

Future of being active

Creating sports experiences
in a world that talks back



Gijsbregt Brouwer
EuropeActive - Berlin - June 16th, 2014



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Robin Kwong @RobinKwong

1h

"Aesthetics alone won't push wearables into consumers minds," says @LizziePaton blogs.ft.com/material-world... pic.twitter.com/t2mgfTqNqN



4



7



gijsbregt brouwer @gijsbregt

1h

Sanni en Kemni #samenmet hun



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TÝRSDY

SPORT

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▶◀ de sportmarketing community



Disruption



**SHOW US
YOUR GAME WITH
#RISKEVERYTHING**

NIKE.COM/FOOTBALL





Nike Football: Winner Stays. ft. Ronaldo, Neymar Jr., Rooney, Ibrahimović, Iniesta & more

73,337,152 views

Published on Apr 25, 2014 · In this game of winner stays, every touch of the ball proves that football will always belong to those who Risk Everything, even when it matters the most.

Featuring: Cristiano Ronaldo, Neymar Jr., Wayne Rooney, Zlatan Ibrahimović, Gerard Piqué, Gonzalo Higuaín, Mario Götze, Eden Hazard, Thiago Silva, Andrea Pirlo, David Luiz, Andrés Iniesta, Thibaut Courtois, and Tim Howard.

Show us your game with #RiskEverything -- tag your best football moments for a chance to be featured in a Nike highlight reel. <http://www.nike.com/riskeverything>

391K 11K



Nike Football

1,371,920 subscribers

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Nike Inc. (NKE)'s latest World Cup ad, featuring Real Madrid star **Cristiano Ronaldo**, was seen by 78 million people in four days. Then it went to television.

When will internet video
overtake TV?

“That already happened.”

-

Eric Schmidt, CEO Google

A computer has passed the Turing test for humanity – should we be worried?

In essence, being human is fundamentally a moral category not a biometric one – it is unlikely that artificial intelligence will ever surpass us on this score



Giles Fraser

The Guardian, Friday 13 June 2014 18.59 BST

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'According to Moore's law, computers are supposed to get twice as smart every two years.' Photograph: Blutgruppe/Corbis

