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## **A career in communications?**

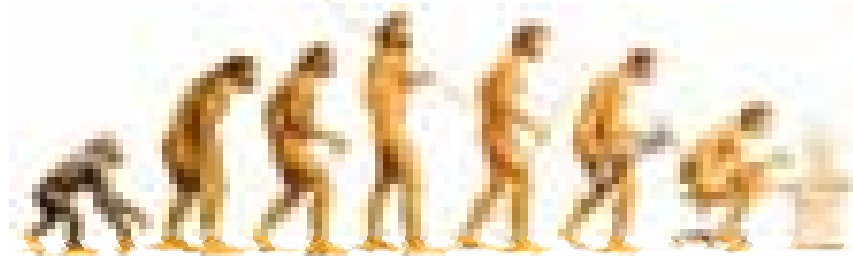
Peter Yorke,  
Vice President – Marketing and Communications

# Disclaimer

- Matter for this presentation has been drawn from various sources and is gratefully acknowledged
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# The world is changing

- “640 kb should be enough for everybody.” – Bill Gates
- "Airplanes are interesting toys but of no military value."  
--Marechal Ferdinand Foch, Professor of Strategy, Ecole Superieure de Guerre
- "Drill for oil? You mean drill into the ground to try and find oil? You're crazy."  
--Drillers who Edwin L. Drake tried to enlist to his project to drill for oil in 1859
- "Who the hell wants to hear actors talk?"  
--H.M. Warner, Warner Brothers, 1927.
- "Heavier-than-air flying machines are impossible."  
--Lord Kelvin, president, Royal Society, 1895.
- "I think there is a world market for maybe five computers."  
--Thomas Watson, chairman of IBM, 1943
- "I have traveled the length and breadth of this country and talked with the best people, and I can assure you that data processing is a fad that won't last out the year."  
--The editor in charge of business books for Prentice Hall, 1957



- The whole of the 20th century is equivalent to 20 years of progress at today's rate of achievement. The next phase of progress at today's rate will be equal to the whole 20th century in the next 14 years, and the next phase will need only seven years. Because of the explosive power of exponential growth, the 21st century technical evolutions will be a thousand times greater than those of the 20th century
  - Ray Kurzweil, Inventor, Entrepreneur, Author and Futurist

# **From scribes to Secretaries in 5,000 years: From Secretaries to Information Managers in 20**

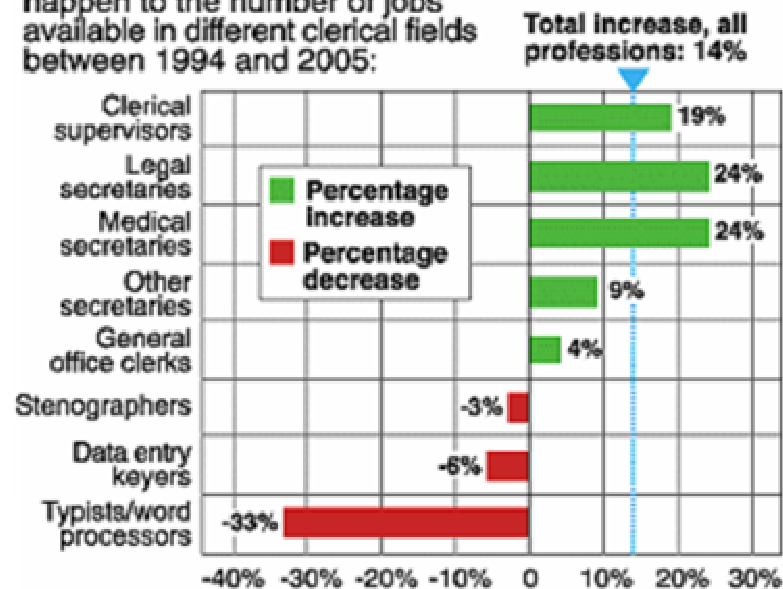


"At some point there will be some downsizing, like when computers come in with voice recognition and they need fewer people. They encourage us to have a secondary career in mind within the company, just in case that happens in your department."

-- Nickie Braidman, clerical support supervisor at USAA, Sacramento

## Future clerical jobs

Here's what the U.S. Bureau of Labor Statistics predicts will happen to the number of jobs available in different clerical fields between 1994 and 2005:



Source: U.S. Bureau of Labor Statistics, Monthly Labor Review, November 1995

© 1996 The Sacramento Bee/Mitchell Brooks

Industry	2006 employment		Projected 2016 employment		Change, 2006-2016	
	Number	%	Number	%	Number	%
Secretaries except legal, executive, medical	1,939,837	100.00	1,962,267	100.00	22,430	1.2

# Common factors

- Organizing
- Communicating
  - Written
  - Oral
- Planning and Scheduling skills

**Managing Info**

**Filtering Info**

**Distributing Info**

# 5 key trends...that impact us

- India is a superpower
- Regionalization
- Convergence
- Dominance of the electronic media
- Scope of marketing is wider than ever





## The emergence of India

Mark Twain, from *Following the Equator*

“So far as I am able to judge, nothing has been left undone, either by man or nature, to make India the most extraordinary country that the sun visits on his rounds. Nothing seems to have been forgotten, nothing overlooked.”



- 10,000 year old ancient civilization
- 325 languages spoken – 1,652 dialects
- 18 official languages
- 29 states, 5 union territories
- 3.28 million sq. kilometers - Area
- 7,516 kilometers - Coastline
- 1.3 Billion population.
- **5600 dailies, 15000 weeklies and 20000 periodicals in 21 languages with a combined circulation of 142 million.**
- GDP \$576 Billion. (GDP rate 8%)
- Parliamentary form of Government
- World's largest democracy.
- World's 4th largest economy.
- World-class recognition in IT, bio-technology and space.
- Largest English speaking nation in the world.
- 3<sup>rd</sup> largest standing army force, over 1.5 Million strong.
- 2<sup>nd</sup> largest pool of scientists and engineers in the World. (per capita numbers are lower because it is a continental country)



