



**WMXCES**

**KEY THEMES  
& TAKEAWAYS**

**2020**

January 7-10 2020



**WAVEMAKER**

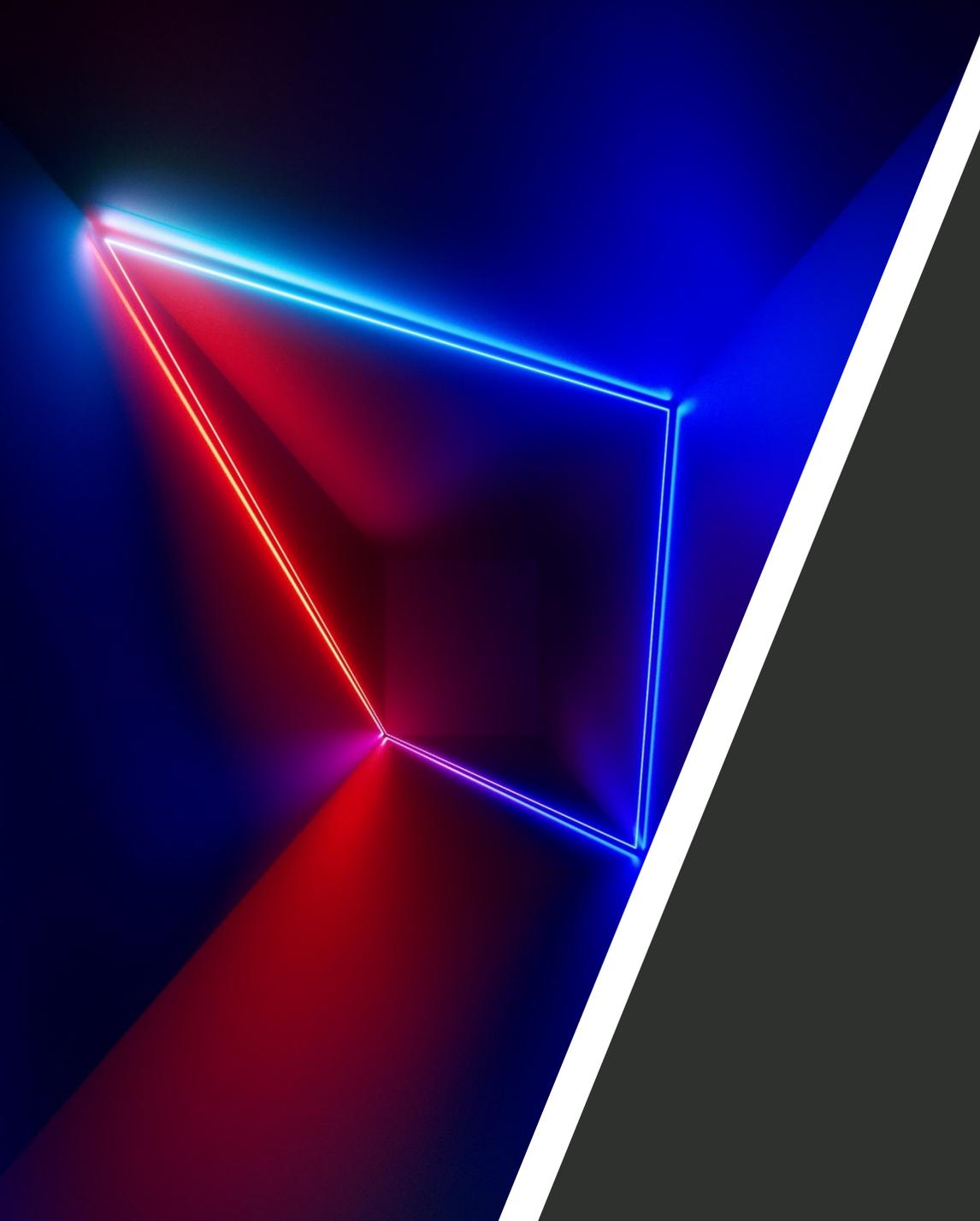
## WHAT IS CES?

CES, having evolved beyond its initial namesake, (Consumer Electronics Show) is the largest tech trade show in the world.

Hosted in Las Vegas and annually produced by the Consumer Technology Association (CTA), CES is iconic for showcasing today's newest and far-reaching technology, gadgets and experiences.

Touting more than 175,000 attendees, representing over 160 countries and 4,500 exhibitors across 2.9 million square feet of space, CES is more than just technology. It's the ultimate cross-industry meet-up for pioneers and business leaders.





## **BRIDGING THE FUTURE TODAY**

CES 2020 featured the usual suspects of connected, smart, wearable and 5G-enabled gadgets and gizmos while touting a few fresh areas of focus, such as travel/tourism, improving the consumer experience, and an increased emphasis on security & privacy.

After a year of privacy issues, antitrust investigations and overall concern regarding big tech, CES overall has shifted from unveiling tech to introducing tech strategies (e.g. how tech can be utilized to drive business growth and opportunity).

This year we saw more devices deigned to deliver on utility and deployment of long-hyped technologies, with a glimpse of what truly seamless living could look like. For example, biometrics went beyond gimmick to be utilized for the first time for CES badge pickup via facial recognition, leaving us hopeful at what the future holds.

