

IPG MEDIA LAB

OUTLOOK 2018

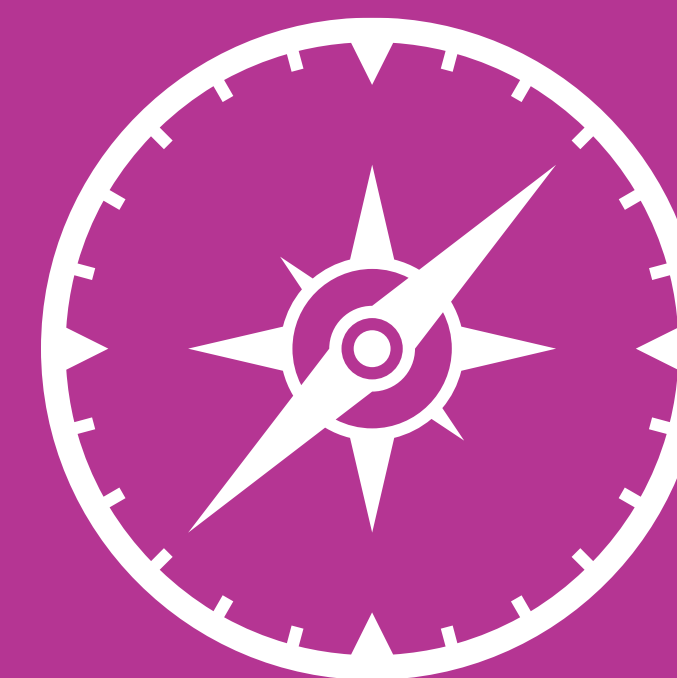
THE END OF THE BEGINNING



**Longest Running Media
Futures Agency**



300+ Partners Each Year



**Perspective, Publishing
And Proactive Guidance**

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OUTLOOK 2018

THE END OF THE BEGINNING

COMBINED MARKET CAP LARGER THAN INDIA

6th Largest Economy in the World





**WHOLE
FOODS
MARKET**

amazon



21st
CENTURY
FOX



ALL CULTURE
IS DIGITAL CULTURE

TWO PATHS AHEAD
FOR RETAIL

THE BATTLE
FOR THE HOME

BRAND TRUST
IS CONSUMER ACCESS

A person's silhouette is centered in the frame, holding a smartphone to their ear. The background is a dark, textured field of vertical lines and scattered light points in shades of teal and blue, suggesting a digital or data environment. The overall mood is futuristic and technological.

