FORESIGHT REPORT

DESIGN MEDIA & ADVERTISING FUTURES

Key trends and signals of change

EXCERPT FOR
IQads READERS

"*Media companies that want to lead in the midst of disruption, need to pay close attention to the changes in consumer behaviours and the novelties that occur on the market. We, at CADRAN, believe in producing great and original content for the platforms and the audiences that the video is actually intended for.*
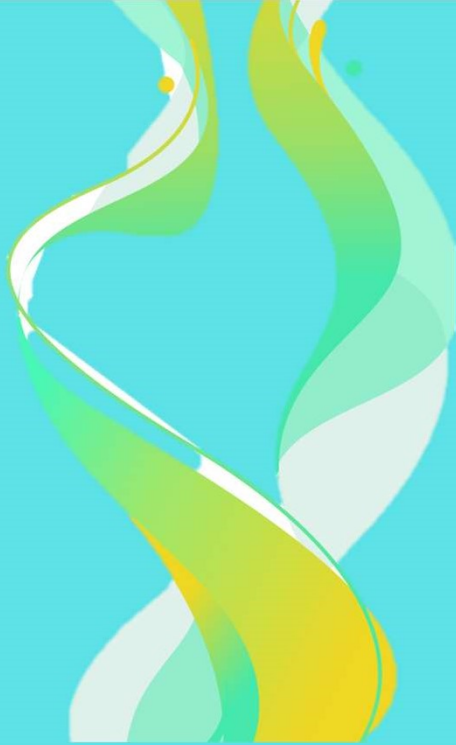
Use small crews.
Build agile and creative teams.

Don't overproduce.
Deliver personalized content based on socio-economic-political environment, that help brands to take a stand."

Florin Marica
Cinematographer / Producer
www.cadran.co

WHAT THE... CONTENT?

#Video #Visual #Personalised #MeMeMe

Visual-forward platforms are emerging in 2020. From entertainment to communication, people are going all-in on the power of dynamic or interactive imagery. As consumer habits and preferences continually move to video content, brands need to produce purposeful and engaging content. Once you know them intimately, you can create content that speaks to them on a deeper level, a hyperpersonalised content. And sometimes that means developing really niche content.

FUTURE TIP: *Catalyze more interaction points! The more they interact with your brand, the more personalization you can include.*

RYFF

Branded personalized content

Ryff is a proprietary platform that integrates **3D models into popular entertainment**. Their capabilities allow them to scan existing content for flat surfaces, scene composition and sufficient light. From this they create metadata in the form of coordinates, however, they are X,Y and Z coordinates as they also need to be able to quantify depth.

This data allows them to anchor 3D models exactly where they naturally fit. From this, Ryff generates a photorealistic layer that is delivered over the content but is completely imperceptible to the viewer. Allowing them in this way **to digitally serve brands into content without altering the original master** or the astronomical expense of post-production and recompositing.

The company **raised USD 3.6mn** in March 2019 to continue its developments

Read more about Ryff here:
https://www.ryff.co/

Want to see how it works?
Watch their launching video by scanning the below QR code with your phone camera:

NEWSROOM AI

A visual storytelling platform for the new news

Newsroom AI, a London-based technology company (Romanian founders) proposes a product that allows news publishers to re-format their mobile web properties to drive a much faster, and deeply personalized experience for their users.

Newsroom AI acts as a **Digital Experience Delivery platform** - effectively decoupling Content Management Systems from the user-facing experience. The platform allows publishers to depart from a "one-size fits all" broadcast model, and adopt the algorithmic delivery models, successfully introduced by Facebook over 10 years ago.

The platform uses machine learning and natural language processing to drive unique content experiences for each user, silently personalizing their news feeds based on previously consumed content, geo-location, time of day or expressed interest.
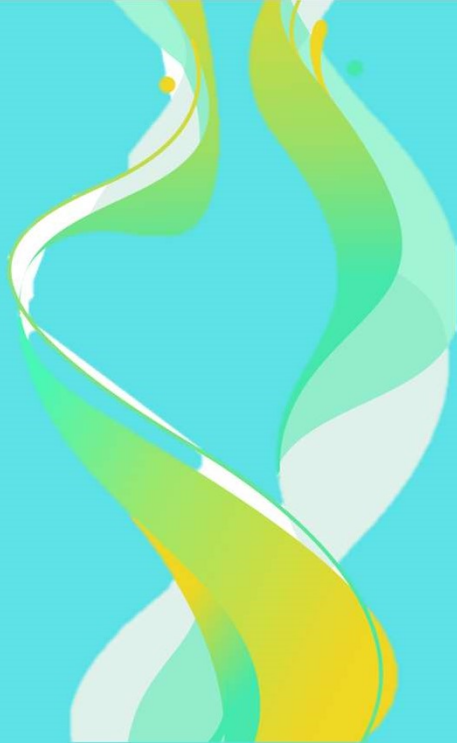
Are you a publisher that wants to build a Facebook-style newsfeed?
Read more about it here:
https://www.thenewsroom.io/

