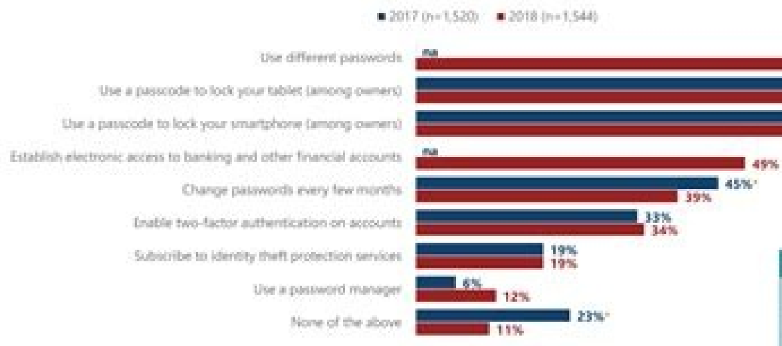
Emarketer 2019 pdf

I'm not robot!

There are opportunities to educate adults 50+ on online safety best practices



Online Safety By Age

50-64 year olds have better online safety practices than those 65+

" It is urgent to restore the image tarnished by bad practices and give new impetus to influencer marketing

Why does influencer marketing still have a bright future

Today's consumer is increasingly less naive, and can spot a paid advertisement a mile away. This is one of the lessons to be drawn from our DIMENSION study: to the connected consumer, most brand activity (through whatever channel and by whichever means) is deemed to be 'advertising'. For example, more than 60% consider brand messages in print articles, on social media or product placements to be "advertising". Some self regulation bodies have reinforced their rules between brands and influencers, for more transparency and loyalty.

Despite this, bad practices continue apace: fake followers, lack of transparency, lack of creativity... and even the rise of CGI (Computer Generated Imaging) influencers and digital humans. Although they could mark an important evolution for advertising, they remain very far from their human counterparts. And it is well known that the human aspect of influencer marketing is key.

A January 2018 New York Times survey shed light on these dubious practices and showed how some influencers bought huge numbers of "likes" with non-existent subscribers, or how some people usurped real users' identities. The situation was so bad that some brands, such as Unilever, took a stand and decreed that they would no longer work with influencers who adopt these methods.

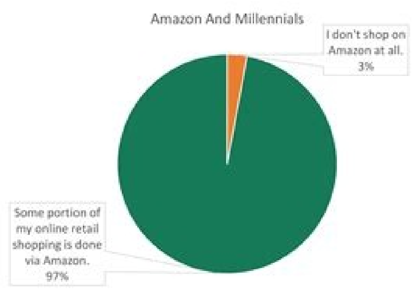
In short, the sector is suffering badly: it's what we call branded influencer fatigue - or BIF. But do things have to be this way? The answer is no.

Influencer marketing still has a bright future. This is proven by the fact that the social networks themselves are improving and expanding dedicated tools. For instance, Facebook and Snapchat have announced the launch of platforms to facilitate brand-influencer relationships. But it is paramount to understand the essence of this discipline. The awareness that began in 2018 needs to continue into 2019 and drive new momentum.

■ First of all, there needs to be strong cross-functional collaboration within the brands and agencies involved, in order to give the public a unified vision and to lead true all-channel campaigns, where operations from one side feed into the other's, thus creating a virtuous circle. This will then evolve from a tactical approach into a true strategic logic.

■ In the process, more and more brands will bring teams in-house and create dedicated confluence (content and influence) manager positions that interact with several departments: PR, marketing, products, studies, R&D, senior management etc. According to the DIMENSION study, using multiple media forms to carry conventional advertising messages is now commonplace and recognised as effective by both brands and consumers. On average, consumers reported using almost three communication channels to gather information on brands - highlighting the importance of a holistic, integrated approach to media and communications planning.

Amazon is the dominant retailer for Millennial shoppers, with 97% of the generation utilizing the platform for some portion of their online shopping.



The Millennial Shopping Report 2019 | CouponFollow

What does 2019 hold for us?

■ Video content will still be at the heart of Facebook's strategy, with the company set to continue to roll out its Watch service globally. It is important to remember that, since its launch in 2017, it has been restricted to US users. As explained by Fiji Simo, Vice-President in charge of Video at Facebook: "We created this product so that users are not passively consuming videos but can participate." Community and interactive experiences remain at the heart of the development of new formats and related services.

