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Marta Dominguez Rieuz, music journalist and
trend researcher



Spain

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The Current Episode

In Spain, current trends center around the idea of temporary ownership – a lease living, or slow culture trend where people are becoming more interested in experiences, and less interested in ownership.

Lease Living

Auction culture popularized by eBay is leading to a society which values temporary ownership. Daniel Nissanoff, author of *Futureshop: How the New Auction Culture Will Revolutionize the Way We Buy, Sell and Get the Things We Really Want*, predicts the luxury market will benefit most because consumers will start to ‘trade up’ and leave the middle market to invest in products and brands that will retain their value at a later date. He also says we will shop more because we will be regularly selling off goods.

Marta Dominguez Rieuz, music journalist and trend researcher, says, ‘There is a growing group of consumers who trade and barter products (known as ‘trueque’ in Spanish) instead of selling or abandoning them. Others have simply stopped; consumers have given away their useless possessions and are learning to live with the basics.’

Temporary ownership culture is being fuelled by an accumulation of ‘too much stuff’, peer-to-peer networks and a desire to always own the latest thing. It means accelerated future consumption.

‘Lease Living’ culture is making hire sites increasingly popular, particularly with consumers who want to keep up appearances. The fashion-followers loan status bags from lesuperbe.es, whilst others have taken to hiring artworks from esferadelarte.com to impress their guests.

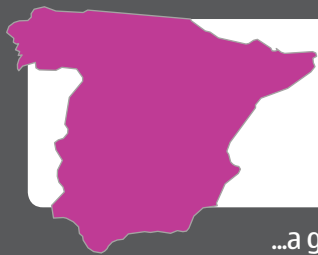
Gaming Cinemas

Mash-up technology is being applied to the big screen for moviegoers and gamers alike. At Spain’s Cinegames, seats are fitted with personal screens and control systems which allow the visitor to play their own game and simultaneously tune into and dictate what the audience is watching on the main screen. This is one of the first steps we are seeing towards a truly user-generated cinema experience and an early sign that games may enjoy their own Hollywood-style premieres in the future before launching in theaters.



“8pm is the new 12am...”

Marta Dominguez Rieuz, music journalist and trend researcher



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The Next Episode

We are witnessing a return to the home as the central entertainment space – closely linked to convergence and slow/fast culture. This is a trend that will grow, as more people become interested in creating and sharing their own intimate entertainment.

Homertainment

Rieuz has noticed a growing number of consumers eschewing late-night superclubs for early evening entertainment in their own home; “They never go out at night, but organise cool things at home earlier than ever,” she says. ‘8pm is the new 12am.”

Mike Altendorf, CEO of Conchango, believes future entertainment will be based in the home but with the portability and flexibility for modern mobile lifestyles. Your mobile phone will be your passport to capturing the outside world and you will be able to connect it to a widescreen product which allows you to view it in the comfort of your own home.

Outside the home, a shared entertainment scene is also growing, with mainstream video rental stores struggling, and local videoclubs popping up in their place. They offer indie, classic and 80s films, play loud music and have taken on club status, according to Rieuz; in one case even set in an Ibiza launderette with film screenings and guest DJs at weekends. With the global cinema comeback, we believe unusual film and video settings will eventually mainstream.

Cassette Zines

The increasing cult status of analog has led to the creation of cassette-based zines. The appeal of the cassette is aesthetic as much as it is about making a statement and its particular raw sound. Marta Dominquez Rieuz says, “They’re created out of a sense of romantic-irony.” We predict analog will always have a niche space in the digital world because there will always be consumers who like its rawness and nostalgic nature.

Analog will be fused with new, mobile technologies, as we have spotted with cutting-edge DJs in Germany and Britain like James Zabiela, and we predict this will be a global music trend.