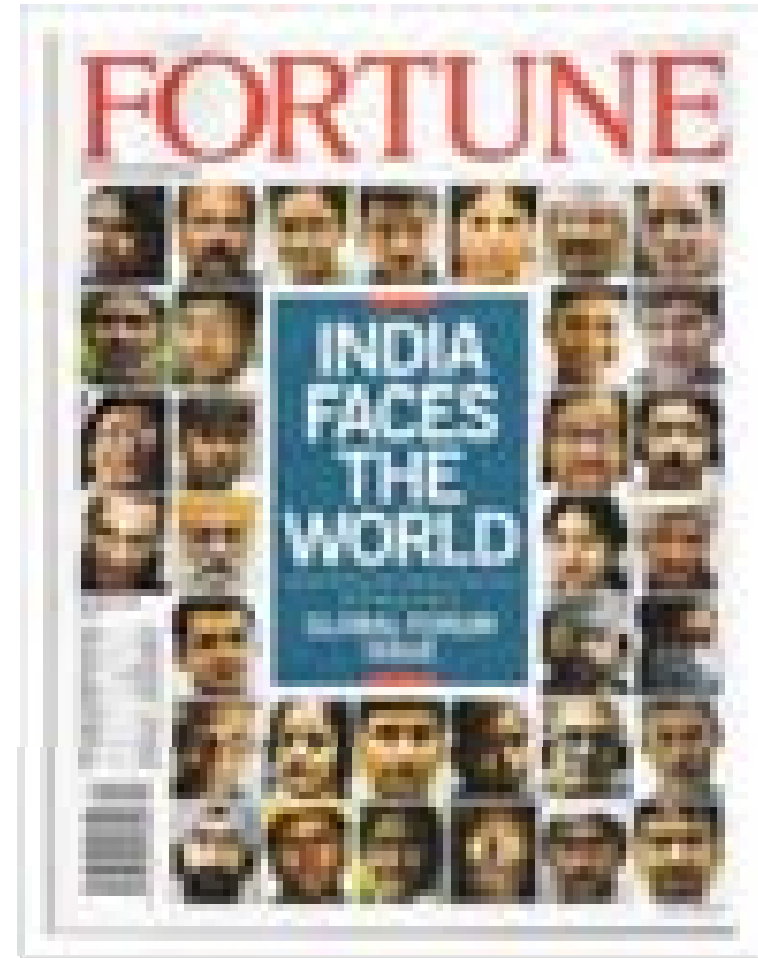


# The glass is half full...

India's population to be the largest in the world.

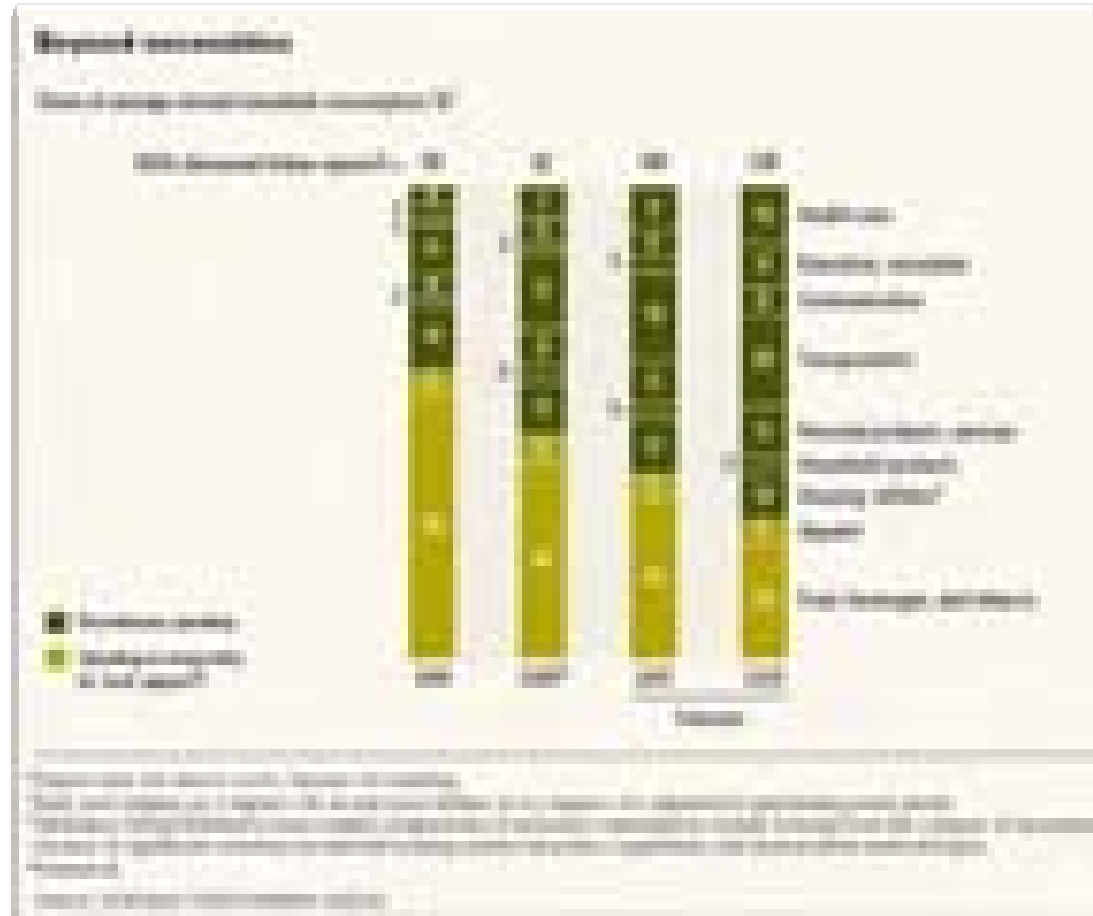
India's population is expected to grow from 1.08 bn to 1.63 bn people, overtaking China, which is forecast to reach 1.44 bn from 1.3 billion currently.

**India, will also have the highest working population in the World — 700 million people out of 1.1 billion people are young; the young population will continue till 2050.**



