

Mobile: Access, Participation, Social

MOBILE PASSION SOCIAL

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Access, participation and social are core attributes that enable mobile to enhance or tap into consumer passions.

ACCESS

People who are passionate about a sport, band, game or film want access to the latest information or content 24/7. The smartphone offers this exact kind of constant connectivity: it's the last thing switched off at night, the first thing checked in the morning and it is rarely more than two feet away from the owner.

British broadcaster Sky has been a pioneer in this area with the launch of its Sky Go mobile app, enabling fans to watch sport live on their mobile devices. For the launch of the Sky Go app, MediaCom targeted sports fans using geo-targeted mobile messages to

tap into fan interests when they are at their height: during the games themselves. The ability to access exclusive content at the exact “moment of passion” prompted five million streams among consumers in the first three weeks at launch.

PARTICIPATION

The mobile platform offers a way to motivate deeper, more immersive consumer participation by virtue of its ever increasing and often unique technological attributes.

The features built into smartphones today includes location detection, image and video capture/distribution, social media integration, audio playback, voice recognition/control and near field communication (NFC), to name just a few. All of these services mean that participation can be not only more immediate, but also multi-sensory, resulting in a more rewarding fan experience.

According to the Interactive Advertising Bureau, 56% of people watching the Super Bowl in the U.S. this year planned to use mobile during the game to access game stats, find information within Super Bowl apps, post game-related social media updates and photos and discuss the event live with other fans.

SOCIAL

Think about consumer passion as glue. Today, people who attend concerts, football matches or conferences connect for a short period of time, thanks to temporary geographic proximity and shared interests with other like-minded people.

But in the future, mobile will generate connectivity long before and after events using social capabilities to connect people in the digital social space. Companies such as Zappacosta are developing smart mobile solutions that connect event wristband passes to your social profiles. Each time you enter an event or pass a kiosk, the wristband triggers an automatic message or photo push to your social profile, seamlessly connecting the real and digital worlds via mobile.

Some believe that this kind of application underpins a consumer “interest graph” (as opposed to “social graph”), but we think it’s going to produce something more akin to a

“passion graph”, with mobile at the core.

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