



Microsoft Digital Trends

Microsoft Advertising



45

early adopters

8,000

online consumers



USA

Sweden

Brazil

Russia

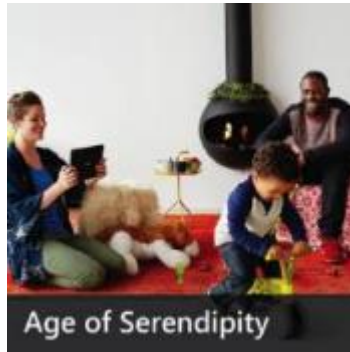
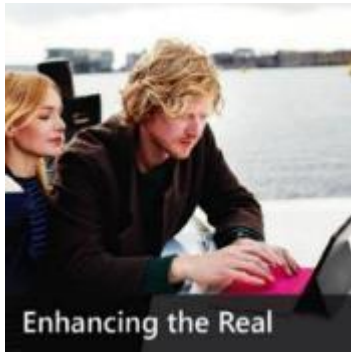
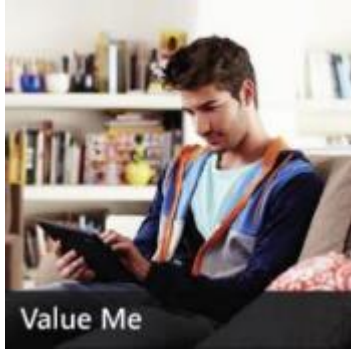
China

UK

Germany

Czech Republic

Digital Trends



Value Me



You want my data?
What's it worth?

Consumers are aware
that their personal data
is valuable

Why it's happening

Misuse of personal data
means managing data
online is a growing topic
of conversation

The future

Consumers feel they
are due a slice of the
pie. When they share
their data, they expect
value in return

Value Me

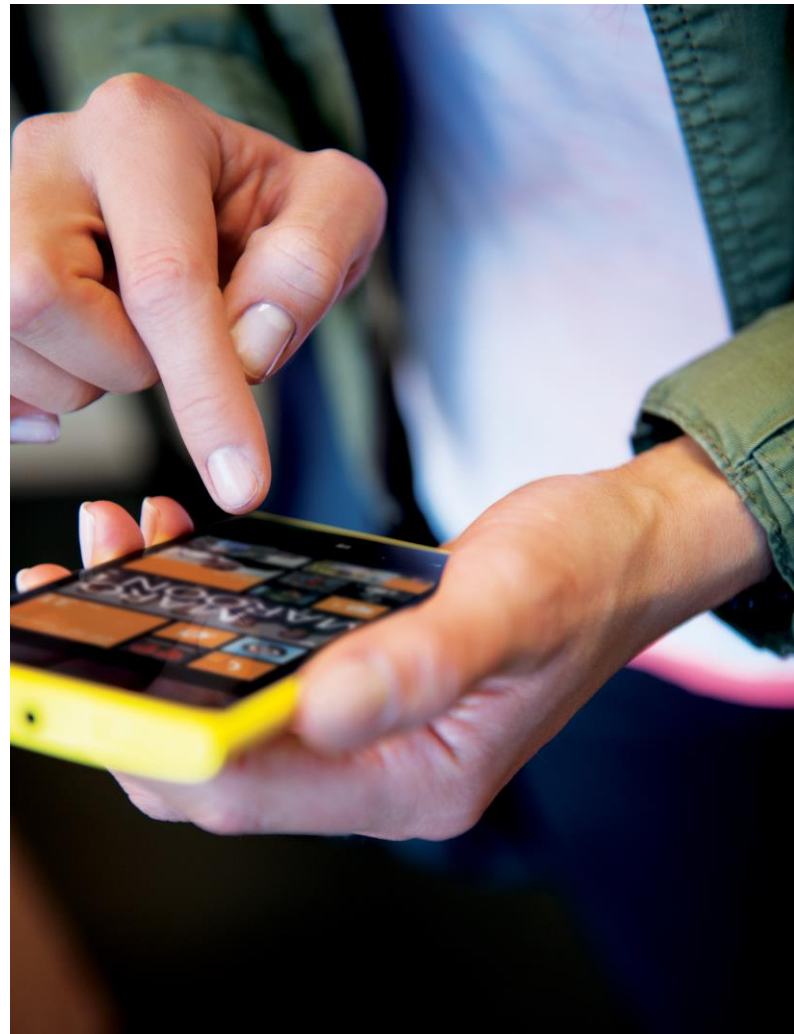
Topline data

45%

of consumers are willing to sell **ALL** their digital data to the right brand at the right price.

59%

of us are more likely to buy from you if you reward us for our digital information



Value Me

The Mydex website features a purple header with the 'mydex' logo and a navigation menu including Home, Blog, About, Personal Data Stores, Resources, and Contact. Below the header, the text reads 'Mydex gives individuals back control over their personal data'. A section titled 'I want to...' offers options like Build, Campaign, Connect, Invest, Investigate, and Understand. The main content area displays four categories: Local Government (with a 'GOOD GOVERNMENT' sign), Housing Association (with a brick building), Energy utilities (with a power line), and Government (with a classical building facade).

The 'What is your data worth?' tool is a red-themed interface with a navigation bar for Demographics, Family & Health, Property, Activities, and Consumer. It asks users to select their gender, marital status, and whether they are a millionaire. It also prompts for the user's job and if they are engaged to be married. A large red box displays the calculated value: '\$0.007' with the subtext 'Current value of my data'. A 'NEXT >' button is located at the bottom right.

The reputation.com website has a grey header with the logo and navigation links for Home, Personal Protection, Business Protection, Review Management Solutions, and About US. It includes a phone number (0800 06 64 781) and a 'LIVE CHAT' button. The main headline is 'Your online reputation is your first impression.' featuring a smiling man in a suit. A green badge states 'Over 1 million people use Reputation.com'. A call to action reads 'CALL FOR A FREE CONSULTATION: 0800 06 64 781'. The footer lists three services: Personal Protection, Business Protection, and Review Management.

