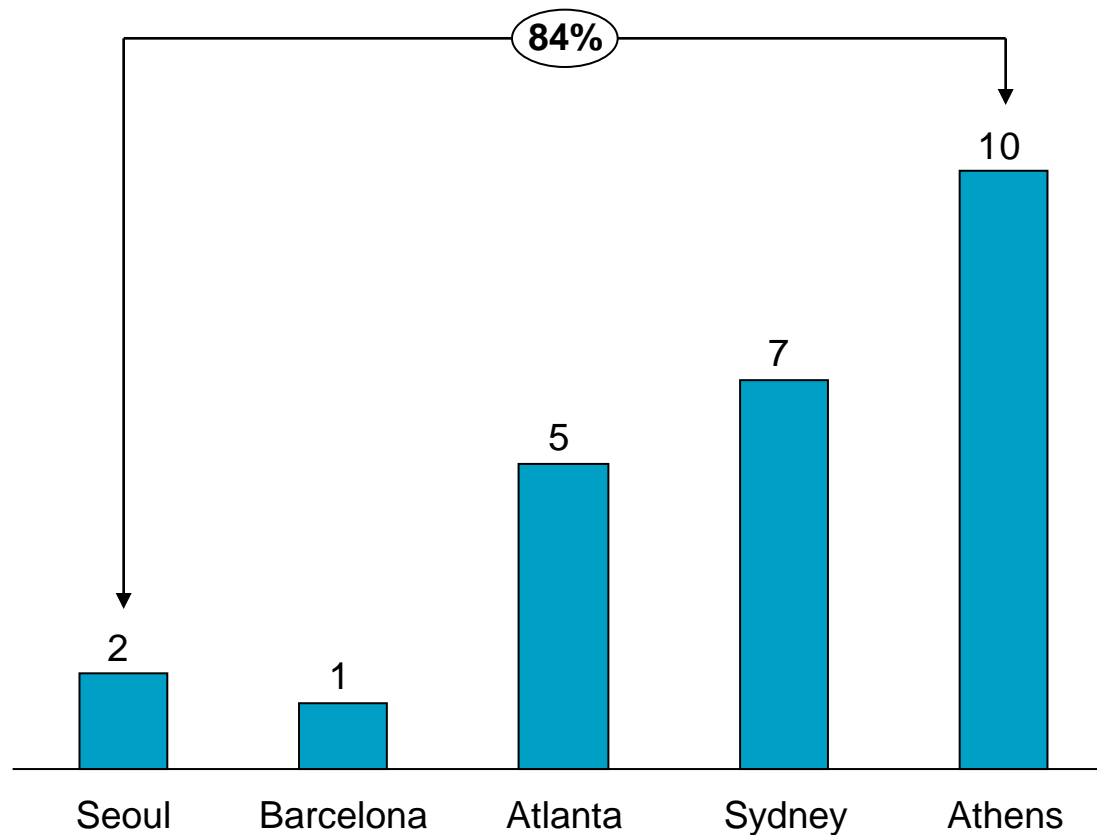
Sports sponsorship increases brand value considerably

Budweiser is worth an additional \$9 billion because of its sports sponsorships



Global economic impact of sports

Direct GDP Impact of Olympics (\$ Billions)



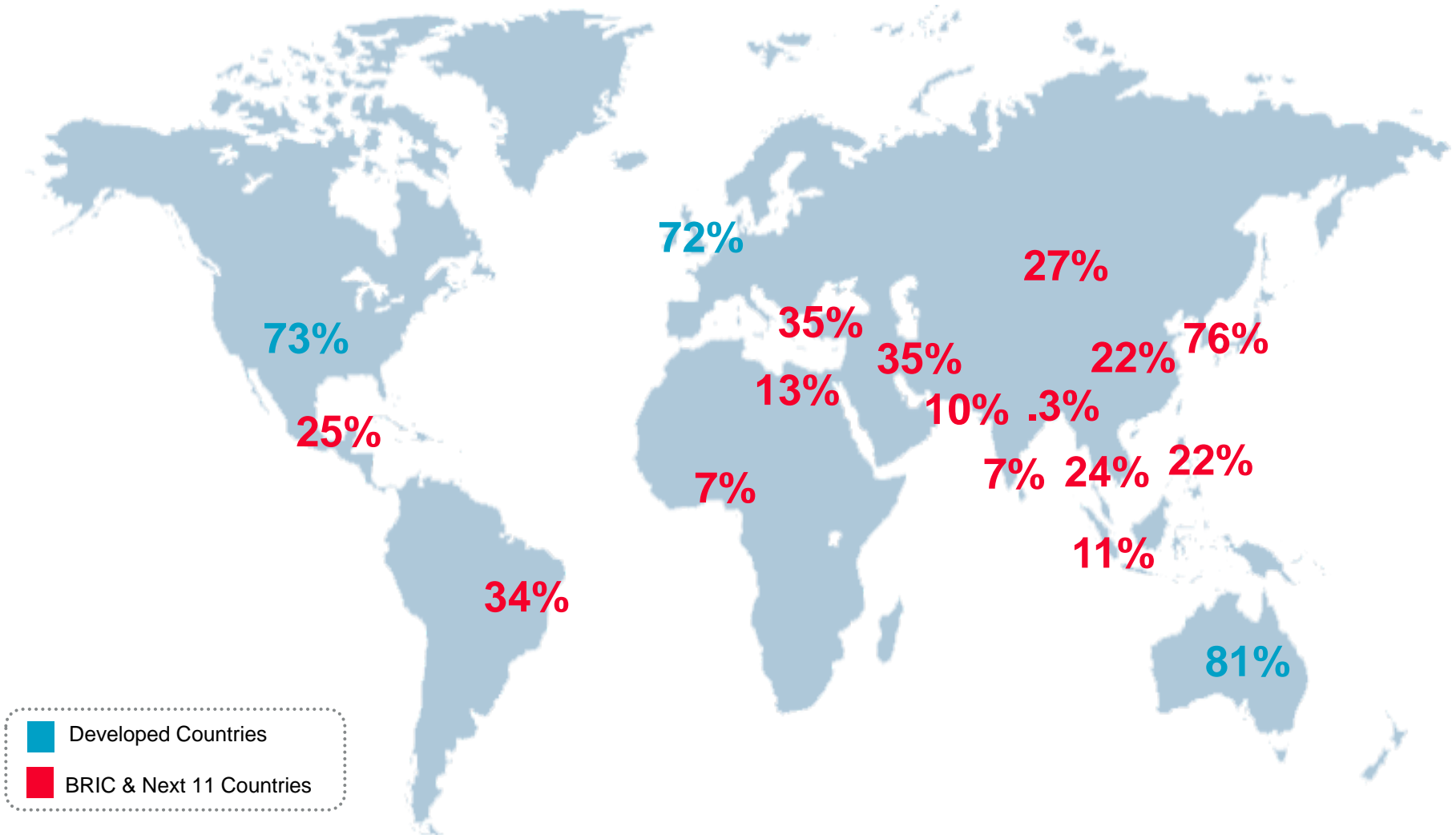
The impact of the digital revolution on media

1.6 billion out of 7 billion online today



An increasingly global audience

Broadband penetration by market



Mobile penetration even greater than broadband



4 billion out of
7 billion have
mobile phones

Resonating with young people in particular



A much more complex and interactive future



Broadcast
Passive
Devices

Addressable
Interactive
Ecosystems



The future of media



Addressable



Portable



Searchable



Social



Interactive



Transactional



Ubiquitous

The implications for brand owners and sports bodies

Attention is an increasingly scarce resource...

