

Digital Advertising in 2024

2014 marks the 20th year of digital advertising.
Looking 10 years out to 2024 here are 10 predictions
that will help you map your way into the future.

Beacon Technology
The end of printed coupons

**A universal real-time
translation of content culture**

Daily Newspapers
Down to a dozen

**All advertising broputht
through programmatic networks**

Yellow Pages
Turns to SMP marketing

**Everyone will have
a marketability score**

Car dashboard options
Diminish radio listening

**Social media creates social
bargaining units and services**

FCC will yank TV licenses
Survive with original local content

**Local advertising will disappears
and reemerge as promotions**

Let's talk.

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