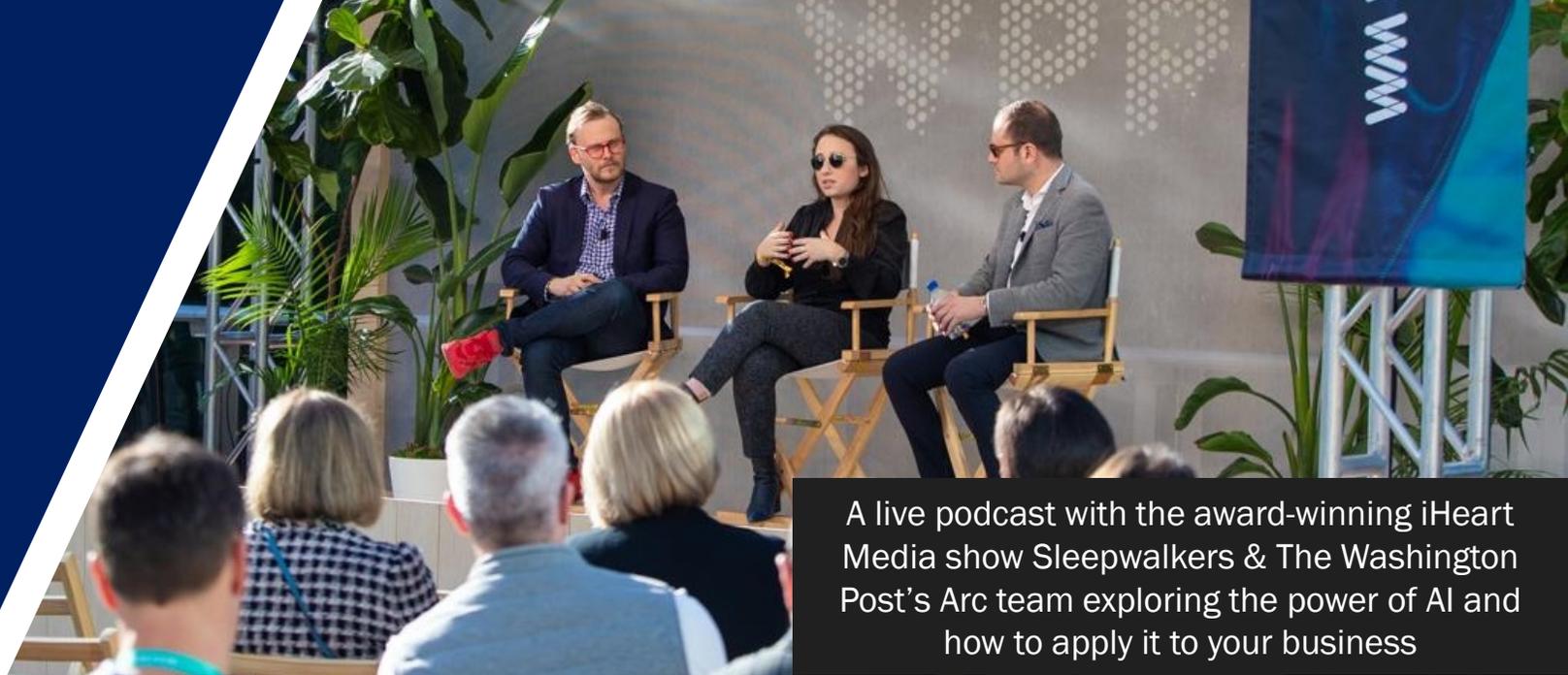
# #WMxCES

Our #WMxCES Thought Leadership experience serves as a catalyst for sourcing ideas, partnerships and opportunities that deliver on our quest for innovation, modernization and growth.

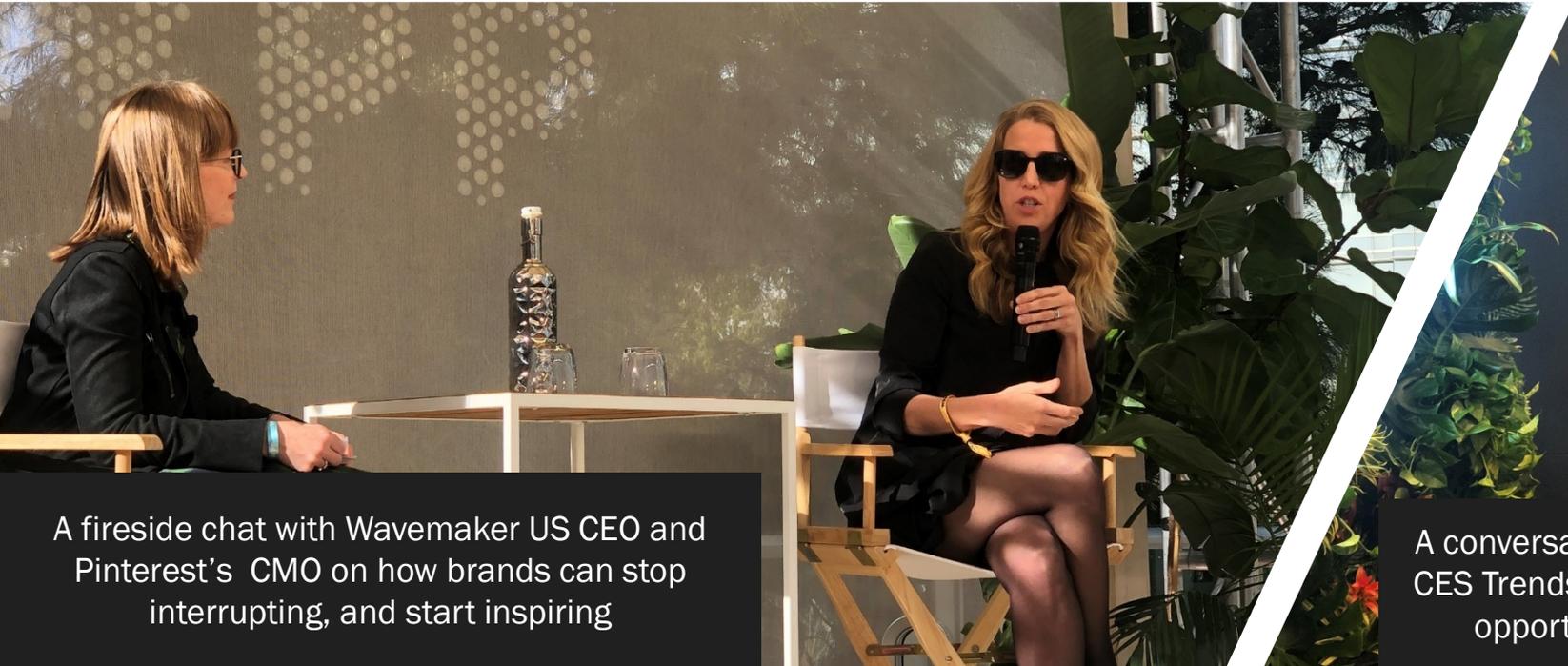


This year we focused on making the future by understanding the larger tech trends proliferating on the show floors through conversations focused on how marketers can leverage hardware and software to grow businesses in the coming years.

Featuring this year's #WMxCES  
curated content



A live podcast with the award-winning iHeart Media show Sleepwalkers & The Washington Post's Arc team exploring the power of AI and how to apply it to your business



A fireside chat with Wavemaker US CEO and Pinterest's CMO on how brands can stop interrupting, and start inspiring

