

Applica-te

Jornadas Nacionais de Comunicação Social
e II Jornadas de Comunicação Digital

NOVAS TENDÊNCIAS DIGITAIS.
O QUE ESPERAR DO FUTURO?

AGENDA

(*) “UMBILICUS”

1. O “MUNDO” FÍSICO vs VIRTUAL

2. O IMPACTO DA TECNOLOGIA:

(a) EM CASA

(b) NO TRABALHO

3. PARA VIGIAR DE PERTO:

(a) REALIDADE VIRTUAL

(b) REALIDADE AUMENTADA

(c) VEÍCULOS AUTÓNOMOS





“UMBILICUS”

Breve história de um **Moçambicano**,  (e **Vianense** de coração), que se mudou para Lisboa, em 1995, para estudar Engenharia Mecânica no **IST**.

Juntou-se à Absolut-System como **programador** Frontend em 1999.

Esteve 15 anos a aprender CRM e **Marketing** (Digital) na **Ogilvy**  em Portugal.

Tentou sair da **Ogilvy** 4 vezes. Conseguiu em Setembro de 2015.

Esteve a acelerar tecnologia para **startups** durante 3 anos, na **Seegno**  enquanto ensinava **Social Media Marketing** pelo País (IPAM, UAL, UALG, ESCS).

Hoje lidera a **Transformação Digital** do **Grupo Renascença Multimedia** 

Mais conhecido por **@catroga** nas redes sociais.

TRANSFORMAÇÃO DIGITAL

GRUPO RENASCENÇA MULTIMÉDIA **RO**



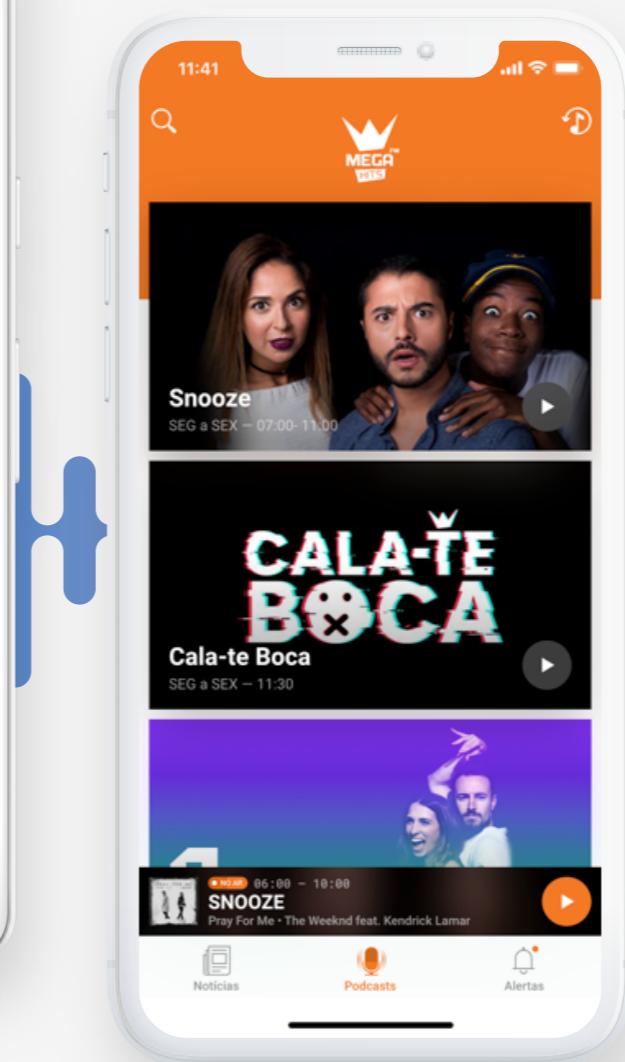
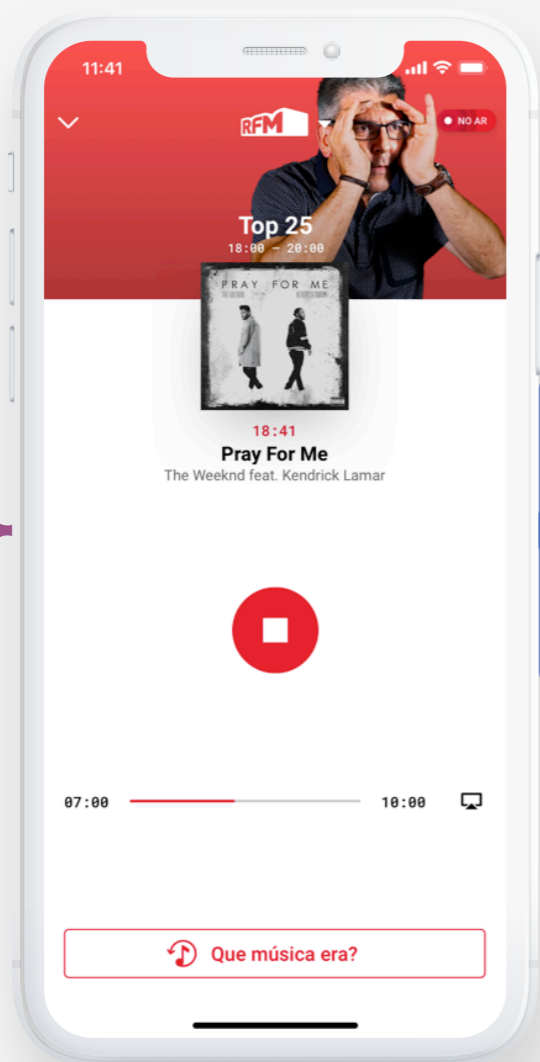
Renascença



SÓ GRANDES MÚSICAS.



intervoz
PUBLICIDADE S.A.



