TREND ONE

particle chamber
scanner
27/09/2030

GOOD
MORNING
LINZ!

GENERATION ALPHA (AGE = 6-11)

Gaming in the “Metaverse”

Close to nature

Open, helpful and sensitive

High-Tech-Focus

Simple solutions

Voice-controlled digital assistants

Hyperpersonalized content

Assistance through artificial intelligence

Family first

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DESKTOP COMPUTING 2000

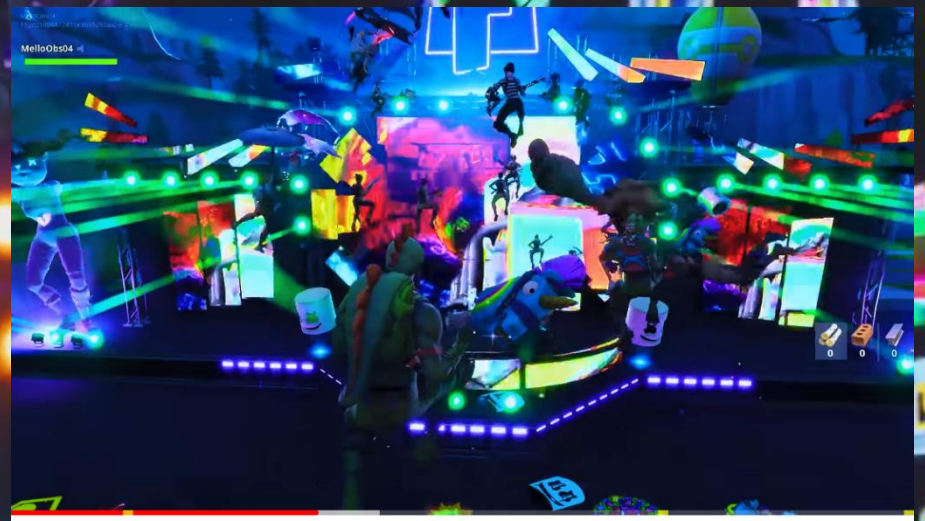
MOBILE COMPUTING 2010

AUGMENTED COMPUTING 2020+

PANASONIC VR / JAPAN

HOLOGRAPHIC MEETINGS WITH SPATIAL SYSTEMS / USA

METAVERSE FESTIVAL



#Marshmello #Fortnite #Gaming

Marshmello Holds First Ever Fortnite Concert Live at Pleasant Park

48 Mio. Aufrufe

1,7 Mio. 37.557 Teilen Heru...den Speichern

12,3 Millionen Zuschauer: Rapper Travis Scott gibt virtuelles Konzert in Vi…

Shz

vor 2 Stunden

MARSHMELLO FIRST FORTNITE LIVE CONCERT / USA

EVOLUTION OF DIGITAL MEDIA © TRENDONE RESEARCH

Information Economy

Media 1.0
READ ONLY

Text & Graphics

Gen X (45+): 308 min
Gen Y (30+): 138 min
Gen Z (12+): 102 min

Platform Economy

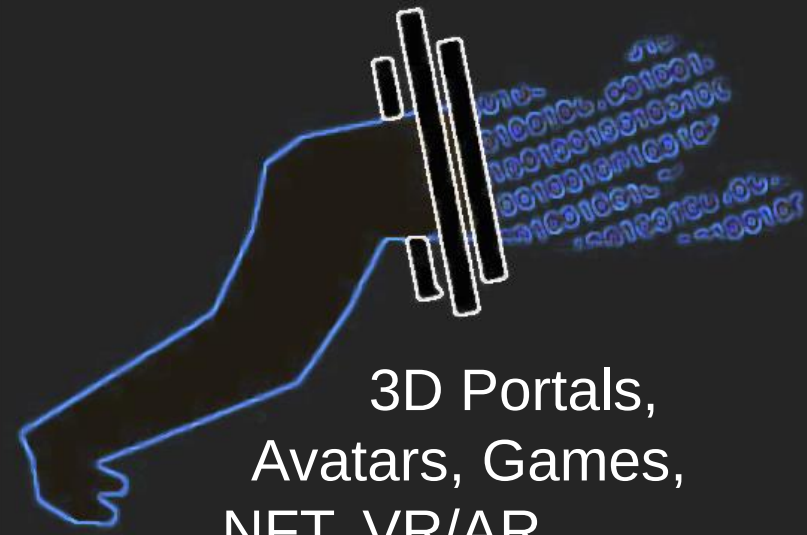
Media 2.0
READ & WRITE

2D Portals, Blogs, Wikis, Podcasts, Video

Gen X (45+): 60 min
Gen Y (30+): 96 min
Gen Z (12+): 126 min

Token Economy

Media 3.0 METAVERSE
READ & WRITE & OWN



3D Portals, Avatars, Games, NFT, VR/AR

Gen X (45+): <60 min
Gen Y (30+): <60 min
Gen Z (12+): 193 min

MONTH
DAY
FILM
MAR
28
The Batman
27
The Witch
26
25
Good Morning
24
Twin Peaks: The Return
23
Betty Tells Her Story
Supermarket Woman
MEDIA 1.0

