

ENTERTAINMENT

TRENDS IN ENTERTAINMENT

Streaming television (OTT/CTV) will continue to grow. The average US adult will spend more time watching streaming digital video than traditional TV by 2024.

The media and entertainment industry, embedded in the business of imagination, is riding a wave of tremendous opportunity amid the turbulence that attends times of significant change.

Five areas we believe will touch the most people and grab the most attention:

- We will see the streaming video industry mature as metrics evolve beyond subscriber counts to lifetime customer value, and existing business models evolve to find greater profitability amid global competition.
- In-person entertainment - as well as the businesses and venues that rely on it - will face greater pressure to go beyond simply bringing people out of their pandemic cocoons by evolving and differentiating itself from the living room.
- Social media, the largest digital aggregator of humanity, will find itself at a turning point, moving to build out the next generation of retail shopping.
- The sudden rise of NFTs and their success in bringing scarcity and exclusivity to digital goods will drive new models of customer engagement and loyalty. This will also lead to more digital product innovation, greater empowerment for their creators, and a fuller realization of the grand ambitions for blockchain, cryptocurrency, and the decentralized web.
- Each of these trends is slowly marching humanity closer toward the metaverse (or metaverses), where people will spend more of their time in immersive, social, digital worlds, and the digital world will be drawn across the physical one.

Sources: CMO Survey, BizVibe, Wunderman, AdAge

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to entertainment and live event enthusiasts. Find users who have shown behaviors or interest in a specific type of entertainment (museums, concerts, sporting events, theatre, great events for kids, etc.)
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about entertainment or insert native articles next to relevant entertainment content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence specific current or past events by targeting devices seen there via GPS location data. Target devices that match direct mail or email lists.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Social Media:** Create display and video messaging on social media to reach desired audiences on YouTube, TikTok, Facebook, Instagram, and LinkedIn.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.