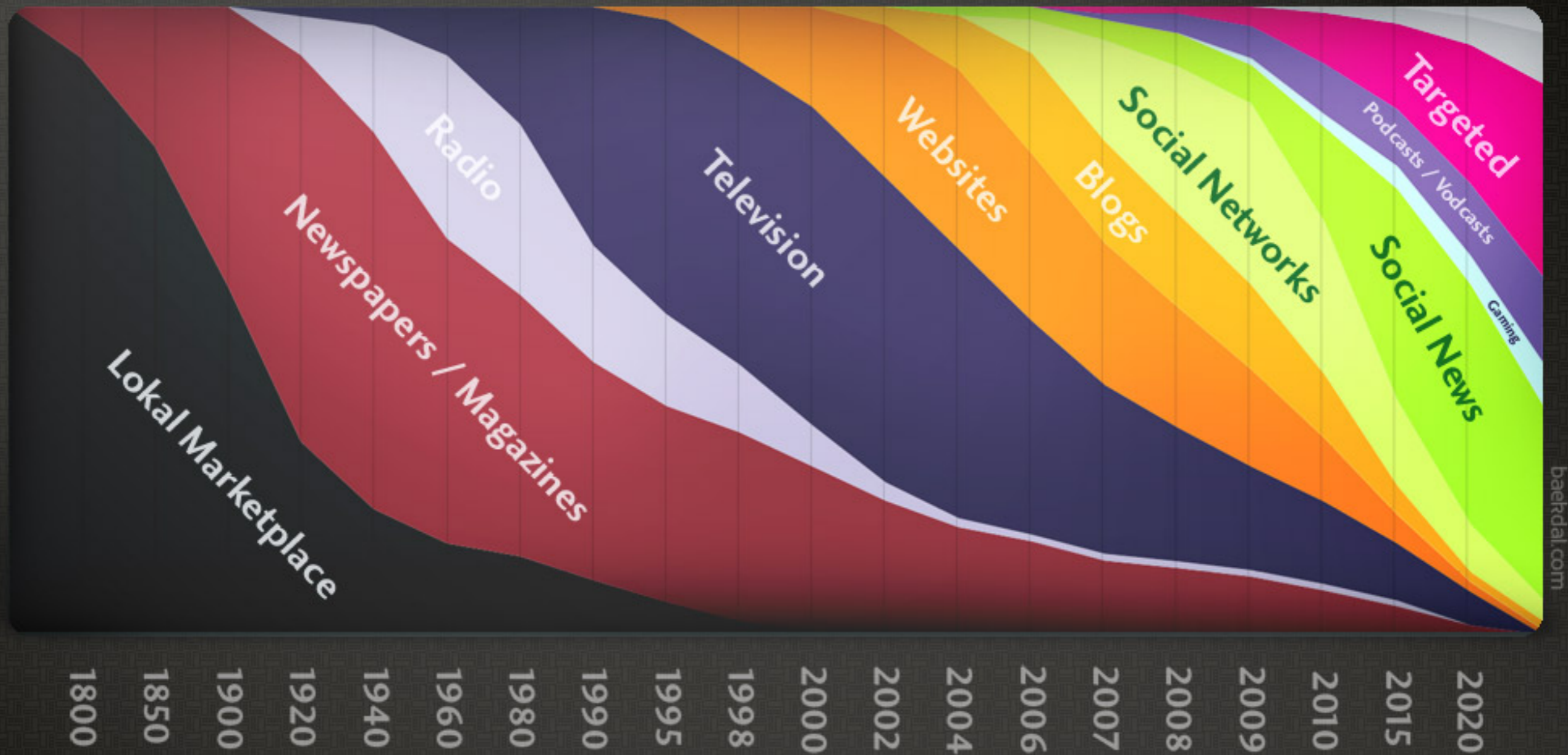
BREVEMENTE...



1

FÍSICO vs VIRTUAL

Where is Everyone?



baekdal.com

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:

55%

INTERNET
USERS



4.021
BILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:

42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:

68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:

39%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

 **Hootsuite**TM 

JAN
2018

DIGITAL IN PORTUGAL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



10.31
MILLION

URBANISATION:

65%

INTERNET
USERS



7.73
MILLION

PENETRATION:

75%

ACTIVE SOCIAL
MEDIA USERS



6.60
MILLION

PENETRATION:

64%

UNIQUE
MOBILE USERS



8.11
MILLION

PENETRATION:

79%

ACTIVE MOBILE
SOCIAL USERS



5.70
MILLION

PENETRATION:

55%

we
are
social



we
are
social



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



it's not what
the ~~software~~^{technology} does.
it's what the
user does. ^{with it.}



