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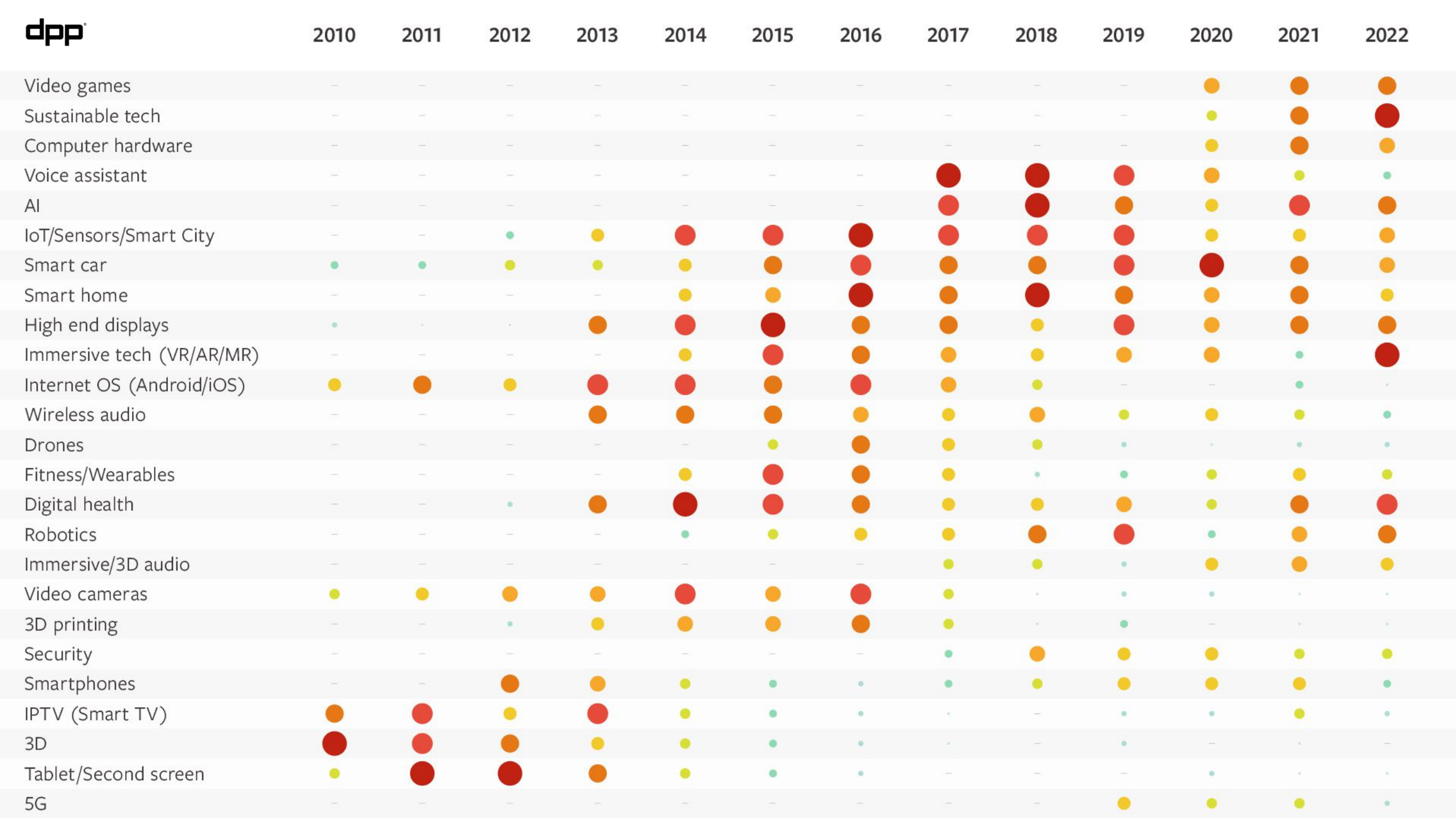
CES 2022 DECODED

The consumer trends that will impact the media industry

Mark Harrison, CEO, DPP

Enabled by DELL Technologies dalet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2010
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Voice assistant
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Smartphones
IPTV (Smart TV)
3D
Tablet/Second screen
5G