The Kickstarter page for 'A bite of Me' by Federico Zammer shows a 'Funded!' status with a green progress bar. It indicates that the project successfully raised its funding goal on Jun 5. The campaign has 213 backers and a total of \$2,733 pledged towards a \$500 goal. A video player shows the creator, Federico Zammer, with a progress bar at 0:01 of a 2:00 video. The page also shows social sharing options and a project description: 'I've data mined myself. I've violated my own privacy. Now I am selling it all. But how much am I worth?'.

Value Me

Key data measures



Awareness

48% of global online consumers are aware that their data is valuable to marketers and service providers.

Engagement

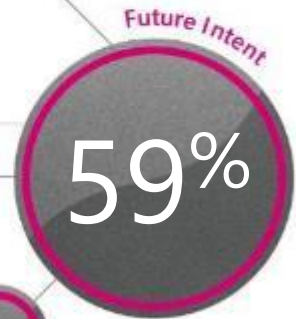
30% know how to exchange data for rewards. Today engagement with the idea is already high.

Future Intent

59% are interested in selling their data for rewards.

Marketing Potential

31% who are aware of the trend are more likely to engage with a brand that offers rewards for their data...



Right to Anonymity

This message will self-destruct in...

Consumers are deleting any personal data they can to preserve anonymity.

Why it's happening

The more time we spend online, the more we consider our digital legacy. It's the permanent memory that is making us anxious.

The future

Permanent digital footprints won't exist.

Right to Anonymity

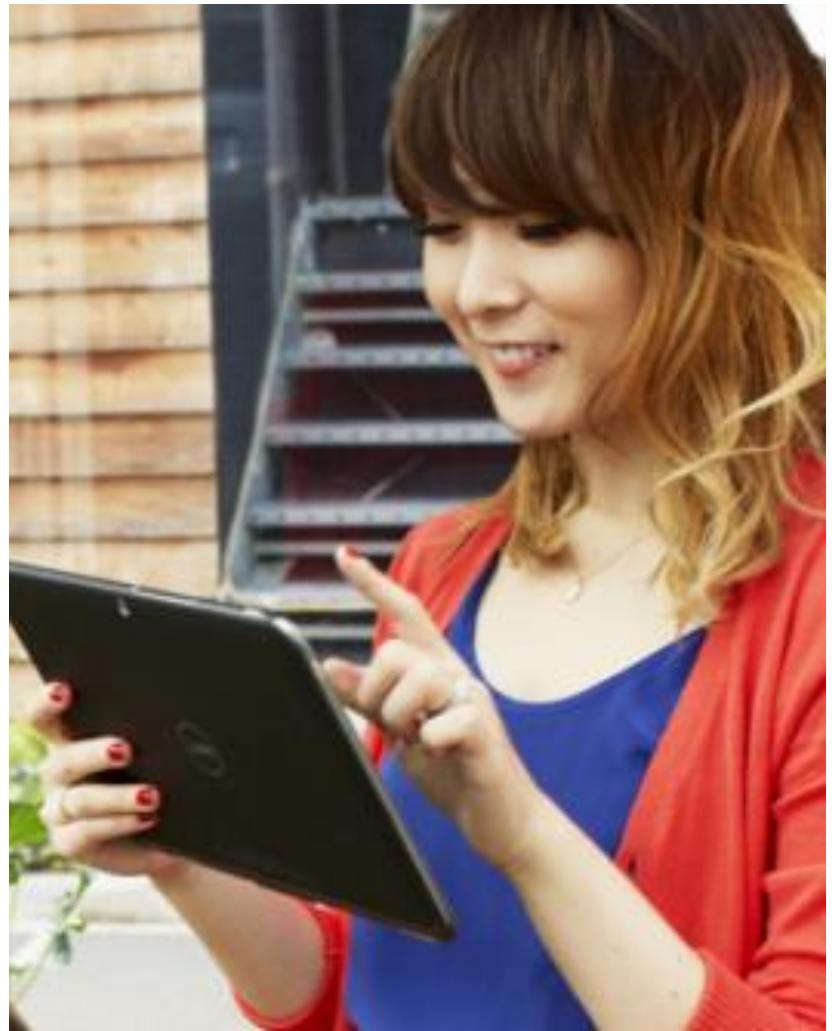
Topline Data

36%

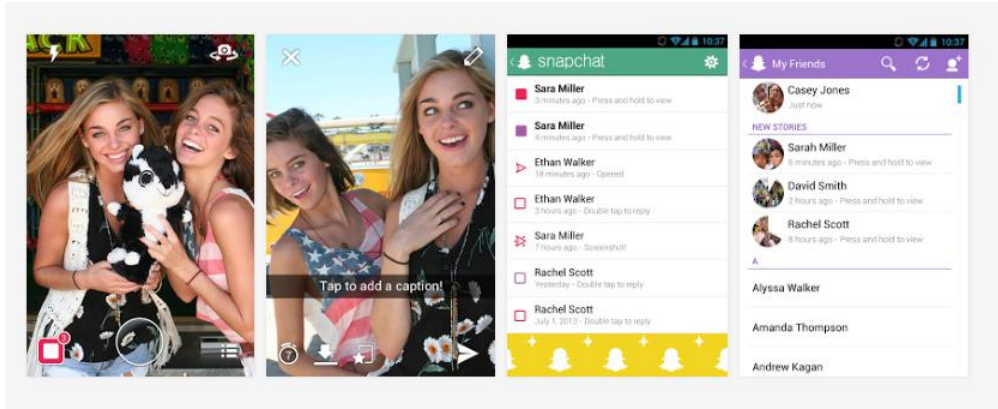
of us want all information we share online to be automatically removed after a specified time.

65%

of us are more likely to buy from you if you allow us to update our privacy settings.



