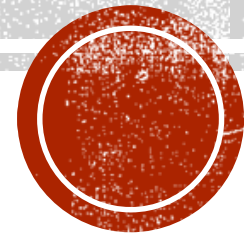
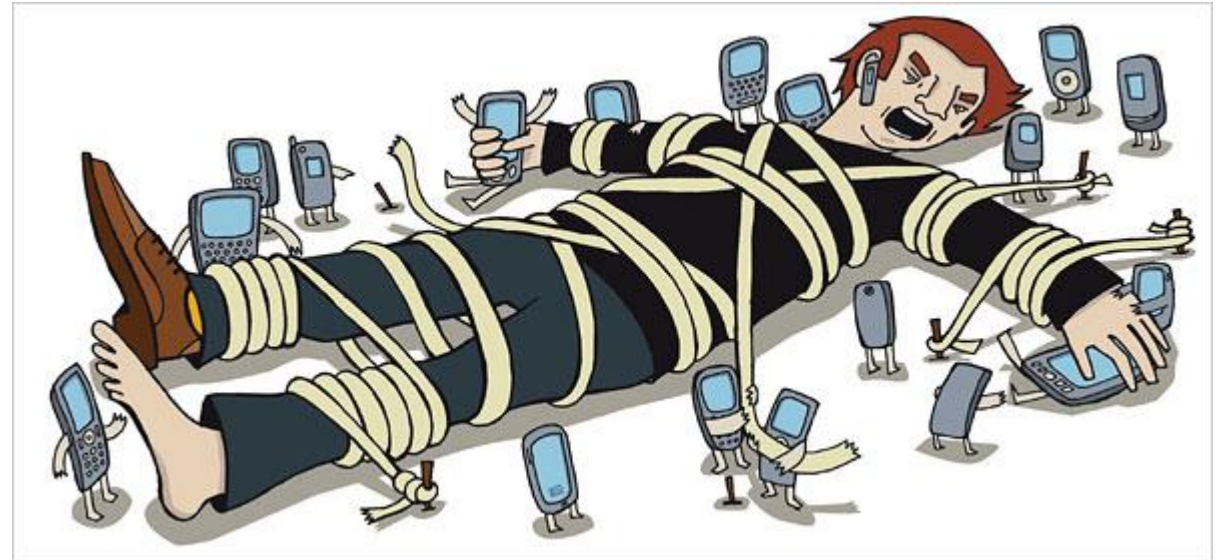


# 2018 INTERACTIVE TRENDS



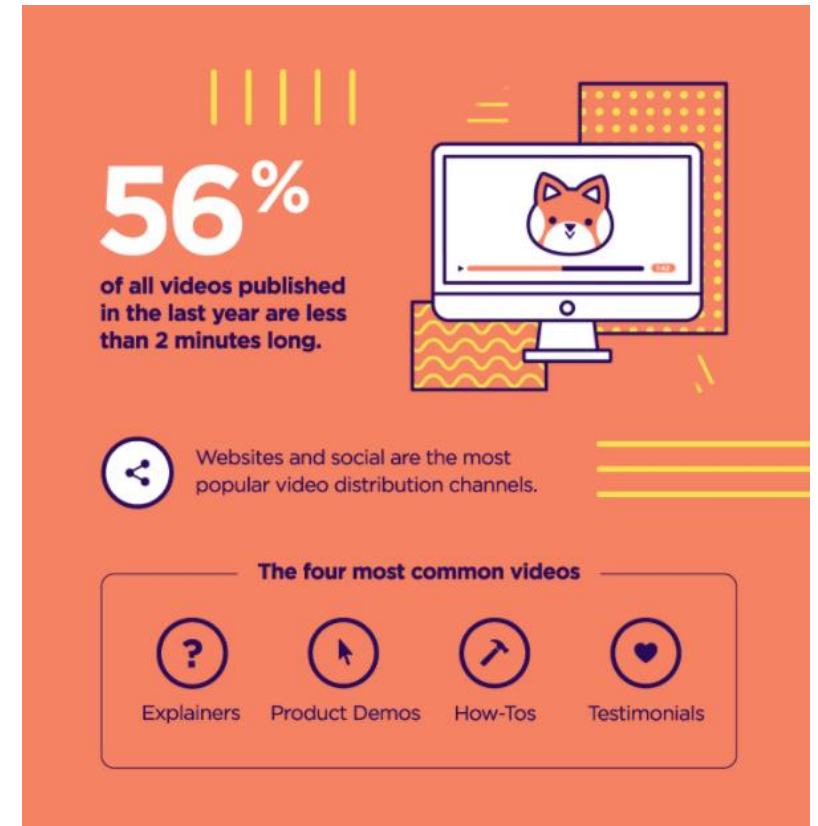
# AGENDA

- Content Creation & Distribution
- Social Updates
- Mobile & Mobile Apps
- Data Usage
- Changes in Media Consumption
- All the “Realities” (VR/AR)