Melbourne 1956



Beijing 2008



Consumers are taking control

Users as producers and *distributors* of content

Diet Coke + Mentos



Users in control

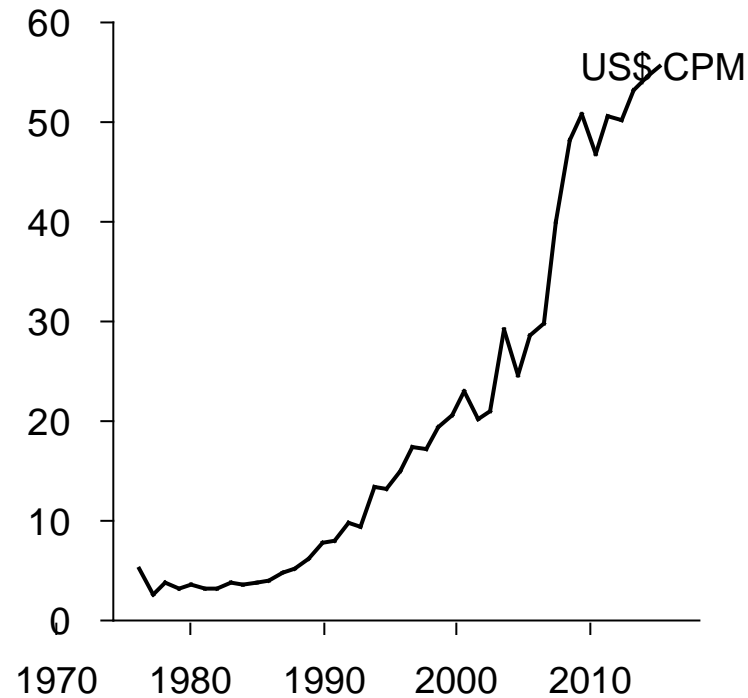
What I want; where, when and how I want it.



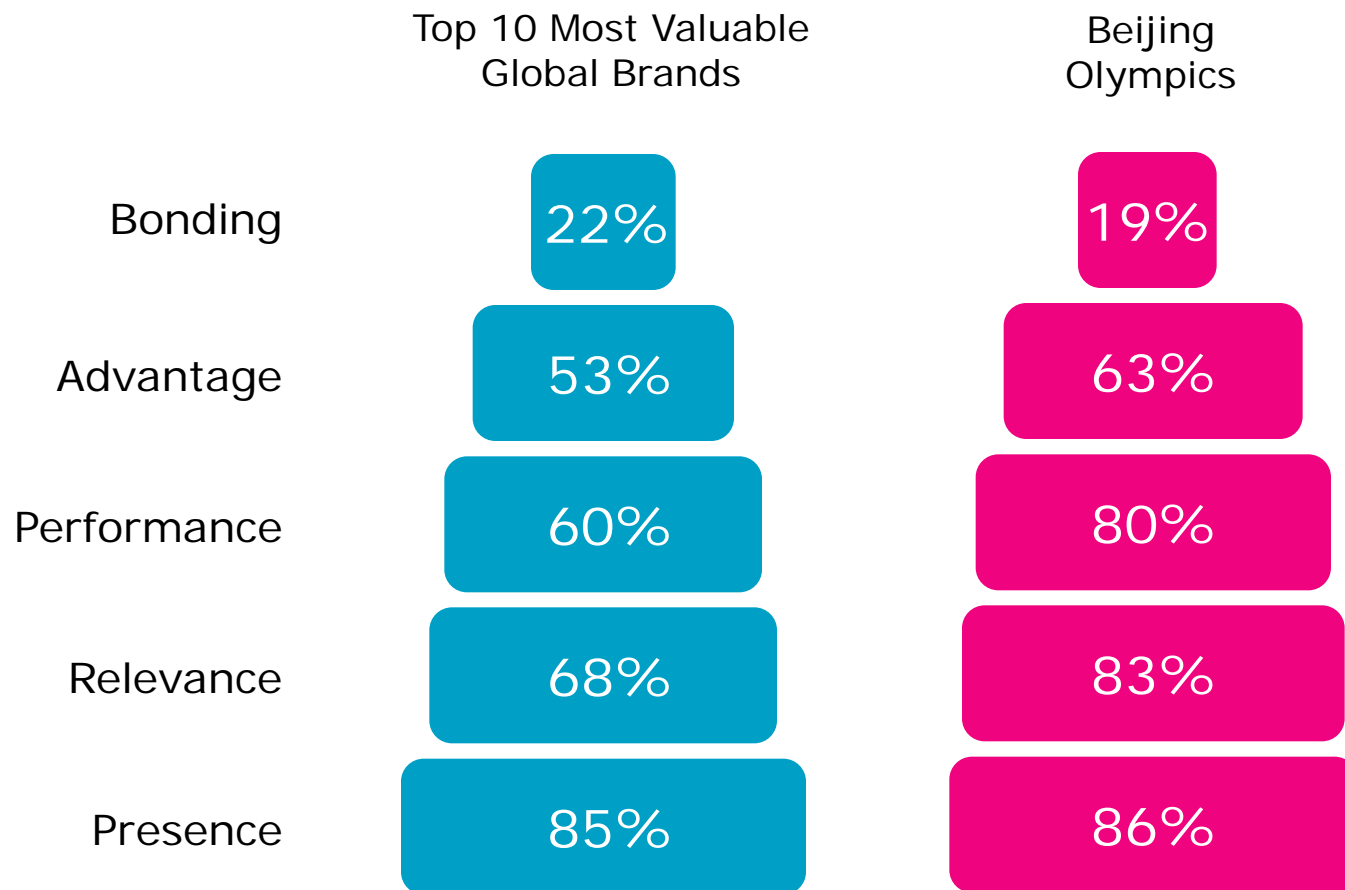
Democratization of the tools of production, distribution, consumption and personalization.