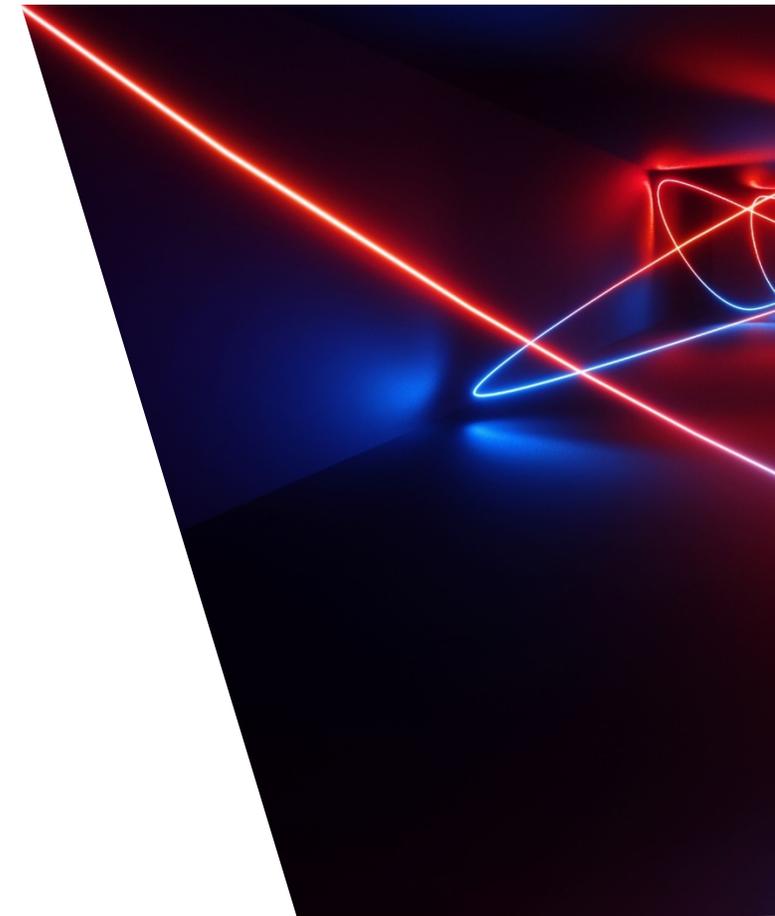


A conversation with WIRED's Editor-In Chief on CES Trends with ways to better understand the opportunities tech brings to marketers

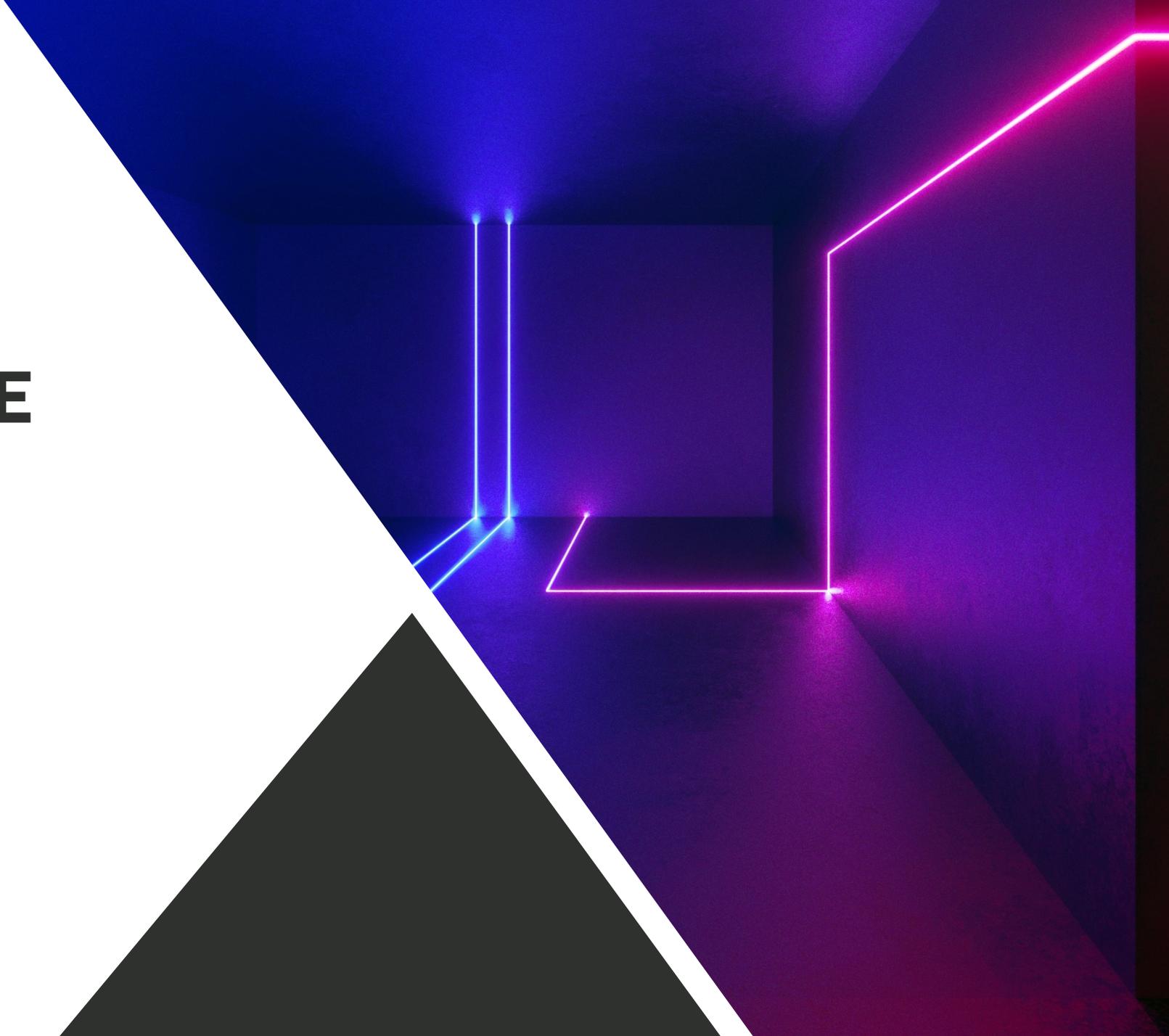
# CES2020 KEY THEMES

- 01 TECH & MARKETING IN 2020:** EQ-Driven Relationship Relevancy
- 02 DATA & PRIVACY:** Driving Trust Through Transparency
- 03 AI:** Igniting Action Through Tactical Application
- 04 5G:** Transitioning Theory to Practice
- 05 MOBILITY:** From Transportation To Transportive
- 06 VR, AR & MR:** Hitting The Refresh Button
- 07 CONNECTED LIVING:** Driving Growth Through Genuine Connection
- 08 HEALTH & WELLNESS:** The Quest For Tech-enabled Betterment
- 09 CONTENT:** The Great Connector

#WMxCES



**A DEEPER DIVE  
INTO OUR KEY  
THEMES**



# Nº1

## TECH & MARKETING IN 2020: EQ-DRIVEN RELATIONSHIP RELEVANCY

An overarching trend we saw percolating in 2019 that will only grow in 2020 is the leveraging of technology to tap into consumers' emotional quotient (EQ) to drive brand connectivity throughout the purchase journey. If the point of sharing/collecting/implementing data is to better understand, target and deliver utility, and the goal of emerging tech like AR is to provide experience, it's critical to recognize that how consumers feel is just as important for dynamic delivery as knowing who they are. With more tech than ever to deliver across mediums, recognizing the EQ of marketing is critical to unlocking opportunity.