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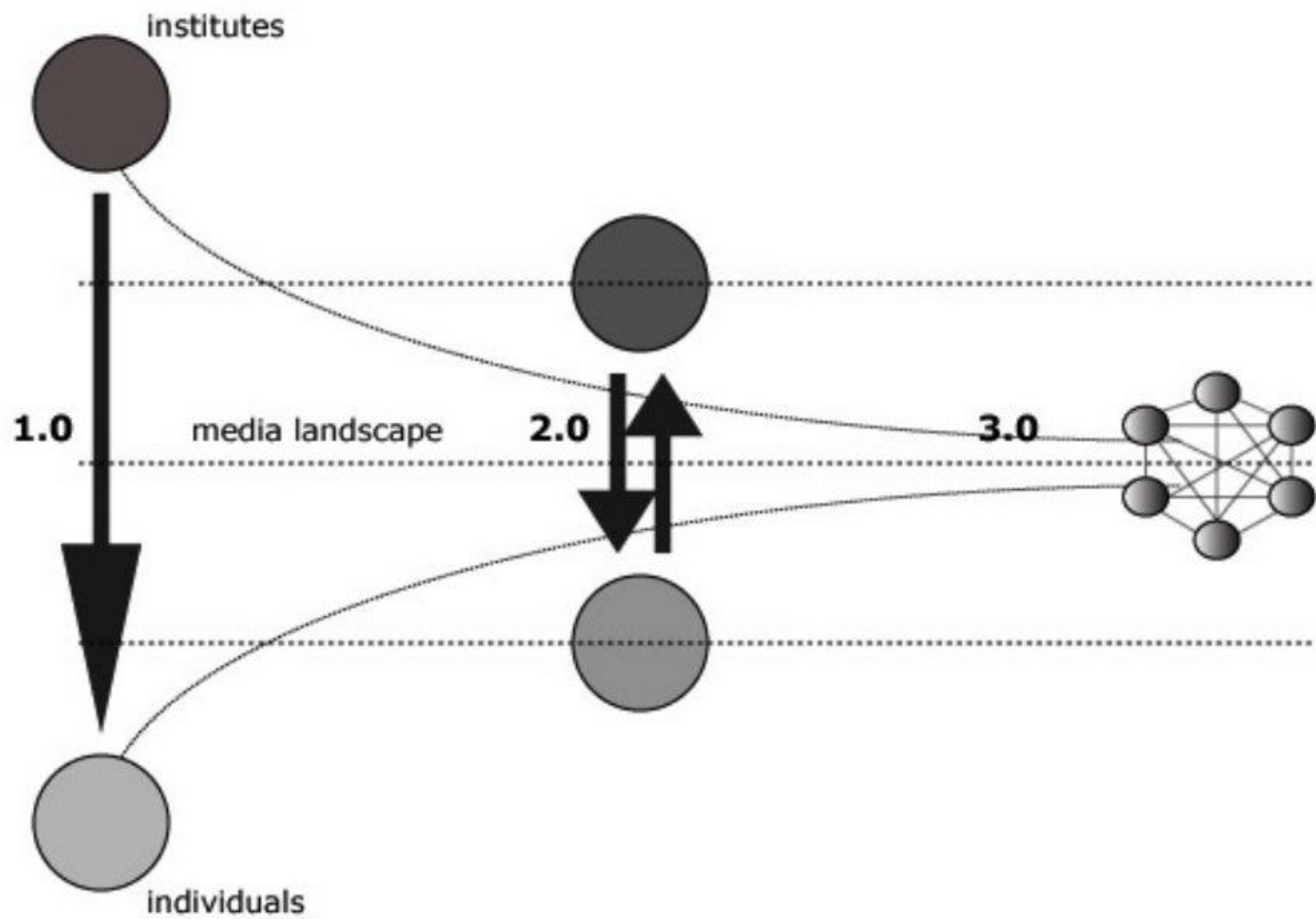
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