Premium live events will still command a premium

Cost per thousand (CPM) of Superbowl spot

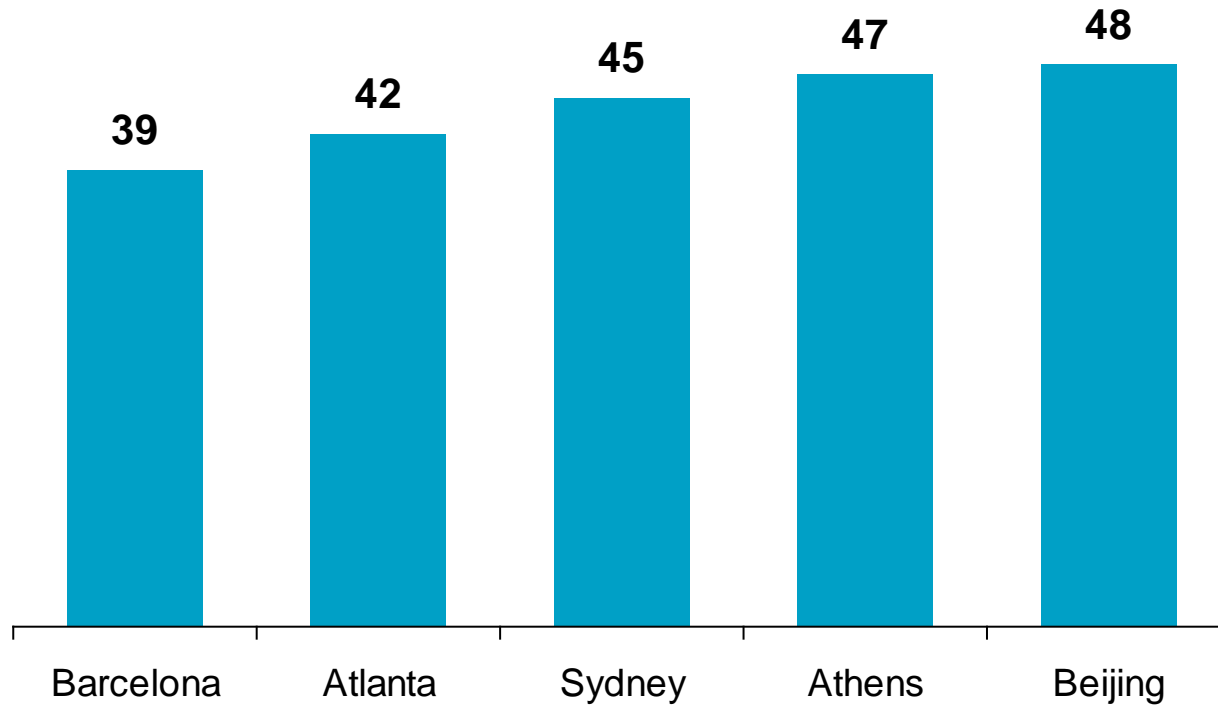


Sports brands remain some of the most powerful in the world

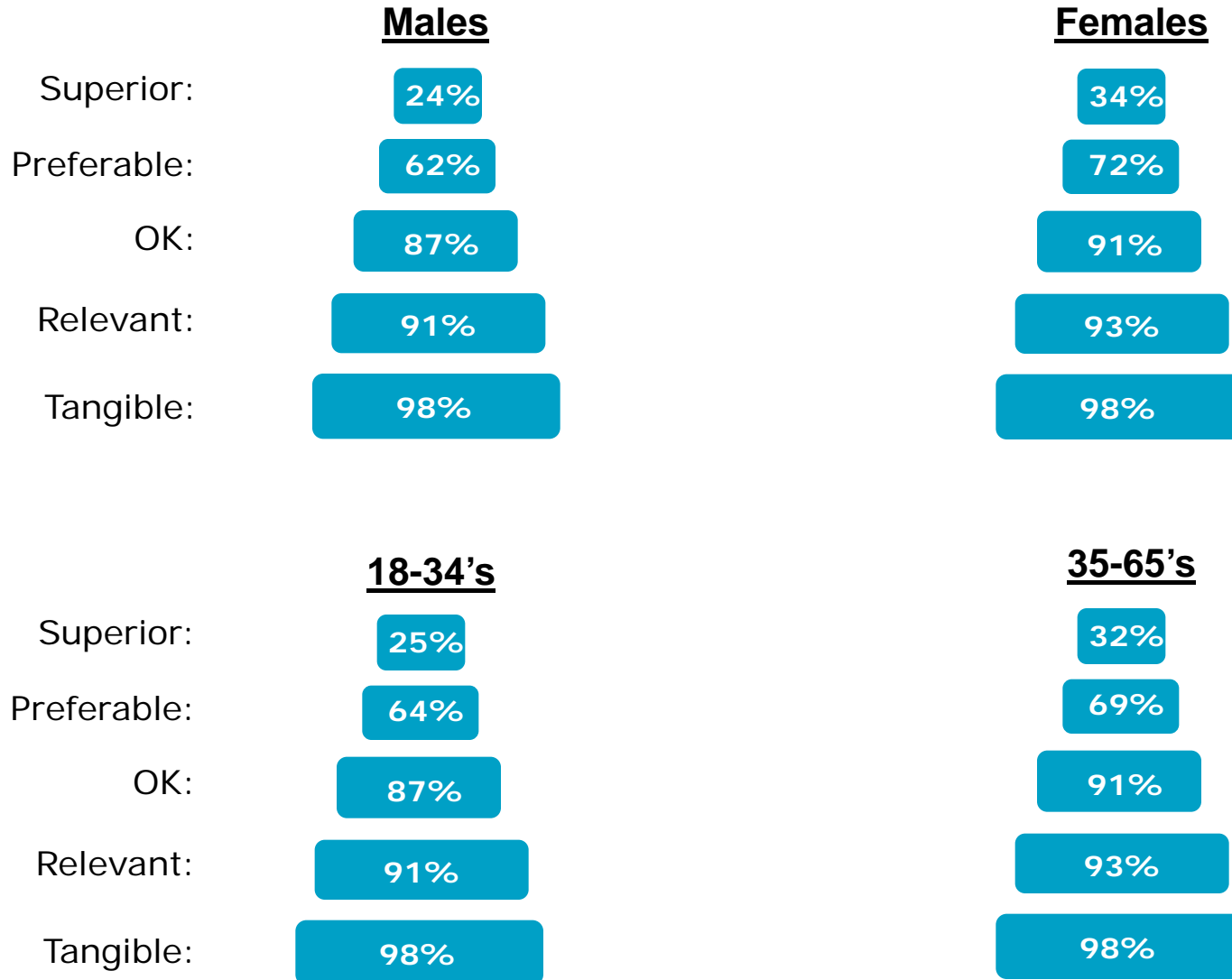


While broadcasters offer a lot of money, their audience is getting older

Average Age of Viewers watching the Summer Olympics in Primetime on NBC



Across demographics the Olympics perform better against women and older age groups



Beijing was the first digital Olympics


Powered by 



Register | Login



Destination Beijing
From the Great Wall to the Forbidden city, learn more about the 2008 host.



Stories of the Games
The Olympics featured many dramatic moments worthy of review.



Drive to the Finish
The finish is what matters in track & field. Relive the best from Beijing.

WATCH NOW: [STROMOTION MONTAGE: Best of Beijing](#) | [STEP LEVELY: A walk on the whimsical side](#) | [BMX CRASHES: 4-minute mash-up](#)

BEIJING 2008 | TV & ONLINE LISTINGS | RESULTS & SCHEDULES | NEWS CENTER | VIDEO | PHOTOS | MEDALS | SPORTS | COUNTRIES | TEAM USA | ATHLETES | LOCAL COVERAGE | MOBILE | VANCOUVER 2010

SUMMER SPORTS
 Archery
 Badminton
 Baseball
 Basketball
 Beach Volleyball
 Boxing
 Canoe/Kayak
 Cycling
 Diving
 Equestrian
 Fencing
 Field Hockey
 Gymnastics
 Handball
 Judo
 Modern Pent.
 Rhythmic Gym.
 Rowing
 Sailing
 Shooting
 Soccer
 Softball
 Swimming
 Sync. Swimming
 Table Tennis
 Taekwondo
 Tennis
 Track & Field
 Trampoline
 Triathlon
 Volleyball



AP Photo

'Truly exceptional Games'

From the start, these Olympics were different. They opened in spectacular fashion and never slowed down. From the Water Cube to the Bird's Nest, these Games made history, **Alan Abrahamson** writes.

