



World of Change Dec06: The end or just the beginning?

As the year draws quickly to a close, we thought it's a good time for a few thoughts.

I have written a short retrospective on 2006 and a set of predictions for 2007. We welcome your thoughts or comments. Either [mail](#) me or hit reply and contributions will be reviewed and posted on my Blog, coming in 2007.

Enjoy!
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CEO

In this edition

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Our 2006 retrospective ...

- Media legislation goes through the mix-master but comes out protecting the Free-to-air interests. Media concentration is triggered in earnest as the big players place each-way bets.
- Convergence across media gains momentum. Example: My Space buy-out and Aunty launches [Video-On-Demand](#).
- **Trust of big companies continues to wain.** What makes 'a good corporate citizen'? Honesty/ transparency, looks after employees and environmental consciousness are key.
- **CSR is on the ramp up** and not a moment too soon. Much of the motivation is environmental with groundswell support for the amazing work of Al Gore.
- **Blogs take a big leap** – from obscurity to almost famous. A social revolution testament to the power of the masses. As

Time's cover story said beautifully this week, "We're looking at an explosion of productivity and innovation, and it's just getting started, as millions of minds that would otherwise have drowned in obscurity get backhauled into the global intellectual economy."

- Information overload and the effort needed to sift by relevance further boosts the role of Google and RSS (Rich Site Summary) aggregation.

Our 2007 look-ahead predictions...

- As media concentrates, it is harder to find diverse, unbiased opinion. Ideals like these are well sought-out by the high value innovators. Luckily, Consumer Generated Media is here to help and Blogs achieve true fame!
- More requirement than ever for companies to engage in CSR with an altruistic aim to create soul & meaning beyond profit.
 - **A greater focus on trust and credibility in communications** (a la Dove 'Real Beauty' campaign).
 - **Blogs emerge as critical reputational channels** particularly in fast moving or technology related markets.
- The forces of convergence and concentration at least partly resolve into smarter uses of internet – personalisation, mobile/ 3G media applications (that kill time or save time), digital streaming, Web 2.0.
 - Free to air starts to feel the pain long avoided by legislated protection.





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- The digital world is finally mainstream and the spectrum is abundant!
- For PR, all this implies careful management of your content mix, media mix and journalist relations. A strategy which aims to balance product and purpose will help build the desired brand character.
- The fast changing media environment will see smart companies seeking [media analysis](#) to support this strategy. Ensuring a good return on marketing/communications budgets' will become a critical focus in 2007.

From the whole Precise team, thank you for your support through 2006. We wish you a happy and safe Christmas, relaxing break and exciting New Year. We are looking forward to delivering more insightful media analysis in 2007.

About Precise

Established in 2001, Precise specializes in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.

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