

The Future of Entertainment (and what it means for marketing)

Melvin Lim

Managing Partner

Havas Vietnam

MMA
MOBILE MARKETING ASSOCIATION

A global study

37 MARKETS

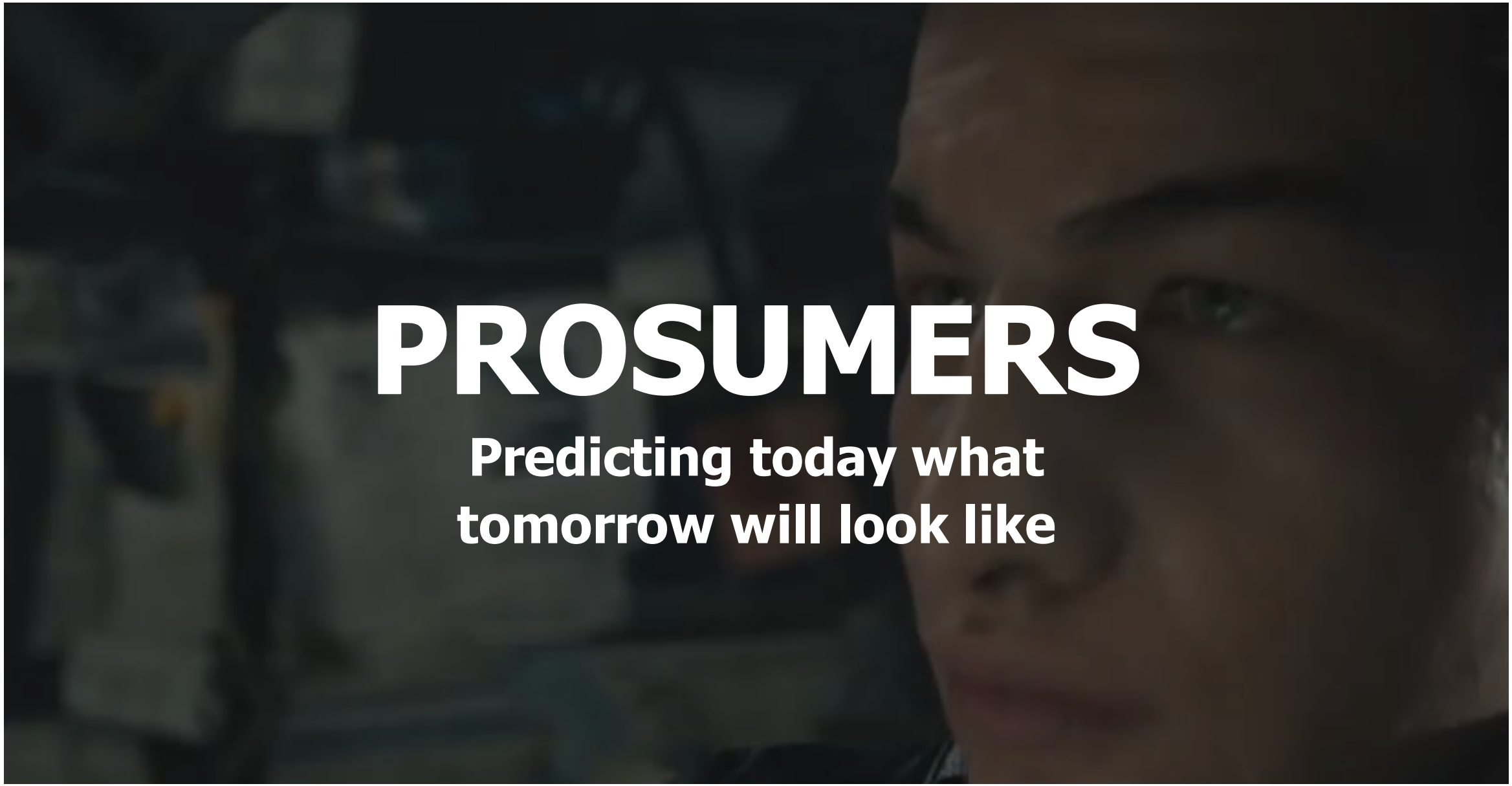
Australia ● Belgium ● Brazil ● Bulgaria ● Cambodia ● Canada ● Chile ● China ● Colombia ● Czech Republic ● Denmark ● Estonia ● France ● Germany ● Hong Kong ● India ● Indonesia ● Ireland ● Italy ● Japan ● Korea ● Lithuania ● Malaysia ● Myanmar ● Netherlands ● Norway ● Philippines ● Poland ● Portugal ● Russia ● Saudi Arabia ● Spain ● Thailand ● United Arab Emirates ● United Kingdom ● United States ● **Vietnam**

>17 THOUSAND PEOPLE

Who are the Prosumers?



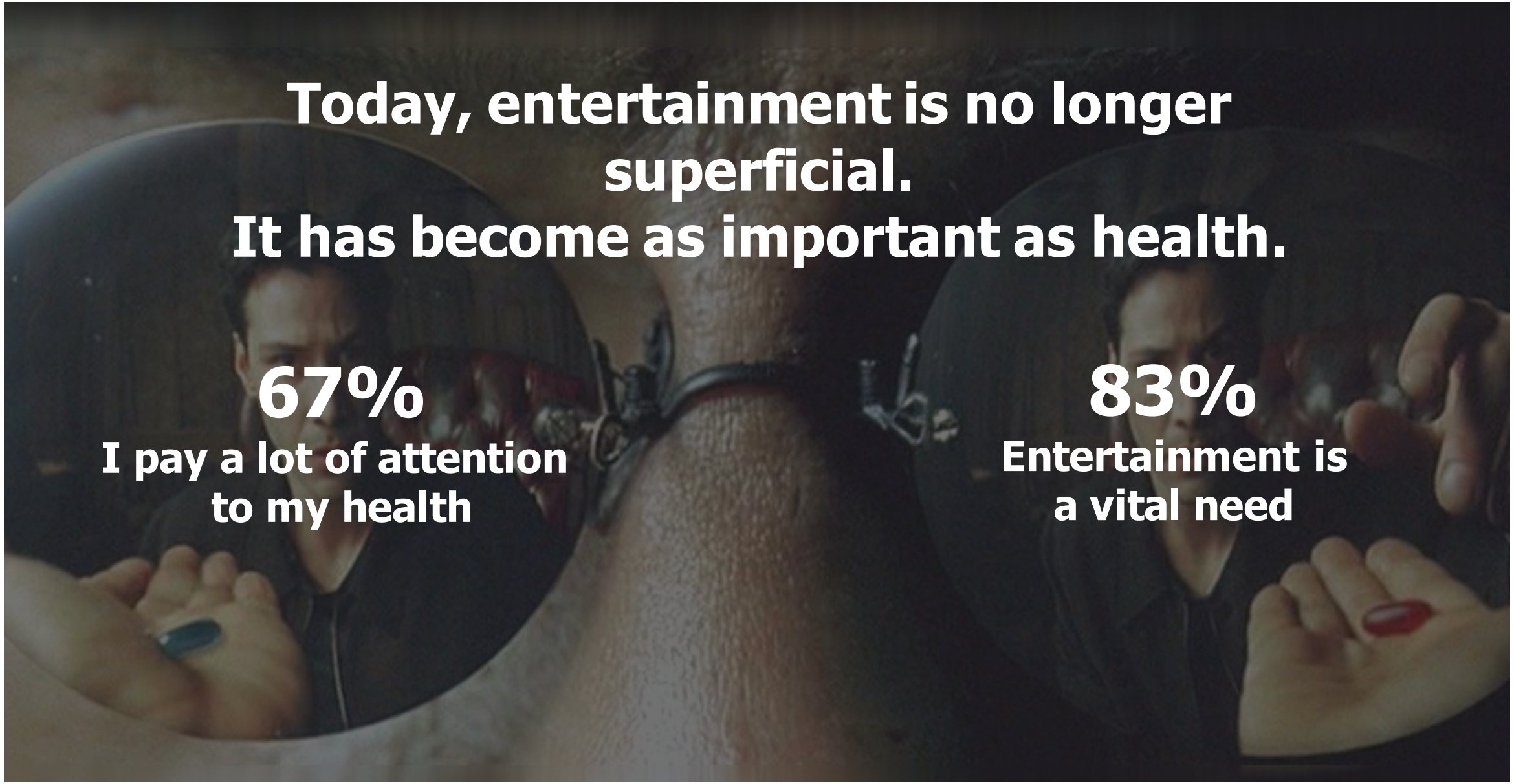
Source: Havas Worldwide Prosumer survey, 2019


PROSUMERS
Predicting today what
tomorrow will look like


THE FUTURE OF
ENTERTAINMENT
(and what it means for marketing)

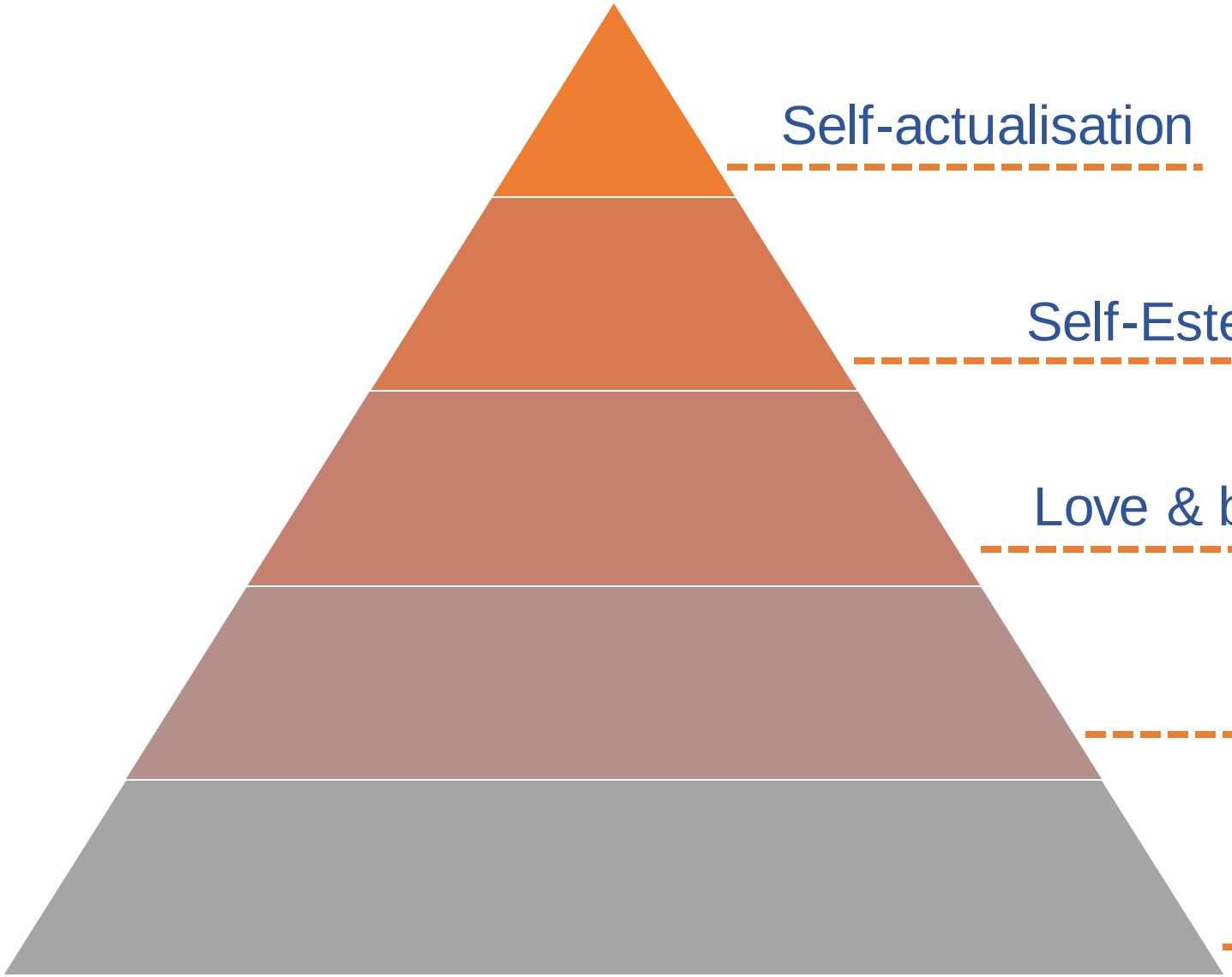


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The Maslow's Hierarchy of Needs



