



GOVERNO DE
PORTUGAL

MINISTÉRIO DA ECONOMIA

TURISMO DE
PORTUGAL



O MARKETING DIGITAL

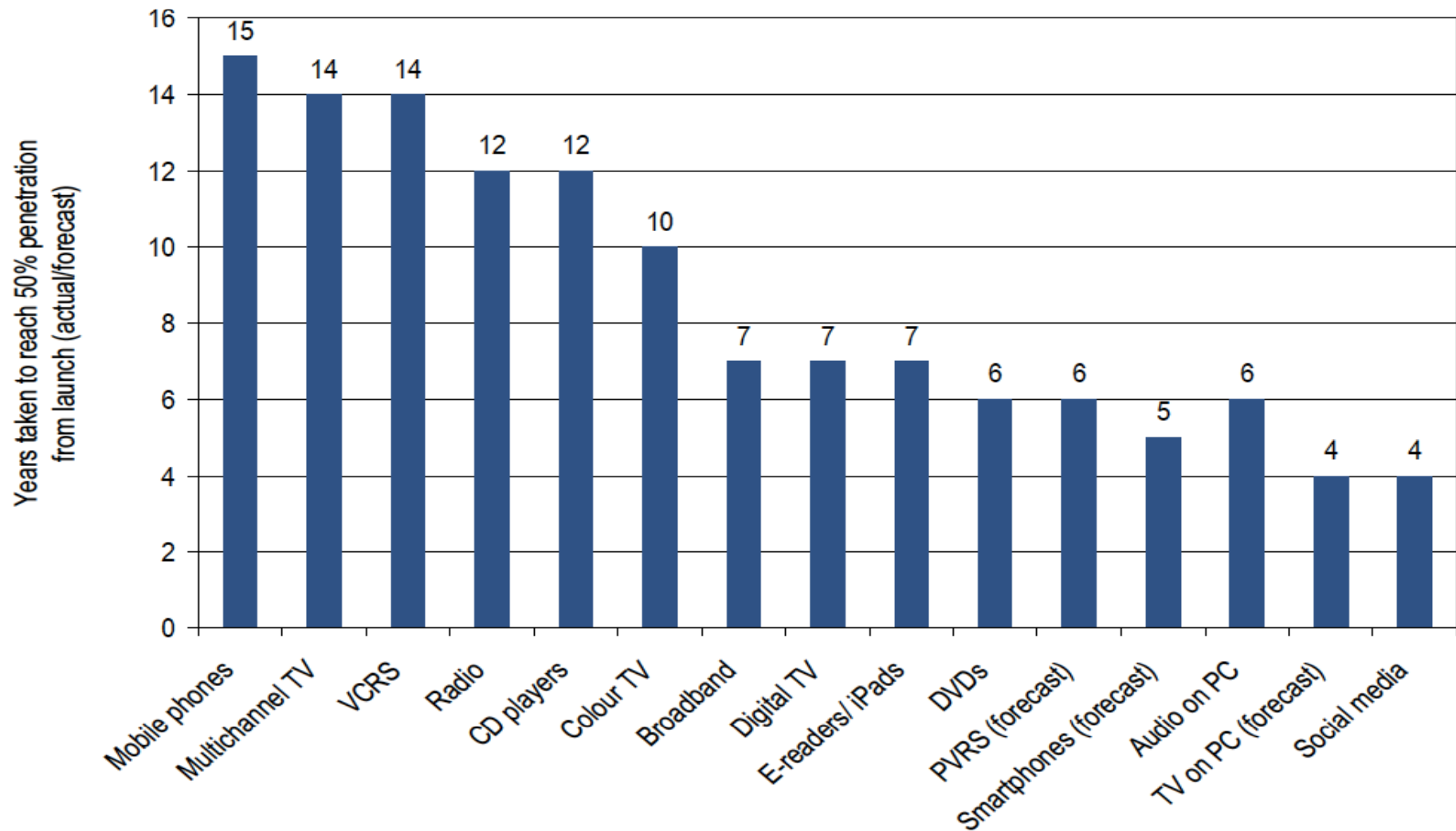
e a Televisão a Cores



João Cotrim de Figueiredo
7 Dez 2014

Marketing Digital

Redundância?



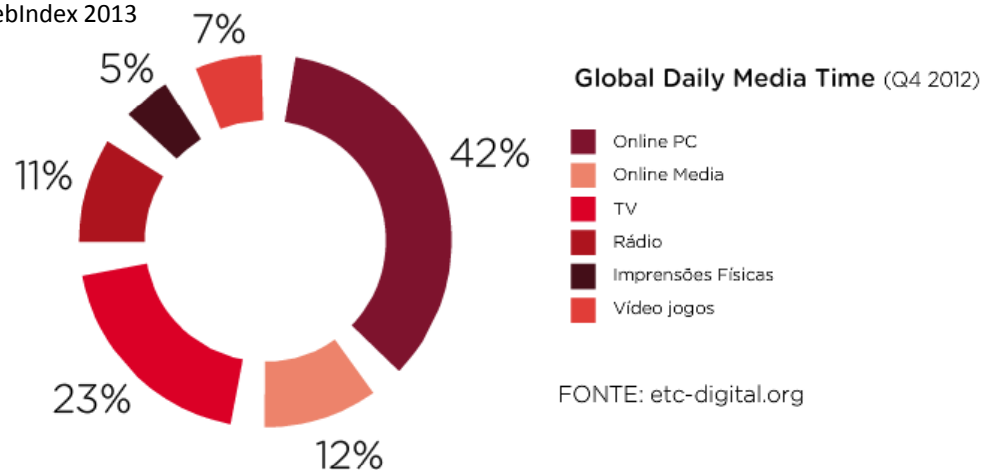
Marketing Digital

Redundância?