@hugh

2

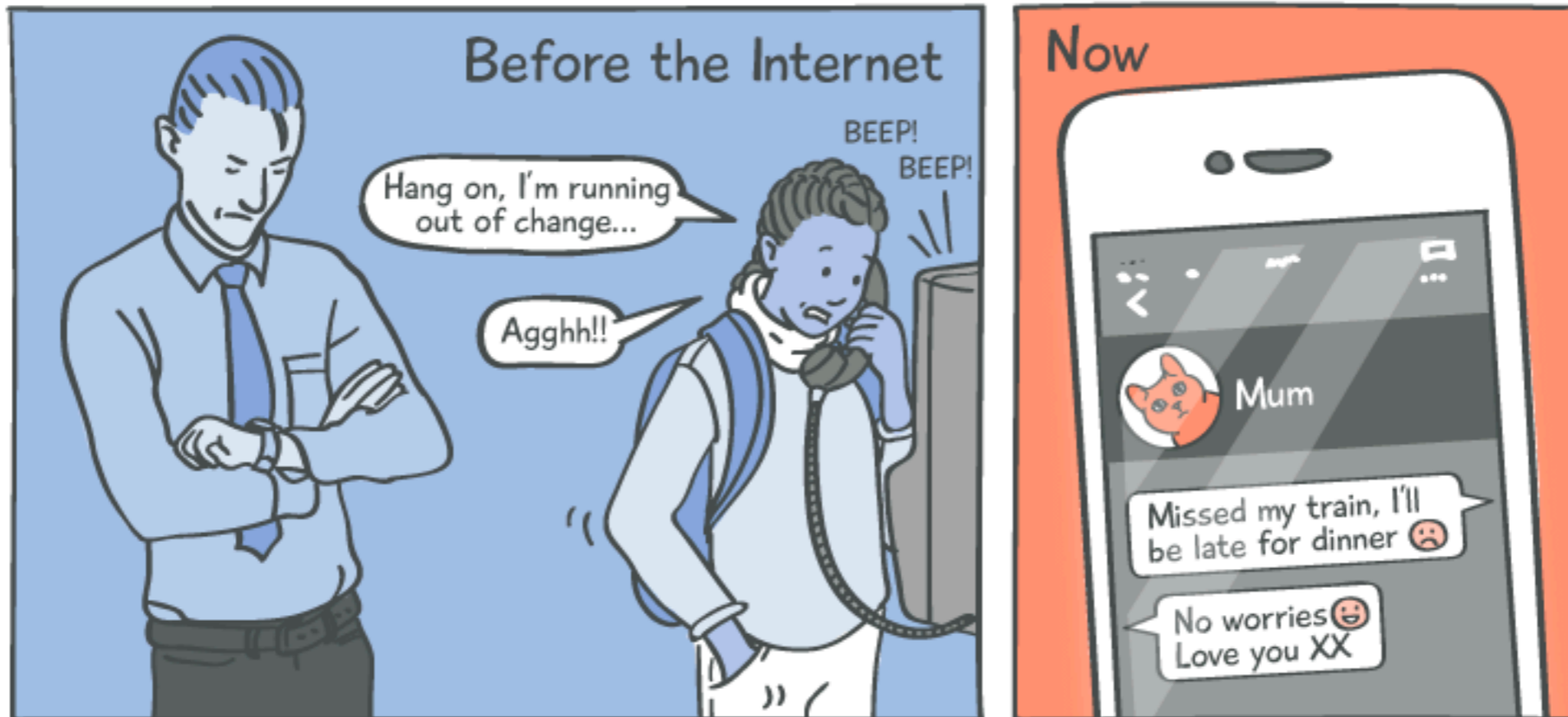
IMPACTO DA TECNOLOGIA

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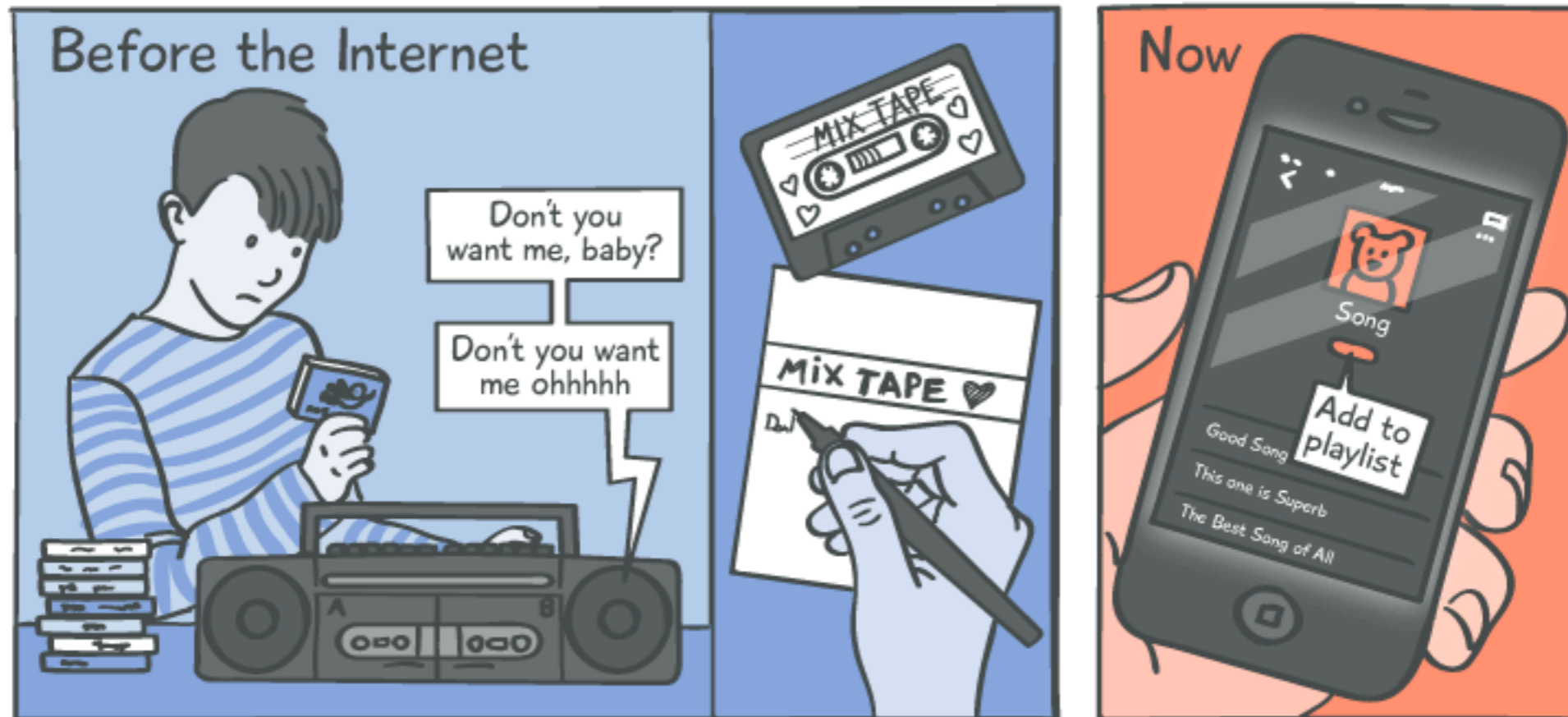
CASA

A VIDA ANTES DA INTERNET?