Right to Anonymity



The image shows the Secret.li website banner and navigation menu. The banner features the text 'PRIVACY MADE EASY' and 'secret.li It's my life' with three smartphones displaying the app interface. A hand is pointing at the third smartphone. The navigation menu includes links for Home, FAQ's, Blog, Terms of Use, Privacy policy, and Support. There is also a link to the App Store.

secret.li Home FAQ's Blog Terms of Use Privacy policy Support Available on the App Store

PRIVACY MADE EASY

secret.li It's my life

1. Take a picture

2. Protect it

3. Share on facebook

Take a picture with your iPhone camera or choose one from your library

Choose a safety filter and share the photo for a limited time

Share on Facebook. Only the Friends you choose can see your picture with safety filter

The image shows the BrandYourself website banner and navigation menu. The banner features a man's face and the text 'Look great when employers, clients, and even dates Google you.' Below this is a sign-up form with options for Facebook, Twitter, LinkedIn, and email. A 'It's free!' callout points to the sign-up options. The navigation menu includes links for ABOUT, HOW IT WORKS, SUCCESS STORIES, and WHY IT MATTERS. There are also links for LOGIN and SIGN UP. The footer includes logos for CBS, WSJ, USA Today, and Mashable, along with the text 'It's Your Name - Take Control Of It.'

BrandYourself ABOUT HOW IT WORKS SUCCESS STORIES WHY IT MATTERS LOGIN SIGN UP

Look great when employers, clients, and even dates Google you.

BrandYourself is the first product that empowers you to control what people find when they Google your name.

Sign up with Facebook

Sign up with Twitter

Sign up with LinkedIn

or Sign up with your email

It's free!

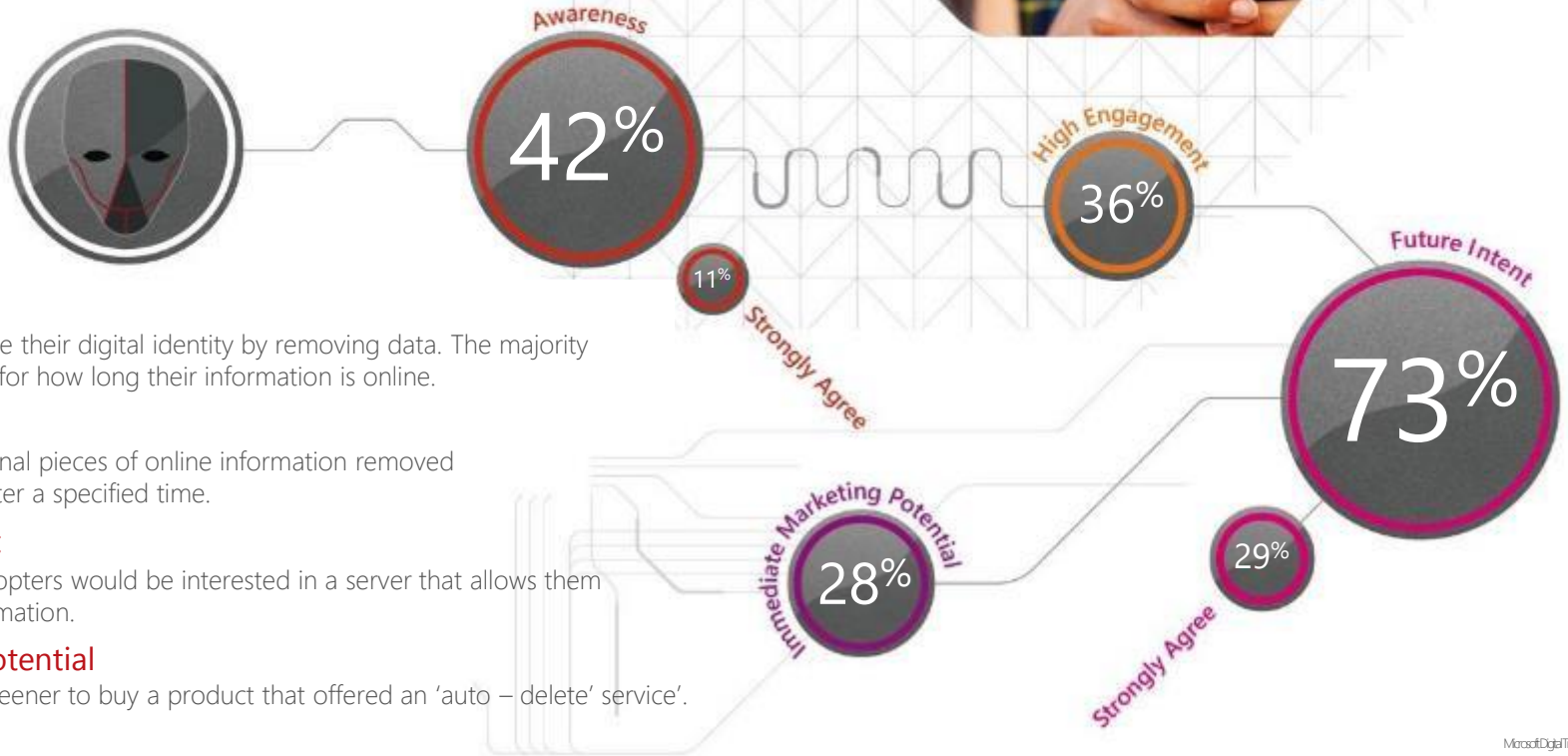
Or call us at (315) 565-7799

CBS WSJ USA Today Mashable See All Press

It's Your Name - Take Control Of It.

Right to Anonymity

Key data measures



Awareness

42% can manage their digital identity by removing data. The majority want to choose for how long their information is online.

Engagement

36% want personal pieces of online information removed automatically after a specified time.

Future Intent

94% of early adopters would be interested in a server that allows them to remove information.

Marketing Potential

28% would be keener to buy a product that offered an 'auto – delete' service'.

My Analytics

Be your own life coach

'Self-quantification' is on the rise as more people measure their well-being on apps.



Why it's happening

Consumers want to kick small bad habits and improve.

The future

IMS Research predicts 28% rise in fitness monitor sales by 2017.

