

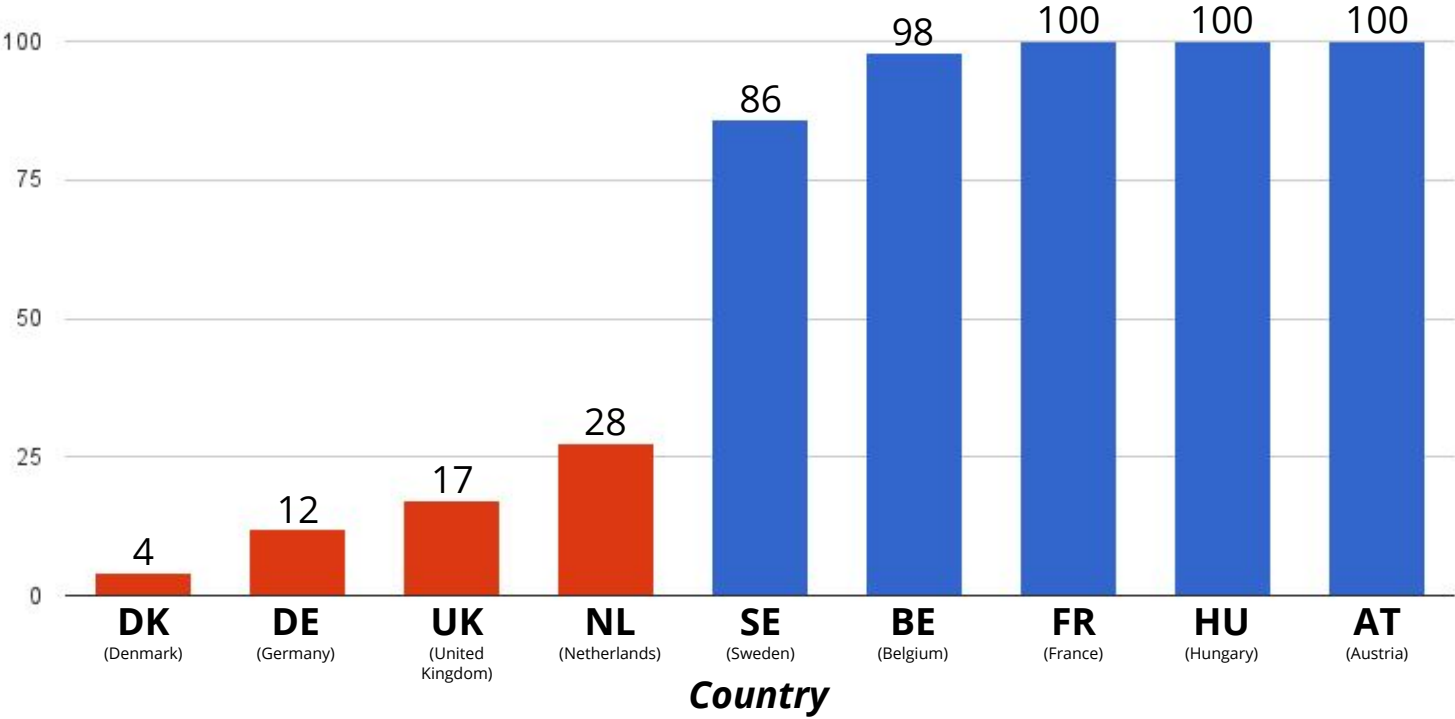


Digital Transformation

Digital Branding Conference 07/03/2016

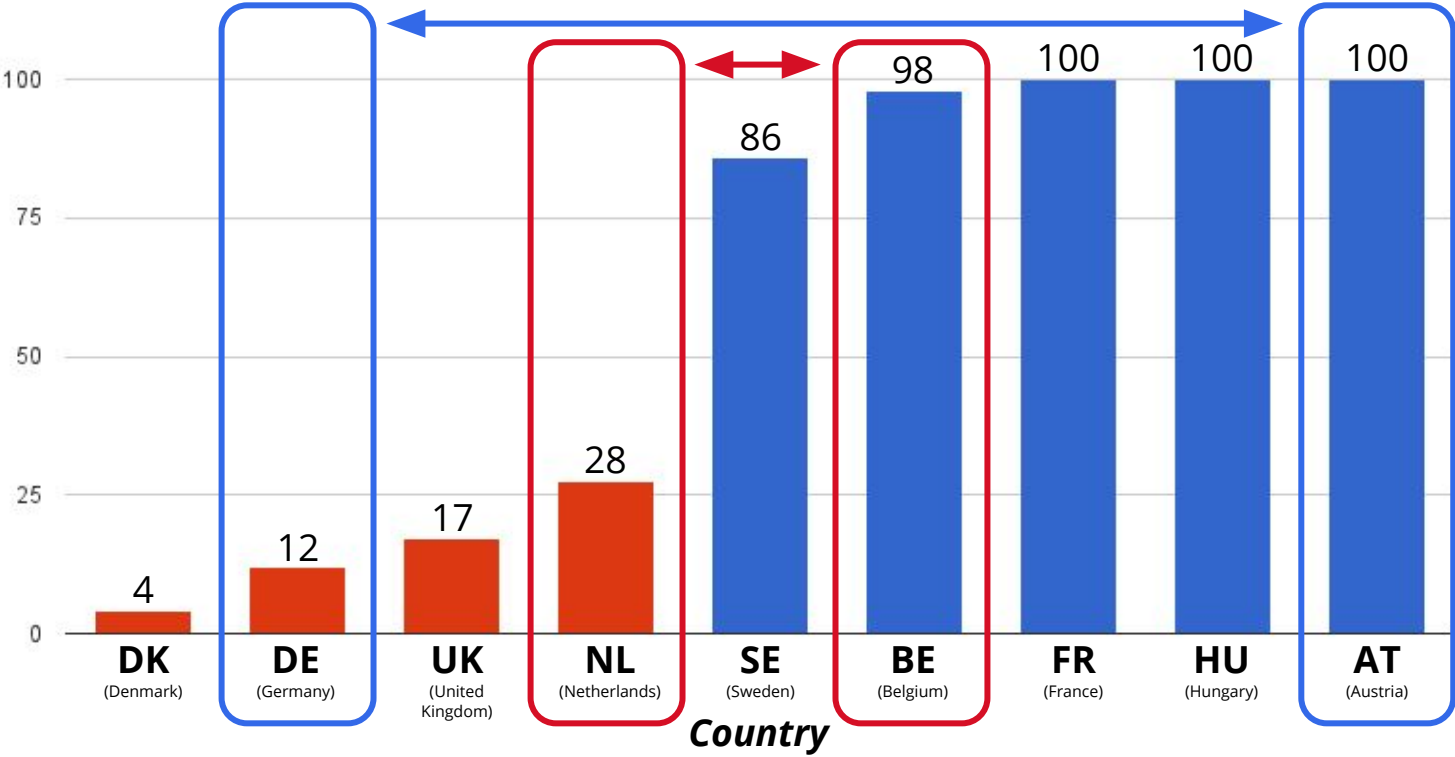
Boros Botond
Head of Marketing, HU

