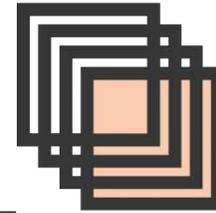


**COPENHAGEN
INSTITUTE
FOR FUTURES
STUDIES**





Agenda

THE LIQUID CONSUMER

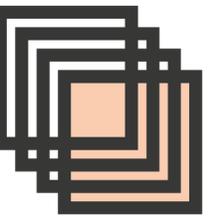
- UNDERSTANDING THE DEMANDS OF
THE FUTURE MEDIA CONSUMER

Prepared for

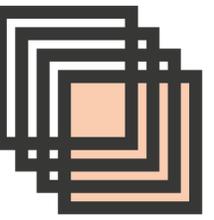
COPENHAGEN FUTURE TV CONFERENCE

Prepared by

SOFIE HVITVED | AUGUST 2020



- 04** A quick intro
- 06** Key futures principles
- 12** The liquid consumer
- 19** 6 trends to watch



A quick intro

The Copenhagen Institute for Futures Studies (CIFS)

An independent non-profit, futures think tank – founded in 1969 by former Danish Finance Minister and OECD Secretary-General, Professor Thorkil Kristensen. 360° view on futures studies.

The vision

To reduce complexity and advise decision-makers about the future, enabling them to make the best possible decisions in the present with structured foresight.

Who am I?

Sofie Hvitved

Special advisor in Media & Technology

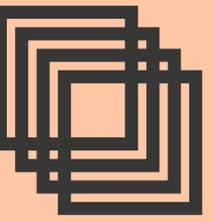
Master in Media Science, Aarhus Universitet

Former DR (New Media Days)

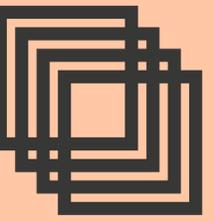


SELECTED CLIENTS





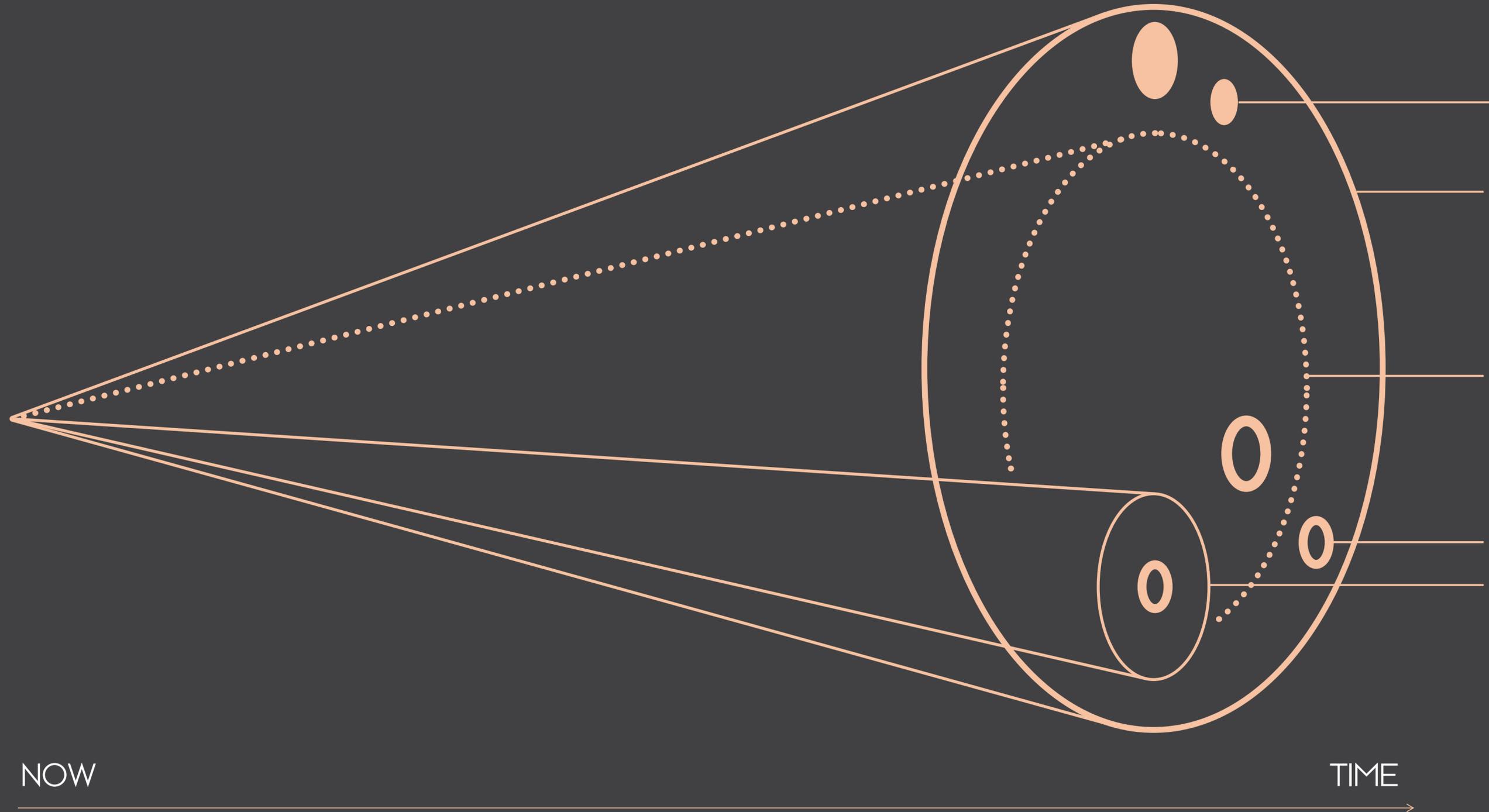
What is the future?