**ALL CULTURE
IS DIGITAL CULTURE**

67%

**OF AMERICANS GET THEIR
NEWS FROM SOCIAL MEDIA**





56.6M

**AMERICANS DON'T ACCESS PAY TV,
OVER 20% OF THE ADULT POPULATION**



THE CLOVERFIELD PARADOX

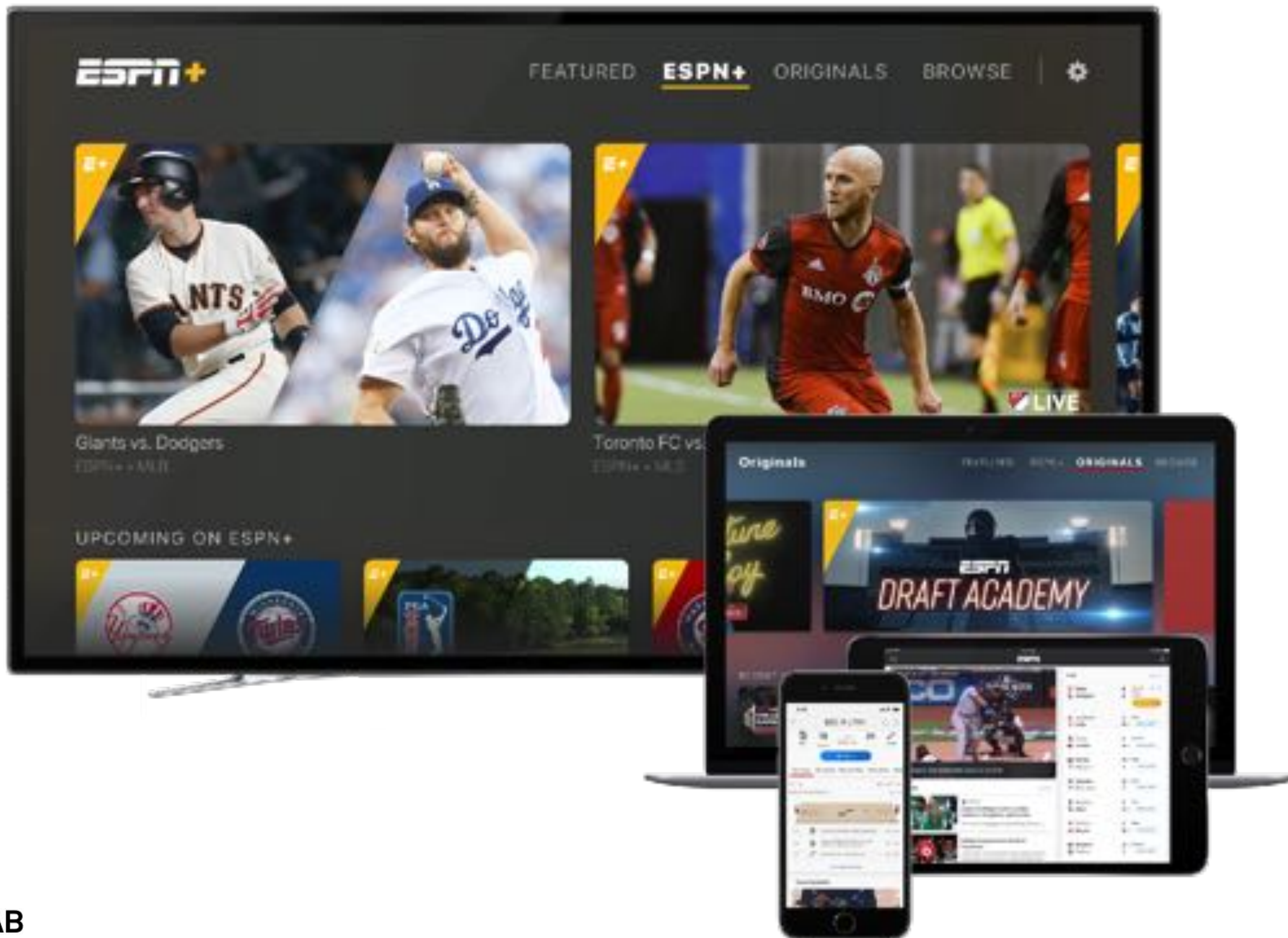
NETELIX

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3M

**SUBSCRIBERS, WITH
500K ADDED IN
JANUARY 2018 ALONE**





E-SPORTS

\$1B

**ESPORTS 2018 EXPECTED INDUSTRY SIZE,
A 50% INCREASE YEAR OVER YEAR**

A photograph of a Twitch booth at a convention. The booth features a large, illuminated 'Twitch' logo at the top. Below it, there are several Xbox logos and multiple monitors displaying game footage. People are seen interacting with the displays. The lighting is primarily purple and blue.

Twitch

106

**AVERAGE MINUTES PER DAY
SPENT ON TWITCH PLATFORM**

Exxon



ROCKET
LEAGUE




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A woman with long dark hair, wearing a blue t-shirt and black leggings, is using a VR headset and holding two controllers. She is in a dynamic, slightly off-balance pose, as if she is immersed in a virtual environment. The background is a bright, modern living room with large windows, a white chair, a desk with a monitor, and a lamp.