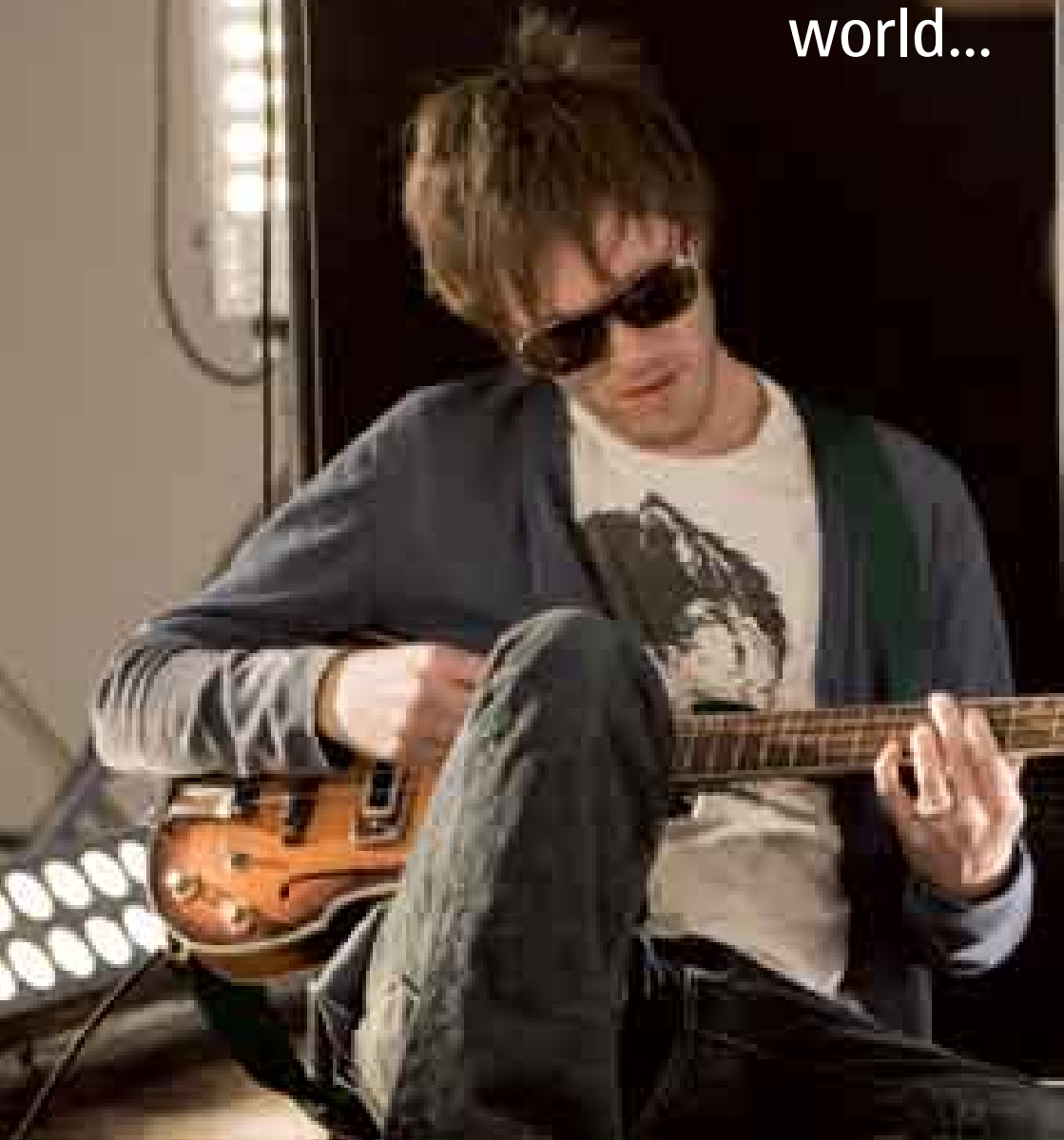
On-Demand Futures

Whereas, world-wide, on-demand mobile tv and film is a strong trend, this isn’t the case yet in Spain, mainly due to cost. Music, technology and advertising specialist, Pablo Vinuesa, points out that streaming sites like stage6, pelicalasonline and yendit are really taking off “which shows there’s an interest in on-demand, but mostly because they’re free.”

In addition to this more linear transaction, people are interested in the collaborative, involved approach – already 10% of consumers regularly contribute to storyline ideas on internet television series, and 30% regularly shoot video.

This applies to foreign TV too. As Vinuesa explains, “If *Lost* airs in the US on a Wednesday, five or six hours later there’s an internet file available to download. People talk about the episode and share subtitles they’ve deciphered until it’s fully translated. Spanish consumers hate the usual Spanish dubbed versions which rule here.”

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STATISTICS

Out of the Spanish consumers we surveyed:

34%	watch TV on the internet
10%	watch TV on a mobile device
73%	go to the cinema
45%	own a portable DVD
93%	own a digital camera
83%	own an MP3 player
95%	aged 18 – 24 are weekly users of IM networks
42%	use file-sharing programmes
49%	take pictures on their mobile device
36%	browse the internet on their mobile device
48%	buy music from high street stores
18%	buy music from from superstores and supermarkets
23%	download music from online stores
42%	play games on their PC or laptop
29%	use a games console
24%	use a portable games console
55%	use their PC's hard drive to store music

Nearly 25% of females aged 18 – 24 play multiplayer online role player games (World of Warcraft is the most popular)

Through our survey and correspondents, we have identified some of the exciting names in the field of entertainment and media that is inspiring Spanish consumers.

Top websites
Social network site: Windows Live Space (49%)
Video-sharing website: YouTube (77%)
VoIP and IM Services: MSN Instant Messaging (86%)
Photo-sharing website: Fotolog (24%)
Aggregator websites: iGoogle (39%)

Artist watch
Astrud
Nueva Vulcano
Hidrogenesse

Top Clubs
Samstag, Madrid
The Loft, Barcelona
DC10, Ibiza

Top magazines
Neo2
Go Mag
Fanzine137

Websites to watch
lecool.com/barcelona/
scannerfm.com
diseco.es

Festival watch
Sonar, Barcelona
Benicàssim, Valencia
Observatori, Valencia