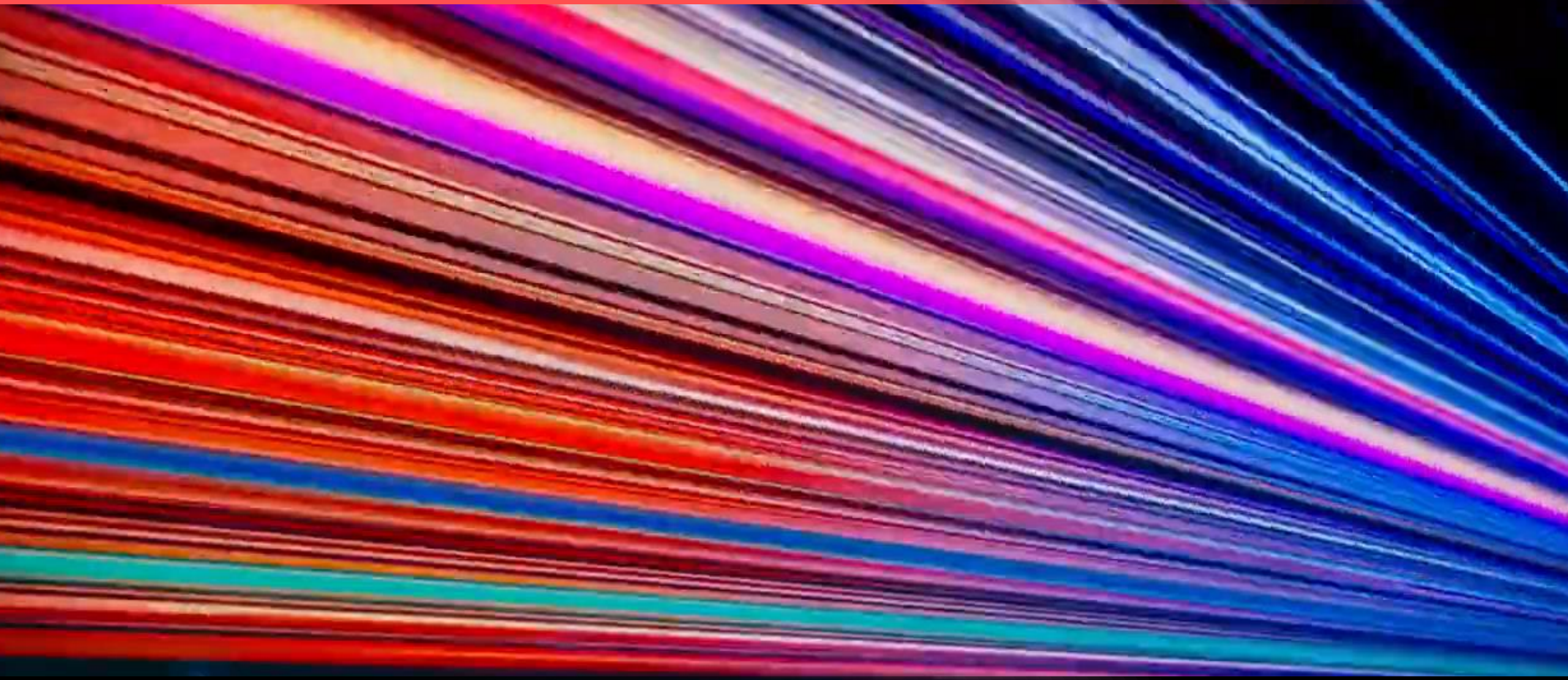
FREEMIUM STREAMING

AMAZON, FREVEE, TWITCH WITH VIRTUAL PRODUCT PLACEMENT / USA

META STREAMING

PLEX IS THE META NAVIGATOR FOR STREAMING SERVICES / USA

USER PROFILING



NETFLIX HYPER-PERSONALISATION OF CONTENT AND EXPERIENCE / USA

MEDIA 2.0

DEEP FAKE CONTENT

DEEP FAKE OF DICTATOR KIM JONG-UN FROM NPO REPRESENTUS / USA

DEEP FAKE CONTENT FROM A PHOTO

DEEPFAKE IS JUST A PHOTO AWAY WITH WOMBO.AI / CANADA

DEEP FAKE CONTENT FROM A PHOTO

DEEPFAKE IS JUST A PHOTO AWAY WITH WOMBO.AI / CANADA

