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## The speed of change means anything could happen in 2009

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Such is the speed of technological change and new demands from the public that we could well see some surprising partnerships arising, inspiring examples of diversification and groundbreaking transactions for the year ahead. Here are my predictions.

P It may be shocking to the traditionalists, but will 2009 be a tipping point for digital in which we see a digital agency acquire a traditional agency?

P Facebook TV anyone? As it continues to seek new ways to monetise its traffic we could see the launch of Facebook's own channel.

P Celebrity and search are both enjoying phenomenal popularity in their own spheres. So bringing them together in the form of celebrity-led search engines makes more sense than first impressions might suggest.

P Independent TV companies may accelerate their moves into online video production, which is edgier and cheaper and fits better with a credit crunch mentality.

P Data will be the winner. He who has the knowledge has the power. Advertising has traditionally been about selling audiences but the internet is about selling behaviour, and the currency of behaviour is data.

P PayPal may acquire a bank and transform itself into a major commercial banking institution. It could become the most solid bank around, giving online banking a new dimension, facilitating and embracing globalisation in the form of simplicity and security.

P Will Microsoft have a conflict of interest? The product part of aQuantive is already integrated into Microsoft's advertising offer. It might just have to divest itself of Avenue A/Razorfish, its agency offering, to avoid any poacher/gamekeeper accusations.

P Nokia may take a lead in the music genome project, acquiring Pandora Media (or a lesser known European search technology company). Nokia sales are declining, despite it being a pioneer in the handset [business](#). It needs to add value if it's to stand up to its new competitor, Apple.

P Might we see Vodafone acquire a social network as the internet goes mobile? Mobile service providers will experiment more actively with video and social networking and will partner with content providers.

P To date our industry has been characterised by a large number of individual digital specialists and 2009 will probably see more digital groups created to provide a much broader integrated offering to clients. Of course, there's always room for best-in-class players and this won't change until someone succeeds in delivering integrated services.

*Keith Hunt, Managing partner, Results International*

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