

The ROI of Screens

Jaap Favier

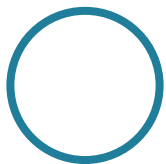


INTERACT
BARCELONA
2013

#INTERACT13

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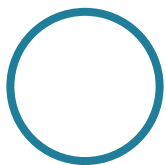
Time

- 100 million views
- 30 seconds
- 33% positive



Money

- 1% market share



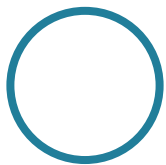
Time

- 100 million views
- 61 seconds
- 98% positive



Money

- 7% market share



Time

- 100 million views
- 74 seconds
- 98% positive



Money

- ~~9% market share~~
- 30% market share



3 times?!











Time →

Hours/year

Hours/month

Interaction →

Fun, informative

Fun, informative, intimate

Trust →

Acquaintances: 7%
Friends: 18%

Close friends: 42%



Time	33 years	162 years	382 years
Trust	5%	11%	16%
ROI	\$3.5M	\$40M	\$135M



Who? →

Strangers

Acquaintances
Friends

Friends
Personal

Mindset? →

Curious

Social

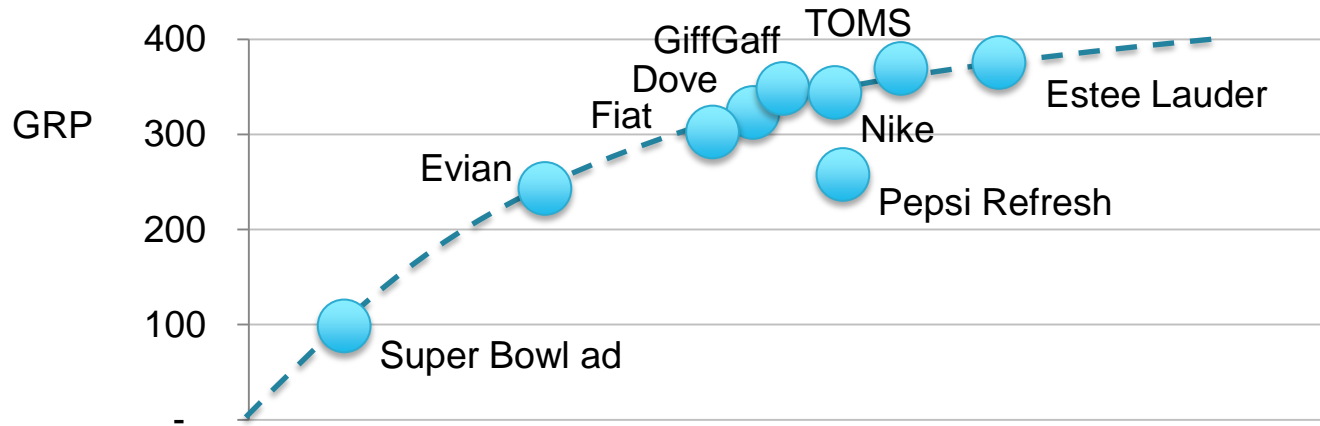
Action

Brands →

Discover

Select, Share

Buy







Thank You

Jaap Favier

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