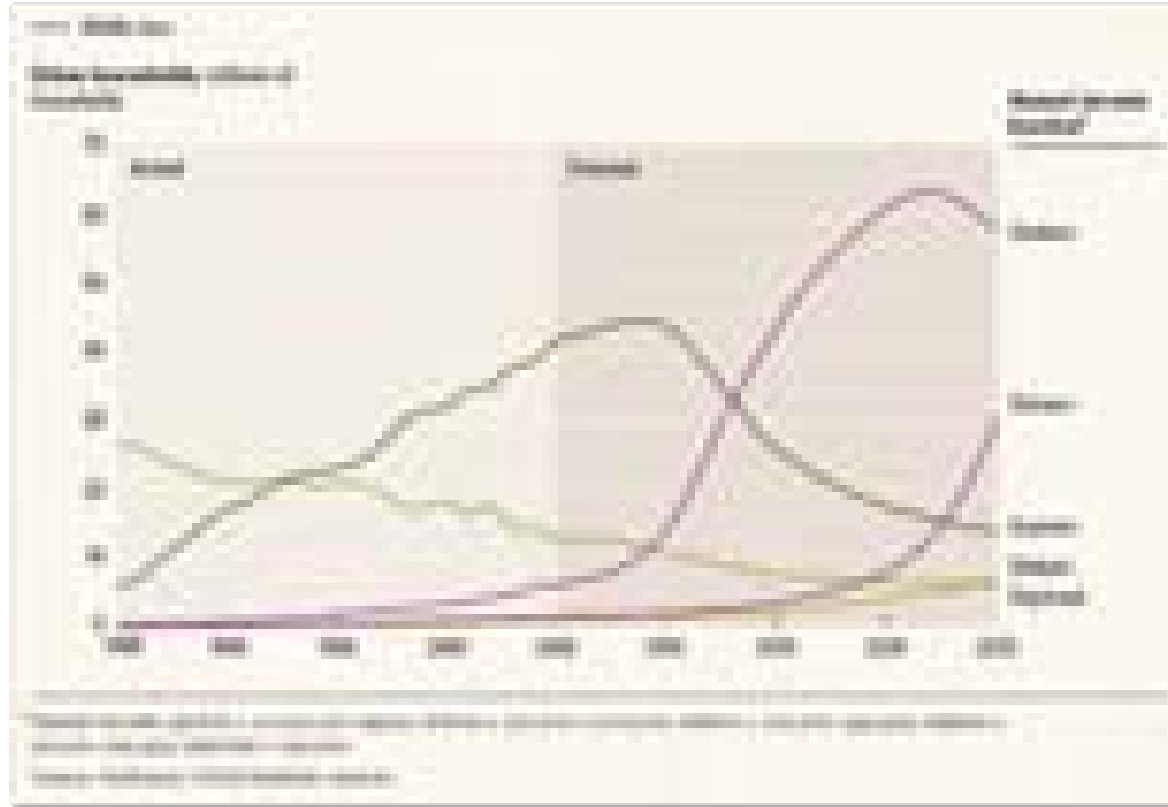
# The rise of the Indian middle class

- Spending beyond necessities
- Increased focus on better quality of life – health care, education, transport, communication



# Luxury = Necessity – The waves of change

- Shift from rural to urban
- Rise in personal incomes, throwing open huge business opportunities to cater to increasing demands
- Luxury will transform into necessity

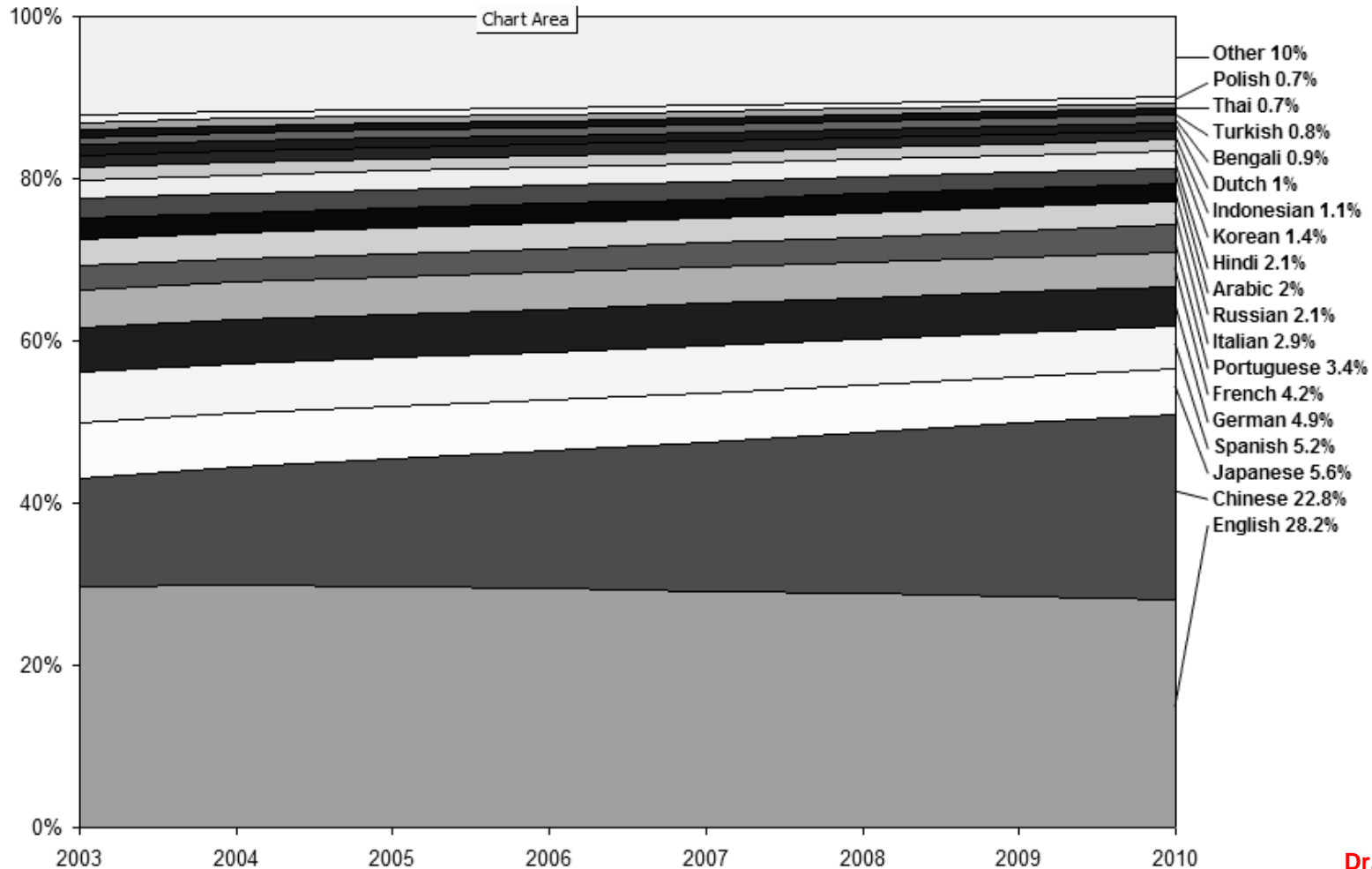




# Regionalization

- Goldman Sachs Report of 1 October, 2003 – "Dreaming with BRICs: The path to 2050"
- India's GDP will reach \$ 1 trillion by 2011,
- \$ 2 trillion by 2020,
- \$ 3 trillion by 2025,
- \$ 6 trillion by 2032,
- \$ 10 trillion by 2038, and
- **\$ 27 trillion by 2050, becoming the 3<sup>rd</sup> largest economy after USA and China.**
- In terms of GDP estimates, the continental India (1.3 billion, with \$ 0.5 trillion in 2000) will overtake Italy (60 million, \$ 1.2 trillion in 2000) by the year 2016, France (60 million, \$ 1.4 trillion in 2000) by 2019, UK (60 million, \$1.5 trillion) by 2022, Germany (85 million, \$ 2.0 trillion in 2000) by 2023, and Japan (130 million, \$3.9 trillion in 2000) by 2032.

