

MINDSHARE FUTURES

TRENDS  
2019



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# live and kicking

**'Live' moments are very much alive and kicking, as technology brings us together to share our experiences in real time.**

## WHAT IS IT?

It's not all about on demand media. There still remains an enduring human need for things happening at a specific moment, playing out live.

Rather than digital diminishing the importance of live, it is in fact strengthening it.

## KEY POINTS

### Live TV

- We are moving away from passive viewing with social commentary, voting, quizzes and other interactive content
- The big tech companies such as Amazon and Facebook are investing heavily in live broadcast content

### Livestreaming

- Livestreaming is now finally on its way to mainstream, overtaking growth in other types of online video
- Brands are embracing livestreaming, integrating it into their owned media channels

### Live Gaming

- Platforms such as Twitch and YouTube gaming are enabling people to livestream and watch content much more easily
- Live quiz apps will continue to be hugely successful

# look who's talking

**The rapid adoption of technology and the spoken word to enrich our lives**

## WHAT IS IT?

Not just another voice trend. This time it's about real adoption of voice technology, combined with a noticeable step change in people's mindsets

It's not just about voice assistants but the spoken word as a whole. The uptake of podcasts and audiobooks is increasing, along with the use of voice messaging and text-to-voice apps

## KEY POINTS

### Podcasting

- Listeners have doubled in the last 2 years. Podcast content is increasing in both number and quality, which may lead to a subscription-based model.
- Podcast ad revenues are forecast to double by 2020

### Voice Assistants

- 21% of the population now own a smart speaker - up from 13% last year and we now use them for more than previously
- Brands should think about overall voice strategy and consider the two biggest areas of potential for the future - search and commerce

### Voice Messaging and Text-to-Speech Apps

- Increased use of voice messages - driven by younger audiences
- Greater number of text-to-speech and speech-to-text apps

# mindful media

The rise of the more conscious, deliberate media choice

## WHAT IS IT?

We are facing more uncertainty in all aspects of life and are looking for opportunities to get back in the driving seat.

With the combined impact of GDPR and the increased publicity around media company practices, people are exposed to what is going on in the background and are feeling more informed and aware. As a result we are making more conscious media choices

## KEY POINTS

### Conscious Choices

- We are seeing more thoughtful and considered media behaviours around device use, more selective TV viewing, greater awareness of sources of news and a reassessment of how social media is used

### Tech Companies Responding

- Due to higher expectations, big tech companies are developing tools to address the mindful mindset, e.g. Apple's ScreenTime report
- Most feedback to these tools and products is positive

### Feeling Towards Tech Companies

- People are responding well to the big tech companies, however this may change in the future as more realise the breadth of their reach into areas they would not expect

# seconds saved

Tech helping our lives run more smoothly, saving us seconds on every-day tasks

## WHAT IS IT?

In a world where people are busier and every second counts, tech can save crucial seconds in dull everyday tasks

This has been happening for years but we are seeing significant differences in uptake, especially in connected home and new payment methods

In 2019 we'll see further adoption and innovation in these areas as processes are automated, streamlined and products connect more seamlessly

## KEY POINTS

### The Smart Home

- Smart entertainment products such as smart TVs and smart speakers are acting as a gateway into a smarter home with people investing in lightbulbs, security systems and thermostats
- 5G will be switched on in our major cities in 2019, providing faster connectivity and the ability to handle more connected devices. Look out for more ecosystem collaboration

### Payment Methods

- Apple Pay adoption rates are high, with better awareness and more confidence in the technology - contactless has been a bridge to mobile payment
- As more customers experience frictionless shopping, it will become a necessity and not a luxury

# real or replica?

We are reevaluating who is real and who isn't

## WHAT IS IT?

The boundaries between what is real and what is fake are becoming increasingly blurred

Tech is presenting us with curated social media feeds, fake videos, voice assistants and virtual entities. In a world of growing mistrust, people are reassessing how they view the world

## KEY POINTS

### Fake News and Information

- It isn't just about fake news - biased social media feeds showing only our best can our perception
- People are finding it harder to separate real from fake
- The use of machine learning and other software to create deepfakes will only heighten scepticism

### Virtual Relationships

- Virtual entities are becoming more common, with influencers such as Lil Miquela (1.5m followers) proving popular and 2018 seeing the success of virtual K-Pop band KDA achieving over 80 million YouTube views

### New Members of the Family

- Smart speakers feel like the most human device that we own
- Nearly half of parents agree their smart speaker feels like a part of the family