

ILLUMINATING WHAT'S NEXT

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A HISTORY OF INNOVATION

The Center for the Digital Future is a team of researchers and strategists dedicated to discovering and shaping a stronger future for citizens and consumers in an increasingly digital world. We have been tracking the global evolution of technological devices and platforms and studying their impact on consumer behavior for more than a decade.

We combine research expertise, proprietary data and deep relationships to provide global leaders with unique insights and strategic guidance on all things digital.

Our goal is to stay on top of trends, both emerging and established, to help leading brands stay ahead of the competition.

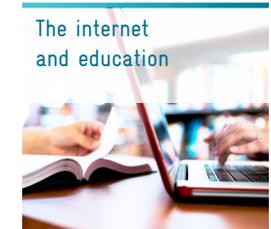
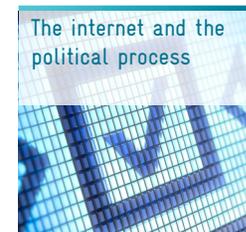
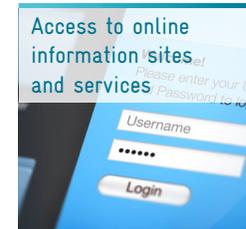
DOCUMENTING WHAT'S JUST HAPPENED GIVES US A JUMP ON PREDICTING WHAT'S NEXT

The World Internet Project is the world's largest and longest-running international longitudinal study on the impact of digital technology on consumer behavior.

Through the project, we have collected the definitive body of data and insights on the impact of the Internet on consumer behavior—data available nowhere else in the world.

The annual report gives corporate and public agency leaders a unique picture of the changes that the Internet is bringing about all over the globe.

REPORT CATEGORIES INCLUDE:



OUR SERVICES

The Center for the Digital Future draws on the insights from global research to uncover the current business realities and predict the developments that will prove critical to the success of consumer-facing brands.

Through a strategic relationship with market research and strategy firm Bovitz, Inc., the Center offers a comprehensive suite of highly unique services. Bovitz's Media and Emerging Technologies Practice complements the resources and expertise at the Center for the Digital Future to provide strategic counsel not available anywhere else.



DATA MINING AND STRATEGIC RECOMMENDATIONS

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The Center helps to manage ‘big data’ by mining its own proprietary longitudinal results as well as databases owned by corporate partners in order to uncover new insights that drive digital strategy.

CUSTOM QUALITATIVE AND QUANTITATIVE MARKET RESEARCH

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When extant data is not sufficient to answer business questions, the Center customizes market research programs to clarify the consumer landscape and provide a roadmap for forward strategy.

DIGITAL INSIGHTS AND TRENDSPOTTING

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Through deep engagement in original research, global conferences and private or semi-private briefings with the world’s leading organizations, the Center is able to provide a multi-faceted, well-informed perspective into emerging trends in the digital world.

SOCIAL MEDIA ANALYTICS

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The Center analyzes and synthesizes the wealth of data that consumers share online – opinions, preferences and ideas – into executive-ready reports with key findings and implications for immediate action opportunities.

EXECUTIVE DEVELOPMENT, COUNSEL AND ADVISORY SERVICES

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As a recognized thought leader in the digital space, the Center is regularly engaged by large organizations to provide management with perspective and guidance to thrive, no matter the rate of change.

WHO WE ARE

We are a diverse team of digital experts, researchers, and strategists with a single common passion: we live and breathe all things digital.

We are driven by a passion for understanding the impact of technology on human interaction and consumer behavior.

We are dedicated to executing rigorous research and using it to develop effective policies and organizational strategies that have a real and beneficial effect on people's lives.

And we are committed to working closely, collaboratively and respectfully with industry partners and government leaders to help them build a better digital future.

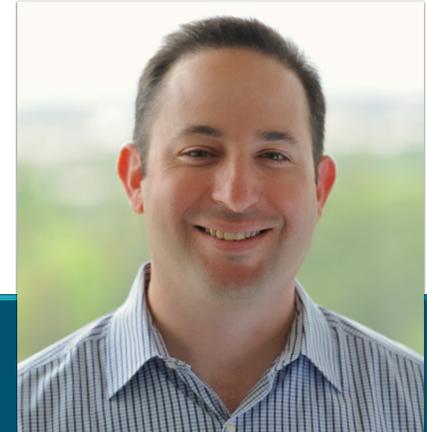
LEADERSHIP



JEFFREY COLE,
FOUNDER AND DIRECTOR

Jeffrey Cole has been at the forefront of media and communication technology issues both in the United States and internationally for the past 25 years. He serves as an adviser to governments and many of the largest and most successful companies around the world as they craft digital strategies. As the Director of the World Internet Project, the most comprehensive and longest-running study of its kind, Dr. Cole has personally worked with over 50 of the world's leading brands on digital trends and has delivered over 500 keynote addresses across the globe.

Dr. Cole directs the Center for the Digital Future at the USC Annenberg School for Communication & Journalism where he serves as Research Professor. Prior to joining USC, Cole was a member of the UCLA faculty where he served as Director for the UCLA Center for Communication Policy and won the Distinguished Teaching Award.



GREG BOVITZ,
SENIOR RESEARCH FELLOW

As Senior Research Fellow, Greg advises on the design, implementation and analysis of proprietary custom studies that the Center conducts on behalf of industry partners and government leaders. He is also founder and president of Bovitz, Inc., a multidisciplinary market research and strategy firm. Greg holds a Ph.D. from the University of California, San Diego and is a recognized expert in consumer research methods.

Dr. Bovitz's work at the Center includes a leadership role in the implementation and dissemination of the longitudinal Digital Future study. By helping organizations springboard off of the Center's longitudinal insights into highly customized, proprietary research programs, he enables organizations to stay ahead of emerging developments, rather than simply reacting to them.



Illuminating What's Next

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