

# The positive digital impact of Corona

Tim Frank Andersen  
Co-founder  
Liveshopper



# A world in digital transformation

1 My transactions are frictionless



3 My car is a computer













































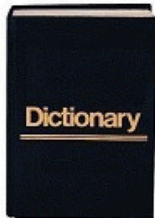





























2 My meet-ups are virtual


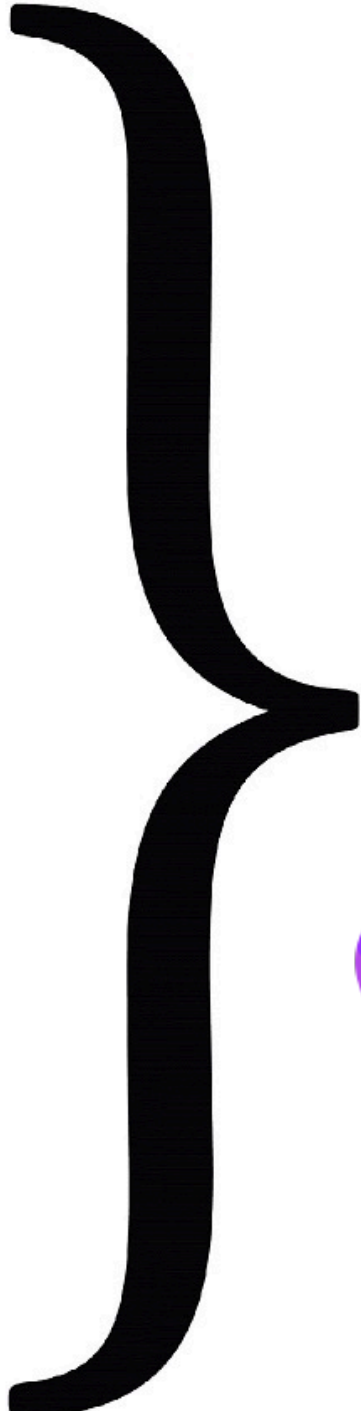


4 My home is smart



# Dematerialisation ...

	 Camera		 iTunes		 TV		 Photo Album		 Video Camera		 Scanner
	 E-mail		 Maps		 Fax		 Calculator		 Homework		 Answering Machine
	 Sirius Radio		 White Noise		 iPod		 Voice Recorder		 Calendar		 Compass
	 Phone		 Netflix		 Shopping List		 Dictionary		 Notepad		 Glucose Meter
	 Alarm Clock		 Contacts		 Guitar Tuner		 Metronome		 Clock		 Thermometer
	 New York Times		 Flashlight		 Books		 Business Card		 Police Scanner		 Game Center





# Dematerialisation ...





# Dematerialisation ...



Abbtars



# Holoportation is a thing now



**Built in motion camera**  
Sensor Enabled Front Camera  
to See Your Audience



## Holoportation is a thing now





Holoportation is a thing now



## MIGOS GOING LIVE IN 4 CITIES AT ONCE ... HOLOGRAM-STYLE, BABY!!!

**EXCLUSIVE DETAILS**

f 103



6/11/2021 12:42 PM PT





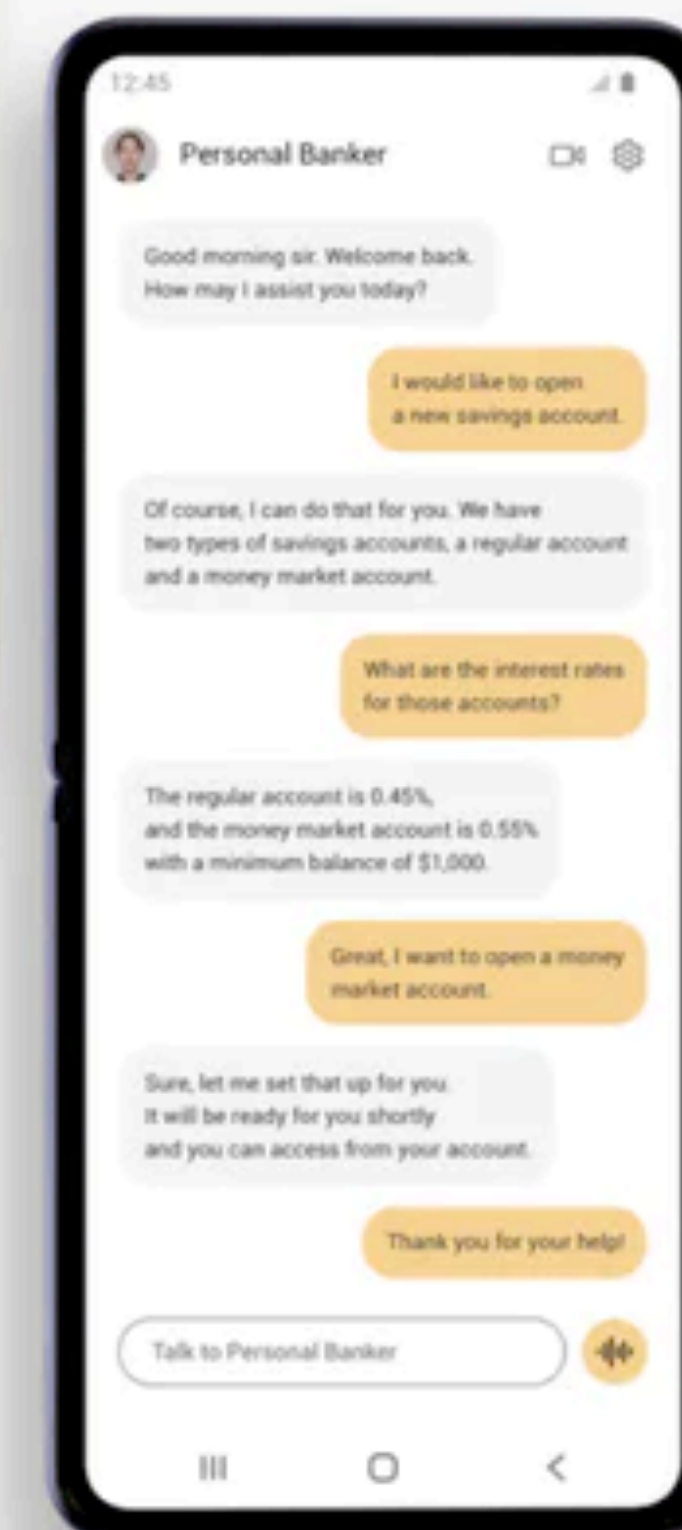
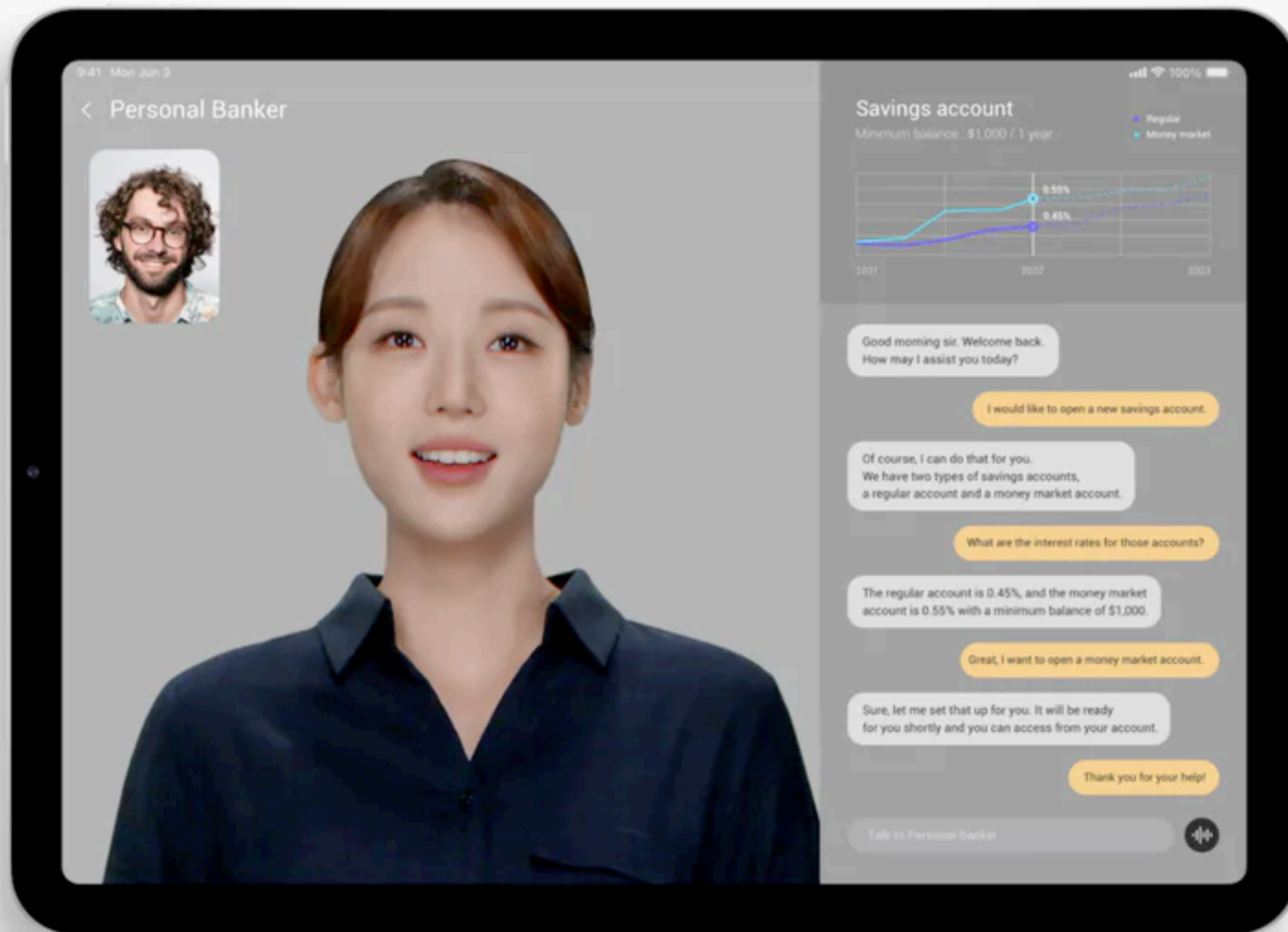