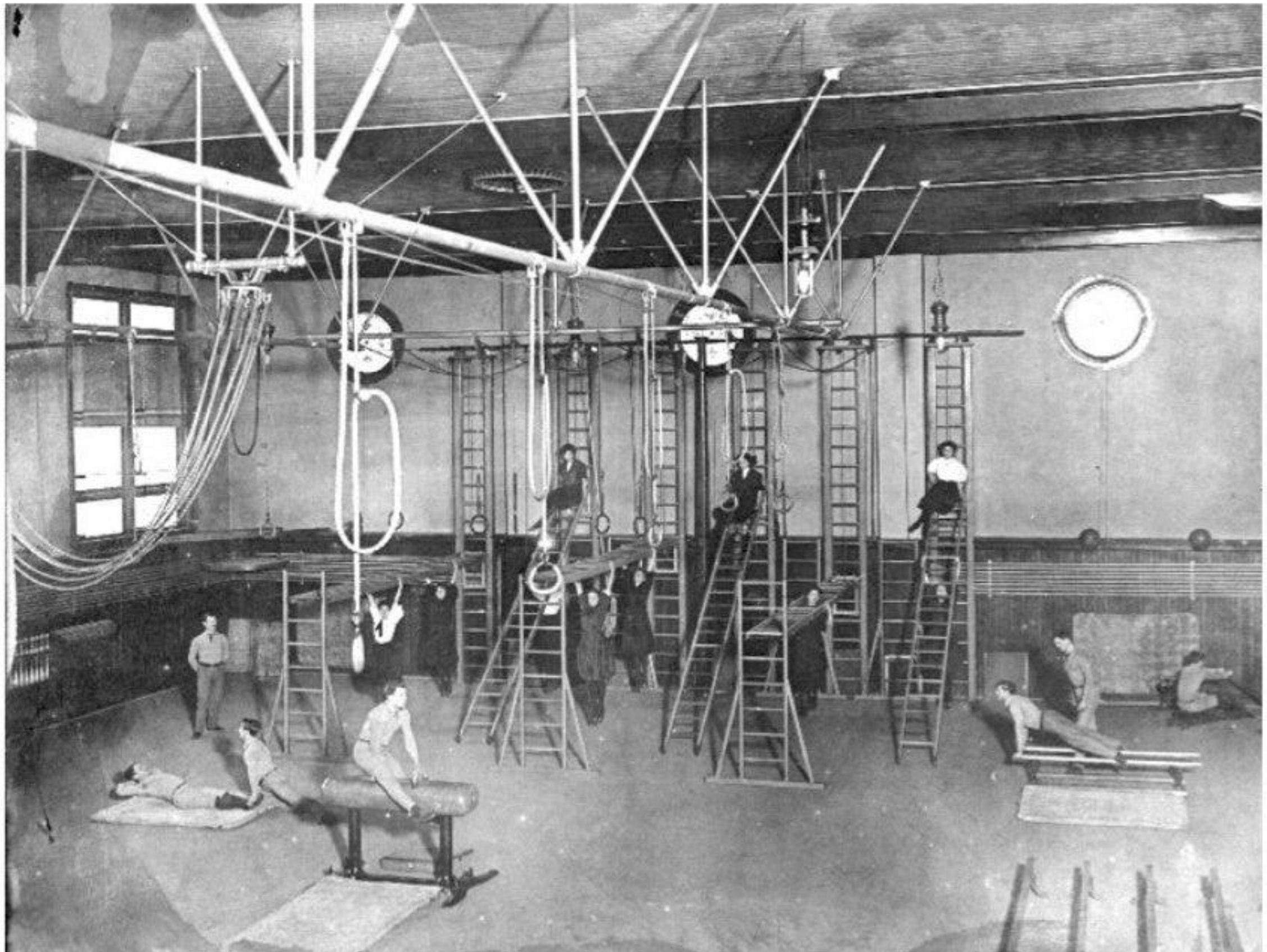
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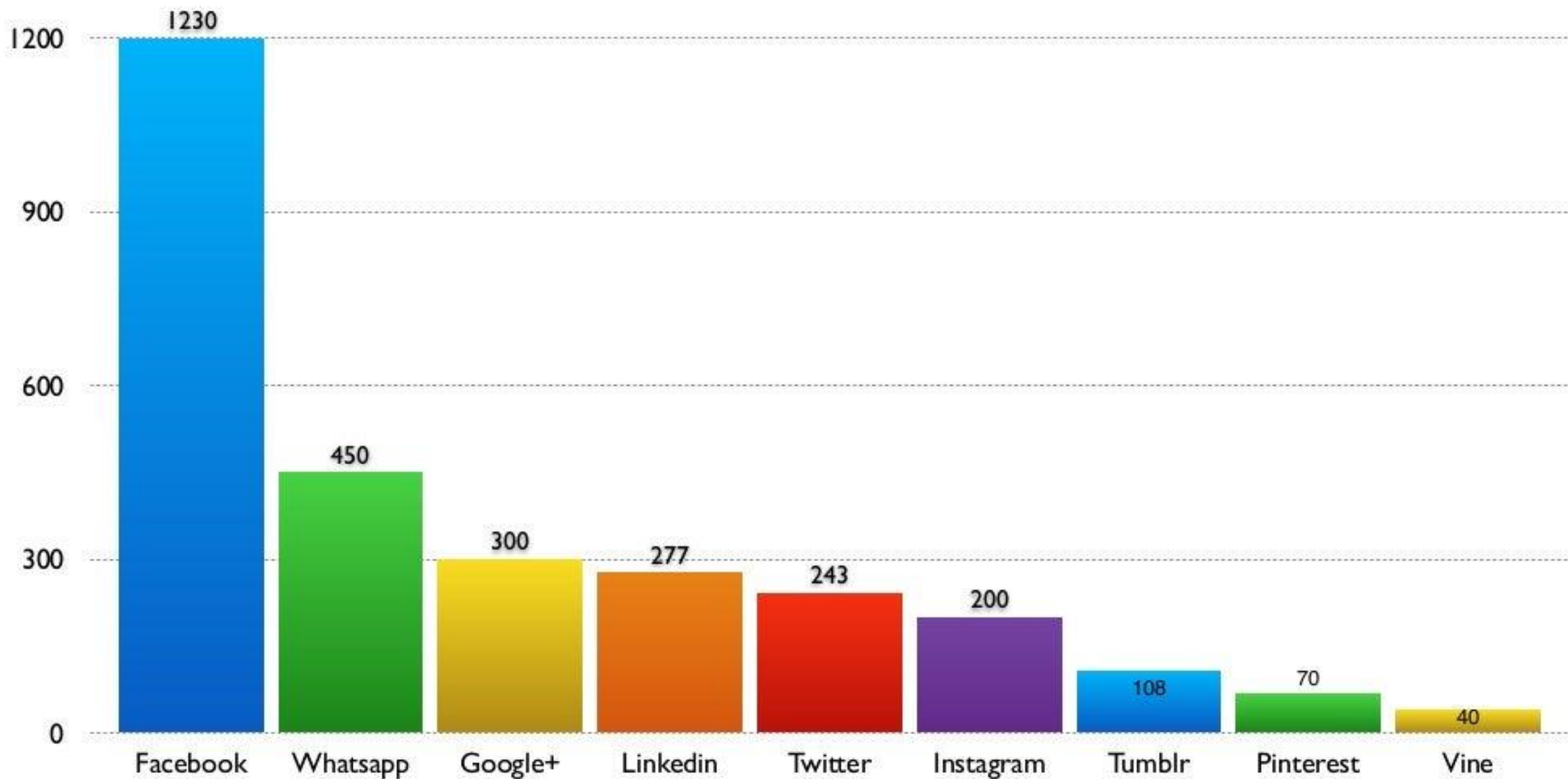


