

## Industry heavyweights make 2008 predictions



As we rapidly approach the end of 2007, big names in the online advertising industry are beginning to make their predictions for 2008. Among the predictions are an increase in user-generated content and increases in consolidation for online marketers.

by Kristina Knight

Here are a few more trends that we may see in 2008.

According to Mark Zagorski, chief marketing officer for MediaSpan Group says he expects to see the 70/10 rule change. The 70/10 rule states that advertisers place 70% of their budgets in the top 10 performers. He expects that rule to become the 80/8 rule in 2008.

There will be changes to pharma-advertising, too. Robert Kadar, president of Good Health Advertising, Inc. says he expects to see pharmaceutical advertisers develop "best practices" for social marketing. Kadar also expects online advertising to exceed the growth in any other advertising segment in 2008. Mitch Lowe, CEO of Jumpstart Automotive Media expects to see the online auto ad to spend more than \$3 billion in the digital realm. That is about 8% of the total auto ad spend.

Brokering advertising is likely to see a few changes according to Dana Ghavami, CEO of CheckM8. "The major media portals and networks will attempt to become clearinghouses of online advertising, while media sellers and buyers will be jiving with marketplace exchanges for direct ad placements," Ghavami said.