SOCIAL MEDIA SUPER-APPS

Social

- Chat
- Groups
- Moments
- Gift Cards
- ……

Content

- Official Accounts
- Top Stories
- Tencent News
- ……

Games

- Mini Program Games
- Tencent Game Center
- WeChat H5 Games
- ……

Services

- Medical: Book、Consult、…
- Insurance: Inquire、…
- Motor: ETC、Parking、…
- Govt: Tax、Services、…
- Transport: DiDi、Mobike、 Metro
- ……

Shopping

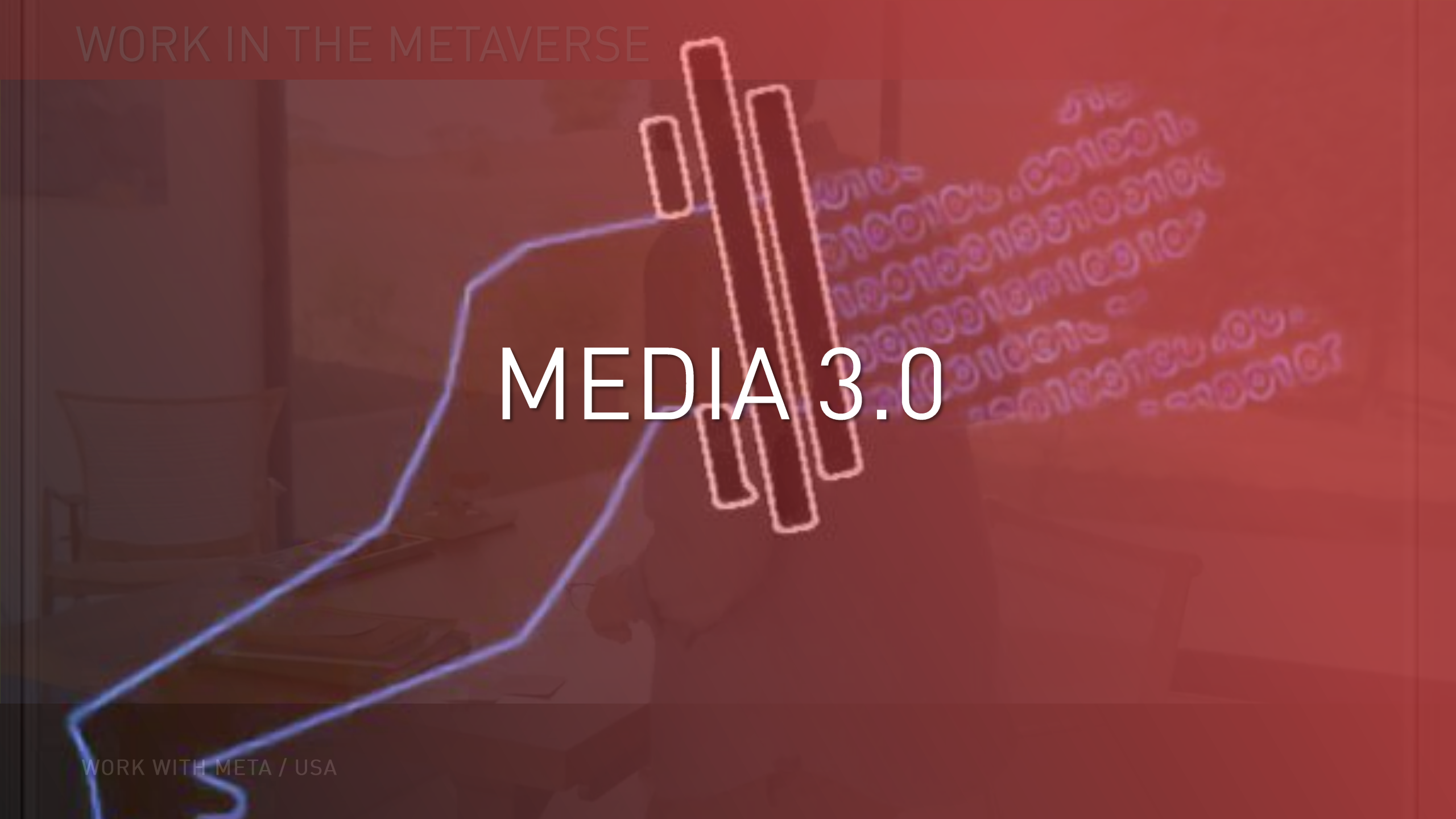
- WeChat Mini Program Stores
- Scan and Go
- JD Shopping
- Mogujie
- Food delivery
- Movies
- ……