My Analytics

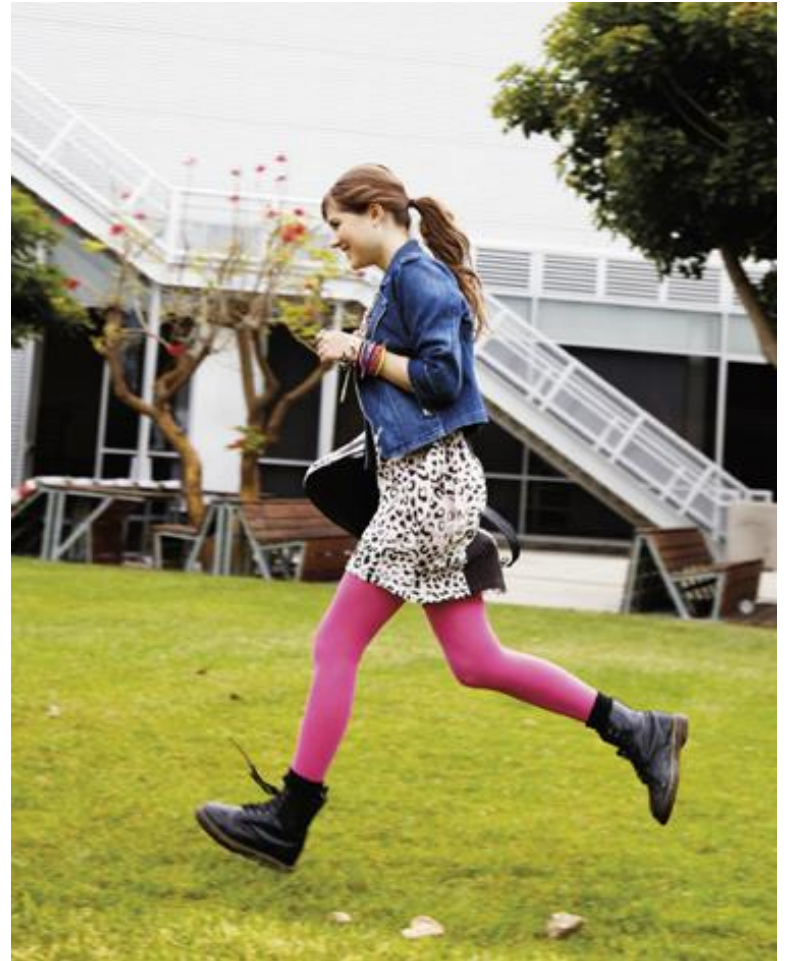
Topline Data

38%

of us are interested in continuously analyzing our data using devices implanted into the body.

55%

are more likely to buy a product or service that helps identify how we can make improvements to life.



My Analytics

The screenshot shows the HealthVault website. At the top, there is a navigation bar with the HealthVault logo, "Explore HealthVault", "Discover apps & devices", and a "Sign up or sign in" link. Below the navigation bar is a main banner with the text "Announcing HealthVault for Windows 8" and "Set and track health goals, and manage health info using the power of your desktop or tablet PC. Get it from the Windows App Store". The banner features a woman in a blue jacket looking at a smartphone. Below the banner is a section titled "Take control of your health." with a link to "Explore HealthVault".

HealthVault

Explore HealthVault Discover apps & devices Sign up or sign in

Announcing HealthVault for Windows 8
Set and track health goals, and manage health info using the power of your desktop or tablet PC. Get it from the Windows App Store

Take control of your health.
Explore HealthVault

What is HealthVault?
Microsoft HealthVault is a trusted place for people to gather, store, use, and share health information online. Learn more

- Organize your family's health information.
- Be better prepared for doctor visits and unexpected emergencies.
- Create a more complete picture of your health, with you at the centre.
- Achieve your fitness goals.

The screenshot shows the Lift website. At the top, there is a navigation bar with the Lift logo and a "SIGN IN" button. Below the navigation bar is a main banner with the text "Build better habits. Change your life." and two buttons: "Lift for iPhone" and "Lift for Web". Below the banner is a quote from a user: "I wasn't a runner before I started using Lift in January of 2013, but earlier this year I ran my first 5K!" followed by the name "Shirley, Alton". Below the quote is a section titled "Lift helps you achieve your goals big or small" with the subtitle "Three easy steps".

Lift

Build better habits. Change your life.
Lift for iPhone Lift for Web

"I wasn't a runner before I started using Lift in January of 2013, but earlier this year I ran my first 5K!"
—Shirley, Alton

Lift helps you achieve your goals big or small
Three easy steps

- Set Goals**
Browse the most popular habits or create your own.
Go to gym
 - Call mom/dad
 - Inbox Zero
- See Your Progress**
We'll give you a personal report that tells you how you're doing.
RECENTLY VIEWED
100 200 300 400 500
- Get Support**
Friends keep you accountable and cheer you on. Check back!
At 10:00 AM checked in for the 74th time
Last run before 10K trail race tomorrow!
@ 5:00 PM
@ Matt Training Goal List



My Analytics

Key data measures



Awareness

Younger demographics are used to being 'always on'. They are also more likely to pursue self-improvement goals.

Engagement

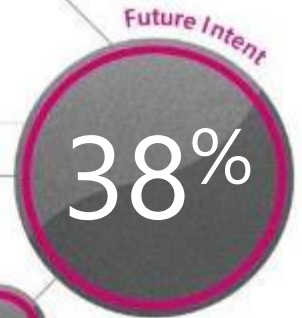
27% are highly engaged with the trend. 50% use digital devices and apps to track habits, activities and performance.

Future Intent

38% are interested in tracking their data using devices implanted into the body. Younger men are the most interested. However, 39% express little or no interest in engaging in a future of implants at all.

Marketing Potential

23% are more likely to buy a product or service from a brand that helps them improve their well-being.





Intelligently ON

Quiet is the new loud

Consumers are seeking ways to take a break from being online without feeling totally disconnected

Why it's
happening

Consumers seek technology that disappears, but that doesn't disconnect

The future

Consumers want technology that responds to their signals: at work, at home and on-the-go

IntelligentlyON

Topline Data

46%

of us are aware of digital devices/ services that offer filtered messages at different times in order to give more quiet and peaceful moments

54%

of us expect brands to know the right moment to talk to us

47%

of consumers want to spend time away from the internet

62%

want to be completely unavailable on vacation



IntelligentlyON



I'm still here: back online after a year without the internet

By Paul Miller on May 1, 2012 about.com Email



Anti-Social 

 Need Support?
Call 415-968-9172

 Email Us
support@80pct.com

Anti-Social Blocks Social Media

You know when you're trying get work done, but end up wasting time on Facebook and Twitter? Anti-Social solves that problem.

