

The Media Monitoring World in 10 years

Trends, Hypothesis, Landscape & Challenges

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WORLD MEDIA INTELLIGENCE
CONGRESS

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Prediction rests, of course, on certain important assumptions.

UNDERLYING TREND

- ▶ Media landscape evolution (stable or 100% digital?)
- ▶ Technology (manual process vs 100% automated?)
- ▶ New players in the game
- ▶ Market consolidation
- ▶ Shift in marketing / communication (from historic mass-media to personalization and multiple canals)

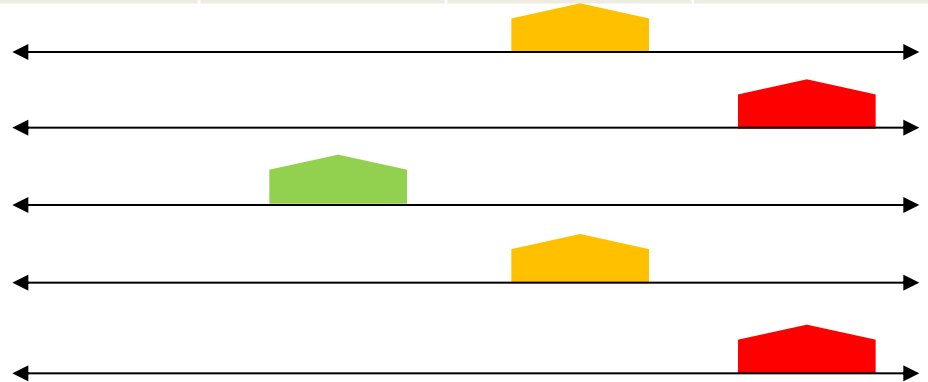
INTENSITY OF THE CHANGE - MY HYPOTHESIS

VERY LOW

LOW

HIGH

VERY HIGH



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Predefined source panel



Separate media channels



Keywords



Opened & dynamic source panel



Versatile search (txt, vidéo, visual)



A.I.

अनारक्ष्य



Key media



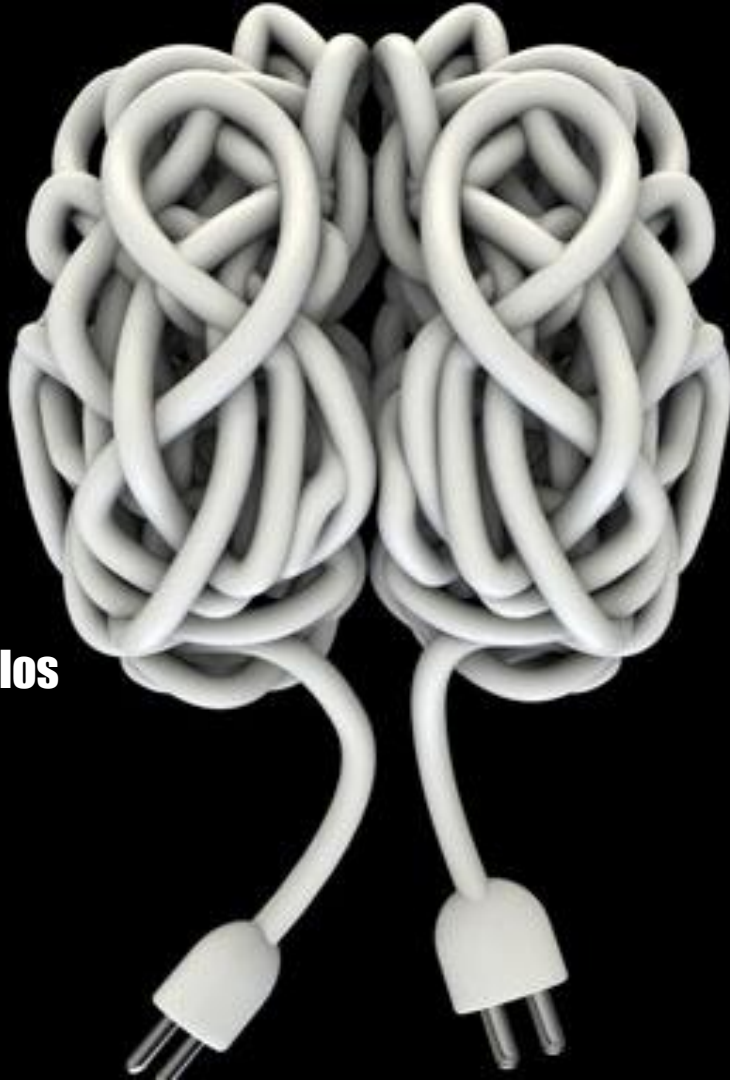
**Identified Influencers
(journalist, experts...)**



Context based metrics



Dynamic Influencer ranking



Communication silos



List of media clips



Intuition



Integrated Marketing



Insights



Data-Driven



Published information



Brand mentions



Facts



Predictive



Civil debates
Industry trends
Audience understanding



Trends and threats

8 CHANGES THAT WILL RESHAPE OUR INDUSTRY

- Predefined source panel**
- Separate media channels**
- Keywords**
- Key media**
- Identified Influencers**
- Published information**
- Brand mentions**
- Facts**

- Opened & dynamic source panel**
- Versatile search (txt, vidéo, visual)**
- A.I.**
- Context based metrics**
- Dynamic Influencer ranking**
- Predictive**
- Civil debates / Industry trends**
- Audience understanding**
- Trends and threats**