Want to see how it works? Scan the below QR code with your phone camera:

CROWD POWER

#Crowdsourcing #Co-creation #Sharing Economy

We are moving from CONsumers to PROsumers. Consumers enjoy contributing to the enhancement of a product / brand / mission they align with (think of how we all contribute to Waze maps). Collective input can improve design, minimize risk, reduce costs, organize funding and increase the speed of decision-making.

FUTURE TIP: *How can you tap on the power of the crowd - and maybe turning their consumption into investment? Imagine a Kickstarter campaign for one of your new products!*

AMERICAN EAGLE

Creative control to GenZ-ers for spring campaign

American Eagle unveiled in **January 2019** its new spring campaign, which was photographed, styled and creatively directed by Gen Z cast members. The cast members were discovered through social media and will be shown in their own environments rather than highly produced locations or sets. Each individual photographed themselves in a series of self-portraits using iPhones and disposable and film cameras.

The campaign ran across American Eagle's social media, Google Preferred videos and in-store imagery, and cast members will share their individual stories and personal experiences online and on social media.

Great example for user content generation strategy! Read more about it here: https://www.marketingdive.com/news/american-eagle-hands-creative-control-to-gen-zers-for-spring-campaign/546938/

MIKU

Flagship for the power of crowd

Hatsune Miku was first released by audio-media company Crypton Future Media in 2007 as a singing vocal synthesizer software called a Vocaloid. (The name "Hatsune Miku" roughly translates to "first sound of the future.") Modeled after the voice of anime actress Saki Fujita, the software has the capacity to "sing" lyrics and phrases through a user's text commands.

Its community of fans have contributed to the creation of more than 100.000 (user-generated) songs and more than 1.000.000 virtual outfits. **Miku is a product of the crowd!**

The character performed her first show in 2009 at Japan's Saitama Super Arena, and made her U.S. debut in 2011 at the Anime Expo convention in Los Angeles.

Miku starts her second European tour in January 2020.

Hatsune Miku was announced as part of the festival's **2020 lineup of the famous Coachella** Valley Music and Arts Festival.

You can watch an excerpt from one of her concerts by scanning the below QR code with your phone camera:
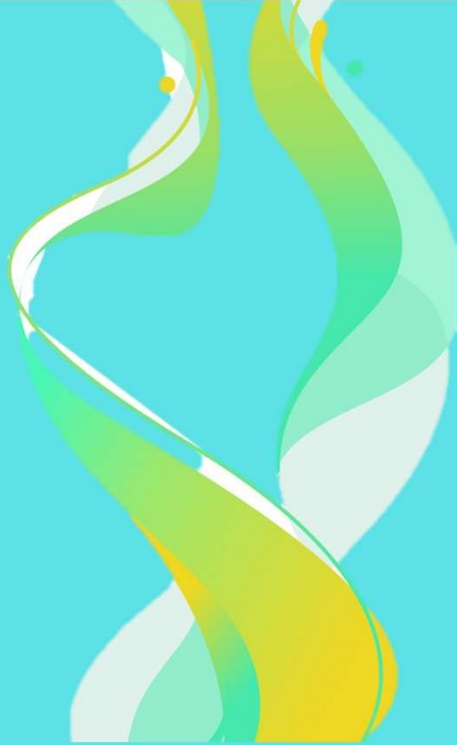
INTELLIGENT SYSTEMS

#AI #VideoTechnology
#IoT #intelligence #smart

Technological advances are, more than anything, a source of change in society. New technology creates new opportunities and new businesses and gives us new ways to handle existing challenges. Some of these advances could sound now too far-fetched. However, consumer expectations are that companies should make use of all these technologies available , e.g. artificial intelligence, voice / video technology, IoT to offer them those truly smart products and services.

