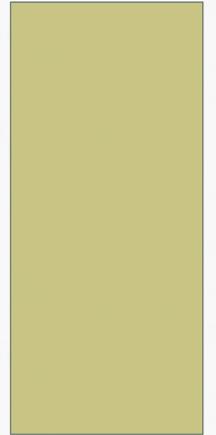


DIGITAL TRIBE



GLOBAL VILLAGE

- These are fascinating times we live in.
- A decade or so ago, the idea of a "global village" was both profound and apt. Digital technology put people in touch with one another around the world in ways that were previously unimaginable.
- Email, texting and website building are now part of the wallpaper of how we live.

DIGITAL

TRIBE

REWRITING THE RULES

- Now, given the ongoing pace of technological change, even more significant changes are affecting how we get our news, how we socialize and are entertained and how we buy products and services.
- And all this is rocking traditional business models and providing opportunities for new ones, with digital giants such as Google and Facebook rewriting the rule book and challenging businesses from advertising to journalism, music and TV broadcasting.

SPECIFIC INTERESTS

- It is much more powerful in the era of social networking to identify and talk to digital communities or 'tribes' brought together around a specific interest, rather than to individuals.

TRIBE LOYALTY

- Digital tribes or communities of interest are now being recognized as powerful groups that, when targeted correctly, can demonstrate loyalty, which some companies, such as teenage social networking site Habbo Hotel, are beginning to successfully monetize.

PERSONALIZATION

- People often lament that the advance of technology has had a dehumanizing effect. But the reality is quite the opposite.
- The second digital decade is all about personalization and connectivity in ways that previously were not possible or imaginable.
- Far from inhibiting expression, technology has enhanced and enabled our individuality.

BOUNDLESS

- For example, websites such as the BBC allow us to tailor the home page so that it contains only those categories that are of personal interest, while social network sites such as Facebook and MySpace provide a canvas for self expression and a harbor for community.
- People are no longer constrained and isolated by physical boundaries.
 - Instead, they can connect in a very personal and tailored way with hundreds of people with similar interests across the world, forming "Digital Tribes" that hold common interests and beliefs.