Many to many



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Social networks world wide

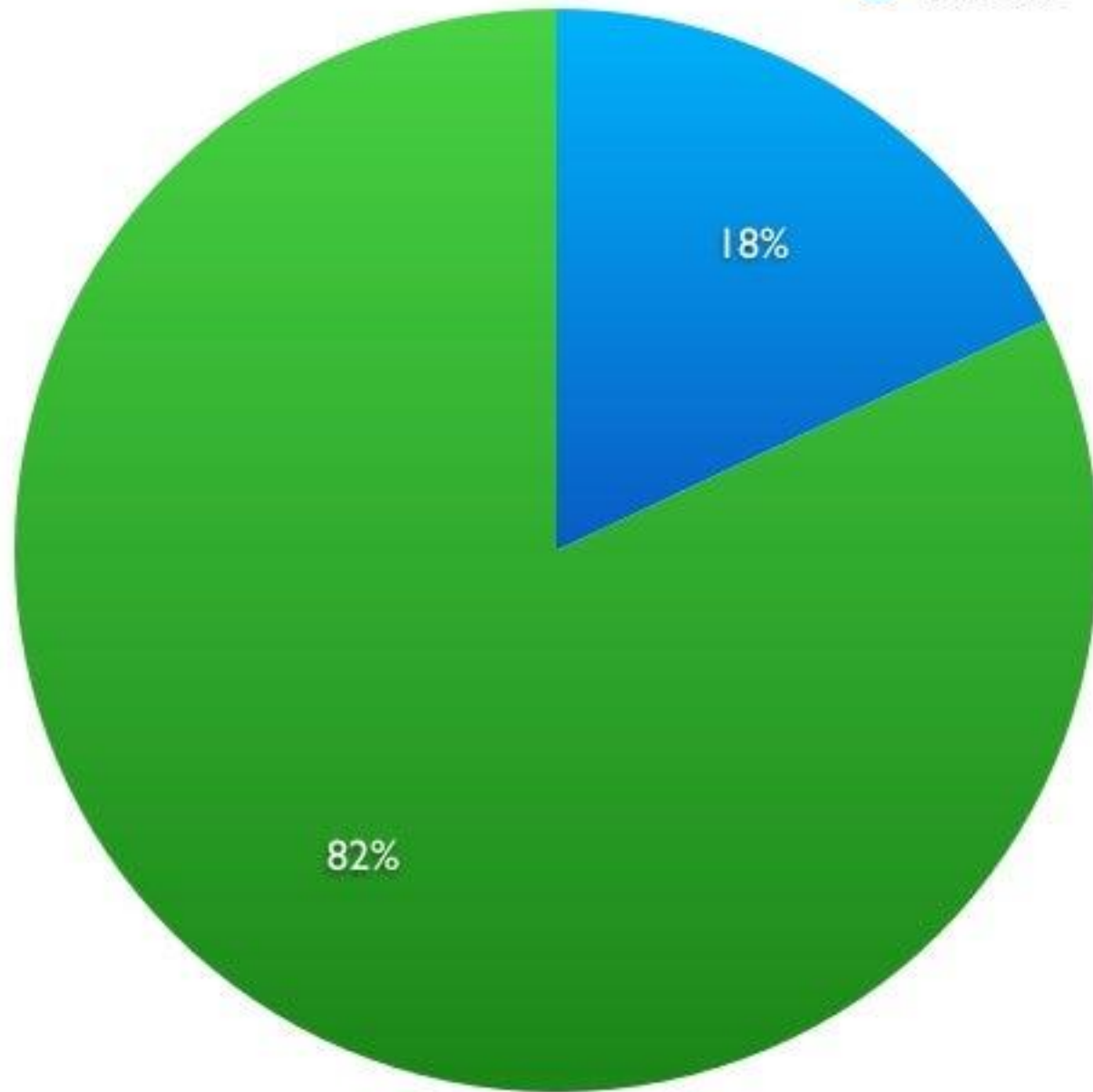


Use of smartphone



