

# Convergence and the Future of Advertising

**An EdCom Webinar from  
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**SAN JOSÉ STATE  
UNIVERSITY**

**Convergence?**

**Let's think about  
Out-of-Home.**

**Out-of-Home ...  
that's just  
billboards, right?**





**IT'S BACK. AND THE LINE  
STARTS HERE.**

The Waffle Sandwich



055911

“

**Hmm . . . . no.**

”

Our world has been transformed by  
**technology.**

In turn, technology has changed consumer's  
**behavior.**

Especially when they are  
**Out-of-Home.**



The unifying  
theme is  
**convergence**

accessing internet through tv

watching tv on phone

video on a variety of screens

web accessing devices

**Why  
does  
this  
matter?**

**Because it offers  
fantastic  
opportunities for  
out-of-home  
communications**



**What's really  
driving convergent  
out-of-home?**

# **Social Mobile**



**55%**  
of Twitter  
traffic is  
from mobile  
devices

*Source: KPCB internet trends*

**1 in 7**  
search queries  
is on mobile

*Source: latitude digital marketing*

**500 million**  
people globally (55%  
of active users) access  
Facebook via mobile

*Source: Facebook*

**65%**

of smartphone owners  
use them to pass the  
time when waiting



**Phone**

**Computer  
Radio  
TV  
Gaming console  
Debit card  
Travel card**

**Connect**





**Control**



QuickTime™ and a  
decompressor  
are needed to see this picture.

QuickTime™ and a  
decompressor  
are needed to see this picture.

**Share**



**Is it all about  
technology?**

**Ideas**

**Content**

**Engagement**

**Involvement**

**Thank-you for taking time  
out from your busy  
interconnected day to  
listen. Now post your  
questions on FaceBook.  
I promise I'll answer them  
all.**