

RAUWCC

SOCIAL MEDIA THE ROTTERDAM WAY

FULL-SERVICE SOCIAL AGENCY

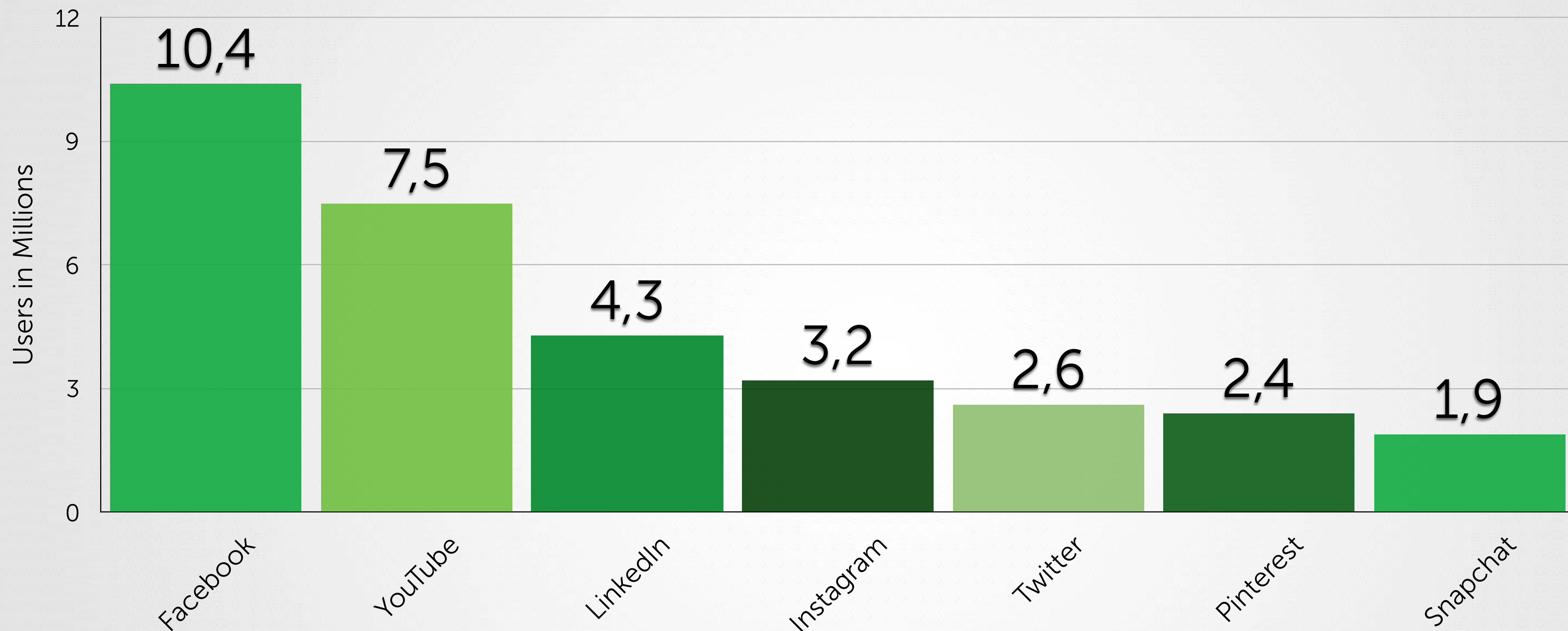


- Established on May 1st 2010
- Ranked #1 'social agency' in the Emerce 100 edition 2015
- Ranked #2 'social agency' in the Emerce 100 edition 2016
- Ranked #1 'social agency' in the Emerce 100 edition 2017