Related: [Purchase the 2008 Opening Ceremony DVD](#) | [Blog](#)

More News: [U.S. women top Brazil for soccer gold again](#)

GAMES RECAP
'Truly exceptional Games'

BEST OF BEIJING
Eight moments to remember

PHOTOS
Looking back: The Games in review

MICHAEL PHELPS
History repeats here

BEIJING 2008
After victory, China plots next move

Exclusive Video

- [Nastia Liukin, an All-Around golden girl](#)
- [Dunk of the year? Wade-to-Kobe slam a classic](#)
- [Phelps' 100m fly from underwater](#)
- [Usain Bolt's 3 Olympic races strung together](#)
- [Ugly scene: Taekwondo fighter attacks referee](#)
- [Relive the Paralympic Games](#)

| |

Olympics On TV

PLAN YOUR OLYMPIC TV & ONLINE VIEWING EXPERIENCE

|

Plus get bonus local coverage from Olympic zone.

2008 Medals

COUNTRY	GOLD	SILVER	BRONZE	TOTAL
USA	36	38	36	110
CHN	51	21	28	100
RUS	23	21	28	72
GBR	19	13	15	47
AUS	14	15	17	46

Images Of The Games



Team USA gold medal winners

1 of 10 Slideshows

[See all photo galleries >>](#)

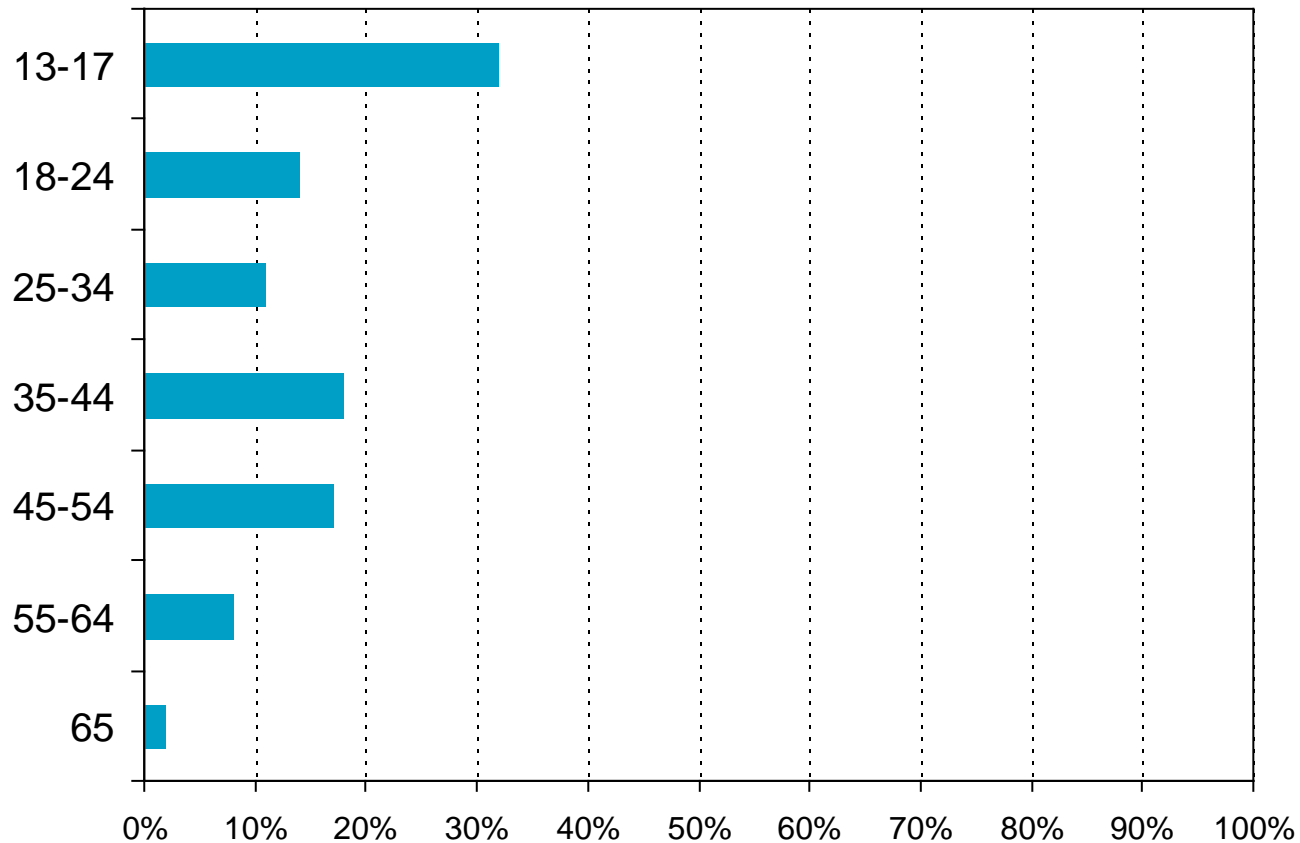


PIECES OF 8 BEIJING STORIES

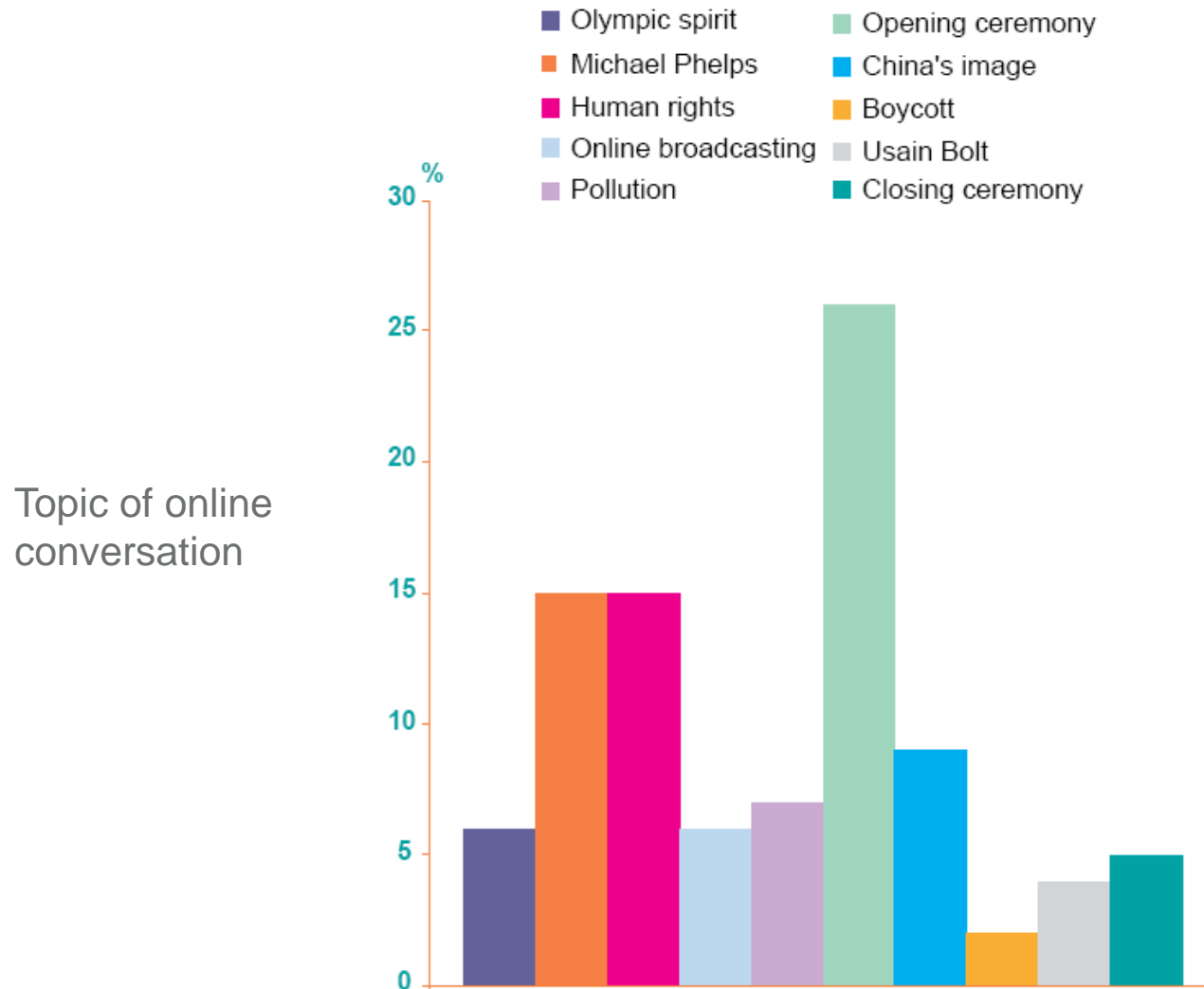
JUNE – AUGUST @ 7PM (ET)
ONLY ON UNIVERSAL SPORTS TV