10,7 horas por dia de consumo total de todos os mídia

5,6 dessas horas são passadas online

FONTE: GlobalWebIndex 2013



e a tendência é de continuar o **crescimento**





1 The accelerating pace of change ...



2 ... and exponential growth in computing power ...

Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years

COMPUTER RANKINGS

By calculations per second per \$1,000



Analytical engine
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems



Colossus
The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II



UNIVAC I
The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.



Apple II
At a price of \$1,298, the compact machine was one of the first massively popular personal computers

3 ... will lead to the Singularity

2045
Surpasses brainpower equivalent to that of all human brains combined

Surpasses brainpower of human in 2023



Surpasses brainpower of mouse in 2015



Hollerith Tabulator

IBM Tabulator

National Ellis 3000

Zuse 2

Zuse 3

IBM SSEC

ENIAC

EDVAC

IBM 1620

Datamatic 1000

Whirlwind

DEC PDP-4

IBM 1130

DEC PDP-10

Intellec-8

Data General Nova

IBM PC

Pentium PC

Compaq Deskpro 386

Pentium II PC

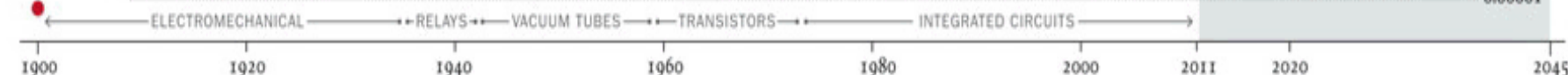
Mac Pro

Dell Dimension 8400

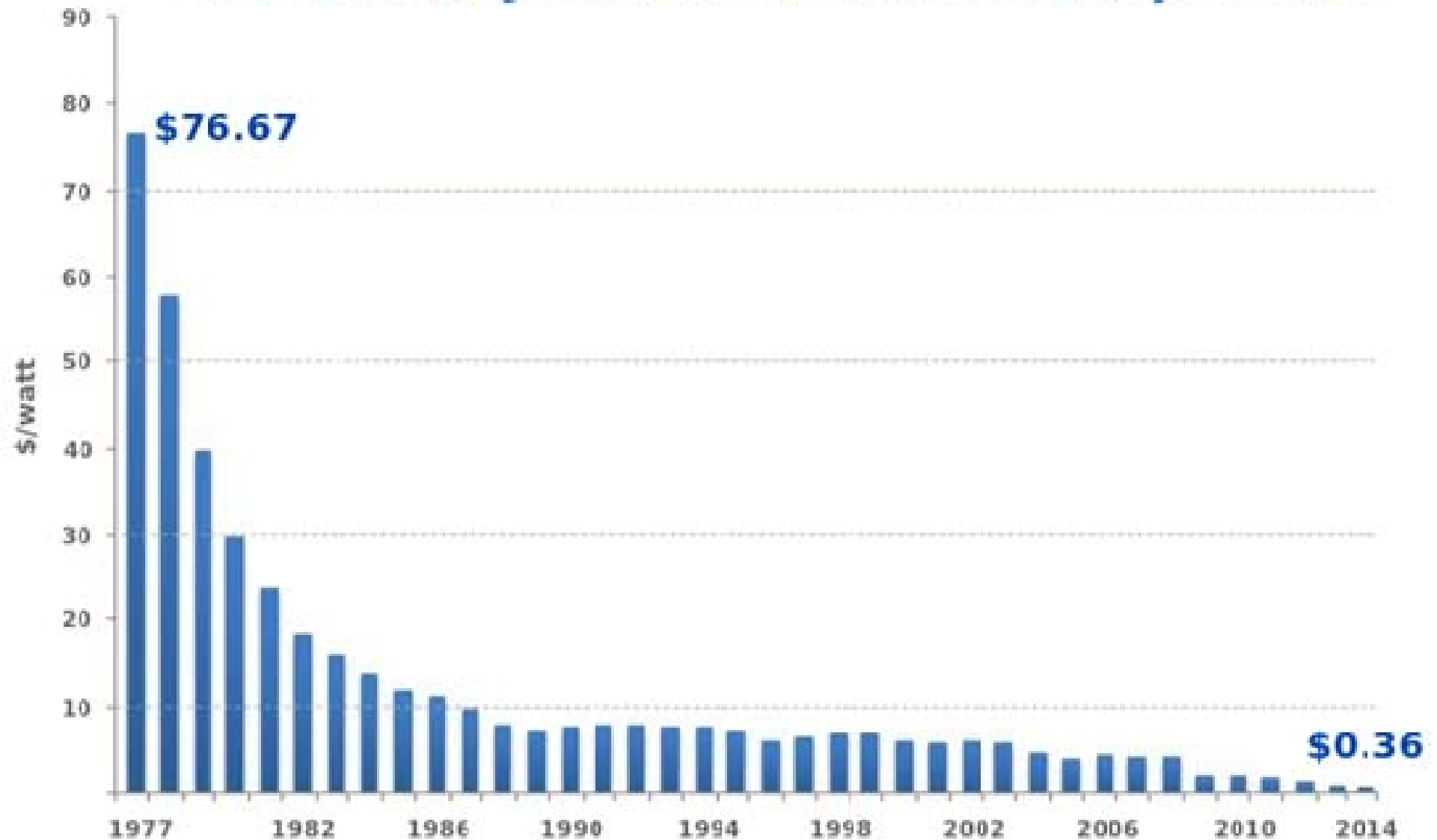
Nvidia Tesla GPU & PC



Power Mac G4
The first personal computer to deliver more than 1 billion floating-point operations per second



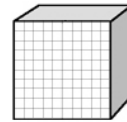
Price history of silicon PV cells in \$ per watt