# GDP by language



**Dr.B.MALLIKARJUN**  
Central Institute of Indian Languages  
Mysore – 570006, INDIA



**Communication will focus on local languages**

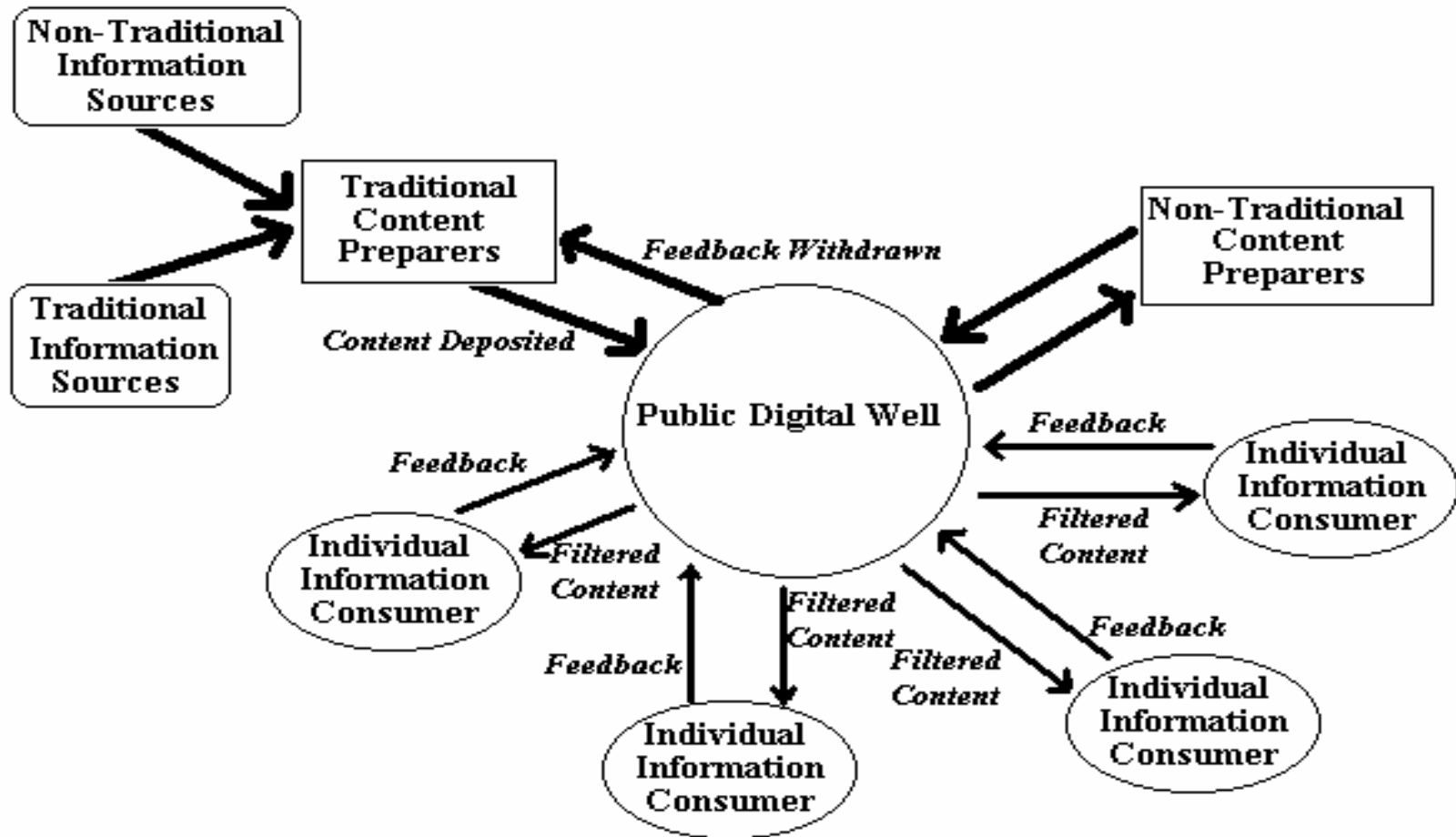


# Convergence of communication

# The Third Age

- Enabled by Digital Technology
- Fundamentally Alters Mass Media Powers
  - Gate-Keeping through Content Generation
  - Barriers to Entry through Regulation and Economics
  - Mass versus Targeted/Specialized Content
  - Virtually Total Consumer Power Over What is Consumed When and How

# The Third Age



# Key Third Age Concepts

- The Public Digital Well
  - Conceptual Storage Space
  - Content Generators Deposit and Content Consumers Withdraw
- Content Generators
  - Traditional Old Media Generators
  - Virtually Anyone Else
    - Web Pages
    - Streaming Audio and Video - webcasts
    - Blogs
    - Podcasts
- “Convergence” is not just a “technology thing”
- It is...
  - A fundamental change in the relationship between content producers and content consumers
  - With economic, social and political implications.

## Traffic on Maine Street

### Did the Traffic? Traffic Volume and Time

1. Introduction

2. Data Collection

3. Data Analysis

4. Conclusion

5. Appendix



Profile information including name and title.

- 1. Introduction
- 2. Data Collection
- 3. Data Analysis
- 4. Conclusion
- 5. Appendix