- ✓ Windows and Mac compatible
- ✓ Block the sites that waste your time
- ✓ Keeps you honest, can't be turned off
- ✓ Fully supported, 90-day money back guarantee

\$15
90 Day Money Back Guarantee

TRY NOW >

As seen in 

DIGITAL DETOX | ABOUT | RETIRETS | PRESS | CONTACT | CAMP GROUNDED



DIGITAL DETOX™

DISCONNECT TO RECONNECT

YOGA | MEDITATION | HIKING | ART | BAKING | ORGANIC MEALS

OFF THE GRID | NO BOSS | NO INTERNET | NO CELL PHONE | NO CLOCK | NO WORK

DECEMBER 6th-8th at SHAMBHALA RANCH // // // *JANUARY 17th-19th at ESALEN INSTITUTE*



About Digital Detox @ Camp Grounded - Recent Press
After a week-long immersion in 2014, Shambhala Open and Lead I'm featured on page 107 of 2 pages in Living. Also being a guesthouse on a...

Digital Detox Eastern Retreat - January 17th-19th
Disconnection to Reconnect: Yoga & Meditation, art and all the traditional features in Big Elm, California, for a very special and unique Digital Detox.

CAMP GROUNDED 2014 REGISTRATION HOW OPEN
CAMP GROUNDED 2014 is now open for registration! It's December 15th - 17th, 2014. Open now for registration, get ready and be fully open. Thank you!

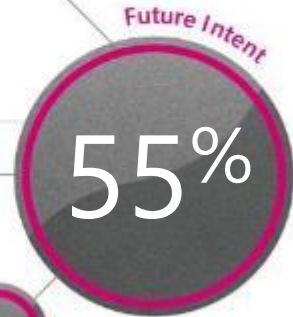
Corporate Retreats / Employee Engagement
We specialize in creating corporate wellness retreats and weekend-long retreats. Yoga, meditation, hiking, art, music, DIY workshops, ropes, outdoor adventure and award team building programs.

IntelligentlyON

Key data measures



Strongly Agree



Strongly Agree

Awareness

46% agree that their digital devices/ services understand when they need them to switch off or filter information they receive to give them more moments of peace.

Engagement

33% like being connected all the time.

Future Intent

55% are interested in future technology that will be able to predict when users want to be connected, and switch on/ off automatically.

Marketing Potential

24% of online consumers expect brands to know the right moment to talk to them.





Insights



Experiences





NOKIA

155

Miles

\$25

Fuel

19.2

MPG

1:39

Hours

35 min. to work

light traffic | next stop Basco

Score

90

San Francisco, CA

48°





Basco

349 Divisadero st.



"Your check engine light just came on. You need to Replace the oxygen sensor..."



"...You can keep driving but it needs to be replaced within 7 days..."



"...Would you like to request a service from Autowest Contoso as usual?"

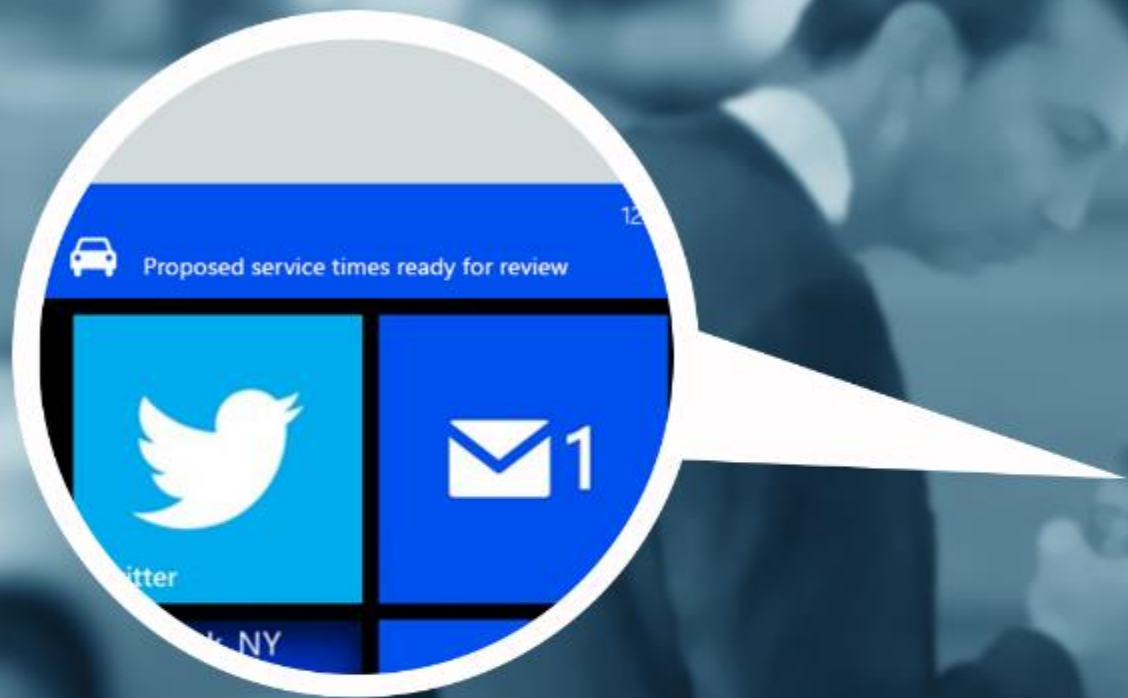


"Yes."





"Great.
They will send
you appointment
times soon."



NOKIA



Service Request



Autowest Contoso
425 Town st. | San Francisco, Ca

Select a service time

Monday, June 22 @ 10:30am
est. completion by 1:00pm | 2.5 hrs.

Monday, June 22 @ 12:30am
est. completion by 3:00pm | 2.5 hrs.

