

PWCS 23

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And perfect when you're on the go. It was found that the level of independence improved significantly after PWC provision, while motor impairment, IQ, and quality of life did not. *Dev Med Child Neurol*. But with Amazon bedding in to Australia, the days of duopoly may be numbered. One of the things that we see behaviourally is, in some instances, those fundamentals of marketing are sort of being lost [with regard to the importance of reach]. I don't think we give Australian media enough credit for how it's adapted to a more digital age. That said, PwC still predicts most of the money will go to the tech platforms. Reactions of the majority of children 23 of 25 were positive from the beginning of the study and did not change over time. I think regulatory protections that are going to come to consumers around their data will democratise the platform argument. The majority of children 21 of 27 reached a level of driving competence which allowed them to move around with or without minimal i. Twenty-nine children 15 males, 14 females; mean age 6 years 3 months, age range 3 to 8 years with spastic or dystonic tetraplegia were studied. Achievement of this competence was not statistically related to IQ or motor impairment but correlated to the time spent in the PWC. The majority of parents 21 of 25 were not in favour of the PWC when the study started but after PWC provision, 23 of 25 parents expressed positive feelings about it. Powered wheelchairs and independence in young children with tetraplegia. The authors concluded that PWCs can aid independence and socialization and the majority of children can achieve a good-enough driving competence, even those with severe learning disability or motor deficit. If data is the new currency, as clients reach the second stage of wanting to enrich data, where do the platforms play in that? So if we can measure more effectively our audiences across platforms and couple that with technology that allows us to be [bought via a dashboard] â€ then we have probably the two things that would protect us a little bit from some of that outflow [of dollars]. PWCs should not be viewed as a last resort but as a means of providing efficient self-locomotion in children with a severe motor deficit. So when they advertise, they want to grow their understanding, to enrich what they know. The year ahead What should marketers â€ and the broader media supply chain â€ keep top of mind for the year ahead? We spend a lot of time in the outlook report talking about reach.