

PRESS RELEASE



ONE Agency & InSites Consulting launch “FutureTalking”

Ghent, 31 January 2008 - Since the official launch of PGR at the Future Summit in June 2007, ONE Agency and InSites Consulting have recruited 9 large companies as research partners, resulting in the project FutureTalking. This new research method will provide companies with insights on the future of media and communication through the eyes of the next-generation users. Topics to be covered are: social networks, entertainment, household, work & career.

A new way of conducting qualitative research

FutureTalking makes use of an online qualitative research platform in the shape of an online community. This kind of new community research allows consumers to participate and co-create content. Research partners will not only learn from the answers provided by consumers participating in online discussions but also from the interaction and conversation between the consumers within the community.

A permanent dialogue with leading edge consumers

Within the FutureTalking community, a permanent dialogue is set up with early adopters and youngsters who are at the forefront of the new media revolution. This year 4 topics are covered:

- ★ Social networks: what are the different roles of social networks in the lives of consumers? How do they manage their own identities and those of others?
- ★ Entertainment: how are different new-media channels and devices used to find, share and create content?
- ★ Household: Which new media are used to run households in daily life?
- ★ Work & Career: How can new media help to keep a work-life balance? How do they affect careers? FutureTalking will track the impact of each of these topics on today's consumers. What is driving and inhibiting people to go along or be the first to adopt? What is the future perspective for new developments? Are they fads and hypes or real evolutions and trends ready to expand?

How to optimize your marketing mix

Since the set-up of FutureTalking, the project has been joined by 9 companies including Rabobank.be, De Post-La Poste, Vacature Interactive & References Interactive, Vlaams Centrum voor Openbare Bibliotheken, D'Ieteren, Belgacom Group and Telenet. The community will cover the different topics during the course of one year. Following each topic, insights will be shared at an in-company event set up by One Agency and InSites Consulting. In the meantime, each company can log on and observe the real-time community. A set of reporting tools allows them to constantly track KPIs. The results will provide each company with consumer insights that assess the importance of

new media trends within a Belgian context. Based on this output, FutureTalking allows companies to optimize their marketing mix.

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ONE Agency

Based in Drongen, Ghent, ONE Agency is a full-service interactive agency, specialized in new interactive marketing and communication. Employing the latest technology, ONE Agency creates new media experiences for their customers using the Internet, (interactive) TV, radio, mobile, print and events. The ONE Agency team includes leading experts in marketing, media, technology and design. Clients include: Axa, Telenet, Connections, Aristo Music, Jobat, ING, VRT, Microsoft, Agfa Graphics, Janssen-Cilag en Van Gansewinkel. www.one-agency.be

Insites Consulting

InSites Consulting is the Belgian market leader with regard to online market research. An online panel with members from 15 European countries is used to conduct both classic and internet-related market research. InSites Consulting was founded in 1997 by two marketing professors and two senior researchers of the Vlerick Louvain Ghent Management School. 70 employees are working at InSites' headquarters in Ghent (Wondelgem). More information is available at www.insites.eu.