# Communication is commoditized

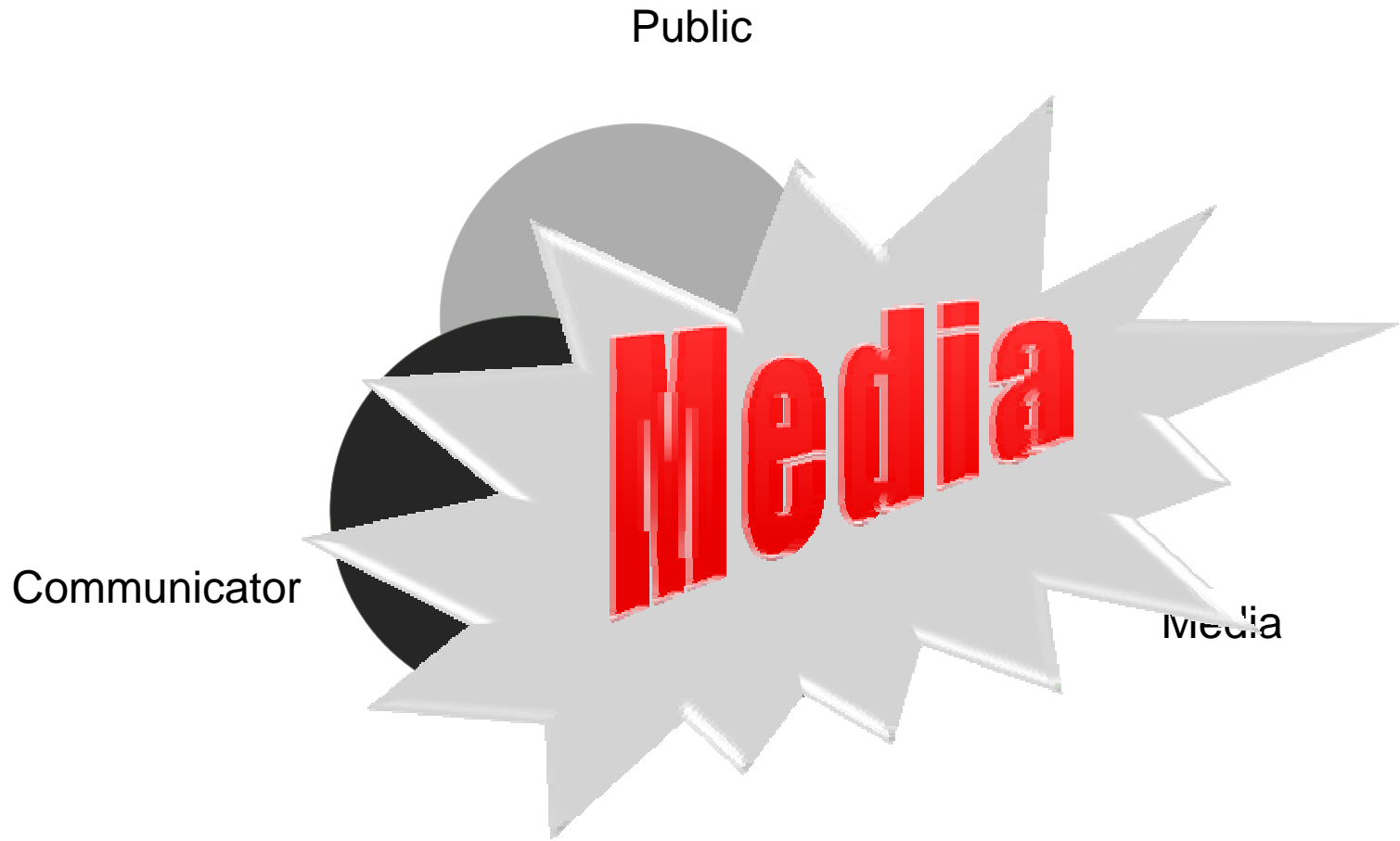


# Electronic media

# Trends

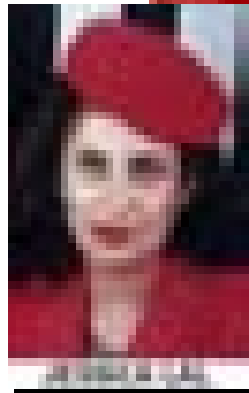
- Video-on-Demand (VOD) not economical
  - Users love it, but too costly
- Convergence
  - Phone companies offering cable services
  - Cable systems offering Internet services (IP telephony?)
- Popular TV products
  - Large-screen projection TV's
  - Plasma TVs
  - Personal TV Receivers (e.g., Tivo and ReplayTV)
  - Home theatre: DVD and 5.1 surround sound audio

# Stakeholders

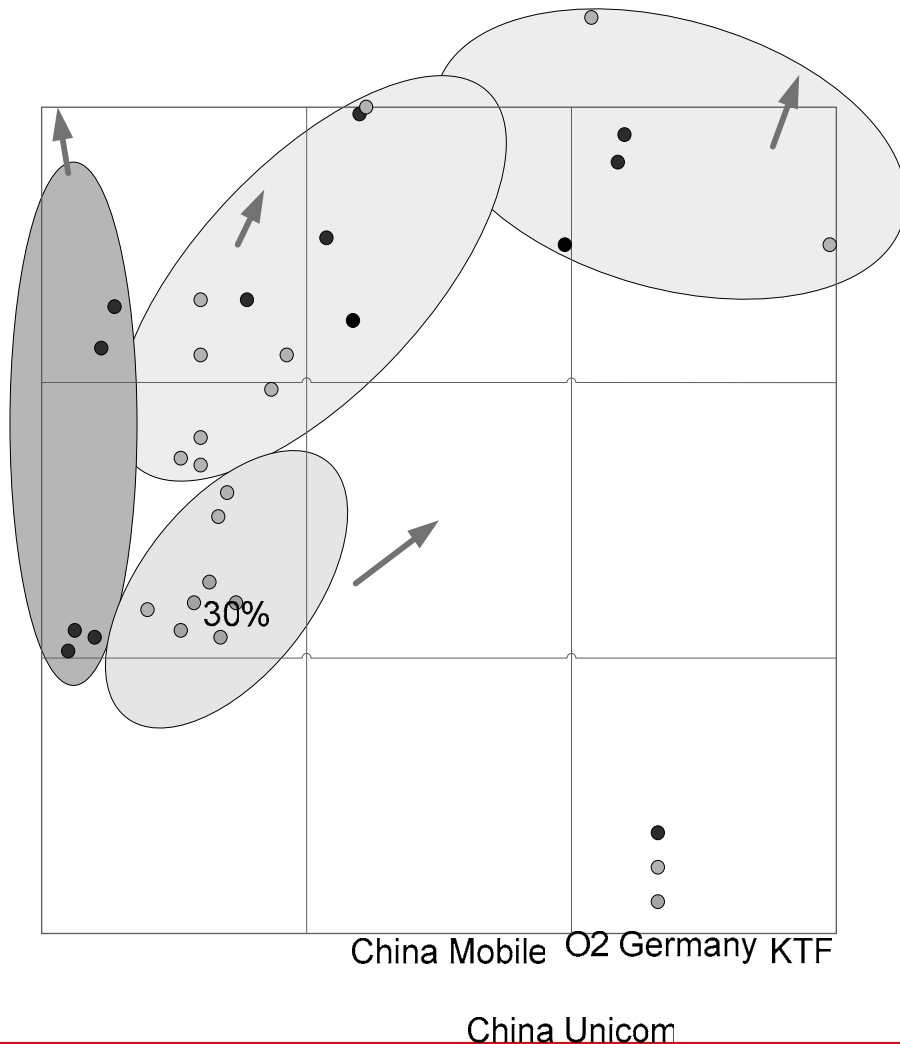


# What the public expect?

- Objectivity
- Fairness
- Quality



# A whole generation in India missed the landline phone



INDIA	2000	2004
Fixed line and mobile phone subscribers (per 1,000 people) O2 UK	3 Italy 35.4	84.5
SK Telecom Internet users (per 1,000 people)	5.4 NTT	32.4 KDDI 32.4 Mo

