

As executive director of the **International Academy of Digital Arts & Sciences** and **The Webby Awards**, David-Michel Davies leads a 550-person member organization dedicated to the creative, technical and professional progress of the Internet and evolving forms of interactive media. Honored as one of *Newsweek's* "**Women of the 21st Century**," Tiffany Shlain is the founder and ambassador of **The Webby Awards**, the premiere honor for websites and the people behind them.



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Webby AWARDS

Together, they've given The Creative Group an exclusive preview of top technology trends for 2006 and how those changes will generate exciting new opportunities for creative and marketing professionals. In addition, you'll find a list of sites they feel should be in every industry professional's toolbox.

## MOBILE PHONES GROW UP

A modern-day Swiss Army Knife, mobile phones will become the enabling tool of the modern age.

Imagine using your mobile phone to dictate and send an e-mail while driving to work or pointing it at a bottle of sunscreen to see if it has expired. Or how about taking a picture of a movie poster and having a list of show times text messaged to you? In 2006, mobile phones will begin to see, hear and scan as voice, image and sensor recognition technologies evolve and integrate more fully into our lives.

### What it Means for Creative and Marketing Professionals

The content-rich and fully connected mobile phone environment is a burgeoning platform full of new opportunities. In the near term it means customizing existing media and design to the smaller dimensions of the mobile phone, but in the long term it should provide a range of new creative opportunities as online advertising inventory and budgets expand to reflect the importance of the mobile environment.

### Sites To Add To Your Toolbox

#### iStockphoto

Great community, highly useful tutorials and the fastest-growing, royalty-free collection of images in the world.

[www.istockphoto.com](http://www.istockphoto.com)

#### Netdiver

Stay fresh on the latest trends, talk to other creatives, and most importantly, get inspired.

[www.netdiver.net](http://www.netdiver.net)

#### Flickr

Confused about what Web 2.0 means? Flickr is a great place to see it all — tagging, RSS feeds, user-created content — in action.

[www.flickr.com](http://www.flickr.com)

#### Basecamp

Smart, easy and elegant online project manager for internal and client-based projects.

[www.basecamphq.com](http://www.basecamphq.com)

#### Andy Warhol

He may have passed away, but his creative genius still shines on this site, regularly updated by The Andy Warhol Museum.

[www.warhol.org](http://www.warhol.org)

#### Wikipedia

Need to research the history of automobiles or the origin of bubble gum? Look no further than this massive encyclopedia of user-contributed knowledge.

[www.wikipedia.org](http://www.wikipedia.org)

#### Search Engine Watch

Information on the ever-important field of search engine marketing. From tips to trends to forums where you can learn from your peers.

[www.searchenginewatch.com](http://www.searchenginewatch.com)

#### Be a Design Group

A blog where designers can test new ideas, share observations and comment on cultural trends. Includes podcasts on design topics.

[www.beadesigngroup.com](http://www.beadesigngroup.com)

## THE NEW DOLLAR STORE

The number of ringtones downloaded in 2005 quadrupled, prompting some music biz insiders to hail ringtones as "the new single." In 2006, watch for everyone else to start selling small pieces of their products for very small prices — from cookbooks selling recipes and TV networks hawking single episodes to college students downloading that biology book one chapter at a time.

### What it Means for Creative and Marketing Professionals

The micro-merchandising of content and other creative works means an increased value to the projects you produce. Images and copy you create for specific products also may be resold in smaller forms, often to different markets and in different media. The result should be an increase in value for the work you do.

## WEB TRUMPS TV

Online video turned a corner in 2005 when more than five million people tuned into AOL's coverage of Live 8. With broadband boosting speed and video quality, your TV may start feeling neglected in 2006, as both the major networks, including MTV and Comedy Central, and upstarts roll out a slew of new high-quality, original programming for your PC.

### What it Means for Creative and Marketing Professionals

Events like Live 8 are remarkable because they represent an important shift in pop culture, from the one-way medium of the television to the two-way interactive environment of the Internet. The ability to leverage the power of interactivity into your work will be a critical advantage. Organizations can use two-way communication to have a more earnest and vibrant conversation with their audiences.

## YOU ARE WHAT YOU SEARCH

Imagine entering "sneakers" as a search term and getting personalized results that highlight your favorite brands — and your friend's review of the pair she just bought. As search engines adopt more intuitive technology that leverages social networks, search results will be more targeted to a person's unique interests and connections.

### What it Means for Creative and Marketing Professionals

Context is one of the most important elements of marketing. Who is the audience? What are their likes and dislikes? What are they interested in? Personalization means that you'll be able to deliver your work to the specific group of people it is intended for, making it more meaningful and likely to succeed.

## WEB FOR EVERYONE

With Wi-Max, a more powerful form of Wi-Fi, making its debut next year, and cities from New York to San Francisco completing their plans for installing citywide wireless access, you'll be able to log on whether you're at the Statue of Liberty or on the Golden Gate Bridge. This trend isn't limited to the United States; everyone in the United Kingdom will be given free Internet access through their televisions by the end of 2006.

### What it Means for Creative and Marketing Professionals

The ubiquity of Internet access will greatly expand the variety and volume of users who interact online. More importantly, it will transform traditional media spaces — like billboards or signage — into more immersive, Internet-enabled spaces. The type of rich media that you might create for office dwellers will now be able to reach people in the more casual spaces where they spend their lives.

The Creative Group is a specialized staffing service placing creative, advertising, marketing and web professionals on a project basis with a variety of firms. For more information, please visit [creativegroup.com](http://creativegroup.com) or call 888.846.1668 for the office nearest you.