NEON







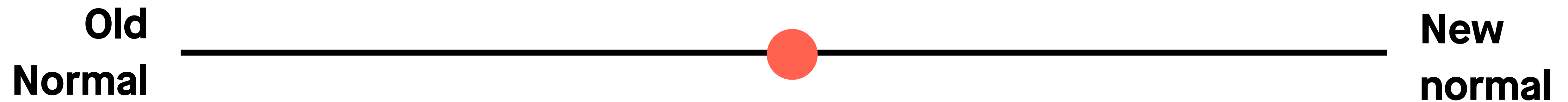


**May you live in  
interesting times \***

**\* Old Chinese curse**



# How will Covid impact the speed of change?





# What has changed?

The way we work



The way we travel



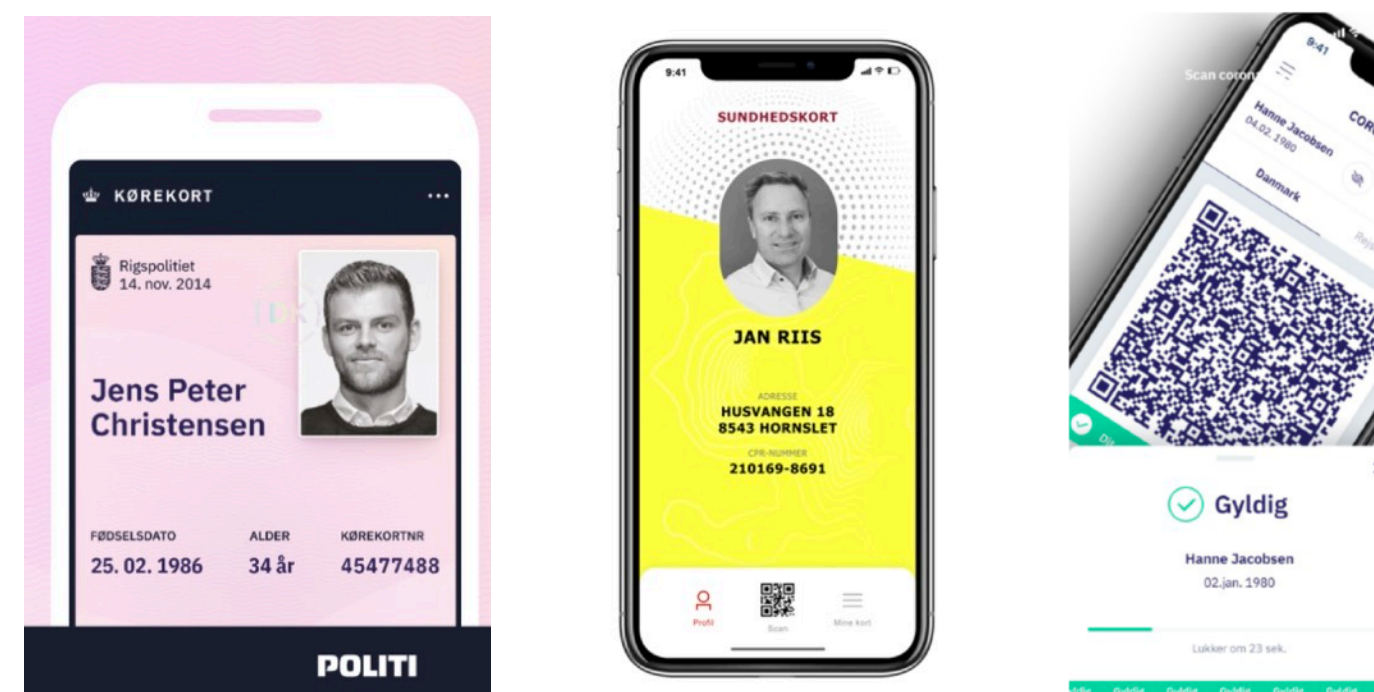
The way we touch



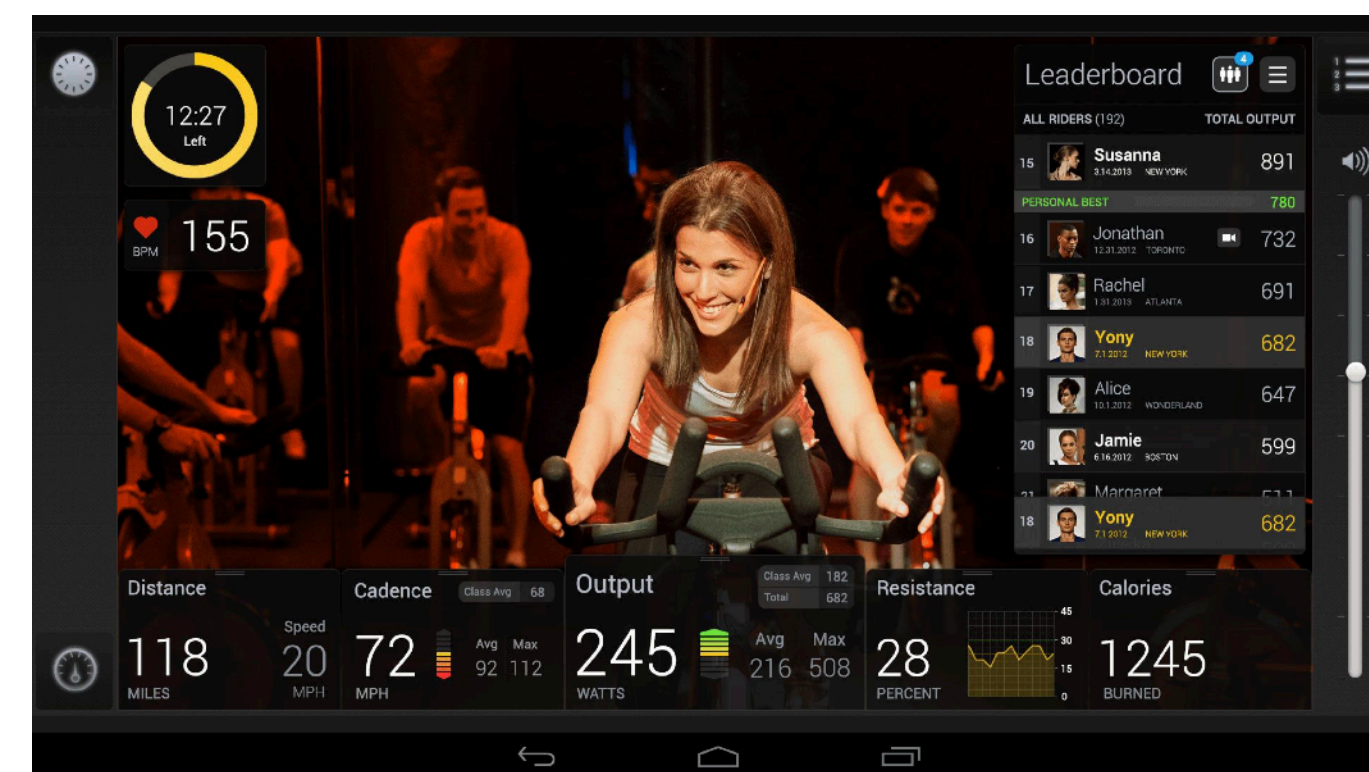
The way we engage



The way we authenticate



The way we exercise





## Gadget of the year?



### Three million masks every minute: How Covid-19 is choking the planet

Getting people to mask up has saved countless lives amid the Covid-19 crisis. But did you know that the surge in the use of disposable masks could lead to a growing environmental problem that may last much longer than the pandemic itself?

