



**ALPDEST SKI MEDIA FORUM  
DAVOS 2017**

# Predicting the future



**Digital screens**

**Data & technology**

**Mobile**

**Content**

# Digital OOH is now at critical mass



Posterscope



**BEST SERVED**  
WITH SUNGLASSES  
19°C



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.....Weather



.....Fast frequent copy changes

# All powered by data



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Look, it's  
flight BA272 from  
San Diego

BRITISH AIRWAYS

#lookup

.....Reactive



VIDEOS.  
DOWNLOAD OUR APP  
Download on the App Store



*An American in Paris*  
Musical  
An American in Paris  
George C. Scott and Bill Guttentag  
Book by Craig Lucas  
Lyrics by Christopher YOUNG



TIME Magazine's  
#1 Show of the Year!

Matilda



WHAT'S IN YOUR NAME?  
TWEET YOUR FIRST NAME WITH  
#COKEYNAME  
TO FIND OUT!

Share a Coke WITH TIMES SQUARE



EXPRESS



EXPRESS



.....Social content

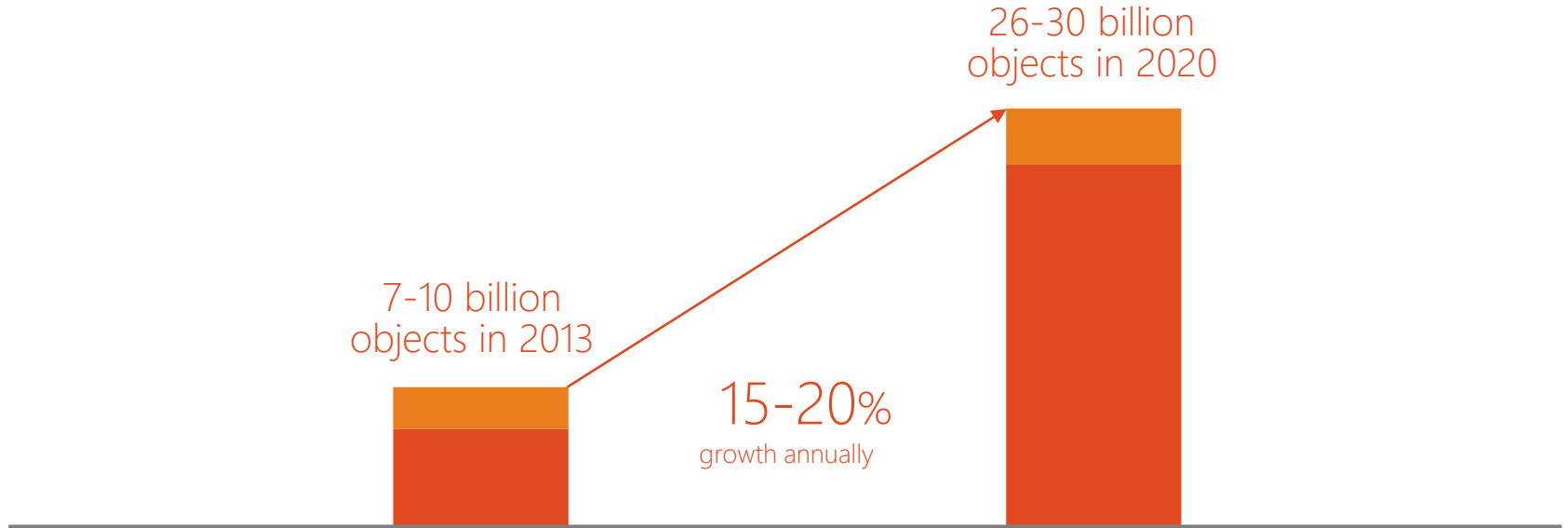
# Technology and mobile ups the game

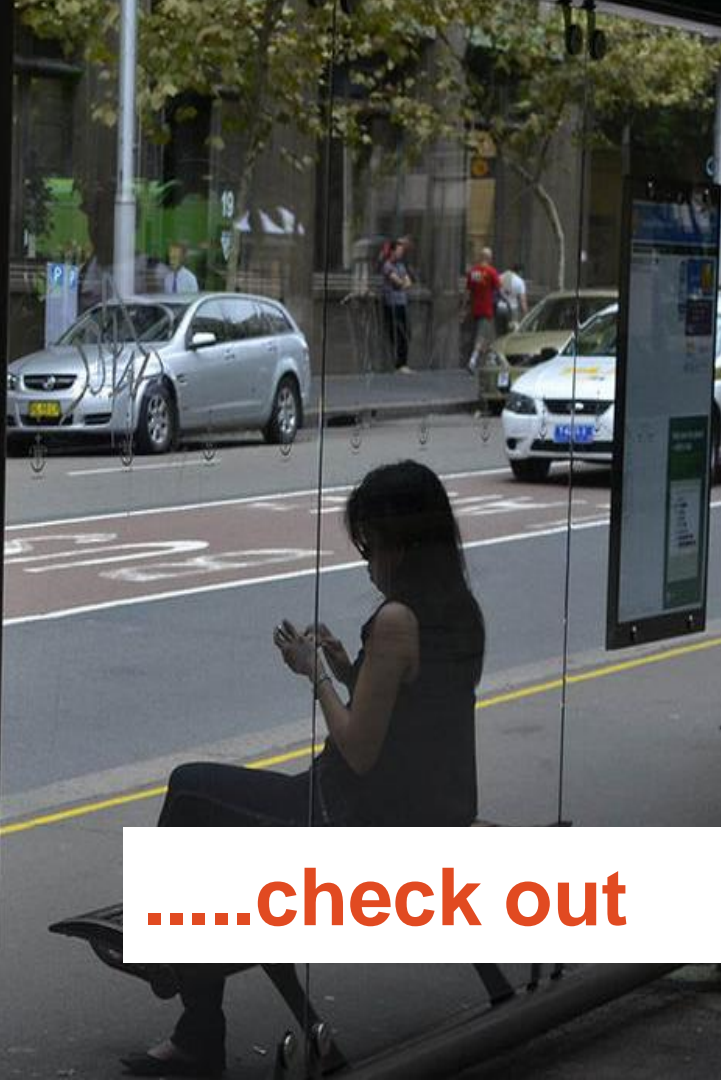


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# We are better connected than ever before

Some 30 billion objects may be connected to the Internet of Things by 2020





A man in a brown jacket is seen from the back, holding a blue contactless card and tapping it on a window. The window has a dark blue sign with white text and a contactless payment symbol. The background shows a city street with buildings and a tram.

TAP THIS  
WINDOW TO  
BEAT CANCER  
SOONER



TAP YOUR  
CONTACTLESS CARD  
HERE TO DONATE £2

.....buy it



# We are storytelling



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PAGE  
viii

DECODED  
12:38 PM | OCT 27, 2010  
BY: NADIA J.



901 S. E. OAK



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DECODE THIS PAGE OF JAY-Z'S BOOK 'DECODED':  
TO 44144 OR GO TO [BING.COM/JAY-Z](http://BING.COM/JAY-Z).  
TEXT

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# Everyone uses OOH



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