FUTURE TIP: *How can you leverage emerging technologies to serve deep human needs? Can you help consumers save money and time or have fun with smart services / products?*

MIRRIAD

Emotionally intelligent advertising by AI

UK-based computer vision and AI-powered platform company Mirriad aims in disrupting the advertising and digital publishing industry. Their technology can dynamically insert products and innovative signage formats into content after it's produced.

In **October 2019 they have conclude their latest partnership, with Chinese giant Tencent**. The purpose of the partnership is **to insert brand advertising into video content, without the commercial breaks**. It takes into account the relevance of the content to the advertiser and the video's emotional context to maximise the advertising's effectiveness.

Read more about it here:
https://www.mirriad.com/mirriad-partners-with-tencent-one-of-the-worlds-largest-video-platforms/

ROQ.DA

Reaching across all devices

Roq.ad is a Berlin-based startup founded in 2015, building a cross-device **Data-as-a-Service platform for advertisers, media agencies, publishers, and adtech players**.

It enables advertisers to perform cross-device attribution modelling, analytics, and targeting to users across all of their devices. Amazon, Adobe, Bayer, Unilever, Vodafone, Red Bull are already using this multi-channel and multi-device tool..

Read more about it here:
https://roq.ad/

STAR ROCKET

Advertising moves to the ski with brand-sponsored new constellations

Russian startup **StarRocket** offers to display enormous billboard-style advertisements in the night sky using arrays of CubeSats, a vision it illustrates in a concept video featuring what appear to be the McDonald's and KFC logos hovering in the sky like new constellations.

According to project leader Vlad Sitnikov, this **commodification of the night sky is the next logical step in advertising**. StarRocket says it will launch what it calls the Orbital Display by 2020, and **start displaying ads in the night sky by 2021**.
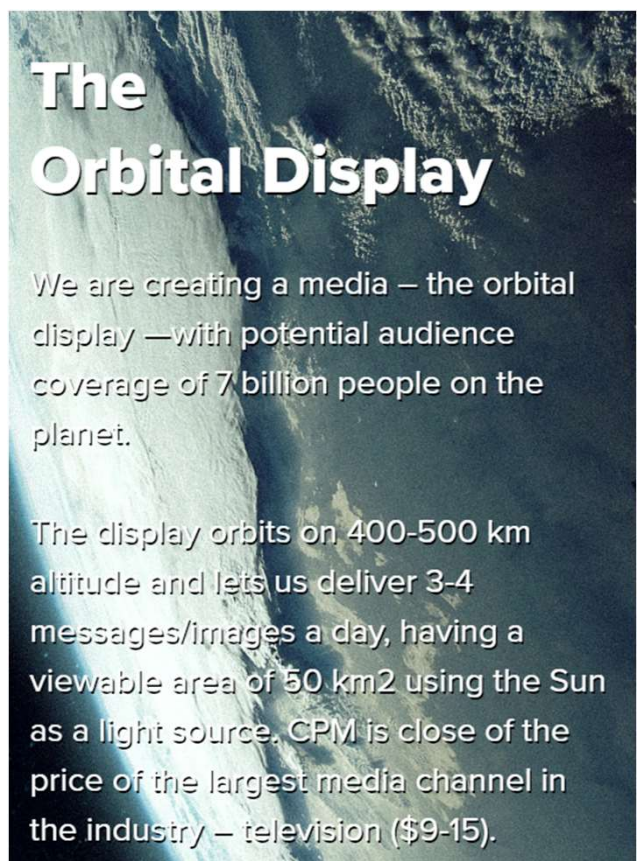
Their first client announced in April 2019 was PepsiCo which plans to use the system to promote a "campaign against stereotypes and unjustified prejudices against gamers" on behalf of an energy drink called Adrenaline Rush.
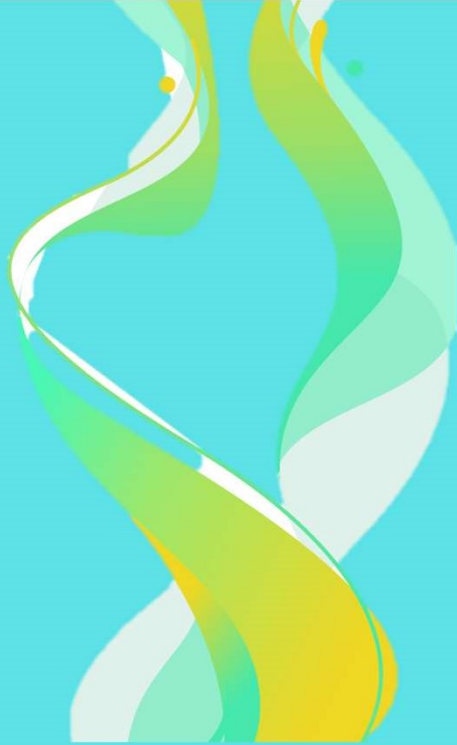
Read more about it here: https://futurism.com/pepsi-orbital-billboard-night-sky