Video

- Top Stories
- QQ Video
- Official Accounts
- ……

SOCIAL MEDIA SAFEGUARD

SAMSUNG WUP SAFEGUARD FOR SOCIAL MEDIA / SOUTH KOREA



MEDIA 3.0

META
=
METAVERSUM

~~METAVERSUM~~ / WEB 3.0

- DISTRIBUTED LEDGER
- VIRTUAL REALITY
- AUGMENTED & MIXED REALITY

LACOSTE
MINECRAFT
THE SANDBOX
DECENTRALAND
ROBLOX

METAVERSE SHOPPING

FOREVER 21 SHOP IN THE METAVERSE / USA

RELAX IN THE METAVERSE

ROBLOX MINDFULNESS IN IMMERSIVE ENVIRONMENT / USA

METAVERSE MEETINGS

Sample: Travel & Emission

CGN ⇔ HAM

	CO^2/km	km	travel time / h	Total CO^2
Car	183,26g	ca.890km	ca. 10	163.101g
Airplane		ca.700km	ca. 2	259.000g

	Per GB	Energy Server	Energy HMD	TOTAL CO^2
VR (90min)	140g	33,6-81,9g	2,24g-5,46g	approx. 160g

FEEL THE METAVERSE

TESLASUIT / UNITED KINGDOM

METAVERSE SHOWROOM

HENNES & MAURITZ OPENS VIRTUAL SHOWROOM / SWEDEN

METAVERSE A, B, C

C // USER GENERATED

The metaverse will be shaped by "Contents and "Experiences", which are influenced by an incredible variety of contributors.

