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The age of content disruption, evolution of the individual:
a decade from now

Introduction

Content creation is now ubiquitous. With the advent of user-generated content (UGC), content creation is no longer limited to large media, tech companies, or even individuals - it belongs to all. Today, almost 86% companies are leveraging UGC in their marketing techniques.

Initially, user-generated content was competing with traditional broadcast, but today, UGC is being leveraged by businesses as an effective marketing tool to trigger hyper-growth. Technology is the core backbone allowing this behavior to create hyper-personalized experiences. Not just right for me, but right for me right now.
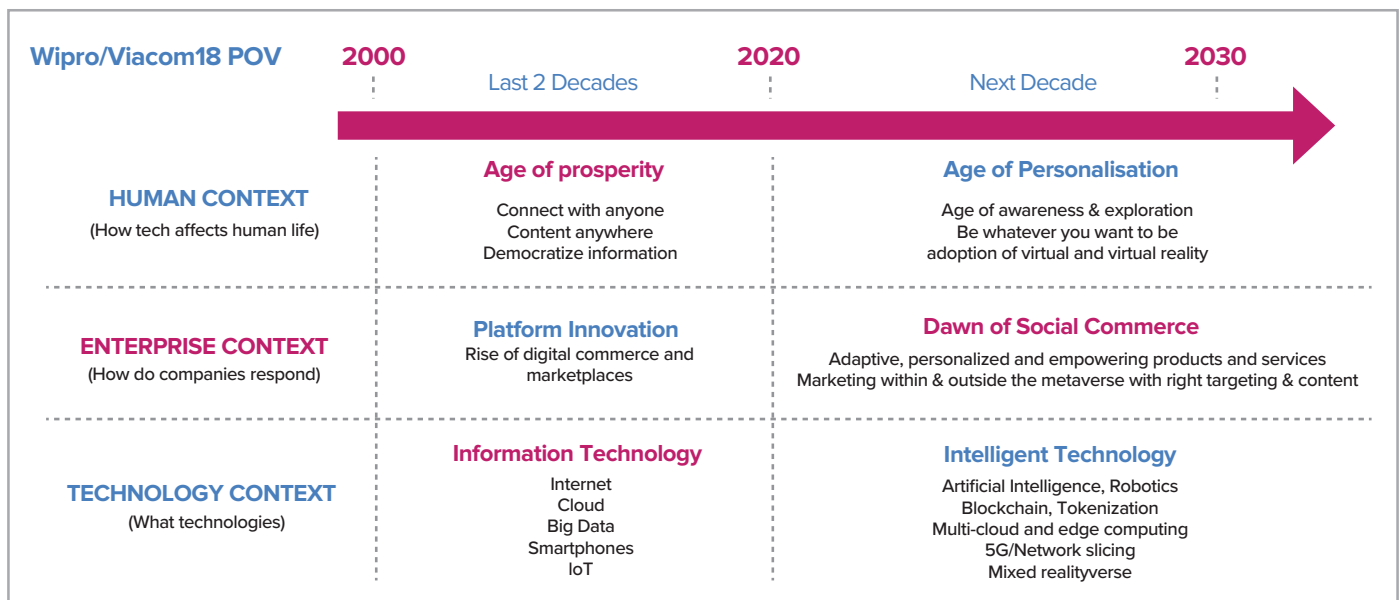
With the advent of technologies like 5G, cloud computing, and blockchain, broadcasting companies have a unique advantage of technology that will drive customer preferences and create new revenue streams.

Peeking into the future

Below is a view of how human behavior has evolved alongside enterprise technology over the past two decades and a projection of where it is headed in the near future.

It's next decade:

Wipro/Viacom18 POV	2000	2020	2030
		Last 2 Decades	Next Decade
HUMAN CONTEXT (How tech affects human life)		**Age of prosperity** Connect with anyone Content anywhere Democratize information	**Age of Personalisation** Age of awareness & exploration Be whatever you want to be adoption of virtual and virtual reality
ENTERPRISE CONTEXT (How do companies respond)		**Platform Innovation** Rise of digital commerce and marketplaces	**Dawn of Social Commerce** Adaptive, personalized and empowering products and services Marketing within & outside the metaverse with right targeting & content
TECHNOLOGY CONTEXT (What technologies)		**Information Technology** Internet Cloud Big Data Smartphones IoT	**Intelligent Technology** Artificial Intelligence, Robotics Blockchain, Tokenization Multi-cloud and edge computing 5G/Network slicing Mixed realityverse

Elaborating on 3 impact areas for the next decade

1) Creation & consumption of hyper-personalized content.

