

Brian Solis

**DISRUPTIVE  
TECHNOLOGY  
TRENDS  
2015 - 2016**

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ALTIMETER®

exit calm

THE  
FUTURE  
ISN'T  
WHAT  
IT  
USED  
TO  
BE



# The Future is Already Here

MONTH DAY YEAR AM PM HOUR MIN  
007 28 2015 04 29  
DESTINATION TIME

MONTH DAY YEAR AM PM HOUR MIN  
SEP 08 2011 08 30  
PRESENT TIME

MONTH DAY YEAR AM PM HOUR MIN  
007 28 1985 01 21  
LAST TIME DEPARTED



The Future is not What We Were  
Told It Would Be







We Did Finally Get a Hoverboard...Prototype



# Our Future Revolves Around the EGOsystem





# Social Media 1.0 is Dead

Social Media becomes part of a digitally transformed ecosystem

Real-time and content marketing becomes more sophisticated and portable

**CRIME SCENE DO NOT CROSS**

Social becomes key hub for shaping customer experiences

Social connects the Zero Moment of Truth and the Ultimate Moment of Truth



# The Future of Search and SEM Also Lies Outside of Google

More than 88% of consumers are influenced by other consumers' online comments.

Source: Econsultancy.com

amazon.com®

You Tube



## Net US Mobile Internet Search Ad Revenues, by Company, 2012-2016

% change and % of total mobile search ad spending

	2012	2013	2014	2015	2016
<b>% change</b>					
Yelp	-	311.0%	136.0%	83.8%	61.4%
Google	198.2%	82.5%	75.0%	44.1%	39.5%
YP	170.0%	50.0%	35.0%	25.0%	20.0%
Other	343.7%	839.9%	117.4%	59.1%	40.8%
Total	201.7%	120.8%	82.3%	47.7%	39.3%
<b>% of total mobile search ad spending</b>					
Google	82.8%	68.5%	65.7%	64.1%	64.2%
YP	11.2%	7.6%	5.7%	4.8%	4.1%
Yelp	0.5%	1.0%	1.3%	1.6%	1.9%
Other	5.4%	22.9%	27.3%	29.4%	29.7%

Note: includes advertising on search engines, search applications and carrier portals; ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising; numbers may not add up to total due to rounding; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