DIGITAL HUMANS

META HUMAN CREATOR FROM UNREAL ENGINE / USA

FUTURE MINDSET

FORESIGHT

THINK BIG

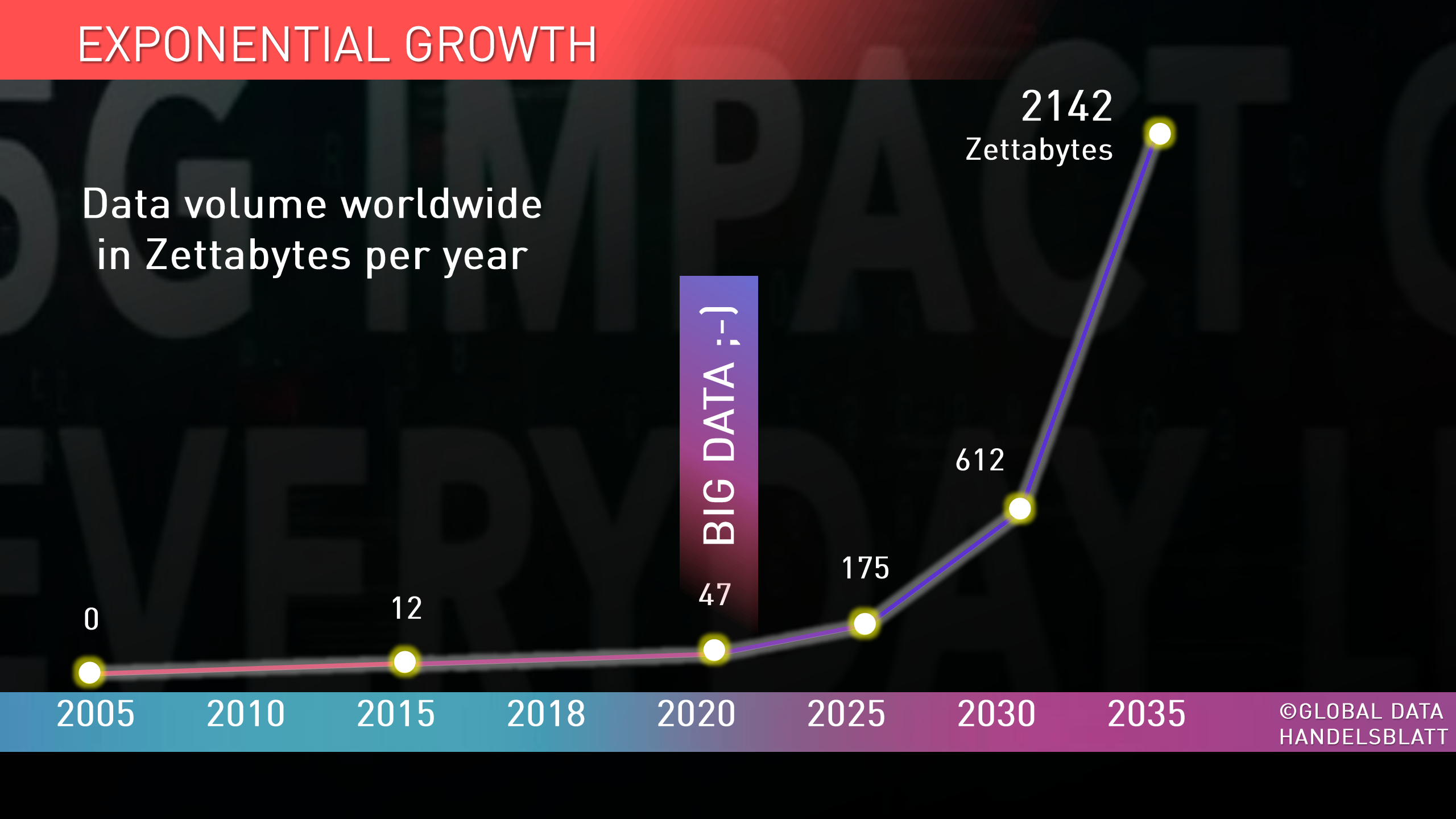
TRIAL AND ERROR

INNOVATION-CULTURE

CO-CREATE

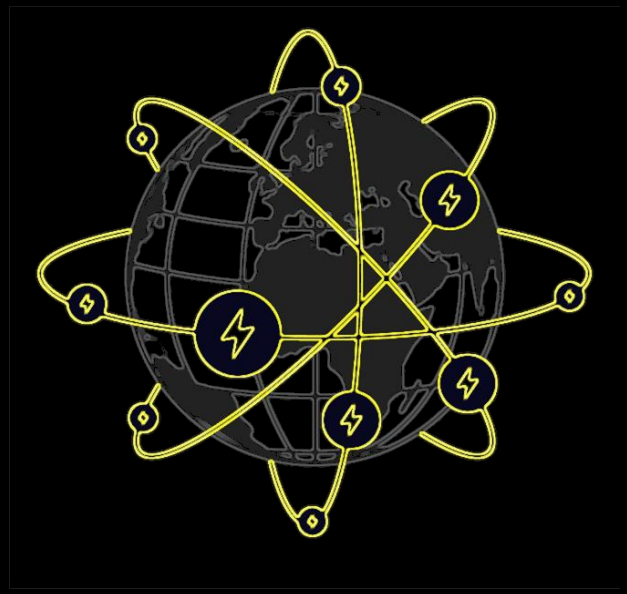
EXPONENTIAL GROWTH

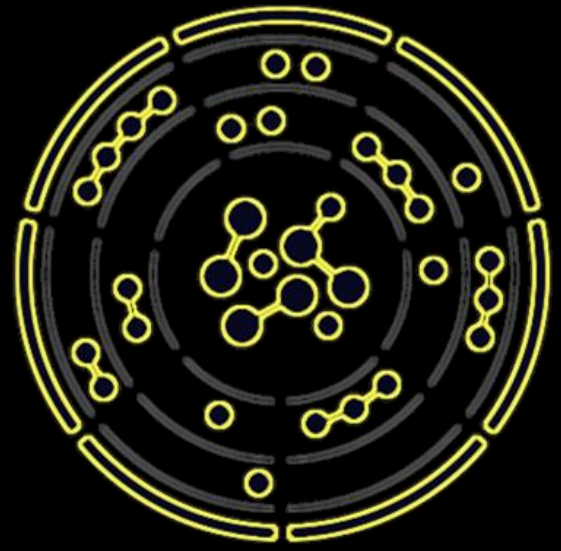
EXPONENTIAL GROWTH