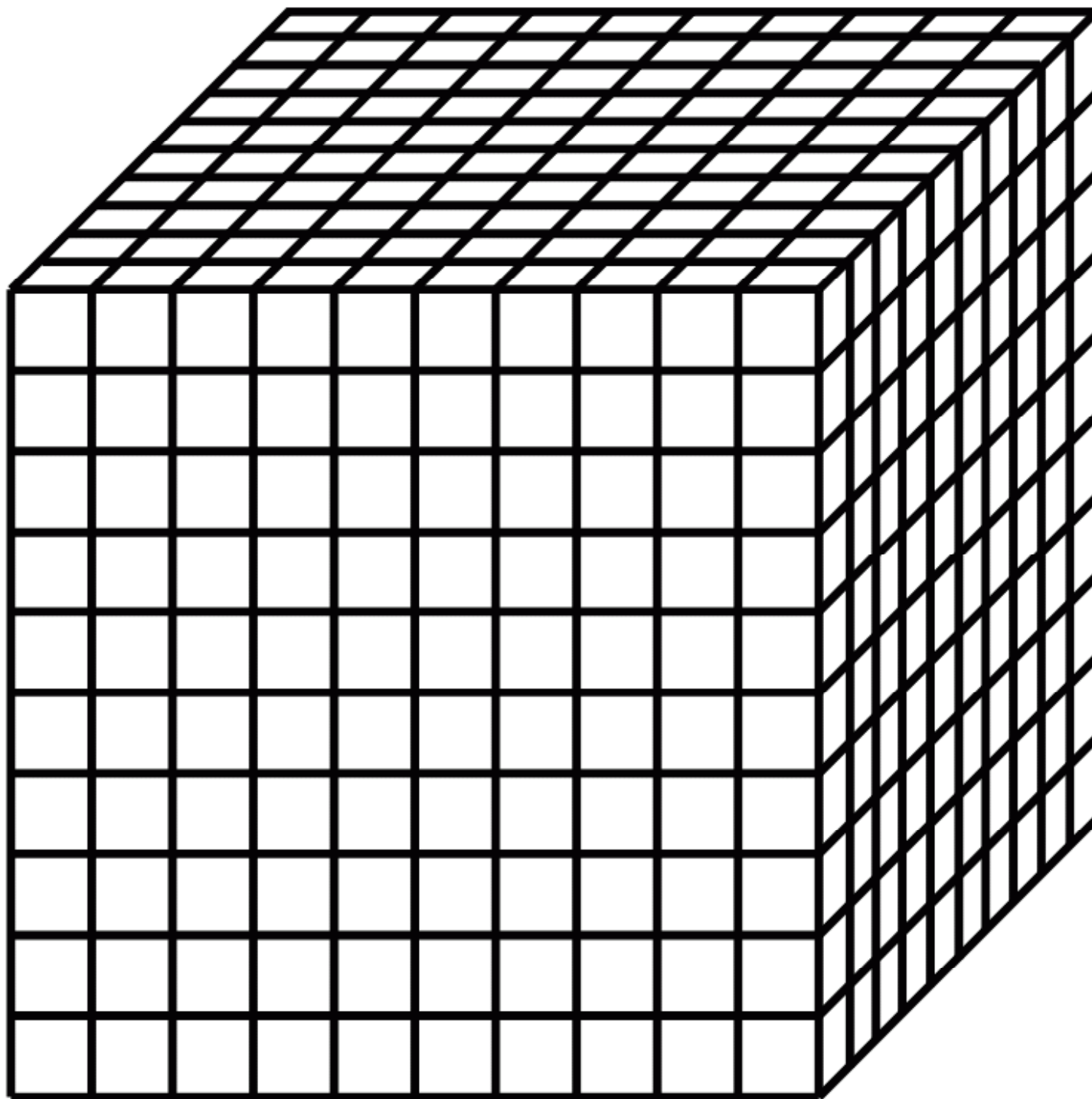


Source: Bloomberg, New Energy Finance & pv.energytrend.com



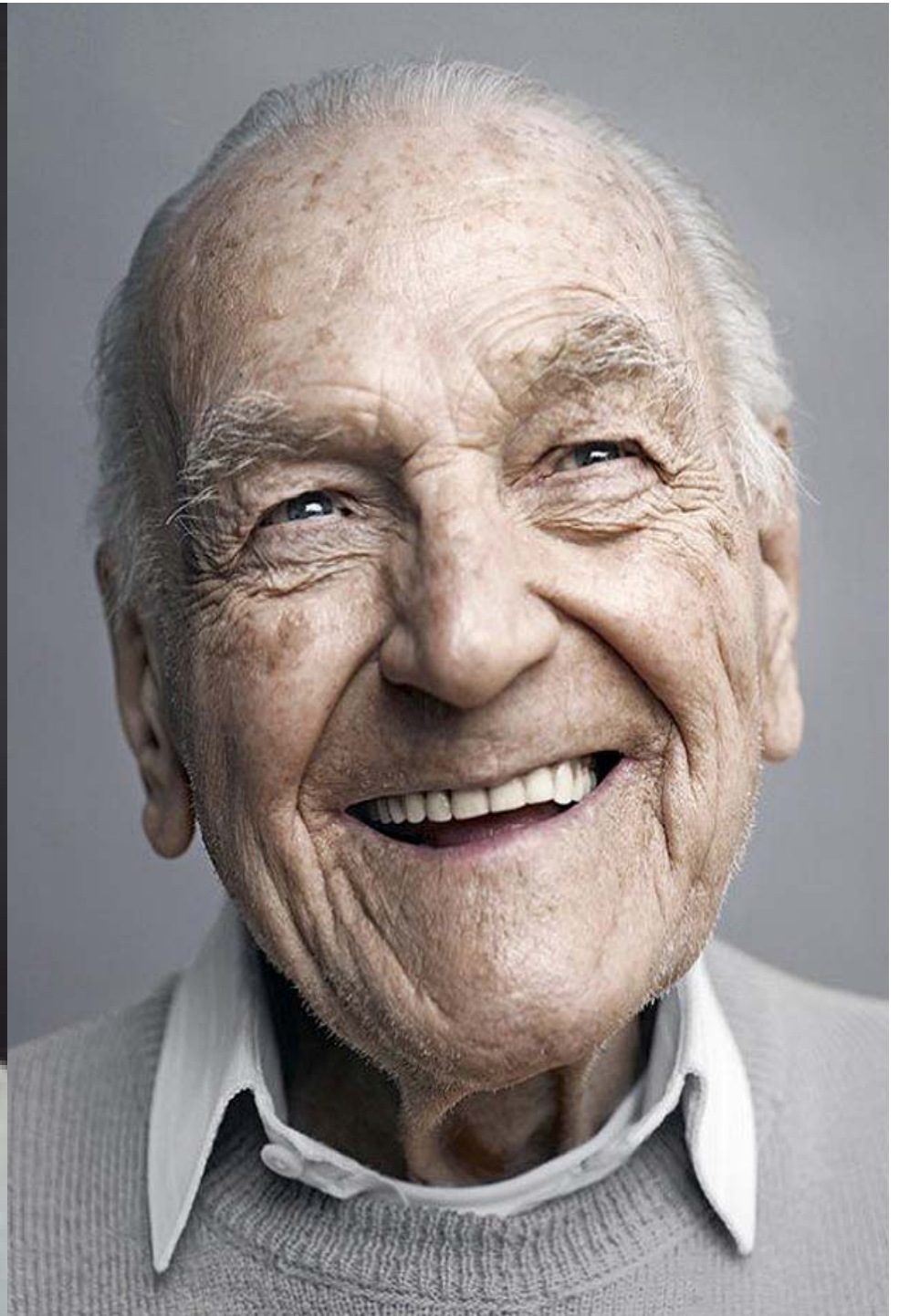


