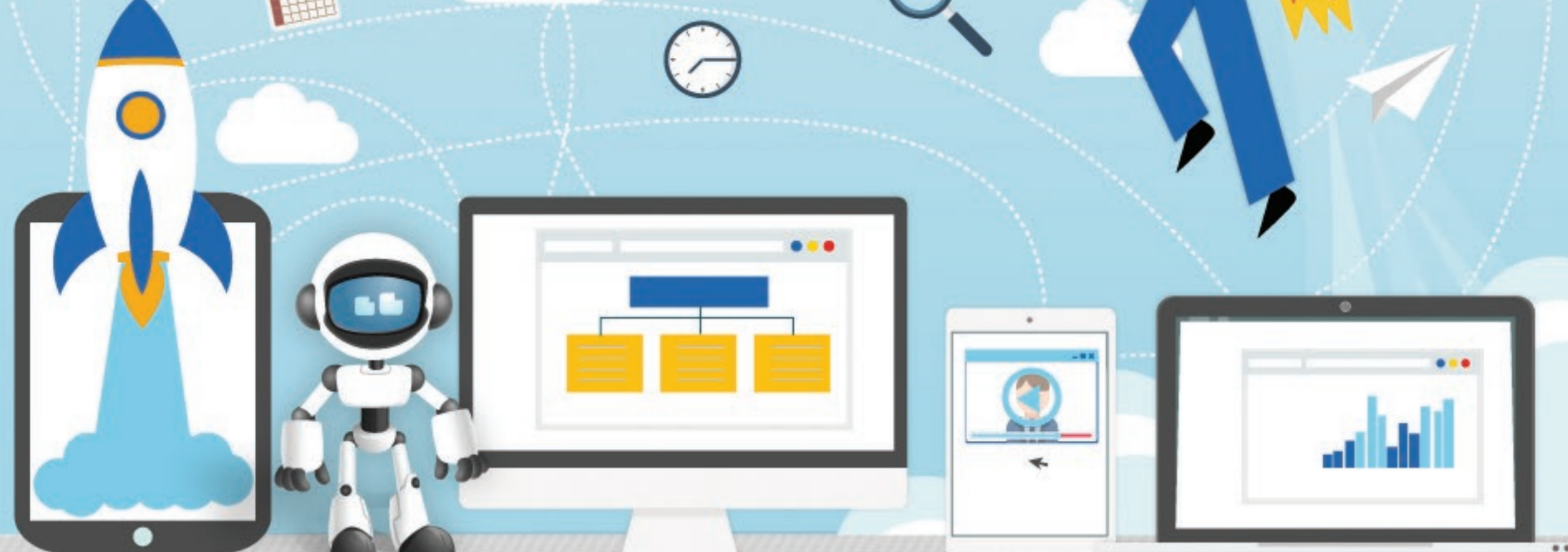


THE STATE OF THE INTERNET 2015: FUTURE TRENDS

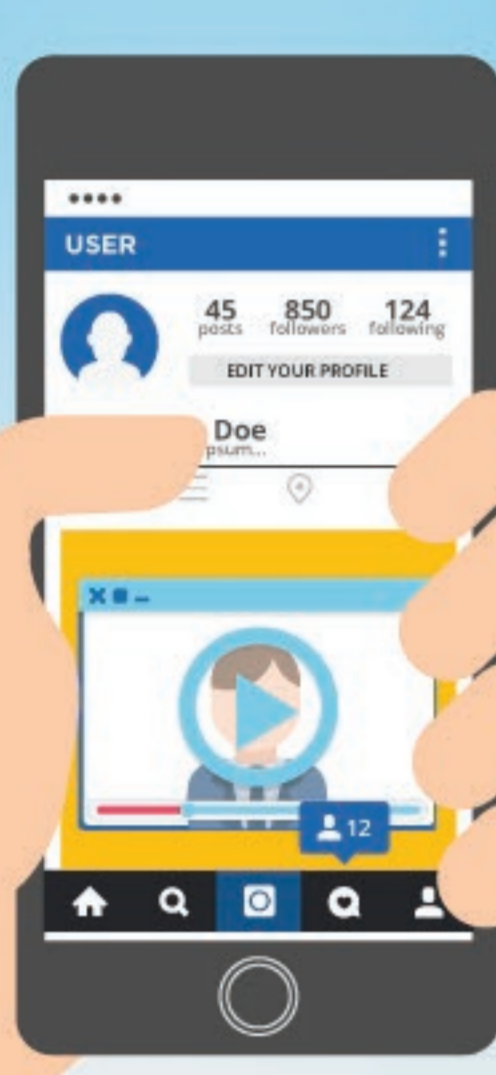
by @MDGadvertising

WHAT'S IN STORE FOR DIGITAL? WHICH SHIFTS SHOULD MARKETERS BE KEEPING THEIR EYES ON?



HERE ARE THE 5 BIGGEST FUTURE TRENDS THAT ARE BEING PREDICTED IN 2015

1. MOBILE ADVERTISING WILL CLAIM ITS FAIR SHARE OF SPEND



Mobile's growth rate has been meteoric over the past few years, and advertising spend hasn't yet caught up.



There remains a huge gap between the amount of time spent on mobile devices and ad spend.



of media time is spent on mobile devices



of current ad spend goes to mobile



That's a \$25 billion opportunity in the U.S. alone

2. TWITTER AND YOUTUBE WILL GROW AS MARKETING CHANNELS



WHEN 3,720 MARKETERS

from around the world were asked which social networks they plan to increase their use of, two came out on top: Twitter and YouTube.