LIGAR PARA CASA



PARTILHAR MÚSICA



TIRAR FOTOS



(*) HÁ UMA APP PARA ISSO



Processing
Laboratory

PRESS

Gudak

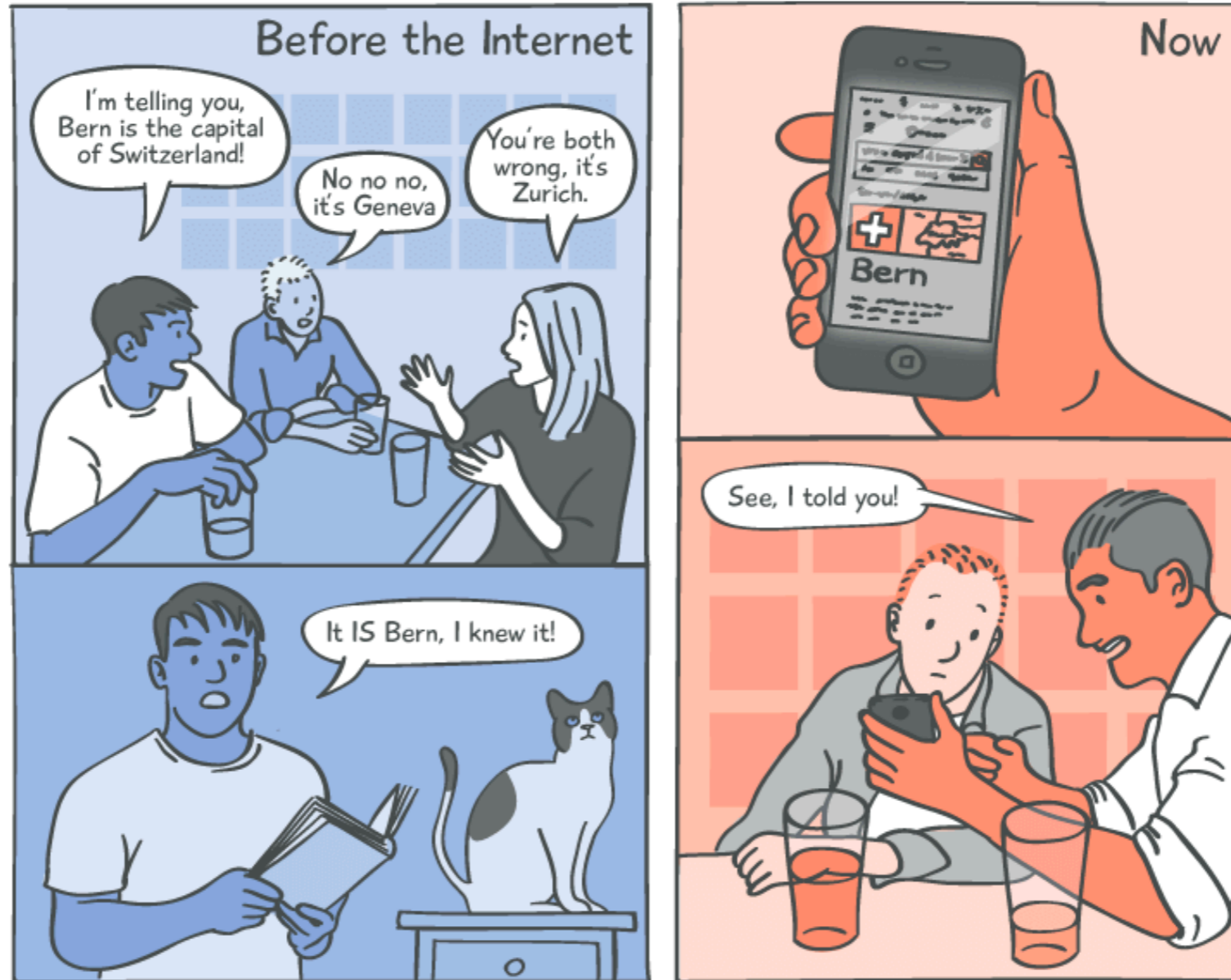
24 shoots for every 12hrs available random lightleak filters!
Wait up Full-3days after you finish your roll to develop
Development process will not start unless you finish the roll
There is no PREVIEW!! Believe your Instinct!! Have fun!!
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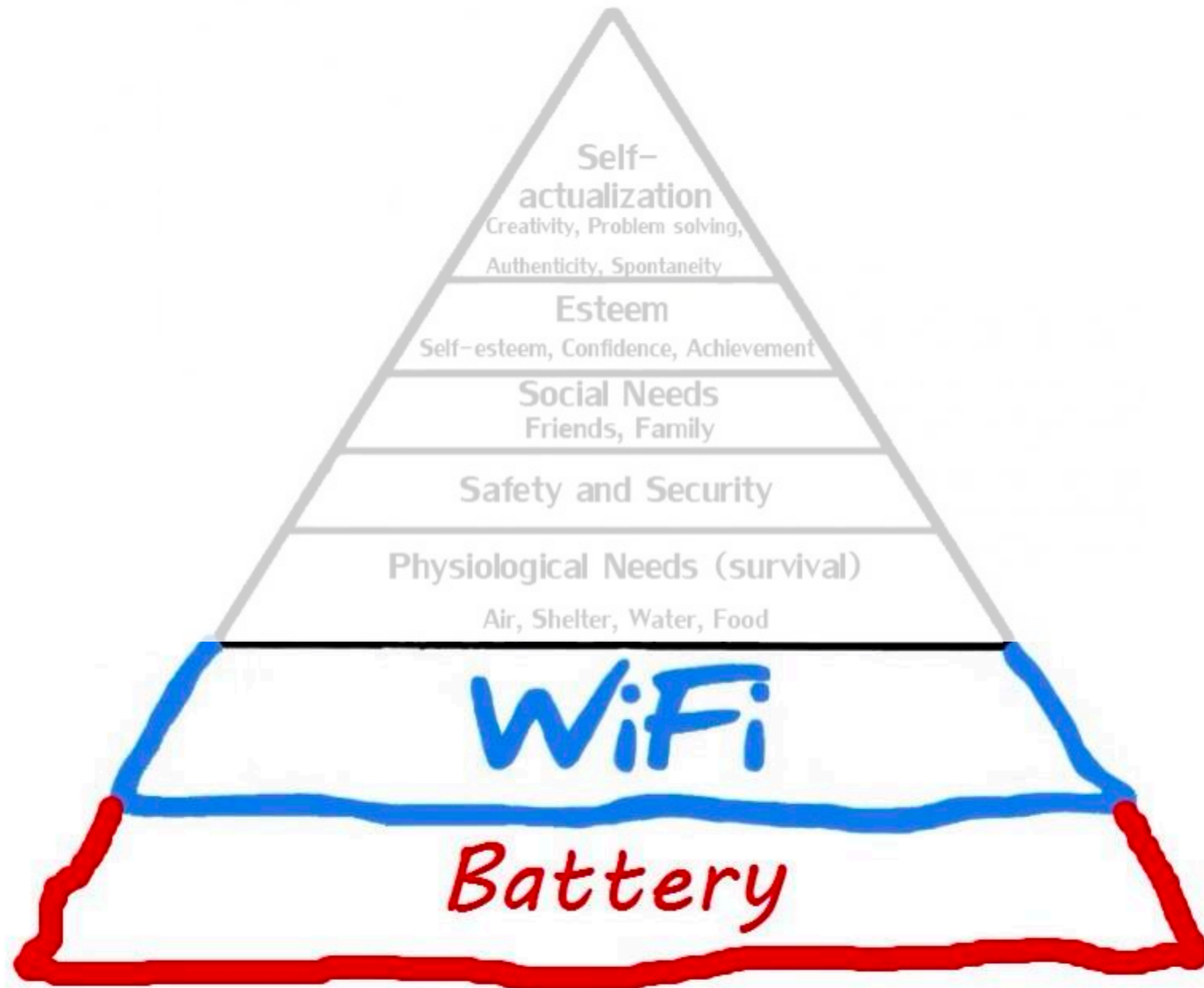
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Ne pas ouvrir
No abrir