■ Twitter, meanwhile, continues to use video through real time publishing and by multiplying partnerships. After Buzzfeed and Bloomberg, Twitter has signed a multi-year partnership with Blizzard to produce and broadcast video content on the Overwatch League. While, for the time being, a large majority of video content is sport-related, in 2019, the company could strongly diversify, especially around fashion, music and food. Another strong signal: last September, and for the first time, Apple's keynote was broadcast live on Twitter.

■ Snapchat is increasingly focusing on exclusive video programming to align with changing media consumption trends. A few months ago, Snap announced an agreement with NBC to create a daily Snapchat program called "Stay Tuned" which covers the latest news, in micro videos of 2 to 4 minutes. NBC needed to evolve its strategy to meet audiences and drive revenues in new places. This is not surprising, as Snapchat is the most used social platform among Centennials in terms of average time spent per day, according to a recent report from Kantar. The way centennials use social sites differs from previous generations, with Snapchat used by centennials for an on average of 30 minutes per day, compared to Facebook (11 minutes), Facebook Messenger (28 minutes) and Twitter (22 minutes). With a focus on engaging these younger audiences, NBC News has turned toward Snapchat as one of the key components of its future content offerings. It's still TV, but a wider definition - Explore Kantar Media Blueprint to measure it.

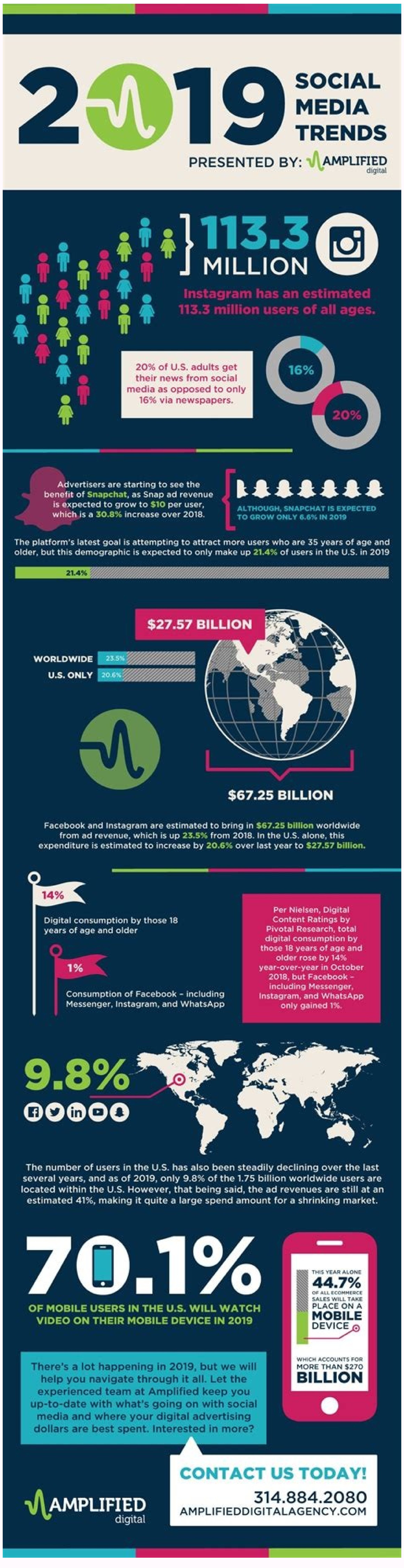
Watch a live stream with the SnapPress app

Do we have to stake everything on video?

No. This is one of the lessons of content editor Buzzsumo's study in its August 2018 edition. The American brand analysed 43 million posts on Facebook during the second half of 2018, to find that the average engagement around this type of content had dropped from 5,486 to 2,867 (engagements per post) compared to the first half of 2017. Even though video still has the strongest engagement rate, this engagement has dropped from 9,370 to 3,453.

According to Kantar Media TGI data, when consumers like a media, almost 40% are also willing to access it in different versions.

2019 will be the year of hybrid creative formats. The rise and democratisation of the "stories" format powered by Snapchat in 2014, which was a source of inspiration for other social platforms. I n 2019 we expect to see increased use of these hybrid formats for an even better user experience.



