

Top 10 Digital Trends for 2013

The web has been in a state of flux since its inception, and this year is no different. Here's what trends are expected to take off in 2013.

1. Personalized Products for each Customer

Organizations will move towards involving the customer when creating their products as opposed to a "one size fits all" mentality. The key action to take here is to evolve from the now 'traditional' social media marketing activities of buying display ads and pushing products, to buying social listening research, with the goal of product development personalized for the 'individual' consumer.

2. Demographics is out, now it's about Behavior

In 2013, it's no longer about targeting an audience that you THINK has an interest in your product based on age, income, gender, education, historical data, etc... It's about targeting the audience you KNOW has an interest in your product by focusing on a more niche area of interest such as fan groups, societies, cults, that already engage in your product/service.

3. Quality over Quantity.

Having large amounts of data is invaluable to a company, but in the process of having all this data, it creates a lot of pains in discovering insights and actionable items. Brands need to move away from tracking overall sales each month; instead they need to look at 'live' sales. Track them by time, SKU, location, retailer, attribute, etc... This ground up approach will give the real insights from a small to large scale.

4. Fall of the PC looks to Responsive Design

The purchase of desktop computers are on the decline, so what are consumers buying? Mobile devices, i.e. smart phones and tablets. A website built in responsive design basically figures out the resolution of the device it is being viewed on, and the images and fluid

grids will size correctly to fit the screen. This allows the website, no matter on what device, to have the optimal viewing experience - easy reading and navigation with a minimum of resizing, panning and scrolling. The benefit - one website build, one seamless experience with thousands of screens.

5. Perceptive Media

Media, audio or video that adapts itself based on the information it has gathered on an individual user. Artificial Intelligence is the brainwork behind this. The purpose is to provide media that target on a user-by-user basis. Imagine watching tennis on television with someone that doesn't know the rules, perceptive media could show one user the detailed rules of tennis while showing the other user the current rankings of players and behind the scene footage. Creating democracy within the lounge room by comparing the overall tastes of the group and reach the most compatible compromise.

6. Revolution of the Second Screen

- More than 80% of smartphone and tablet users use their devices while watching TV.
- At least 25% of U.S. smartphone and tablet users use their devices while watching TV multiple times per day.

- 51% of those who post on social media while watching

This means as consumers are engaging in one type of media, they will simultaneously engage in another. Imagine a consumer watching a television drama series, and at the same time shopping on the eBay app for the clothes that the main character is wearing. This revolution extends to mobile devices from the big screen, TV, and organizations are working to build on the relationship between screens.

7. Cloud Computing at the Forefront

Cloud computing is the storage of data online allowing access across multiple platforms simultaneously through consumer-based services such as email, social media, online file storage and corporate communication tools. A simple idea with a powerful effect, involving the fast growing mobile device Mobile cloud is a new way to create workflows. This will change the way we think about storage on our devices and instead think about storage in the cloud. Devices will then come with less storage, but be better equipped to access data.

8. Digital Convergence - Pulling it all Together

Forget about remembering where you left off in Season 2 Episode 3, 25 minutes and 32 seconds of The Walking Dead, think more about registering for an account via online cloud services and it'll remember where you last left off and continue when you log back on via any compatible device. To give you even more, these services can make recommendations based on the content you have previously viewed. Nowadays, it's not about finding the video, it's about how fast your internet connection is so you can stream the video without lagging. Apps like HBOGo, UVideos, and HuluPlus not only stream content to the consumer, they can measure the consumption, know the device used, connection speed, viewing history and purchase history; with this data they are able to personalize the ads, content and product recommendations a consumer sees.

9. All things Internet

It's inevitable, and has been coming for a while - everyone will be able to connect to the internet via more and more devices - the refrigerator, the television, the car, etc... Everything will be automated. Companies like Ford have already begun opening up their APIs to developers to create new applications to use via computer systems in the vehicles. Computer chips

installed in traffic lights connecting to GPS systems will provide the shortest travel distance with live data. One day we'll live in a world where the toast is hot and ready on a plate the moment we step into our kitchen. It's not really any stretch of the imagination, if you think about it.

10. Location, Location

2012 started this up, and now in 2013 with more and more mobile devices being produced (e.g. Sony recently released a competitor to the iPhone 5 and Samsung Galaxy 4 - the Xperia Z), in conjunction with privacy being loosened by tech giants such as Facebook, Google, Instagram, etc, this means that locations of users by default will be tracked, provided users don't disable the functionality. But at the same time, growing social relationships are encouraging friends to share their location for rewards, namely applications such as Foursquare, and also social recognition of having visited various locations via networks such as Facebook Places.

Leave your questions and comments to:

herve@delhumeau.com