Self-actualisation

Self-Esteem

Love & belonging

Safety needs

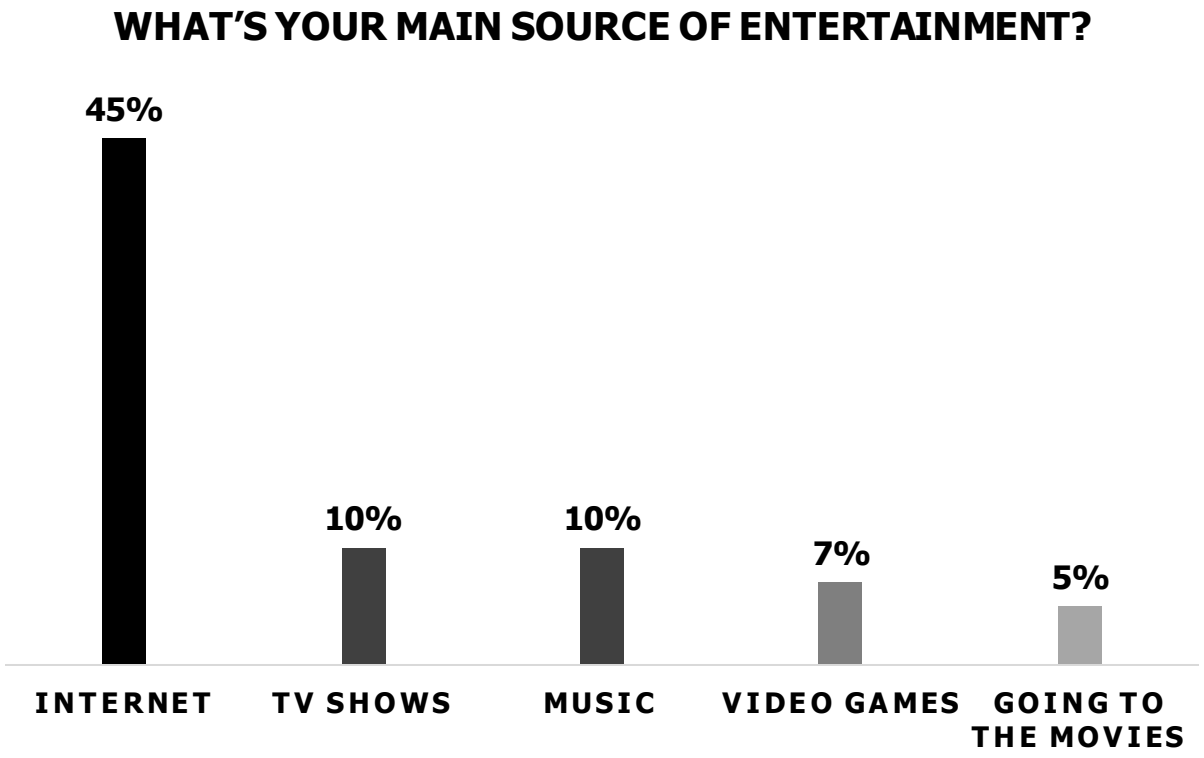
Physiological needs

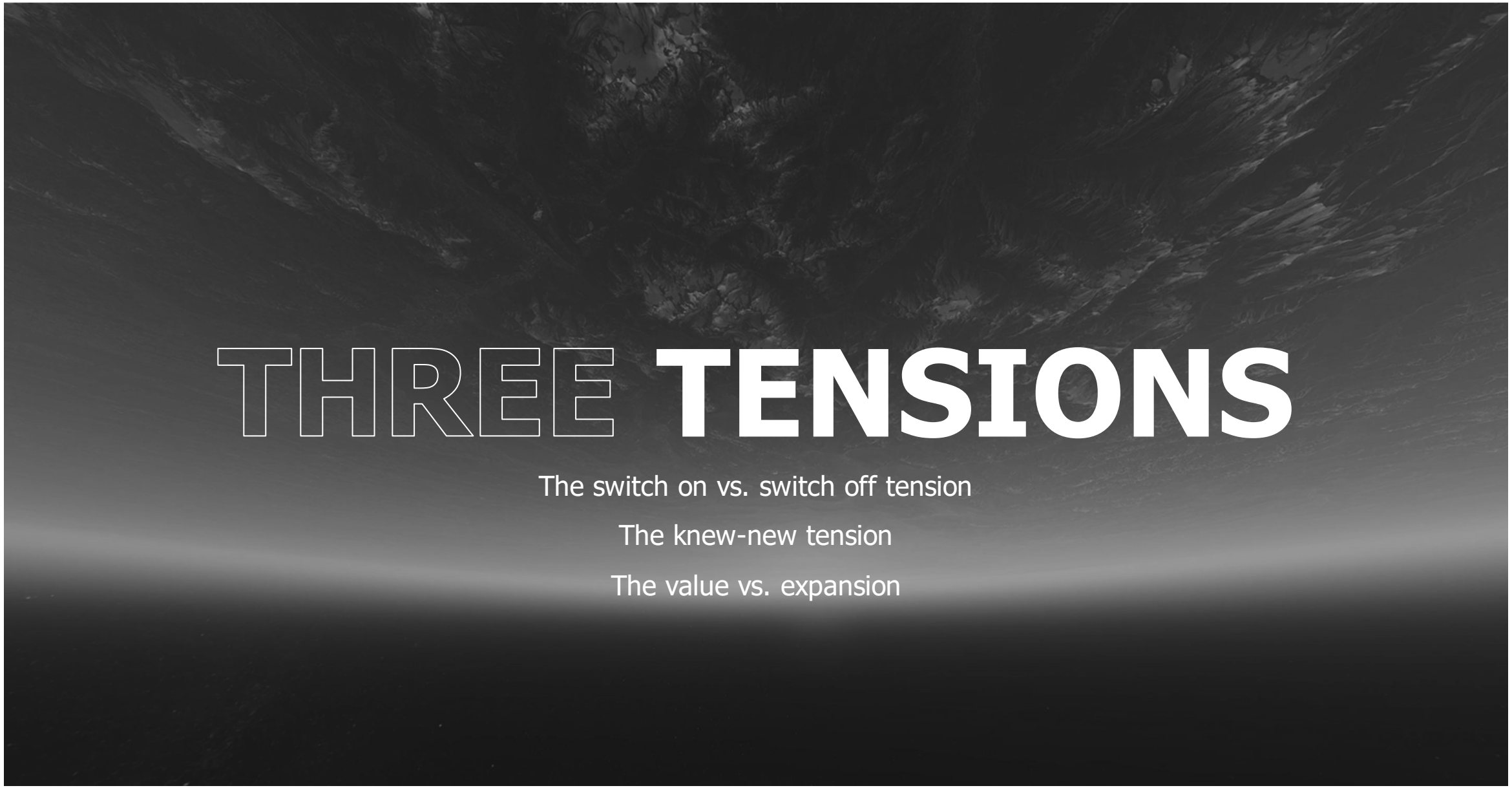
& Entertainment

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THE WAR BETWEEN
THE OLD WORLD AND THE NEW

The internet has become the main entertainment entry point




THREE TENSIONS
The switch on vs. switch off tension
The knew-new tension
The value vs. expansion

The entertainment contradiction

Switch On

43%

I would give up some sleep to binge-watch a TV show I like

60% 13-17 yo

25% 55+ yo

X

Switch Off

51%

Boredom is important to spark kids' imagination

55% 13-17 yo

41% 55+ yo

AL % agreeing strongly/somewhat

The knew-new tension

Knew

39%

PROSUMERS

I'd be willing to pay more for highly personalized content

X

New

51%

PROSUMERS

I would prefer to be surprised by the content algorithms offer, rather than see content that exactly matches my taste

% agreeing strongly/somewhat

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What's at stake for the future?

Value

How to create value for entertainment and people?

X

Expand

How to extend the feed of entertainment in our lives?