50% of London 2012's YouTube channel viewers are under 35











YouTube's age profiles for London 2012 Olympics



People are talking about it online



To engage top brands, you need to do more

		<u>\$millions</u>
1.		\$100,039
2.		\$76,249
3.		\$67,625
4.		\$66,622
5.		\$66,575
6.		\$63,113
7.		\$61,283
8.		\$59,793
9.		\$53,727
10.		\$49,460

The opportunity for the Olympic Movement:
5 points to think about

1. Think like your consumers



Recognize the breadth of your competition



2. Create the rights franchise of content

The screenshot displays the Olympic.org website with the following content:

- Header:** Olympic Games Sports Athletes News The Movement Olympic Mission Education. URL: www.olympic.org. Description: Official website of the Olympic Movement.
- Main Banner:** "Giving is winning" with a blue graphic of hands.
- News Section:**
 - 18 November 2007: World Conference on doping that opened today in Madrid will be crucial in the fight against this abuse. The delegates, representing athletes, sports organizations and governments, will first take the resolution of the meeting... [Full story]
 - 18 November 2007: IOC Session Looks to the Council of Singapore (18 November 2007)
 - The IOC President in Cuba (18 November 2007)
 - LONDON 2012: London Looks to Olympic Legacy (19 November 2007)
 - Paris 2024 Update
- Media Centre:** Press releases, photos, and a search bar.
- Event Listings:** Four columns showing upcoming events with dates and locations (e.g., 26.7 days to go, 8.29 days to go, 1.7.16 days to go, 2.27.8 days to go).
- Olympic Museum:** Information about the museum's location in Athens and its opening in 2008.
- Sports Calendar:** A list of events including the World Masters Cup Shanghai and the Beijing 2008 Olympic Games.
- Temporary Exhibitions:** Information about the Olympic Museum's temporary exhibitions.
- News Section (Right):** "The World of the Olympic Movement" and "New Athlete Events".
- Special Webinars:** "All the world's time zones LIVE" with a search bar.
- Olympic Collection:** "Discover olympic and world records for olympic sports" and "Research, news, articles, items".
- Video and Audio Podcasts:** "Subscribe to our podcasts" and "Subscribe".

Connecting with the average Olympian



Voices of the Summer Games

Follow Lenovo's athlete bloggers on their journey in Beijing - Hear their voices

home | about | contributors | feeds

Search

Share / Save

FEATURED STORY: Good Bye!



Voices of the Olympic Games brought together 100 athlete bloggers from 25 different countries and connected them the world as they blogged their way to the 2008 Summer Olympics. Over the course of the Games, Lenovo's Athlete Bloggers published more than 1,500 posts and received over 8,000 comments from fans around the world. "Voices" was a huge success and demonstrated the value of amplifying Olympic athletes' real, unfiltered voices. We're glad you've found this site, and hope you'll stick around and explore the Lenovo Athlete Bloggers' amazing Olympic experiences. You can also check out [our wrap up video](#).

See more Featured stories:



.recentposts

Clear Filters Filter Posts by:

	Sport	Country	Language
 <p>White House Visit Posted by David Oliver at David Oliver! Your Mission: 12.85 on 2008-10-09 02:00:00 (gmt) I left Denver for a quick trip out to the D...</p>	Athletics 	USA 	English

.theBloggers



Rachel Dawson - Field Hockey
[Read Bio Blog](#)



Athletes are blogging about their journey to the Beijing 2008 Olympic Games on Lenovo IdeaPad notebooks powered by Intel Centrino processor technology

beijingTweets

Check out our Lenovo Voices wrap video with athlete blogger interviews and campaign highlights.
<http://tinyurl.com/3vr64a> This happened 273 days ago

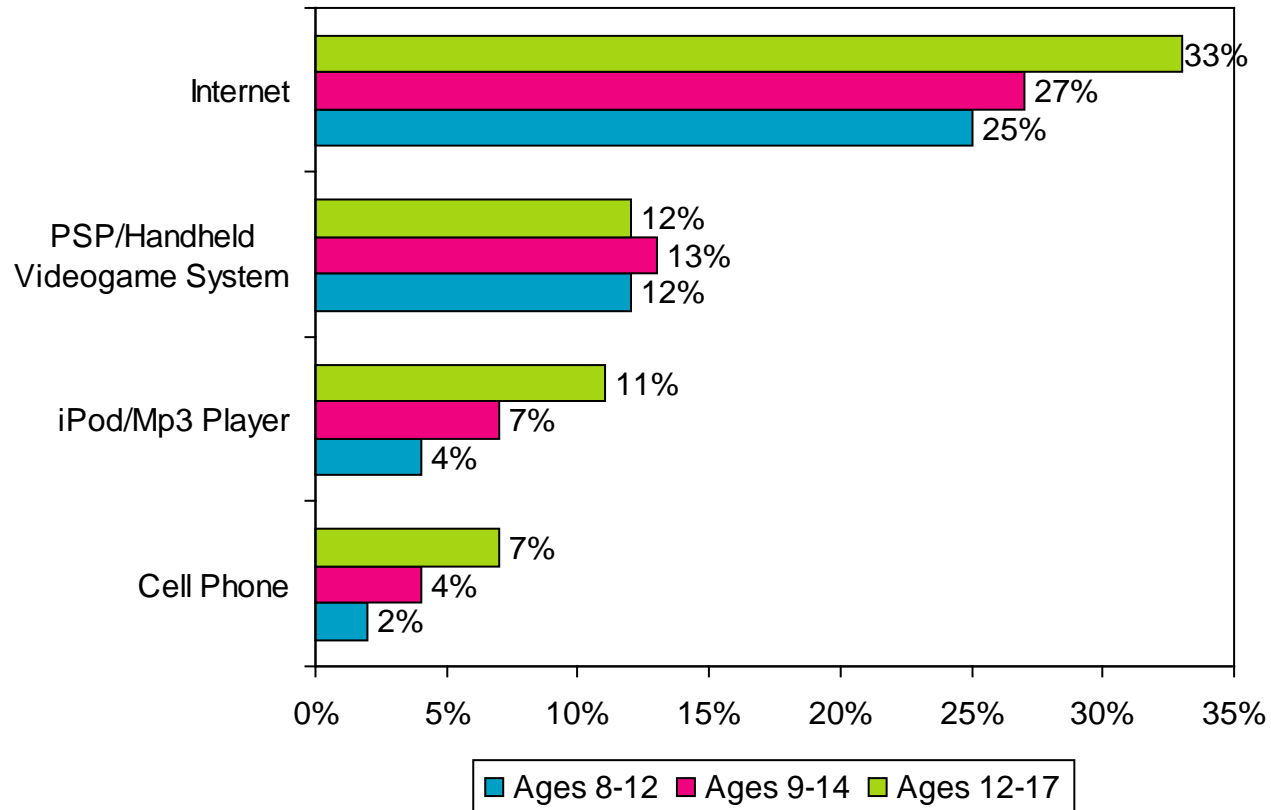
NBC's Photo Gallery of the Closing Ceremonies: <http://is.gd/1Wdp> This happened 302 days ago