PUBLISHED: JAN 9, 2021





**What we learned  
the last two years,  
that we bring with us**



# Buy it online !

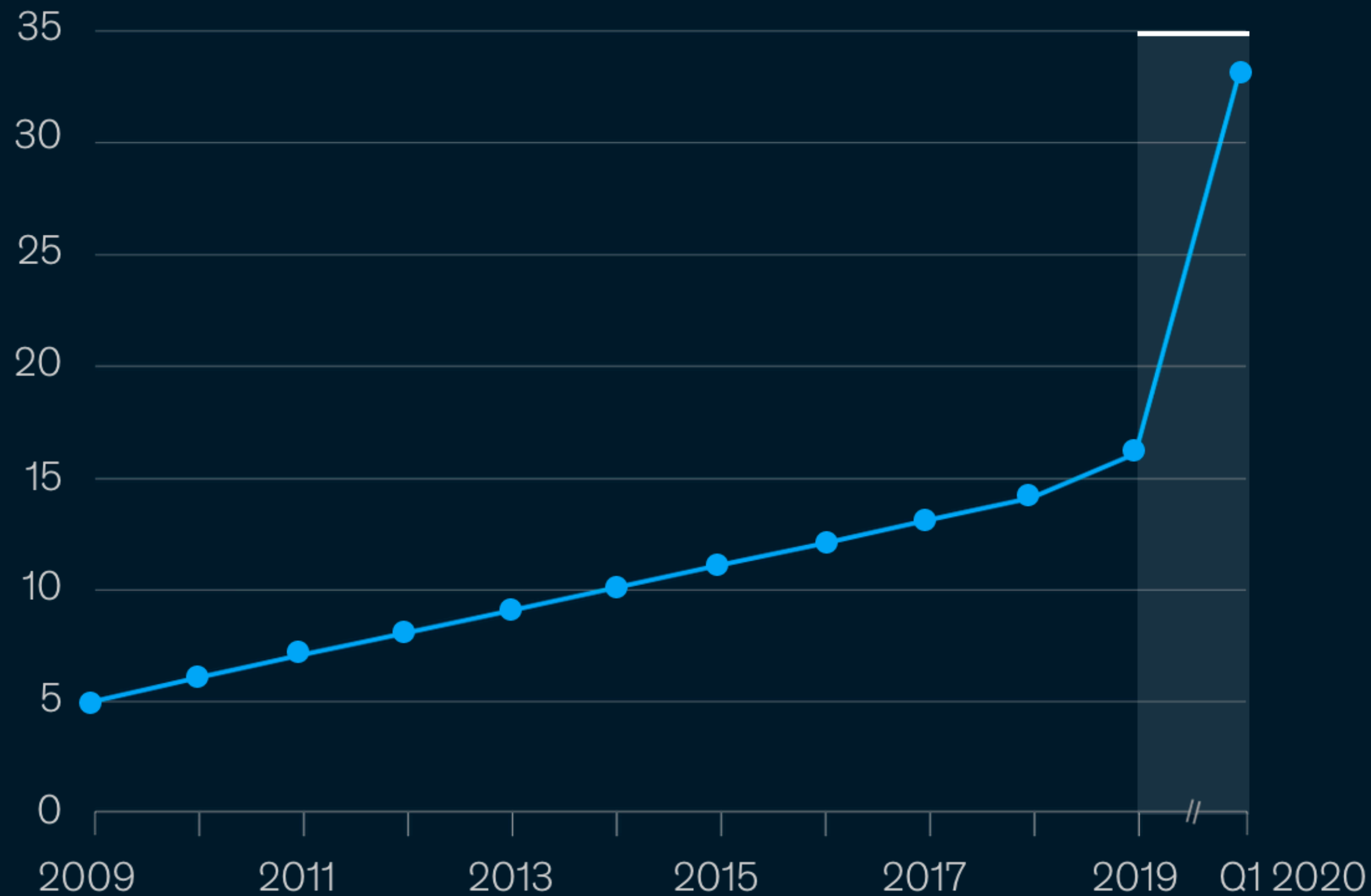




# / E-Commerce is booming

US e-commerce penetration, %

10 years' growth  
in 3 months



**“We’ve seen two years’  
worth of digital transformation  
in two months”**

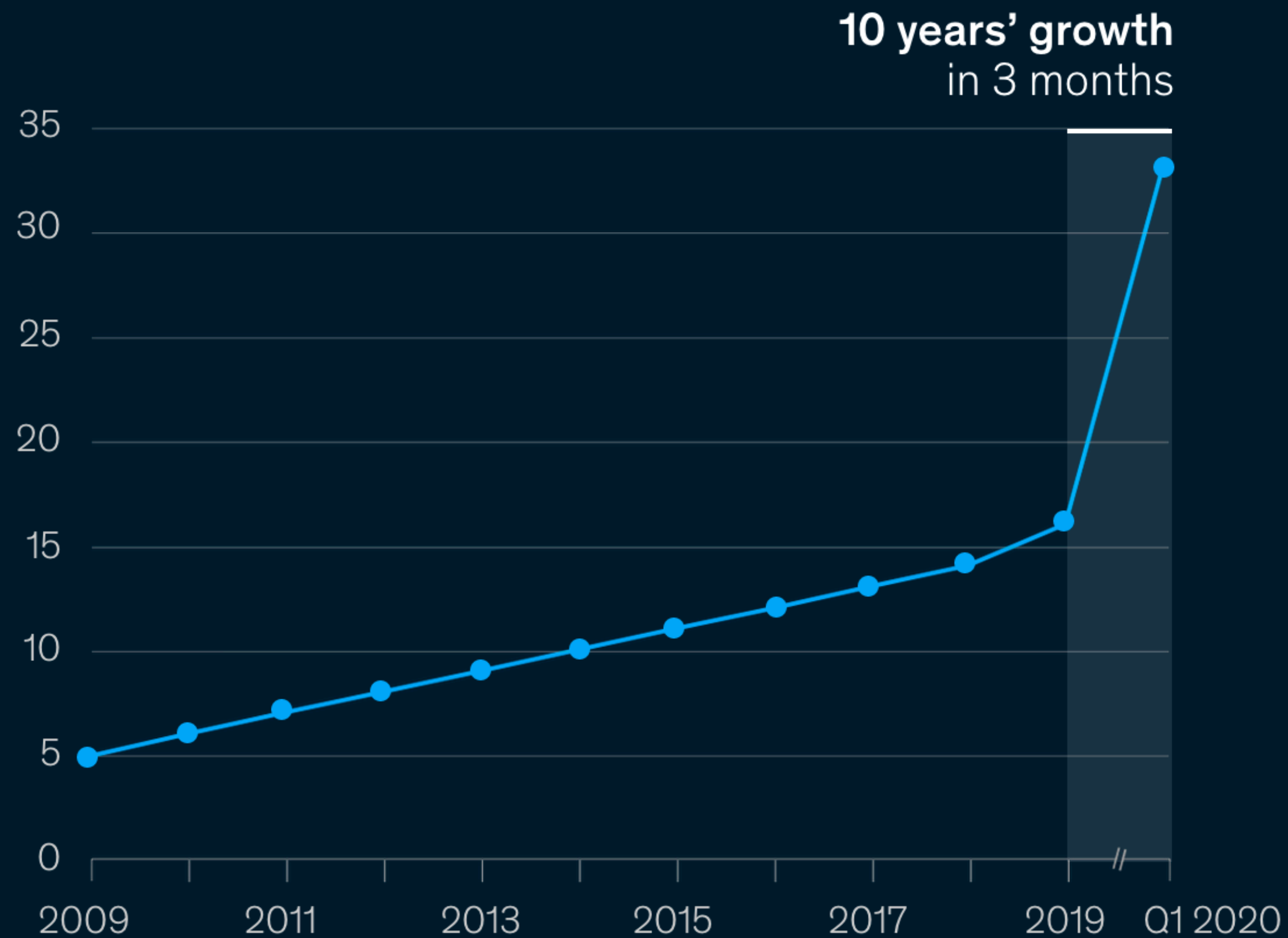
- Microsoft CEO Satya Nadella  
on recent quarterly earnings call

Source: Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis



# / E-Commerce is booming

US e-commerce penetration, %



Source: Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis

But the marketing model  
is being challenged

Allow "Facebook" to track  
your activity across other  
companies' apps and  
websites?

Ask App not to Track

Allow

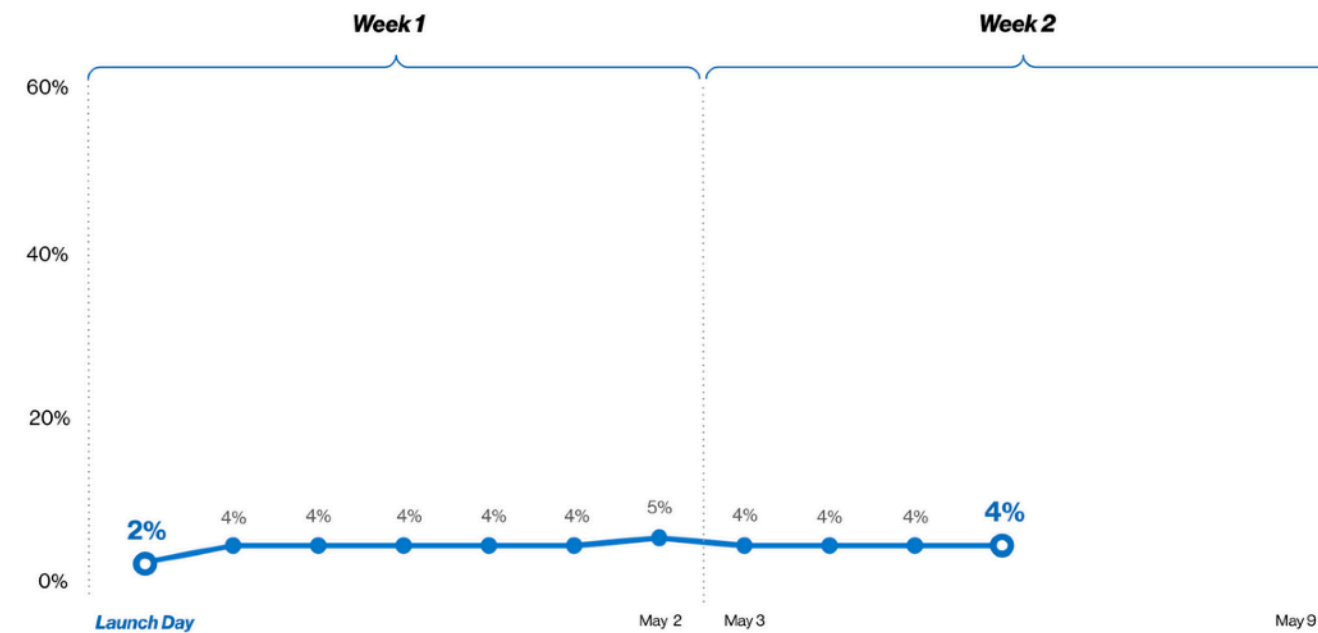


# / Social Media attention is overpriced and under regulatory pressure

It turns out no one wants to be tracked all across their iPhones by Facebook (or anyone else)

## U.S. Daily Opt-in Rate After iOS 14.5 Launch

% of Mobile Active Users Who Allow App Tracking