Tuesday, June 23 @ 10:30am
est. completion by 1:00pm | 2.5 hrs.

Tuesday, June 23 @ 12:30am
est. completion by 3:00pm | 2.5 hrs.

Tuesday, June 23 @ 10:30am

CONTINUE



NOKIA



Service Request



Autowest Contoso
425 Town st. | San Francisco, Ca

Select a complimentary trial drive >



Contoso
2014 CC7 Hybrid
Est. Monthly COO \$500

Specs vs. my car



Contoso
2014 CC4 Hybrid
Est. Monthly COO \$420

SCHEDULE NOW



NOKIA



What's the deal w/ these offers?

Brands are allowed limited access to your data in order to provide you with personalized deals.

Shared Data



MyCar trip data

Where and how you drive



Social sharing information

What you look for in a vehicle



Financial data

What you can afford



MyCar trip data

[Adjust data sharing settings](#)



NOKIA



Service Request



Autowest Contoso
425 Town st. | San Francisco, Ca

Select a complimentary trial drive >



Contoso
2014 CC7 Hybrid
Est. Monthly COO \$500

Specs vs. my car


mpg
45/+25


passengers
8/+3


airbags
6/+4



Contoso
2014 CC4 Hybrid
Est. Monthly COO \$500

SCHEDULE



Creator Culture

I want bespoke as standard

Educators, policymakers are recognizing the need for the next generation to be fluent in code.

Why it's happening

More people realise technology is crucial to our lives and are learning to code in their spare time.

The future

'Coding Clubs' will be part of education, teaching coding basics to children.



Creator Culture

Topline Data

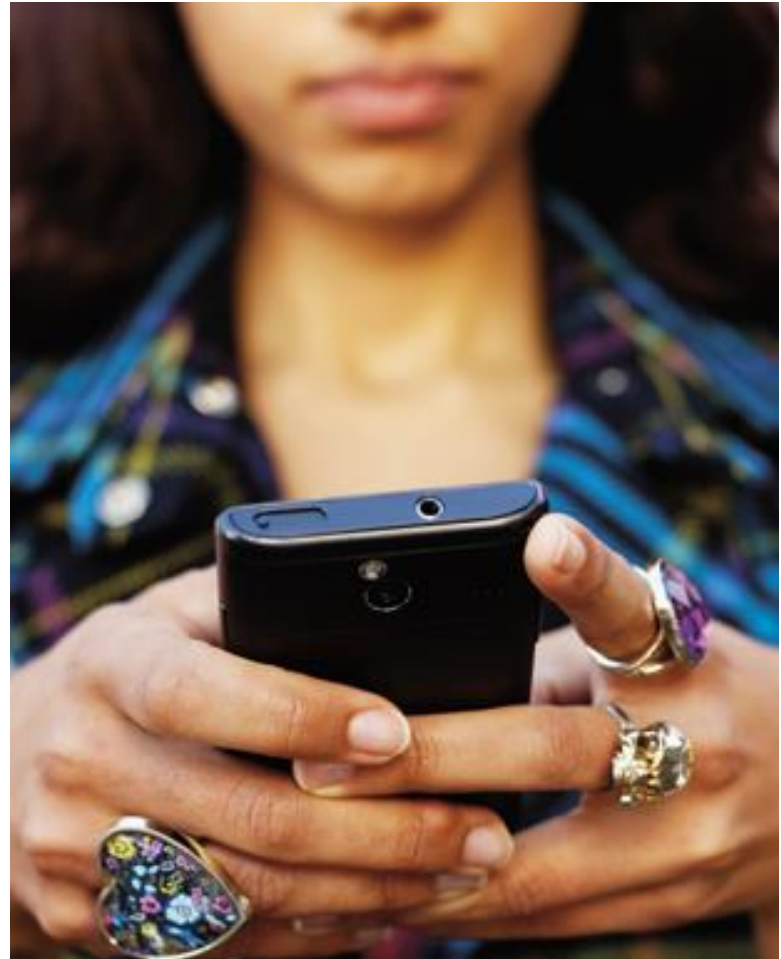
39%

expressed a desire to learn how to make or adapt our own digital devices.

49%

of us expect brands to be open and allow us to create a new product or service by using the brand's original design and features.

Source: Microsoft Digital Trends. Base Size: N = 8,055



Creator Culture







Home About Start a club Communities & Events Support Us News FAQs Jobs Sign In Register

 A nationwide network of volunteer-led after school coding clubs for children aged 9-11

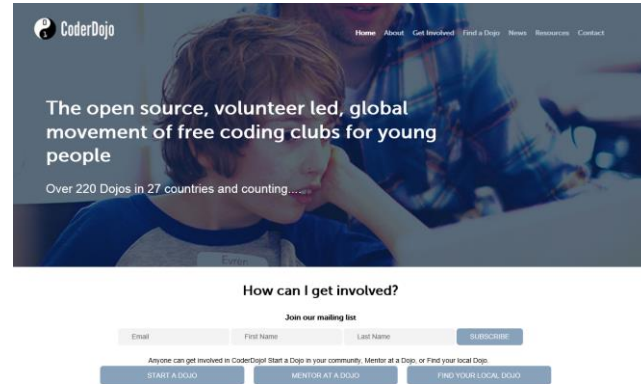
I want to within of

How it works

 +  +  +  =  A Code Club

- Volunteer**
A volunteer who knows how to program computers.
[About volunteering](#)
- Code Club Projects**
Take our specially written projects.
[View sample projects](#)
- Venue**
To their local primary school.
[Host a club](#)
- Children**
To teach children aged 9-11 how to program.
[Further resources](#)
- A Code Club**
[About Code Club](#)

1389 Code Clubs in the UK



CoderDojo Home About Get involved Find a Dojo News Resources Contact

The open source, volunteer led, global movement of free coding clubs for young people

Over 220 Dojos in 27 countries and counting.....

How can I get involved?

Join our mailing list

Anyone can get involved in CodeDojo! Start a Dojo in your community. Mentor at a Dojo. or Find your local Dojo.