DEBATES













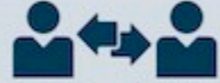








NECESSIDADES BÁSICAS





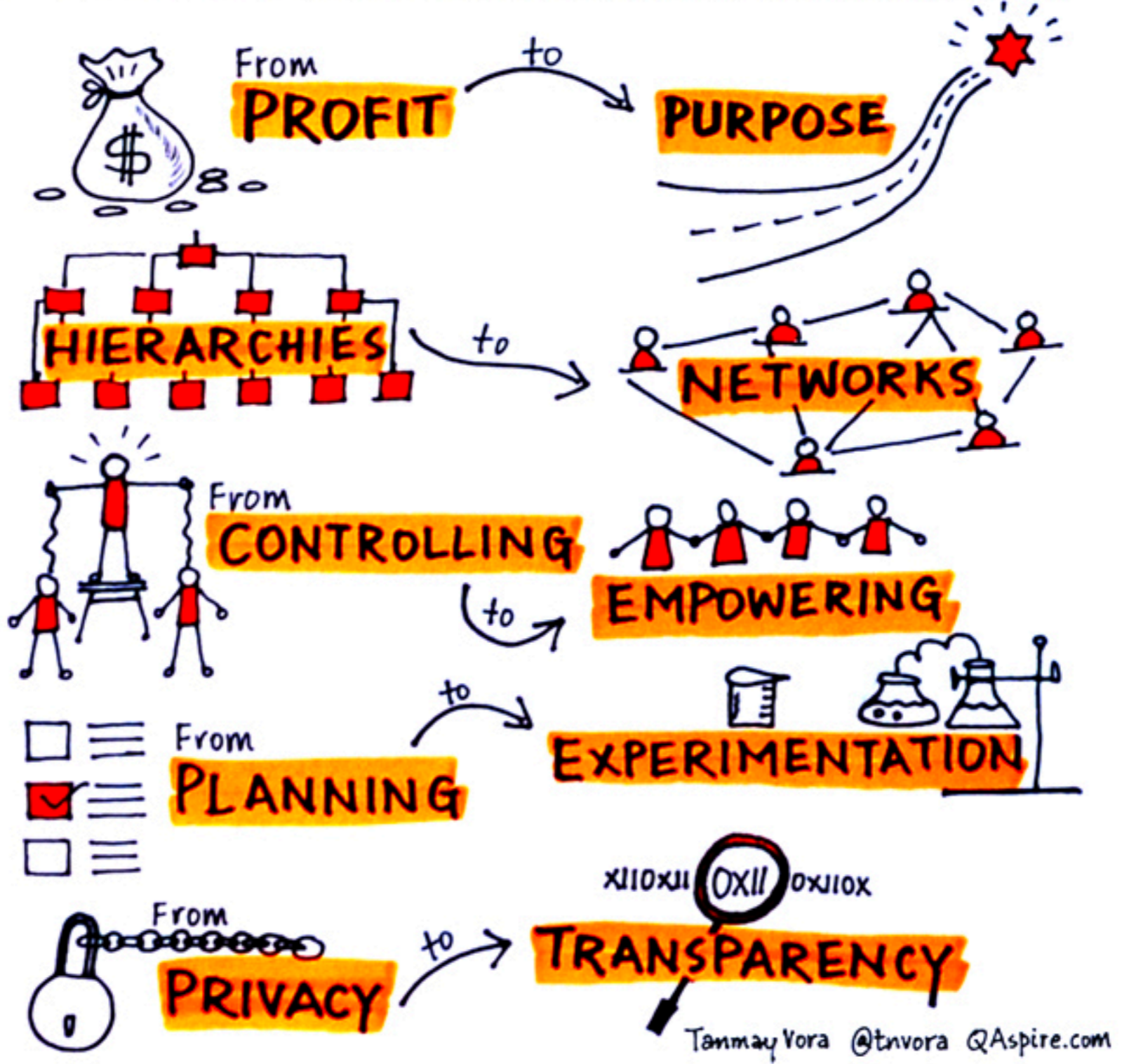
TRABALHO

Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

*Percentages are approximate at the time of publication.

AARON SACHS AND ANUPAM KUNDU THOUGHTWORKS
MINDSET SHIFTS FOR Organization Transformation