SOCIAL MEDIA

IN THE NETHERLANDS

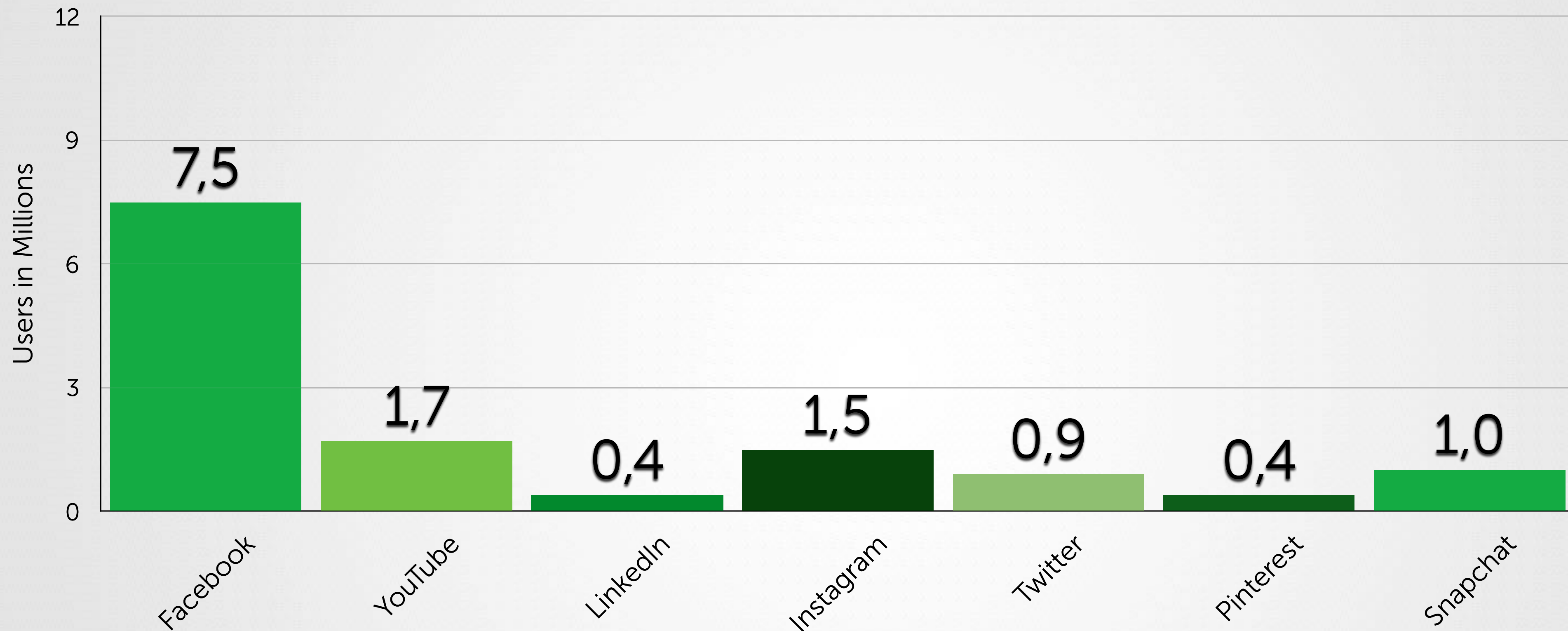
SOCIAL MEDIA IN THE NETHERLANDS



TOTAL OF USERS IN THE NETHERLANDS

Source: Newcom Research January 2017

SOCIAL MEDIA IN THE NETHERLANDS



DAILY USERS IN THE NETHERLANDS

Source: Newcom Research January 2017

LANGUAGE AND THE MACHINE

ALGORITHMS AND THE FUTURE OF COMMUNICATION

“As elements of language evolve and morph into something new, we inevitably become more reliant on the technology that enables them.”

KEY TAKEAWAYS



Maarten Reijgersberg
@RauwCC

My advise after attending #SMWNYC? Dive deep into AR, VR, 360, AI and bots!