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Wednesday, December 18, 2019 December 11, 2019 (London, UK) — This year, for the first time, UK adults spent more time with digital media than with traditional media. By the end of 2019, UK adults will have spent a daily average of 5 hours, 16 minutes (5:16) with digital media. This represents 52.2% of media consumption. In 2018, the average time spent with digital and time spent with traditional media were tied at 5:03. “We expect the gap to widen in the coming years, as content consumption continues to shift further onto digital platforms,” eMarketer UK senior analyst Bill Fisher said. “This has ramifications for media companies, of course, but for marketers, too. They will need to weigh their ad budgets carefully. Traditional media will remain hugely important, but it will mean more complex strategies for reaching customers.” Growth in time spent with digital media has slowed and is set to plateau in the coming years. The growth that remains will be fueled by increases in time spent with smartphones and other devices including connected TVs. Adults in the UK used their smartphones (excluding voice calls) for 2:16 per day, on average in 2019. Smartphones will continue to gain an increasing share of time spent with total media, surpassing 25% by 2021. Video consumption is also driving growth of overall digital media time. This year, UK adults spent 1:25 per day watching digital video, up 10.4% over 2018. Mobile will remain the leader for digital video consumption among adults, at 36 minutes this year, up 7.2% over last year. This is closely followed by “other connected devices” (31 minutes), which include smart TVs and gaming consoles. These devices will see a growth of 20.7% in 2019. In the UK, time spent with traditional media among adults decreased by 4.2% this year to 4:50. This number will continue to decline, dropping to 4:33 by 2021. A key reason for total traditional time dropping is TV time, which has been steadily declining. It will fall 5.9% this year as consumers spend more time with digital video. This year, consumers will spend 25.8% of their total media consumption on traditional TV. “The way people are watching video content is changing faster than ever before,” eMarketer senior forecasting analyst Cindy Liu said. “Streaming services such as Netflix and Amazon Prime have become incredibly popular because of their vast libraries of original content, including some UK-produced titles. Coupled with the fact that these platforms can be watched on virtually any connected device, it's not surprising that time spent watching digital video will continue to chip away at traditional TV time.” Other major traditional media will also see declines this year: newspapers (down 3.7%), magazines (down 4.5%) and radio (down 1.8%). Methodology eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms and public companies, plus interviews with top executives at publishers, ad buyers and agencies. Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular re-evaluation of available data means the forecasts reflect the latest business developments, technology trends and economic changes. About eMarketer Founded in 1996, eMarketer is the first place to look for research about marketing in a digital world. eMarketer enables thousands of companies worldwide to understand marketing trends, consumer behavior and get the data needed to succeed in the competitive and fast-changing digital economy. eMarketer's flagship product, eMarketer PRO, is home to all of eMarketer's research, including forecasts, analyst reports, aggregated data from 3,000+ sources, interviews with industry leaders, articles, charts and comparative market data. eMarketer's free daily newsletters span the US, EMEA and APAC and are read by more than 200,000 readers globally. In 2016 eMarketer, Inc. was acquired by European media giant Axel Springer S.E. For more information, contact: Douglas Clark Global Director of Public Relations 646-863-8807 dclark@emarketer.com Corinne Weir Public Relations Coordinator 646-863-8814 cweir@emarketer.com Posted on December 18, 2019. Tuesday, November 5, 2019 November 5, 2019 (New York, NY) – Connected TV advertising* is a small, but rapidly growing portion of digital advertising, and it's competing directly with traditional TV advertising. In our inaugural forecast on CTV spend in the US, we expect the channel to grow 37.6% this year to reach $6.94 billion. By 2021, it will surpass $10 billion. “When looking at ad revenues, YouTube, Hulu and Roku are the leaders in this market,” eMarketer forecasting analyst Eric Haggstrom said. “Users of these platforms are likely either cord-cutters or cord-shavers. That means some TV ad buyers are willing to pay a premium to reach users who are difficult to reach via traditional TV ads. These platforms are also bulking up their targeting, programmatic and attribution capabilities in order to attract buyers from the digital world.” Despite the opportunities to advertise on CTV platforms, there are factors holding back growth. “Measurement is a huge problem that is holding back