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CES 2022
FIVE KEY TRENDS

1

Sustainability goes into production

The drive to zero emissions is transforming the tech supply chain

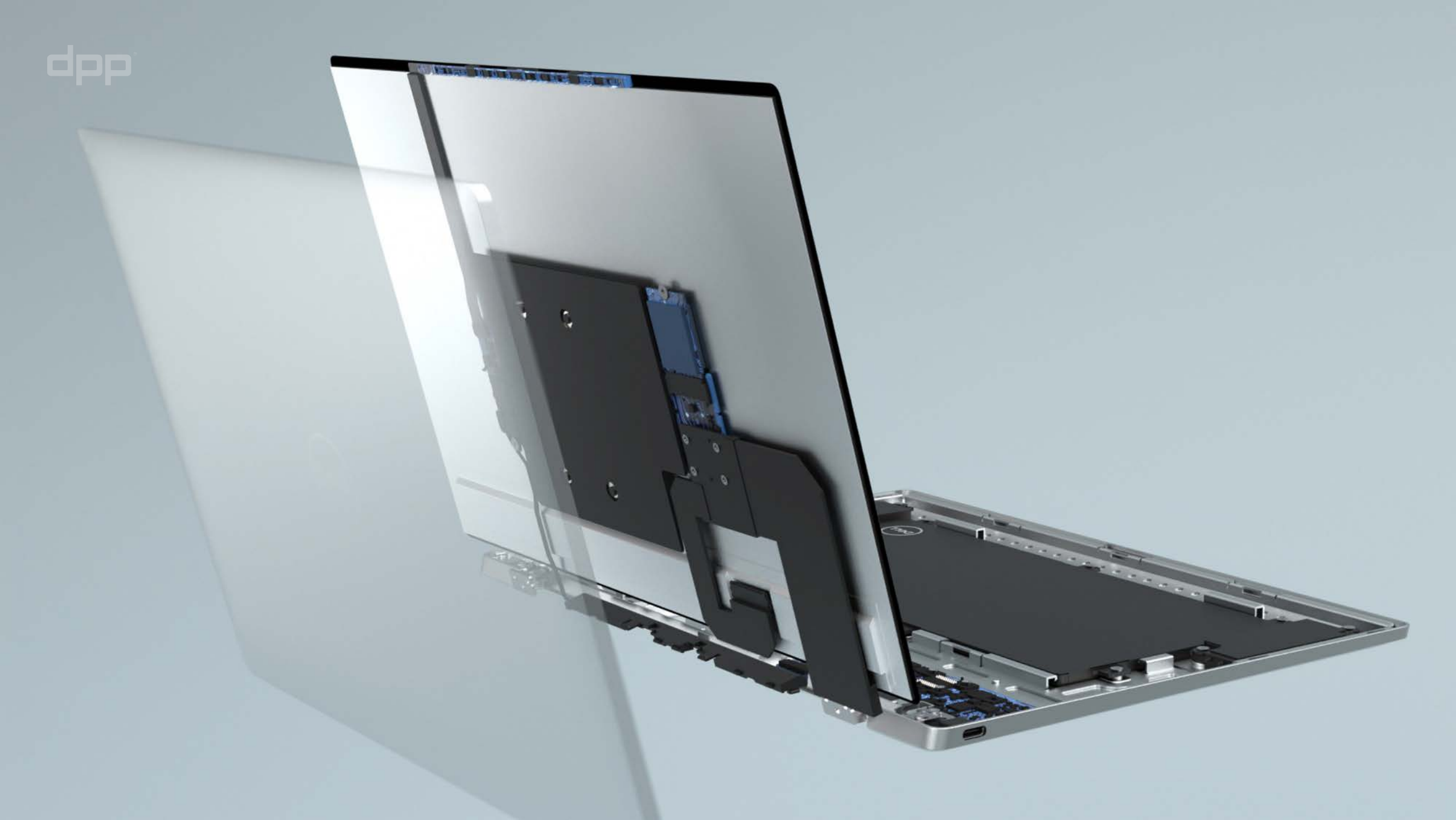
COMING CLEAN

Panasonic

Use of their products creates x40 emissions than making them

Responsible for 1% of global electricity consumption

Zero emissions by 2030



Investment in climate-tech startups

H1 2020	**$20bn**
H1 2021	**$60bn**

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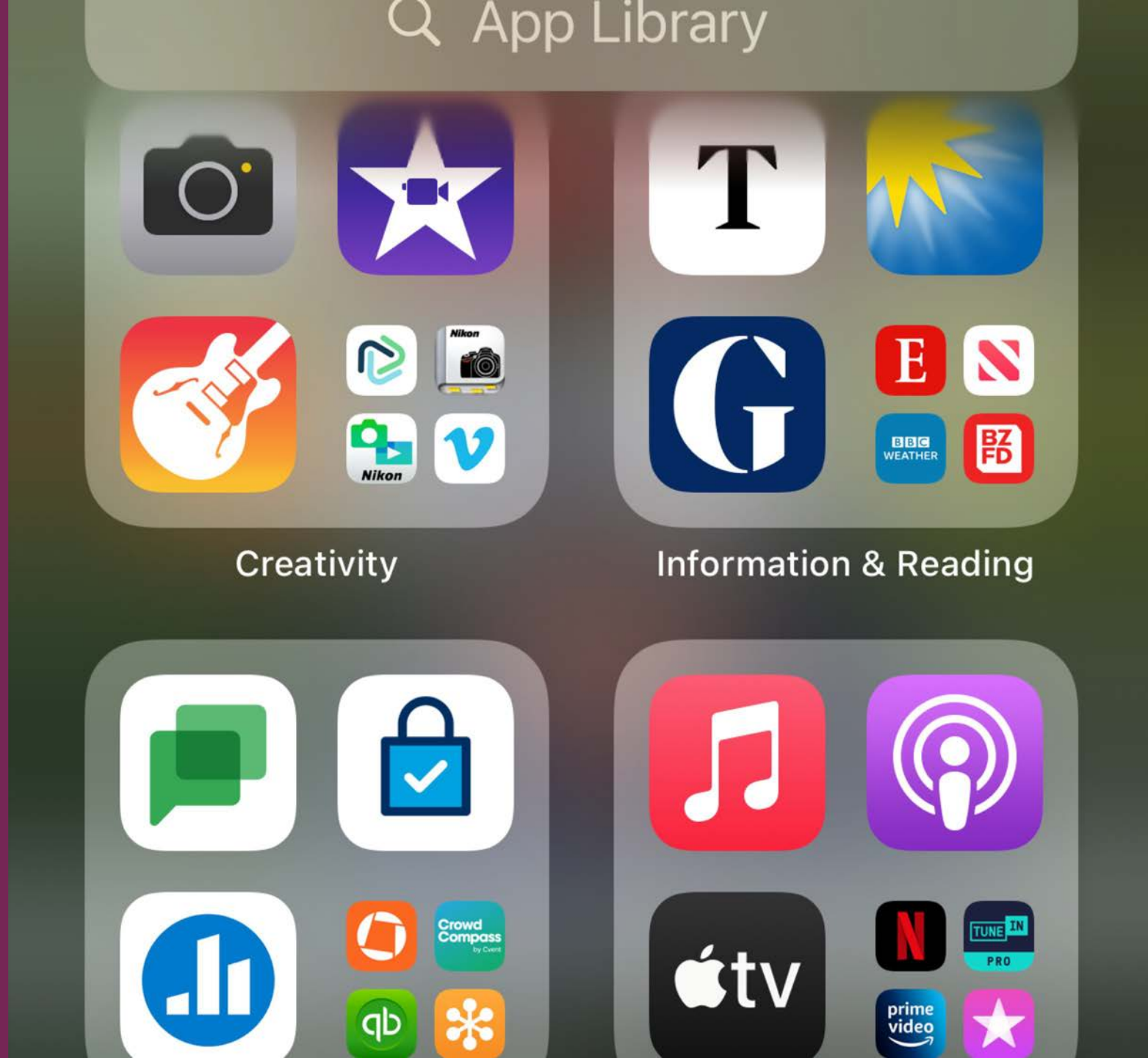
FIVE KEY TRENDS

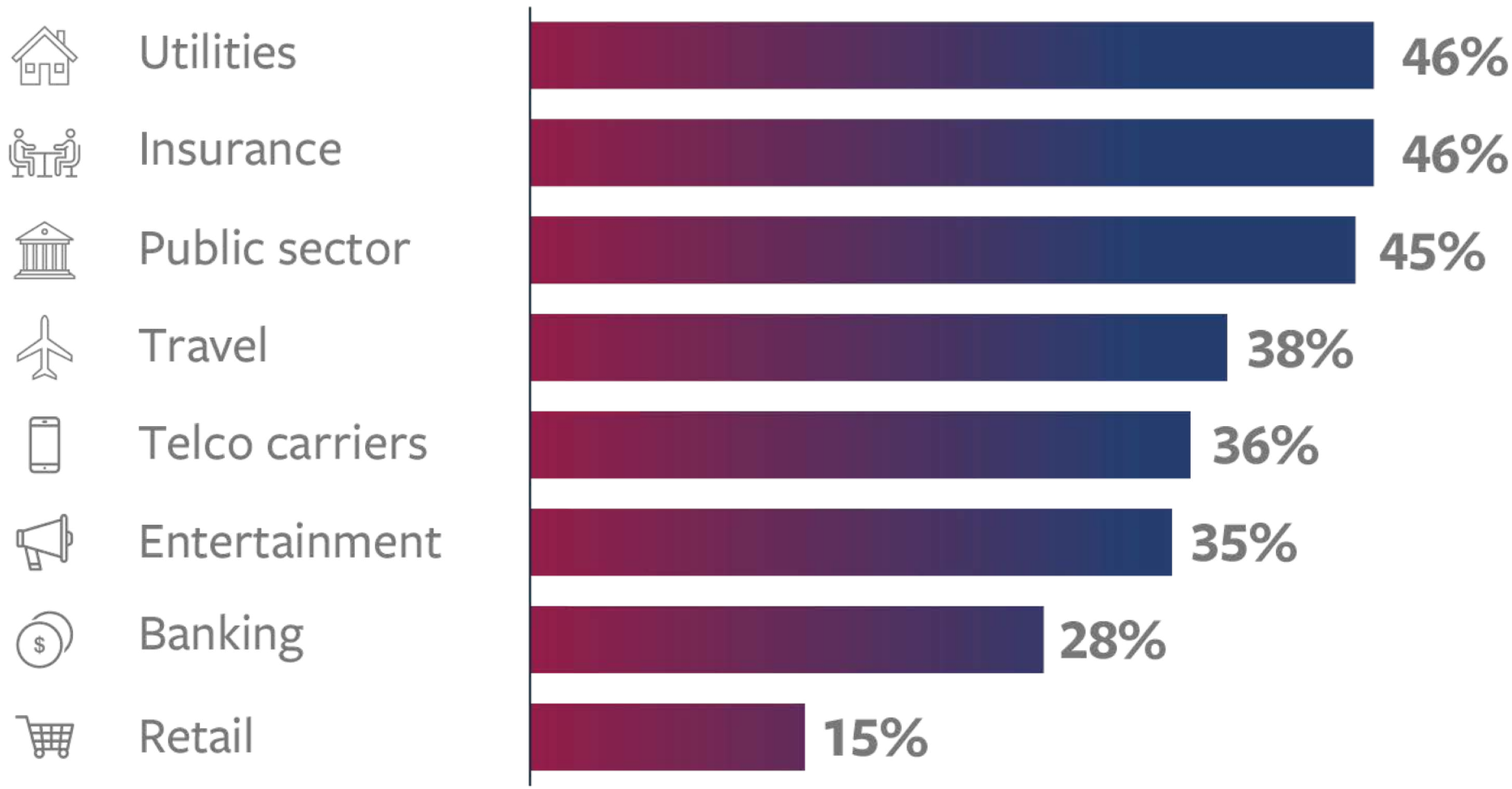
2

Consumers have gone to the cloud

Consumer behaviour changes dramatically when tech becomes about services, not devices



Increase in digital adoption by consumers for selected industries from 2020 to 2021 (US and Europe)



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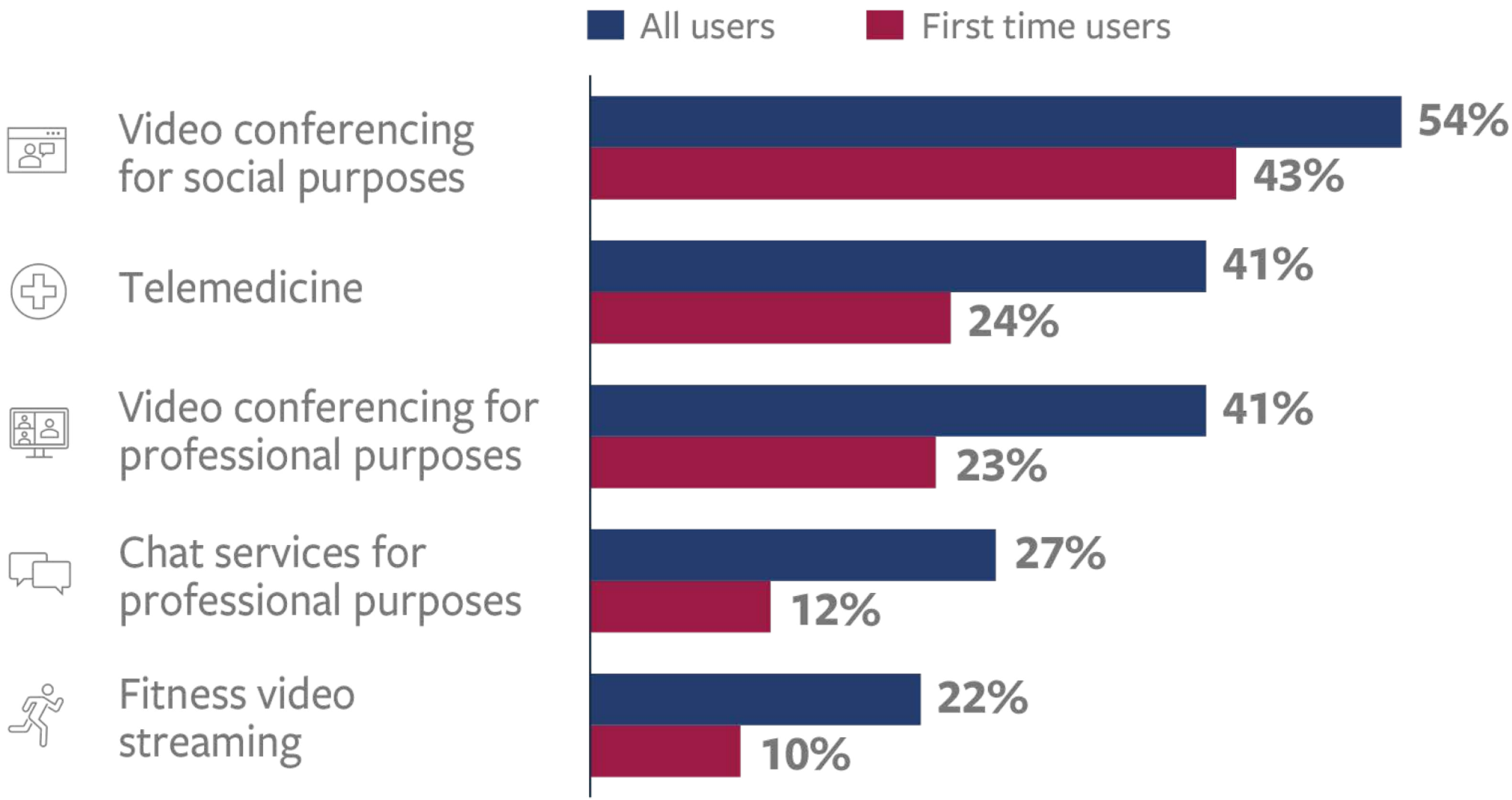
Share of US adults using selected services in 2021