8M+

**CONSUMERS NOW OWN
A PREMIUM VR HEADSET**

An aerial view of a city skyline, likely London, featuring several prominent skyscrapers and a river in the foreground. The sky is overcast with grey clouds. The buildings are a mix of modern glass and steel structures and older, more traditional architecture. A bridge is visible in the lower part of the image, crossing the river.

1B+

**PROJECTED ACTIVE USERS
GLOBALLY FOR MOBILE AR**



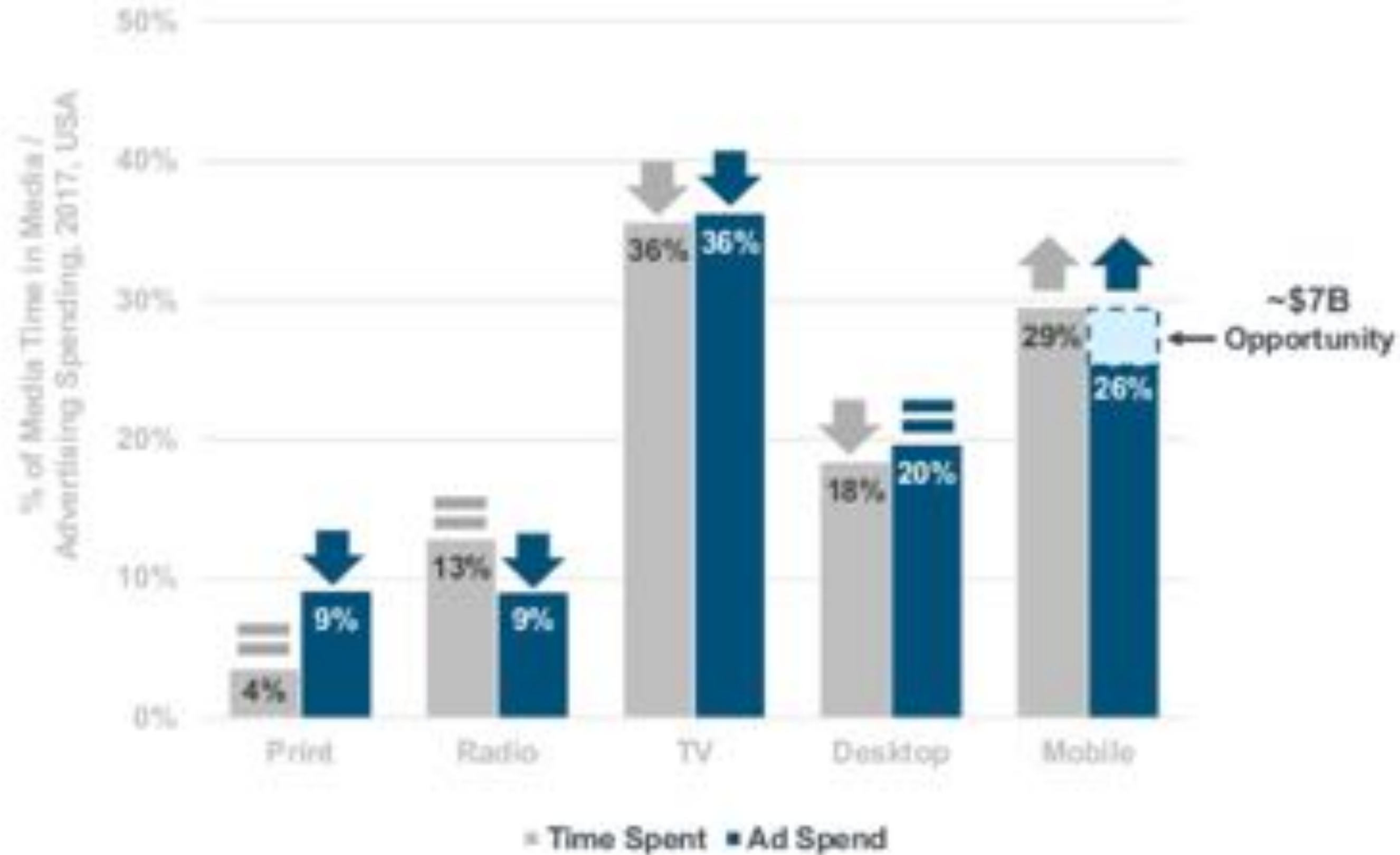




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Advertising \$ = Shift to Usage (Mobile) Continues

