**Increasing Media Consumption**
Increasing media consumption: Humans are intrinsically media animals. As we get greater access to media and content, we are discovering that our appetites for information and entertainment is virtually insatiable. It is commonplace for people of all ages to consume multiple media at the same time, with television, internet, newspaper, messaging, and other media frequently overlapping.

**Implications:**
Average total media consumption will exceed waking hours. Most media will be consumed with partial attention. Advertising impact will decrease.

**Fragmentation**
At the same time as we are consuming more media, every existing media channel is being fragmented, and new ones are being added.

**US TV Fragmentation**
Source: Media Dynamics and Bear Sterns

**Implications:**
Current mass media markets are ephemeral. Revenues per channel will decrease. In all except a handful of cases, production costs will need to scaled down.

**Participation**
Early talk about consumer-generated media has become a stark reality over the last two years, with an explosion of media participation across blogs, photos, videos, social networks, and more. The costs of quality content creation are plummeting. Already a large proportion of content available is non-professional, and people’s media activities are increasingly focused on participatory channels such as social networks.

**Implications:**
An infinite supply of content, increased fragmentation of attention. Pro-Am (professional-amateur) content models will emerge.

**Personalization**
Media is becoming personalized. Ultimately this is about user control, in enabling every possible choice in what, when, and where people consume media, and its formatting, filtering, and presentation. At the same time, real-time information on viewers enables highly targeted advertising based on behaviors, location, and other profile data. The face of personalized advertising will depend on how societal attitudes to privacy evolve.

**Implications:**
Users’ expectations for control over their media will increase. Abuse of personalized advertising will create a backlash. Some will opt-out, and others will opt-in if sufficient value is created.

**New revenue models**
Within the current trend away from subscription and towards ad-supported business models, the way that advertising is sold is dramatically changing. As illustrated, the vast majority of the online players with the greatest reach are advertising networks, not stand-alone sites such as Google or Yahoo! Unbundling sales and content is the promise of micropayments for content may re-emerge within a decade.

**Implications:**
Advertising aggregation will be central to the media landscape. Media companies will segment and unbundle ad sales and content creation.

**Increasing bandwidth**
In developed countries the Internet has now shifted from dial-up to broadband in the home.

**Implications:**
Video on demand anywhere, anytime. Personal clouds will allow music and video collections to be accessed anywhere without local storage. The rationale for allocated media spectrum and infrastructure will fade.