**B**

SingTel

3 Australia

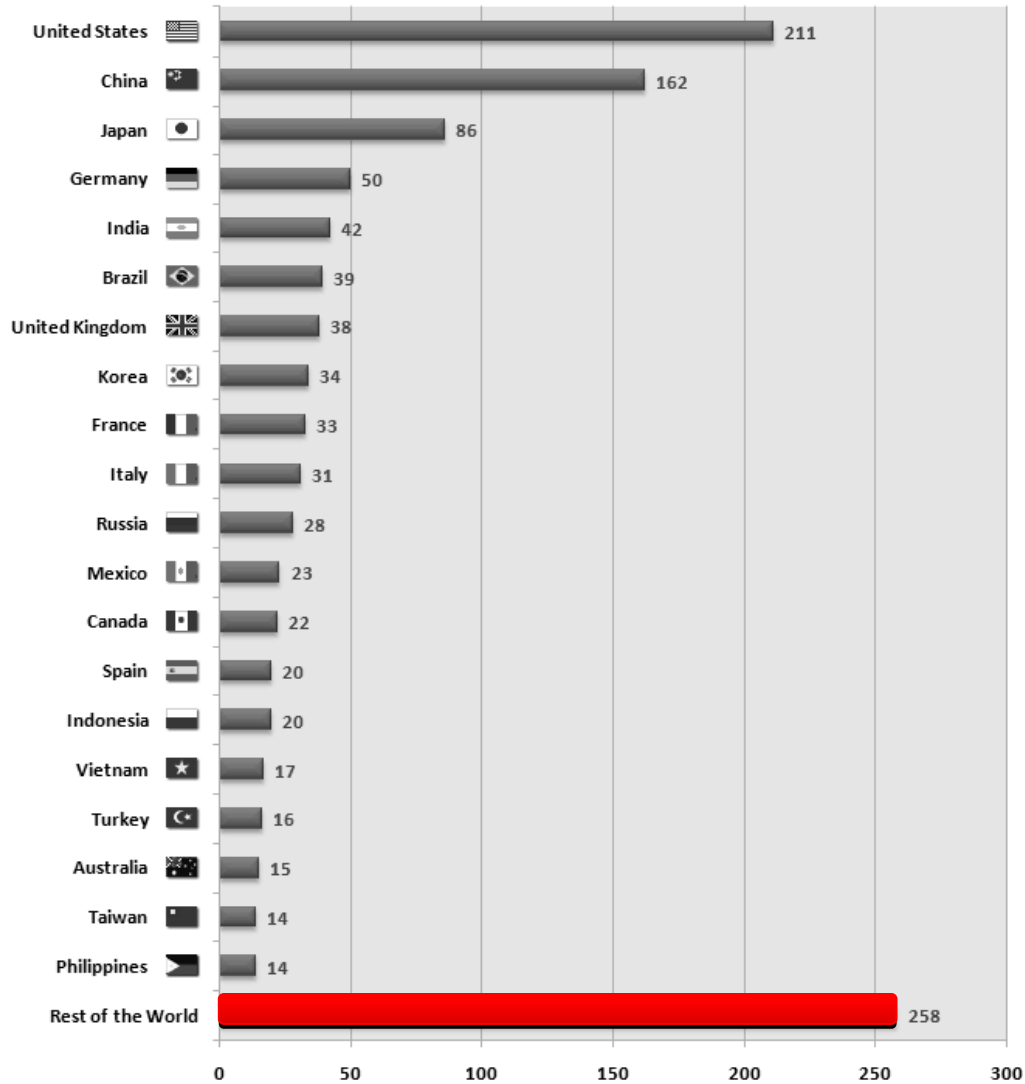
Vodafone Japan

20%

Vodafone UK  
Vodafone Germany

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# Top 20 internet using countries



Source: [www.internetworldstats.com](http://www.internetworldstats.com)

Users in millions

# Is English important?

- "My smmr hols wr CWOT. B4, we used 2go2 NY 2C my bro, his GF & thr 3 :- kids FTF. ILNY, it's a gr8 plc."
- Just in case you can't read all of it, it says: "My summer holidays were a complete waste of time. Before, we used to go to New York to see my brother, his girlfriend and their three screaming kids face to face. I love New York. It's a great place."

**Communication will increasingly be done  
DTH and on handsets**

# Scope of marketing widens

# Three perspectives

- Branding is in the mind
- Branding is not about advertising
- Communication techniques are changing

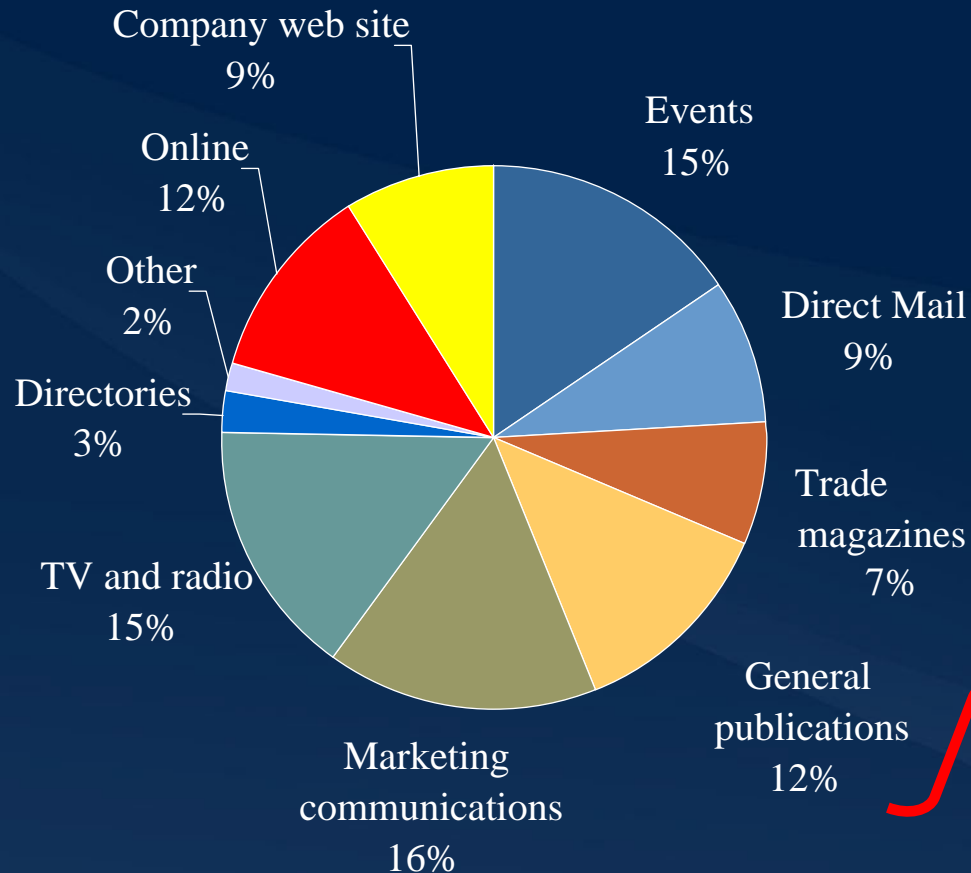
# What is running through your mind?



