



MARKETING RESEARCH
FOUNDATION

EMERGING GLOBAL TRENDS IN MEDIA USAGE

JAN
2024





GENERATIVE AI AND MEDIA CONSUMPTION

There's growing excitement and concern around generative AI. Consumers are intrigued by the potential of AI but also wary of its implications. While AI could enhance user experiences, there's a need for brands to address and mitigate consumer concerns effectively.

TRUST IN MEDIA

Trustworthiness in media is becoming a crucial factor, with an increasing number of consumers demanding responsibility from publishers and brands in news dissemination. This trend underscores the importance of credibility and ethical standards in content creation and distribution.

ENGAGEMENT WITH BABY BOOMERS

The online habits of Baby Boomers are shifting, with more of this demographic engaging with social media and digital content. This change highlights the need for marketers to include Boomers in their digital strategies, recognizing their purchasing power and online activity.

SHORT-FORM CONTENT AND SPORTS

Short-form clips, particularly in sports, are gaining traction for brand awareness. The rise in consumption of sports highlights and bite-sized content on social platforms reflects a broader consumer preference for concise, flexible viewing experiences.





CONSUMER BEHAVIOUR AND VALUE PERCEPTION

Consumers re-evaluating what matters most to them, affecting not only their desires and needs but also their perceptions of value.

This trend is leading to a "Relationship Renaissance," where consumers seek more meaningful, real-life connections, and a "New Green Reality," emphasizing the necessity of integrating sustainability more profoundly into daily life.

MEDIA INDUSTRY CONSOLIDATION AND AI ADOPTION

Anticipation of further industry consolidation and a significant focus on artificial intelligence.

AI is expected to drive efficiencies and open up new growth avenues, particularly in content creation, distribution, and monetization.

Dealing with challenges and AI acceptance as an inevitable trend will require collaboration





DIRECT AI MARKET RESEARCH IMPACT

1. **Automated Data Collection:** AI can automate the process of gathering data from various sources, including social media, online forums, and other digital platforms.
2. **Advanced Analytics and Pattern Recognition:** Through machine learning algorithms, AI can analyse large datasets more efficiently than traditional methods
3. **Natural Language Processing (NLP):** Data from a variety of sources converted to actionable insights.
4. **Predictive Analytics:** AI can use historical data to predict future trends and consumer behaviours
5. **Enhanced Survey Design and Analysis:** AI can recommend optimal samples and questions.
6. **Sentiment Analysis:** This understanding can inform marketing strategies, product development, and customer service improvements.
7. **Efficient Data Cleansing:** AI can quickly sift through data, identifying and correcting errors or inconsistencies. This cleaning process improves the quality of the data collected, ensuring that subsequent analyses are based on accurate and reliable information.
8. **Customization and Personalization:** AI can tailor data collection efforts to specific segments of the population, increasing the relevance and precision of the data collected.
9. **Real-time Data Collection and Analysis:** This immediacy can be crucial for making timely decisions in fast-moving markets.
10. **Scalability:** AI systems can handle vast amounts of data far beyond human capacity, making it possible to scale up market research efforts without a corresponding increase in time or resources.





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