Effective consent rate for organ donation, by country [%]



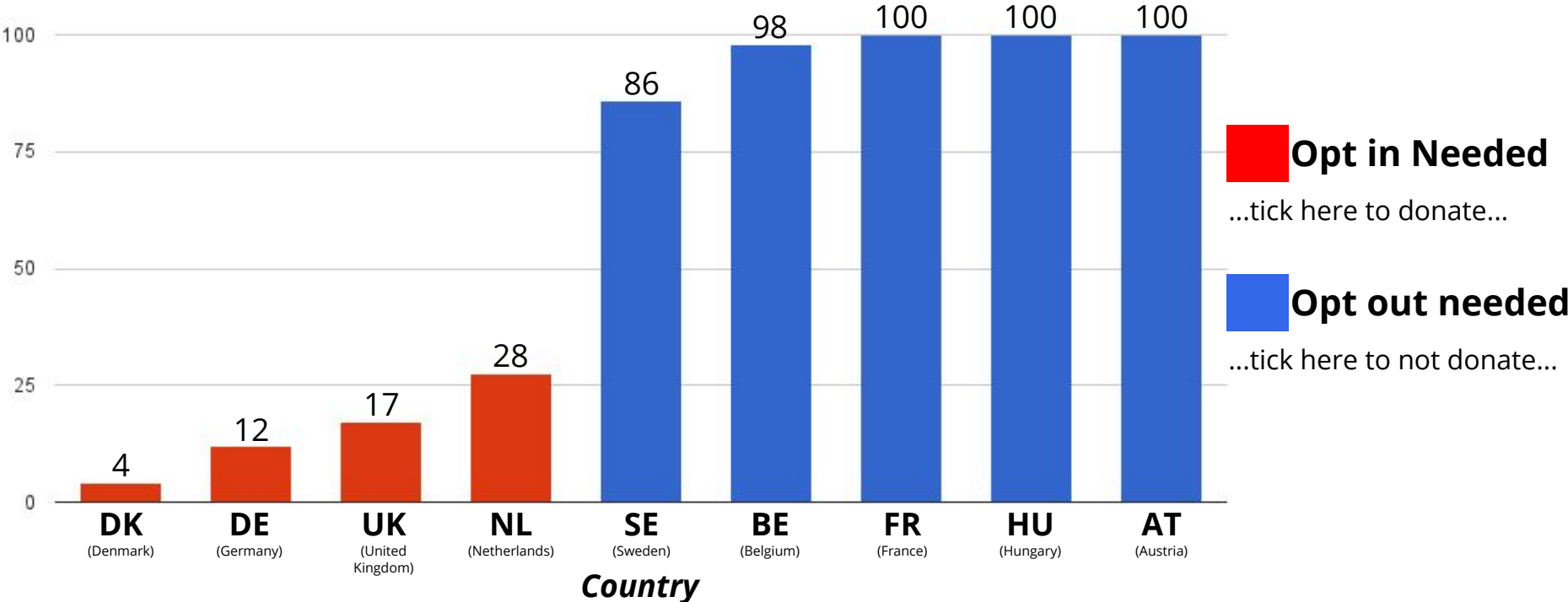
Source: ["Do Defaults Save Lives"](#) Eric J. Johnson and Daniel Goldstein, 21 Nov. 2003