At CES we saw more devices utilizing EQ inputs via tech like biometrics (i.e. the quantification of the human body's characteristics), eye-tracking (tracking & responded to where someone looks via their eyeballs), wearables (a device physically touching your body to function, measure & respond to a user's needs), and haptics (utilizes vibrations/force to create a sense of touching something physically in a virtual space). As robotics and EQ inputs increase in prevalence in devices, we will only see more debate and use for marketing purposes.



# WHY THIS MATTERS TO BRANDS



**EQ means finding new ways to not only understand, but also physically bond with consumers.** For example, taking the human body into consideration when designing tech-driven experiences is a prime focus for the gaming industry. This year we saw more haptics build into wearable gaming components to immerse players in games and make the overall experience tactile. How can utilizing the manipulation of touch create stronger connections with your consumers, as well as brand understanding, virtual trialing, etc.

**New connection points means new ways for connecting.**

For example, we saw Augmented Audio tech, designed to introduce touch to audio-visual listening experiences, which could change the future of the entertainment industry (TV, movies, gaming, and more). How your brand defines a media strategy, and the marketing platforms they utilize, will rapidly change; finding ways to stay nimble will allow you to test and determine which tools are right for you and your audience.

# Nº2

## DATA & PRIVACY: DRIVING TRUST THROUGH TRANSPARENCY

We saw plenty of issues around data privacy amongst the world's largest tech players in 2019, so we knew going into CES 2020 it would be a hot topic. Though not often addressed at CES, privacy around data and consumer protections was front and center this year. With more devices and platforms designed to harness the power of personal data (e.g. health & wellness trackers, smart home devices, etc.), how data was collected and stored was something companies fiercely focused on.

Remember Apple's 'presence' (aka troll) last year, with signs around Vegas touting 'What happens on your iPhone, stays on your iPhone.'? Privacy even provoked Apple Inc. to return to CES for the first time since 1992 as Jane Horvath, their Senior Director of Privacy, joined to discuss consumer privacy. Google touted new voice commands to better manage voice assistant privacy, Facebook announced a revised "Privacy Checkup" tool, and Amazon's Ring home security/doorbell system announced updates that enables users to opt out of local police requests for video.



# WHY THIS MATTERS TO BRANDS

Consumer awareness (and confusion) around data and privacy will only continue as regulators and companies keep the topic in the news. Ultimately consumers don't have issues (mostly) with sharing data and are confident it's being inevitably connected; they want commitments to keeping said data safe, and a value exchange in the form of utility and personalization.

**Reflect, review & repeat as needed.** For marketers, government regulation, operating system (OS) restrictions and the demand for transparency are driving the need to review, evolve & adapt stringent rules around data, as well as find other ways to legally target while improving context & engagement. What worked last year may not work this year.

**This conversation isn't going away.** On January 1<sup>st</sup>, California's SB-327 law, a cybersecurity law that regulates Internet of Things (IoT) smart-home devices by requiring them to have "reasonable" protections of user privacy, went into effect. This is just the start of government getting increasingly involved in protecting consumer privacy. Designing with these (current and inevitably upcoming) rules in mind can save time, money and ensures you're delivering on promises of privacy.

**Consumers may not mind giving you their data.** Let's not forget data sharing isn't a bad thing in general; most consumers are happy to give up personal data, as long as they're getting something in return. If you're going to ask for or collect data, clarity around how it's being used goes a long way in encouraging people to share.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**Facebook** – Facebook announced updates to its “privacy checkup,” making it easier for users to manage security features and how their data is used.

**Ring** – After harsh criticism for partnering with law enforcement, users of Amazon’s Ring, the video doorbell and home security company, offers users the ability to opt out of requests from local police for their Ring video.

**Google Assistant** – Two new voice commands give consumers better control over their voice assistant privacy, enabling them to ask Google Assistant to delete what it heard if it was accidentally activated, as well as asking Google Assistant about a user’s audio data and asking it to change the settings.

**Vayar** - Taking in new forms of data for health management, detect medical dangers through a series of sensors around the home, including their motion sensors Walabot.

## AI: IGNITING ACTION THROUGH TACTICAL APPLICATION

Artificial Intelligence (AI) and machine learning (ML) enables technology to learn and recognize patterns, situations and opportunities. It's also already a part of the algorithms and programming serving you your Spotify playlists, Amazon Prime recommendations and Apple's Siri responses to your queries. However the term AI is often misused and thrown around frivolously by companies looking to cash in on cache.

This year we saw AI touted in nearly everything, from TVs to kitchen utensils with more meaningful investments in and applications of AI that can move businesses forward and drive more meaningful interactions. However, when you move past the companies using AI as simply another buzzword alongside the word 'smart', meaningful use of AI in tech like health monitoring devices and mobility tools can move AI from being useful to being actionable.

Actionable AI offers the opportunity to tap into never-before possible places for data, including actual human brains. This has implications beyond business and poses the ability to impact humanity if it can reach the market and hit scale.



# WHY THIS MATTERS TO BRANDS



**Not everything needs to be smart.** Far more devices touted the power of intelligent AI than needed to. Adding buzzwords to your marketing doesn't set you apart; in fact, it often can turn consumers off. Finding ways to provide smart applications of technology on the back or front-end of offerings is how you really drive investment and action, impacting the purchase journey and your bottom line.

**Proper AI application can change your business.** When trained and utilized properly, actionable AI can transform your business, finding and solving for waste in everything from your product development to your marketing dollars. Starting with the questions you want to answer and the problems you want to solve, vs deciding you want an 'AI solution' can help you figure out how to best utilize AI's capabilities and apply it to your business.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**Perso** – L'Oréal's home beauty tech device creates customized skincare products in conjunction with the Perso app. AI is applied to a user's selfie to examine skin condition, environmental conditions and more inputs, getting smarter and more precise the more you use it. Based on those inputs and others like personal converses, it creates personalized formulas in pre-portioned doses via the device.

**SelfieType:** Samsung's virtual keyboard utilizes a front-facing selfie camera and proprietary SelfieType AI engine to analyze finger movements coming from the front camera, turning them into QWERTY keyboard inputs.

**Neon** – Samsung's highly hyped AI project is a humanoid AI chatbot, described as "a computationally created virtual being that looks and behaves like a real human, with the ability to show emotions and intelligence." Lacking the knowledge of a smart assistant, they're meant to be emotional beings who can learn from experience.

**Family Hub:** Samsung's newest edition of their smart fridge includes AI image recognition that leverages its view Inside cameras (previous editions enabled users to see inside via smartphones).

**Teslasuit Glove** – Designed for professional use cases such as training or medical rehabilitation, the glove enables users to feel virtual textures and glean data (e.g. biometric data) for full-body capture and/or haptic feedback via VR.

## 5G: TRANSITIONING THEORY INTO PRACTICE

This year 5G will (slowly) shift from buzzword to reality, raising the bar of what consumers expect content and advertising experiences to deliver thanks to long-touted features like faster connectivity and lower latency. As more connected devices become commonplace (e.g. smartphones, smart home tech), the need for speed has never been greater to power experiences ranging from mobile gaming to OTT and the emerging content ‘streaming wars’.

