

Editorial Articles



Company Name:
Amaze

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<http://www.amaze.com>

2011 Predictions Amaze

Key Industries:

All Industries

Key Sectors:

- Analytics
- e-commerce
- mobile
- SEO
- Social Media
- Video

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Tunde Cockshott and Matt Clarke at Amaze consider 2011's key industry trends

In 2011, Facebook's dominance will bring both benefits and problems. As it continues to grow and add features such as email, Facebook Deals and Facebook credits, its influence will move beyond the digital realm. Location based incentives, a new monetary system and 'intelligent' filtering of mails will increase its attractiveness, whilst its gravitational pull will mean more and more people will feel that they have to be part of the Facebook community in order not to miss out.

The age range of users will continue to expand, grabbing both younger converts and older disciples. However, it is its omnipresence and the merging of naturally separate social graphs, (work, friends, hobbies etc) which will require new tools and methods of dividing one's collection of friends. And increasingly, users will seek new ways of segregating communication within their compound social graph of Facebook friends.

We will also see the emergence of 'new bankers' - near field communication (NFC) and Facebook credits will start to worry providers of existing payment systems. Apple will also enter the market, not only with a device capable of NFC, but a unified digital payment system.

Facebook's vast data reserves and profiling of users digital habits will become merged with its use of Facebook credits and the buying habits of millions of users will increase the value of their data. Google is also likely to enter the market in order to remain competitive and to deepen its knowledge of users beyond simple searches to buying patterns.

Marketers and organisations will need to consider that TV will go social, becoming greatly informed by what friends watch and recommend. The profiling of viewers will allow providers, app-makers etc, to make accurate recommendations based on 'people like you'. Electronic Programme Guides (EPG) will become personalised and programmes will be ranked by popularity and relevance to the things that have been previously like.

We will also see social knowledge acting as a key filter to the vast numbers of channels, programmes and internet content. Facebook and Google may lead the charge, but it could just as likely be an independent killer app or a start up which starts the race.

Mobile and mid-range media devices such as iPad, Dell Streak and Blackberry playbook will continue to gain marketshare, whilst challenging traditional web platforms due to the app play

continue to gain marketshare, whilst challenging traditional web platforms due to the app play growth and constraints around Flash and other technologies.

Social gaming will start to gather momentum and draw in big users with sticky content and communities. HTML5 will present new opportunities for web designers looking to provide richer, more global interfaces, but mainstream adoption will take longer. Additionally, paywalls and the splinternet effect will continue throughout 2011. We will also find that membranes around user groups will mean that typical domain based web publishing will need to grow new tentacles to reach into the social communities to spread its message.

Tunde Cockshott and Matt Clarke, Amaze
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