



*Chief Executive Outlook is a publication of The Kelsey Group authored by CEO 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 Kelsey Group 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 [video](#) and [mobile](#).

## Results of Last Month's Poll Question

How significant an impact on our lives will devices like the iPhone and the BlackBerry Storm have?

Very Significant	62.7%
Somewhat Significant	33.3%
Insignificant	2.0%
No impact	2.0%

## The Point

### Looking Back and Ahead: Video, Mobile and Local Online

#### View Point

Looking back at the subjects I covered in *Chief Executive Outlook* in 2008, it becomes clear that video and mobile took center stage. At the same time the shift of ad dollars to online platforms continued unabated. How will the challenging economy affect the trend lines for video, mobile and local online media in the year ahead?

This week The Kelsey Group analyst team took a shot at answering this question. Program directors Charles Laughlin, Matt Booth and Peter Krasilovsky each offered their [picks and predictions for 2009](#). Among their predictions:

- Even faster adoption of video ads than previously forecast
- More mobile search and ads due to increased integration of mobile advertisers on local ad platforms
- A print directory publisher will transform itself into an online-only business

What 2009 will hold for the local media industry is more or less anyone's guess. I've seen forecasts indicating declines for some local media well into the double digits. The central banks around the world appear to be doing the best they can to stimulate the world economy. We can all certainly be hopeful that 2009 will be more positive and upbeat than what the popular press would lead us to expect.

## Data Point

A year-end review of events revealed that Kelsey Group analysts achieved 75 percent accuracy on our 2008 predictions, with 18 of 24 predictions classified as "on target." How will we fare in 2009? Keep track and study the marketplace along with us on the [Local Media Blog](#). We'll check our scorecard again next December.

## What's Your Point?

**This month's poll question:** What local media segment do you believe will be the big winner in 2009?

- Online Video Ads
- Mobile Search
- IYP
- Local Social Ads
- Vertical Directories

*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.*



Chief Executive Outlook is published monthly by [The Kelsey Group](#). For information on becoming a Kelsey Group Continuous Advisory Services client, contact [tkg@kelseygroup.com](mailto:tkg@kelseygroup.com).

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