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TAKE
THE
PLUNGE!

Friday 08 July 2016 – L42, Brussels



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**Everything has
changed, again!**

New trends and old truths

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Up & up

<https://www.youtube.com/watch?v=BPNTC7uZYrI>

Who is watching?

Millennials

People in their 30s





Who is watching?

Generation X

People in their mid-thirties to early fifties

Who is watching?

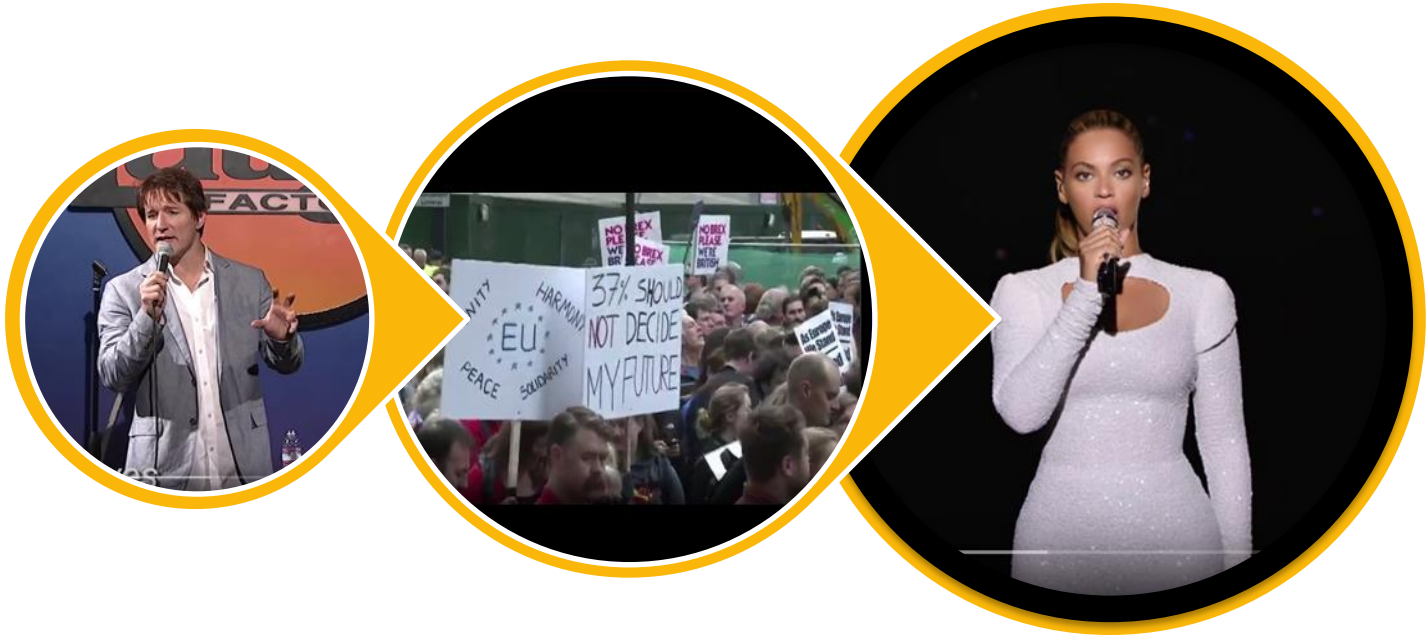
Executives, students and stay at home mums

Categories comprising people with a high level of education, youngsters in their late teens and early to mid twenties, and women in their 20s and 30s.