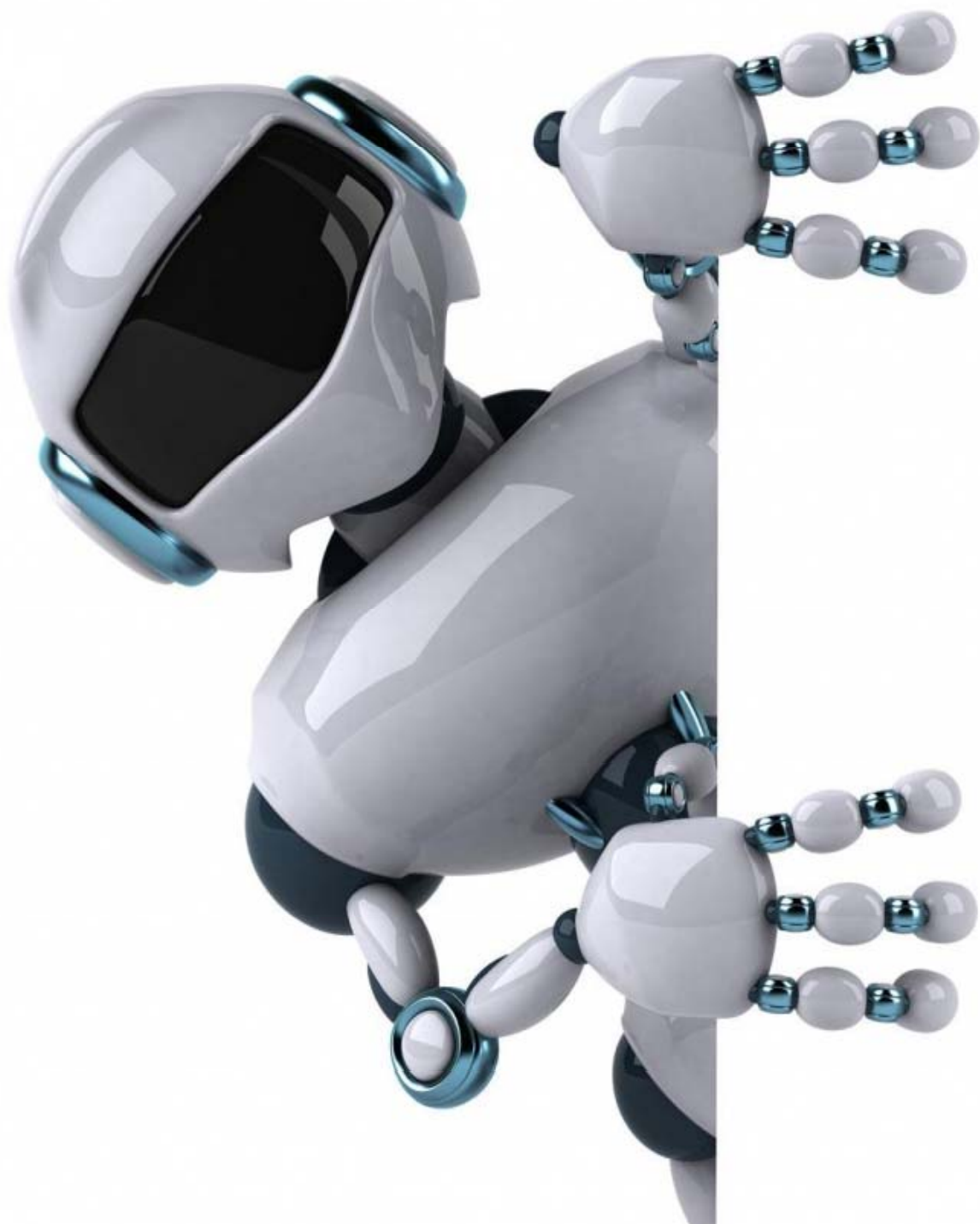


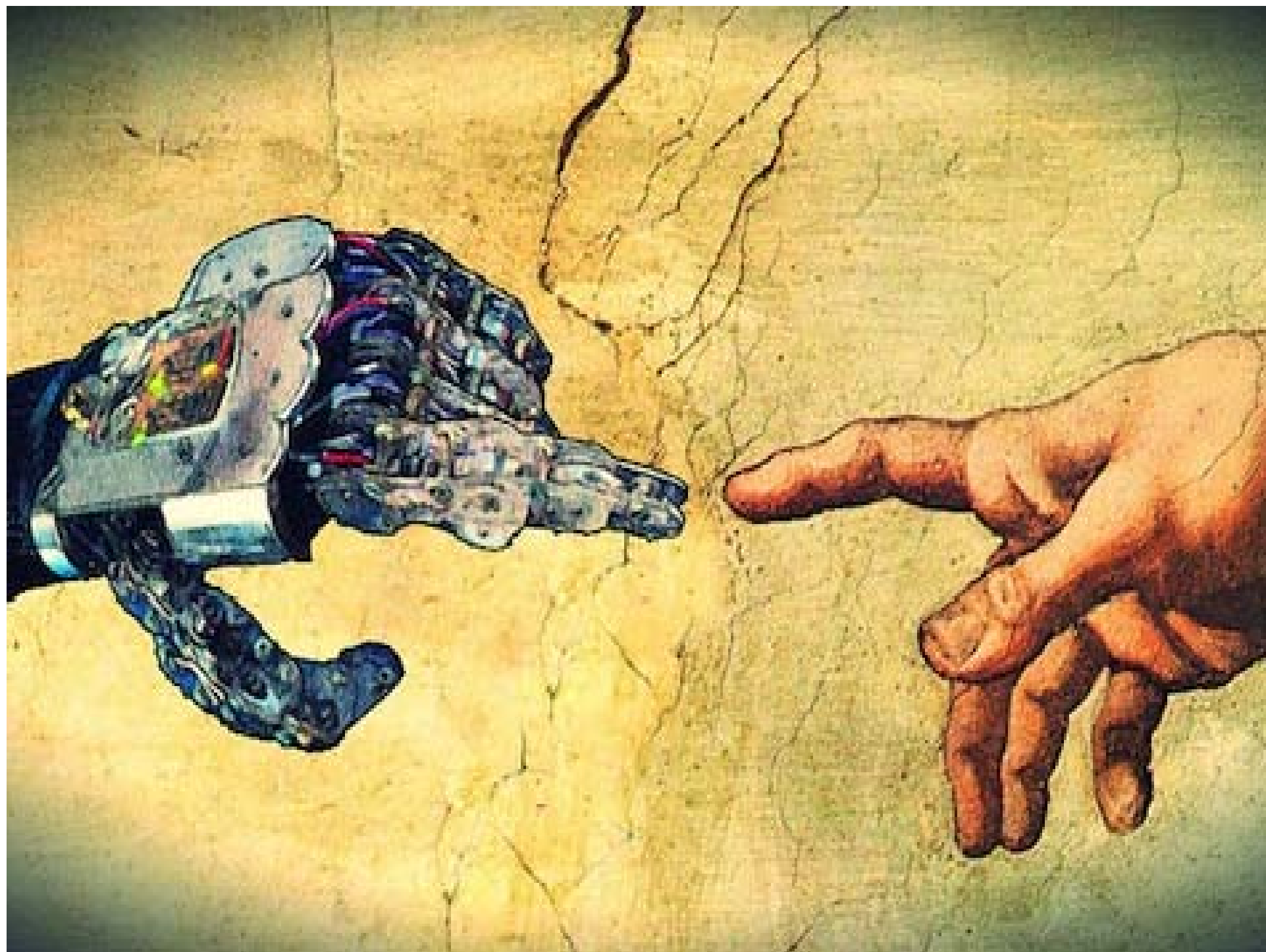




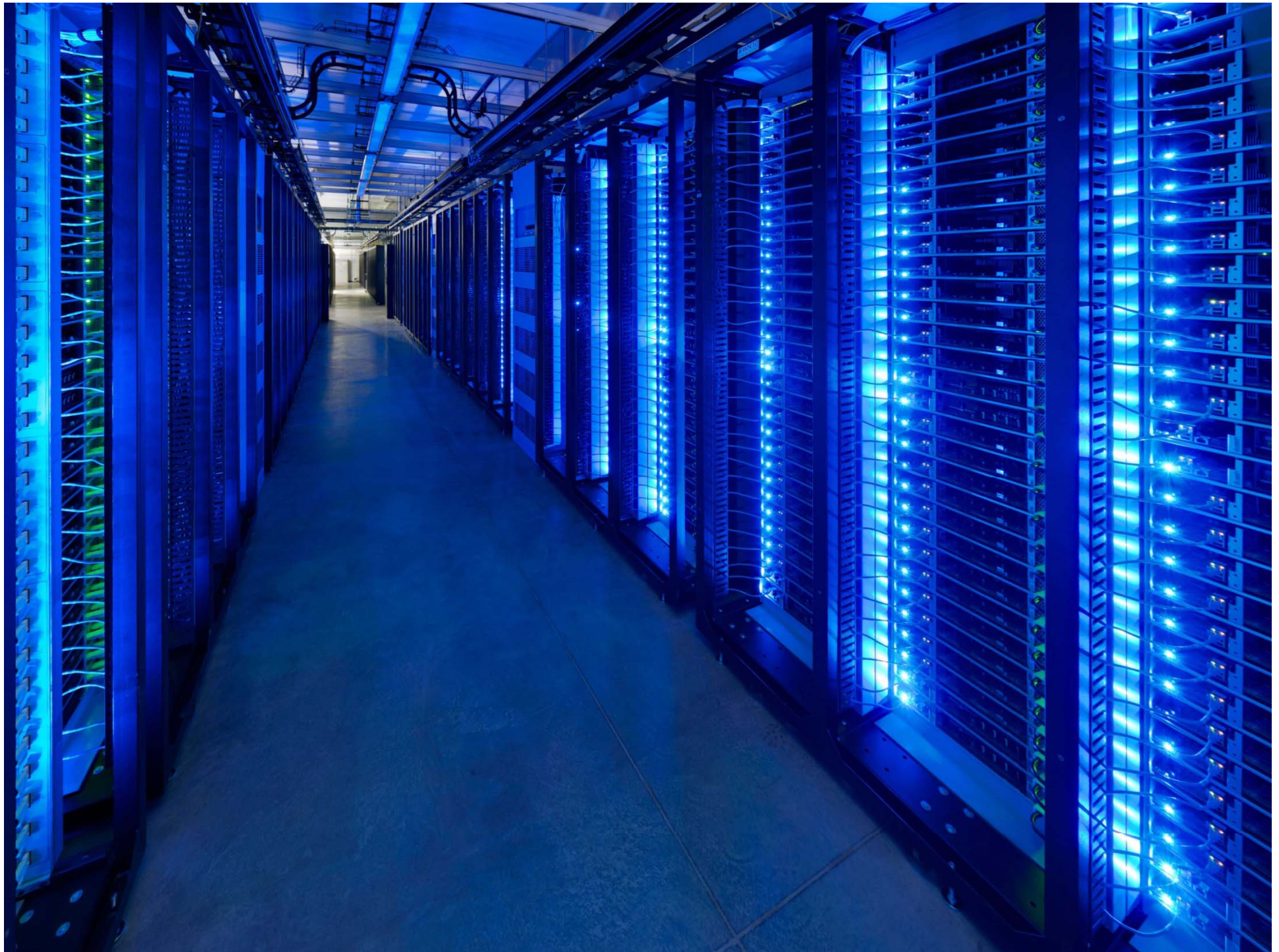
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Organization and Meaning