linear TV advertisers from advertising on CTV,” Haggstrom said. “There is no single, commonly accepted measurement across platforms like there is in TV. Also, CTV targeting, attribution and programmatic capabilities are significantly behind those of other leading digital ad platforms.” Additionally, the huge influx of new over-the-top (OTT) services entering the market in Q4 2019 through 2020 will affect the entire industry. Many are not ad-supported, like Disney+, Apple TV+ and HBO Max. NBCU's Peacock service is the notable exception. “It is far from guaranteed that any of the new services will be successful in terms of gaining large audiences,” Haggstrom said. “But low-priced, ad-free services from Apple and Disney will likely make platforms that do have ads less attractive to consumers than they currently are.” CTV usage in the US will grow 5.3% to reach 195.1 million viewers (all ages) by the end of this year, surpassing 200 million in 2020. Roku devices lead the category with 44.2% of viewers, followed by Amazon Fire TV, Google Chromecast and Apple TV. (Note: There is overlap, as some viewers use more than one device.) * digital advertising that appears on connected TV (CTV) devices. Examples include display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising. Methodology eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms and public companies, plus interviews with top executives at publishers, ad buyers and agencies. Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular re-evaluation of available data means the forecasts reflect the latest business developments, technology trends and economic changes. About eMarketer Founded in 1996, eMarketer is the first place to look for research about marketing in a digital world. eMarketer enables thousands of companies worldwide to understand marketing trends, consumer behavior and get the data needed to succeed in the competitive and fast-changing digital economy. eMarketer's flagship product, eMarketer PRO, is home to all of eMarketer's research, including forecasts, analyst reports, aggregated data from 3,000+ sources, interviews with industry leaders, articles, charts and comparative market data. eMarketer's free daily newsletters span the US, EMEA and APAC and are read by more than 200,000 readers globally. In 2016 eMarketer, Inc. was acquired by European media giant Axel Springer S.E. Posted on November 5, 2019. Exportable files for easy reading, analysis and sharing.Reliable data in simple displays for presentations and quick decision making.Insights from industry and company leaders.Top Global Ecommerce MarketsEcommerce Channel Breakdown by MarketDigital Buyer Penetration by MarketWhat's Shaping Global Ecommerce in 2019?Key TakeawayseMarketer InterviewsRead NextSourcesMedia Gallery June 16, 2021 (New York, NY) — Following nearly 10 years of double-digit growth, ecommerce sales in Canada surpassed 10% of total retail sales for the first time last year, reaching 12.7%. Since 2019, ecommerce sales have nearly doubled their share, reaching $64.51 billion this year. The pandemic boosted Canada's ecommerce market robustly last year by 75.0%, making it the second-fastest-growing ecommerce market worldwide behind Argentina, at 100.6% growth. “The shift to online shopping was slower to develop in Canada than other countries, notably the US, so there was plenty of room to grow,” said eMarketer principal analyst at Insider Intelligence Paul Briggs. “The pandemic forced retailers to sell more online, and consumers lapped it up. Retail ecommerce surged ahead last year and is now a primary growth driver of retail in Canada in 2021.” Ecommerce's share of total retail will expand to 13.4% this year and reach 17.2% by the end of our forecast period in 2025. Despite last year's decline, overall retail sales in Canada will increase 6.4% year over year to $481.40 billion, surpassing pre-pandemic levels. And it's on track to surpass $500 billion next year. Methodology eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms, and public companies, plus interviews with top executives at publishers, ad buyers, and agencies. Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular reevaluation of available data means the forecasts reflect the latest business developments, technology trends, and economic changes. About Insider Intelligence Formed in 2020 from the combination of eMarketer and Business Insider Intelligence (BII), Insider Intelligence aims to be the world's leading research service focused on digital transformation. Insider Intelligence enables thousands of global industry leaders to understand the critical trends and developments affecting their business in the short and long term. Each year, Insider Intelligence produces nearly 300 reports, 7,000 charts, 1,500 newsletters, and 200 forecasts across the Advertising & Marketing, Consumer Demographics, Social Media, Video, Mobile, Ecommerce & Retail, Telecoms & Technology, Financial Services, and Digital Health industries. Insider Intelligence is owned by European media giant Axel Springer S.E.

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