[Buy Online](#) [About us](#) [Latest News](#) [Our classes](#) [Our Kits](#)



Sign up to be notified of future events:



Technology will Save Us is a subscription for technology and education dedicated to helping people to produce and not just consume technology.

Looking for Bright Eyes?

If you're interested in the Bright Eyes kit - a pair of LED glasses designed to inspire people to learn programming.

Search for:

November 2013

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Creator Culture

Key data measures



Awareness

24% relate to the idea. 'Creator Culture' is a niche trend, but those responding to it are often deeply engaged.

Engagement

7% are already creating and adapting their devices/ services (7% are deeply involved). These are mainly men.

Future Intent

Nearly 50% expect brands to enable them to create new products or services.

Marketing Potential

14%, but there is a high conversion rate from awareness to engagement and future intent – of 94%.

Niche Networks

Don't generalize, specialize

Consumers are choosing closed and dedicated networks for different aspects of their online lives.

Why it's happening

Consumers are looking for more personal and local experiences online

The future

Specialised sites for smaller networks with more relevant content

Niche Networks

Topline Data

41%

of us are using more specialist social networks dedicated to our precise needs over general services.

53%

of us are more likely to interact with genuine connections.



Niche Networks

Windows Phone

Phones Features Apps + Games News How-to

Overview Spotlight Apps Games Purchase history

WhatsApp

WhatsApp Messenger is a smartphone messenger available for Windows Phone, Android, BlackBerry, iPhone, and Nokia phones. WhatsApp uses your 3G or WiFi (when available) to message with friends and family. Switch from SMS to WhatsApp to send and receive messages, pictures, audio notes, and video messages. First year FREE! (\$0.99/year after)

Recent changes:
2.11.296

show details

Free

★★★★☆
15,008 reviews

install

Like 142k

Download 3.72k

Reviews

About Jobs Blog Press Help SIGN IN

Nextdoor

The private social network for your neighborhood.

LEARN MORE PLAY VIDEO

Get Nextdoor mobile apps [see all](#)
Available on iPhone and Android [Learn more](#)

Find your neighborhood

Email address

Street address Apt

ZIP

[GET STARTED — IT'S FREE](#)

Your information is safe and secure

Path

VALUES STORIES JOBS BLOG SIGN IN

Bringing people closer together.

We are on a mission to create happiness by building tools for your personal life.
Welcome to Path.

Our Values

When Path was only a seed of an idea, and a few people held up and dreaming in a San Francisco apartment, we laid out our mission and the ideals that would guide our way. Over the past few years, the product has undergone many changes, but our values have never changed.

We Believe In

Niche Networks

Key data measures



Awareness

41% are using more specialist social networks dedicated to their precise needs.

Engagement

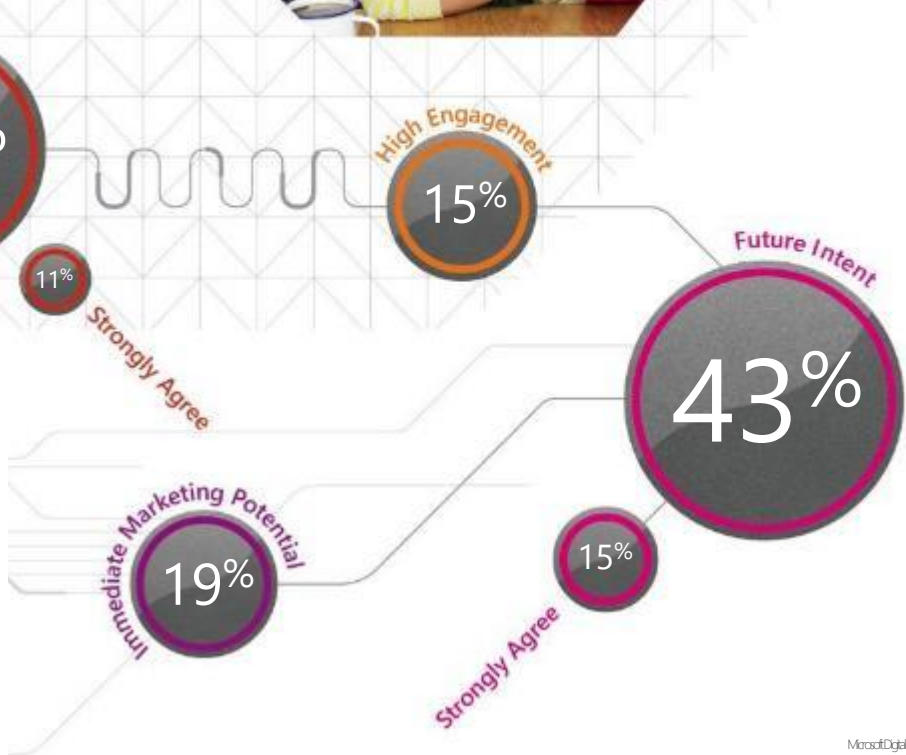
15% of younger demographics use 'Niche Networks'. More than half under 34 years old use many specialist services rather than a single network.

Future Intent

43% are interested in engaging with niche networks in the future.

Marketing Potential

Consumers are more likely to interact with a brand when using niche services tailored to the specific needs.



Age of Serendipity

I expect the unexpected
Consumers seek technologies that surprise them at the right time and place, and when they are in the right frame of mind

Why it's happening

As data makes the world more predictable, consumers still want a sense of surprise

The future

Technology will know you so well that it will delight you in ways you could never imagine

Age of Serendipity

Topline Data

55%

of Global online consumers expect technology to deliver surprising experiences that feel like coincidences.

Serendipitous encounters will strengthen our emotional connection with technology and maximise fun.

50%

are interested in using products and services designed to surprise and delight them.

61% of Global online consumers are more likely to buy a product or service from a brand that delivers pleasantly surprising experiences



Age of Serendipity

 **OSITO** ABOUT BLOG PARTNERS JOBS

 **OSITO**

Bringing Information To You,
To Simplify Your Life

We use predictive intelligence to keep
you one step ahead so you can focus on
what's important.