WISDOM

INTERNALIZATION

*Correct, personal
choice whether to
climb Mt. Everest*

KNOWLEDGE

MENTAL APPLICATION

*Memorizing a report on the practical,
best way to reach Mt. Everest's peak*

INFORMATION

PROCESSED DATA

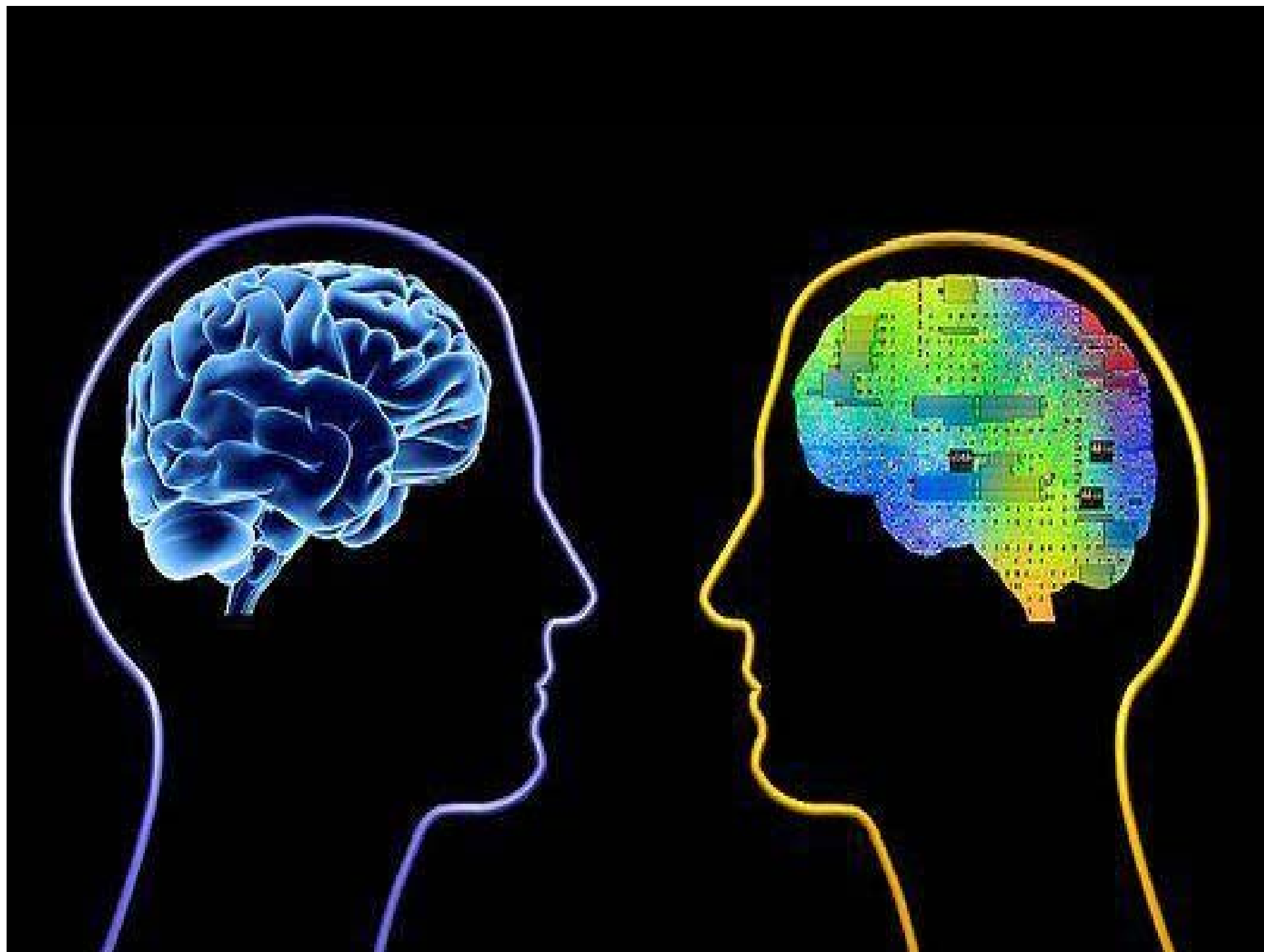
A book on geological characteristics of Mt. Everest