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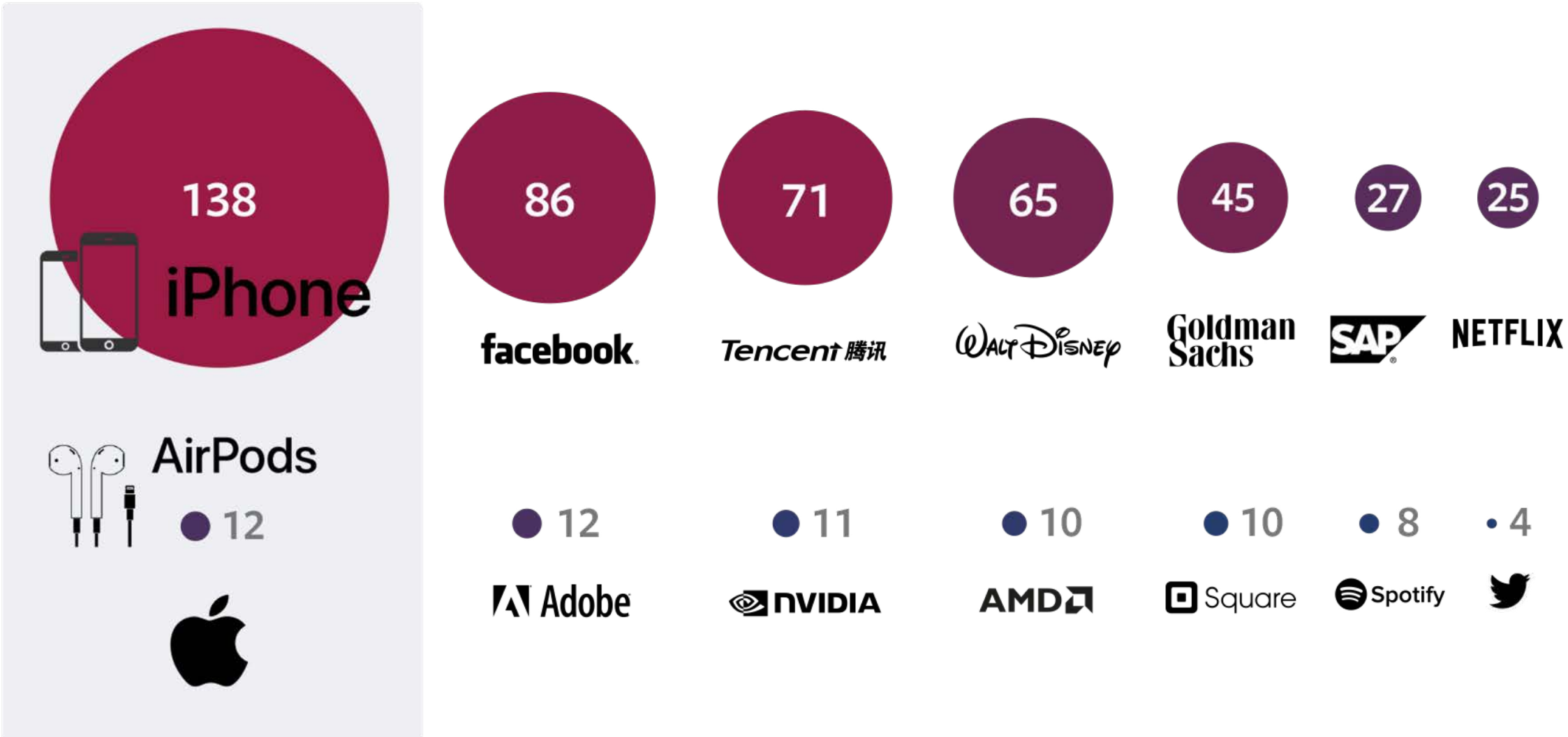
Apple iPhone and AirPods revenue compared to selected companies in billion US$ in 2020



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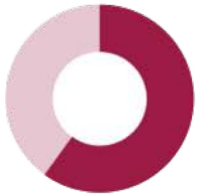
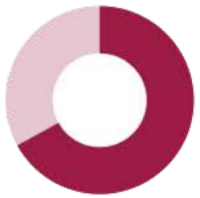
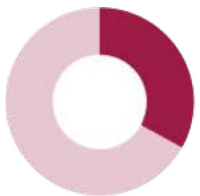


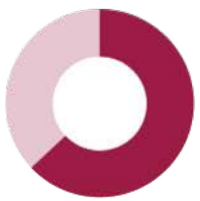
60% of consumers find the process of navigating different streaming services ‘ a little’ or ‘very’ frustrating



67% regard a cross-service search engine, or aggregator, as a good idea



33% plan to reduce their spend on media and entertainment subscriptions in the year ahead

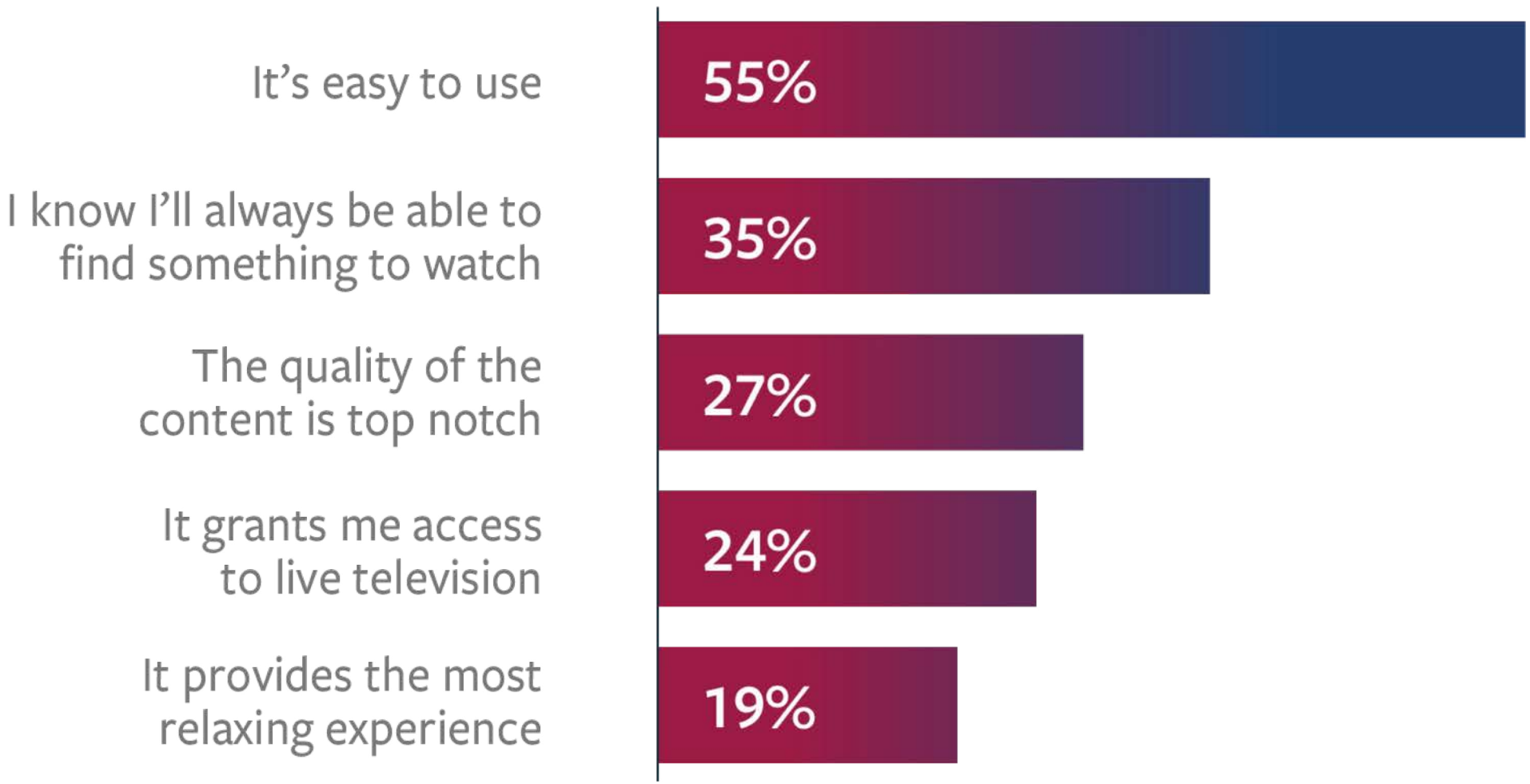


63% regard streaming subscriptions as too expensive for them to get what they want

56% would like to be able to take their profile from one service to another to better personalise content

accenture

What factors attract consumers to streaming services?