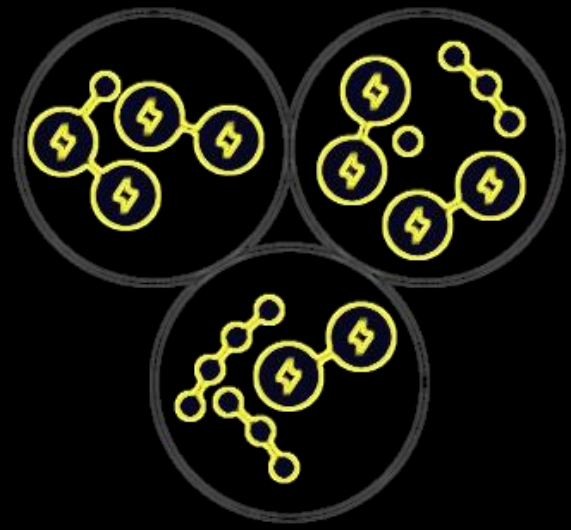


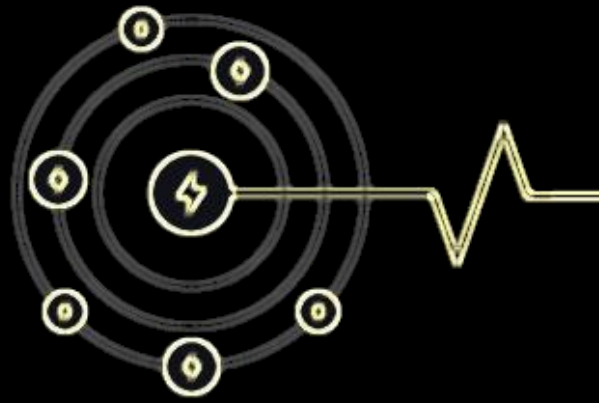
200% MORE GROWTH WITH FORESIGHT*

*CORPORATE FORESIGHT AND ITS IMPACT ON FIRM PERFORMANCE: PROF. RENE ROHRBECK









TREND MANAGEMENT

INNOVATION MANAGEMENT

GLOBAL TRENDS

Identification and analysis of relevant social, economic and technological trends