Source: **Flurry Analytics**. Data through 5/6/2021, n=2.5M daily mobile active users using iOS 14.5  
Note: Opt-in rate = number of devices that opted-in / (number of devices that opted-in + number of devices that opted-out)



## Apple's app tracking policy reportedly cost social media platforms nearly \$10 billion

Snapchat, Facebook, Twitter, and YouTube all took a hit

By **Emma Roth** | Oct 31, 2021, 6:13pm EDT

## The Imminent Collapse of Digital Advertising

Digital ad fraud could be a \$150 billion business by 2025, which would make it the largest criminal enterprise after the drug trade



**Scott Galloway** 1 day ago · 7 min read



UP TO 88% OF DIGITAL AD CLICKS ARE FRAUDULENT



SOURCE: OXFORD BIOCHRONOMETRICS

Apr 13, 2021, 07:00am EDT | 4,790 views

## Bye Bye, Third-Party Cookies



**Michael Caccavale** Forbes Councils Member  
**Forbes Agency Council** COUNCIL POST | Membership (Fee-based)  
Leadership

Digital Marketing & Ad Tech News →

## COOKIES AND AD IDS— EVERYTHING MARKETERS NEED TO KNOW ABOUT KILLING COOKIES

Ripping up the old ways of advertising online to make new connections between brands and customers

By **Garett Sloane**. Published on September 30, 2021.