Remember, 5G’s promises are only useful if the tech that consumers use utilizes its power. CES 2020 was reminiscent to CES 2019 when everyone announced voice-enabled devices; this year we saw companies touting 5G-enabled devices ranging from the everyday (smartphones & wearables) to larger scale (e.g. smart city tech & robots), expected to hit the marketplace alongside 5G launches. These devices don’t come cheap, though; according to NPD Group, 5G adoption will be slowed by expensive phones.

5G still has government-level hurdles when it comes to device rollout – from issues of inconsistent coverage in test cities to frequency problems impacting receiving signals indoors vs outdoors. There’s a risk of underdelivering what’s been promised the last few years. Until then, think of 5G as the underlying trend driving this year’s hottest technologies (once it goes consistently live).



# WHY THIS MATTERS TO BRANDS

**Understand what the power of 5G can unlock.** 5G promises consumers the ability to transform and expedite everything from how fast they consume content to their behaviors around media engagement and shopping, while promising marketers the ability to deliver on these needs seamlessly and speedily. If you can download, access and engage within seconds, the behavioral shifts will dramatically impact usage of technology and platforms, ultimately altering marketers' ability to impact the purchase journey. As 5G unlocks more opportunities for interactive and dynamic ads, how can you tap into new potential levels of engagement?

**5G's full power most likely won't be felt till 2021.** Until pricing comes down on 5G devices, we won't see massive shifts in consumer adoption or changes in 5G-driven behaviors. However, as devices start to hit the market and mobile carriers begin launching, now is the time to evaluate your media offerings to ensure you're positioned to benefit from 5G's promises, including ad spend around OTT and general mobile video ad spending - both positioned to benefit from 5G's speeds.

**Consider city-specific testing as roll-outs begin for cost/learnings efficiency.** Given that research has found consumers in DMAs like New York and Los Angeles are more likely to spend more than \$1,000 on smartphones, those looking to test or tap into 5G's abilities should focus on specific markets vs. larger nationwide tests or rollouts.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**TLC 10 5G** - TLC teased its first 5G handset, powered by Qualcomm's 5G Soc line to enable affordable 5G-enabled technology.

**Velop 5G Mesh Gateway:** Linksys' combined modem/router solution brings together 5G and Wi-Fi 6, bringing a 5G signal into any home.

**Qualcomm** – The company announced it will provide the processor for Lenovo's Yoga 5G, the world's first 5G wireless-enabled personal computer

## MOBILITY: FROM TRANSPORTATION TO TRANSPORTIVE

Mobility not only drives people; it moves humanity. It's not just self-driving cars; it's the tech that changes your perception in how you define and physically move through the world and experience it.

This year the mobility industry showed how it can physically move humanity forward, both in the longer term with concept tech and with upgrades designed to help consumers increase comfort with transportation autonomy (ADAS — Advanced Driver Assistance Systems) all while demonstrating how to make the most of their mental and physical freedom when no longer having to solely focus on the drive/commute/travels.

We saw screens replacing car parts as quickly as machines are starting to replace human drivers, creating plenty of content opportunities in those spaces. Autonomous vehicles moved from focusing on their ability to give passengers a hands-off approach; the emphasis was on how passengers could leverage that freedom, touting new ways to engage passengers and the world around them.



# WHY THIS MATTERS TO BRANDS



**If you build it, it doesn't mean consumers will use it.** Emerging tech takes time to find its way in terms of how it works and how consumers embrace it. Not all consumers are comfortable with or quick to embrace losing control of devices they've been (seemingly) in control of all their lives, such as cars. You'll see compromises in 2020's offerings that offer a psychological sense of control or involvement, while enhancing the experience of travel or commuting. Understanding the intersection of comfort and curiosity helps uncover opportunities to engage consumers in ways that can be fresh, unexpected, but also welcomed.

**Some behaviors take more time than others to evolve.** Often with tech, as in the case of autonomous vehicles, consumers are already using iterations of it (e.g. cruise control) but may not know the technical terms for it. Tapping into where consumers are already excited and utilizing technology can help brands find simple yet effective ways of testing new spaces for connection while leveraging already-established consumer comfort.

**Mobility will (literally) move mainstream via cities.** Consider how mobility-driven technologies will impact the way cities of all sizes manage security, transportation, sustainability and overall resident health and wellness. These are excellent places to connect into larger (often government-driven) mandates and give brands a chance to help drive (literally and figuratively) a better future for consumers.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**S-Pod:** Segway's two-wheeled self-balancing vehicle enables users to use gyroscopic self-balancing technology to let users sit and move around - great for those who cannot stand for long periods of time but need to move across campuses, cities or buildings.

Amazon touted a slew of car-focused partnerships (e.g. Lamborghini), as well as auto-specific Alexa skills, bringing the Fire TV into future BMW car infotainment systems, integrating voice integrations into navigation services (e.g. TomTom, Bosch)

**Vision-S** – Sony's concept car, built by its AI and robots team, taps into 33 sensors, high tech imaging, Sony's 360 Reality Audio and a slew of other features to bring entertainment to the automated car experience.

**BMW** – BMW's gaze detection system in its Interaction EASE concept car streamlines driver interaction with the car by tracking where a driver looks outside of the car and providing relevant information about it.

**Hypersport Pro:** Damon's electric motorcycle touts BlackBerry as a partner, powering its CoPilot safety gear, including a forward-collision system that sends vibrations via its handlebars.

**Hydrofoil Bike** – Manta5's half bike/half plane eBike enables you to cycle...on the water, thanks to a waterproof motor and battery.