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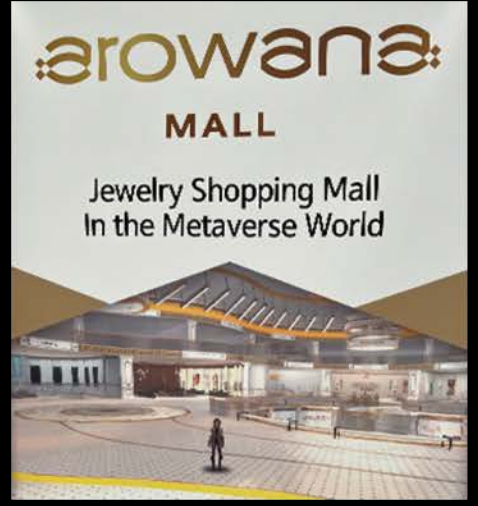
FIVE KEY TRENDS

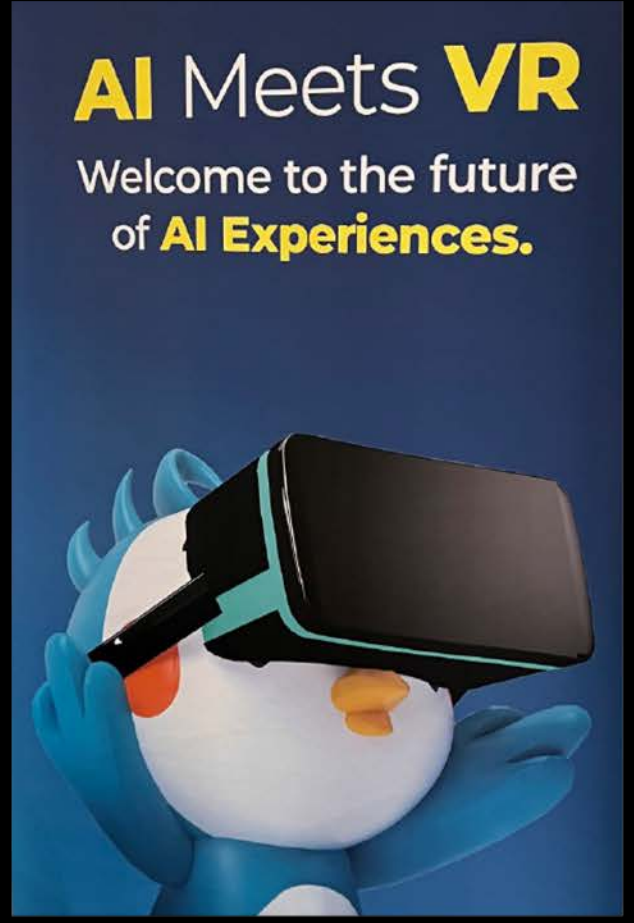
3

The virtual has been lost in translation

Hype about the metaverse is distracting from the everyday revolution in virtual tech

mytaverse
Your world beyond reality
Let Us Open the Business Metaverse for You!
Ask about Your Personalized Avatar


arowana
MALL
Jewelry Shopping Mall In the Metaverse World


AI Meets VR
Welcome to the future of AI Experiences.

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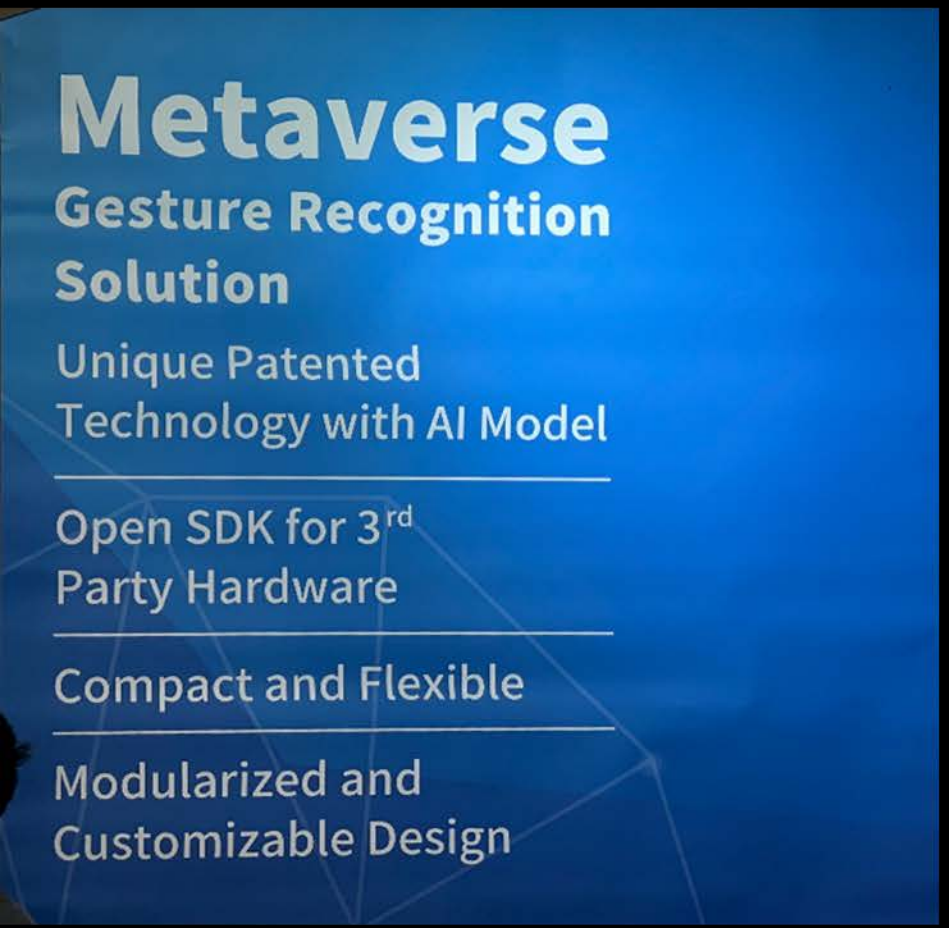
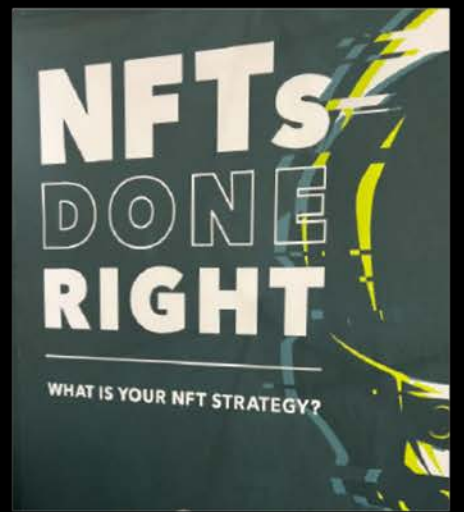
Metaverse Music
From the music you listen to the music you touch & feel and play with


Metaverse
Gesture Recognition Solution
Unique Patented Technology with AI Model
Open SDK for 3rd Party Hardware
Compact and Flexible
Modularized and Customizable Design

Metaverse

"Welcome to Lotte Metaverse"

Save Your REAL Space into METAVERSE
Meeting & Lecture Room
Event Hall & Shopping Mall
Gallery & Museum

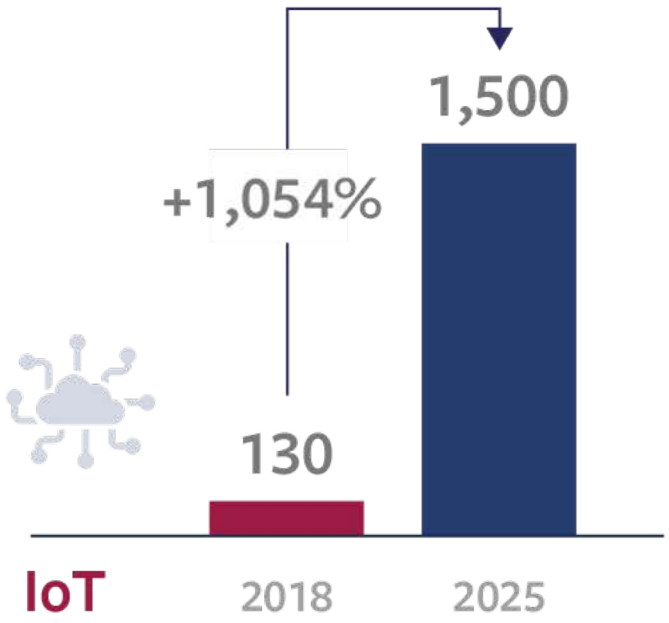

NFTs DONE RIGHT
WHAT IS YOUR NFT STRATEGY?