# the facebook files



A Wall Street Journal investigation

**LIVE shopper**<sup>®</sup>  
20






Vehicle price starting at: \$45,900

Polestar 2  
Long range Dual motor - AWD (+ \$4,000)

Delivery time is calculated in the next step

- ☒ Long range Dual motor - AWD  
Range: Up to 249 mi (EPA)  
0 to 60 mph: 4.5 sec  
+ \$4,000
- ☐ Long range Single motor - FWD  
Range: Up to 265 mi (EPA)  
0 to 60 mph: 7.0 sec



A brand new Polestar within a few weeks.

If you can not wait for your Polestar 2, we have a selection of configurations available for fast delivery.

Cars ready for delivery →

Specifications +

Included offers and features +

Exterior  
Void +



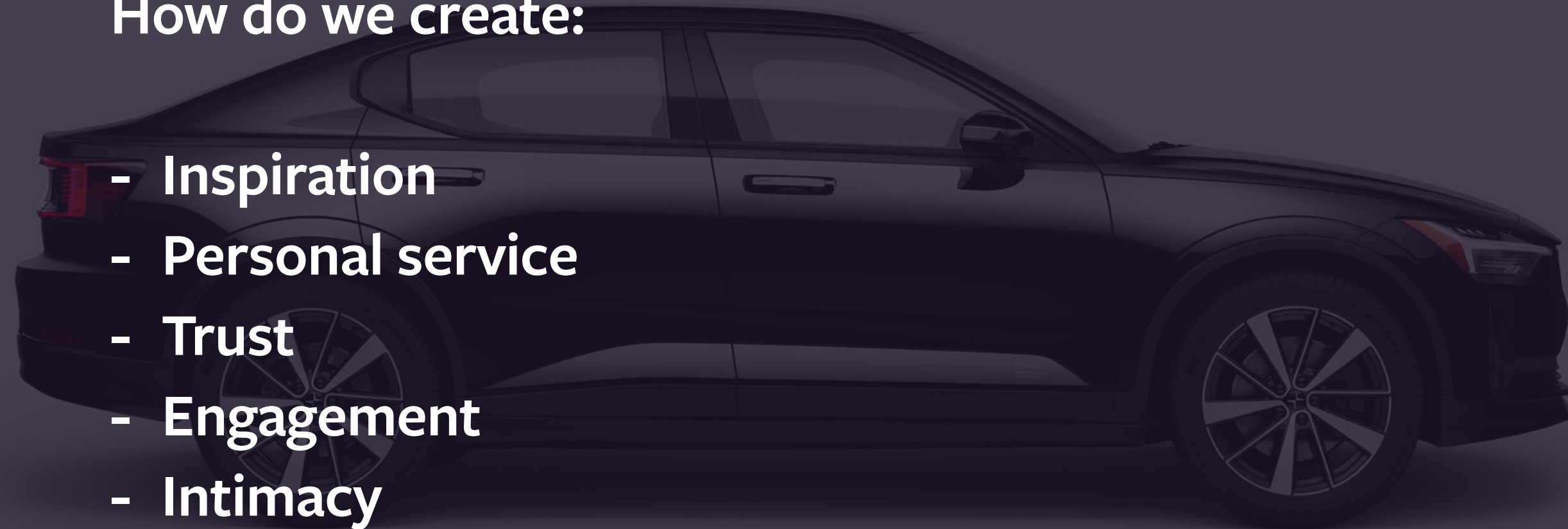


# / Direct to Consumer Brands' Biggest challenge:

How do we create:

- Inspiration
- Personal service
- Trust
- Engagement
- Intimacy
- Interaction
- Relations
- Up sales and cross sales

Without a physical channel?

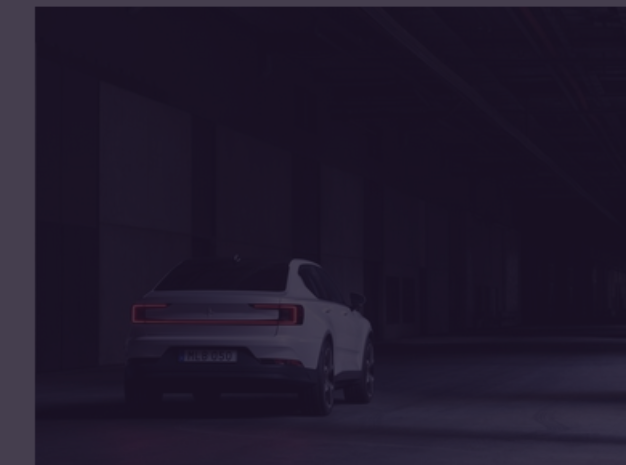


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Cars ready for delivery →

Specifications



Included offers and features



Exterior  
Void





Få fordele i Club Overskud

De fleste Helsam butikker holder åbent! Læs mere

Helsam

Søg efter produkt

Artikler

Opskrifter

Sundhed

Mad & drikke

Personlig pleje

Skønhed

Hus & fritid

Mor & barn

Tilbud

Skinocare (3)

Badeanstalten (2)

Sonett (2)

Australian Bodycare (1)

Derma (1)

Se alle

PÅ TILBUD

På tilbud (3)

PRIS

0 kr. - 100 kr. (12)


100 kr. - 199 kr. (5)

MILJØMÆRKER

Vegan (4)

AstmaAllergi (1)

Svanemærket (1)




Derma hand håndsprit gel

Derma Hand er en håndsprit gel, der sikrer rene og bakteriefri hænder.

250 ml

49,95 DKK




Desinfektionsmiddel hånd Sonett

Desinfektionsmiddel til hænder.

300 ml

65,00 DKK




Desinfektionsmiddel hånd Refill Sonett

Sonett hånddesinfektion i økonomisk 1 liter størrelse - refill.

1 l

139,95 DKK



Finogren håndsprit


Håndsprit med glycerin - uden parfume.


100 ml


19,95 DKK


36,95 DKK

Spar 17,00 DKK









# The best of both worlds

Håndtøygrejne

Intimpleje


Menstruationskop

Mundskyl og mundpleje

Tamponer

Tandbørste

Tandpasta




Håndsprit 85% m. glycerin

Håndsprit med aloe vera og vegetabilsk glycerin - 85 % alkohol.

250 ml

34,00 DKK




Håndsprit Alcogel 71,25 %

Desinfektion af håndoverfladerne med 71,25 % ethanol og glycerin.

500 ml

79,00 DKK



Håndsprit Gel 80%


Anti-bakteriel gel med 80% alkohol. Uden parfume og med plejende glycerin.

225 ml

13,95 DKK

33,95 DKK

Spar 20,00 DKK



Håndsprit Neutral

Neutral desinfektion til hænderne.