Vertalen uit het Engels



RETWEETS
2

VIND-IK-LEUKS
7



21:18 - 4 mrt. 2017 vanuit Brooklyn, NY



2



7



5 SOCIAL MEDIA & TECH TRENDS FOR 2017 AND BEYOND

TREND #1

VIDEO VIEWERSHIP IS EXPLODING

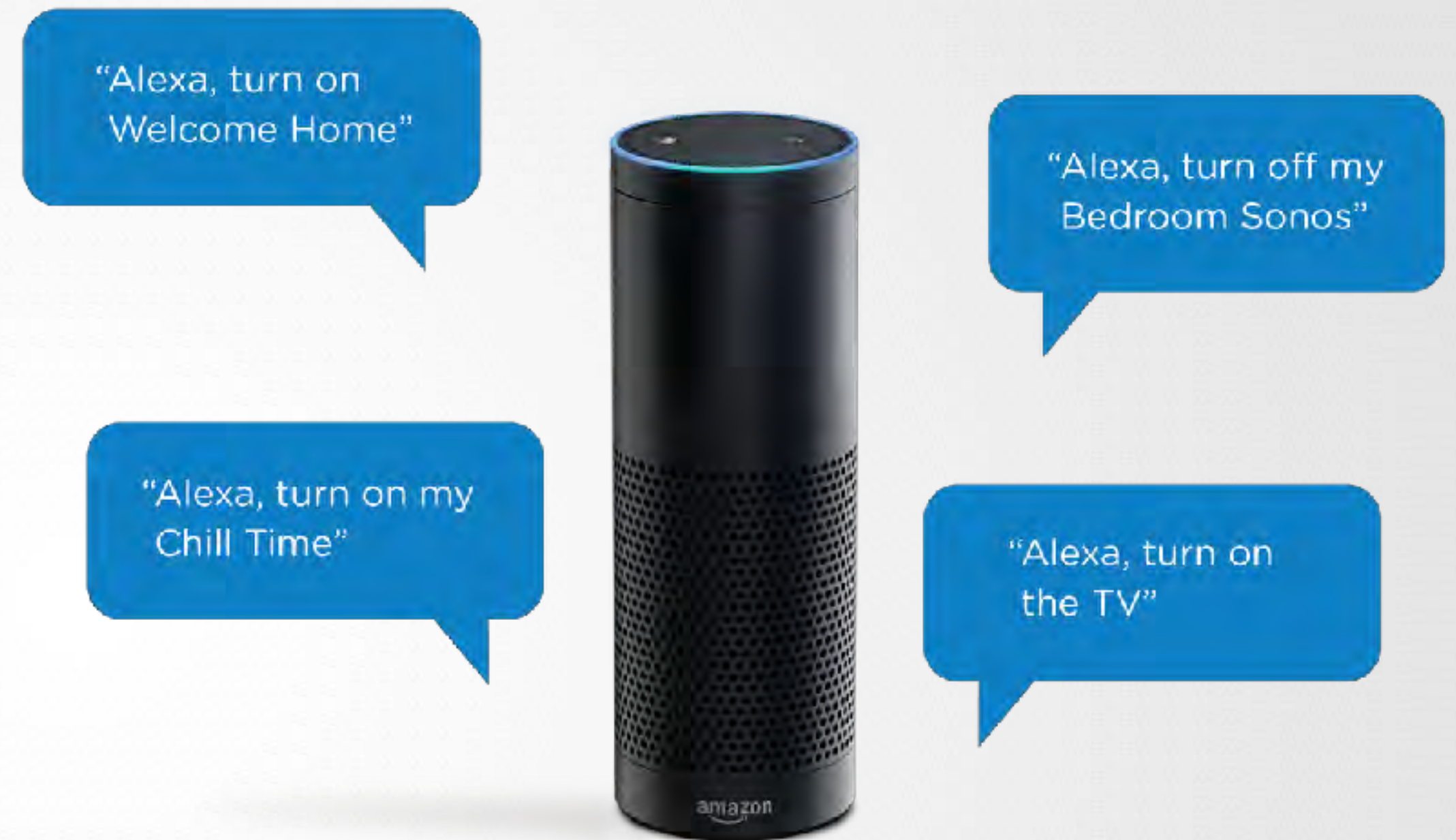
- With Snapchat, Instagram and Facebook Live leading the way
- Video formats are also changing
- Expect some huge shifts in form and function of video as a medium