# CONTENT CREATION AND DISTRIBUTION

- Use of video increasing with maturity of distribution channels
  - Encourages sharing
  - Advancing technology (4K, 360)
- Focus on “non-owned” sites, niche markets, non-traditional players (e.g. Airbnb). Some free, some pay.
- The death of email marketing has been greatly exaggerated
  - Tailor content
  - Clear out the dead weight

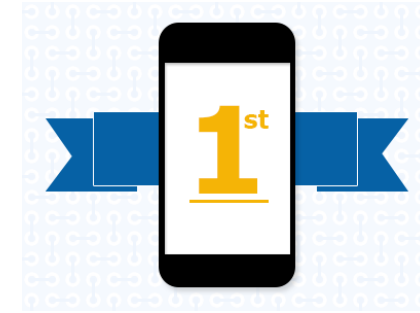


# SOCIAL UPDATES

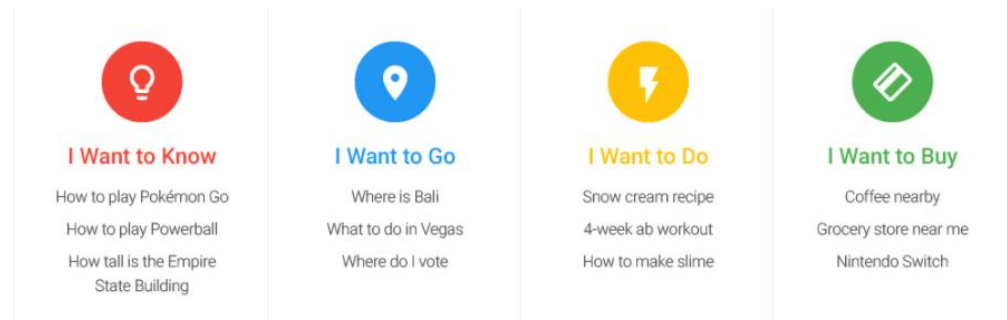
- Facebook remains at the top of the pile with 2 billion worldwide monthly users, **1.3 billion daily users** and the most mature advertising environment and deep analytics
- Instagram, owned by Facebook, has 700 million global monthly users and more than 250 million daily users of its new Stories feature
- Twitter claims 328 million monthly active users and remains a popular channel for distribution of news and political ideas
- Snapchat has approximately 255 million monthly active users and maintains a loyal, devoted audience of primarily millennials
- Chatbots may be the next generation of customer service



# MOBILE AND MOBILE APPS



- Mobile devices represent 70% of minutes spent online (more than half of our traffic)
- The concept of micro-moments will become increasingly popular in 2018



- Today, only 10 percent of the time spent on mobile is spent in the browser. The rest of the time, 90%, is spent in apps.
  - \*90% of time is mostly spent on social, messaging, games and utility apps
- By 2020, in-app advertising will attract \$53.4 billion in total revenue per year.



# DATA USAGE

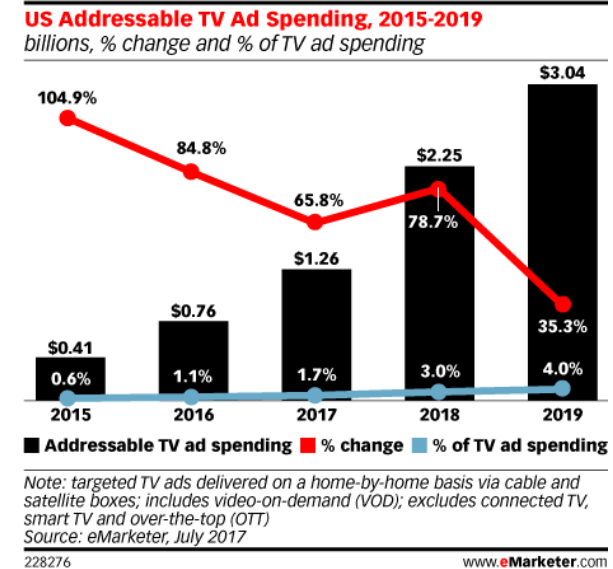


- Travel marketers are increasingly taking advantage of the availability of the vast amounts of data created by today's travelers, including flight & hotel booking information and location-based data
- Smart marketers are using this data for better understanding of high-value customers in order to facilitate better decision making in marketing, particularly in buying advertising
- New location-based services will also give travel marketers more detailed understanding of the effectiveness of advertising as well as consumers' patterns within a given destination



# CHANGES IN MEDIA CONSUMPTION

- Ad Blocker Adoption
  - Expected to cost \$27 billion in lost revenue by 2020
  - 60% occurs on mobile
- Addressable TV
  - Demo information packaged by providers
  - 74% of HH should be addressable by 2020
- Native Advertising/Sponsored Content
  - New LinkedIn Ad Network





# ALL THE REALITIES

- Virtual Reality
  - [360 Cuba](#)
- Augmented Reality
  - Apple releasing ARKit with OS11
  - [Walking Dead](#)
  - [Google Translate App](#)