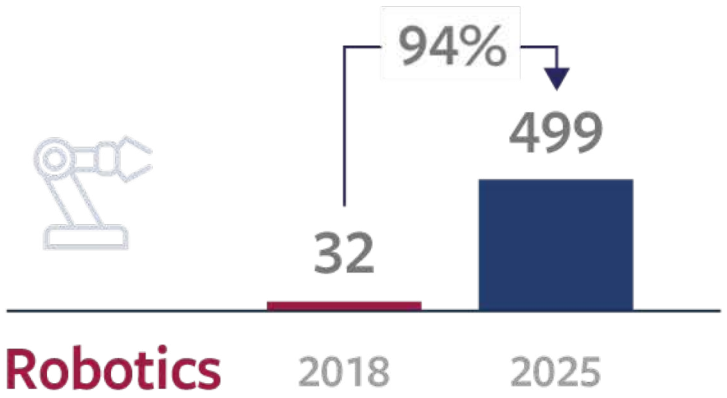
DEEPBRAIN AI

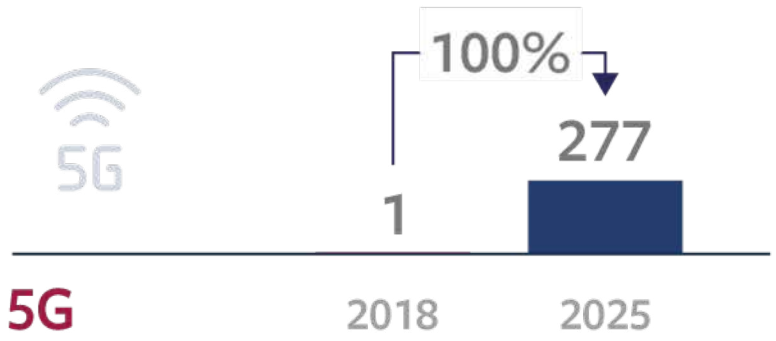
Unparalleled interactive **AI HUMAN** Solution
Various Industry Applications and Professions

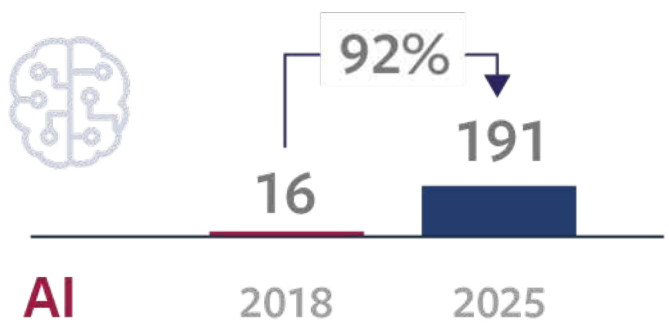
AI HUMAN

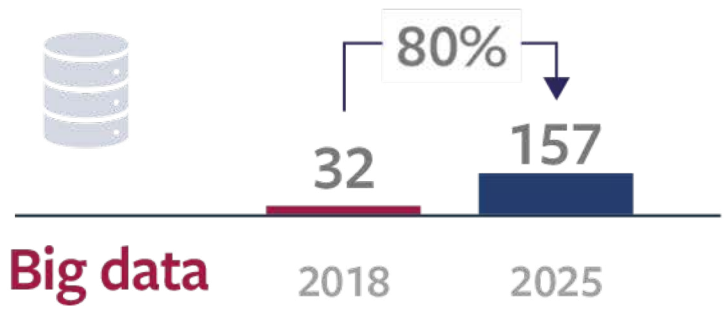
Market size estimations of frontier technologies in billion US$ and CAGR%











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Top five jobs that are most positively and negatively affected by automation in 2020

85m jobs carried out by humans will be done by machines between 2020 and 2025

- Data entry clerks
- Administrative and executive secretaries
- Accounting, bookkeeping, and payroll
- Accountants and auditors
- Assembly and factory workers

97m jobs will be created by machines between 2020 and 2025

- Data analysts and scientists
- AI and machine learning specialists
- Big data specialists
- Digital marketing and strategy specialists
- Process augmentation specialists

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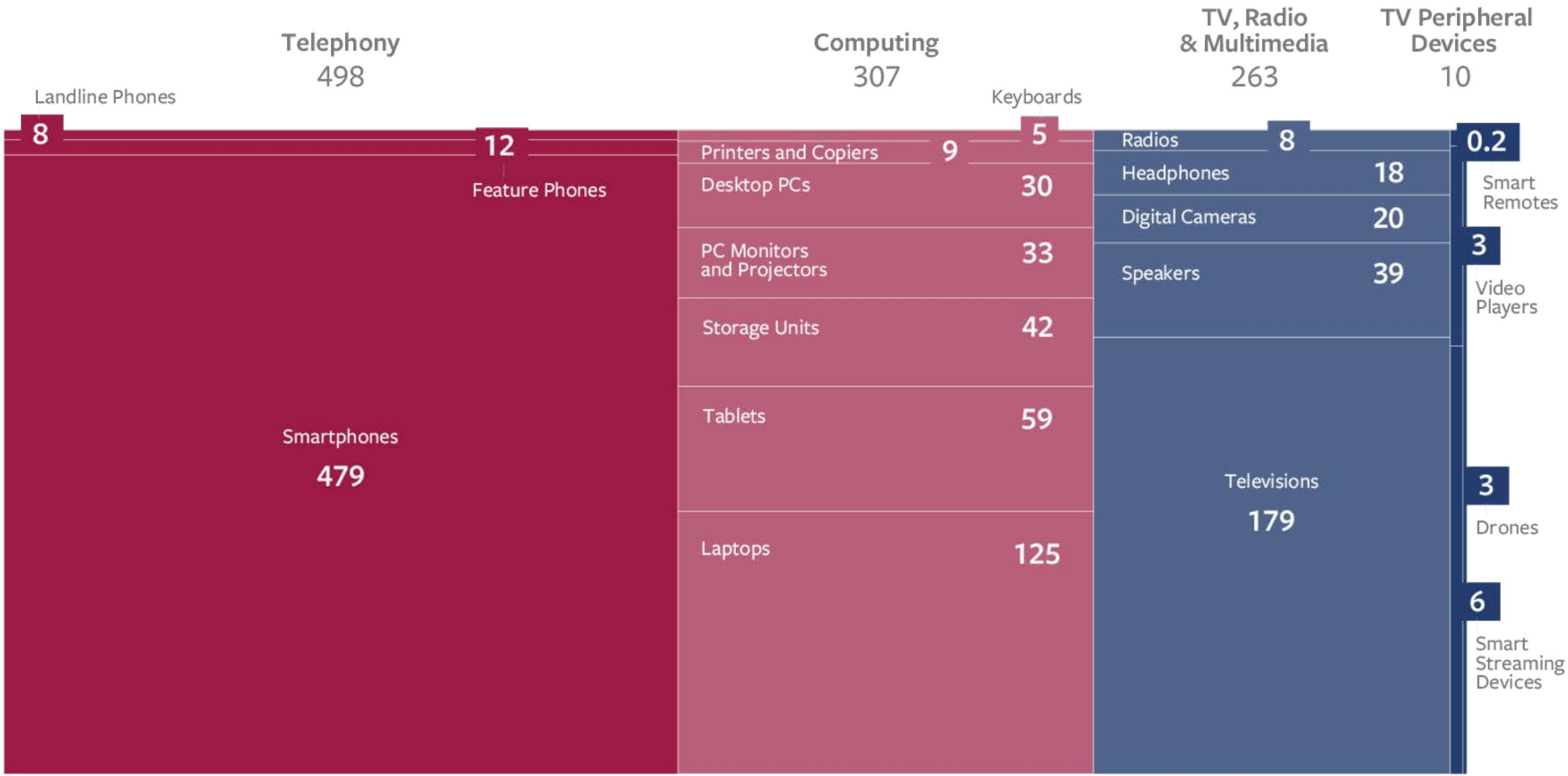
FIVE KEY TRENDS

4

The bigger picture

Screens are getting bigger, better, ubiquitous – and least of all about TV

Global Consumer Electronics market revenue in billion US$ in 2020



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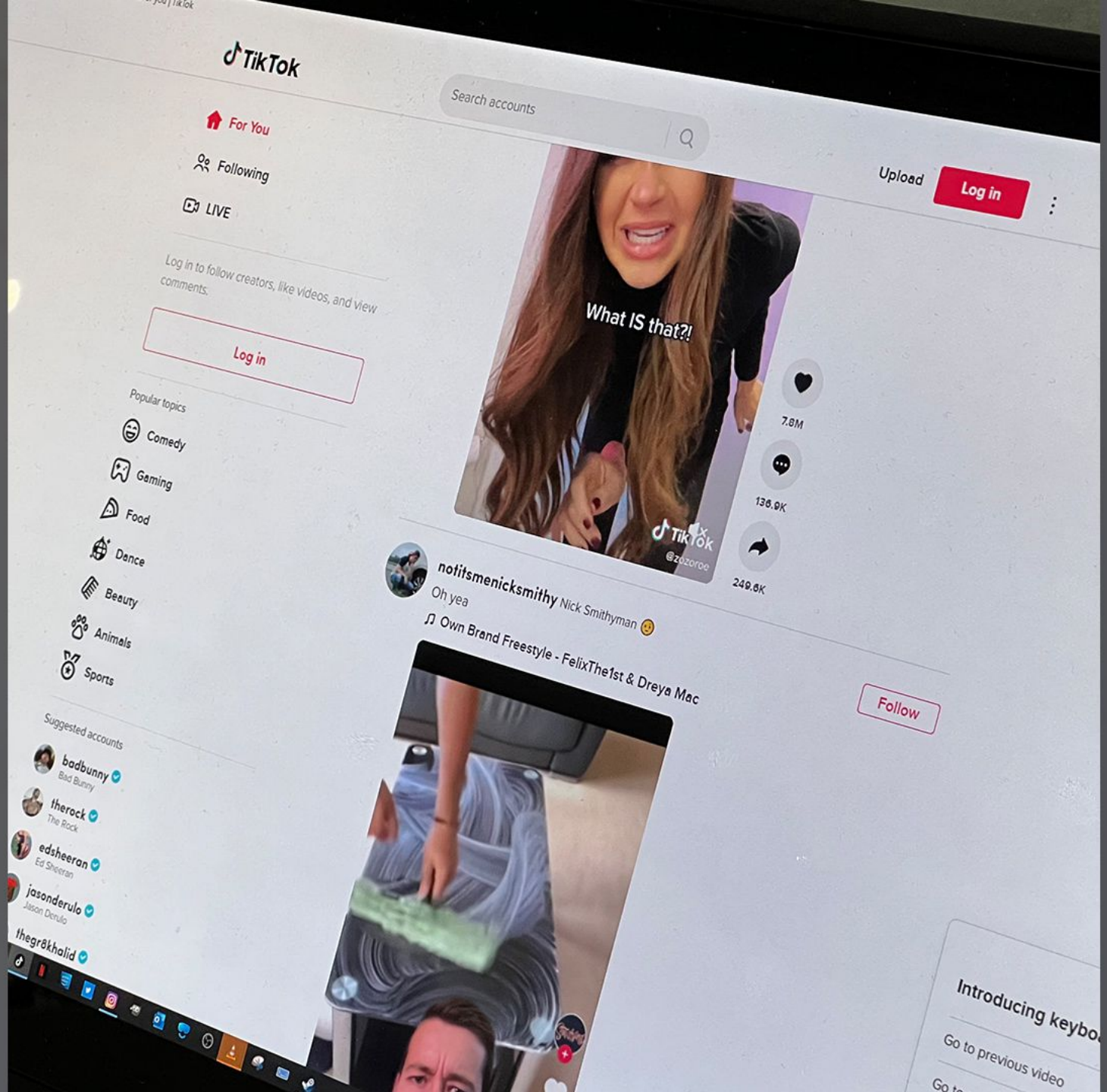
FIVE KEY TRENDS