66%

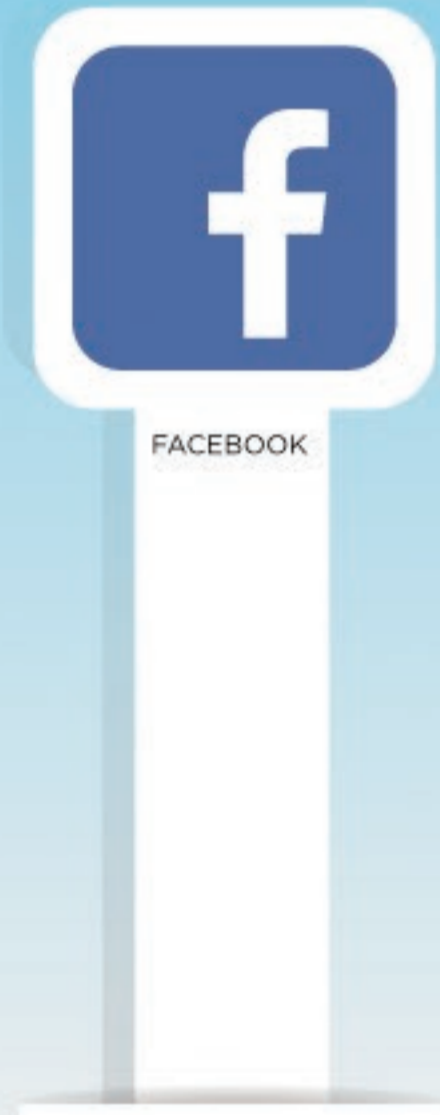
OF MARKETERS PLAN TO INCREASE THEIR USE OF TWITTER AND YOUTUBE.



3. FACEBOOK WILL GET A BIGGER SHARE OF MARKETING BUDGETS

While Twitter and YouTube are the networks social media marketing experts are most interested in using more, Facebook comes out on top in terms of future digital ad spend.

53%



38%



31%



29%



26%



4. EXPECT MORE DIGITAL INNOVATION FROM CHINA

Silicon Valley doesn't have a monopoly on innovation. China's tech scene is thriving, and set to grow even more, with companies of all sizes pushing digital boundaries.

CHINA'S TECH SCENE IS THRIVING



Digital Gifts
Tencent's WeChat had 1 billion "red envelopes" sent on Chinese New Year's Eve.



Social Commerce
Mogujie and Meilishuo have successfully integrated content, community, and sales.



Food Delivery
Sites will do nearly \$1 billion in business in 2015.

