

# 2019 Media Trends to Impress Your Family and Friends This Holiday Season

## Esports. It's Massive.

**82M** More people watched the League of Legends championships than the 2018 NBA Finals.

"What's the deal with all these video games?" Uncle Frank might ask. "Esports? They're not really athletes are they?" Actually, Frank, yes they are. Probably.

What started with arcade games in the 1980s has evolved into a multi-billion dollar industry with an estimated 250 million players from all over the globe – that's second only to football (soccer, Uncle Frank) as a global sport.

The League of Legends 2018 World Finals (just one of various Esports tournaments) saw 99.6M unique viewers in November 2018, across 30 online platforms and TV channels worldwide. That single event viewership dwarfs the likes of the 2018 NBA Finals (17.7M) or the 2018 MLB World Series (14.3M), but still falls short of viewership of UEFA Champion's League Final (~180M).

The argument of "gaming's not a sport" is irrelevant. Marketing 101: Fish where the fish are. And the fish are all streaming and playing esports. You're welcome, Uncle Frank.



When you think streaming, you think of Netflix. Even your grandma is on it (she loves a British period drama). But how long can Netflix safely rest upon its throne of cords?

The \$71 billion dollar deal that led to Disney's acquisition of 21st Century Fox means an uncertain future for America's favorite streaming service. The disappearance of Disney content from the likes of Netflix means a Star Wars and Marvel-sized mega problem.

And this is only the beginning! When Disney splinters off to start their own streaming service, what's stopping all the other major film studios from doing so? And then TV networks? What initially drew nearly 33 million Americans to cord cutting – the convenience of a one stop shop – may become something we leave in 2019.

So what we're saying is, start that Avengers binge now. There's no telling how much time you have left.

## Streaming Wars

**13K** people cancel their cable TV subscription every day in America



## The Social Backlash

**58%** of GenZ is seeking relief from social media

Remember Essena O'Neill? No Dad, she wasn't in Dawsons Creek. In 2015, the already-viral teen influencer made waves across the internet by shutting down her "social media life" for good,

Three years later, it seems Essena may have just been ahead of her time. Globally, teens continue to abandon Facebook – not only are teens using the platform less, but they actively dislike it more than other platforms. Monthly usage among teens is now a meek 36%, down from 60% in 2016. And Facebook-owned Instagram may be next – 2018 saw the departure of both founders, Kevin Systrom and Mike Krieger. While platform use is still high among teens, only 32% say that it's their favorite platform.

Look out real world, teens are jumping back in. Something about how they're unplugging in pursuit of "real" social. Just ask your cousin Sam. If she ever looks up from that phone.



So you thought your mattresses, bedsheets, skincare, and toothbrushes were aimed just at you? Suckers. Your favorite Direct to Consumer darlings, born and bred on Facebook and Instagram, are starting to re-think their marketing strategies and going mass.

Millennial faves like Casper, Brooklinen, Glossier, and Hims have been branching out of the digital channels that made them in favor of more traditional media formats. The stiff DTC competition paired with algorithm shake-ups drove up social CPM's by as high as 50% last year.

This shift is encouraging brands to rethink how traditional and digital media complement one another. They are, however, bringing social thinking into traditional channels. "We try to make campaigns people will want to share" says Claire Knebl of Glossier.

With concerns growing over exhausted social reach, look for social-first DTC brands to diversify media portfolios and experiment more in 2019.

## DTC Goes Traditional

**72%** of millennials take product recos from Instagram content



## TikTok & the Rising East

**\$75bn** Valuation of Bytedance, parent company of TikTok

Never talk politics with family right? Well, if Pops wants to get into trade wars after dinner, 2018 was the year where a Chinese start-up claimed the spot of most valuable global start-up, signifying the shift in power from West to East.

Valued at \$75bn, Bytedance came in higher than well-known unicorns Uber (\$72bn), AirBNB (\$29bn) & SpaceX (\$21.5bn).

Though the West may not be familiar, Bytedance is a force to be reckoned with on their home-turf. Their AI-powered news aggregator app Toutiao is installed on over 240M devices in China, making it a serious competitor to established giants like Baidu & Tencent. In the rest of the world, they are best known for their hit video app TikTok, one of the most beloved apps for over 500M young adults around the world.

The success of Bytedance is the first signal of a new era of influence coming from the East, and we're witnessing it first hand. How about that Pops? Room empties...