RISE OF THE VOICE INTERFACES

- Because they're fast, easy, personalised, hands-free, and cheap
- Google on Android now seeing 20% of searches from voice
- Amazon Echo sales are growing as iPhone sales are slowing down



Google Pixel Buds



 #madebygoogl

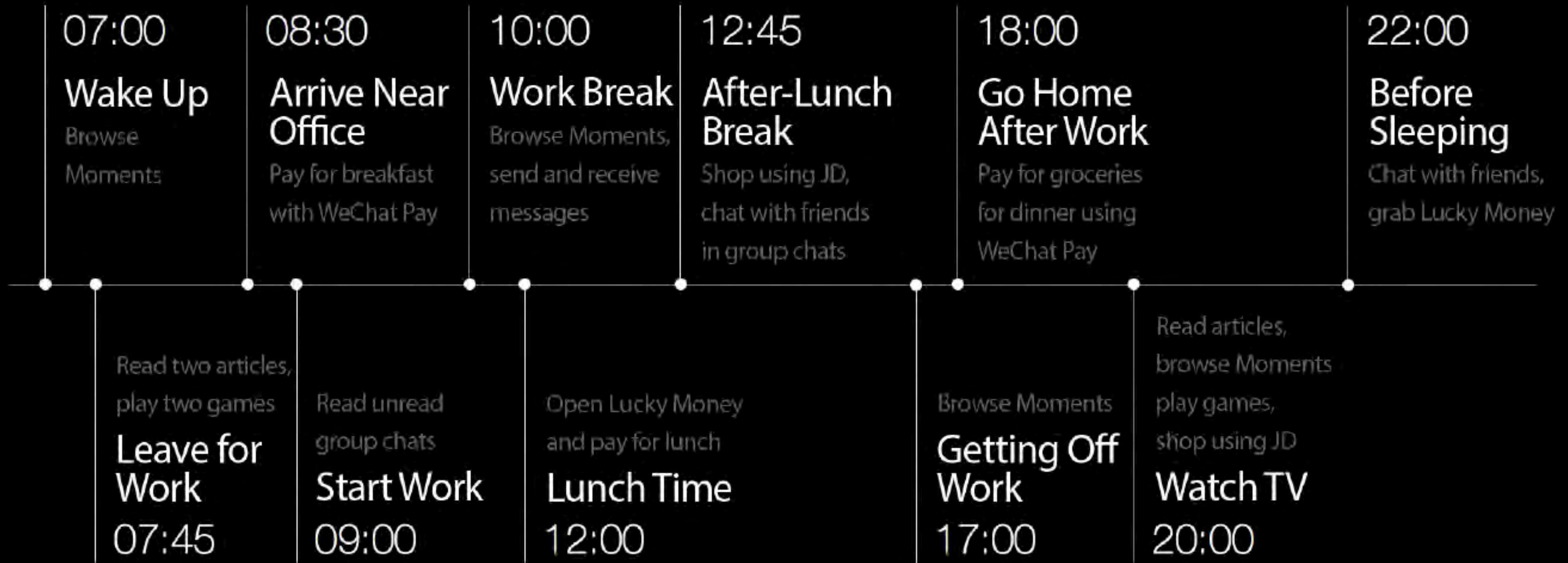


MESSAGING IS DOMINATED BY FACEBOOK & WECHAT

- It's growing rapidly, and evolving from simple text communication to become our new home screen with options for vivid self-expression and commerce
- Emoticons and GIFs have become accepted forms of communication
- Trend in China; one app to rule them all!