DATA

DISCRETE ELEMENTS

The height of Mt. Everest







O Futuro Hoje



OUR MISSION

SOLVE INTELLIGENCE

We combine the best techniques from machine learning and systems neuroscience to build powerful general-purpose learning algorithms.





THE GLOBAL BRAIN

Viv radically simplifies the world by providing an intelligent interface to everything.



BLUE RIVER

T E C H N O L O G Y

Advanced Technology for Better Agriculture

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[VIDEO: Precision at Work](#)

[Future Solutions](#)

[Contact](#)

Make Every Plant Count™

Based in Mountain View, California, Blue River Technology's mission is simple:
to deliver advanced technology for better agriculture.

Our pioneering approach utilizes computer vision and robotics to build a future in which "every plant counts" — where the needs of each plant are precisely measured and delivered, significantly reducing chemical use.



PRODUCTS

CUSTOMERS

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An internet of moving things

About Veniam

Veniam turns vehicles into WiFi hotspots.

We build and operate city-scale vehicular networks that expand



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PERFECTING CONSUMER PERFORMANCE

We detect people's movement patterns in enclosed spaces to provide you real actionable intelligence to use in your business decisions.

[MOVVES](#)

FOR MALLS

We can help you optimize tenant

FOR FOOD RETAIL

Let us show you how supermarkets

FOR STORES

Ever wonder how effective

PRODUCTS BUILT FOR A PURPOSE

Ten years ago, we set out to create products that would transform the way organizations use their data. Today, our products are deployed at the most critical government, commercial, and non-profit institutions in the world to solve problems we hadn't even dreamed of back then.

THIS IS OUR STORY >



Calico

We're tackling aging, one of life's greatest mysteries.

Calico is a research and development company whose mission is to harness advanced technologies to increase our understanding of the biology that controls lifespan. We will use that knowledge to devise interventions that enable people to lead longer and healthier lives. Executing on this mission will require an unprecedented level of interdisciplinary effort and a long-term focus for which funding is already in place.

solution

spinit[®] instrument

spinit[®] is a fully automated diagnostics solution designed to deliver blood analysis information to physicians in minutes.

Haematology.
Immunoassay.
Clinical Chemistry



With its unique technology spinit[®] is capable of delivering results using a variety of different detection methods allowing it to combine immunoassay, haematology and/or clinical chemistry targets in the same panel. This provides the results that the physicians really need for clinical situations.





A smarter way to manage your money

Get a loan

or

Lend your money

Peer-to-peer lending at Zopa

We have lent **£685 million** and helped both borrowers and lenders get great rates. We've repeatedly been voted the **most trusted and best loan provider** by our customers.

Whether you're upgrading your car or looking for a good return on your money Zopa can offer you a smarter way to manage your finances. Note that your capital is at risk when lending peer-to-peer (our [risk statement](#) has the





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YOU SEND

1000

RECEIVE

1,264.42

GET STARTED

You'll save €56.54 vs your bank



Sir Richard Branson invested
in TransferWise - [read why](#)



5/5 star rating, 10701 reviews
Customers love TransferWise

Winners of the
FINANCIAL TIMES
Boldness in Business 2014 award

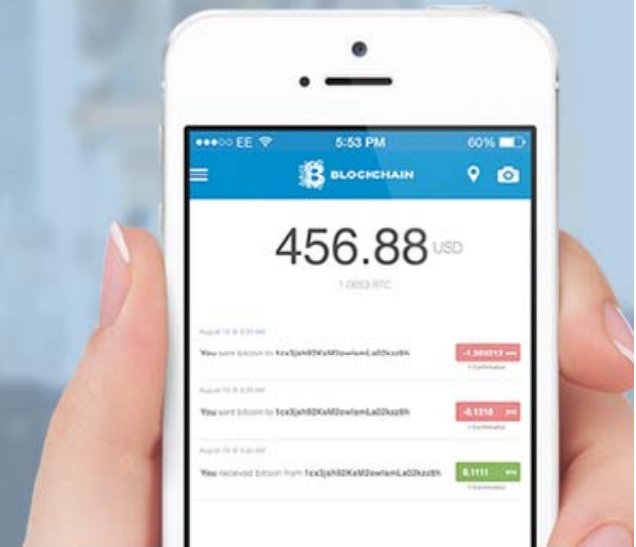
From the people who



 Tiago Nóbrega Themudo Gallego, Mark Turrell and 81,711 others like this.



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Private

Your privacy is critical to us. With a Blockchain Bitcoin Wallet, your personal details belong to you. Give it a try. You can sign up in under 10 seconds!