What are the (possible, plausible, preferable) futures?

Alternative and likely futures

The cone of possibilities



WILDCARDS
Plausible, but not likely to happen

POSSIBLE
Future knowledge that "might happen"

PLAUSIBLE
Current knowledge, most likely "could happen"

SCENARIOS

PREFERABLE
Desired future

The vision!

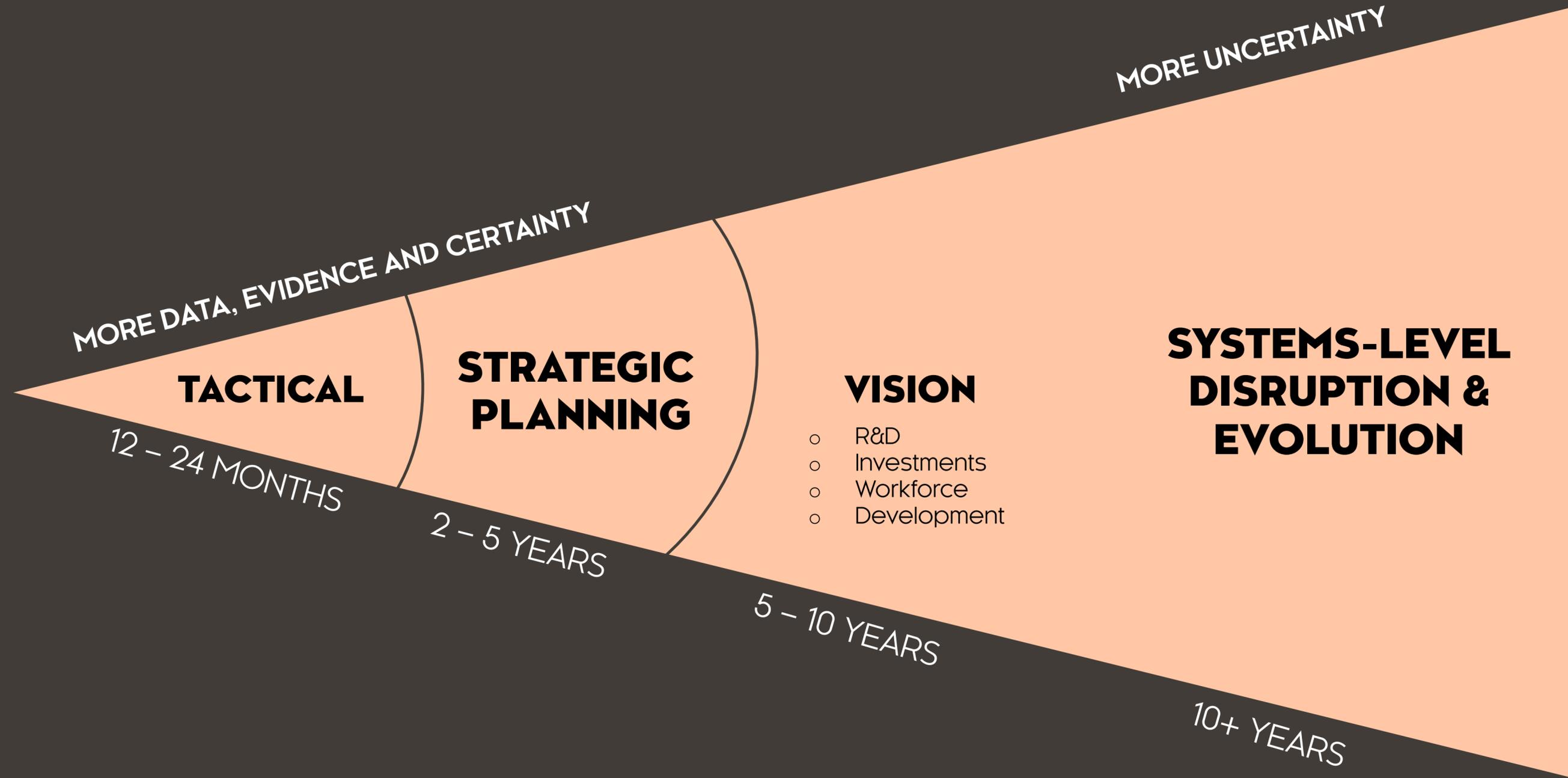
NOW

TIME



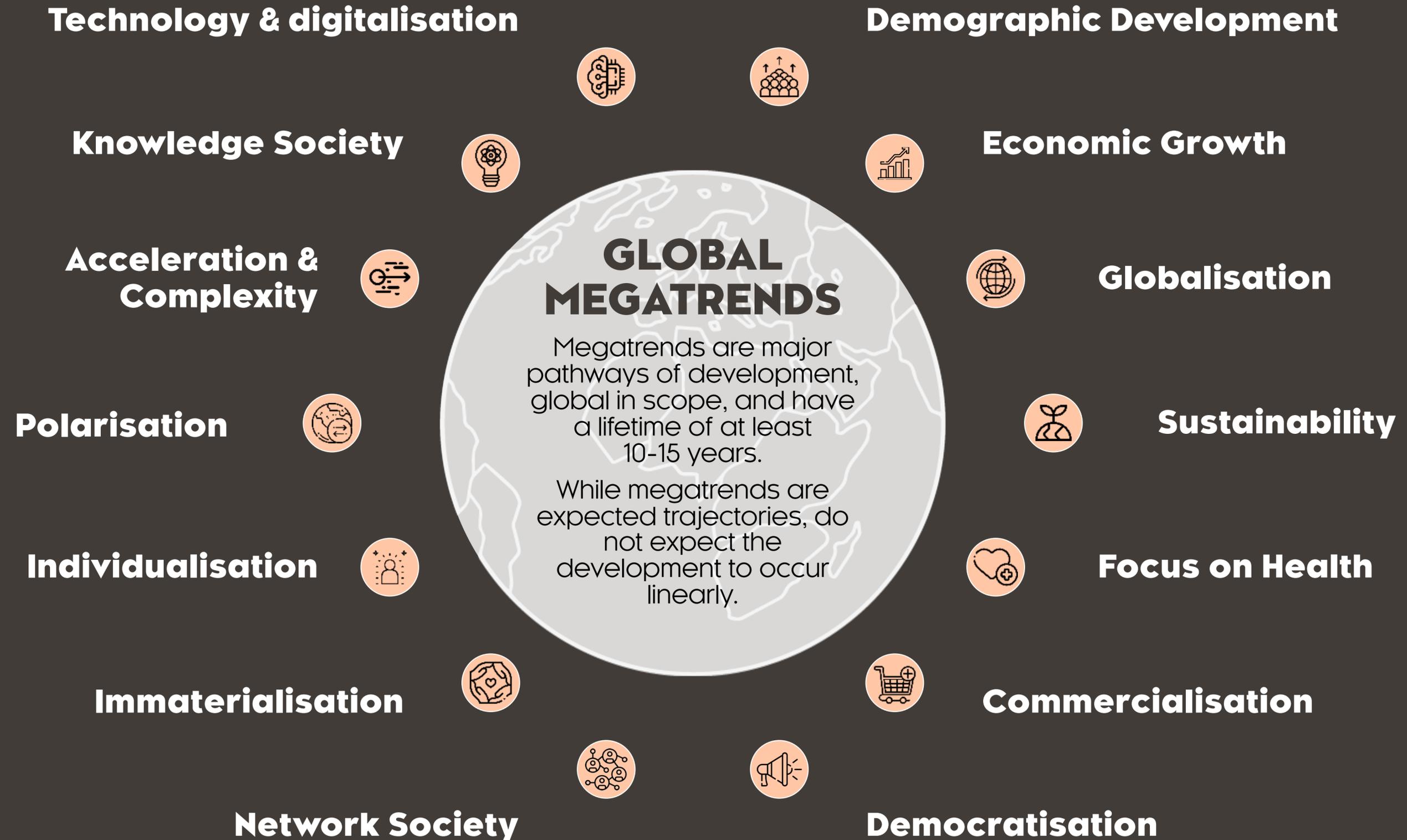
Strategic Time Horizons

Why work on several time horizons?





**We capture early signals,
identify patterns, and convert
analysis into insights about
possible futures.**





Liquid Identity.

We are moving towards a future with more liquid consumption patterns, horizontalised competition, new technologies, and changing consumer needs



Solid patterns, codes and rules to which one can identify with, is in short supply. The accountability for the pattern-weaving of life falls primarily on the individual.

It is existential for each individual to subjectively manage the shift of thinking, values and identity from a solid to a liquid state.





A more seamless me
/ world
(Liquid convenience)

A better me
/ world
(Liquid transformation)



**LIQUID
IDENTITY**

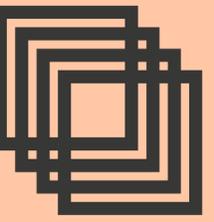


The Liquid Consumer Matrix

Consumer takes on different *liquid identities* to manage the shift between them constantly.

**Traditional
consumer
segmentation is
not sufficient!**

	CONVENIENCE	TRANSFORMATION
FOR ME	A MORE SEAMLESS ME <i>Doing things right (convenient)</i>	A BETTER ME <i>Doing the right thing</i>
FOR THE WORLD	A MORE SEAMLESS WORLD <i>Doing things right (convenient)</i>	A BETTER WORLD <i>Doing the right thing</i>



