



Internet: blessing or curse?

How the internet will affect your business

Eugen B. Russ

erento

tion 2014, "Internet as a Game Changer", Amsterdam 24-26 June

ERA Convention 2014

Internet as a Game Changer

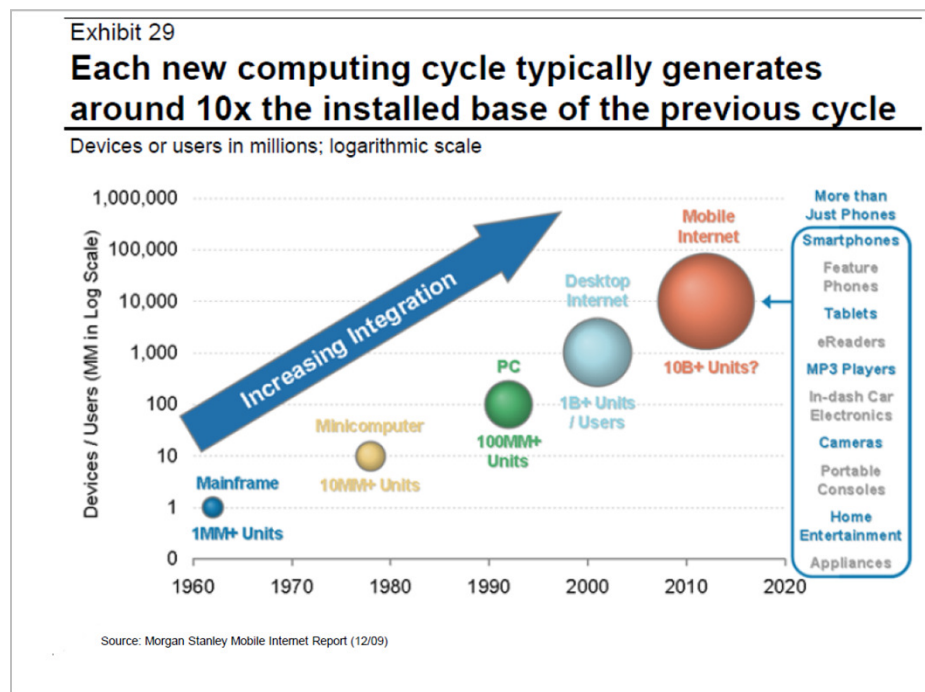
Is the internet evil?



ERA Convention 2014

Internet as a Game Changer

The speed at which the internet is taking over the world is increasing



ERA Convention 2014

Internet as a Game Changer

Technology is dramatically changing our everyday life...



