

2021

## MEDIA TRENDS AND PREDICTIONS

Discover the key trends driving  
media and advertising in 2021

### Media pivot

Industry changes are forcing a change of direction or approach

#### Audience behaviours, industry dynamics

In-home media consumption has increased during the pandemic, but many questions remain as to how long these habits will last and the challenges that advertisers seeking to optimise their media buys will face in 2021.

#### E-commerce and media

Social influencers will impact the entire sales funnel, guiding consumers to a more efficient omnichannel presence. Brands must reimagine their D2C strategies to integrate influencers and community-powered platforms.

#### Democratising data

Media professionals must access broader media data sets for better decisions and opportunity recognition. Open source data platforms help brands own integrations with multiple programmatic partner platforms.

### Media performance

Industry changes are forcing a change of direction or approach

#### The boomerang subscriber

Consumers increasingly see video-on-demand subscriptions as interchangeable, pushing the streaming wars to a new level. Content aggregators will take centre stage to unlock new customer acquisition strategies with collaboration essential for long-term success.

#### The audience in the stream

Togetherness has grown in importance boosting TV co-viewing - requiring a deeper understanding of audience overlaps and migrations between streaming platforms. Media trading currencies must also reflect the totality of audience behaviours.

#### From activism to action

Activism enables brands to meaningfully connect with consumers, but actions speak the loudest. The correlation between values, media selection and influencer strategy is increasingly important but creates risk for media platform owners too.

### Media people

The increased challenges of measurement and effectiveness

#### The social media dilemma

Brand investments in social media continue to grow, despite consumer distrust. Brands will become more open-minded and dynamic in their media and comms planning, breaking down silos to create campaigns that reach across channels, and using influencers strategically.

#### Creative context takes centre stage

Seeking differentiation, advertisers and agencies will accelerate their adoption of the latest media channels and formats - content creators must focus their efforts on developing content for specific platforms. Online video will be the single biggest winner.

#### Infused analytics

Analytics will fuel optimal investment, delivering a balanced short and long-term strategy. Measurement that certifies and optimises creative content quality before airing will rise in importance, and more advanced analytics tools will help determine strategic investment decisions.

#### Tough cookies

Digital ad spend is more dominant as the demise of the third-party cookies looms. Advertisers will move towards hybrid ad effectiveness measurement, combining privacy-compliant direct integration, and probabilistic and analytics-based modeling for a holistic campaign view.