

“Promoting the vision of an integrated media and technological world.”

Documenting the Digital Landscape

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We Want You Too!

- Share your stories, thoughts, product launches, and other exiting goings on. Contact us to be included in an upcoming Issue.
- We are looking for partners, advertisers, underwriters, content distributors and the like. If that's you, let us know!
- Help us spread the word. Please forward this newsletter to friends and associates and have them contact me to be added to our distribution list.

Welcome to the first edition of “The Digital Outlook.” Those of you that know me, know that my passion for media and technology is like a young child’s constant fascination with discovering life. Many of you have received emails from me over the years touting some cool product, service, or news story about digital media consumption and what our digital future may bring. In this age of Tivo, youtube, myspace, smart phones, and the like we are quickly moving towards a world where media is central to our experiences and the technology surrounding it allows us to create, interact and share collectively in

these experiences. It is in this spirit that the “Outlook” is launched. As is the nature of these emerging tools, so shall this newsletter evolve. I hope to provide an interesting look at the events shaping our world and share resources that you may find valuable or at the very least fun. Technology is growing at an exponential rate and as a by-product we are being bombarded with new consumer choices on a near daily basis. I aim to add Insight and guidance into what is hype and what is revolutionary. In the Hot Picks section I will review a product that stands out and has a coolness factor. Media on the Move will track

Studios, Companies and People of note, highlighting their latest announcements which demonstrate the move into this new era. The User Generated Content and Viral Campaign section, will call attention to the power of alternative content distribution both for entertainment as well as marketing value. Our world is influenced by media and media influenced by the world. “The Digital Outlook” is my way of assisting in promoting the vision, implementation, and understanding of the integration and affect which media and technology is having on our world. The outlook is positive and always changing. Enjoy!

Hot Picks

Gadgets, Gizmos and Get-ups

It’s a camera, it’s an mp3 device, it’s a movie player, wait its Supacam, the all in one device that truly is not just a jack of all trades, but a master of many. 12 mega pixel Digital Photos, Broadcast quality 720x480 Video, Mp3 storage and playback, Digital Audio Recording, DVR movies and a Webcam all from one device. Impossible? Cost Prohibitive? Neither, the Supacam does all of this and more and all for

around \$300, and it records to standard smart cards for easy exporting to any computer, mac or pc.



More info as well as purchases can be accomplished at www.supacam.com. Let them know you learned about them from this newsletter.

Media On The Move...

The definition of a studio, a network, and distribution are radically changing. Anyone with a camera and access to the web can produce and distribute their content directly to the world. Sites like Youtube, Channelme.tv, Veoh and Atom films offer access to talent once exclusively controlled by large studios or at the very least agents. While social networking sites, such as myspace, linkedin and clubpenguin have completely altered how we advertise, promote and interact with media and each other. This is why Google bought youtube for \$1.6 billion, Fox bought myspace for \$580 million, Disney purchased clubpenguin for over \$350 million and Viacom acquired Atomfilms for \$200 million. These are but a few examples and many more will be appearing soon. No longer are quality and expensive production value barriers for entry either. We regularly watch and accept content acquired from cell phones, home cameras, or created out of graphics, such as jib-jab and lil' bush

(which started as an amp'd mobile streaming show). This content is being viewed by a huge audience. 75% of internet users watch an average of 158 hours of online video per user, per month, with the average American video streamer watching more than 2.5 hours of video online, according to the comScore video metrics report for May 2007. Today's audiences have different expectations from their media than previous generations who accepted a passive broadcast. Today's viewer begs to be in control, with three components leading their requirements. 1) "Accessibility", I want my content when and wherever I want it, 2) "Interactivity", I want to vote, chat, blog, and play with my content, and 3) "Tradability", I want to share my cool discoveries with my friends. For the moment TV and the internet still remain separate and complementary mediums, but the telewebbers of today are the interactive TV consumers of the near future. 2009 marks the FCC mandate for digital broadcast, at which

time there will be no difference between typing www.cbs.com or hitting ch.2 on your remote. At this point too the ticker tape that surrounds the outside of our current TV programming will become live hot links, driving stats, chat, gaming and home shopping type interactivity. The convergence of media is revolutionizing opportunities and the big studios know this and are acquiring content and technology providers at an alarming rate. It is an exciting time to be in media as it is no longer business as usual. The tools of today are providing outlets for the stars of tomorrow. It is no longer about one form replacing another. All media is meeting at the crossroads and consumers are digesting this integration at iphone sales speed. At the rate we are moving we might be the first generation to actually bypass the predictions of the best sci-fi authors. This certainly isn't your fathers' media, so fasten your seatbelts as there's more to come.



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SK Carrey Productions is the umbrella under which my freelance activities are encompassed. My strong background in both traditional and emerging media and technologies make me an ideal candidate for any film, video, print, multimedia production or marketing project. I also consult and speak to associations, schools, and press and welcome hearing from you to discuss ways in which I can be of service to you and your organizations' endeavors. Our world is constantly changing and my job is to help you surf this wave of change. I'm just a phone call or email away and I look forward to hearing and working with you soon ...SC

UGC and Viral Campaigns

User generated content is revolutionizing the way we interact with our media. We shoot, post, watch, vote, and comment on content we create. The most viewed site is google video and its outlet Youtube. So popular is this site that offshoot sites such as Truetube.tv, exclusively for socially responsible content and on the opposite extreme, Youporn.com for user generated adult content, have emerged. The desire to interactively document our world has spawned sites such as Wikipedia, a user propagated encyclopedia; as well as CNN's

ireport and ABC's icaught, both viewer interactive news programs that run on TV and the web. Another successfully growing area of user involvement is within the advertainment arena of Branded Content: The Simpson's launched a promo campaign producing a live action intro which entirely relied on viral trading and youtube viewing. And to promote the movie they created Simpsonizeme.com which allows users to convert photos of themselves into Simpson's-like versions. Doritos also shines in this arena with their "make your

own Superbowl ad", "Name that flavor competition", and "Unblock Xbox", where folks submit ideas for a Doritos brand-inspired video game, and the winning pick will be designed and built. Bud.tv runs ads, parodies and other shorts. And Keystone beer has a fully interactive site including videos, contests and games. We are literally producing the commercials to sell ourselves the products. The ad agencies of the future are us and the networks airing these adverts may be nothing more than emails with the subject line, "hey check out this video I found

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RSS and PodCast Versions will be coming soon!