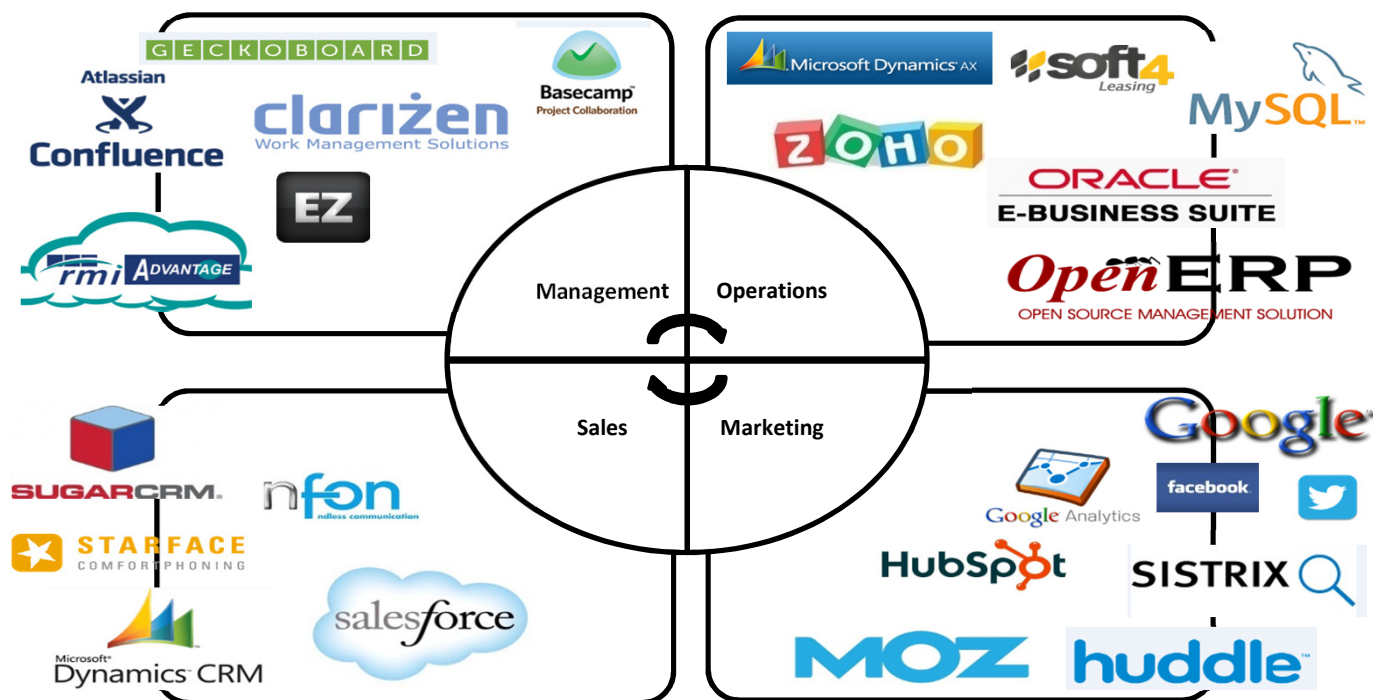
ERA Convention 2014

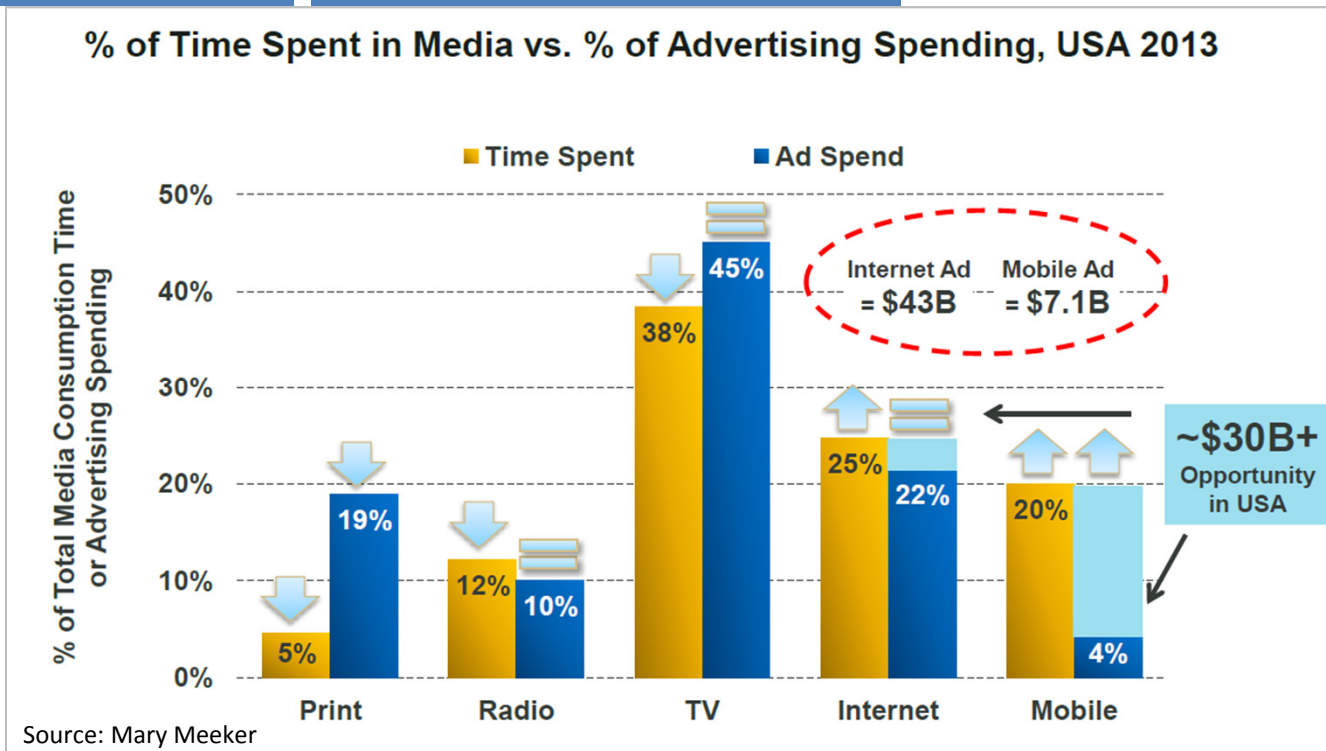
Internet as a Game Changer

...and where does your business fit in?