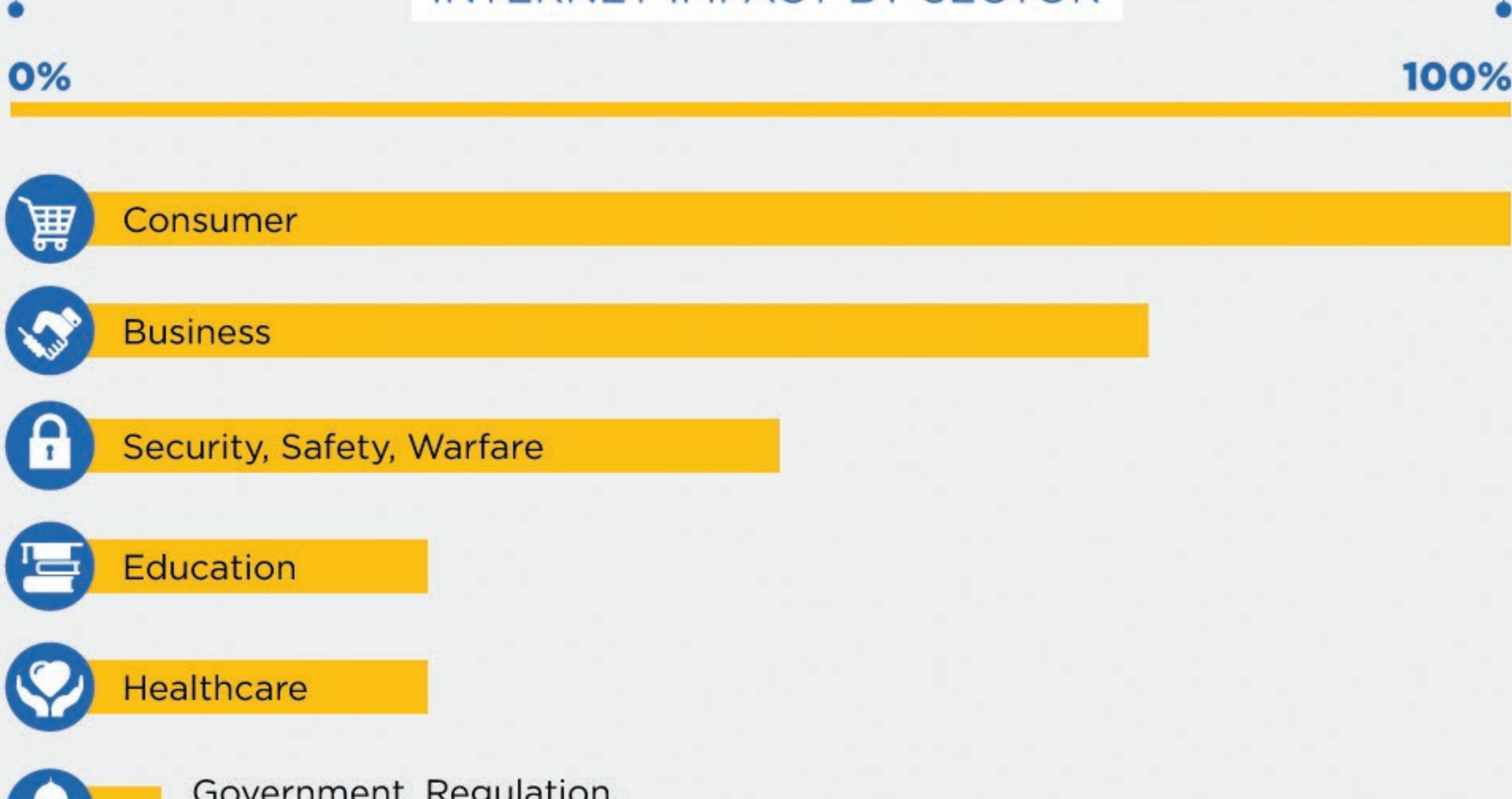


Mobile Manufacturing
Companies such as Xiaomi now control a majority of the domestic market.

5. TECHNOLOGY WILL TRANSFORM OTHER SECTORS

While consumer life has been revolutionized by digital, many other areas of the economy are still functioning in the same ways as they have for decades. As digital tools expand, this will change.

INTERNET IMPACT BY SECTOR



SOURCES: MARY MEEKER, SOCIAL MEDIA EXAMINER, KLEINER PERKINS CAUFIELD & BYERS

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