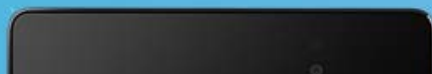
Secure

State-of-the-art encryption and security keeps your bitcoins safe. With a Blockchain wallet, no one but you can access your bitcoins.



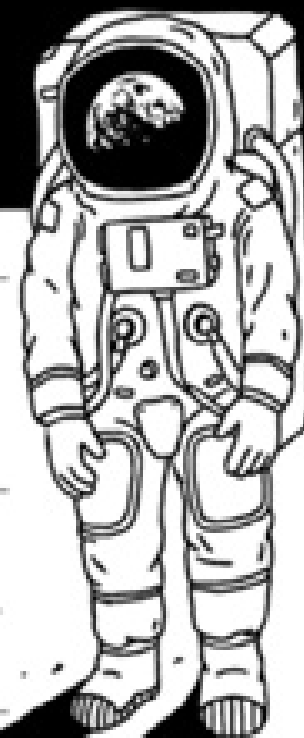
Portable

Blockchain is the only wallet provider with a complete experience. You can access your funds on-the-go with iOS and Android wallets, the most popular apps in the world.



Local Spending Made Easy

BACK TO
EARTH



Marketing Digital

“De volta à terra”

Contar histórias



Storytelling



Marketing Digital

“De volta à terra”

***É muito mais do que o
Facebook e o Twitter***



twitter

facebook

Social Marketing Management

shoutlet, SYNCAPSE, vitrue, hootsuite, Social Publishing Platforms, Flowtown, Spredfast, awareness, tweet, tapif, Socialware, hear say, MUTUALMIND, SPROUT, SOCIAL, offerpop, Social Promotion Platforms, Social Amp, Seismic, Strutta, votigo, extole, Fanzila, SocialAppsHQ, Zuberance, BzzAgent, CanSea

URL Shorteners

bitly, tiny arrows, TinyURL.com

Stream Platforms

UberMedia, TweetDeck, twirl, Aol Lifestream...

Twitter Apps

twitpic, tweetmeme, StockTwits, Cadmus, wefollow, flixup!, Listorious, twitvid

Social Advertising Platforms

TBG, Lexity, spruceMEDIA, Adapty, BLINQ, epic social, SOCIALTYZE, GRAPH, 12, SAM, nanigans, Ybrant, KENSHOO, Marin, EfficientFrontier

Social Brand Engagement

socialvibe, mylikes, adly, local response, appsavvy, 140 proof, DYNAMIC SIGNAL, sharethrough

Content Curation

hunch, BuzzFeed, memolane, Flipboard, SkyGrid, Summify, Storify

Social Commerce Platforms

Payment, Moontoast, SHOP TAB, live gamer, dotbox, muncong, Molko, trialpay, Storenvy, FLUID, shop igniter, VendorShop, eewid, milyoni

Facebook Apps

ROOP, LIKESTER, BranchOut, SNAP, bodoo, smule, causes, booshaka

Facebook Gaming

playfish, zynga, MetroGames, Playdom, KARAN, CrowdStar, socialpoint, ZIPZAP PLAY, EA, UBISOFT, WILDNEEDLEGAMES

Social Ad Networks

OneRiot, rockyou, across, LIFESTREET, radium, media6degrees, XGRAPH

Social Data

GNIP, DATA SIFT, RapLeaf

Social Search & Browsing

TOPSY, wink, Aardvark, StumbleUpon, greplin, spokeo, WAZE, TALKR

Social Intelligence

PostRank, Trendrr, ATTENTIV, VISIBLE, Buzz2, actionly, bottlenose, evolve, colligent, trackur, synthesio, brandprotect, radium, backtype, ALTERIAN, NETBASE

Social Scoring

KLOUT, empireavenue, PeerIndex

Social TV

PHILO, clipsync, SnappyTV, INTO-NOW, tunerfish

Social Networks - Other

LinkedIn, TAGGED, my, plaxo, Path, HARBOR, orkut, Google+, #hashable, renren, friend.ly, gaia

Social Business Software

pasenger, lithium, jive, telligent, ingage, External (Customer) Facing, Satisfaction, LeverageSoftware, Pluck, Kid Apps, mZinga, Assistly, huddle, Internal (Employee) Facing, acquia, igloo, TWiki, cubetree, Watchtoo, yammer, moxie, Socialtext, nmbie, SOCIALCAST

Blogging Platforms

tumblr, posterous, Blogger, WordPress, Squarespace, Joomla!, JUX

Social/Mobile Apps & Games

fourquare, waze, iWIX, Foodspotting, glu, iF5, pelago, playdam, iFootall

Social Shopping

Giantnerd, Zappi, Swipely, LOCKERZ, SVPLY, kaboodle

Content Sharing (Reviews/Q&A/Docs)

topix, digg, foto, yelp, Angie's list, Quora, Scribd, DocShare

Social Referral

500friends, TurnTo, curebit, socialinet

Photo Sharing

SmugMug, Diggable, klip, flickr, photobucket, ZangZing, Picasa, instagram

Plug-ins/Widgets

tunt, BuzaVoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meebp, Cover It Live, widgetbox, 5555factory

Community Platforms

GROU.PS, BuddyPress, NING, mixxt, GroupSite

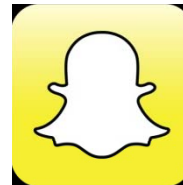
Traditional Publishers

DAILY CANDY, CNN, The New York Times, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, Aol, CONDÉ NAST

Marketing Digital

“De volta à terra”

1. Conteúdo Efêmero



2. Mensagens online



3. Curto, curtinho



4. Anonimidade



Marketing Digital

“De volta à terra”

“Customização” em Massa
Micro segmentação





Marketing Digital

“De volta à terra”

Aqui e Agora









TURISMO DE
PORTUGAL