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1



EXPANSION: ALWAYS SEEKING THE NEXT FIX

We have or will become entertainment junkies

60% PROSUMERS | **40%** MAINSTREAM

I can't stand still without consuming content


48/30


55/29

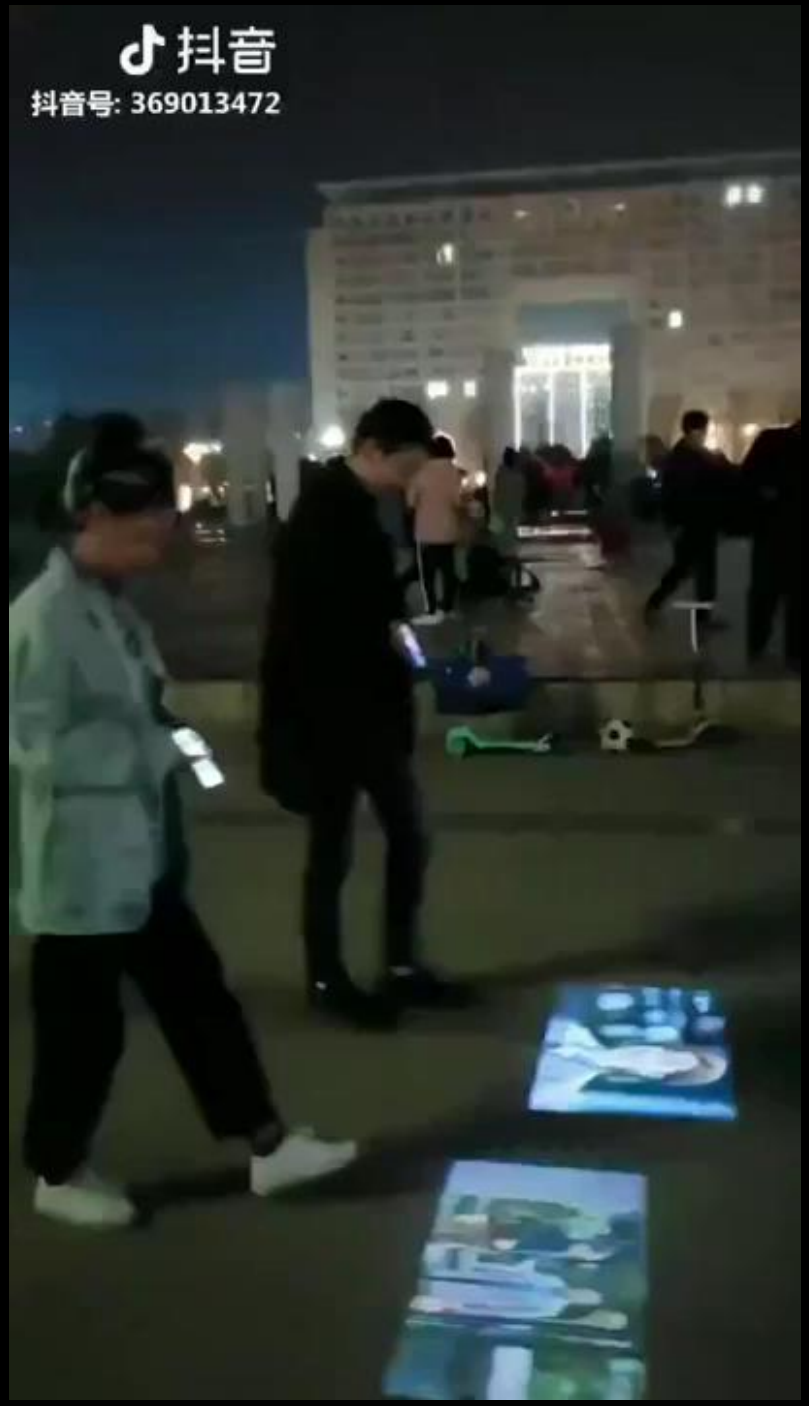

47/36

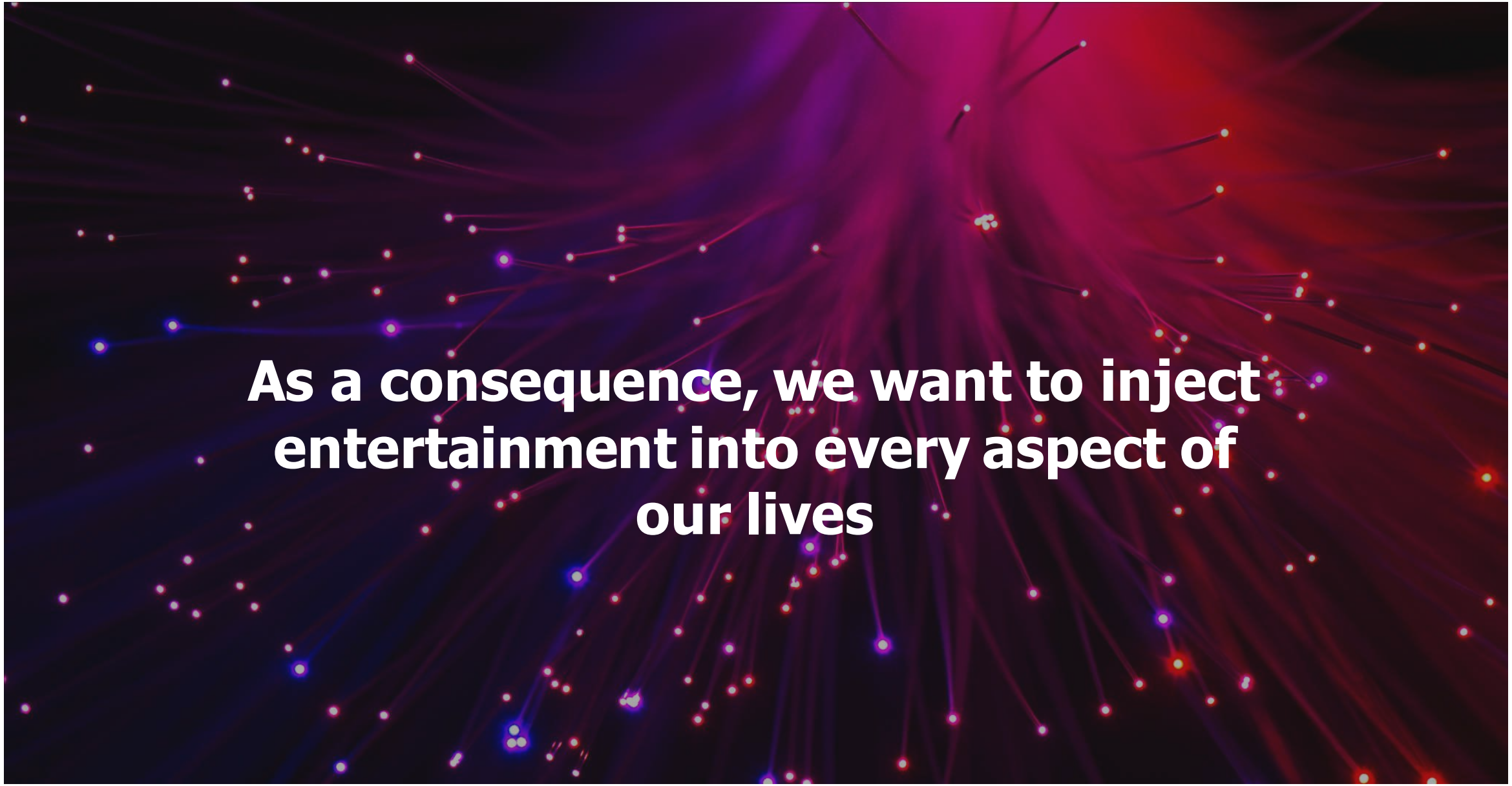

69/45


70/52

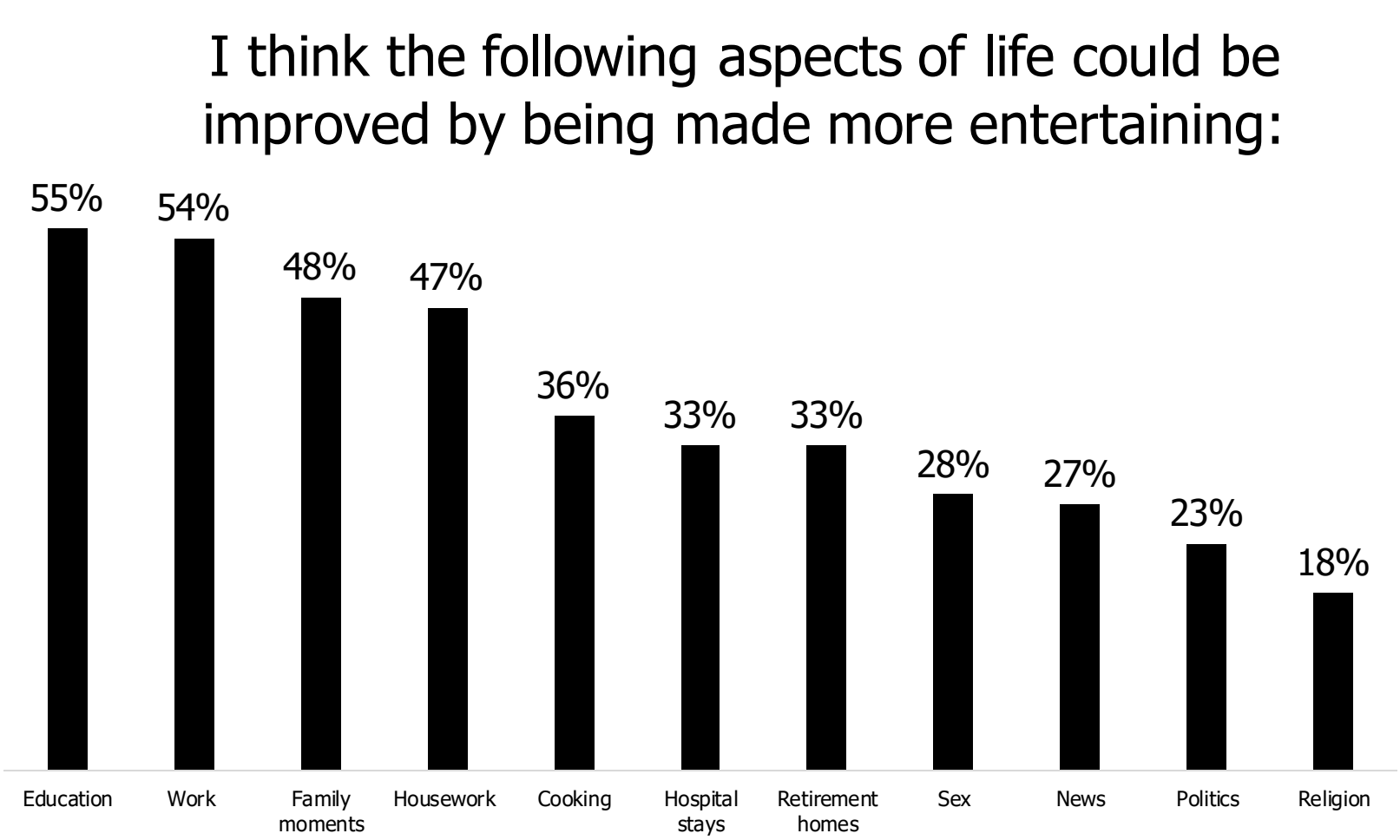

85/64

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抖音
抖音号: 369013472


As a consequence, we want to inject entertainment into every aspect of our lives

Please gimme more!



We are all pixels in a bigger picture



55% (13-17 yo) **19%** (55+ yo)

I feel like I always need to entertain my friends, family, coworkers, etc.

43% (13-17 yo) **9%** (55+ yo)

I feel pressured to showcase an entertaining lifestyle on social media

TOTAL % agreeing strongly/somewhat

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Sharing the same references

55% PROSUMERS | **43%** MAINSTREAM

Content would be more meaningful if it enriched my conversations with my friends


53/43


48/38


49/37


78/64


56/49


64/51

TOTAL % agreeing strongly/somewhat

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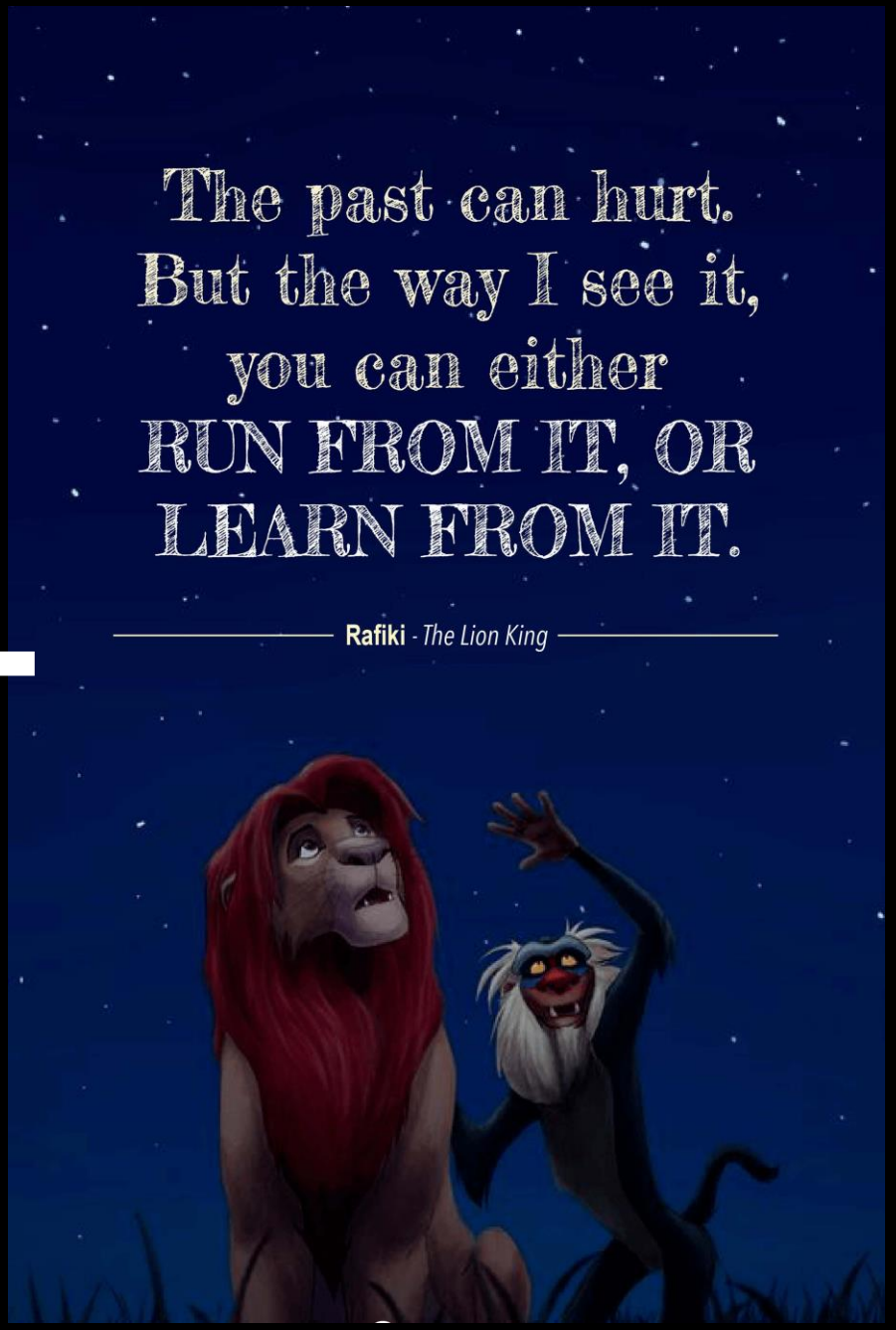
What's at stake for this industry?

THE KEY QUESTION IS NOT ABOUT EXPANSION,
IT'S ABOUT PROVIDING ENDURING VALUE

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2

ENTERTAINMENT VALUE BEYOND BINGING



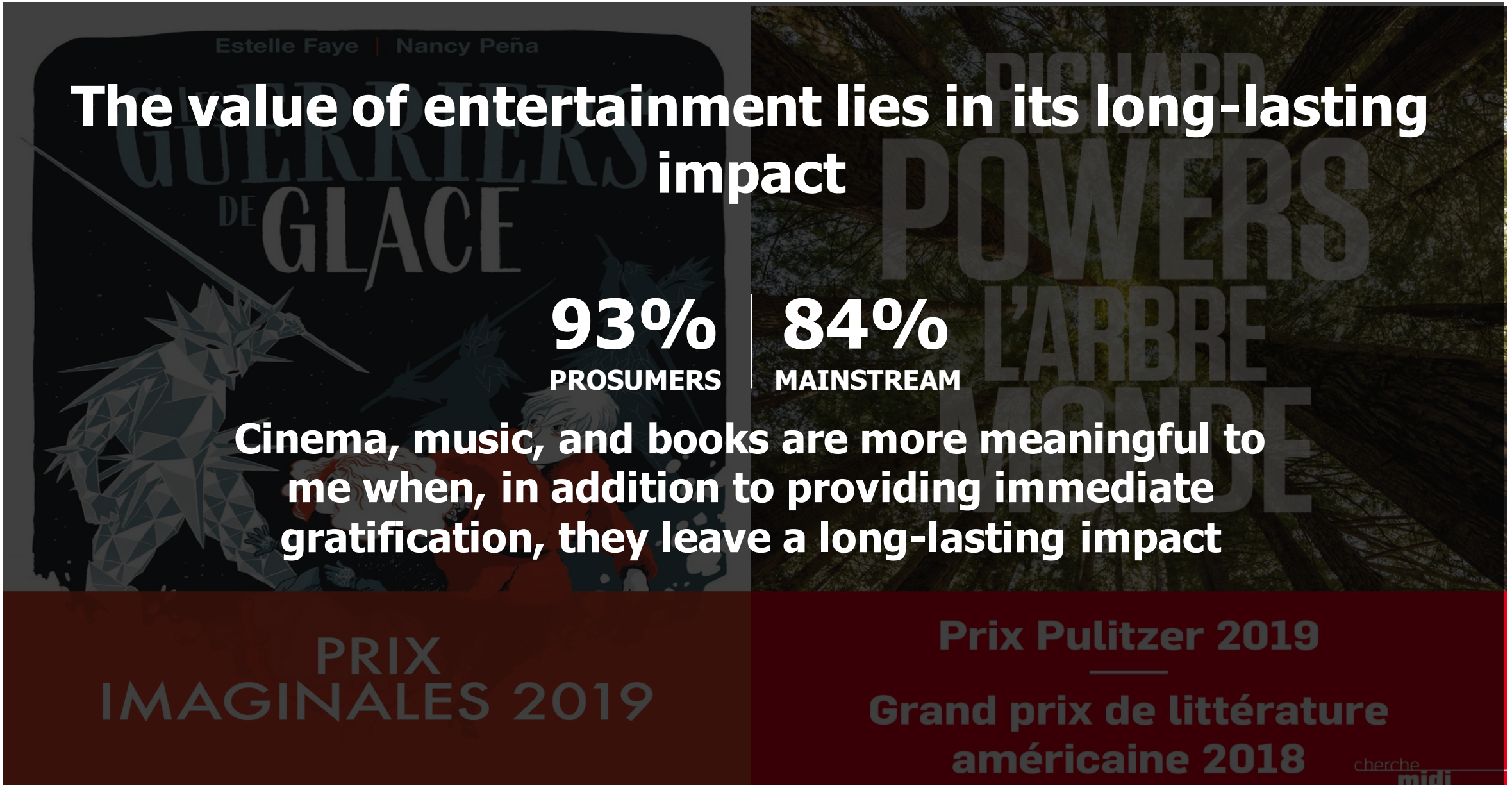
The equation

Instant excitement +
Meaningful
=
TRANSFORMATIVE VALUE

Consumers WOULD NOT miss **81%** of brands if they disappeared tomorrow

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The value of entertainment lies in its long-lasting impact



93%
PROSUMERS

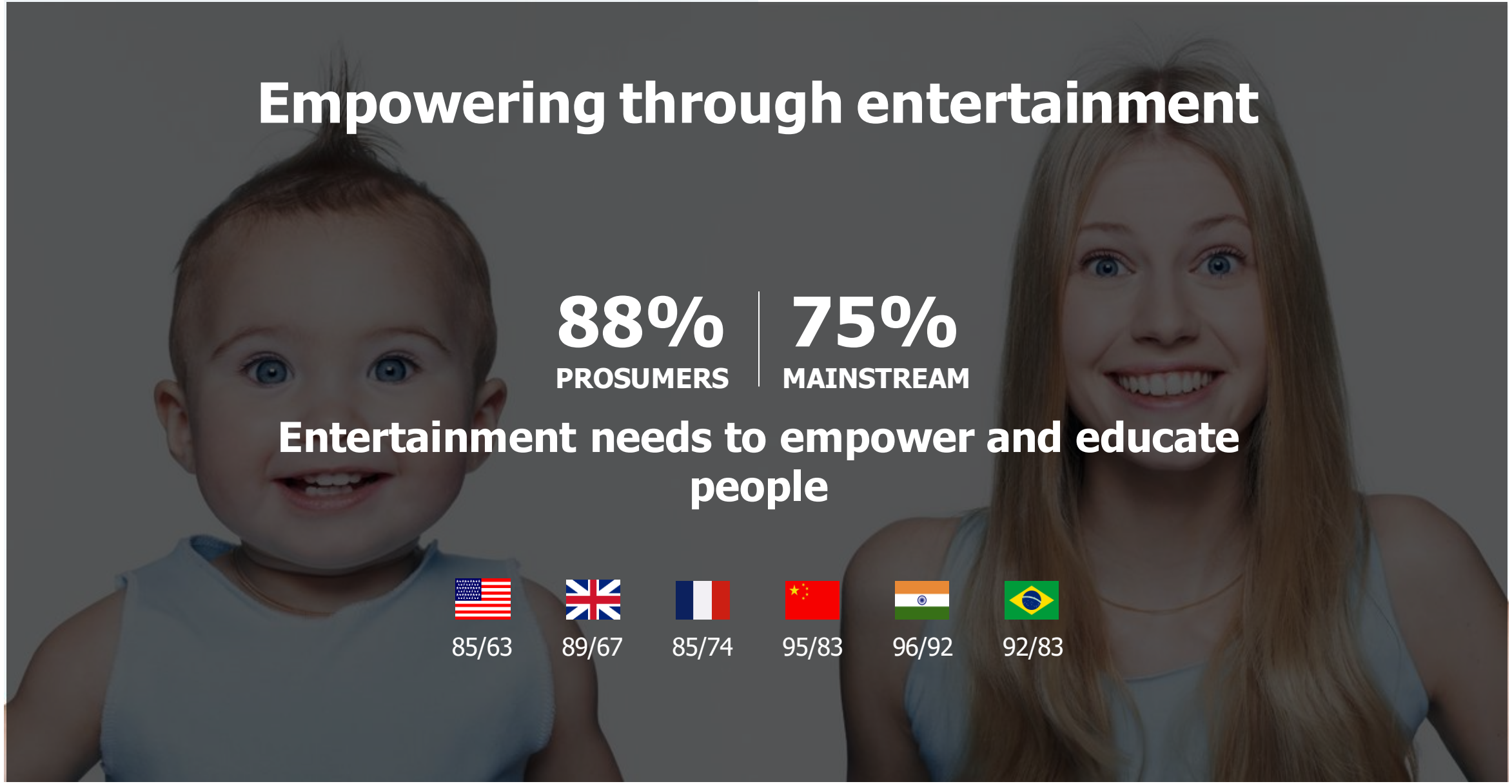
84%
MAINSTREAM

Cinema, music, and books are more meaningful to me when, in addition to providing immediate gratification, they leave a long-lasting impact

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Mercedes-AMG GT R: Kraftstoffverbrauch kombiniert: 12,4 l/100 km;
CO_2-Emissionen kombiniert: 284 g/km.*

Empowering through entertainment



88% | **75%**

PROSUMERS | **MAINSTREAM**

Entertainment needs to empower and educate people

85/63	89/67	85/74	95/83	96/92	92/83

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Its really OK that (s)he's playing video games!