% of Time Spent in Media vs. % of Advertising Spending



PEBBLEPOST



TWO PATHS AHEAD FOR RETAIL

amazon go



\$2.3T

**2017 GLOBAL ECOMMERCE SALES,
A 25% INCREASE VS. 2016**



82%

**OF CONSUMERS WITH HHI
\$112K+ ARE PRIME SUBSCRIBERS**



TWO PATHS AHEAD FOR RETAIL
DIFFERENTIATION

BONOBOS



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B A R N E Y S
N E W Y O R K

HAAS FOR
THE HOLIDAYS





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NAP IN PROGRESS

7:27








TWO PATHS AHEAD FOR RETAIL
CONVENIENCE





70%

**OF MILLENNIAL SHOPPERS WANT
AI-POWERED RETAIL RECOMMENDATIONS**



STEP 2

**SELECTING YOUR
SHIPPING CARRIER**

It's crucial to team up with a shipping provider who can help you execute a Ship From Store plan — from the initial setup to providing the delivery service your business needs.

[LEARN MORE](#)



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DOMINO'S HOTSPOTS

ORDER SUCCESSFULLY PLACED

CURRENT ESTIMATED DELIVERY TIME **3:53 PM - 4:03 PM**

Your Estimated Delivery Time will be updated once your order is out for delivery

Get to your Domino's Hotspot before the driver.



The simplest way to shop.
Just ask.

"Alexa, let's shop."

20%

OF CONSUMERS HAVE MADE A PURCHASE VIA VOICE SHOPPING

75%

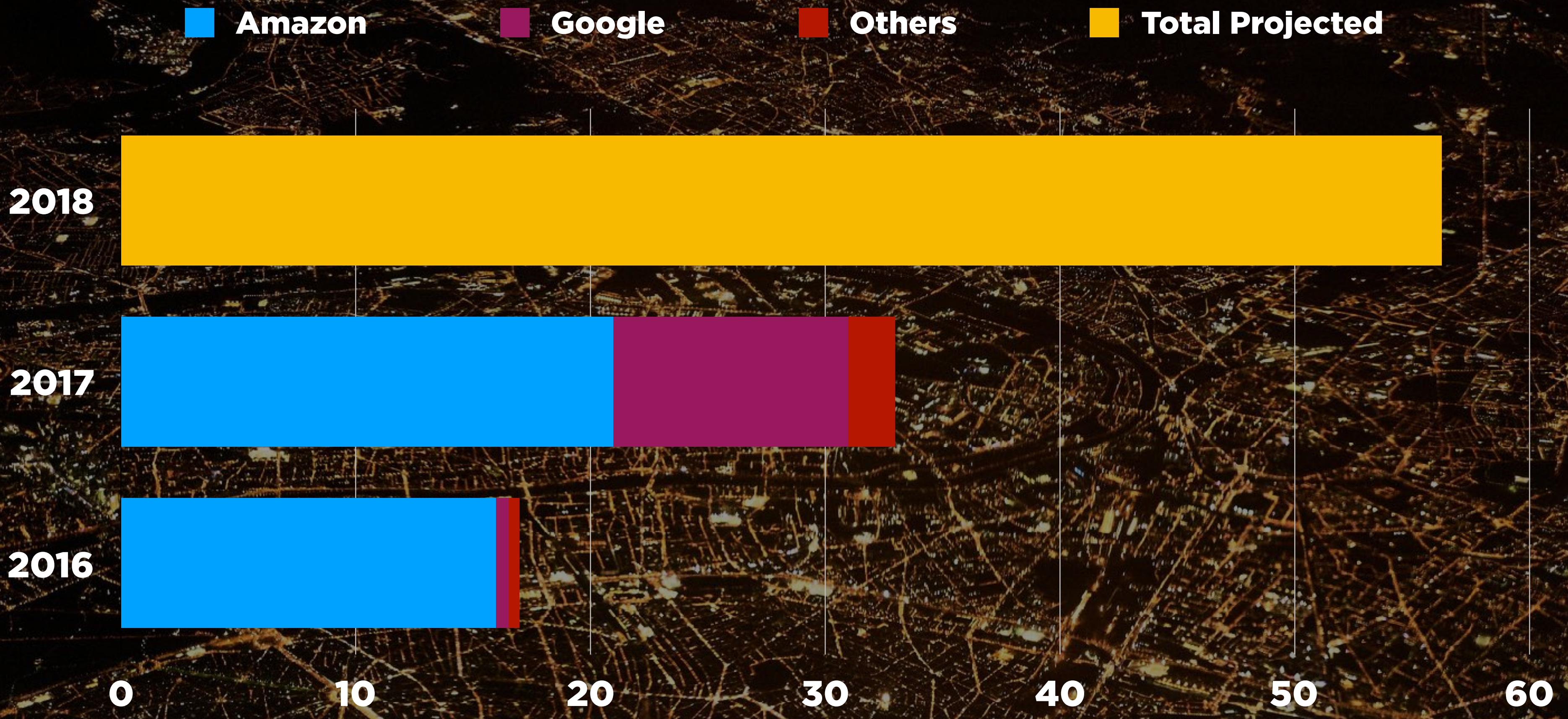
**OF US INTERNET USERS
REGULARLY OR ALWAYS SEARCH
FOR VISUAL CONTENT BEFORE
MAKING A PURCHASE**