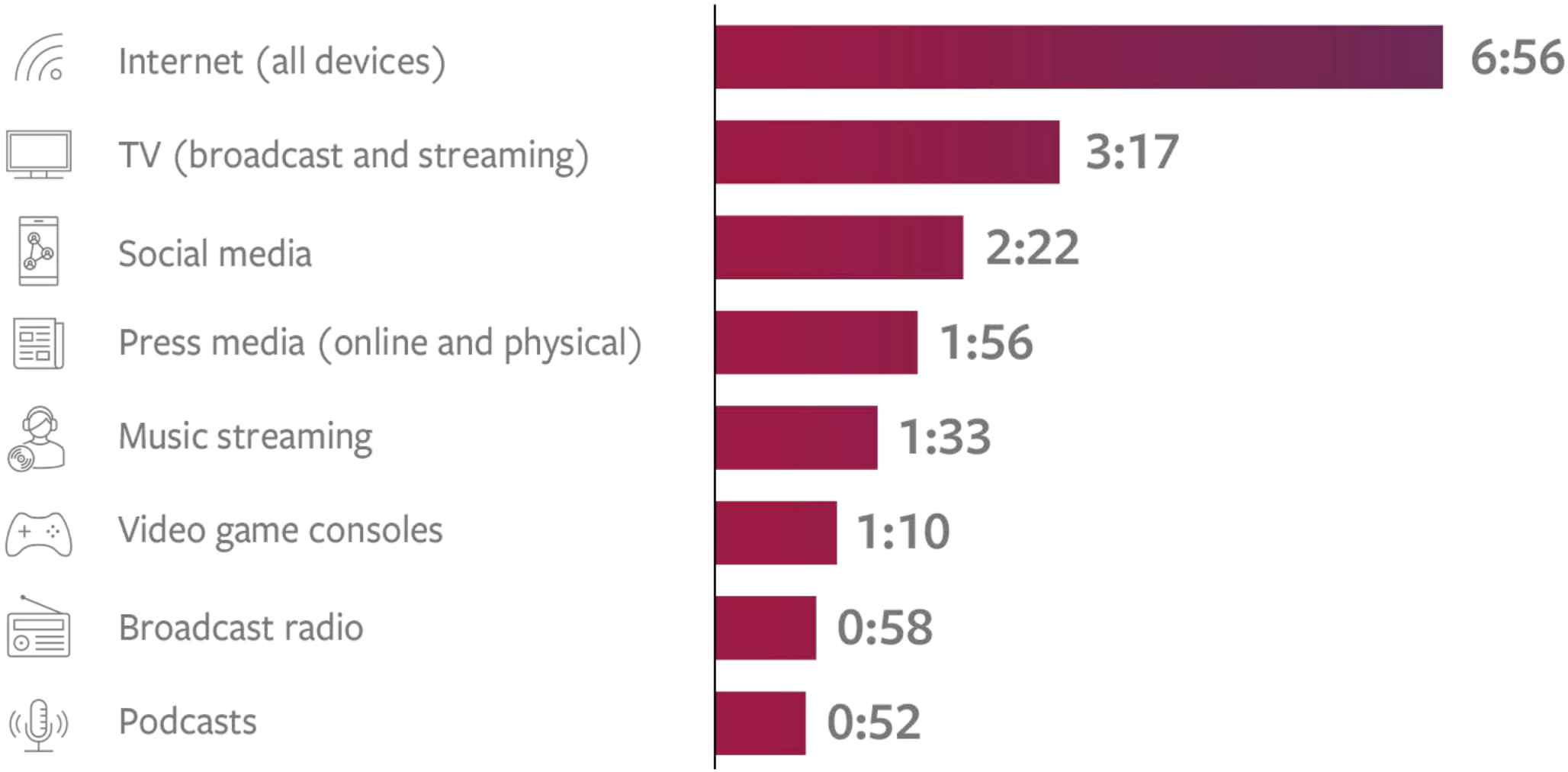
5

It’s all media now

Traditional ideas of content no longer define the media industry


TikTok
Search accounts
For You
Following
LIVE
Upload
Log in
Log in to follow creators, like videos, and view comments.
Log in
Popular topics
Comedy
Gaming
Food
Dance
Beauty
Animals
Sports
Suggested accounts
badbunny
Bad Bunny
therock
The Rock
edsheeran
Ed Sheeran
jasonderulo
Jason Derulo
thegr8khalid
What IS that?!
@zozoroe
7.8M
136.9K
249.6K
notitsmenicksmithy Nick Smithyman
Oh yea
Own Brand Freestyle - FelixThe1st & Dreya Mac
Follow
Introducing keybo
Go to previous video

Average daily amount of time spent (hh:mm) on selected types of media in 2021



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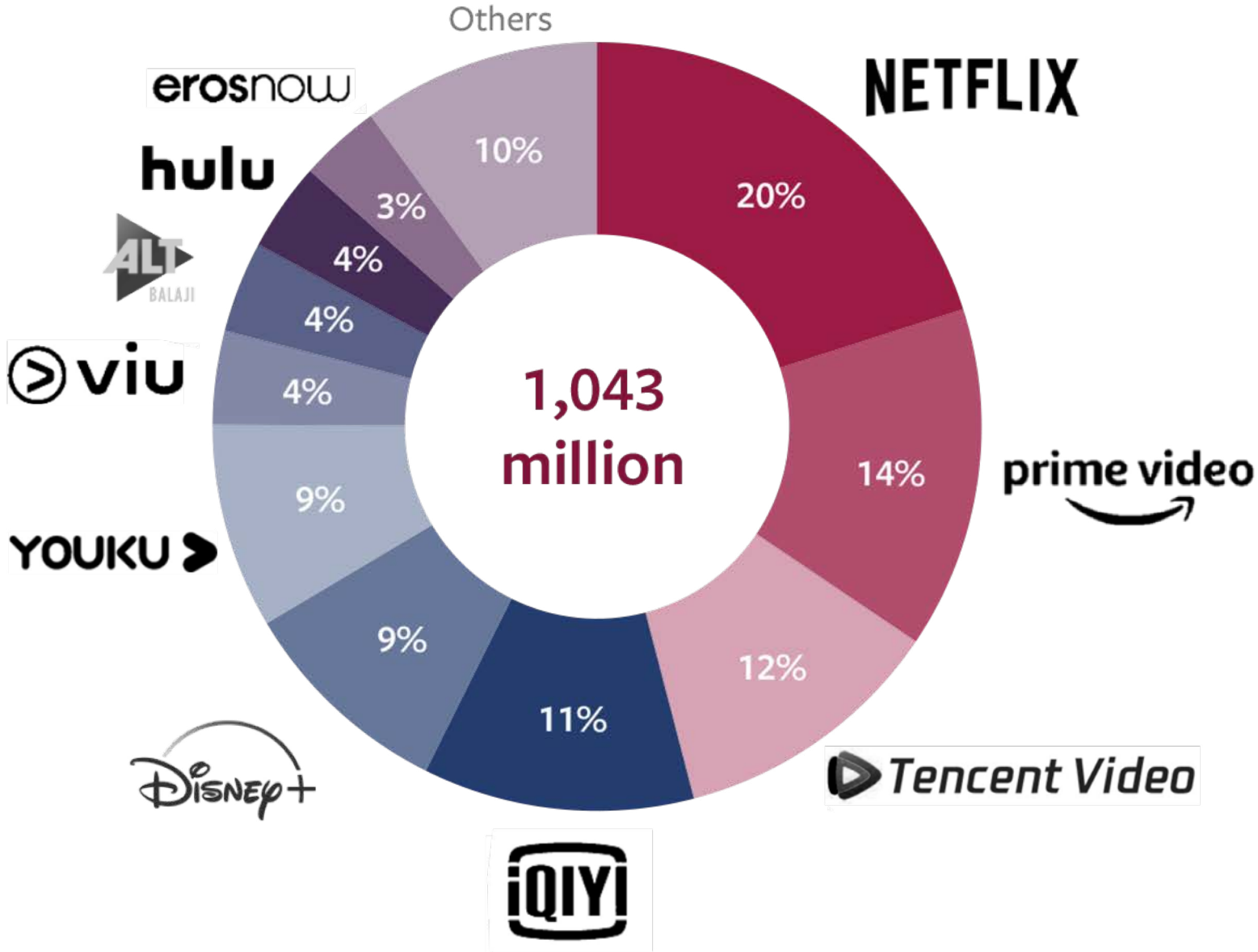
Worldwide paid video streaming subscriptions in Q1 2021