86% | **68%**

PROSUMERS | **MAINSTREAM**

I value video games that develop my children's skill sets beyond just playing


78/56


74/55


83/63


94/78


85/83


90/80

"Games make us happy because they are hard work we choose for ourselves... We enjoy the stimulation and activation as long as we feel capable of meeting the challenge."

JANE McGONIGAL – REALITY IS BROKEN

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Leveling up through video games

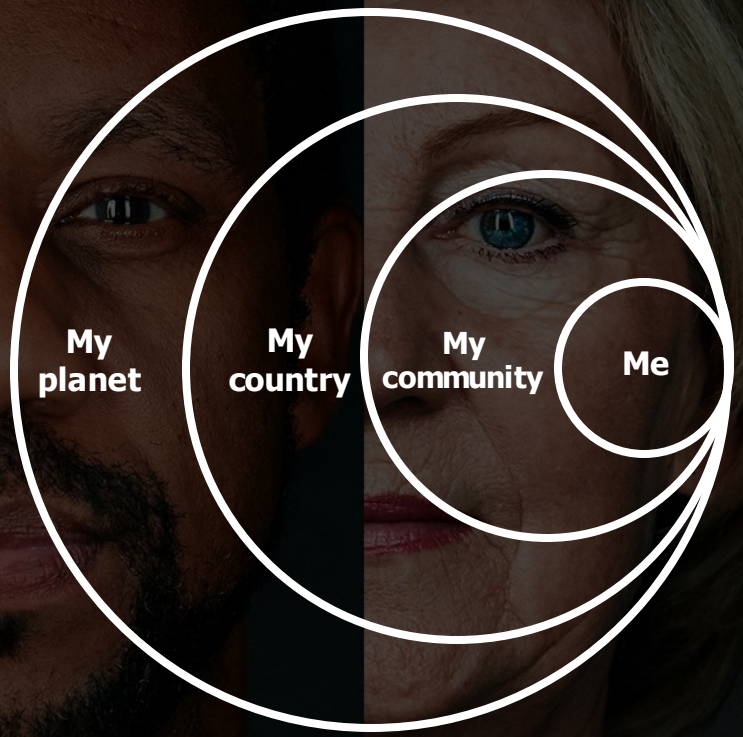


The most interesting qualities a video game should develop are:

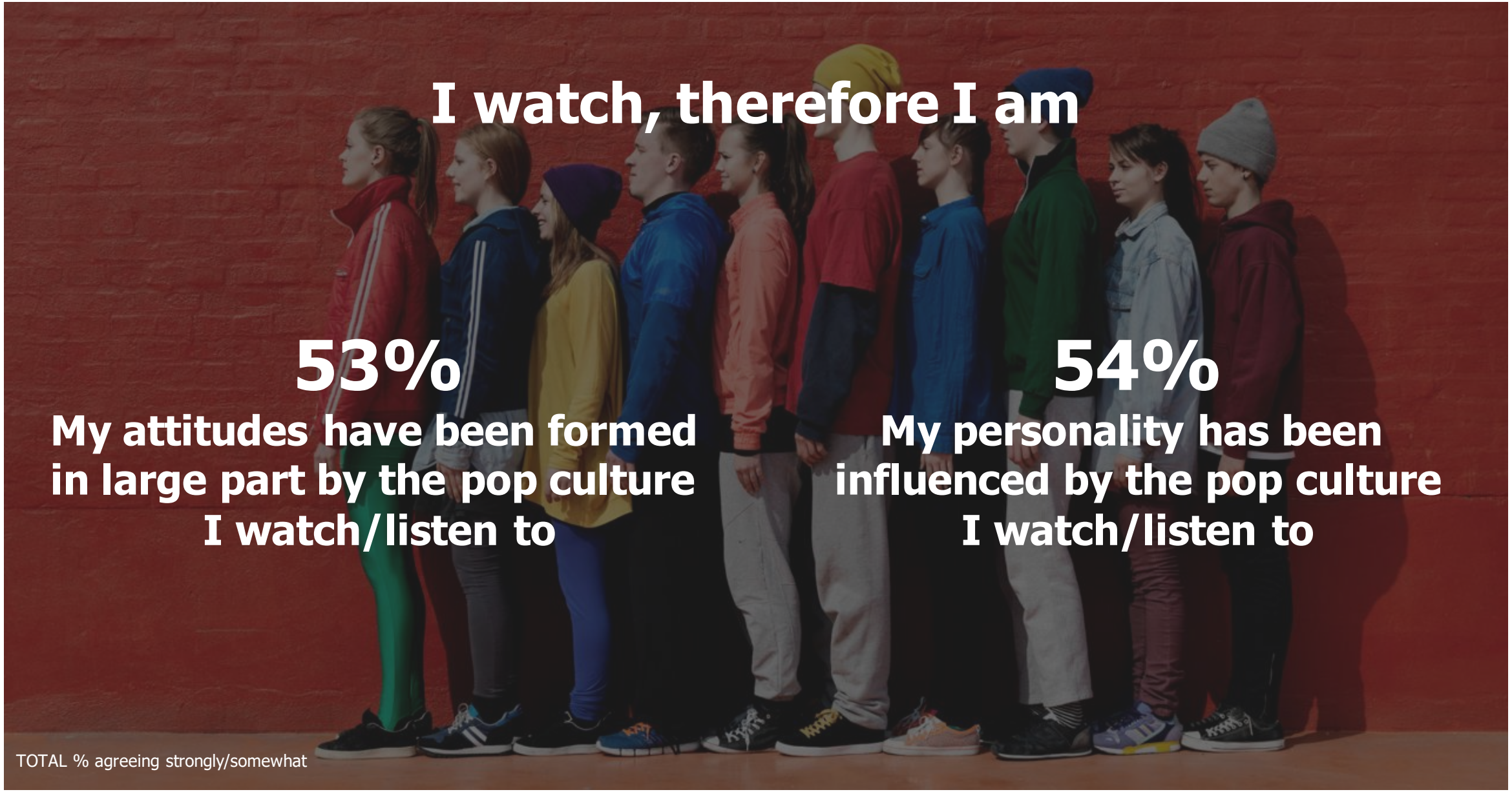
74%	67%	60%	45%	45%
Creativity	Quick thinking	Problem solving	Self-confidence	Collaboration

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So, how does entertainment impact our world beyond pure distraction?



I watch, therefore I am



53%

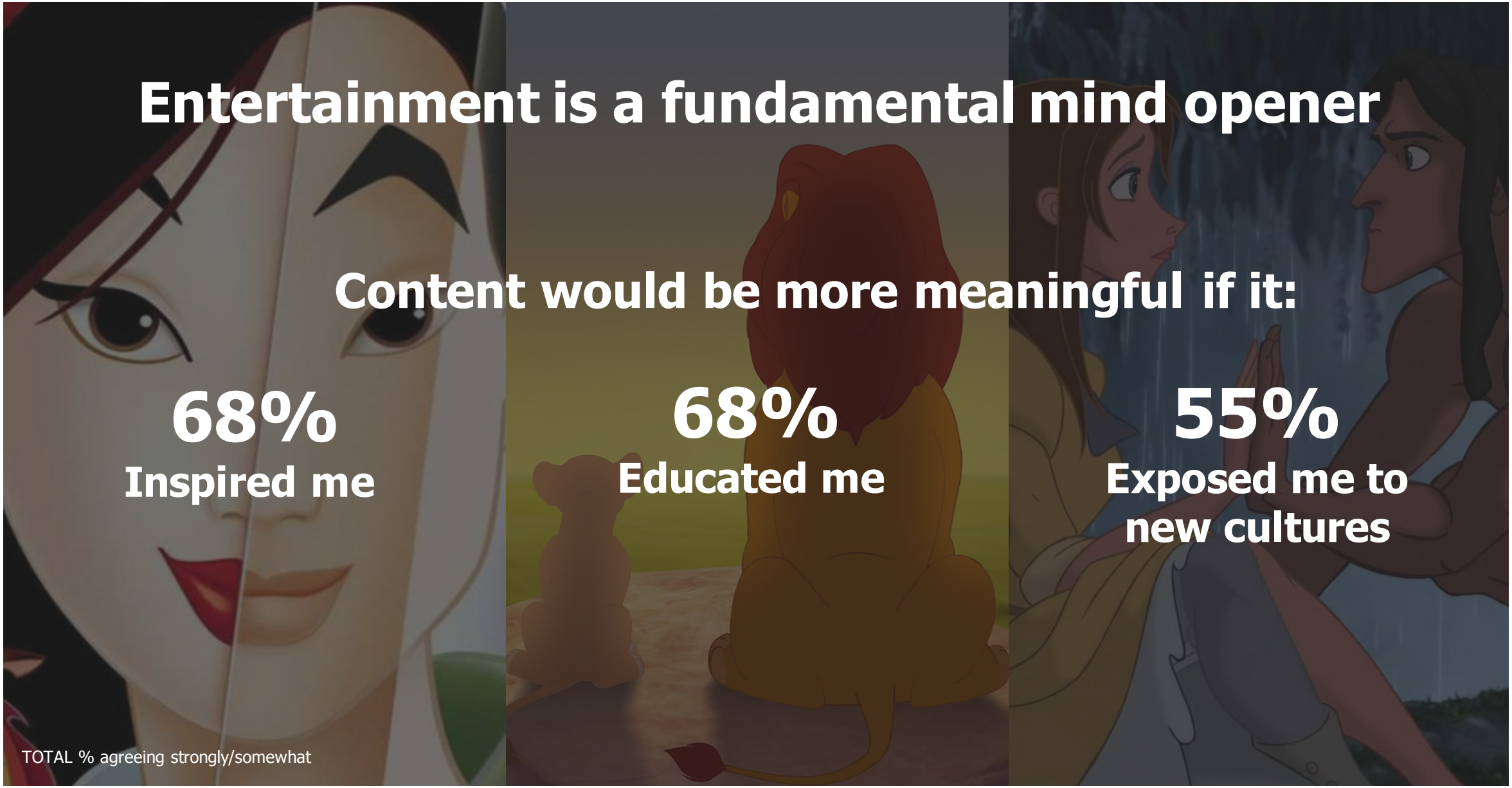
My attitudes have been formed in large part by the pop culture I watch/listen to

54%

My personality has been influenced by the pop culture I watch/listen to

TOTAL % agreeing strongly/somewhat

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Entertainment is a fundamental mind opener

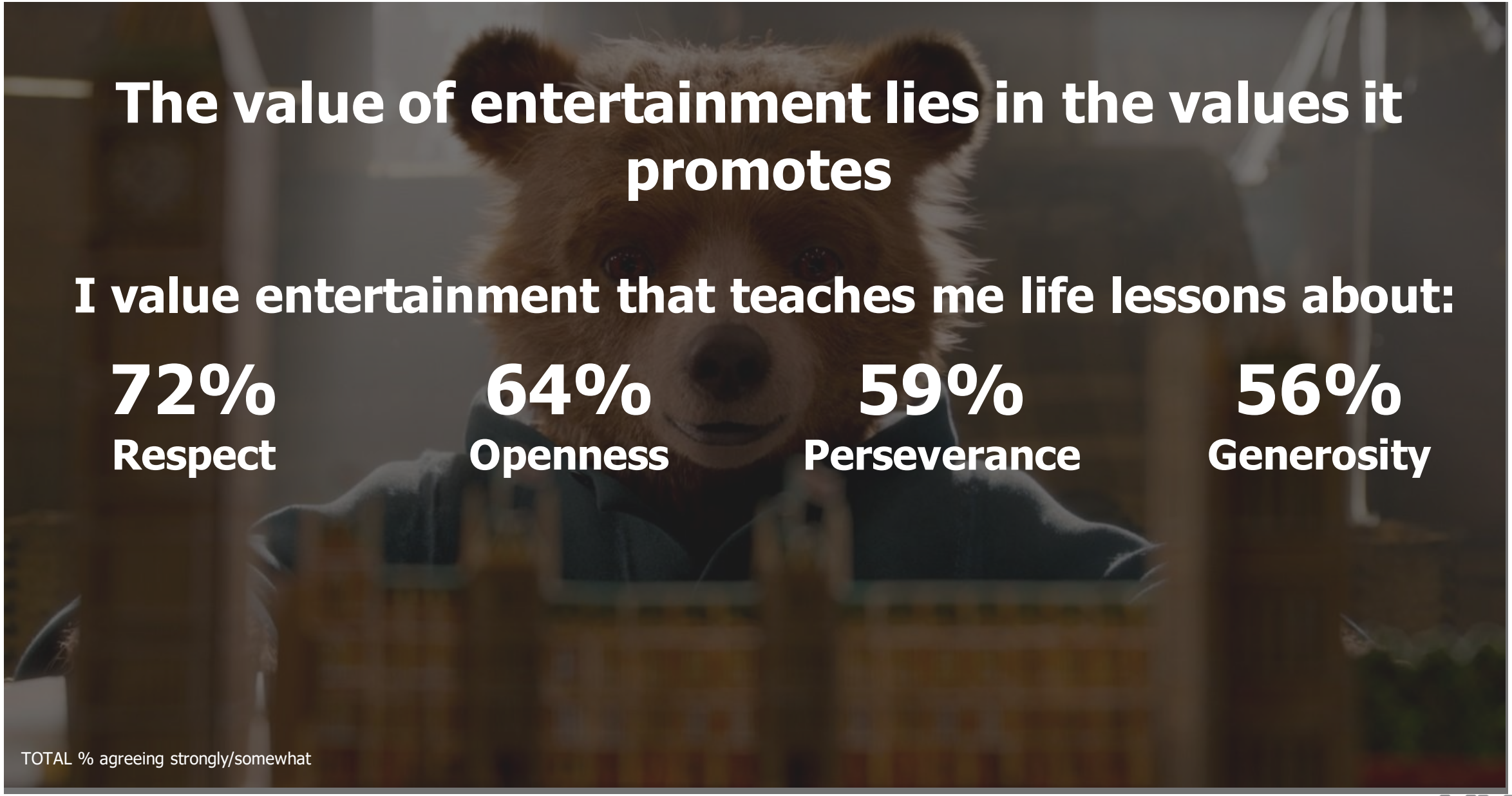
Content would be more meaningful if it:

68%
Inspired me

68%
Educated me

55%
Exposed me to new cultures

TOTAL % agreeing strongly/somewhat



The value of entertainment lies in the values it promotes

I value entertainment that teaches me life lessons about:

72% Respect

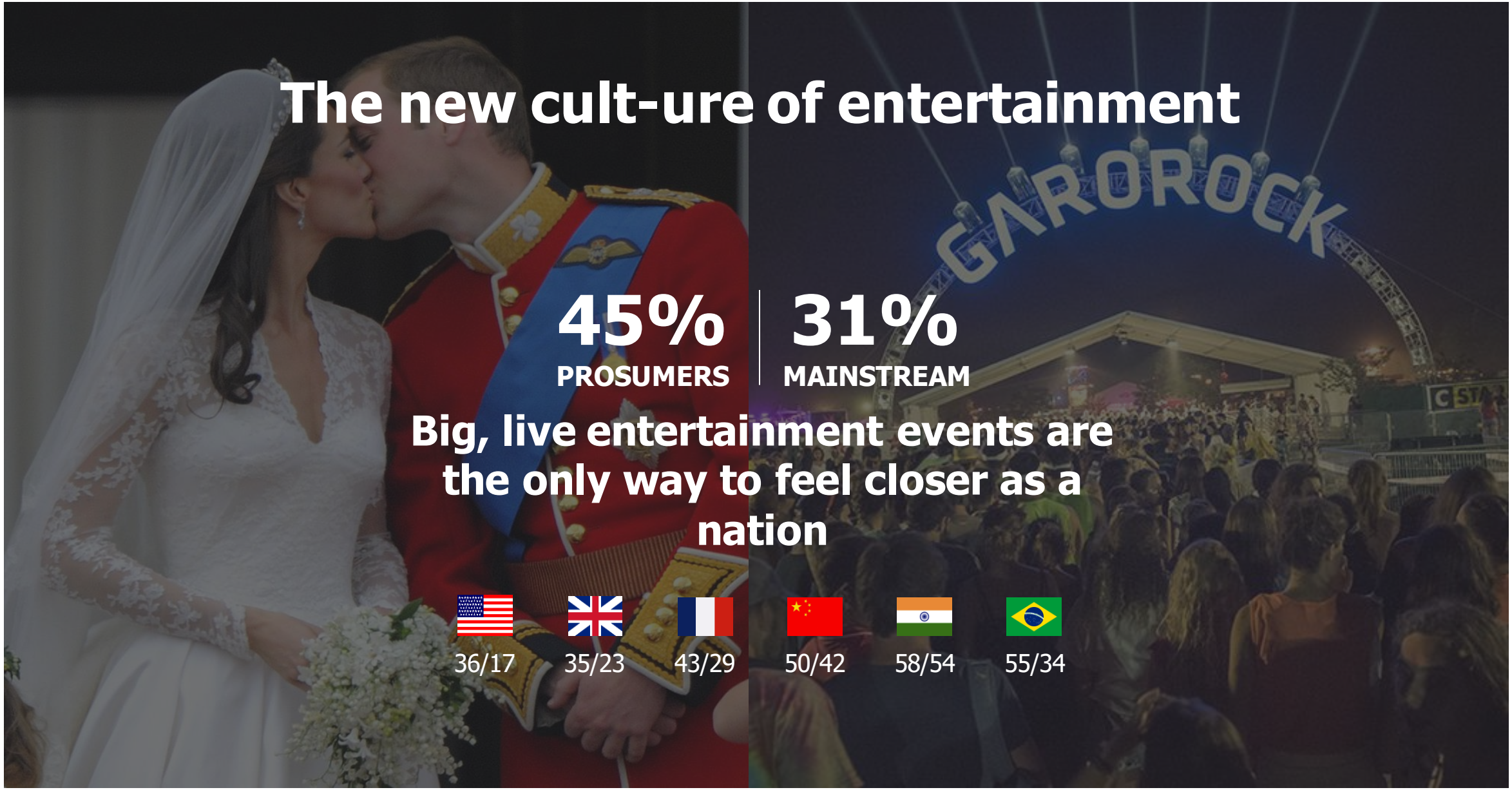
64% Openness

59% Perseverance

56% Generosity

TOTAL % agreeing strongly/somewhat

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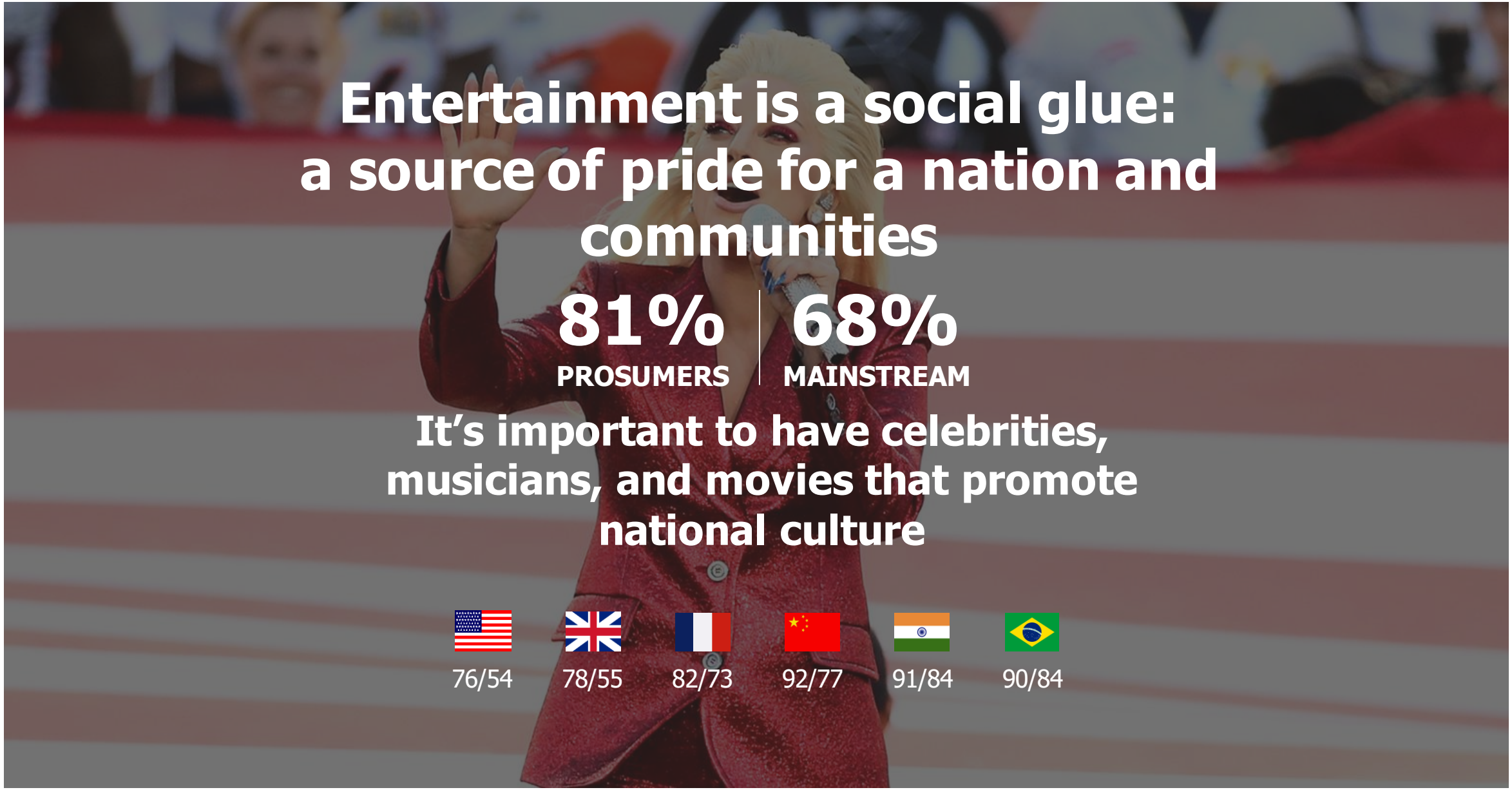
The new cult-ure of entertainment

45% PROSUMERS | **31%** MAINSTREAM

Big, live entertainment events are the only way to feel closer as a nation

36/17 35/23 43/29 50/42 58/54 55/34

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Entertainment is a social glue: a source of pride for a nation and communities

81% PROSUMERS | **68%** MAINSTREAM

It's important to have celebrities, musicians, and movies that promote national culture

76/54	78/55	82/73	92/77	91/84	90/84

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A unifying force

71% | **60%**

PROSUMERS | **MAINSTREAM**

Music, cinema, sports, and other forms of entertainment unite people as global citizens of the world



69/54 68/51 66/67 70/57 78/76 80/64

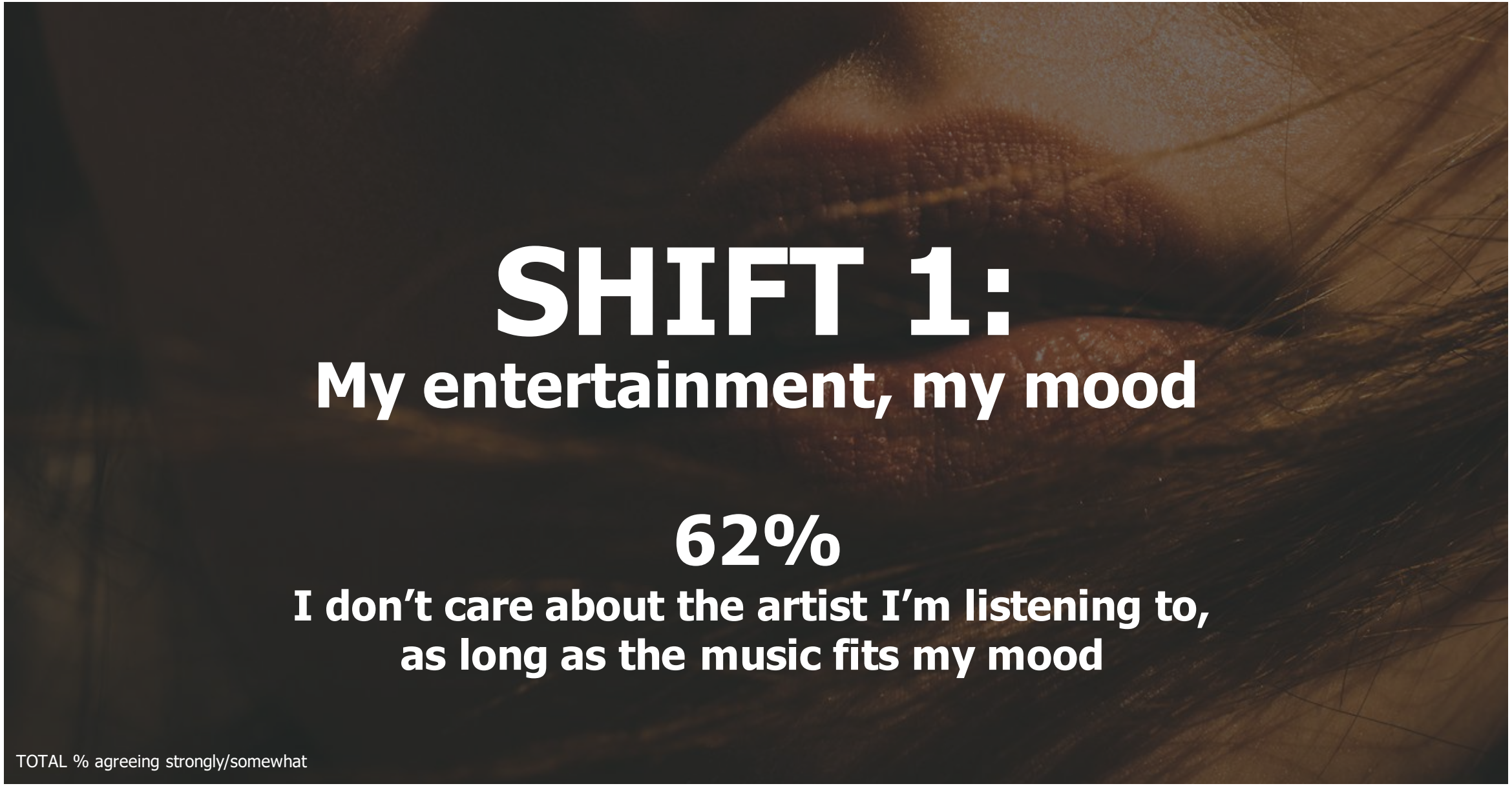
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Donald J. Trump
@realDonaldTrump
Follow
SANCTIONS
ARE
COMING
NOVEMBER 5
12:01 PM - 2 Nov 2018
5,317 Retweets 14,851 Likes
Donald J. Trump
@realDonaldTrump
Follow
NO COLLUSION.
NO OBSTRUCTION.
FOR THE HATERS AND THE
RADICAL LEFT DEMOCRATS—
GAME OVER
11:57 AM - 18 Apr 2019
116,734 Retweets 400,001 Likes
Donald J. Trump
@realDonaldTrump
Follow
THE
WALL
IS
COMING
11:15 PM - 5 Jan 2019
73,770 Retweets 246,537 Likes
HBO
@HBO
Follow
How do you say trademark misuse in Dothraki?
3:24 PM - 2 Nov 2018
35,069 Retweets 132,864 Likes
2.9K
35K
133K

