

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
% change					
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%
% of total mobile search ad spending					
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%

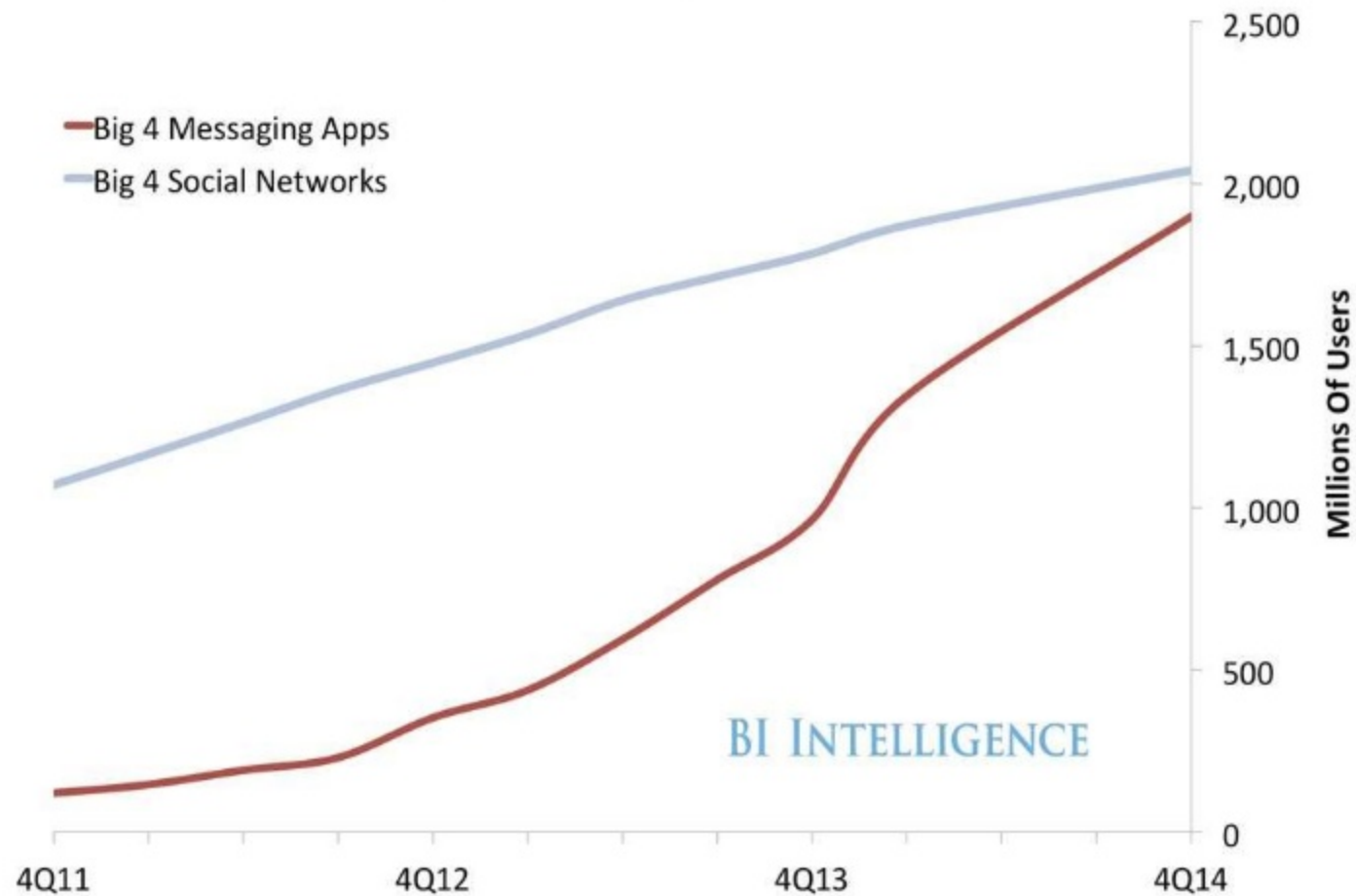
Note: includes advertising on search engines, search applications and carrier portals; ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising; numbers may not add up to total due to rounding; net ad revenues after companies pay traffic acquisition costs (TAC) to partner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