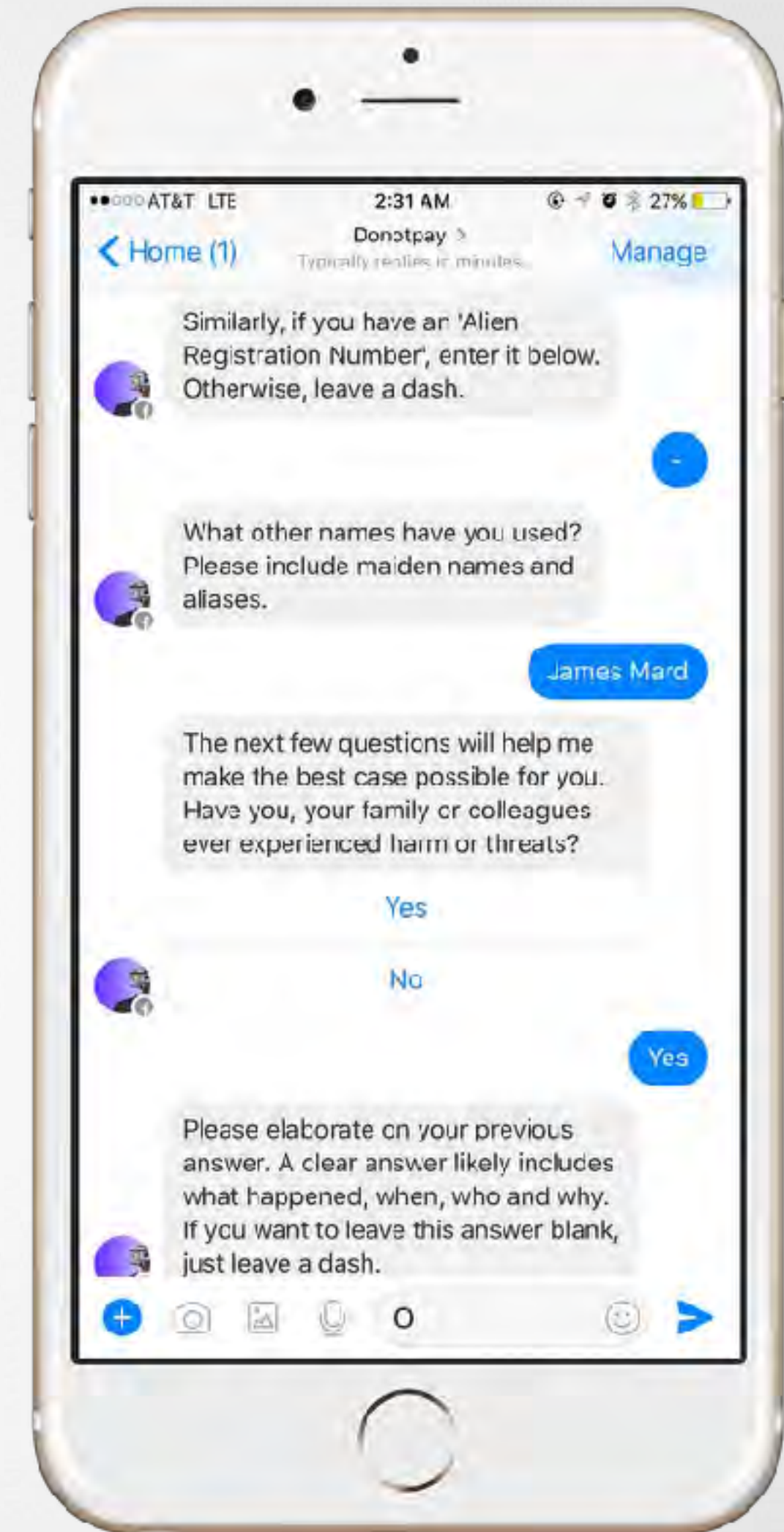


A Typical Day for a WeChat User



RISE OF THE MACHINE ASSISTED COMMUNICATIONS

- Including Facebook's Messenger app and new API for developers supporting chatbots
- Includes chat based commerce, customer support and mobile payments
- In 2017 we might see the first friend-bots where people become attached to the bots they interact with each day





Bloomberg

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SOCIAL MEDIA THE ROTTERDAM WAY



AR & VR ARE HERE TO STAY

- New layers of immersion and new fields of reality never experienced before via AR and VR
- This will impact how we communicate, how we play games, watch films and interact with doctors, teachers and how we travel the world



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THANK YOU



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**MAARTEN
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