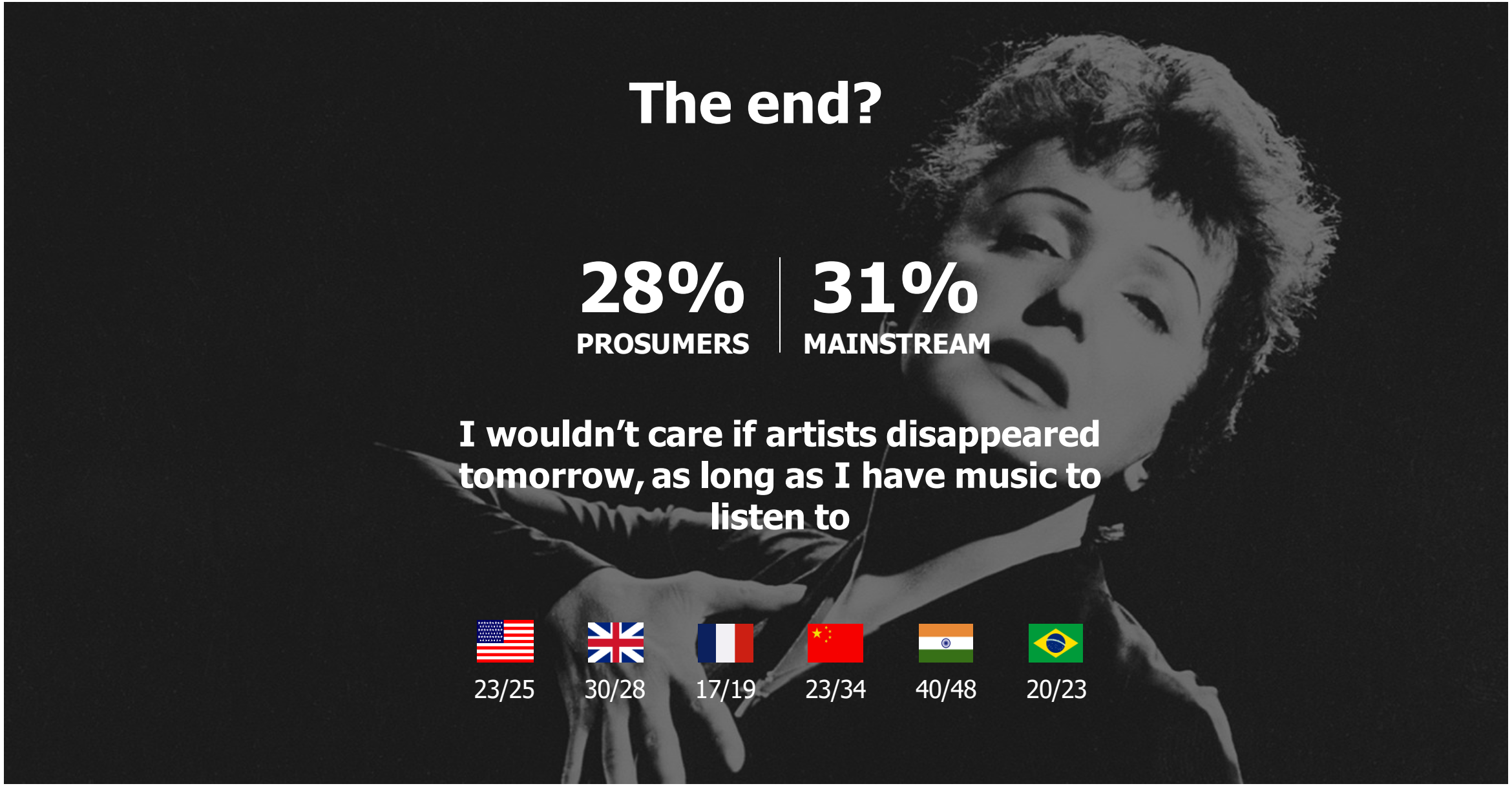
3

ENTERTAINMENT RESET




SHIFT 1:
My entertainment, my mood
62%
I don’t care about the artist I’m listening to,
as long as the music fits my mood
TOTAL % agreeing strongly/somewhat

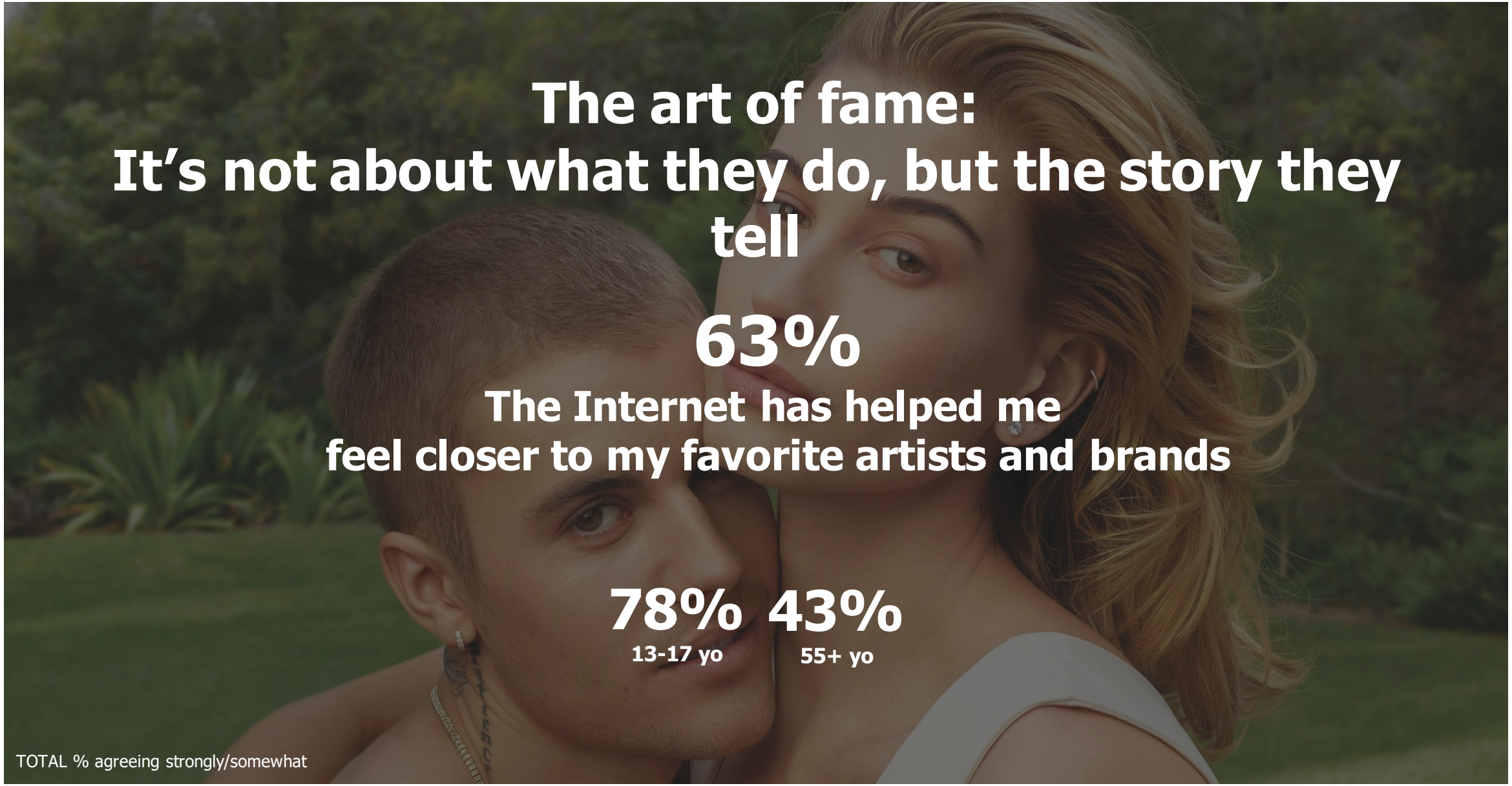
The end?



28% PROSUMERS | **31%** MAINSTREAM

I wouldn't care if artists disappeared tomorrow, as long as I have music to listen to

23/25	30/28	17/19	23/34	40/48	20/23


The art of fame:
It’s not about what they do, but the story they tell
63%
The Internet has helped me feel closer to my favorite artists and brands
78%
13-17 yo
43%
55+ yo
TOTAL % agreeing strongly/somewhat



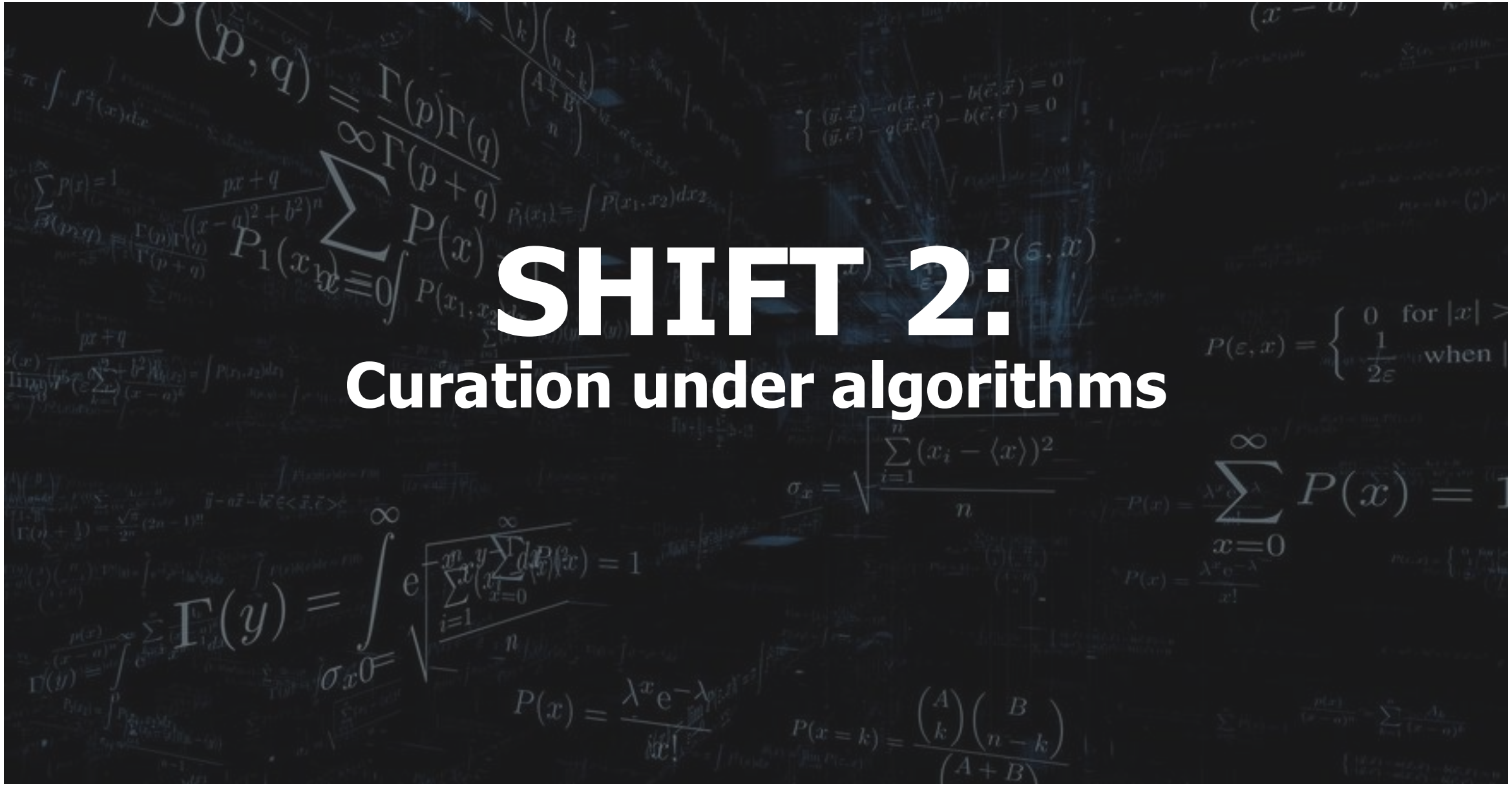
Being meaningful rhymes with being purposeful:
Reconnect "who you are" with "what you do"

63% PROSUMERS | **46%** MAINSTREAM

It's important that artists put social issues at the heart of the music they produce

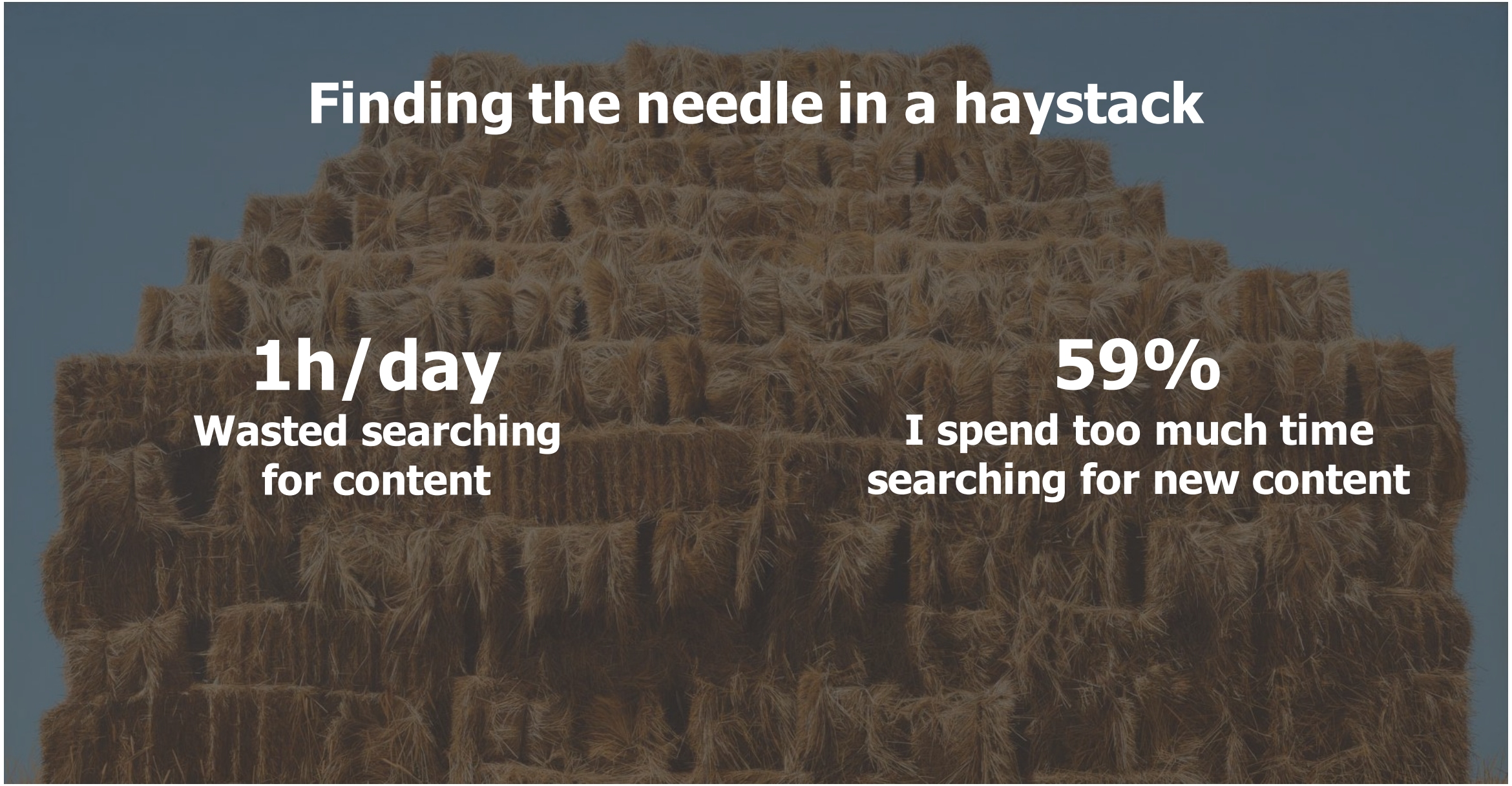
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SHIFT 2:
Curation under algorithms