# Branding is not about advertising - it's the marketing mix

- Events
- Internal communications
- Direct marketing
- New media
- Channel marketing

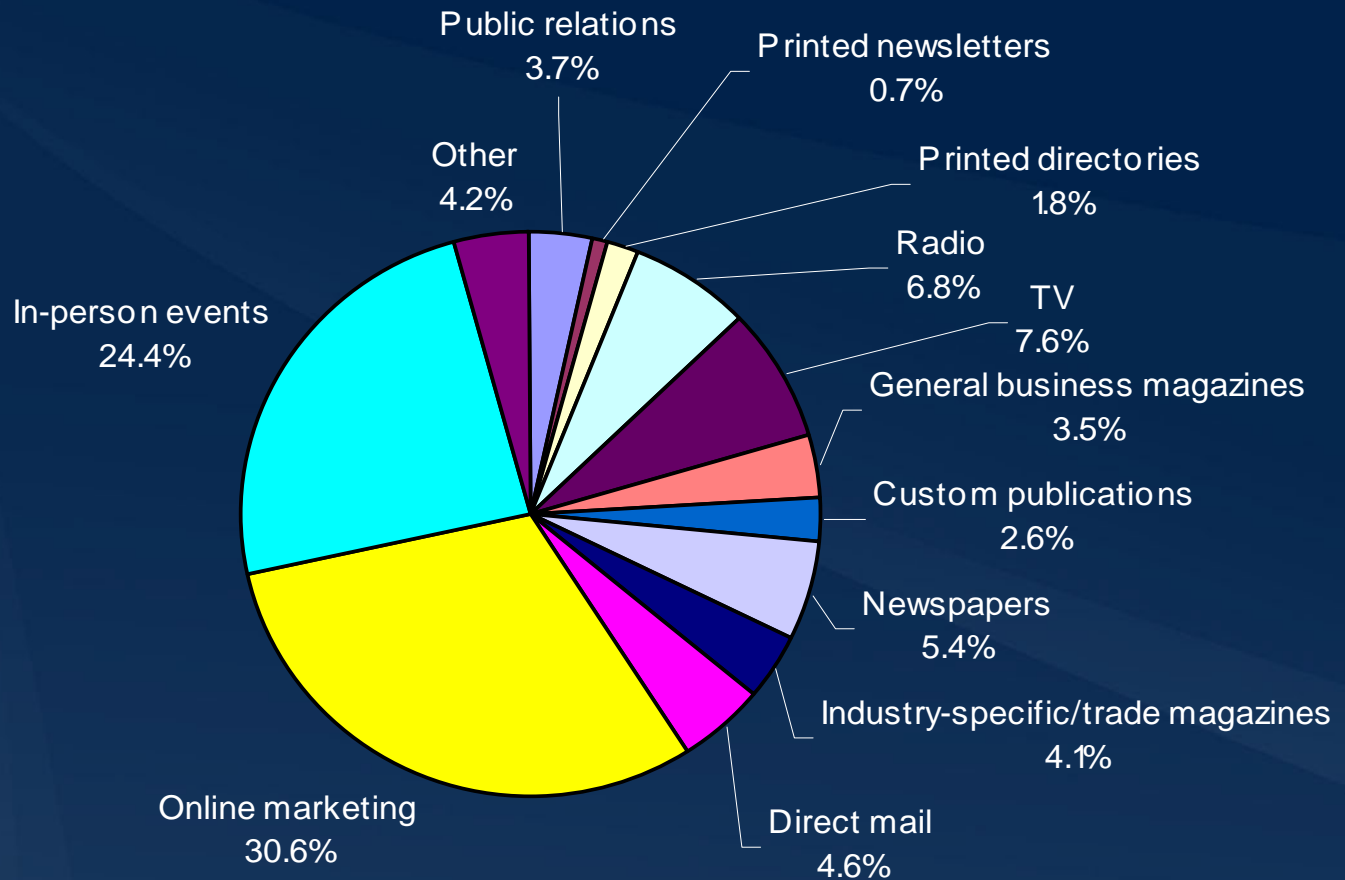
# 2005 B2B Marketing Spending



Industry-specific/trade magazines are viewed as more effective than general publications, but receive a smaller share of budget.

