

Chief Executive Outlook is a publication of BIA/Kelsey authored by President Neal Polachek.



Neal's view of the marketplace is informed by his hands-on experience and through his quantitative and qualitative

research. He is the person most likely to ask the simple questions, such as "Will the business owner really buy it?" or "Can the consumer really make use of it?"

This free monthly publication features top-of-mind issues and information for members of the BIA/Kelsey community and those who are interested in understanding the latest trends in the local media space.

Additional Resources

More from the **Local Media Blog** about [smartphones](#), [mobile local media](#) and [conferences](#).

Results of Last Month's Poll Question

What's your view on the impact of social media in the SMB space?

Game-changing	52.4%
Too early to tell	40.5%
Much ado about nothing	7.1%

The Point

Good Riddance to 2009

View Point

I don't know about you, but I am looking forward to turning the page on the first decade of the 21st century. If you'd like a laundry list of discouraging events in 2009, watch the abundance of "year in review" shows on your den TV. The producers of those shows will have plenty to talk about. Me, I'd prefer to focus on the first year of the second decade of the 21st century, a.k.a. 2010.

If our [Interactive Local Media 2009 conference](#) in Los Angeles last week is any indication of what 2010 will hold, I am excited. More than 500 senior executives attended the show, and we heard from numerous important speakers and panelists about the future of local media. If you haven't already, check out our [blog for coverage of ILM:09](#).

As I sat and listened to [keynote speakers and panelists](#), I was struck by how things have changed over the past couple of years. Panelists who once spoke of the glorious opportunities in interactive local media are now speaking not just from a conceptual level, but increasingly from direct experience. In other words, what might have been thought of as a cool idea just a couple of years ago is now a reality for users and advertisers in the local media arena.

Data Point

Twelve months ago in the [December 2008 issue of Chief Executive Outlook](#), we asked you which local segment would be the big winner in 2009. Thirty-three percent of you voted for mobile search, another 33 percent for online video, 15 percent for verticals, 10 percent for Internet Yellow Pages and 9 percent for local social search.

It is safe to say that anything associated with "mobile" was a big winner in 2009. Users continued to shift from feature phones to [smartphones](#) at a rapid pace. With the entrance of Android, Palm Pre and now the pending launch of the Google phone, the world is increasingly being experienced through a 3½-inch diagonal screen. What is so ironic is that for decades we have measured our television sets in terms of diagonal inches and now we measure our phones the very same way. Over the next five years our smartphones will increasingly feel like our den TVs, and our den TVs will increasingly feel like our smartphones. As I said, I am looking forward to the second decade of the 21st century. I hope you are too.

What's Your Point?

This month's poll question: By 2015, smartphones and the den TV will morph into nearly interchangeable media platforms. Agree completely; Disagree completely; Not sure.

Tell us what you think by answering our monthly poll question. Visit <http://www.kelseygroup.com/services/chiefexecutiveoutlook.asp> to register your answer. Results will appear in next month's issue.