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Finding the needle in a haystack
1h/day
Wasted searching for content
59%
I spend too much time searching for new content

People over machines

42% PROSUMERS | **32%** MAINSTREAM

I would rather follow influencers' recommendations than follow something dictated by an algorithm


52/39


49/36


41/31


53/52


59/57


47/32

53% 13-17 yo

28% 55+ yo

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SHIFT 3:
Video games to the next level

Video games maneuvered their way into global culture

68%
PROSUMERS

44%
MAINSTREAM

I think video games are as meaningful as art, such as paintings, movies, and books

Welcome to your second life

72%	48%
PROSUMERS	MAINSTREAM

It’s good to have the possibility of a second life through video games

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PUSHING

BOUNDARIES





FIRST AUDIO CONTROLLED GAME



FANTA
CASE STUDY

Leveling up to the top



69% PROSUMERS | **45%** MAINSTREAM

I would be proud of my children if they were to become eSport champions


“On the cusp of the future”

Shifts in Content Culture



Who

From

Spectators

↓

Participants

↓

Influencers

What

From

Static Content

↓

Immersive Experience

↓

Seamless Integration

Where

From

One Screen

↓

Multiple Screens

↓

Fluid Screens

How

From

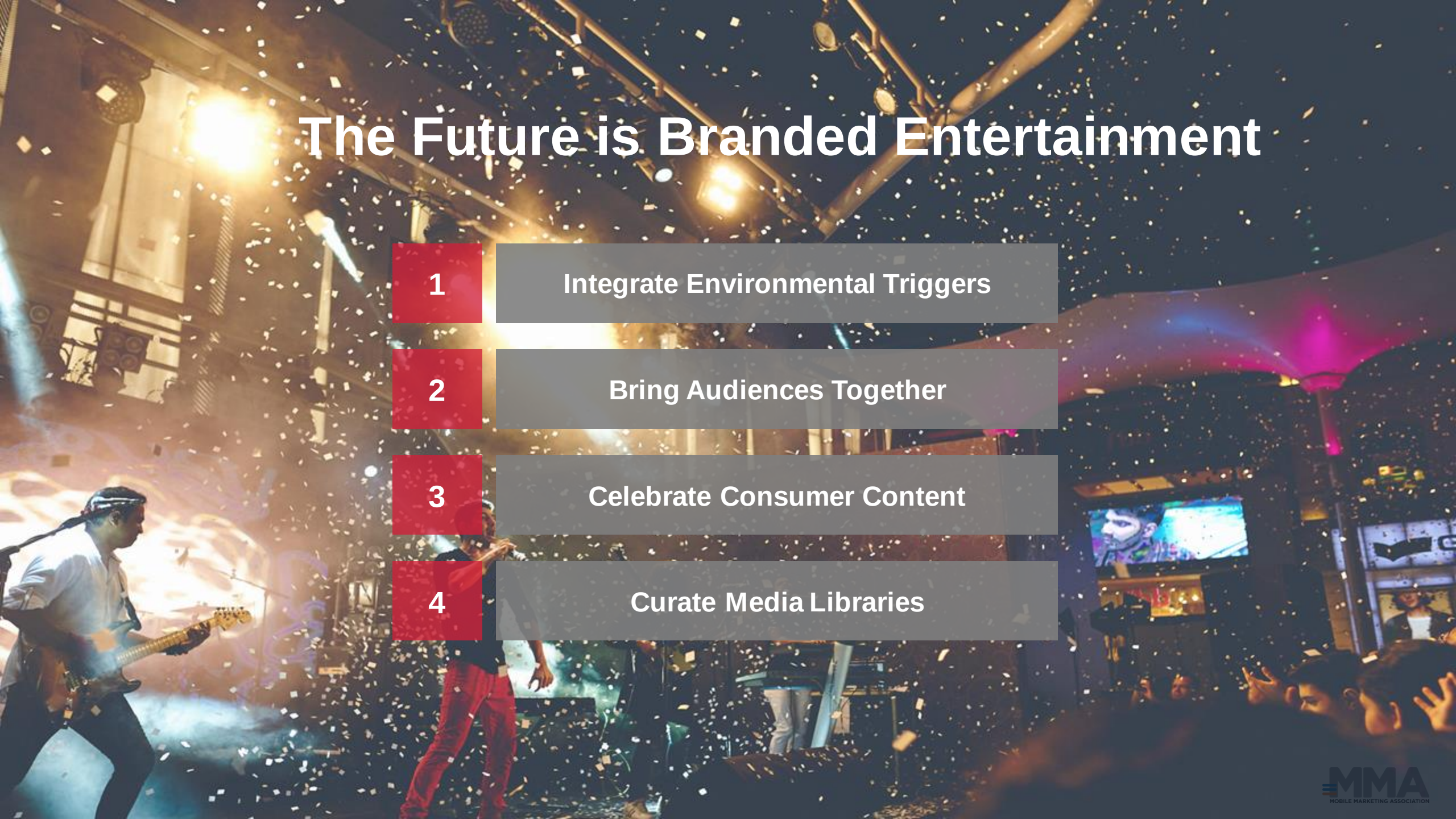
Consumption

↓

Curation

↓

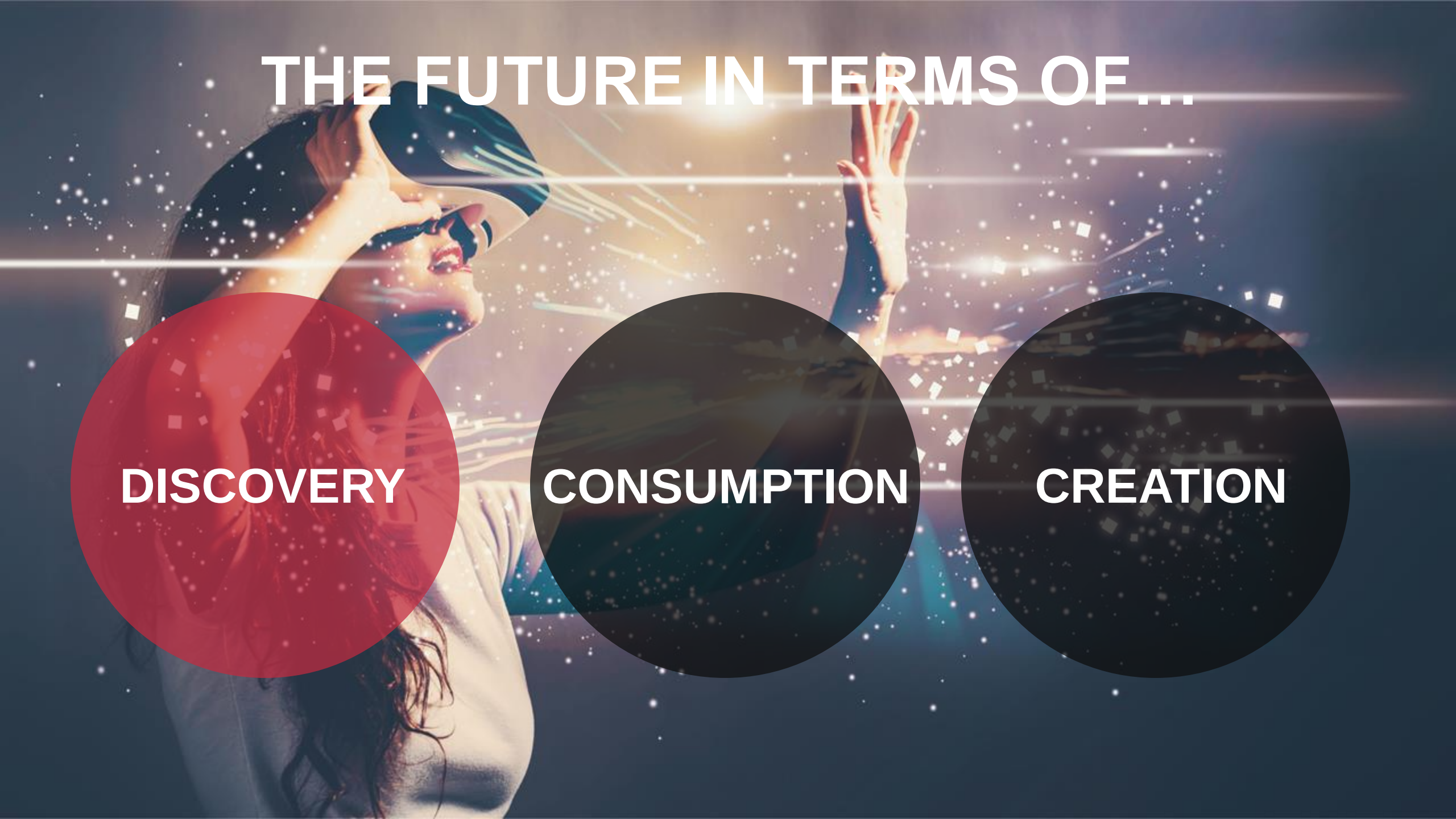
Creation



The Future is Branded Entertainment

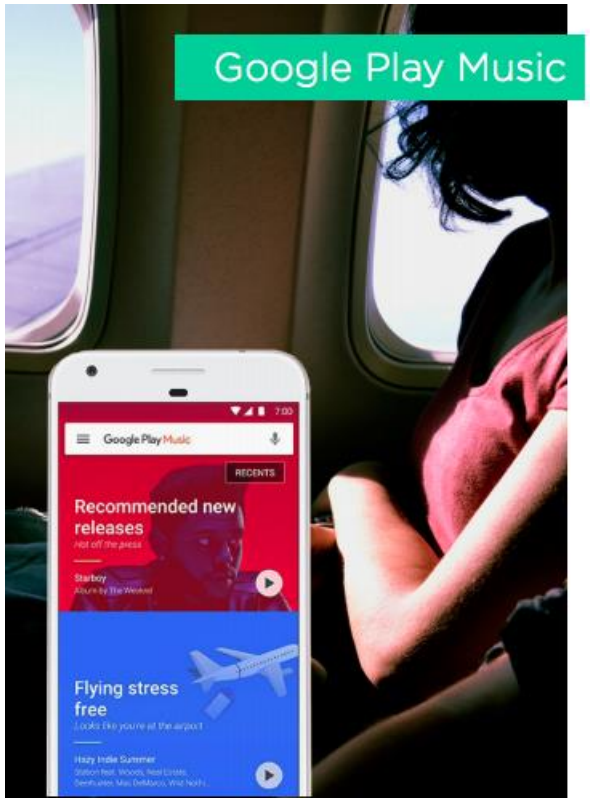
1. Integrate Environmental Triggers
2. Bring Audiences Together
3. Celebrate Consumer Content
4. Curate Media Libraries

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THE FUTURE IN TERMS OF…
DISCOVERY
CONSUMPTION
CREATION

Discovery

Contextual Playlists



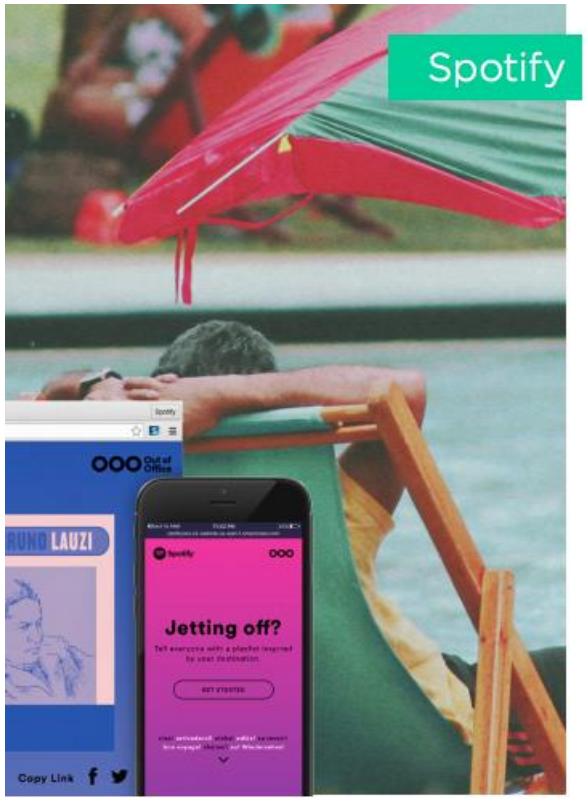
Curated Playlists Based On Weather and Routines

play.google.com/music



Facial Recognition Software Finds Music For Moods

uniform.net



Out-Of-Office Playlists Based On Vacation Destination

spotify.ooo

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HAVE A PINT OF CARLSBERG.

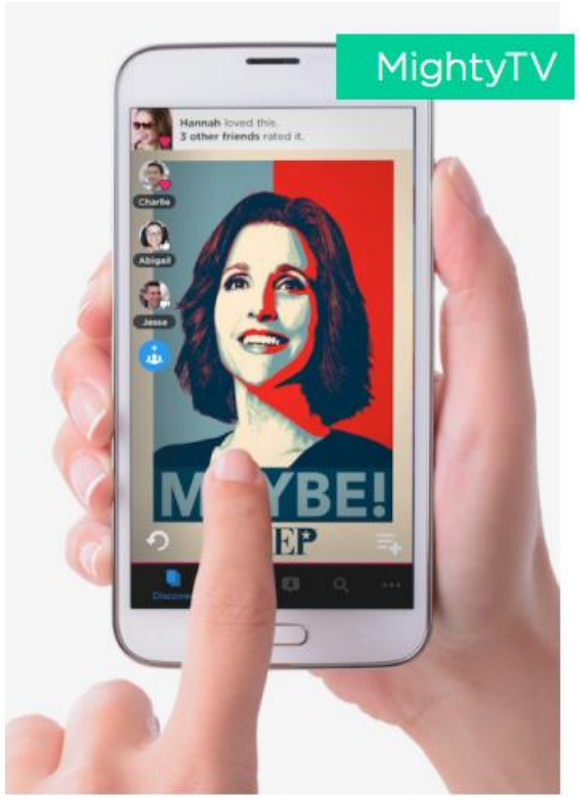
WE'RE OFFICIALLY DONE WITH THE COLOUR BLACK TODAY.