Source: company reports; eMarketer, June 2014

Messaging Apps are the New Social Media

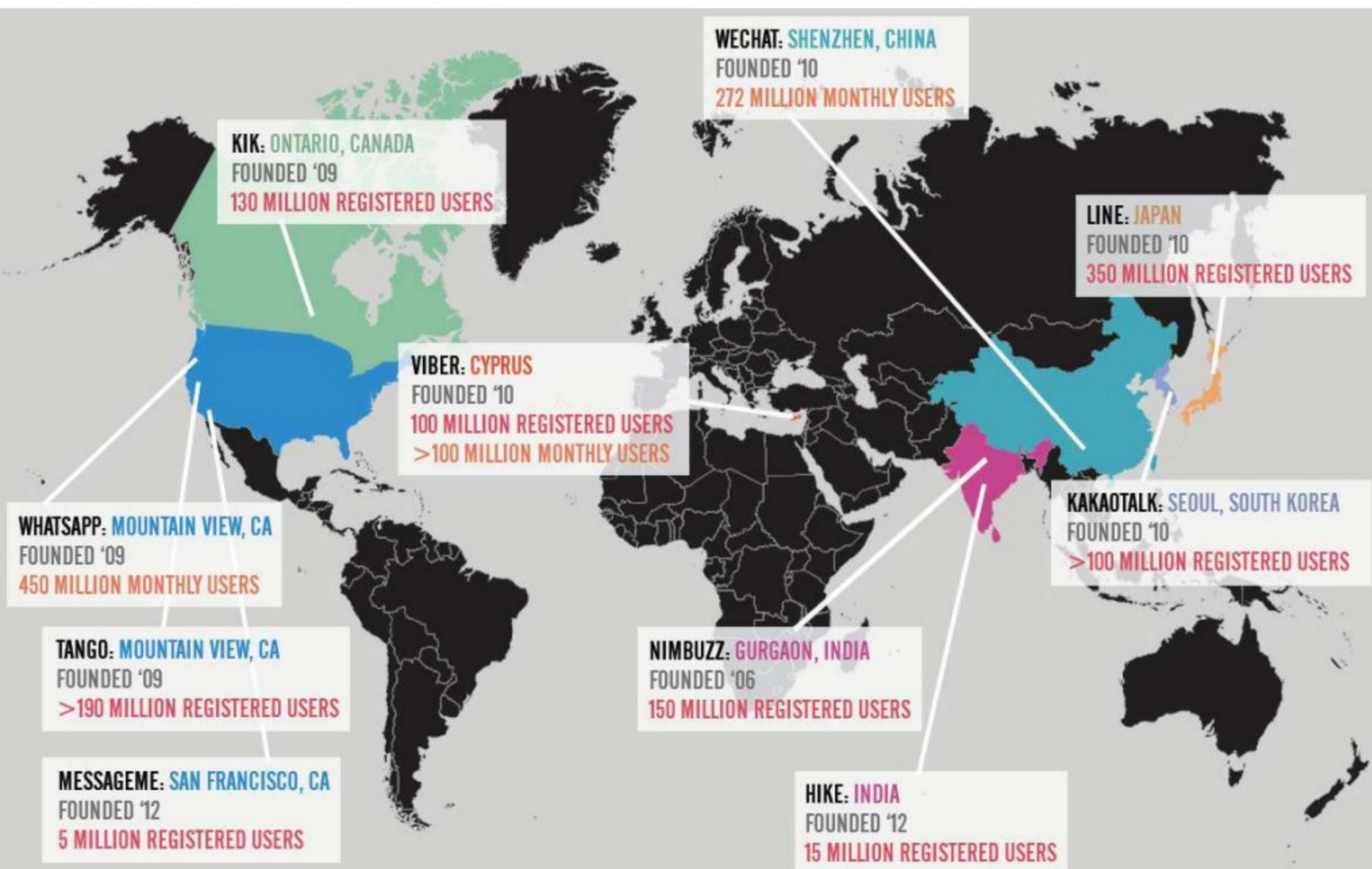
Tech  Chart of the Day

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

