

**Deloitte.**

# 2008 TMT Predictions scorecard



# 2008 Predictions scorecard

## Technology

- Getting value from virtualization
- How to manage talent when legacy becomes the future
- Let there be light-emitting diodes
- From zero to green hero: the renaissance of nanotechnology
- From anonymity to authenticity
- The rising value of digital protection
- The fight for privacy
- XBRL (eXtensible Business Reporting Language) goes XL (object language)
- A digital divide for the digerati
- The challenges and opportunities of water scarcity

### Legend

○○○○○  
Didn't come true  
as we predicted

●●●○○  
Came true, but less than  
we predicted. At least so far

●●●●●  
Came true exactly as  
much as we predicted

# 2008 Predictions scorecard

## Media

- Obstacles ahead for the online advertisement
- Forget the e-Book; bring on e-Reference
- The living room moves closer to becoming Public Enemy Number One
- Long live traditional television, thanks to Internet television
- Overcoming online piracy may not mean the end of counterfeit content
- The movie theatre becomes about more than just movies
- Time for music to get tangible again
- Stop the presses! Online is moving (slowly) to the front page
- Offshoring gets bigger and more creative in the media sector
- Converging technology and media: don't forget the business plan

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## Telecommunications

- From credit crunch to communications crisis?
- How to capitalize on the \$10 mobile phone
- The disruption of disruption: incumbents convert threats into opportunities
- Giving mobile GPS direction
- Exploiting new media's growing need for communication
- Getting mobile indoors may spur network sharing
- Gray is good: the return on investment from making telecommunications accessible to all
- Prey becomes predator: the raising power of emerging market mobile operators
- Questioning the need for speed
- GSM comes of age: adulthood brings challenges and rewards

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