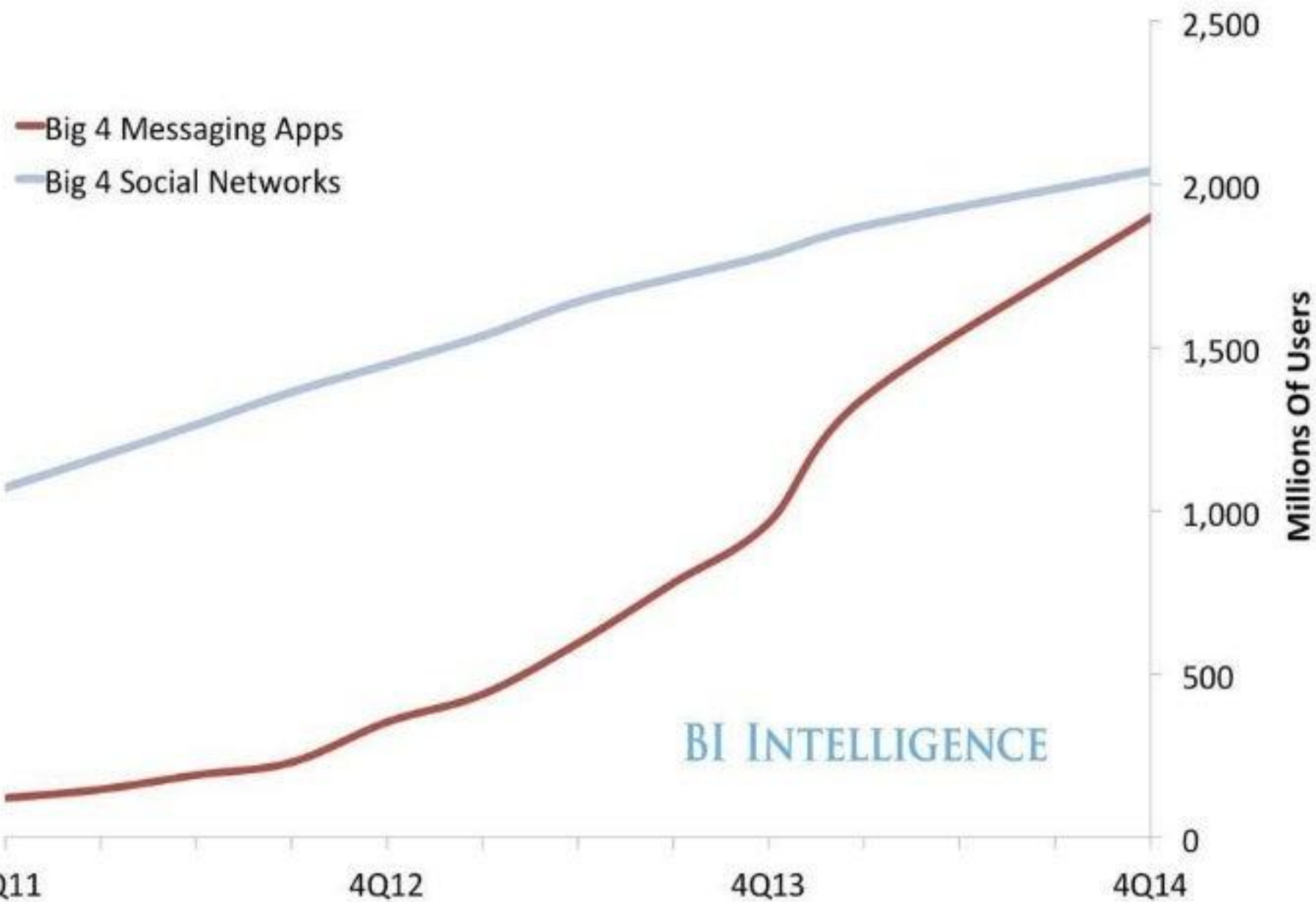
Source: company reports; eMarketer, June 2014