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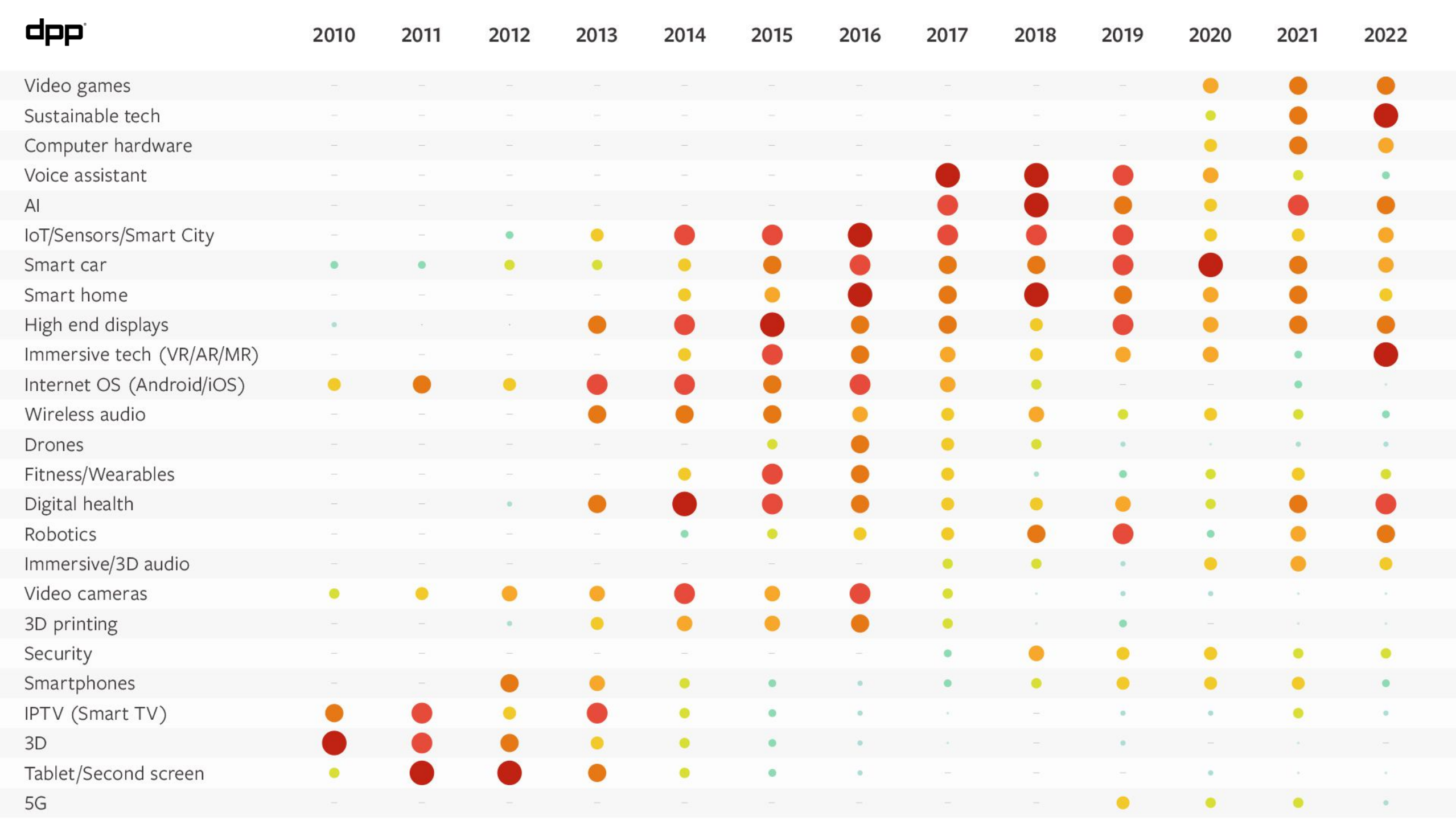
The DPP CES Heat Map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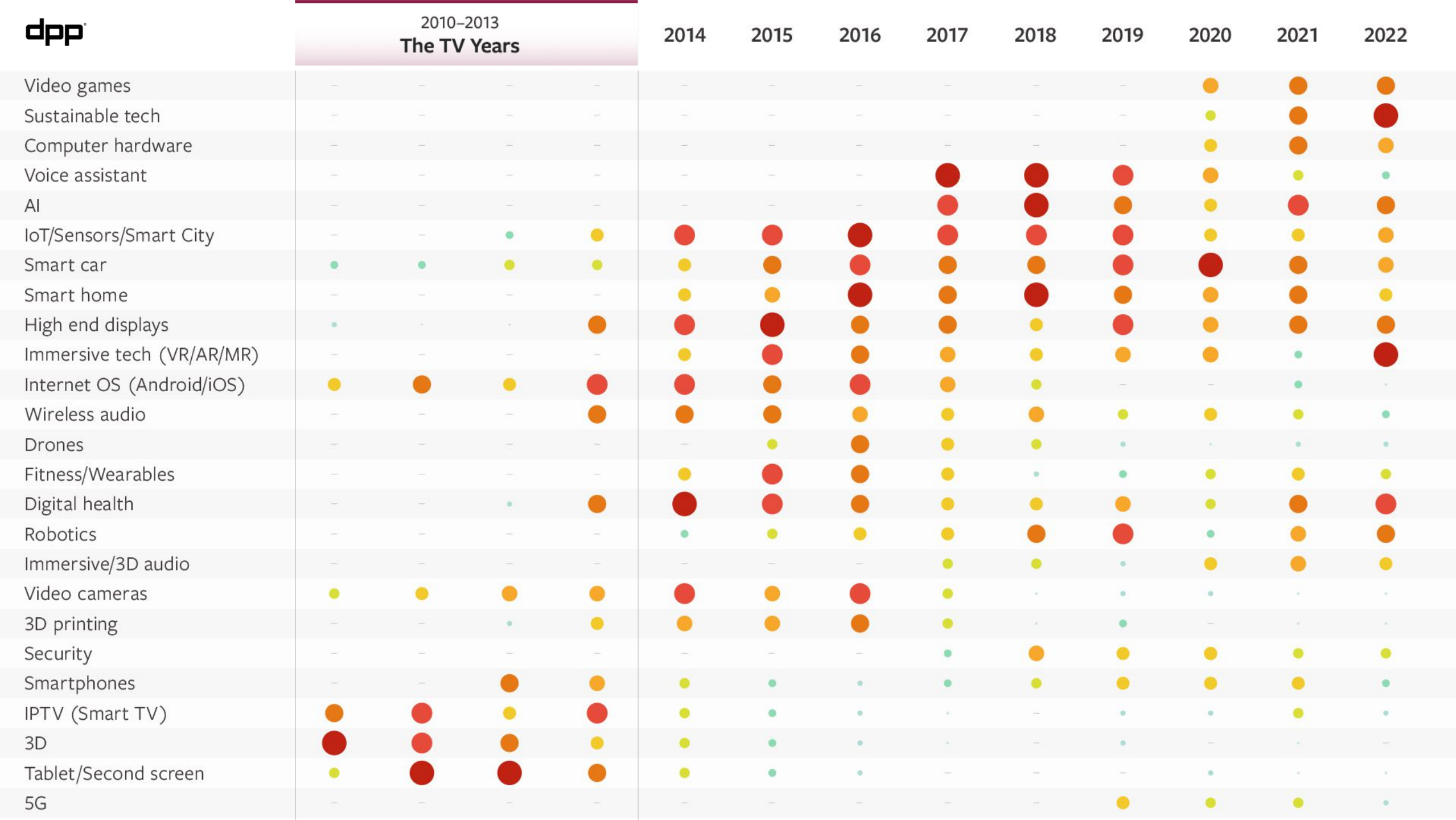
2010–2013
The TV Years
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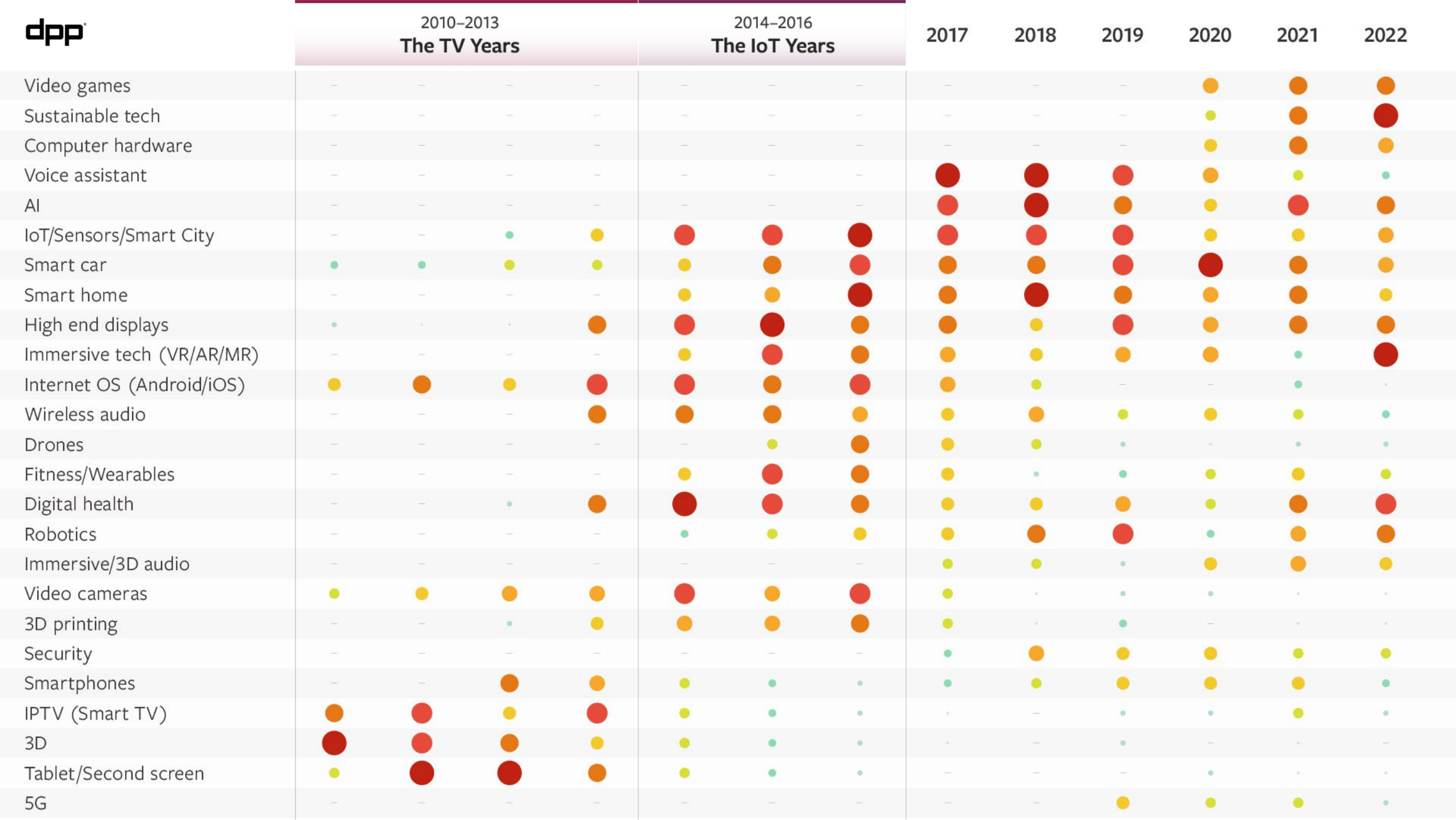
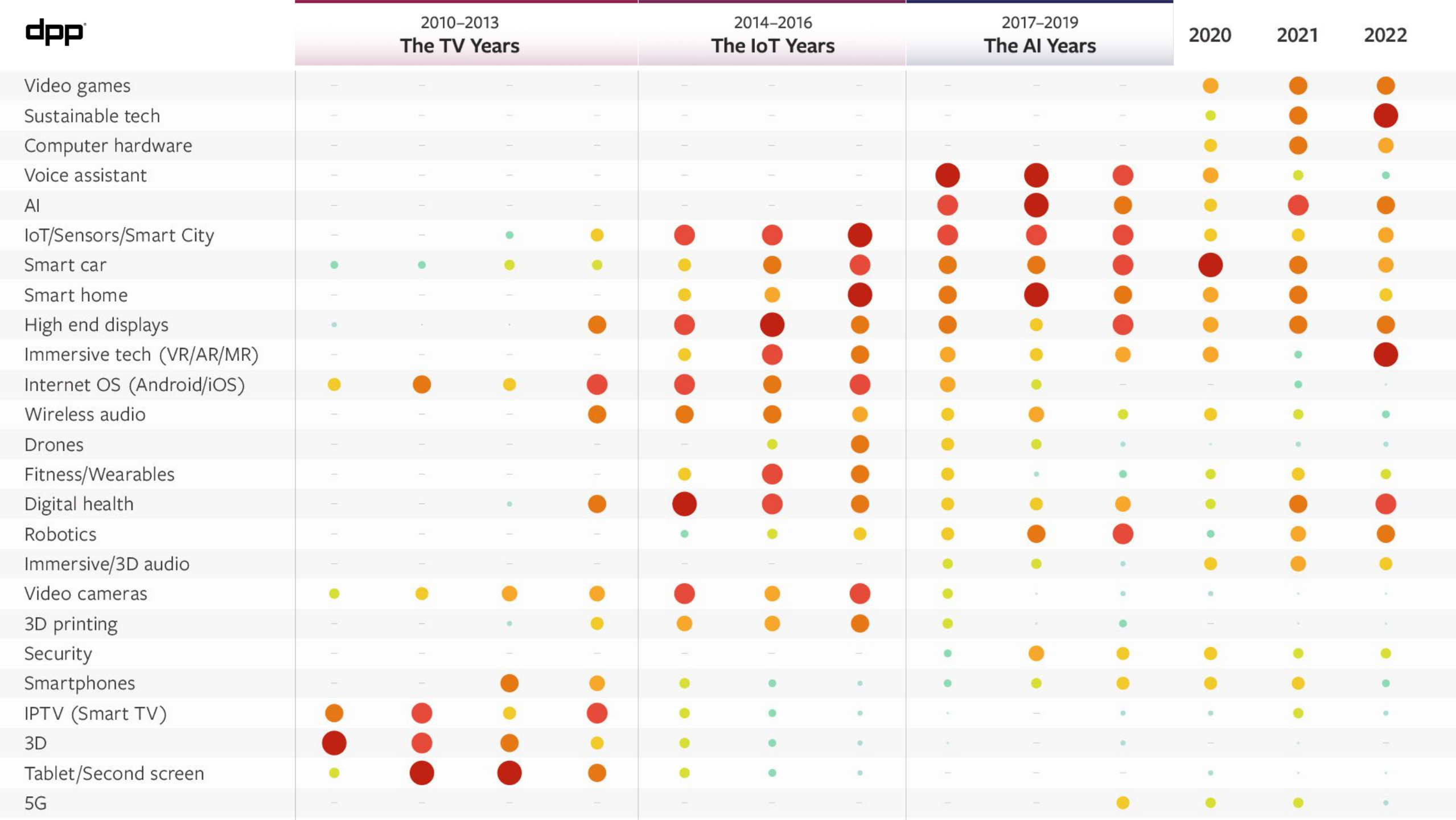
2010–2013
The TV Years