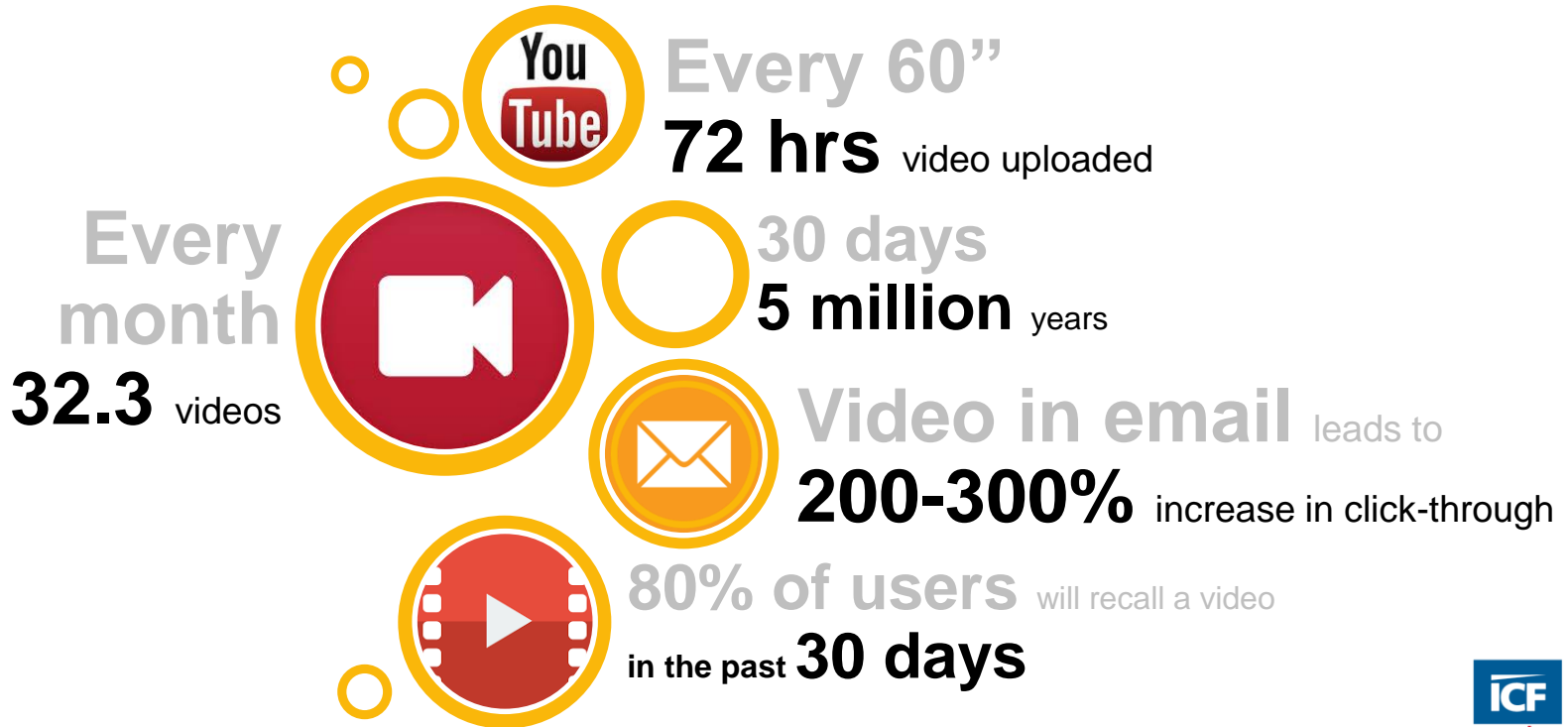


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What are they watching?



How big is video on the internet?



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Viewing habits

How, where and when?

Tablets only 14% of all views.

Smartphones dominate thanks to:

- Portability
- Mobility
- Falling tariffs
- Technology advances
- Larger screens

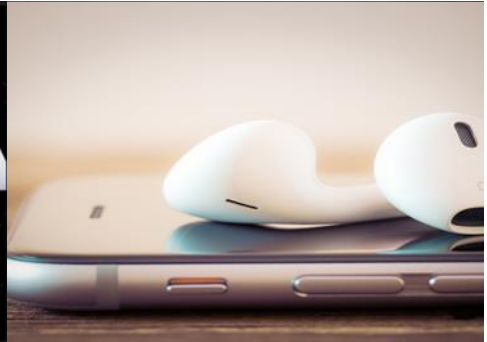
Early morning and evenings



53%

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Storytelling



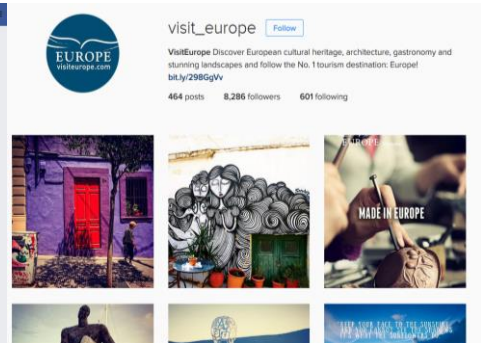
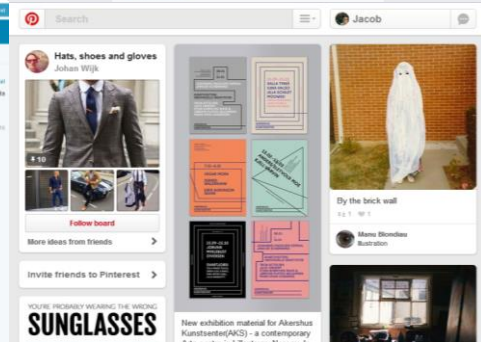
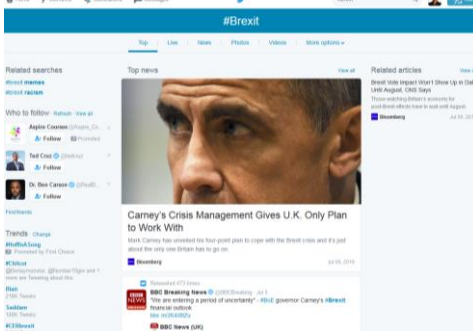
The missing part