# Messaging Apps are the New Social Media

Tech  Chart of the Day

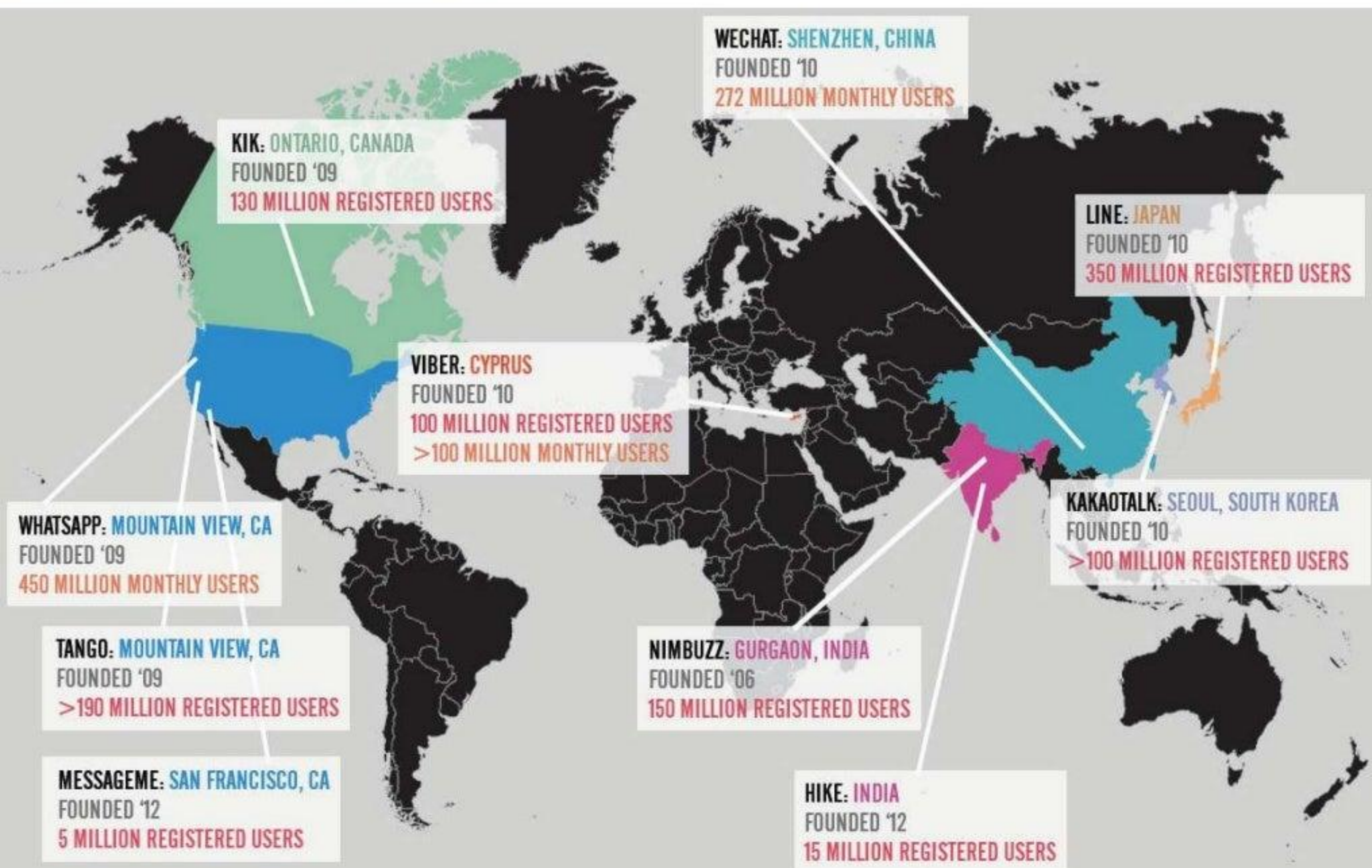
## Messaging Apps Are On The Brink Of Overtaking Social Networks In User Numbers\*



\*Messaging apps: WhatsApp, Messenger, LINE, WeChat. Social apps: Facebook, Twitter, LinkedIn, Instagram



# readwrite





Asia and Other Foreign Competitors Will Compete to Gain Share and Push Messaging Forward