3. Engage with the young in the right environments



The young interact with media in different ways

Kids and Teens Watch TV on Other Devices



Their interactions are more social

facebook Home Profile Friends Inbox (23) Josh Berman Settings Logout

Vancouver 2010 Become a Fan

Wall Info Photos Discussions Video Events >>

Filters

Pat Farley Hey Everyone!!!
There will be some places open for Hostels in October, if you are looking for accommodation. Besides that, VANOC took everything and has given it to the athletes and there team. All Hotels are taken, so you are looking at paying over 300 \$/night. I even saw a place that is renting out a studio for 30,000/Feb. CRAZY!!!!
about an hour ago · Report

Vancouver 2010 Hi Gail. See if any of the help - <http://www.vancouver2010.com/en/s-vancouver-2010/accommodation/-/34174/w>

Accommodation - V
Source: www.vancouver2010.com/en/s-vancouver-2010/accommodation/-/34174/w
offering a variety of accommodation options. The 2010 region has hosted, with many visitors wishing to come to the Games and the area.
about an hour ago · Share

16 people like this.
View all 4 comments

Daniel Cholewa costs way to much!
49 minutes ago · Report

Peter Athwal surry welcomes world!
44 minutes ago · Report

Daniel Cholewa Hey im a Volunteer for the games can help me find a place for 2 months?
about an hour ago · Report

Founded: September 30, 2003

6 of 27,307 fans See All

Mary Chapple Jordan Henneberry Keaton Jones
Jake Gass Jess Merrell Morgan Vandervoort

YouTube Broadcast Yourself™ Worldwide | English

Home Subscriptions Videos Shows Channels

join in
www.london2012.com

London 2012 Paralympic Games

London 2012 London2012's Channel

Subscribe All Uploads Playlists

IOC SESSION

Search Uploads

Date Added | Most Viewed | Top Rated

Javelin train on track and on time - London 2012
255 views - 5 days ago

Three Years to go - London 2012
1,174 views - 1 week ago

Park People: working on the Olympic Park
216 views - 2 weeks ago

Olympic Village: Athletes' beds & London homes - 316 views - 2 weeks ago

London 2012 - Greenwich Park

0:13 / 5:26

flickr Home The Tour Sign Up Explore

You aren't signed in

Search this group's pool

Beijing Summer Olympic Games 2008
Group Pool Discussion 418 Members Map Join This Group

Group Pool (300 items) | Columns (1 items) | Add to the pool. Join?

Home Profile Find People Settings Help Sign out

chi2016
Follow

Los Angeles youth still receiving benefits from 1984 Games - a model for World Sport Chicago
<http://bit.ly/XtmFQ> ^Neil
about 5 hours ago from CoTweet

Learn about Chicago's 2016 bid @ the 10th Ward meeting, tonight @ 6pm at Knights of Columbus Hall - 11201 S. Ewing. Hope to see you there!
about 6 hours ago from CoTweet

Learn about the bid @ the 27th Ward meeting, tonight @ 6pm at First Baptist Congregational Church - 1613 W. Washington. Hope to see u there!
about 6 hours ago from CoTweet

@JillKintner Glad you enjoyed it!!
about 21 hours ago from CoTweet in reply to JillKintner

Name Chicago 2016
Location Chicago, IL, USA!
Web <http://www.chicago2016.com>
Bio Chicago is a Candidate City to host the 2016 Olympic and Paralympic Games. Follow and talk with us for official bid updates.
495 following 3,630 followers
Tweets 472
Favorites
Actions block chi2016
Following

From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung
From Cesar Hung

Home Profile Find People Settings Help Sign out

olved Our plans News Blog About us In your area

search

Email this page Print this page

London 2012 blog

Paralympic Games

About this blog
About this blog
Using blogs
Commenting guidelines
Terms of use
Privacy policy

Cloud List

How can small businesses get involved in London 2012?

Ruth, Business Outreach Manager, 4 August 2009

Inspiring small businesses locally is what it's all about for the teams of business-support people working with London 2012.

So how can a small business get involved in an opportunity to help in the supply chain of the Olympic Stadium or the Aquatics Centre for instance? Two organisations that help local businesses answer this question are the **East London Business Place** and **Supply London**.

Read more of "How can small businesses get involved in London 2012?"

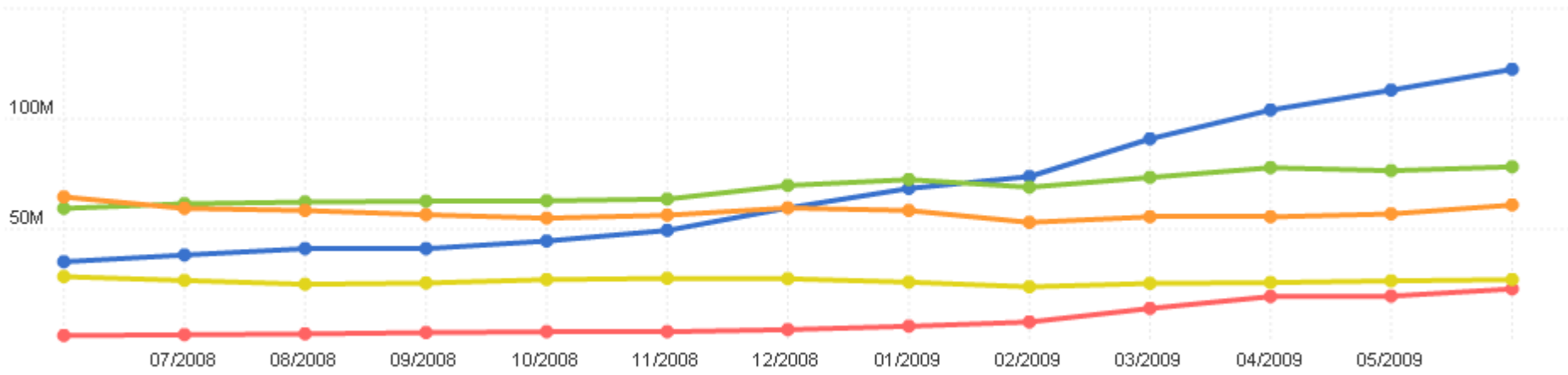
Posted in CompeteFor | East London | ODA | Business | Permalink

Aquatics Aquatics Centre
Athletics Beijing 2008
Business Ceremonies
Cultural Olympiad Culture
Cycling East London
East of England Education
Handover LOCOG London
ODA Olympic Park
Olympic Stadium
Open Weekend Paralympics
Seb Coe South West Sponsorship
Sustainability Swimming
Transport Velodrome
West Midlands Work for 2012

Get to know the new players

Unique Visitors

✓ facebook.com ✓ youtube.com ✓ myspace.com ✓ twitter.com ✓ flickr.com



Example of how WPP's United and the IOC are working together to engage and interact with a global youth audience.