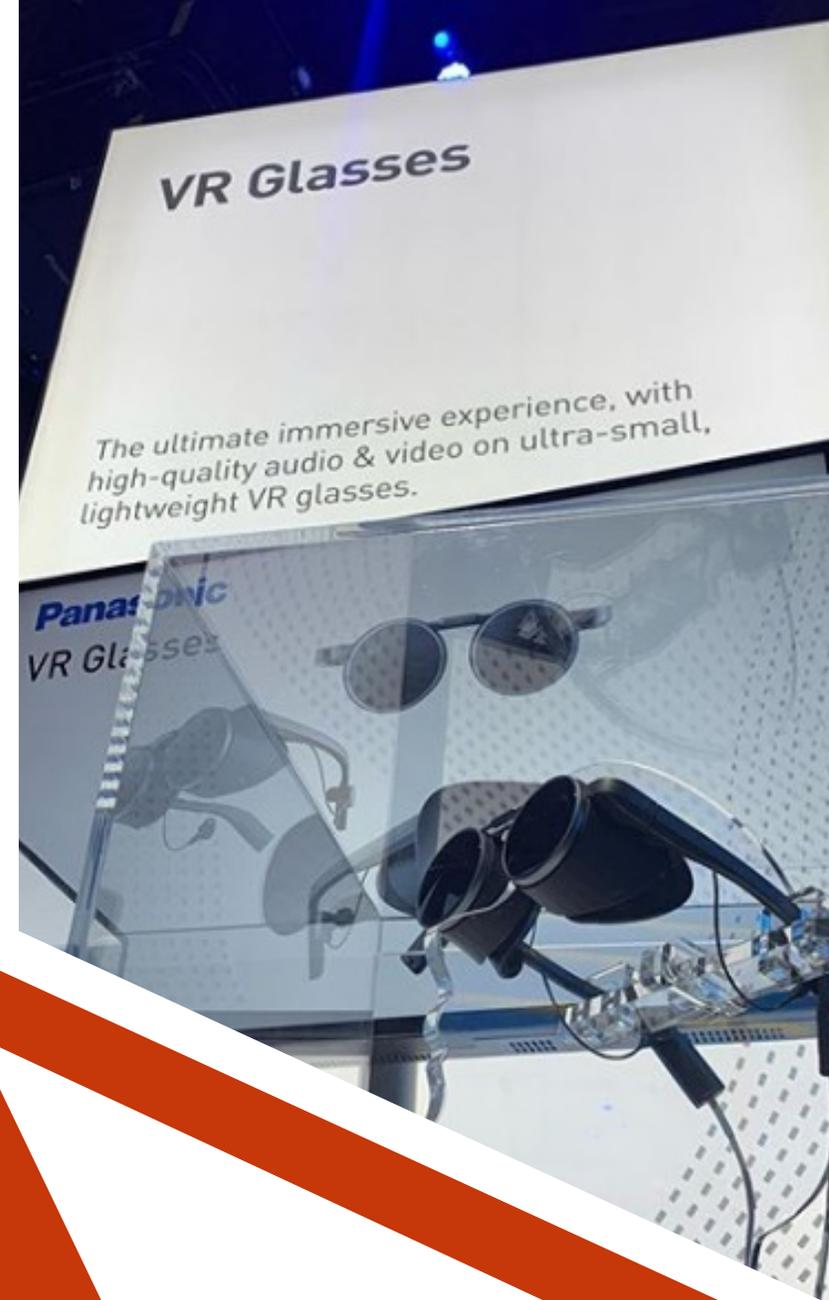
## VR, AR & MR: THE REFRESH BUTTON

Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR) have been some of the most hyped technologies of the last years, but have struggled with challenges like form factor, pricing and everyday application opportunities, slowing down its adoption for both consumers and brands. This is the year of less talk, more action for VR, AR and MR.

After going through the hype cycle we saw a refocusing on bringing AR (and some VR) to the marketplace in ways that take advantage of tech like 5G and chip evolution, emphasizing practical, immediate applications done via seamless connectivity between devices, platforms and 5G enabled cities.

One way this played out was via the next generation of AR/VR devices (often wearable in the form of glasses-like aesthetic) that learned from their predecessors like Google Glass, designed to make users comfortable physically (lighter, truly functionable designs) and psychologically (less intrusive/creepy for those around the wearer).

We also saw many companies go a different route, focusing on AR, VR and MR as features and tools built into other devices (vs. sole-use AR/VR devices like headsets). This makes sense; ultimately consumers are seeking seamless solutions, not devices.





# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**Telasuit Glove** – Designed for professional use cases such as training or medical rehabilitation, the glove enables users to feel virtual textures and glean data (e.g. biometric data) for full-body capture and/or haptic feedback via VR.

**Anomaly Productions:** Its AR stories are designed for everyone - from children's tales to science fiction and fantasy.

**Audi AI:ME** – Audi's concept car, designed to be more of a space for relaxation than driving, features VR goggles enabling passengers to engage in experiences that leverage the car's speed and positioning to drive the content (without causing motion sickness).

**Light** – Nreal's AR glasses superimposes computer graphics over real-world views.

# Nº7

## CONNECTED LIVING: DRIVING GROWTH THROUGH GENUINE CONNECTION

Some things you're guaranteed to see at CES, such as massive TV prototypes or people roaming the floors in new AR wearables. Connected devices, both on-the-go and in the home, are one of those guarantees. It makes sense. We're more connected than ever before, thanks to wearables (e.g. smartwatches), hearables (e.g. Apple AirPods) and smart devices (e.g. Amazon Echo smart speakers).

Connected living means a world where everything - our homes, our places of work, our cities - are connected via smart devices which seamlessly bring together data, voice, video and more to provide a continuous experience. This year will see increased connection, reasonable pricing and seamless presence in everyday life, resulting in increased consumer investment and adaption.

This year we saw voice and voice assistants join forces with other senses for unified, bonded service offerings. Beyond the major players (e.g. Amazon Echo, Google Home), plenty of third-party devices demonstrated the power of connected living in the home, car and office at low cost. More importantly, many focus beyond simple voice assistance, touting the power of embedded smart screens to connect sound, touch and sight. Uniting these senses in cost-effective ways that don't require high-tech or significant back-end wiring for newbies will help accelerate adoption.



# WHY THIS MATTERS TO BRANDS



**The real wow-factor comes from the devices that bridge that gap between current and smarter living.** While some of the more futuristic Jetsons-esque tech seems ‘sexy’, it’s the ‘baby step’ technology easily integrated into everyday life that is the most practical and going to change consumer behavior. Devices that update currently existing/classic tech (e.g. in-home lightening, entertainment experiences) are savvy places to look at testing new ways of connection.

**Serving seamless experiences requires data.** Increasing connected device usage brings growing questions around data collection, privacy and usage. Understanding the collection, security and utilization of first party data and beyond can help brands make informed decisions around where to activate and how to leverage partner technology.

**Screens are a consistent theme.** As screens become increasingly embedded into devices of all sorts and sizes, there’s the potential for new spaces. Understanding opportunities for integration and screen share could be useful ways to reach consumers in unexpected but practical ways.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**Yummly Smart Thermometer:** Whirlpool's food thermometer uses dual temperature sensors to monitor both the temperature of an oven and the food, enabling users to track temperatures remotely via the Yummly app and receive notifications when the dish is ready. It will also connect and share data with connected Whirlpool ovens, enabling users to sync the Yummly recipe app and have the oven change temperatures or functions based on where the user is at in a recipe.

**Google Assistant:** Among the updates and features announced was seamless discovery of Assistant-enabled devices, scheduled actions, digital sticky notes, contact speed dial for key contacts and more.

**C by GE:** GE Lighting introduced new smart lighting switches and dimmers to its lineup that enables homes built before 1980 (without neutral wire or hub) to be installed easily and seamlessly, connecting directly to a WiFi network and working with Amazon's Alexa or Google's Google Assistant voice assistant.