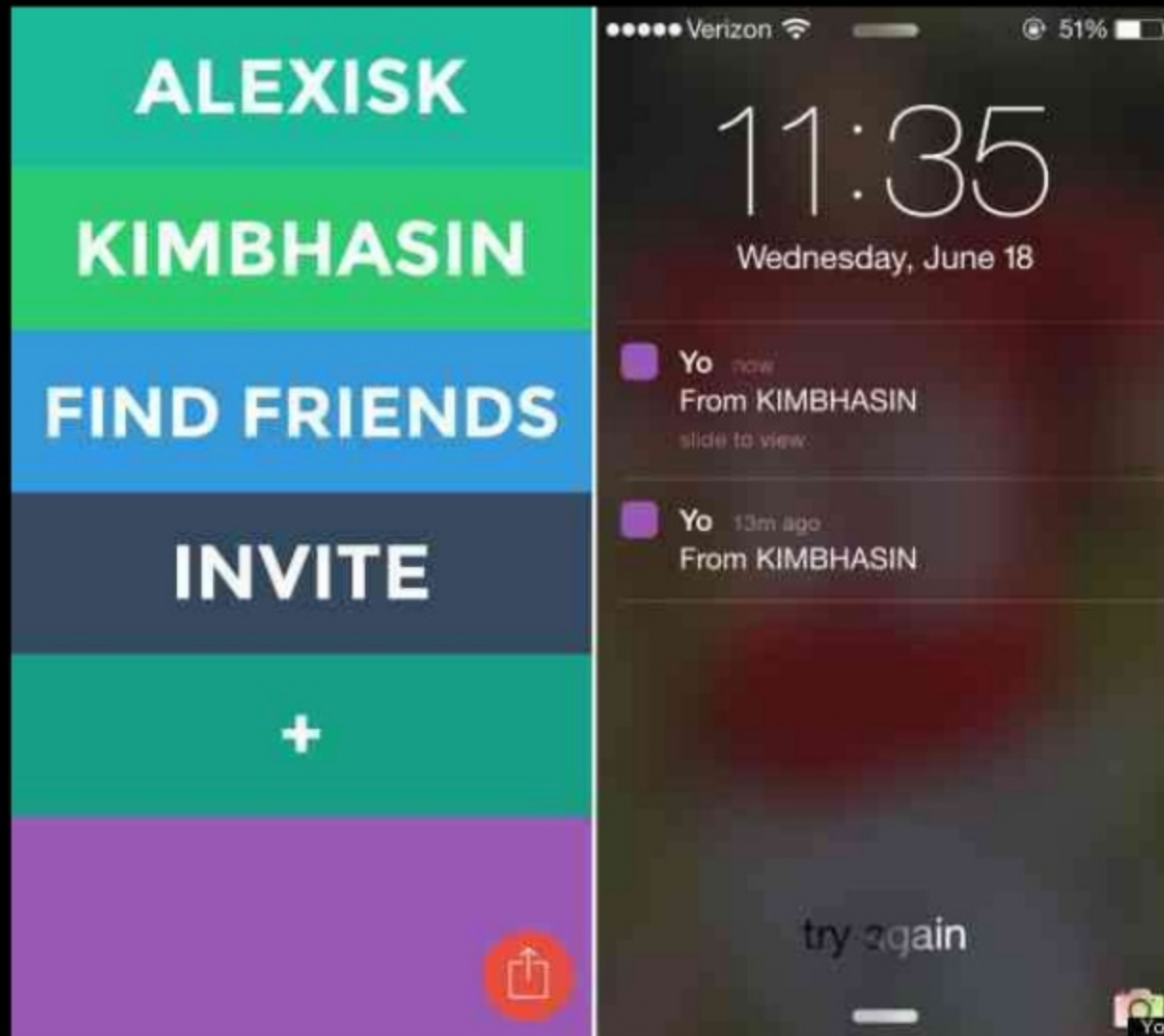
readwrite



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



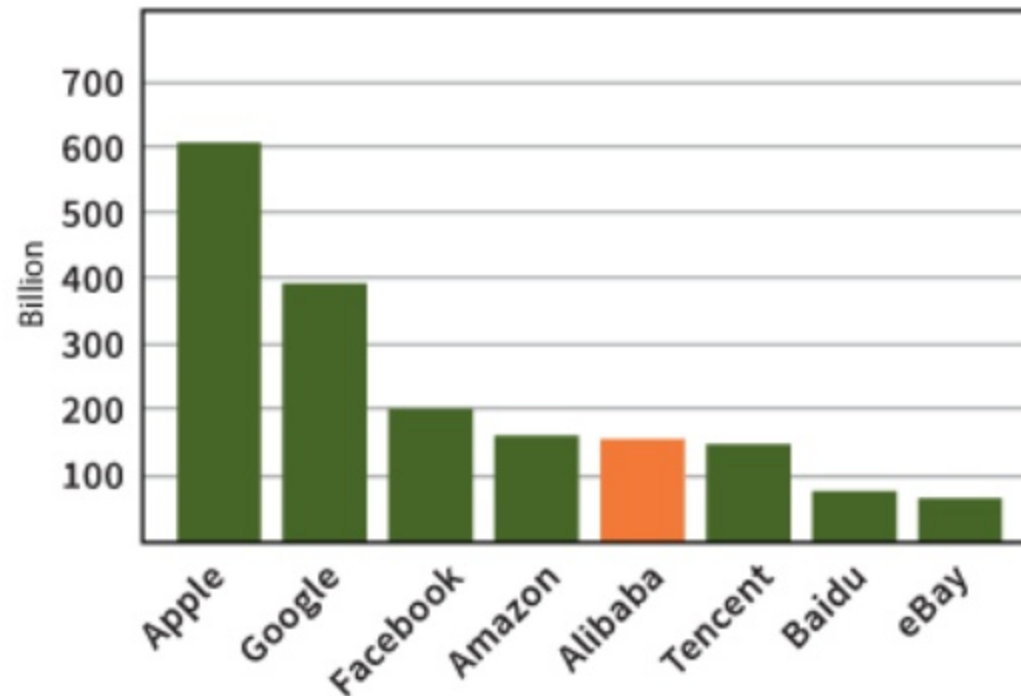
Notification Windows Introduce a Thin Layer for Rapid Engagement. Redefines Future of “Apps”