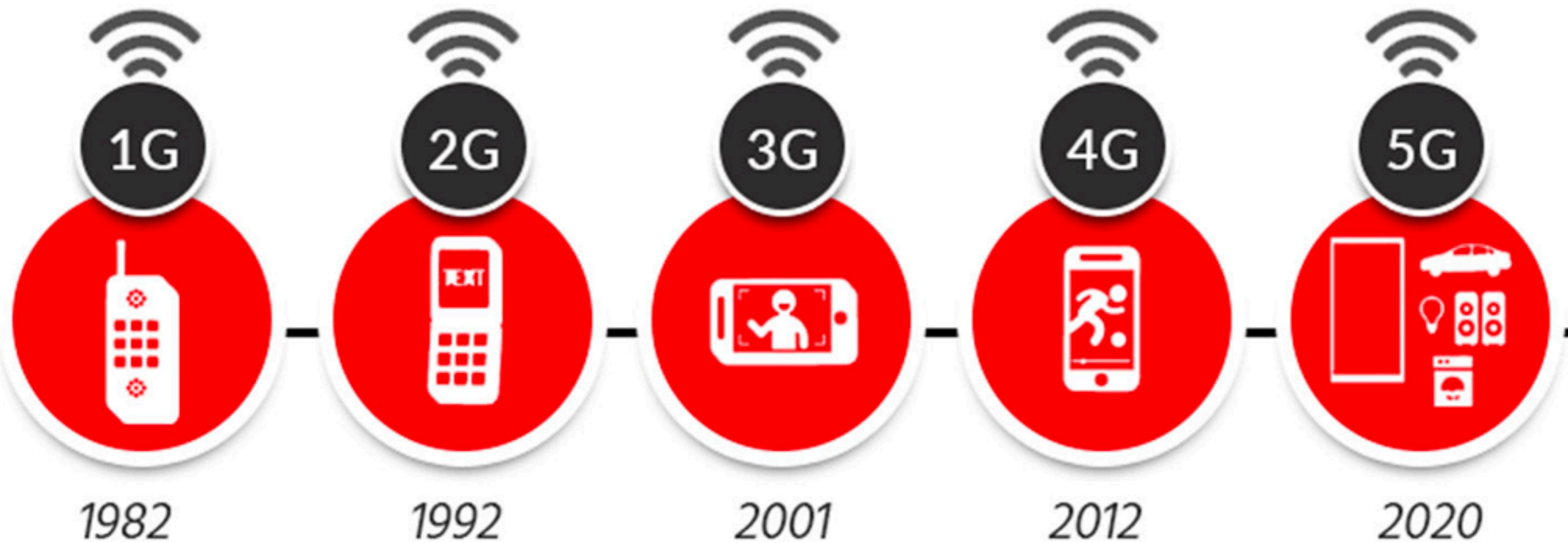




Speed is the new currency of business

Marc R. Benioff
Chairman and CEO, Salesforce

VELOCIDADE

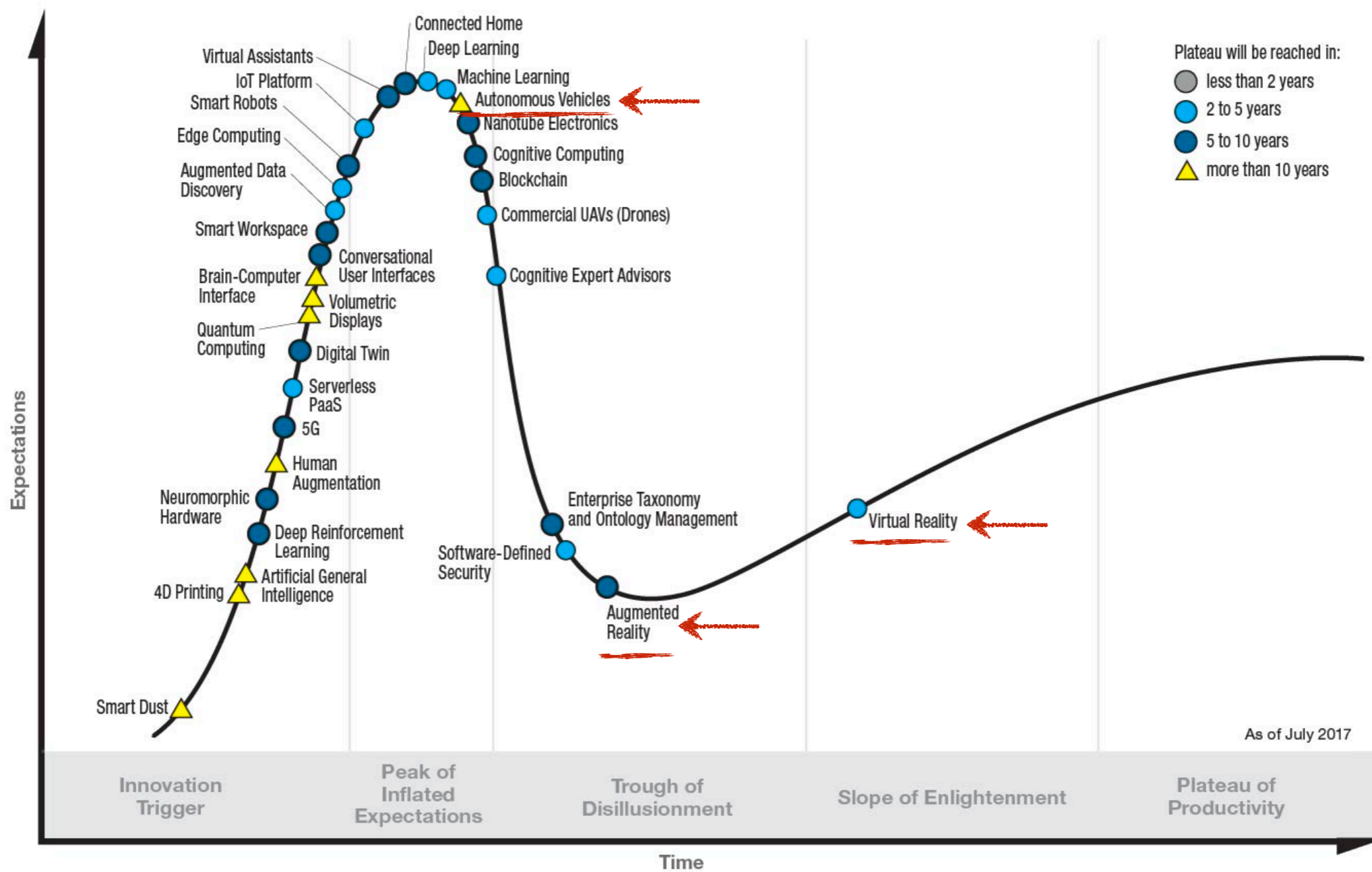


Timeline of mobile communication generations
1G - 5G

3

PARA VIGIAR DE PERTO

Gartner **Hype Cycle** for Emerging Technologies, 2017



gartner.com/SmarterWithGartner

Source: Gartner (July 2017)
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REALIDADE VIRTUAL



A man wearing a VR headset and holding controllers stands in a futuristic, brightly lit virtual environment. He is facing a large screen displaying a space scene with a planet and a star. To his left, a woman in a red Star Trek uniform stands with her hand extended as if interacting with the virtual world. The floor is dark with glowing blue lines and a large white star. The background shows other virtual characters in a control room setting.

UMA EXPERIÊNCIA SENSORIAL INTERACTIVA GERADA POR COMPUTADOR.

PROS

- ACESSO A EXPERIÊNCIAS ÚNICAS
- COMUNICAÇÃO (QUASE) PRESENCIAL
- APLICABILIDADE (EX: TERAPIAS, SIMULADORES, ...)