The Best of Us
olympic.org

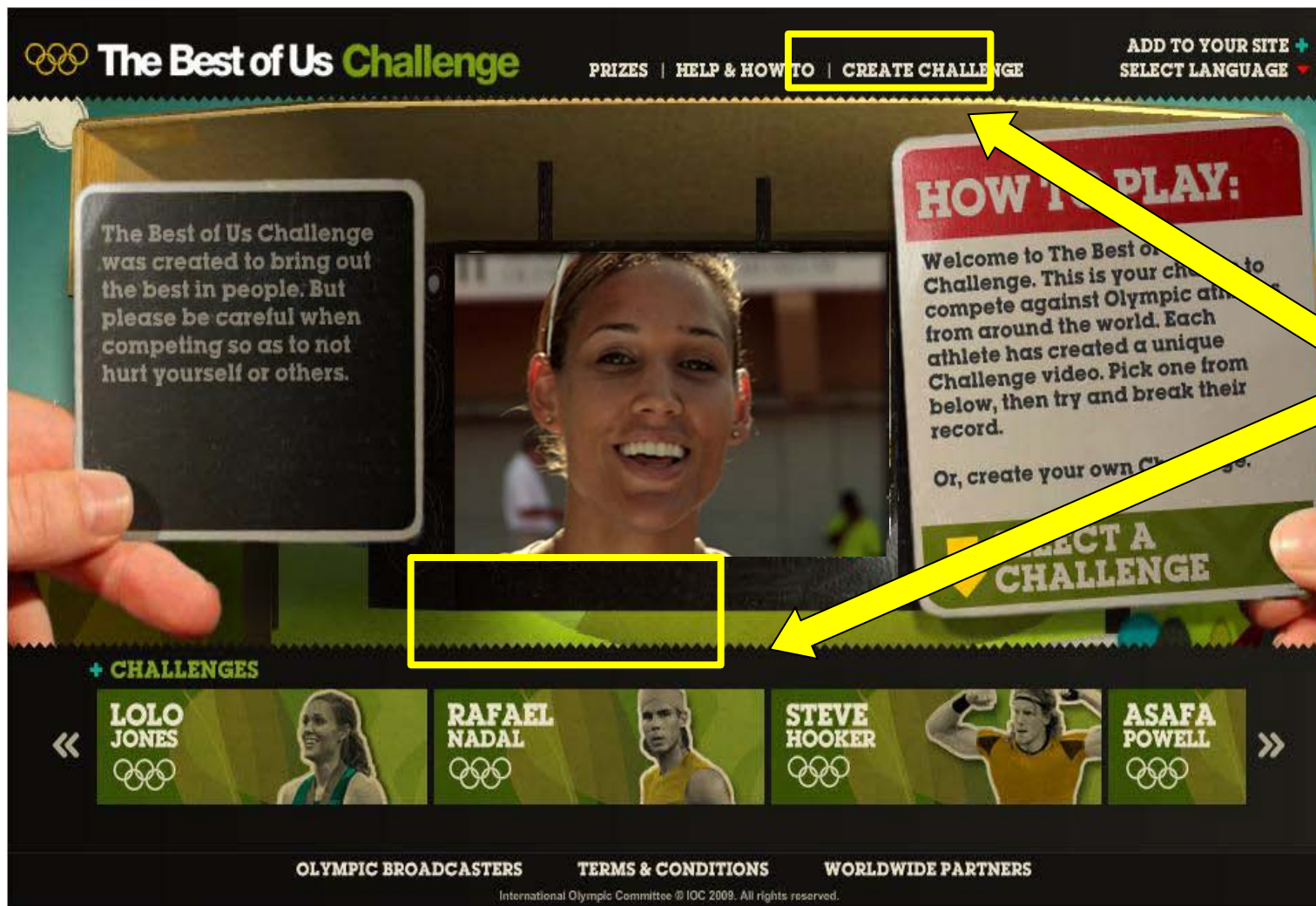
The Best of Us Challenge

An online global competition in which young people can compete in a variety of different “challenges” against both Olympic athletes and their peers.

The idea is to engage young people in the Olympic Games by giving them a chance to actually “compete” with Olympic athletes in a digital, grassroots forum.

Among the Olympic athletes participating are Rafael Nadal (Spain), Michael Phelps (US), Lindsay Vonn (US), Yelena Isenbayeva (Russia), Shawn Johnson (US) and Carolina Klüft (Sweden)

The Best of Us Challenge Site – Home Page



A user can select to either compete against an athlete Challenge... or create his/her own unique Challenge from the homepage.

Young people will be able to go to The Best of Us Challenge via Olympic.org or through exposure from an online seeding and syndication plan being dedicated to Challenge promotion.

The Best of Us Challenge Site – Athlete Detail Page

The Best of Us Challenge

PRIZES | HELP & HOW TO | CREATE CHALLENGE

ADD TO YOUR SITE +
SELECT LANGUAGE ▼

RAFAEL NADAL
COUNTRY: SPAIN
SPORT: TENNIS

CHALLENGE:
TENNIS BALL PICK-UP
How many tennis balls can you pick up and hold in 30 seconds?

CONTEST RULES
1. Must be shot in one continuous take - no editing.
2. You can only use your body to hold the balls - can't use clothing or any other equipment.