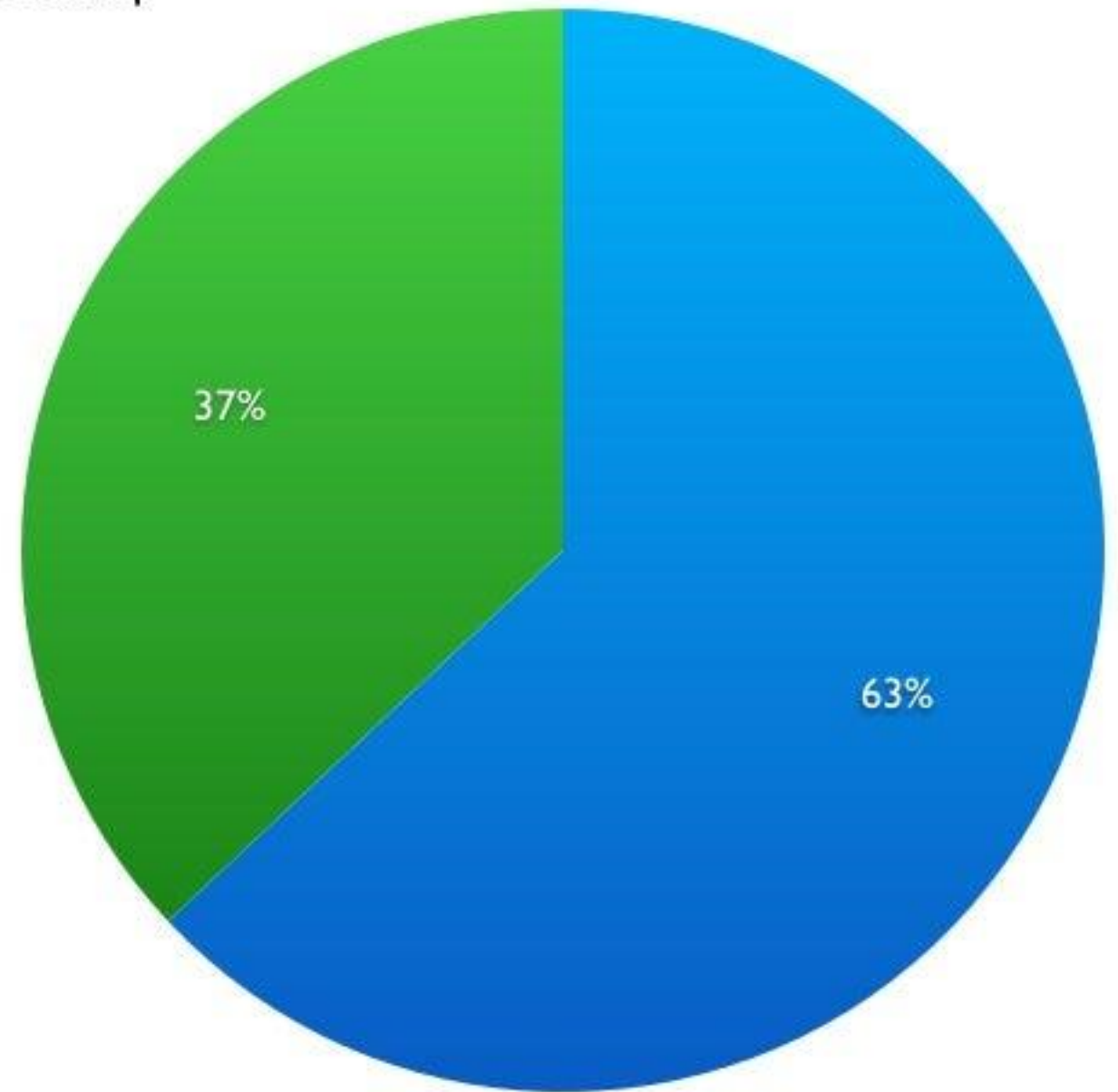
Use of smartphone

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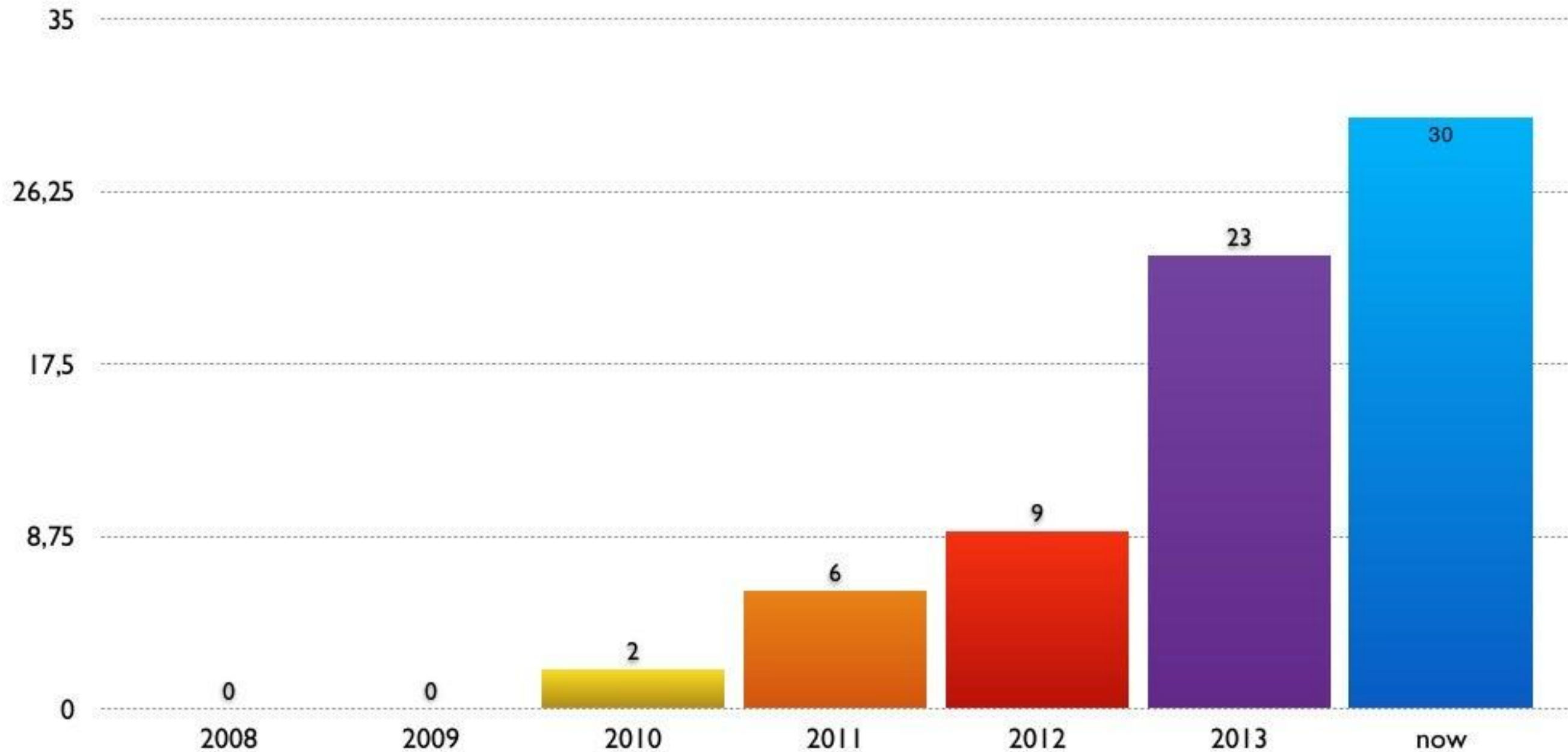


● Mobile ● Desktop

2014



Number of users of Runkeeper



All running apps combined

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