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

How Alibaba's Valuation Stacks Up

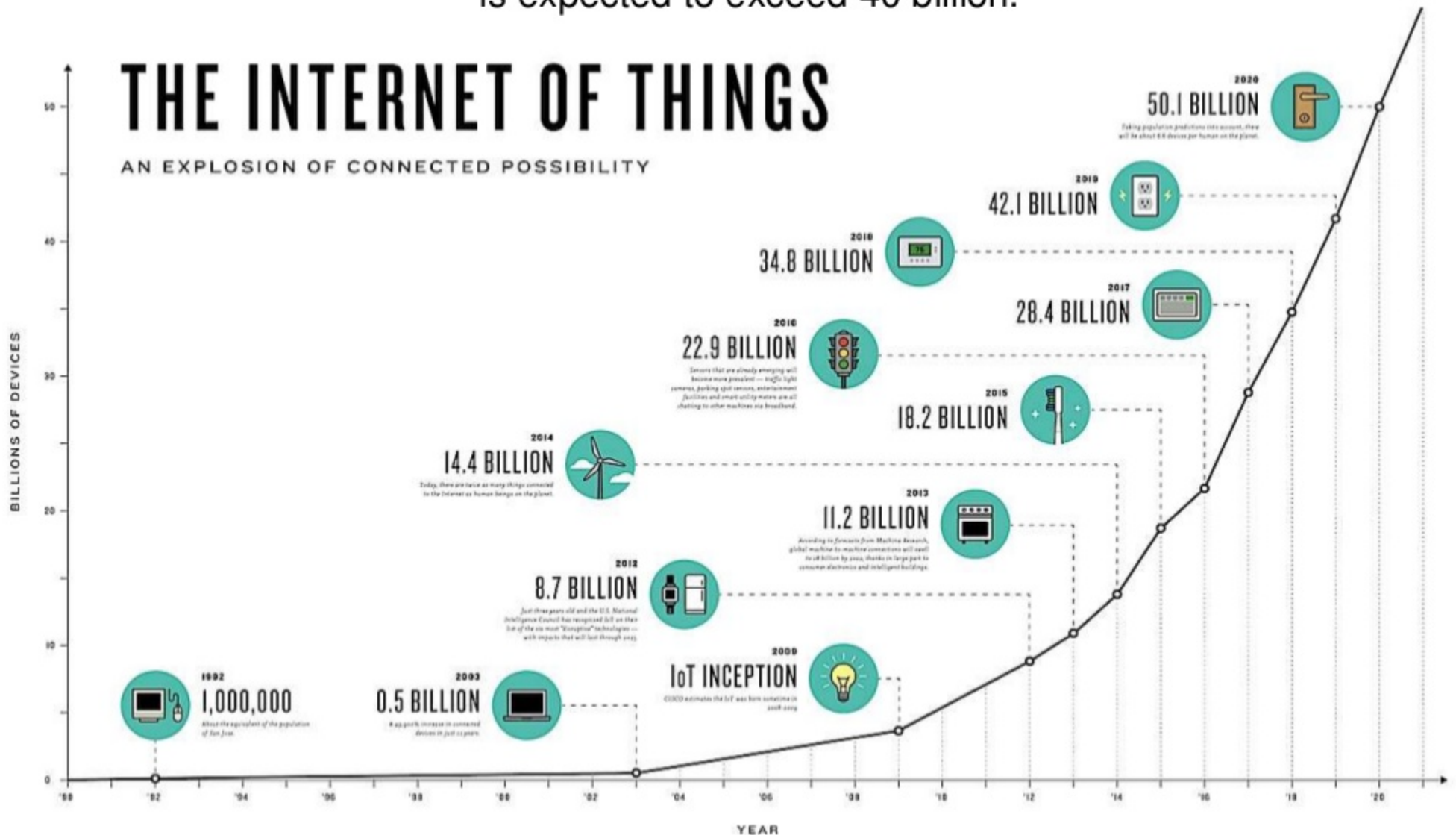
Alibaba is expected to reach a valuation of \$155 billion following its IPO. Here's how that compares to some of the biggest tech companies on the market.