SUBMIT YOUR VIDEO

RAFAEL NADAL: CONTESTANTS

+ BACK TO CHALLENGES

OLYMPIC BROADCASTERS | TERMS & CONDITIONS | WORLDWIDE PARTNERS

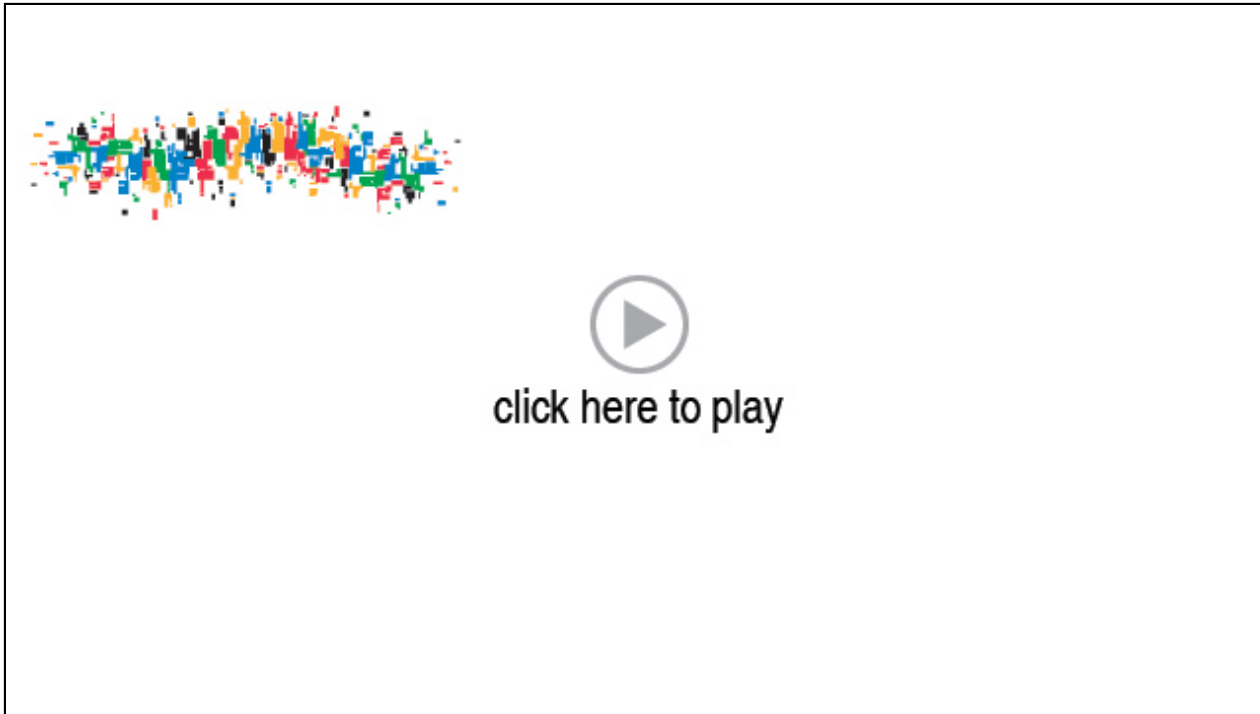
International Olympic Committee © IOC 2009. All rights reserved.

A user can post a video onto their social media site through the “share” functionality, as well as scroll through other participants’ responses to the athlete Challenge.

Here’s Rafael Nadal’s Challenge page – he’s challenged young people to see how many tennis balls they can pick up and hold in 30 seconds.

Whoever can best match him or beat his record will win a signed t-shirt from an Olympic athlete, a The Best of Us poster and an official Vancouver 2010 video game. After viewing the athlete’s Challenge, the user can decide whether or not s/he would like to “best” the athlete’s Challenge and submit a response.

The Best of Us Challenge – Rafael Nadal's Video



The Best of Us Challenge – Social Media



The Challenge will also have dedicated Facebook and Twitter pages with up-to-date information and Challenge content. Users will have the option of becoming a “fan” of the Challenge on Facebook or signing up to receive Challenge Twitter feeds

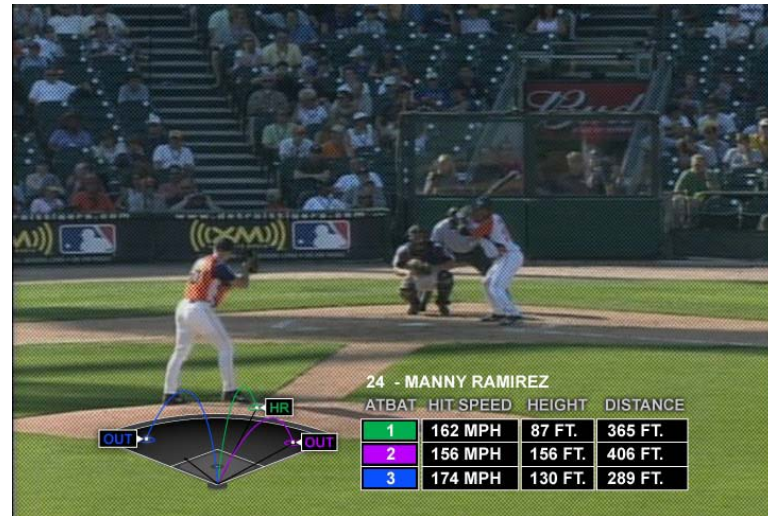
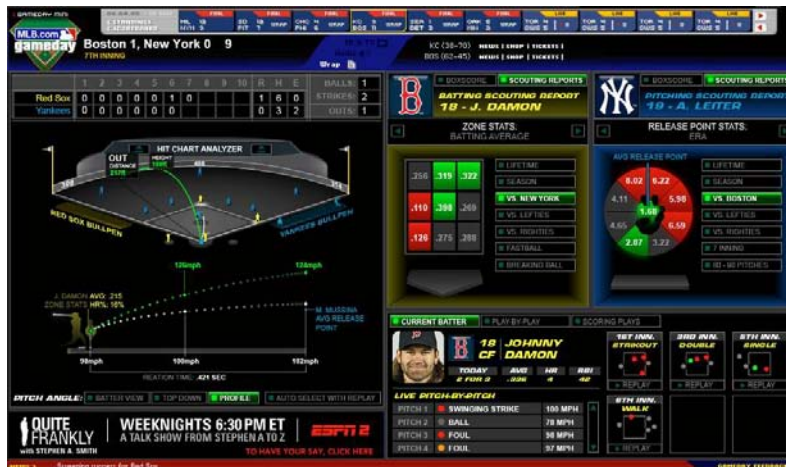
Social media pages will also align with current IOC initiatives (such as the Olympics Facebook and Twitter pages) to cross-promote content and drive additional IOC fans and supporters to the Challenge for added exposure.

4. Understand the technology opportunity

i. Get social

MLB Advanced Media is largest live event producer in the world.

Ability for MLB to show games not broadcast on TV.



Initial investment (2000) \$1million per team, now valued between \$2 – 2.5bn.



.... And create communities



ii. Leverage new screens technology



Community

On Demand

On Demand

Linear network

Linear network

Linear network

Past

Present

Future

iii. Add value through mobile

Android App for Wimbledon 2009

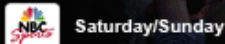
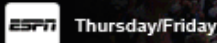


iii. Add value through mobile

Download the U.S. Open 2009 iPhone application to get the best of the U.S. Open while on the go.

The U.S. Open 2009 iPhone application will feature:

- Exclusive LIVE Marquee Group coverage on Thursday/Friday
- Exclusive LIVE Hole 17 coverage on Saturday/Sunday
- Course information with flyovers and hole details
- Player information
- LIVE Leaderboard
- News
- LIVE coverage courtesy of:



VODAFONE McLaren MERCEDES

NEXT RACE D3 H21 M29

MONACO
21-24 May 2009

LIVE EVENT COMMENTARY

NEWS

VIDEO OF CIRCUIT

TRACK INFO

RESULTS

BACK

VODAFONE McLaren MERCEDES



2009 SEASON ON YOUR MOBILE

VODAFONE McLaren MERCEDES

DOWNLOAD VIDEO

14/5 2009

Martin Whitmarsh leads the debrief back at the McLaren Technology Centre near Woking, England

BACK

5. Think about what digital inventory you can offer sponsors and partners

**Football
is coming
phone.**

Neu bei debitel:
echtes mobiles Fernsehen. Jetzt holen!

watcha
IN YOUR MESSAGES

debitel

Mehr Infos im debitel Handel und unter www.debitel.de/TV
* 24 WM-Spiele im ZDF-Kanal, als DMB-Standard.

It's not just about screens



In Summary

Thank You