2014–2016
The IoT Years

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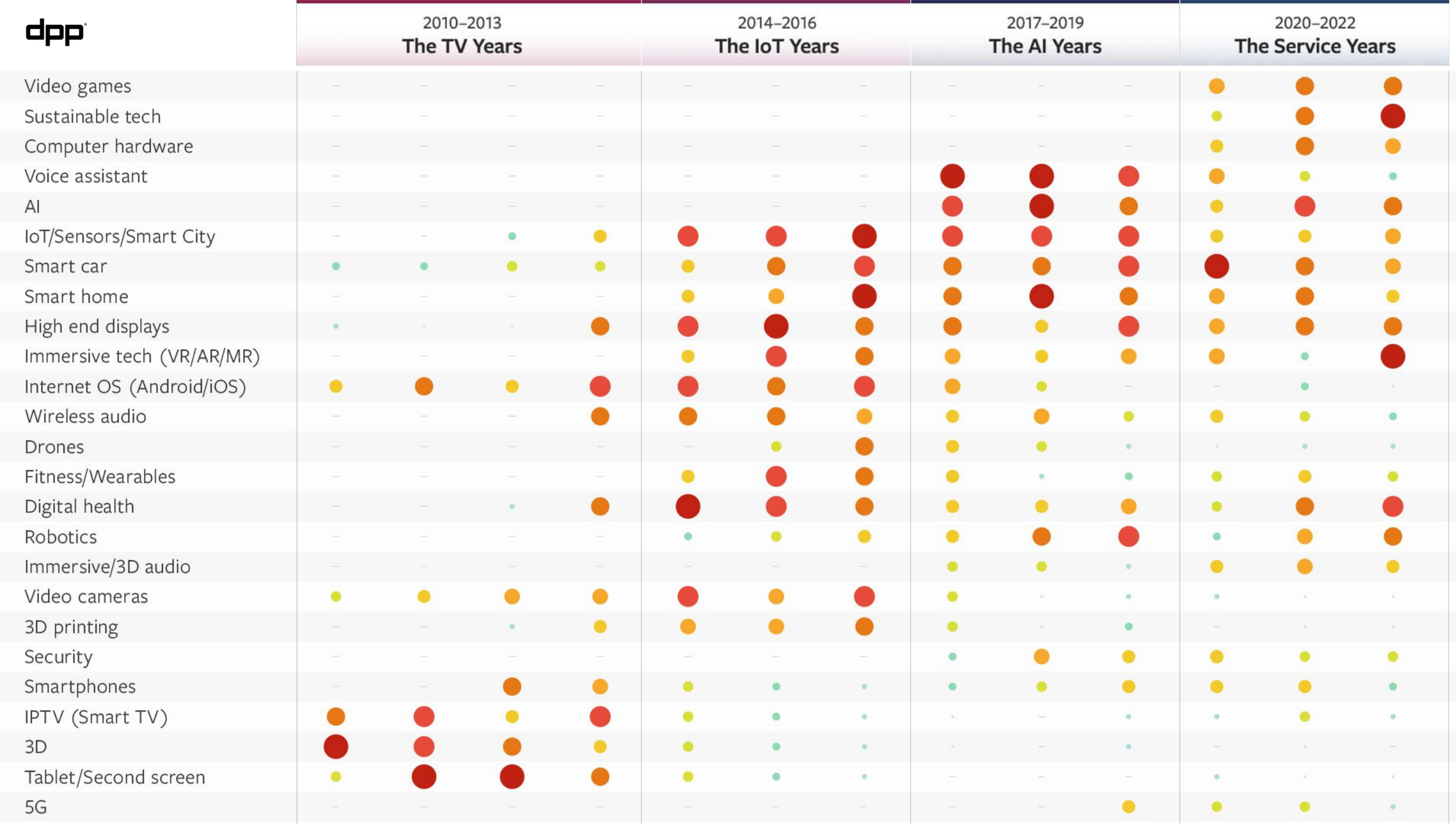
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