Rising individuality has led to the creation of "personal clans" meant to enhance social commerce. Over the next decade, we will see the rise of next-generation social celebrities. User browsing and consumption of hyper-personalized media will be delivered and influenced by AI/ML algorithms. While these algorithms are intended to deliver a far superior experience, this will also give tech giants the ability to influence browsing and consumption patterns. Currently, there are no industry standards or compliances in place for developing these AI models.

The role of media companies will continue to evolve by identifying groups of users interested in similar content and providing them with a platform to collaborate, engage, and be entertained.

> One of this century's most popular user-generated viral content was the ICE Bucket Challenge. The Ice Bucket Challenge was a campaign to promote awareness of amyotrophic lateral sclerosis (ALS) — also known as Lou Gehrig's disease — and encourage donations for research. Within 90 days, more than 17 million videos related to the ice bucket challenge were shared on Facebook. These videos were viewed more than 10 billion times by more than 440 million people. The Ice Bucket Challenge raised more than $115MN and was among this century's most viral online events.
>
> - Source: Ice bucket challenge: What's happened since? (BBC)

2) New Age Technologies: From smarter devices to evolving business models

By 2026, AR/VR devices will see a five-times increase in annual shipment reaching about fifty million units per year. New exciting business streams will take hold as these devices improve and become smarter. Virtual sales promotion and virtual collectibles trading enabled by blockchain technology will allow fans to engage in new forms of commerce.

With the help of new-age connected devices such as high-resolution cameras, analytics on-the-go can help in crowd sentiment analysis and interpret fan behavior in real-time, especially during live scenarios at large stadiums. A new world of personalized offers and communication based on customer preference will emerge.

> In 1956, Morton L. Heilig created the first-ever VR machine called the Sensorama. It was a type of booth that could accommodate up to four adults. Ahead of its time, Heilig's multi-sensory Sensorama gave a glimpse into the future, using multiple technologies to simulate human senses. The booth used full-color video and audio. There were also smells, vibrations, and various atmospheric effects like the wind. Sensorama was ahead of its time and couldn't get financial backing, and the project was abruptly shut down.
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> - Source: History of VR - Timeline of Events and Tech Development (DOM BARNARD)

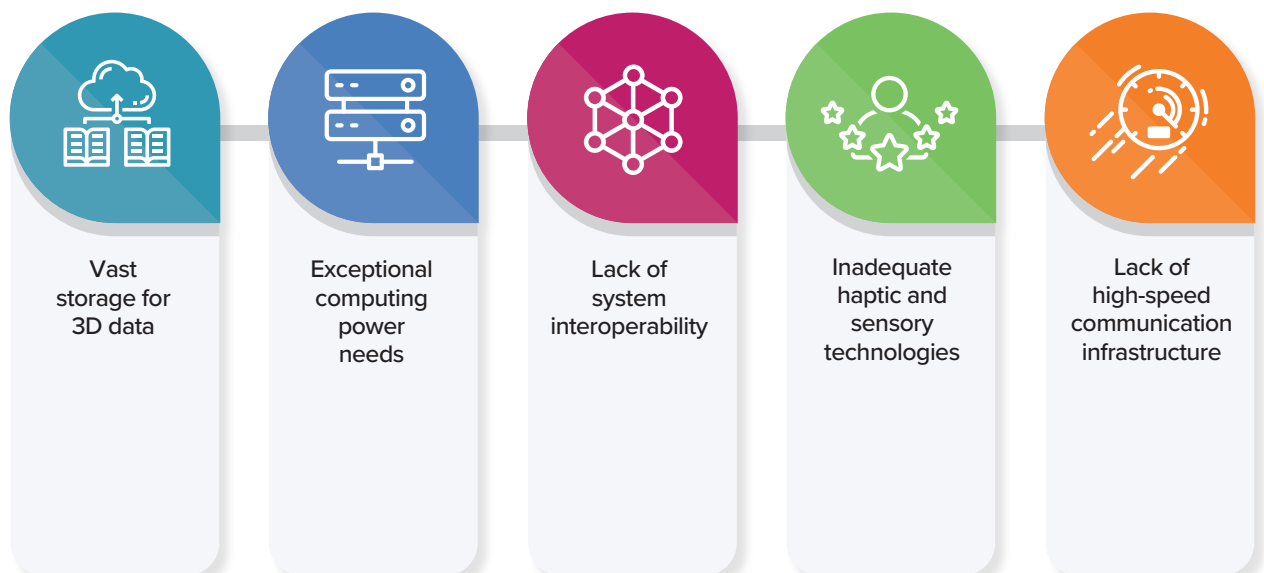## 3) Intelligent Technology and Localization