100 ml

17,95 DKK

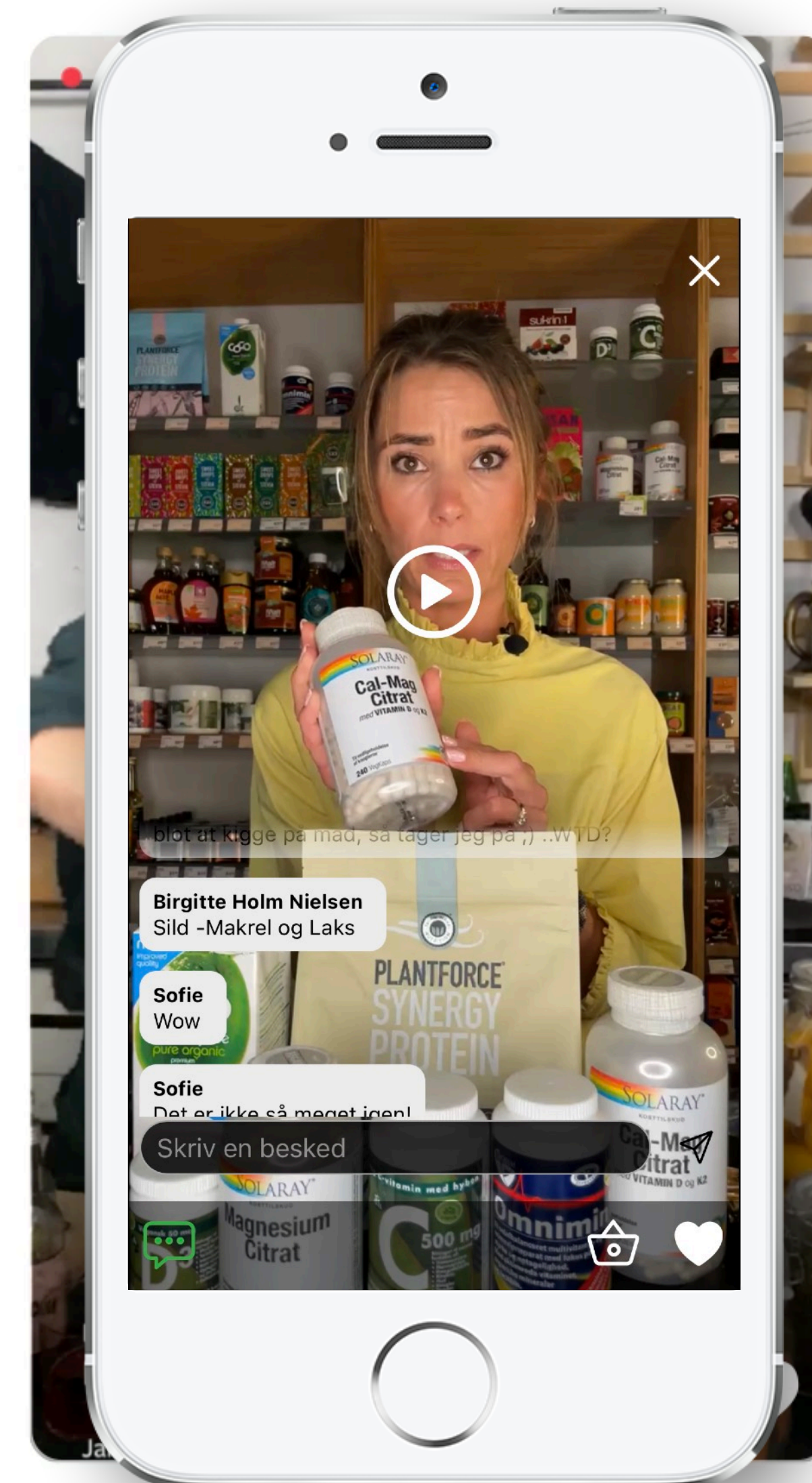
55,00 DKK

Spar 37,05 DKK



# / Introduction to Liveshopping on the Internet

- Create Real-time shoppable video events on your website
- Customers can chat with you and each other during the live event
- Buy directly from the event
- Fully integrated with your existing ecommerce solution
- Take back ownership of your customer relations and data
- Create great and compelling content for your website





**518-479**  
**The Inspiralizer**  
**Noodle Maker w/4**  
**Noodle Shapes**  
**& Veggie Slicer**  
**HSN Price**  
**\$49.95**  
**New Year's Price**  
**\$29.95**  
**S&H \$5.00**  
**3 Flexpay \$9.98**  
**HSN.COM**  
**800-284-3100**

At its peak, QVC and HSN, generated a combined \$10 billion in revenue per year!

2 Signed Spiralizing Cookbooks 518-341

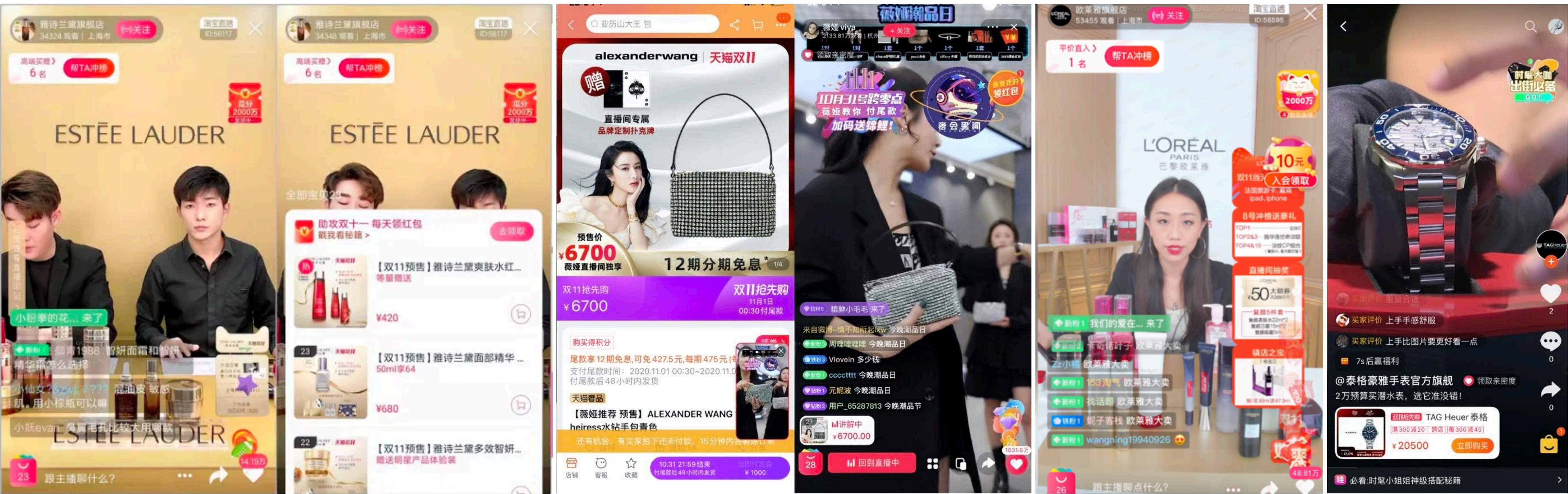
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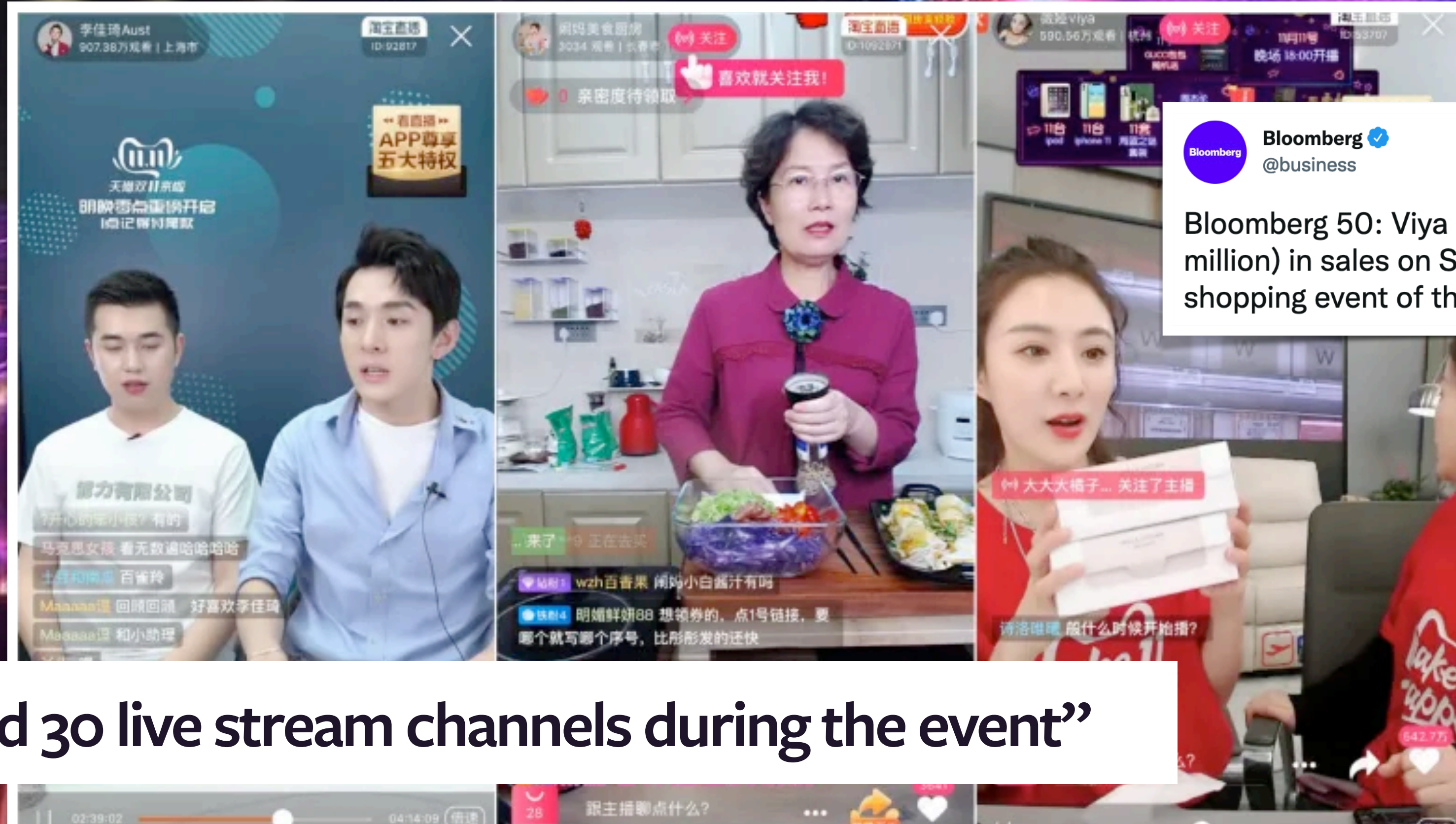
# /Liveshopping