TREND RADAR FRAMEWORK

Evaluation and prioritization of the trends

INNOVATION & STRATEGY FIELDS

Derivation and prioritization of strategic innovation fields

INNOVATION PROJECTS

Derivation of concrete innovation projects within the innovation fields

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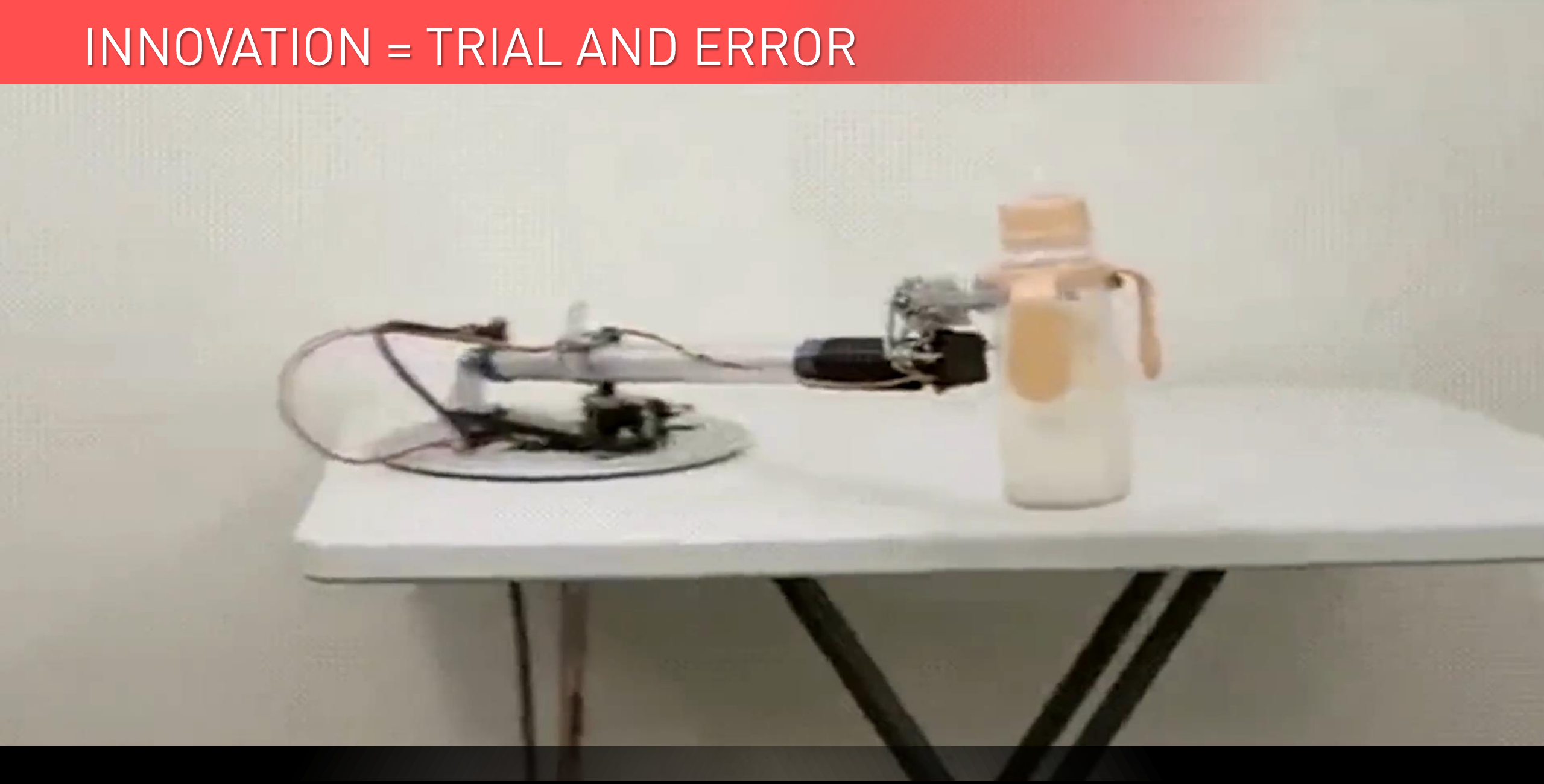
INNOVATION = TRIAL AND ERROR



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HANDOUT DOWNLOAD