Effective consent rate for organ donation, by country [%]



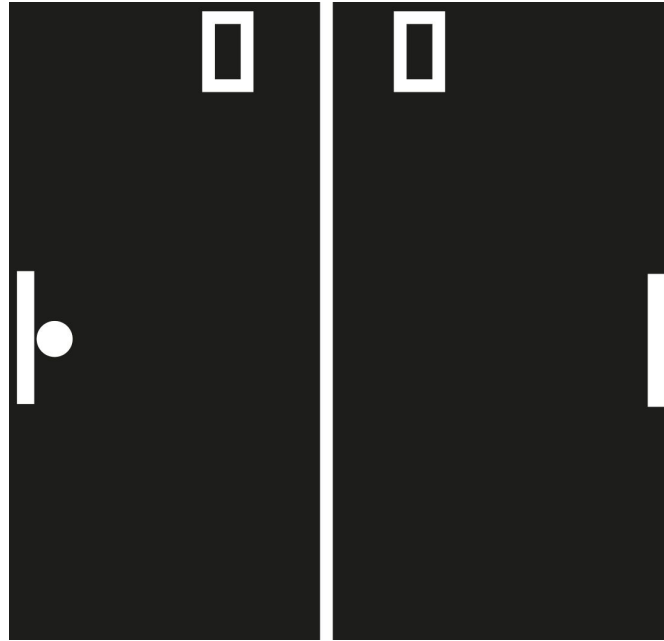
Source: "Do Defaults Save Lives" Eric J. Johnson and Daniel Goldstein, 21 Nov. 2003

Effective consent rate for organ donation, by country [%]



Source: ["Do Defaults Save Lives"](#) Eric J. Johnson and Daniel Goldstein, 21 Nov. 2003

doing the same thing over and over again and expecting different results...