Sources: Google Finance, Money Morning Staff Research

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



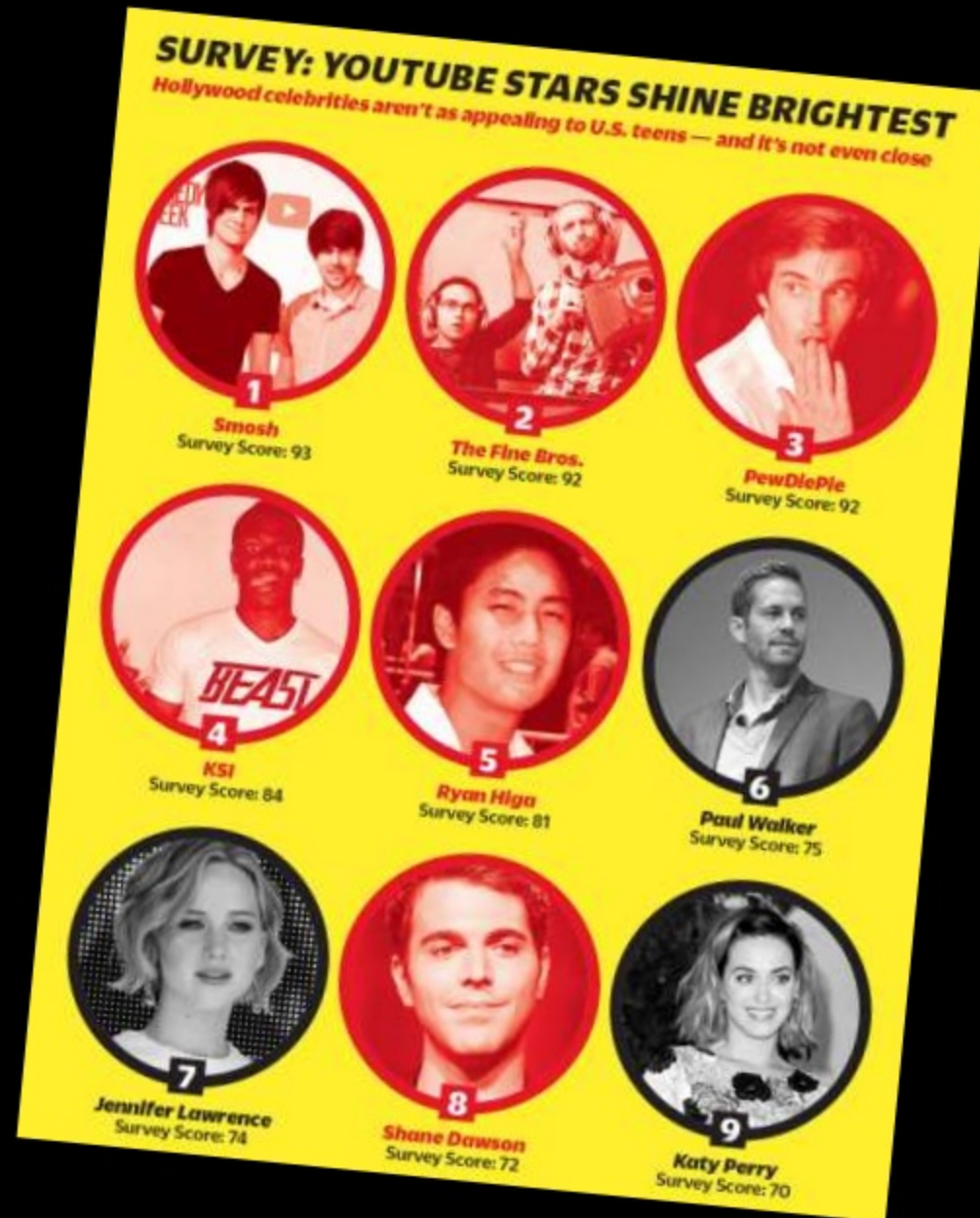
The infographic is set against a background of a person with long dark hair holding a smartphone. A pink banner at the top contains the title. Below it, two columns of text compare Gen Z and Millennials. The Gen Z column lists 15 traits, while the Millennials column lists 14 traits. A white ampersand 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