**Amazon:** Through a partnership with ExxonMobil and Fiserv, drivers will be able to pay for gas via Alexa, first through cars that are Alexa-enabled. All a user needs to do is say "Alexa, pay for gas" at the pump of Exxon and Mobile gas stations.

**Moxie Showerhead & Smart Speaker:** Kohler's Alexa-enabled showerhead enables users to leverage the voice assistant for multitasking or simply playing music while in the shower. Users can choose between a stand-alone waterproof Bluetooth speaker, touting a built-in Harman Kardon audio, or a more expensive, Alexa-capable version with Alexa that offers a showerhead option.

**PaddiveBolt:** This CES Innovation Award winner feature touch-sensitive smart lock tech that converts an already existing door lock system into a touch activated offering.

## HEALTH & WELLNESS: THE QUEST FOR TECH-ENABLED BETTERMENT

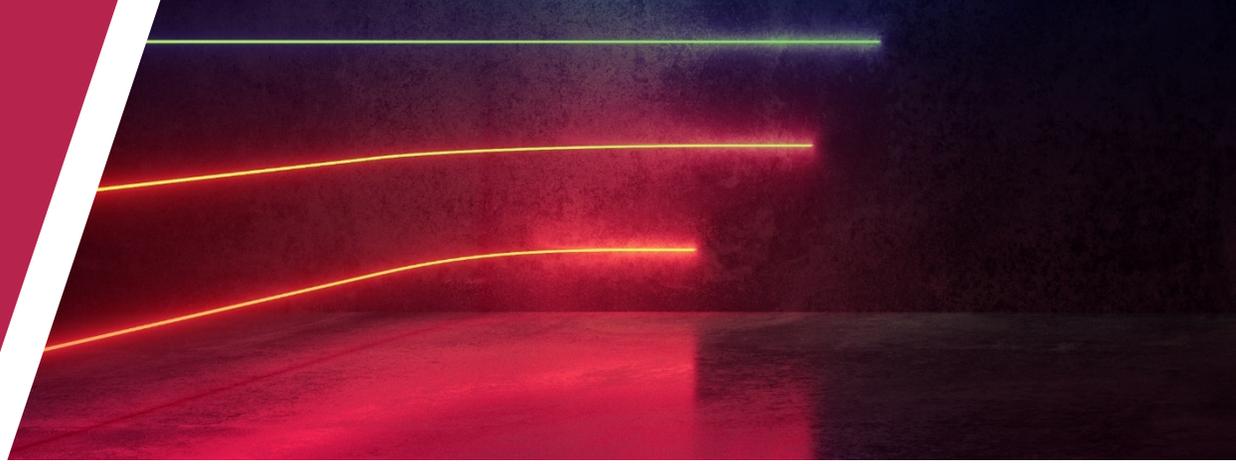
This year's CES health & wellness offerings reflected how the space will play out in 2020: more transparent, data-driven and female-focused than ever. After 2019's awarding and revoking of an Innovation Award from a sex toy company, CES included sex toys in the Health & Wellness area while also partnering with the Female Quotient to ensure more diverse representation. Also, let's be frank: health & wellness aside, if a product could have a sensor embedded in it to enhance monitoring and tracking of whatever the device's focus was, it would.

With more ways to collect never-before-available data, the key isn't just the collection and maintenance of the data, it's the quantification and application of it into actionable offerings and the long-term management of the ailment. This year saw a massive embracing of data-driven personalized health & wellness offerings, enabling companies to deliver enhanced solutions to both consumers and treatment providers, particularly for an aging population.

According to the CTA, the digital health category is projected to sell 64 million devices (totaling \$10 billion) this year. As digital health continues to grow, we saw two areas of focus amongst the H&W tech: education and implementation.



# WHY THIS MATTERS TO BRANDS



**Solve for specifics.** We've never been closer to solving for specific health & wellness concerns, ranging from hearing loss to skin elasticity. Finding specific struggles and focusing on delivering support and solutions, not matter how medical or cosmetic, enables brands to deliver tangible utility they can see and feel. Sometimes one needs to get specific, down to the cellular level, versus general to help delivery business growth.

**Wellness remains a critical trend.** With sensors collecting more data than ever, understanding ourselves has never been more possible than it is today. Utilizing that data to deliver something tangible and effective enables you to be a part of a consumer's solution for better living.

**The ability to connect people, not just devices, can create a sense of community.** Whether you're trying to log more zzzs, lose weight, manage your diabetes or keep your support system in the loop, secure data sharing with the ones supporting and caring for you creates powerful community ties. It's not just about supporting the person in need; keep in mind the person you're supporting often include the patient's loved one, family, care team and more.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**DnaNudge:** The company wants to help shoppers make healthier choices at the grocery store, touting a concept that enables consumers to take a DNA test at the grocery store via saliva. Using a wearable band, shoppers can scan and learn which foods are best for them based on their genetics (e.g. high blood pressure, diabetes) and physical activity. To protect privacy, the DNA test is destroyed once completed.

**Becom:** Samsung's scalp home-care offering helps prevent hair loss, utilizing a handheld device, AI and mobile app to scan a user's scalp and offering advice on treatment based on diagnostic results, including evaluating trends on scalp improvement over time.

**HeardThat:** An app leveraging the power of AI and machine learning algorithms to tune out background noise for those with hearing loss, enabling them to hear conversation more clearly and hear in ways they've never heard before.