Are you running late?
We identified you were running late!
11:55 AM

Scheduled for **11:30 AM** Meeting Details
Burn Down Review
1000 Valencia St
Palo Alto, CA 94301

You need to leave soon
We noticed that you will arrive at
11:20 AM

Weather forecasts when they really matter
Our service uses the context of your location to alert you of impending rain, snow, and storms!



Interflora
the flower experts

Age of Serendipity

Key data measures



Strongly Agree



Strongly Agree



Awareness

55% expect technology to deliver surprising tailored experiences that 'feel like coincidences'.

Engagement

20% love digital devices/ services that provide them with new recommendations or content without actively seeking them out.

Future Intent

50% are interested in using products and services that are designed to surprise and delight them.

Marketing Potential

33% already expect brands to know them and offer something they didn't know they wanted. 61% are more likely to buy a product or service from a brand that delivers pleasantly surprising experiences.

Enhancing the Real

Light up your senses not numb them

Technology is becoming multi-sensory, taking consumers beyond the flat surfaces and offering richer experiences

Why it's happening

Consumers want technology that enhances the 'real' and touches their senses

The future

Static devices will be expected to stimulate beyond sight and sound for a fully immersive experience ('beyond 4D')



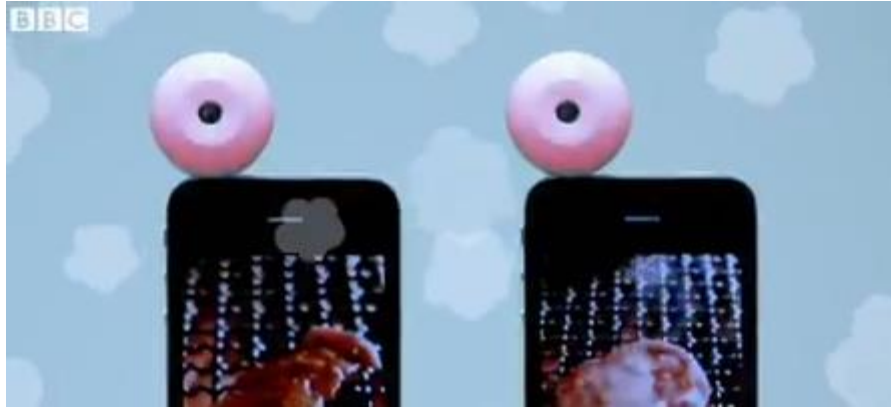
Enhancing the Real Topline Data

61%

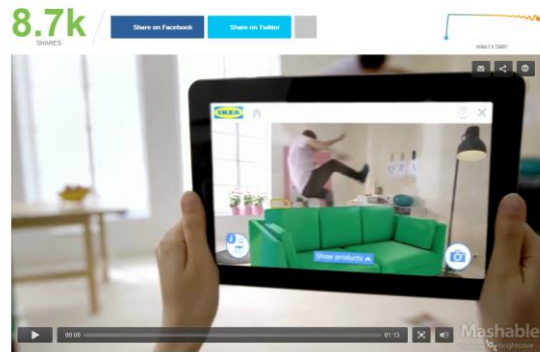
of us are more likely to buy from a brand that allows us to touch and feel their products wherever we are – in a store or on the Internet



Enhancing the Real



Augmented Reality Catalog



Pepsi Patents Packaging to Make Your Drink More Fragrant



Enhancing the Real

Key data measures



Awareness

36% believe digital devices/services enhance their experience in the real world because they engage all their senses.

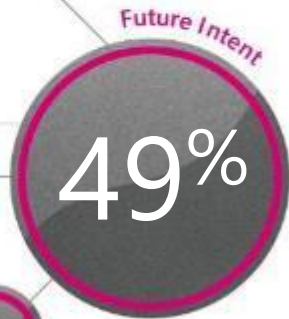


Engagement

16% are looking for technology to be seamlessly integrated into the real world - Figure is predicted to grow.

Future Intent

49% are interested in more opportunities for multi-sensory experiences.



Marketing Potential

23% expect brands to heighten everyday experiences by engaging more of their senses. 61% are 'much more likely to buy from a brand that allows me to touch and feel their products wherever I am: in a store or on the internet'.





Insights



Experiences





NOKIA



SCAN ME



Reading



SCAN ME



NOKIA

PAIRED WITH
CONTOSO 40" CLEARVU



SALES ASSISTANT

John is on his way and will be with you in 2 minutes

To better allow him to advise you, please share the following information now;

- Personal details
- Your current home address
- Your TV usage preferences



CUSTOMER REVIEWS OF THIS TV



Great

By

As

All

it's

diff

it. M



Steven likes the Contoso 40" ClearVu LCD television with 5:1 Home Audio System for watching sports.

Blow

manslife

I used this product for a full day and I am blow away from the quality. I bought this TV for heavy gaming (PS3 & Xbox 360), watching Dish Network Satellite channels, and Blu-ray movies. I checked each of these criteria on the Contoso 40" ClearVu and have seen amazing clarity. There are also several features that it has which add to your personal view-



CUSTOMER ASSISTANCE REQUEST

 AISLE 4
POSITION 17
2 minutes ago



PRODUCT



CONTOSO 40" CLEARVU LCD TELEVISION

Stock Item No: AVD1673948

STATUS
IN STOCK >

OTHER ITEMS

CONTOSO 5:1 HOME CINEMA AUDIO SYSTEM

Stock Item No: AVD1673296X

STATUS
IN STOCK >

CUSTOMER INFO

PERSONAL DETAILS

Not available

CURRENT SETUP

TV	Sony XS670
DVD	Sony DV256
Provider	GoCable24
Netflix	23.7 HPM
Hulu	50 HPM
Gaming	XBox 360 PS3

USAGE STATS



Key takeaways

- Create 'whole brain' experiences that align the logical with the emotive
- Give consumers more control over their data and they'll give you more engagement
- Leverage technology to respond to consumer intent. Recognize opportunities to create serendipitous experiences
- Enable influencers to create their own versions through curated content and experiences
- Find your niche and enter conversations around it
- Move faster to future-proof your strategy... many of these trends are manifesting today

Resources

External Materials:

<http://advertising.microsoft.com/international/digital-trends>