A dimly lit living room with a TV on a stand, a plant, a rug, and a window with a desk.

THE BATTLE FOR THE HOME

56.3 million smart speakers to ship in 2018





33%

**OF CONSUMERS BELIEVE HANDS-FREE
CONTROL OVER THEIR HOME IS THE
BIGGEST BENEFIT**



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A conceptual image showing two hands, one from the left and one from the right, holding a stream of glowing, multi-colored particles (purple, blue, and white) that flow from the top towards the bottom. The background is a dark, starry space with a gradient from teal at the top to dark blue at the bottom. The text is overlaid in the center.

BRAND TRUST IS CONSUMER ACCESS

42%

**OF PRIME MEMBERS WOULD
CONSIDER AMAZON KEY**





Cambridge
Analytica

28%

**FACEBOOK'S BRAND FAVORABILITY
DROPPED IN THE LAST 6 MONTHS**

patagonia

58%

OF CONSUMERS BELIEVE BRANDS SHOULD SHARE THEIR OPINIONS VIA SOCIAL MEDIA

The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

[Learn More](#)



hulu

THE TONIGHT SHOW STARRING JIMMY FALLON

Watch Latest Episode

S4 E131 Chris Rock, Andy Cohen, Phoenix - Jimmy welcomes Chris Rock, Andy Cohen and musical guest Phoenix.

Added to My Stuff


24 | LEGACY


42%


OF CONSUMERS REPORT A LACK OF TRUST IN AI-POWERED SERVICES

Nearby





 Prentiss Brown Thea...
★★★★★ 0.44mi


 Banana Republic
★★★★★ 0.02mi

 Posh Bagel
★★★★★ 0.02mi

 Old Town
★★★★★ 0.04mi

 GapBody
★★★★★ 0.04mi

 Steamer's Grill Hous
★★★★★ 0.04m

 Wine Cellar
★★★★★ 0.05mi

Whirlpool®



WORKS WITH
Yummly



circle
WITH DISNEY





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THANK YOU

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