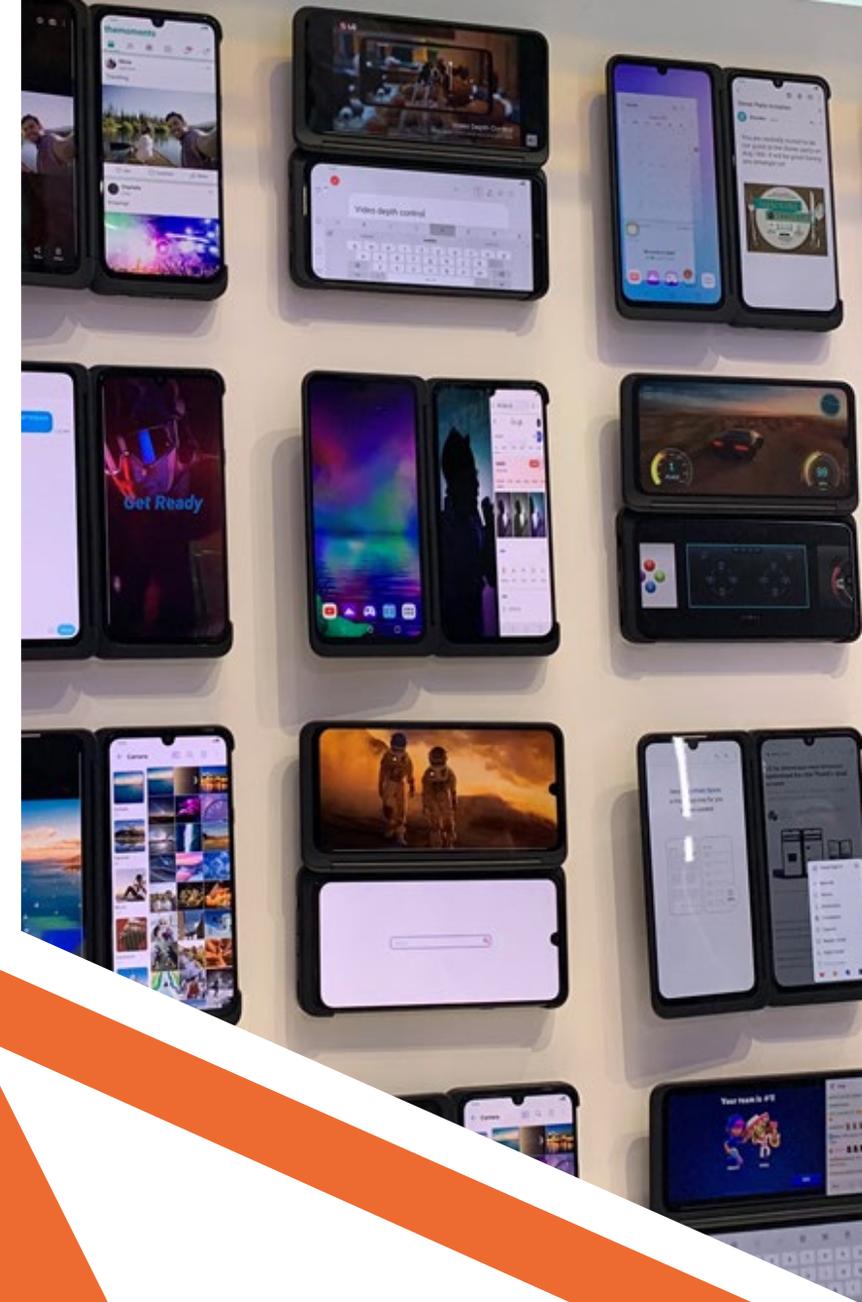
**Ultra V:** Samsung's concept ultraviolet sensor monitors personal UV exposure and Vitamin D every day, designed to be integrated into wearable devices.

## CONTENT: THE GREAT CONNECTOR

Connecting with consumers requires a story, and content's power will only grow as the technology powering it evolves. According to the CTA, content is so in demand that software and streaming services will spend a projected \$81.2 billion in 2020. While CES focuses on tech, the annually growing presence of media creators and distributors, from NBC and Quibi, reiterate that storytelling transcends all platforms and devices as a powerful driver of tech use and adoption.

At the same time, tech and media also drive content, including entertainment creation and distribution. With the 'great streaming war' coming in 2020 - between SVOD incumbent platforms (e.g. Netflix, Hulu) and emerging competitors (e.g. NBC's Peacock, HBO Max) - we will see tech like 5G, AI, gaming accessories, wearables and new TV/mobile form factors driving entertainment experiences like never before.

This year's show floor was a testament to this, featuring more streaming platform reveals and announcements of licensing deals, original content, tech platforms and pricing than any year prior, using celebrity-filled pitches for why brands (and consumers) should invest. And it wasn't just video; music and audio companies like Apple Music touted their talent slates and backend technology, along with their differing strategies on how brands can be a part of the action.



# WHY THIS MATTERS TO BRANDS



**Content consumption isn't slowing down.** Consumer demand for content will only grow. With new platforms come new promises and stories. As consumers (and brands) watch the 'war' between platforms play out, consumers' need to be served relevant, clutter-cutting content provides marketers an opportunity to leverage content chaos to their advantage.

**We don't know who will win the platform wars.** With plenty of platforms giving membership away for a free year (e.g. Disney+ for Verizon wireless subscribers), we don't know yet who is will to pay for which platform or bundle. It will take a year at least to see how the numbers shake out while consumers enjoy the opportunities to try before they buy.

**Quality storytelling always wins.** While there's an overwhelming amount of content, there's plenty of opportunities to find quality storytelling and be a part of it via integration, more traditional advertising routes or other offerings tapping into the power of consumer targeting. Those who watch content aren't always opposed to ads, but they're never supportive of disruptive content that doesn't align with interests.

# OUR FAVORITE EXAMPLES FROM THE EXHIBIT FLOOR

**Dabby:** The home entertainment device is designed to save users the need to toggle between streaming apps via an AI-based TV search engine. It pairs with a voice command enabled TV dongle which searches streaming platforms, free sites and even social media.

**HBO Max:** Warner Media teased the upcoming streaming service designed to eliminate the “endless scroll” of current streaming through both human and tech curation.

**Creator Series:** Lenovo’s series includes PCs designed for creatives, including full-HD displays, GPU optimization for Adobe apps and more.

**Sero TV:** Samsung’s TV designed for smartphone users rotates between landscape and vertical mode, enabling users to watch videos comparable to how they watch them currently on smartphones.

**LG:** Touting “Real 8K,” the eight 8K TVs announced feature LG’s Alpha 9 Gen 3 processor (which uses deep learning to optimize picture/sound quality), supports multiple voice assistants, HomeKit and AirPlay 2.

**NBCUniversal:** The company is working to merge TV and digital ad buying into one tech-driven sales infrastructure for brands looking to run media across all digital and TV platforms.

# SUMMING UP CES

## Technology innovation is driven by deeper consumer understanding.

CES is about both technology and the insight into what the future could hold for brands, businesses, consumers, cities and overall humanity. Of everything we experienced this week, there is one key takeaway we can begin applying today - innovation demands consumer insight.

Thanks to the increasing amount of data collection built into new and emerging devices, never have there been more opportunities to understand our consumer in deeper ways, or higher expectations of brands to do so. Consumers expect devices and services to enhance their experience with the world, leverage those constant data inputs and increase the relevance of offerings on an ongoing basis. This takes the notion of personalization to an entirely new level of speed, agility and granularity.

As marketers, this is the year for testing new platforms and devices that enrich our understanding of our consumers and help us better identify and serve their needs. From tapping into the new opportunities 5G-enabled devices will enable to determining how to apply AI into the creative process, anticipation and personalization will pave the way for growth.

In 2020, this is the year to ask ourselves what new consumer behaviors do we need to better understand? What level of personalization does it make sense for your brand to invest and deliver on? How can your brand relentlessly iterate alongside consumers to anticipate and deliver on their ever-changing expectations? Starting with understanding the consumer (and EQ) and business challenges is critical to determine how and what technologies can help your brand win.

At Wavemaker, these are the questions we look forward to answering this year.

# #WMxCES

# LET'S GET STARTED

**FOR MORE INFORMATION OR A PERSONALIZED CES HIGHLIGHTS SESSION:**

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