In fact, your business today could not operate without the internet





How much does your business spend online?

ERA Convention 2014

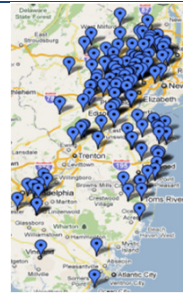
Internet as a Game Changer

Trends in the coming years

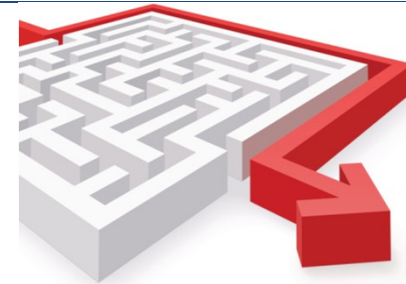
Mobile



Hyper local



Reducing complexity



Democratization



Transparency



Wearables



And many more...

ERA Convention 2014

Internet as a Game Changer

So, is the internet evil?



ERA Convention 2014

Internet as a Game Changer

The outcome depends only on your actions:

EMBRACE

TESCO



REJECT

Kodak



ERA Convention 2014

Internet as a Game Changer

We help you navigate this new territory



ERA Convention 2014

Internet as a Game Changer

We want to take this journey with you!



Eugen B. Russ, erento



eugen.b.russ@erento.com



[linkedin.com/in/eugenbenediktruss](https://www.linkedin.com/in/eugenbenediktruss)



twitter.com/eugen_russ



www.erento.com / <http://blog.erento.com>



ERA Convention 2014

Internet as a Game Changer

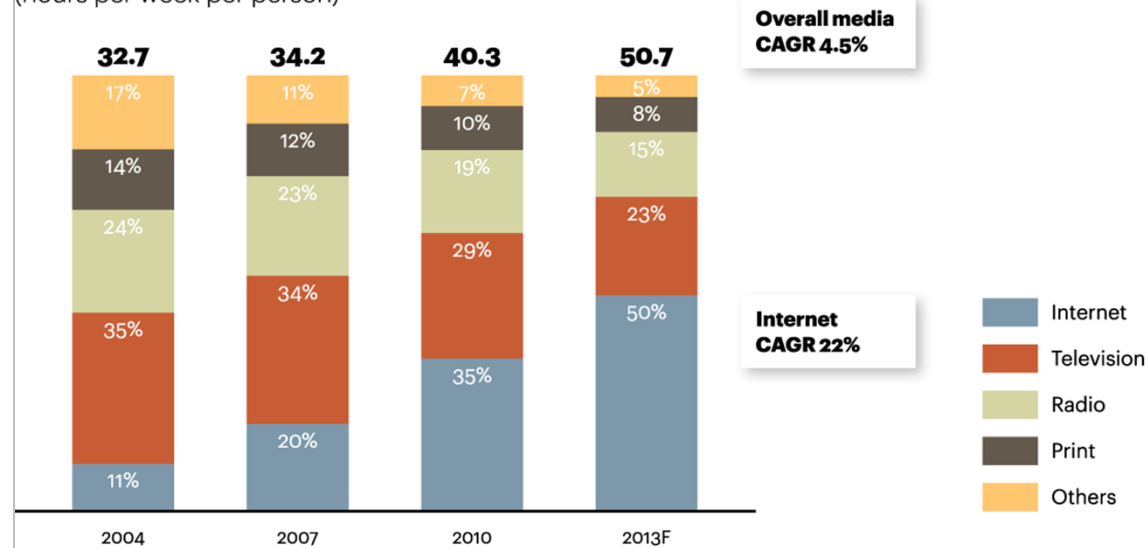
Backup

ERA Convention 2014

Internet as a Game Changer

The Internet is the most commonly used media channel in Europe

Time spent by media channel, Western Europe
(hours per week per person)



Notes: Includes simultaneous media consumption. "Other" includes video, DVD, and offline video games. Print includes newspapers and magazines.

Source: PricewaterhouseCoopers, Wilkofsky Gruen Associates, Microsoft, Forrester; A.T. Kearney analysis

How much does your business spend online?

ERA Convention 2014

Internet as a Game Changer

Exponential growth in mobile