# Notification Windows Introduce a Thin Layer for Rapid Engagement. Redefines Future of “Apps”



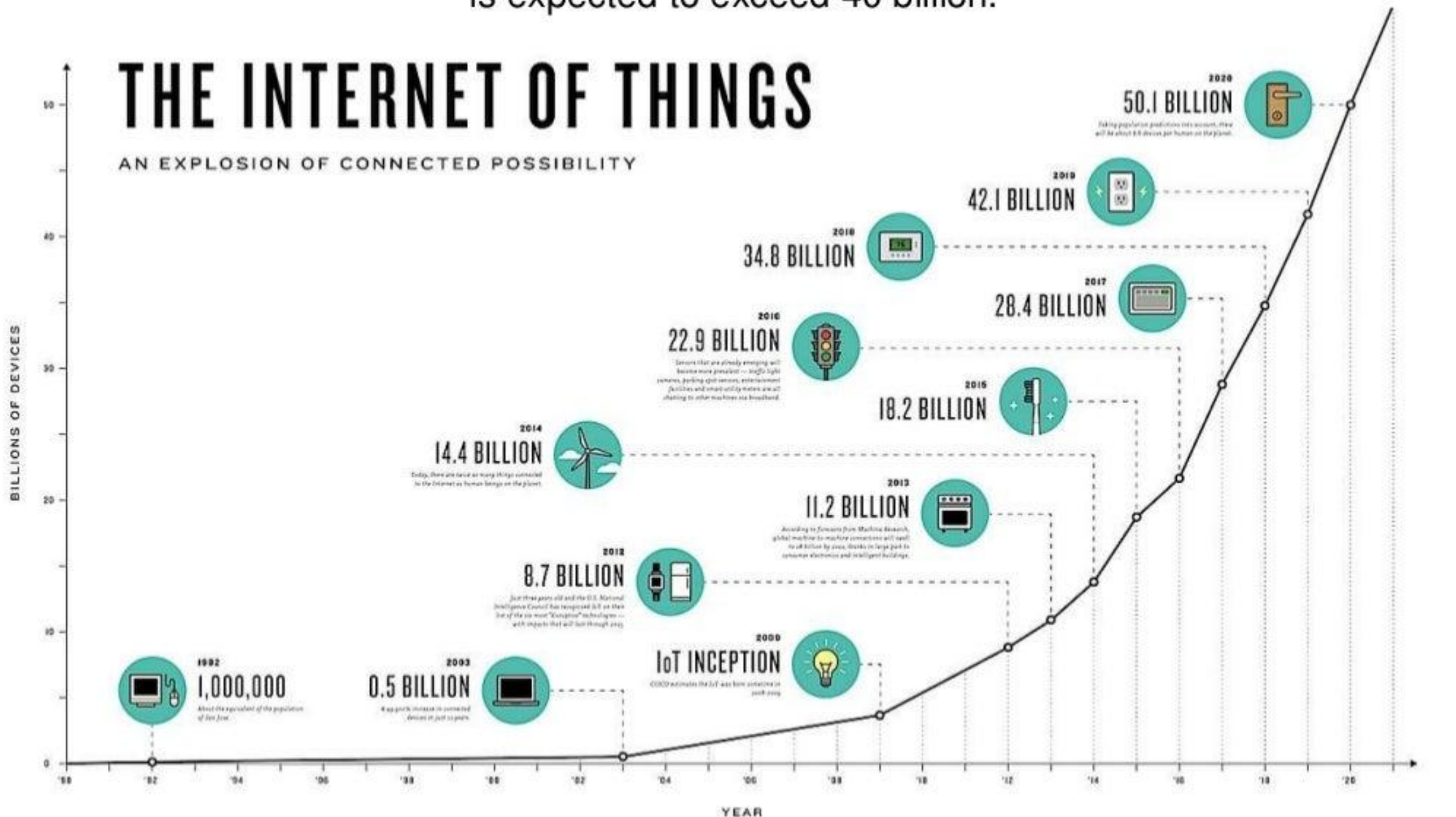
# Chinese Innovation is Going to Disrupt the US from the Outside In and the Inside Out





# The Internet of Things is a Hot and Beautiful Mess Until It Becomes the Internet of Everything

By 2020, the number of devices connected to the Internet is expected to exceed 40 billion.



Wearables Will Struggle to Find Their Place in Everyday Life. They Still Need a Killer App.





# Virtual Reality Experiments with *Killer* Apps for Consumer and Vertical Markets





# Focus on the Kids! Generation Z is Mobile First and Mobile Only and They're Nothing Like Millennials



The infographic is set against a background of a person with long dark hair looking down at a smartphone. A pink banner at the top contains the title. Below it, two columns of text compare Gen Z and Millennials. The Gen Z column lists traits such as being tech-innate, thinking in 4D, and being future-focused. The Millennials column lists traits such as being tech-savvy, thinking in 3D, and being now-focused. A small ampersand logo is in the top left corner.