2005

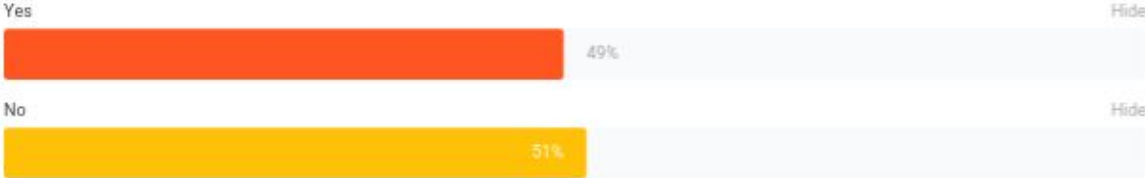


2013



49% of Hungarians browse the web while watching TV

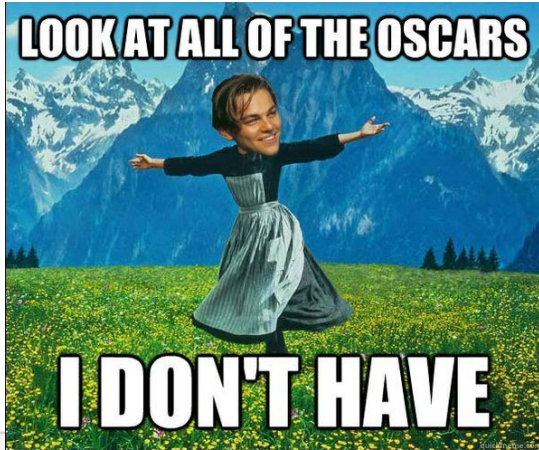
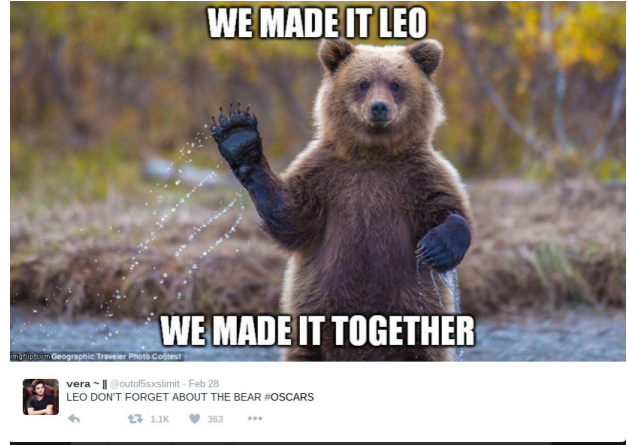
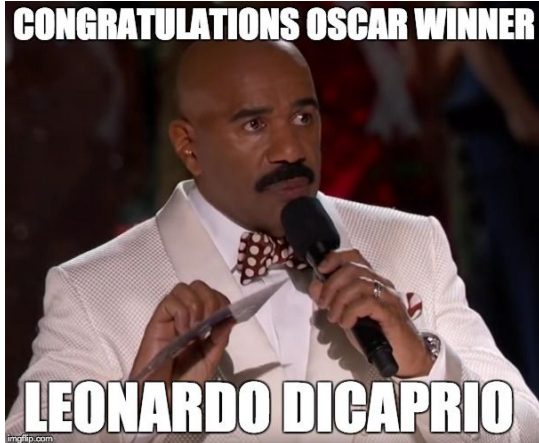
Do people go online via connected devices while watching TV?



Who are these people?

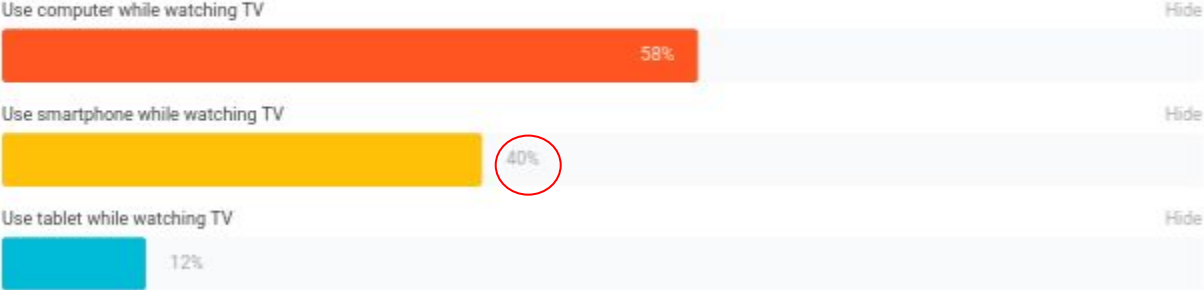


Content in the web stays longer...



40% use smartphone while watching TV

Which devices do people use to go online while watching TV?



Hungarians watch videos online in-home

HU X

In general, how often do people watch online videos via their computer?

Daily



Weekly



Monthly



Less than once a month



Never



Don't know



HU X

Where have people watched online videos in the last week?

Use the [Smart Viewer filter](#) to see more online video information. X

In-home



Out-of-home



Question asked: In which of the following locations did you watch online video(s) in the past 7 days?

Total Respondents: 2879

Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week

Source: The Consumer Barometer Survey 2014 / 2015

See [About section](#) for more information on methodology.