GUINNESS

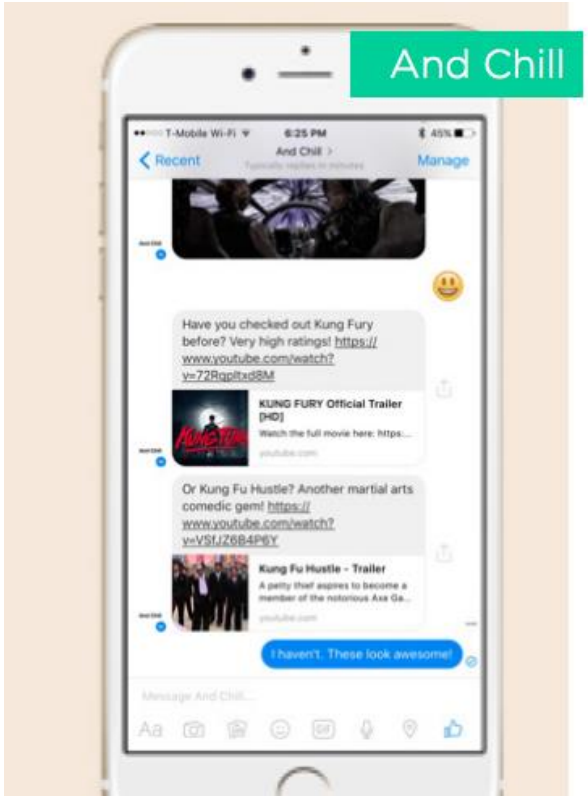
Discovery

Conversational Curation



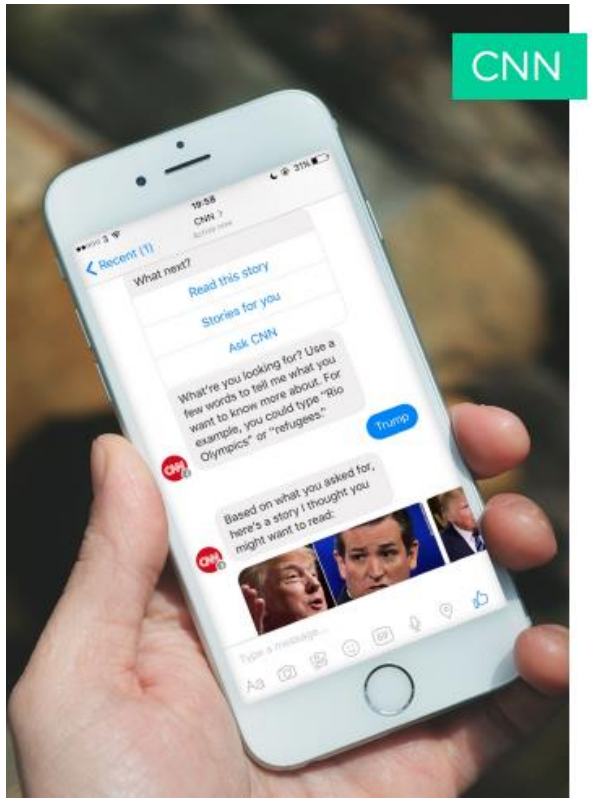
Fans Matched To Shows Based On AI and User Preference

mighty.tv



Fans Find New Movies Based On Their Favorites

andchill.io



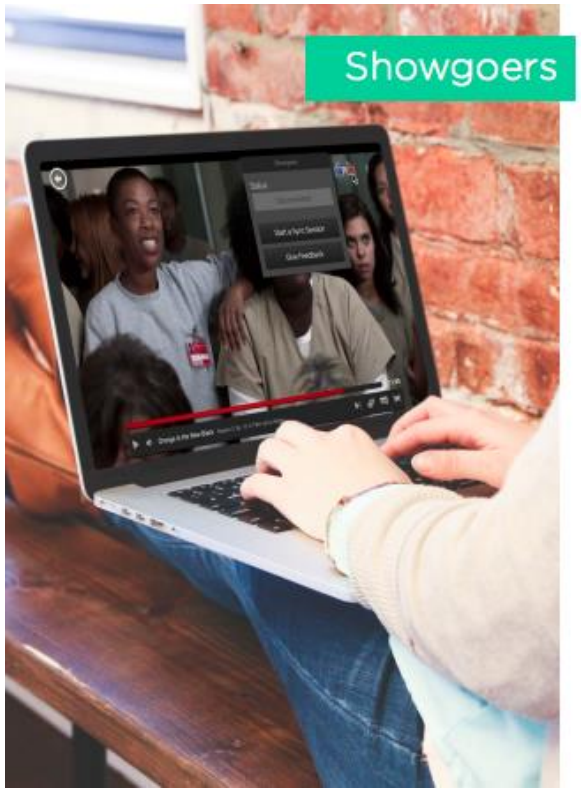
Users Chat Directly With CNN For Personalized News Updates

messenger.com/t/cnn

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Consumption

Remote Synchronization



Synced Netflix Streaming For Remote Friends

showgoers.tv



Parents Tell Their Children Bedtime Stories In VR

samsung.com



Friends Connect In VR-Enabled Digital Rooms

oculus.com

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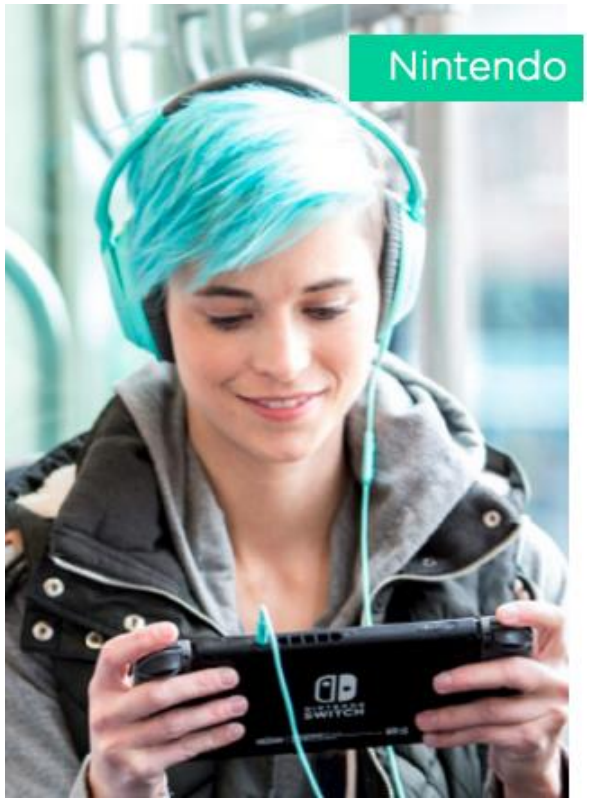
Consumption

Migrating Content



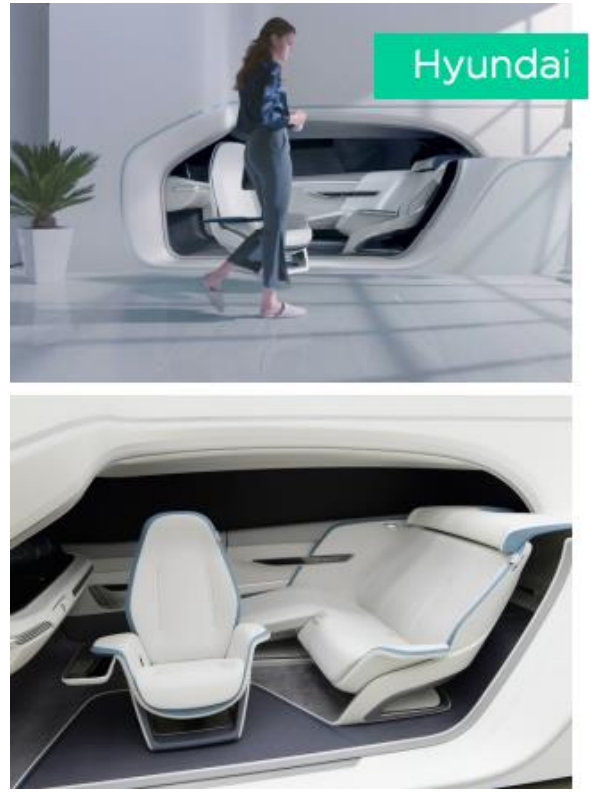
Passengers Take Unfinished Movies With Them After Flight

airfrance.com



Console Plays Games On Home Systems Or On-The-Go

nintendo.com/switch



Smart Car Extends The Entertainment Center

hyundai.com

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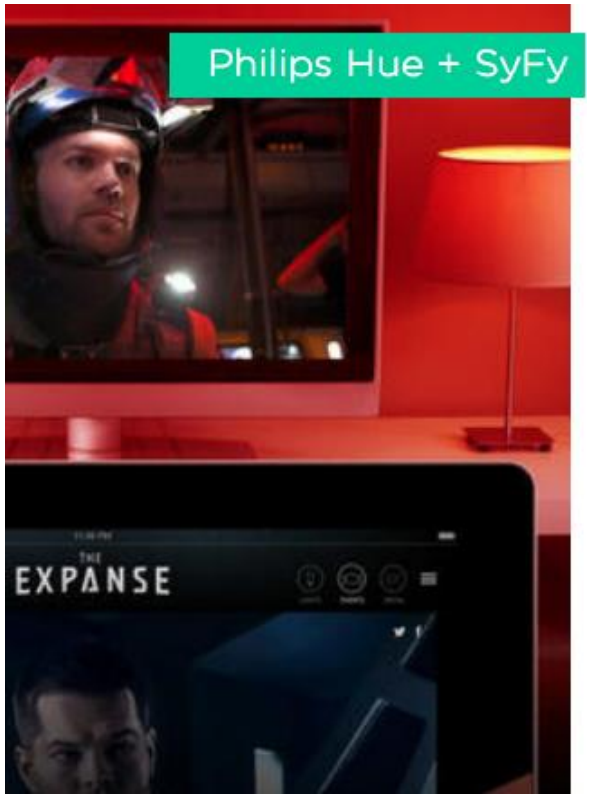
Consumption

Responsive Home Theater



Voice-Triggered Sensorial Effects

getcampfire.co



Lights Mimic SciFi Show's Otherwordly Environments

syfy.com



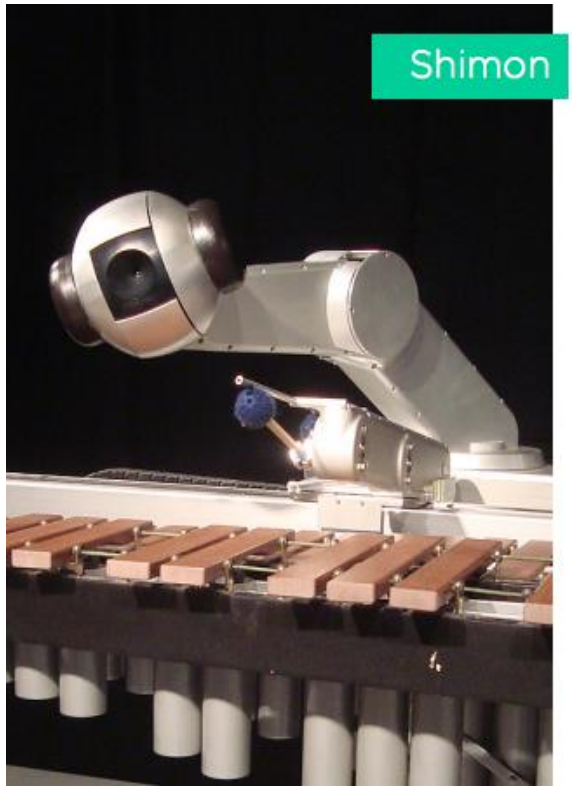
Movies' Action Scenes Mimicked In Sofa

immersit.com

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Creation

AI Directors



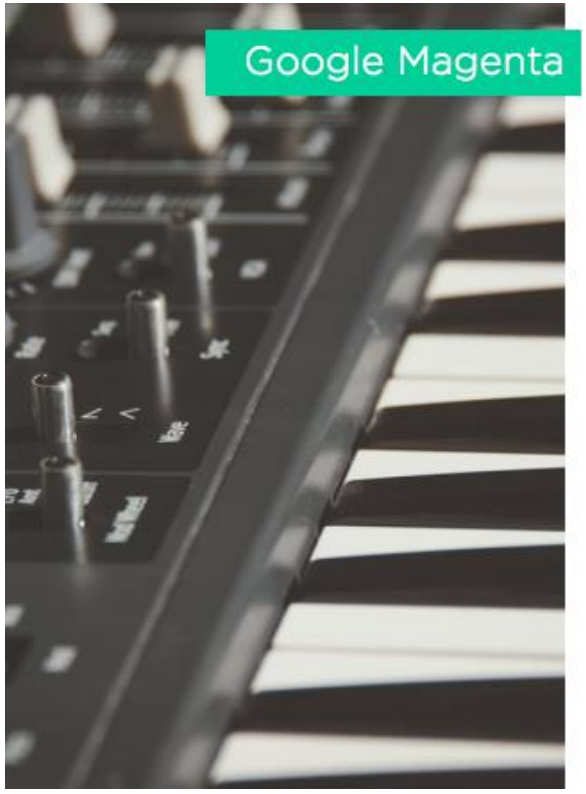
Bandmate Robot Plays Chords Unconfigurable By Humans

b.gatech.edu/2kodR4S



AI Screenwriter Trained On Human Screenplays

benjamin.wtf



Machine Learning Engine Creates Algorithms For Art

magenta.tensorflow.org

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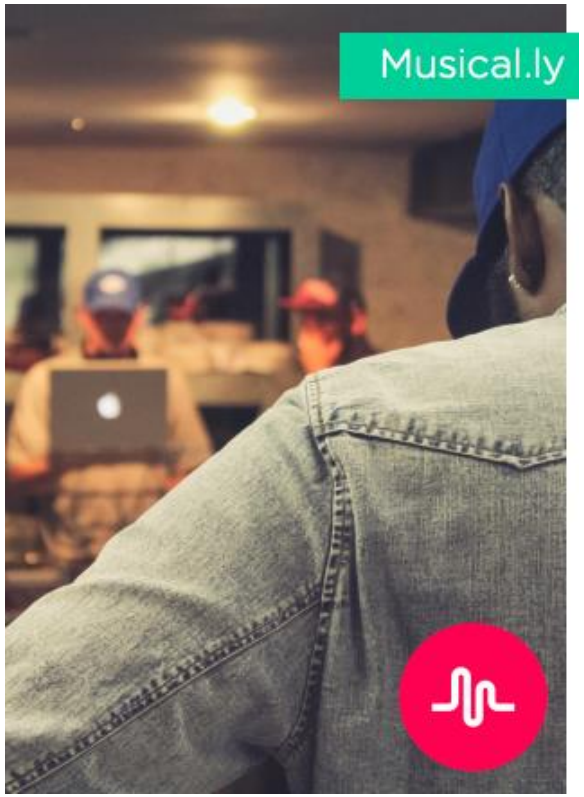
Creation

Remix: You



Music Remixed To Listener's Heartbeat And Location

apple.co/1PSxze4



Users Create Lip-Sync Videos

musical.ly



Players Use Custom Video Tools For In-Game Captures

ea.com

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THANK YOU

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