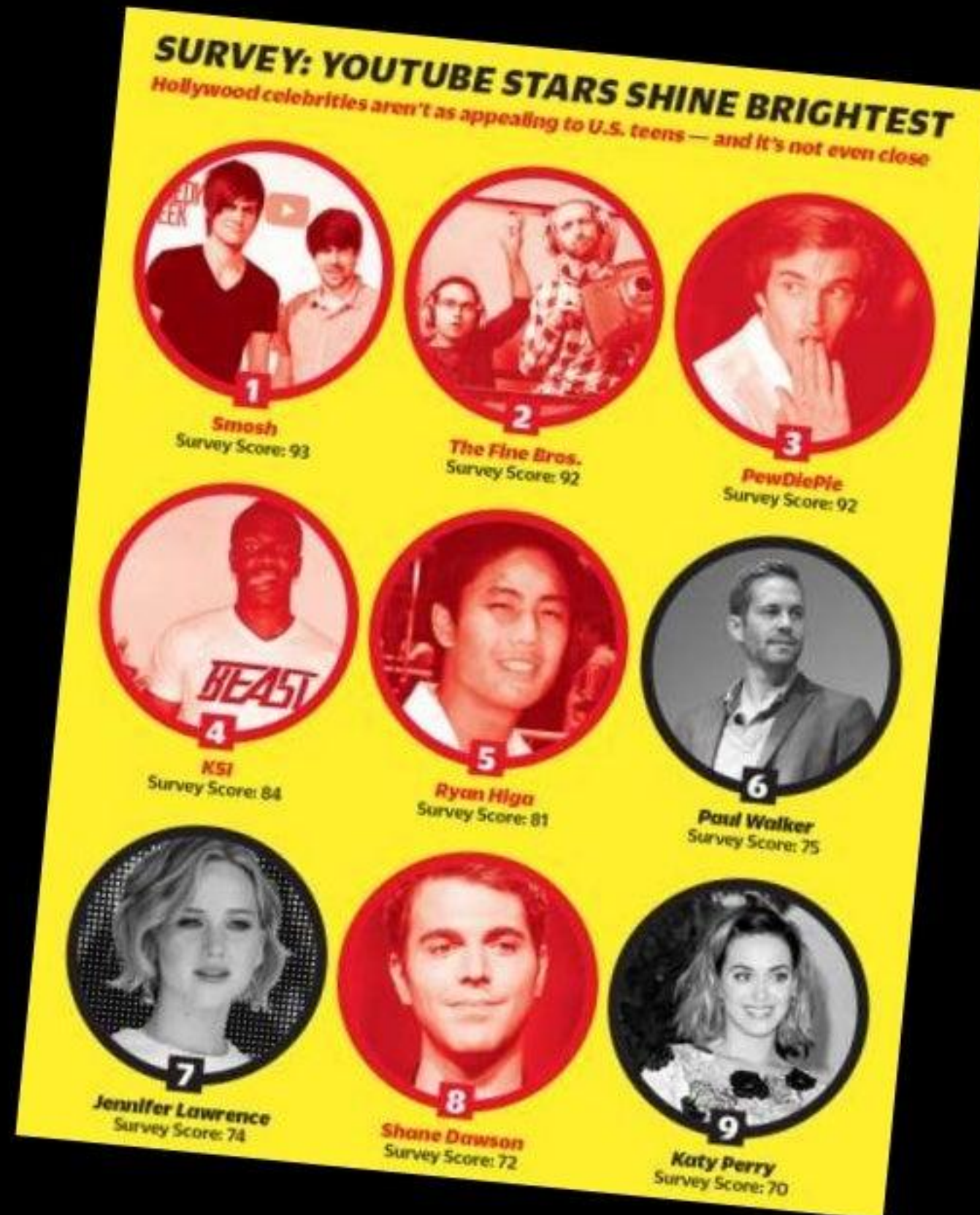
**&**

**Don't treat them like Millennials**

Gen Z	Millennials
Tech Innate: 5 Screens	Tech Savvy: 2 Screens
Think in 4D	Think in 3D
Judiciously Share (GeoLoco Off)	Radical Transparency: Share All
Active Volunteers	Slacktivists
Blended (race & gender)	Multi-cultural
Togetherness	Tolerance
Mature	Immature
Communicate with Images	Communicate with Text
Make Stuff	Share Stuff
Have Humility	Have Low Confidence
Future Focused	Now Focused
Realists	Optimists
Want to Work for Success	Want to be Discovered
Collective Conscious	Team Orientation



# Youtube, Vine, etc., Represent “A” New Hollywood





# Cyber Security Becomes Paramount to Prevent the Next #Sonygate

**SONY**

hacked.again





Some Companies are Still Greedy and Believe the Internet Should Not Be Open for the Sake of Profitability. This Will Impede Innovation.

# Decoding the net neutrality debate

An analysis of media, public comment and advocacy on open Internet