# B2B Marketing Profile – Travel

## 2005 Budget Allocation

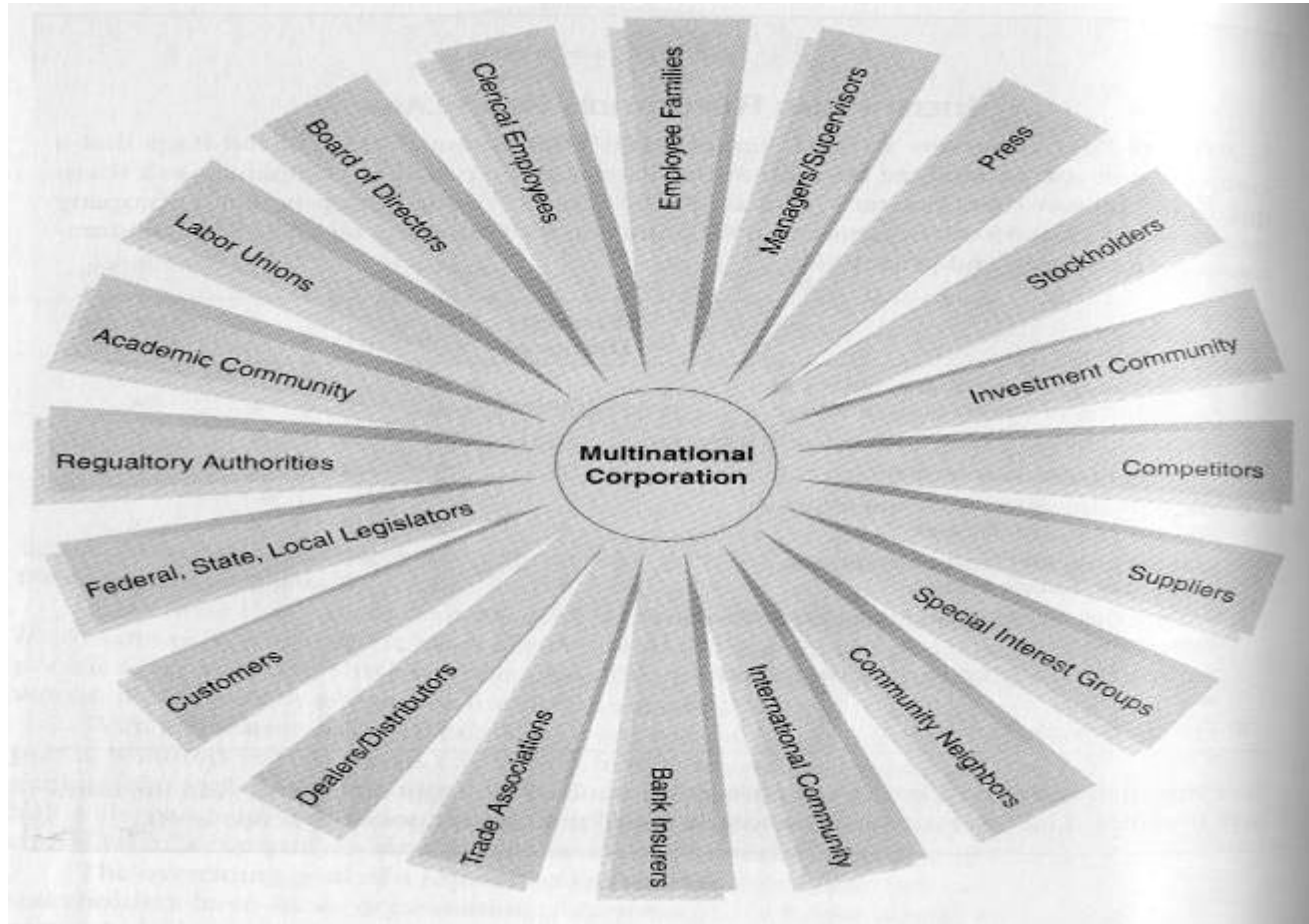


# B2B Marketing Profile – Healthcare

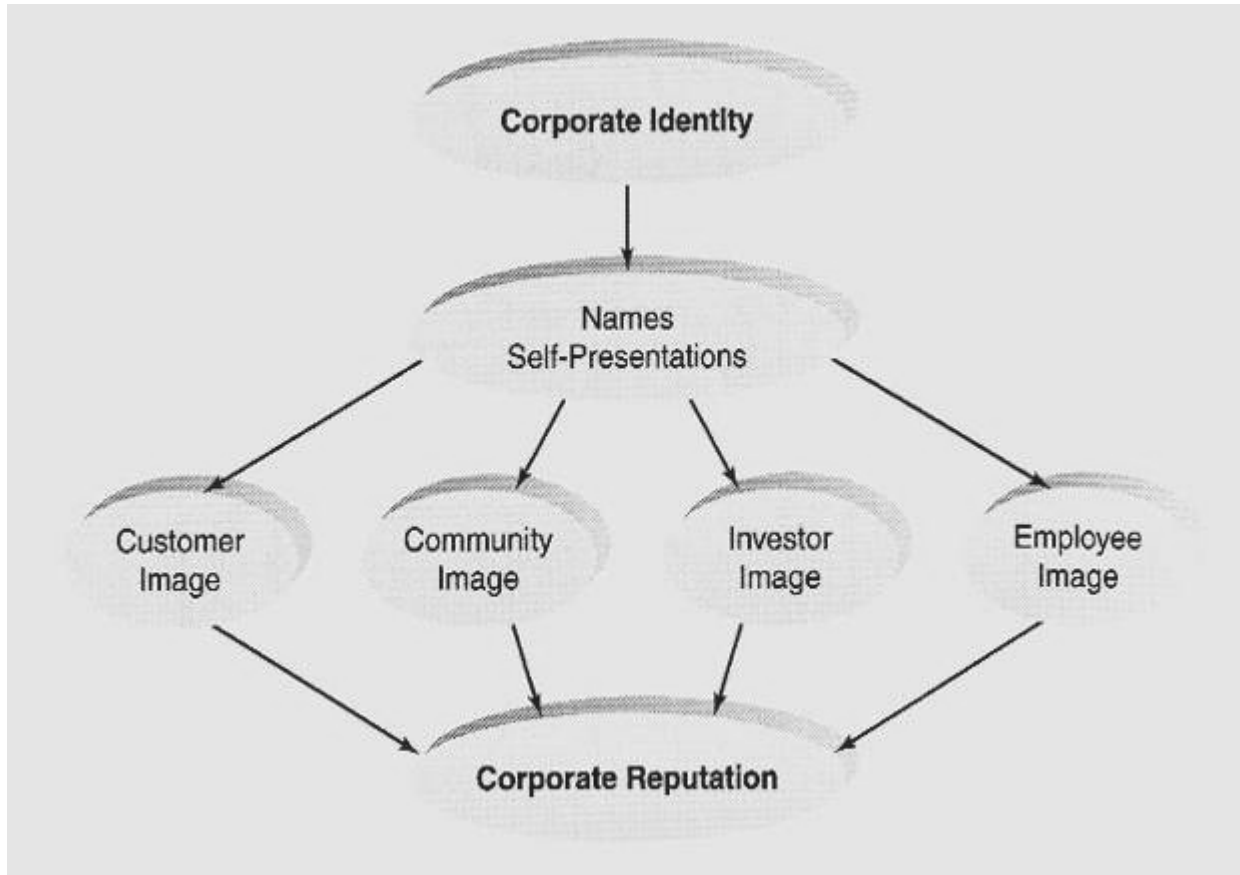
## 2005 Budget Allocation



# A greater stake in communication



# A stake at building reputation



# Scope for communications widens

- Not just your company but potentially 10+ times that number
- TG: Not just a few hundred but potentially a billion plus
- Type of work: Not just secretarial work but a diverse set of communications using different media
- Occupational relief

# Of course, I can do it

- A change artist [Change is constant]
- A transformational expert [Can adapt and helps others adapt]
- Highly skilled in languages [not necessarily English]
- Understand technology [leveraging all forms of media]



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**So what's holding you back?**

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