TV-shopping on steroids! 💊





/ 11.11.20



“Taobao Launched 30 live stream channels during the event”

“\$7.4 billion - 10% of all revenue came from live streaming”

\$74.10 billion

GMV generated in USD  
All GMV referenced is settled through Alipay

38 万个来自贫困县的店铺加入

AI调用量超 15 万亿次

All data displayed is preliminary and unaudited

LIVE shopper®



# / Live streaming is now a profession in China

SOCIAL MEDIA AND ONLINE

## Sales people: This is how to shift \$3bn of product in 12 hours

Elles Houweling | 22nd October 2021 (Last Updated October 22nd, 2021 15:18)



“Viya - Taobao’s top live-stream anchor

Q Search

Bloomberg

Technology

## China’s ‘Lipstick Brother’ Livestreamer Sells Record \$2 Billion of Goods in One Day

By [Jinshan Hong](#) +Follow  
21 October 2021, 10:58 CEST



Austin Li Jiaqi. VCG/Getty Images

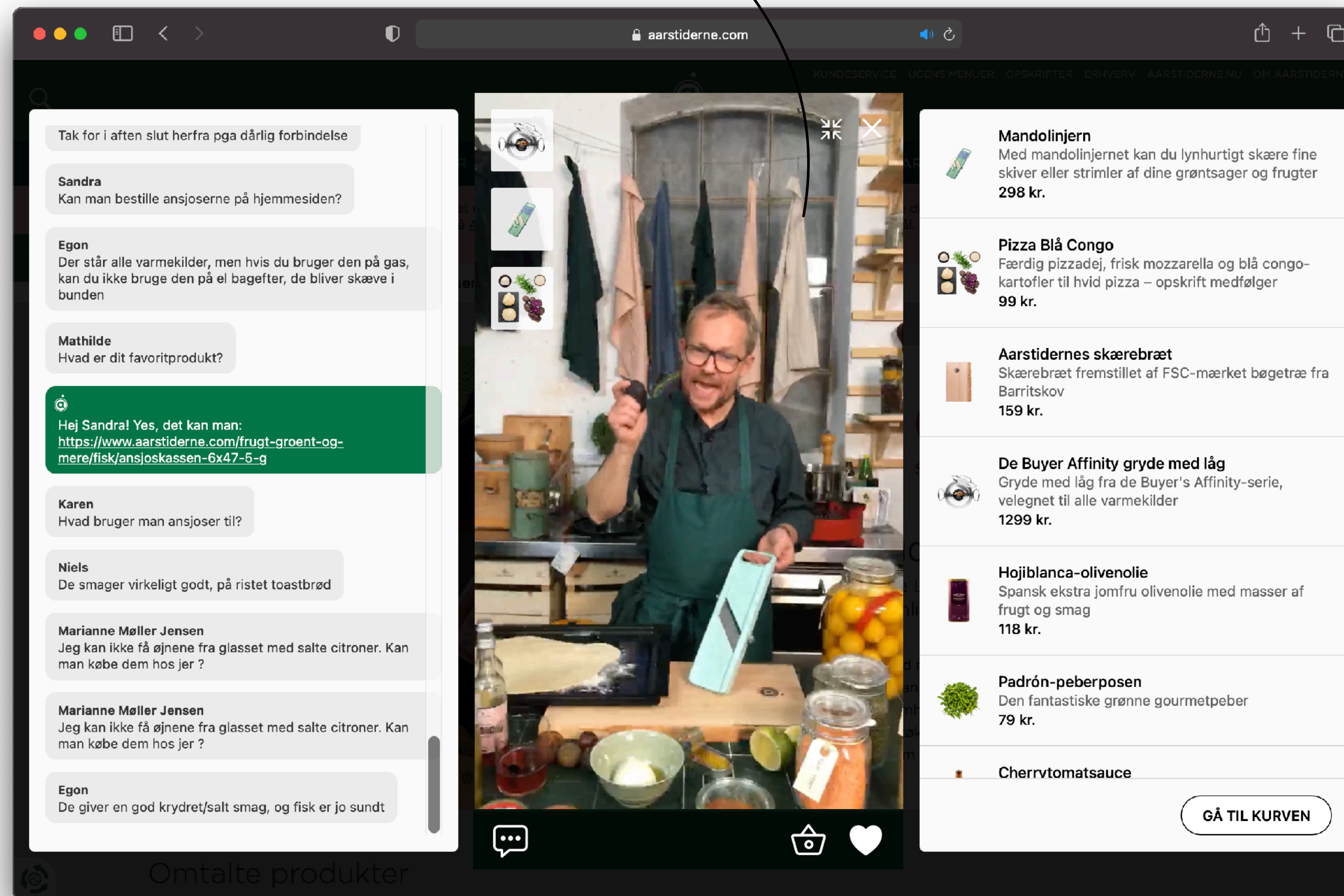


# / Our liveshopper event platform

## Live Event

## Customer interaction

## Buy products





# / How does it look?

NextM  
The positive digital impact  
of the corona crisis

22.11.21













/ The question is:

How can we **serve**  
our **customers** even better  
with the use of **live video**  
to support our **Brand**, our **sales**  
and our **customer service**?