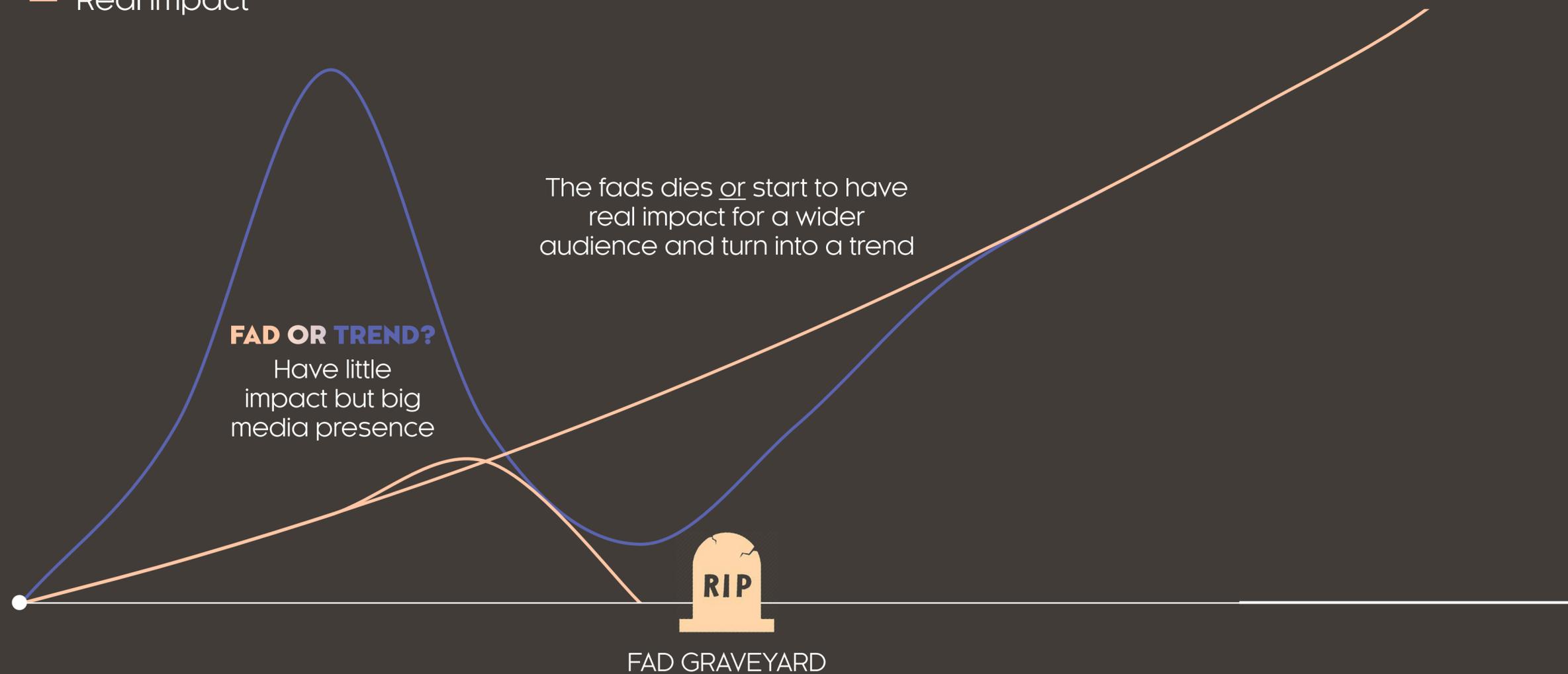
**COVID-19 has accelerated,
magnified and intensified
the megatrends**

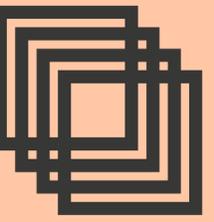


Hype Cycle

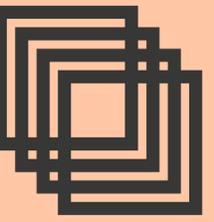
STRUCTURE OF THE HYPE. PERCEIVED VS REAL IMPACT OF THE HYPE OVER TIME

- Expected impact
- Real impact





Welcome to the *synthetic* decade



6 TRENDS TO WATCH

HYPER-PERSONALISATION (data, data, data)

AUTOMATED PROCESSES (editing, directing, creative etc.)

OBJECT-BASED MEDIA (adjust content to different viewers)

NEXT LEVEL DEEP FAKES (incl. language dubbing)

BRAIN-MACHINE INTERFACES (brainwave sensor tech)

AUTOMATED TRUST (trust in distributed networks)



The liquid consumer dilemma

- A paradigm shift in the making
- The shift towards algorithms
- The shift from traditional consumer segmentation to new segmentation models based on data, real-time behavior and foresight
- Who will be the gatekeepers to the ecosystem in the future?
- The Nordic Way: A shift from 'touch points' to 'trust points'?



Structured foresight works

Research shows that a structured approach to foresight provides **33% higher profitability.**

Are you willing to allocate as many resources to your **future** as you do to track historical numbers?



Future of Nordic Media 2030

The Copenhagen Institute for Futures Studies is looking into how actors within the Nordic media industry can be part of redesigning media for the betterment of society.

- 1) Future Nordic Media Landscape 2030 Think Tank**
- 2) Public Service Algorithm 2.0**

Feel free to connect!



Sofie Hvitved

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WANT TO KNOW MORE?

[CIFS.DK/INITIATIVES/NORDICMEDIA2030](https://cifs.dk/initiatives/nordicmedia2030)