<https://www.youtube.com/watch?v=DVH4rQS>
WYOs

Distribution platforms



The Best Stats You've Ever Seen | Hans Rosling | TED Talks
1,962,742 views



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Augmented and Virtual Reality

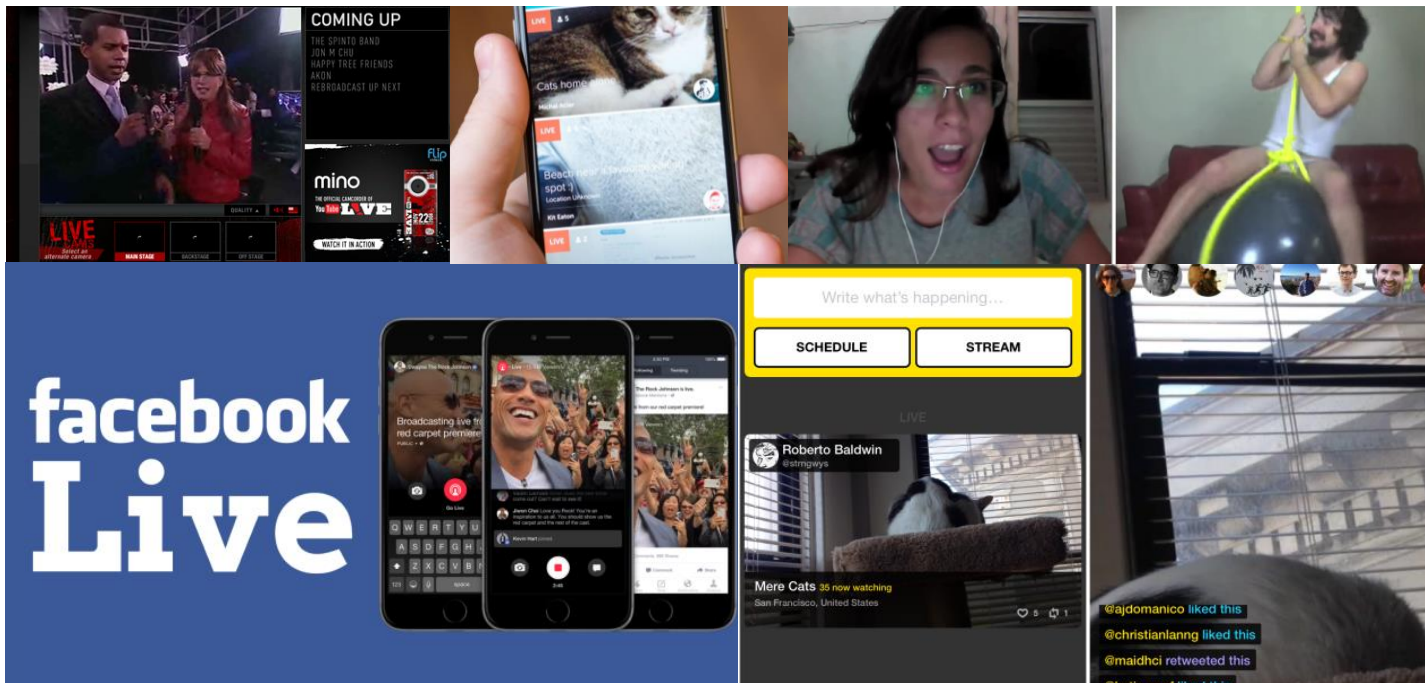




<http://www.raptmedia.com/project/deloitte>

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LIVE STREAMING



Now trending in videos

- Vertical
- Square
- Texted

- Short is still sweet

- “Point of view” videos
- Call to Action button
- Graphic novel style

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Trendwatch for the future

What's next?

- Data visualization
- Binaural sound
- Wearables
- Smart homes



삼성디스플레이 블로그 <http://blog.samsungdisplay.com>

Take the plunge - try it yourself!



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Wrap up

How was it for you?

How can you use these techniques?

- Showcase a policy or product
- Go backstage at the EU institutions: to show what goes on behind the scenes or give a “face” to EU DGs
- Explore a project financed by the European Commission
- Illustrate the use of the EU’s new mobile app for fisherman
- Use in an ‘edutainment’ pack
- Another way to do data visualisations
- Safely exploring human or natural disaster sites
- Reveal environmental degradation
- Report from events, summits, concerts, exhibitions etc.
- Promote cultural/natural sites tours/experiences
- Offer an interactive experience about poverty or social exclusion.

Drone Ballet at Mount Fuji

<https://www.youtube.com/watch?v=5WWwvlgGbkg>

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