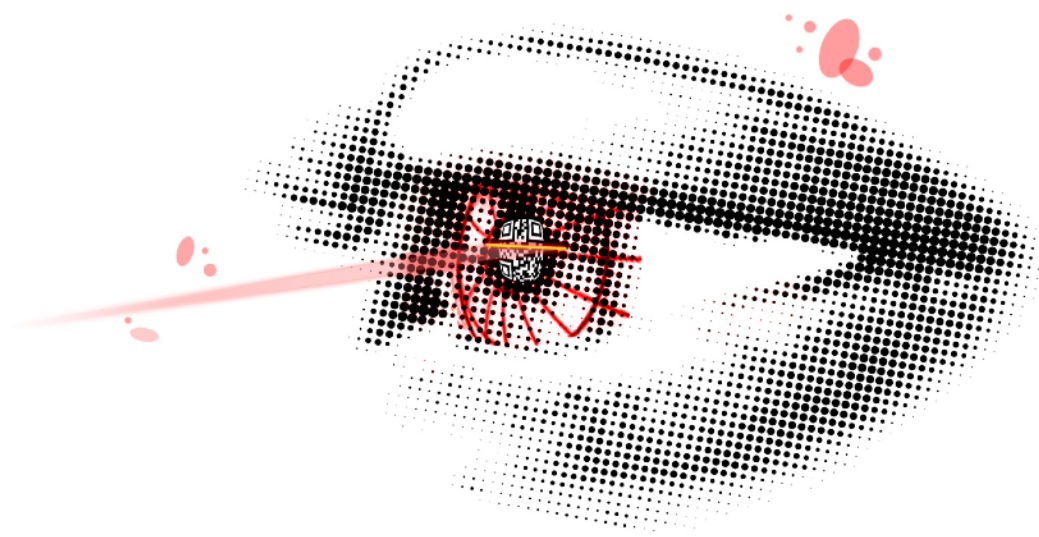


# Several other areas, we don't have time to cover:

## National controlled digital currencies



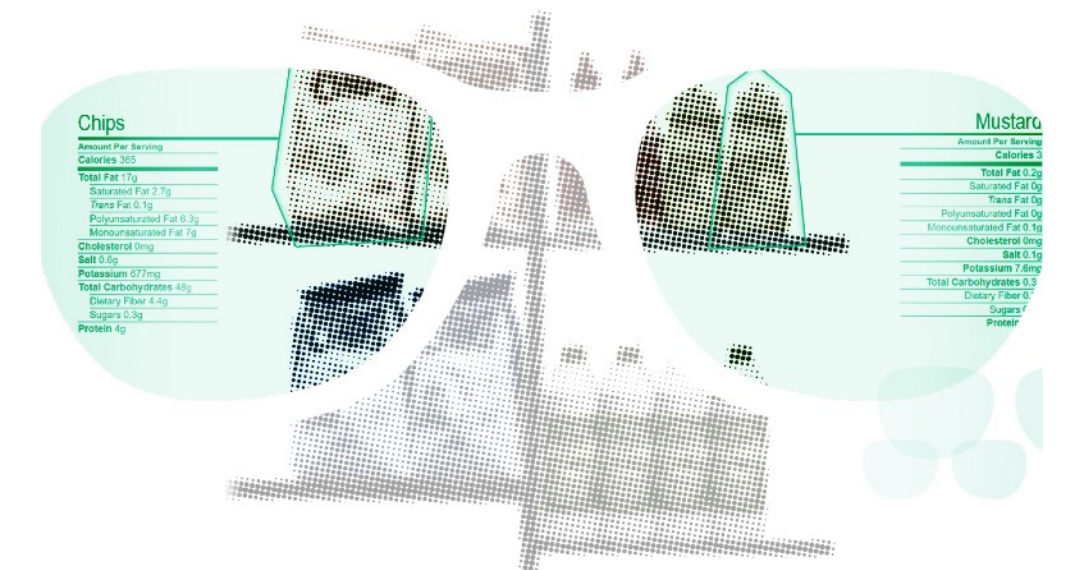
## Touchless technologies



## Everything as a Service

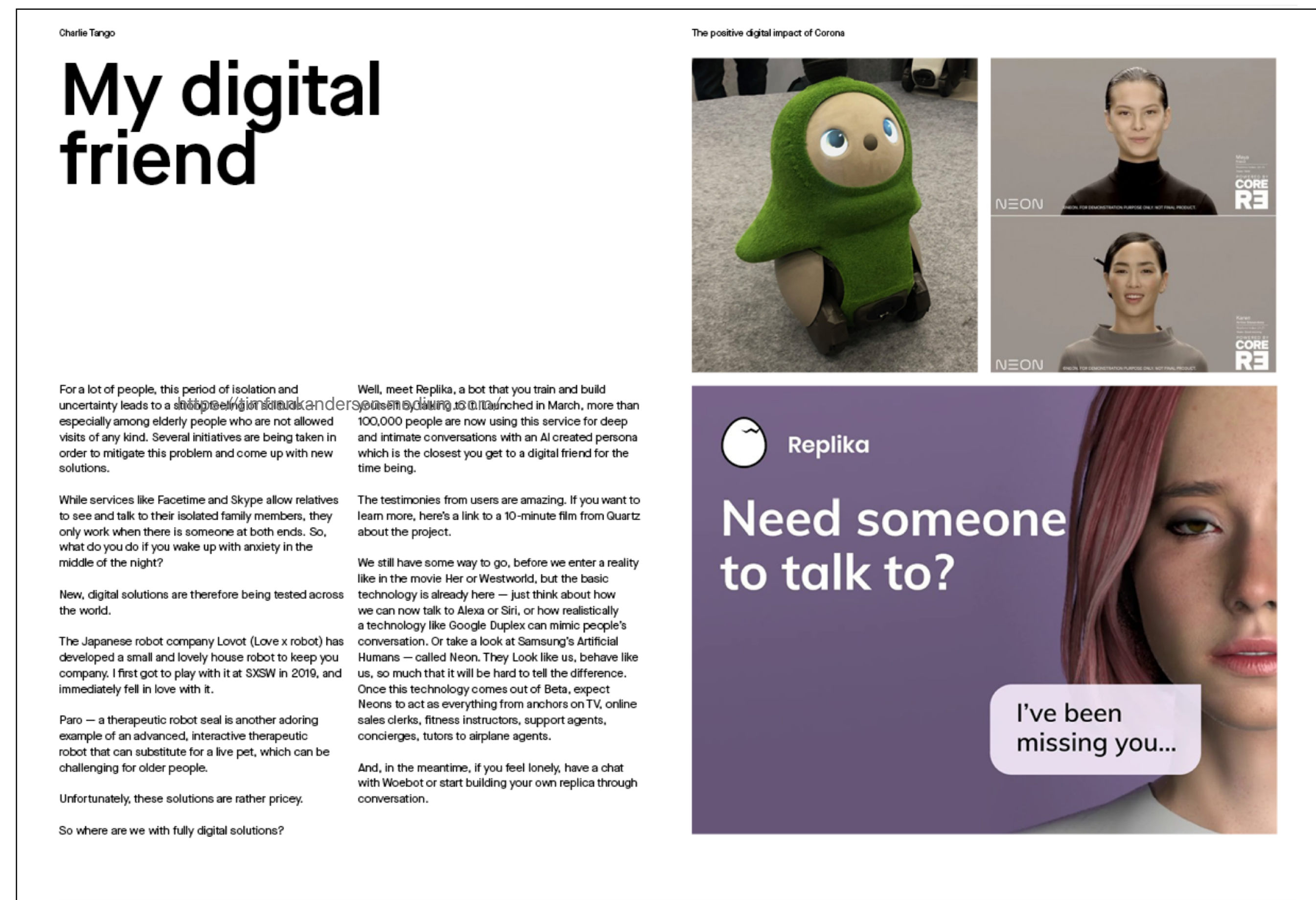


## AR glasses





# A link to my articles and whitepapers



[timfrankandersen.medium.com](https://timfrankandersen.medium.com)



**The Pandemic has forever  
changed our behaviour,  
and will take us to a new normal**

**For future inspiration  
- look more to the East**



22.11.21

# Thank you

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