Intelligent technology will be integral in creating unique virtual spaces. Enterprises will build websites and metaverse ecosystems designed to attract foot traffic. The metaverse or immersive internet will bring this entire ecosystem of cloud, blockchain, NFT, AI, analytics, and more to create this virtual human experience. The metaverse experience will have to be both immersive and unobtrusive. Localization will be important as this space will grow and evolve based on individual preferences.

Connecting with friends, gamification, and loyalty programs will blur physical and digital spaces. While the metaverse is in the early days of adoption, futurists believe we have already stepped into its foundations. As millions adopt the metaverse, there is a need for more computing power than currently available to fuel this revolution.

Addressing the IT challenges

The industry is faced with challenges that can broadly be broken down into five categories.

| Vast storage for 3D data | Exceptional computing power needs | Lack of system interoperability | Inadequate haptic and sensory technologies | Lack of high-speed communication infrastructure |

- **Storage:** With 3.7 billion people using the Internet, nearly 2.5 quintillion bytes of data are generated online every day. This trend will continue to accelerate. By 2025, over 160 zettabytes (160 trillion gigabytes) of data will be generated yearly. While we are developing unique ways to store such immense amounts of data, storage capabilities will need to evolve to accommodate this growth rapidly.

- **Computing Power:** Today's computing is limited to near real-time broadcasting and user experience. Edge computing will be needed to power the metaverse and put applications and data close to the users. To make the metaverse immersive, a closed-loop interaction must occur in less than five to ten milliseconds. Larger advancements will be needed to have the necessary compute power to achieve this vision.

- **Lack of Interoperability:** Technology's most significant challenge for growth over the past few decades has been the lack of interoperability among platforms and systems. The future will primarily depend on how well individual platforms can communicate.

- **High Speed communication:** Nothing can travel faster than the speed of light - 300 million meters per second for massless particles. But data has mass. Data doesn't travel in a straight line. Instead, the actual speed is 30-40% slower than the speed of light. With the evolution of 5G and 6G, we expect latency to become minimal, but we still need optimal infrastructure for high speed communication into the virtual human world.

Key takeaway

As a society, we invent our future every day. Technology will continue to drive constant changes in our social behavior.

Web 3.0 has unleashed an era of virtual commodities backed by an increasing acceptance of a new commercial world of cryptocurrencies allowing for new virtual and social commerce opportunities.

As we move into the next decade and beyond, futurists are eager to see how technology can rapidly solve unknown social and economic problems. Digital plus human (combining human intelligence and AI) is on the horizon and may lead to new social behaviors. As we live in an era of disruption, an individual's responsibility is more critical today than ever before.

About the authors

Vineet Giri is Head of Engineering & Technology at Viacom 18. He has over two decades of corporate experience in technology at companies like Genpact, VMWare, and Capgemini. Having delivered cutting-edge technology solutions his entire career, Vineet Giri works at Viacom 18 to drive digital-first, data-based, AI-assisted transformation for his organization.

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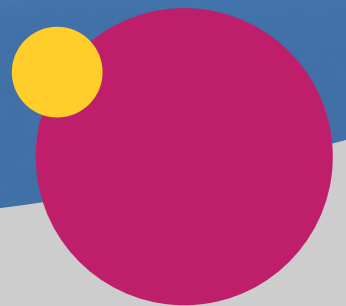
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