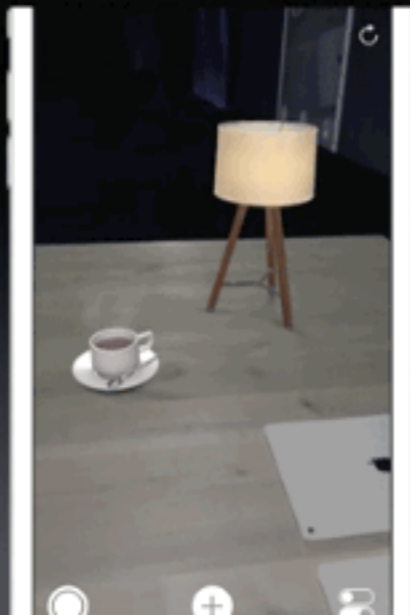
CONTRAS

- MANIPULAÇÃO, ABUSO
- DEPENDÊNCIA, VÍCIO
- DISSOCIAÇÃO À REALIDADE

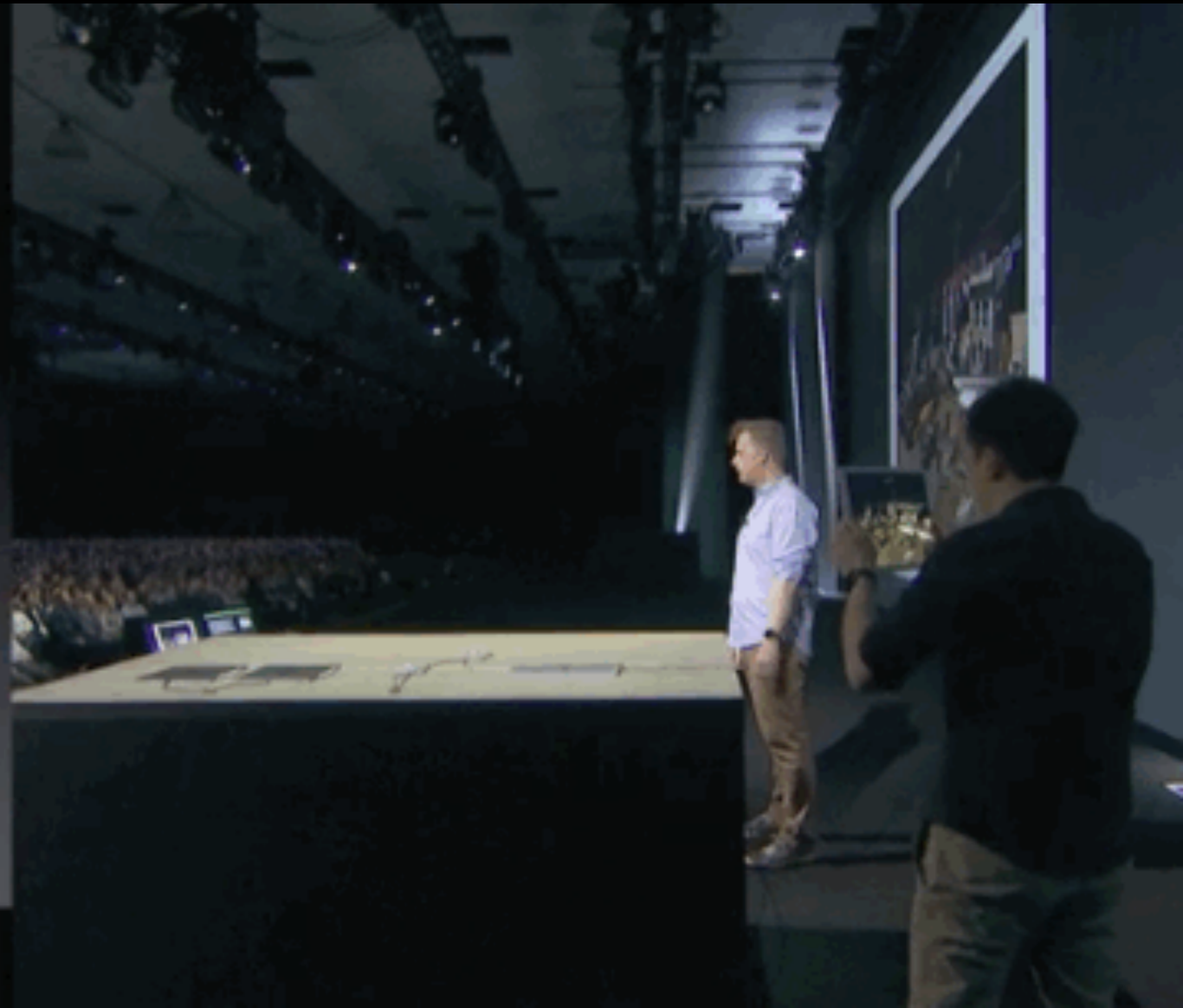


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REALIDADE AUMENTADA



UMA PROJEÇÃO VIRTUAL QUE INTERAGE COM O MUNDO REAL.



PROS

- INTERATIVIDADE ENTRE DOIS MUNDOS
- PEDAGOGIA/ENSINO (EX: MUSEUS)
- APLICAÇÕES COMERCIAIS (EX: IKEA)