https://startrocket.me/

Highly recommended to check out their **video presentation** on their website!

Below is an excerpt from their mission:

The Orbital Display

We are creating a media — the orbital display —with potential audience coverage of 7 billion people on the planet.

The display orbits on 400-500 km altitude and lets us deliver 3-4 messages/images a day, having a viewable area of 50 km2 using the Sun as a light source. CPM is close of the price of the largest media channel in the industry — television ($9-15).

SUPER POWERED

#5G #connectivity

5G is set to be one of the next retail disrupter on the horizon. 5G would not just be an improvement over 4G, it will be an entirely new form of connectivity. This continuum of connectivity can drive the development of new products and services or transform inefficient operating models.

FUTURE TIP: *What type of partnerships could you make to harness the power of 5G?*

VERIZON & DIGNITAS

Partnership for US's first 5G esports training facility

To further develop emerging technologies and their positive applications towards esports, Verizon and Dignitas have entered in **January 2020** into a first-of-its-kind strategic partnership. As a core focus, they will launch the nation's first 5G esports training facility, the **Verizon 5G Gaming Center**.

Located in Verizon's 5G Lab in Los Angeles, the 5,500-square-foot training facility will serve as Dignitas' west coast headquarters and home to its League of Legends teams. Dignitas' 2019 World Championship-qualifying team will train exclusively at this facility and compete in the League Championship Series, which kicked off on January 25th 2020 in Los Angeles.

Read more about it here: https://www.verizon.com/about/news/verizon-and-dignitas-partner

INVISIBLE VISIBLE

#trust #transparency #control #blockchain

Trust is the currency of future business. It's hard to judge what's authentic in a digital world where it's almost impossible to identify the origin of information and who has had a hand in changing it. Consumers are demanding more transparency over the use of their data and organizations will need to shift their emphasis from "touch points" to "trust points". Exponential technologies such as blockchain, quantum cryptography could be a potential solution to the current trust crisis.

FUTURE TIP: *How can you educate your consumers on transparency and safe digital lives?*

TATATU

Crypto-powered content of social entertainment

Launched in **May 2018, TaTaTu** intends to combat illegal piracy and improve transparency for rights holders, as well as to assist high-quality **brand advertising by using blockchain**.

The platform represents a combination of a **social media website with a Video on Demand** service, which operates on an incentivized system by rewarding users with tokens for consuming content. Tokens can be also used by advertisers for payment on TaTaTu. American actor **Johnny Deep** teamed up with TaTaTu in order to create and produce **film and digital content** together (https://cointelegraph.com/news/johnny-depp-to-produce-film-within-crypto-powered-content-distribution-platform-tatatu) .

Check out this Medium article on **why advertisers should care about TaTaTu**: https://medium.com/tatatu/why-advertisers-should-care-about-tatatu-1bdf9778bc93

Want to see how it works? Scan the below QR code with your phone camera:

ABOUT
futureStation

We spent the last few years in studying and unlocking change, trends and making sense of the future. Systems Thinking. Foresight. Future Driven Innovation. Mega Trends. Consumer Trends. We are members of various research, think-tanks and trend watching groups. We have an extensive network. And we have put everything we learned into **futureStation**. And it's awesome!

How can your organization and team remain relevant in the Tomorrow ++?

More details on our offering you can find on:
www.futurestation.ro.

Organizations that value #Future Preparedness are 33% more profitable than the average!'

Corporate Foresight Benchmarking Report 2018, Rohrbeck

The future is already here - it's just not evenly distributed

William Gibson