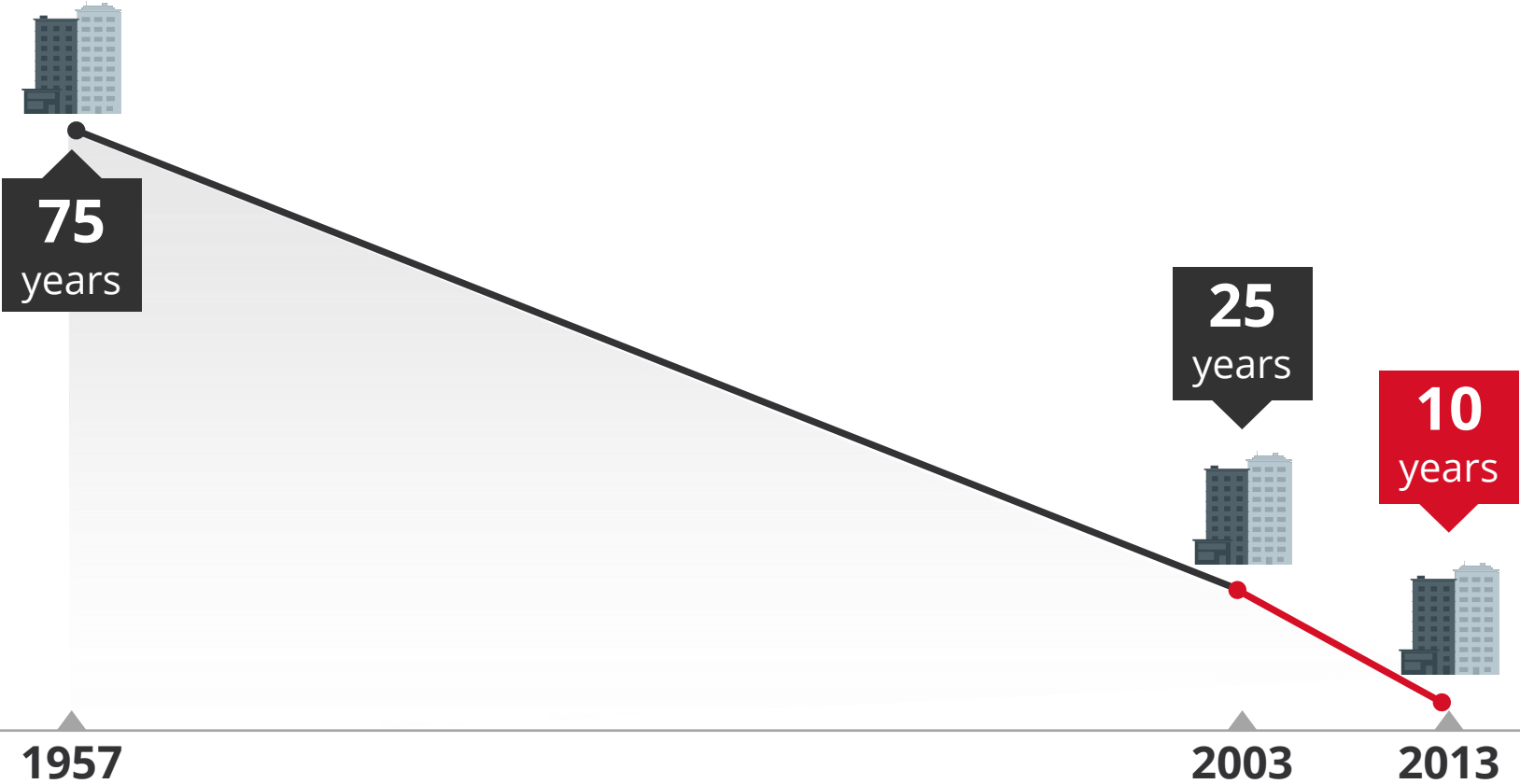
They want to be entertained/inspired

What motivated people to watch their most recent online video session?

! Use the [Smart Viewer filter](#) to see more online video information. x



Average age of a company joining the S&P 500

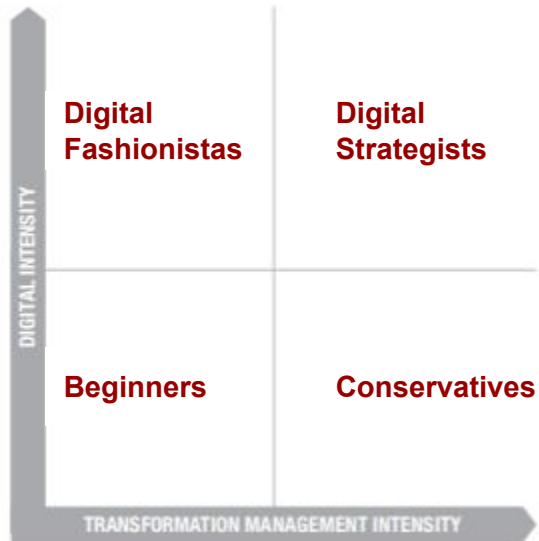




Transform to the power of digital

Digital transformation

Figure 2. Four Types of Digital Maturity



- Location-based marketing
- Communities in social media
- Mobile sales
- Real-time monitoring of operations
- Connected products
- Digital design
- Cross-silo coordination
- IT-business relationships

Does it make sense at all?



**In a 2 year study of 400 large firms -
digitally mature companies outperform their competitors**