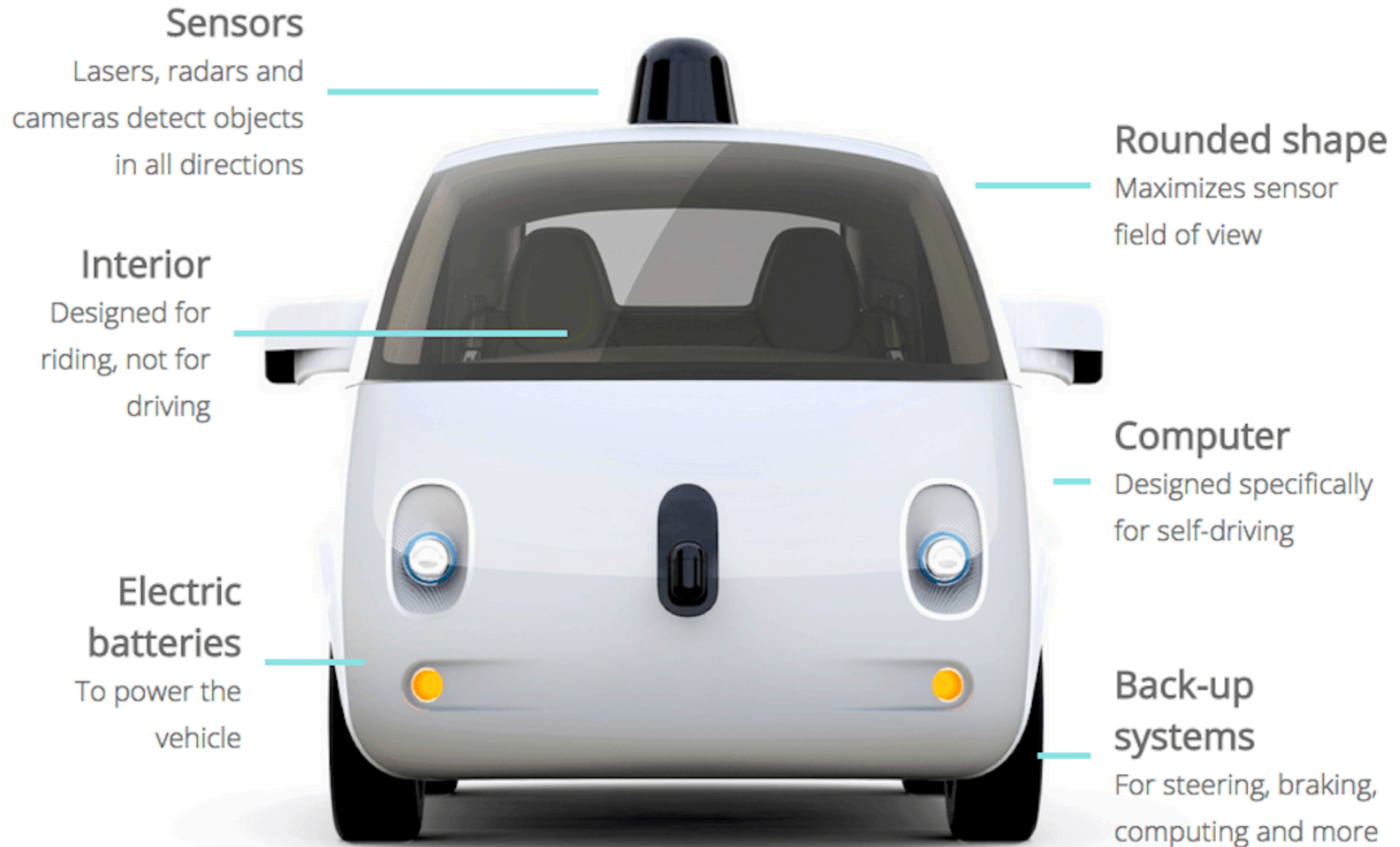
CONTRAS

- DEPENDENCIA DA TECNOLOGIA PARA OPERAR (HW/SW)
- PRIVACIDADE
- PERIGOS NO MUNDO REAL (EX: POKEMON GO)



VEÍCULOS AUTÓNOMOS

VEÍCULOS QUE CIRCULAM SEM O AUXÍLIO DE HUMANOS.



PROS

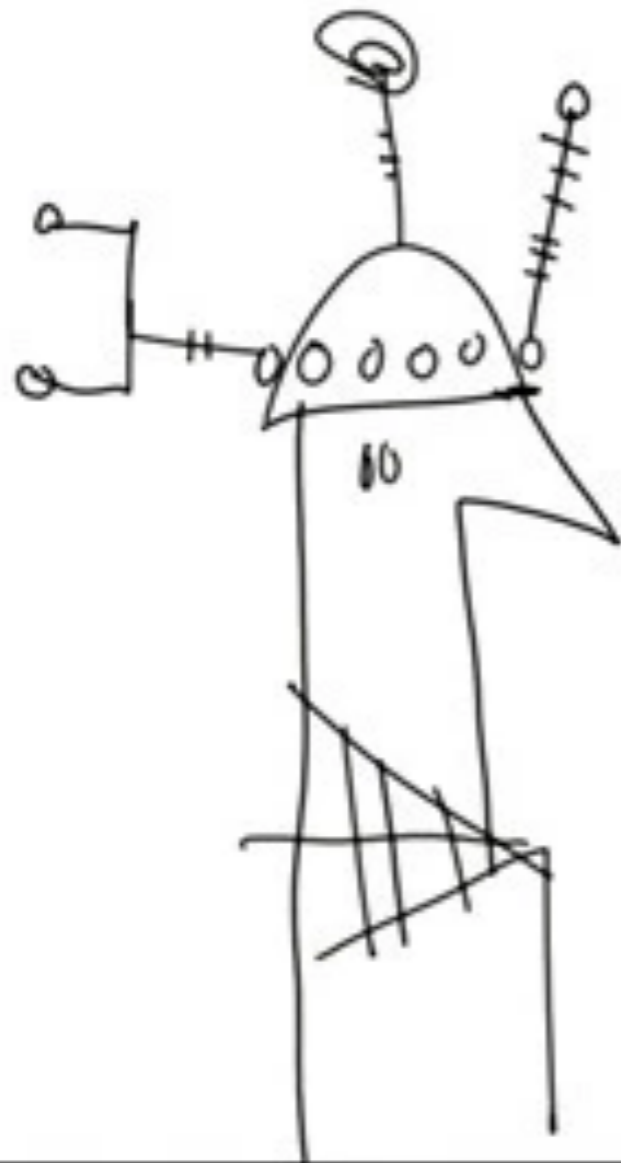
- MAIS TEMPO LIVRE NO AUTOMÓVEL (OPORTUNIDADE!)
- MENOS TRÁFEGO, MELHOR AMBIENTE
- MENOS POSSE, MAIS SERVIÇO

CONTRAS

- SISTEMA DE CIRCULAÇÃO NÃO ESTÁ PREPARADO
- FALHAS TECNOLÓGICAS ACONTECEM
- PROBLEMAS ÉTICOS (EX: MÁQUINA DECIDE)

E O FUTURO?

ESTÁ A SER MOLDADO PELA
TECNOLOGIA A UMA VELOCIDADE
EXPONENCIAL.



the future belongs
to the geeks.
nobody else wants it.

©hugh

DISCLAIMER

TODOS OS CONTEÚDOS DESTA APRESENTAÇÃO FORAM CRIADOS POR TERCEIROS, NA INTERNET.

ESTA É A “MAGIA” DO DIGITAL.

OBRIGADO.