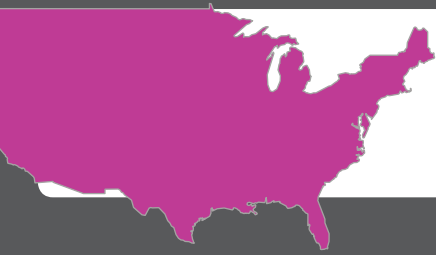


“We’re moving away from wanting
to be on top of everything...”



Linda Stone, technology visionary



United States

...to wanting to get to the bottom of things.”

The Current Episode

Current trends and behaviors discovered in the United States are in line with our global findings. People are showing signs of moving towards **entertainment that is collaborative, and personal**, and happens when they choose.

Wisdom Wikis

Arising from choice overload, immersive living, Web 2.0 backlash, and desire for better quality of life, the **need for editing and recommending entertainment is growing**. The next cycle of the Knowledge Economy will be the Wisdom Age.

Technology visionary Linda Stone says, **“People want smaller communities and meaningful connections**. Brands now have the opportunity to become more concierge-like, more like recommenders... our in-the-know best friend.”

We are seeing the rise of ‘Wisdom Wikis’, combining a breadth of user-generated content with the knowledge of experts. US human-powered search engine ChaCha is an early trailblazer which offers filtered results and on-hand human experts to guide your search.

“The attention paradigm of mass consciousness over the past two decades has been continuous partial attention,” says Stone. **Now we are witnessing this multitask culture giving way to focused attention spans and to unitasking**. As it’s shifting, our use of entertainment is becoming truly immersive. We will dedicate ourselves to one activity at a time because we realize it is far more fulfilling than doing several things simultaneously and half-heartedly.

Motion Gaming

In the world of gaming, we are seeing **traditional notions being turned on their heads** with gaming becoming a new sport. The US has turned into a nation of gamers jumping around their living rooms, with Nintendo’s Wii console leading the way, and developers like Animaatiokone Industries hot on its heels with its Kick Ass Kung-Fu game allowing the gamer to enact punching, kicking and somersaulting all without the use of a single remote.

Pay-Per-Participation

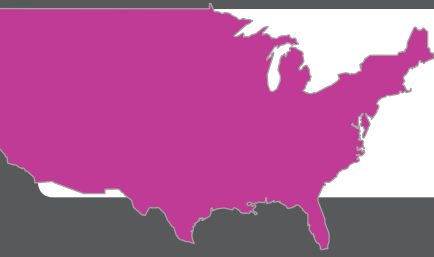
US consumers are the most active and the most entrepreneurial online. One in five creates or plays Flash player games; one in ten gets paid for publishing media (games, video, music); another one in ten makes money in Second Life, and one in ten has set up their own internet TV or radio station.

In the future, global entertainment may shift from brands charging consumers to join in the fun, to brands paying consumers to participate.



“Brands now have the
opportunity to become more
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...our **in-the-know** best friend.”

The Next Episode

The US has always been a world leader in developing communications, gadgets and the web, matched only by Japan and South Korea. It is how this technology will be **adapted, personalized** and **shared** which will be interesting in the next episode.

Geek Culture

US consumers are becoming increasingly in awe of science and technology, as we see in the rise of ‘Geek Culture’. “Science will become the new celebrity”, says Future Laboratory’s futures director, Martin Raymond, “The Silicon Valley geekocracy are now considered cultural studs.”

We’re witnessing the rise of the ‘NURoGeek’ (New Urban Romantic Geek), characterized by the desire to be the most knowledgeable. For our ‘NURoGeek’ the latest multimedia phone is a status symbol, but not as a fashion accessory, rather, as having the newest and fastest way to connect.

Our ‘Geeks’ are enjoying the freedom to express themselves using technology, e.g. eBay founder and billionaire Jeff Skoll has funded controversial films including *Syriana* and *Good Night And Good Luck* in a bid to affect public opinion. Dissatisfaction with the political system has led him to try and influence the public directly through his production company, Participant Productions.

Entertainment is becoming the new politics.

Intimate Entertainment


As US consumers become increasingly savvy about new gadgetry and digital culture, they begin to understand that beyond the hype of owning the newest gadgets, **what really counts is the intimate relationship they have with their device.**

Technology visionary Linda Stone cites the MP3 player as a prime example of an intimate device which future products will be modeled on. **Intimacy will mean we have increasing attachment to our devices; they will become more intuitive and centered around connecting us to an invite-only close-knit network.**

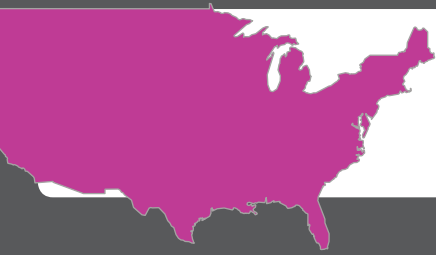
‘Intimate Entertainment’ will be about a totally immersed experience, with the device becoming invisible: “Intimate is what fits into the palm of your hand,” says Stone. Product design guru Moritz Waldemeyer imagines future entertainment devices might simply be ear pieces or covertly designed into inanimate everyday objects.

This experience will increasingly be more public and communal. We can see this in the fact that 74% of those consumers surveyed go to the cinema and 61% attend live gigs. The US consumer is still prepared to pay for entertainment, but he will demand a greater experience factor. In contrast, the generation that defined MTV are starting to turn their backs on it; a quarter consume their music from the famous channel, but a growing 33% source their music from internet tv and digital radio. This signals the shift away from US ‘couch potato’ culture to the dynamic spirit of the ‘NURoGeek’.

“Science will become the new
celebrity...”



Martin Raymond, futures director, The Future Laboratory



United States

...the Silicon Valley geekocracy are now considered cultural studs.”

STATISTICS

Out of the US consumers we surveyed:

93%	listen to music for entertainment
89%	watch TV on television
61%	go to live music events
74%	go to the cinema
48%	go to bars and clubs
96%	own a regular mobile device
48%	own a PDA
45%	own a Smart phone
95%	own a digital camera
82%	own an MP3 player
52%	own a portable games console
23%	download music or video straight to their mobile device
12%	download and watch porn on their mobile device
25%	access GPS and Google maps on their mobile
10%	regularly create and publish a podcast
10%	are paid for publishing media on the internet
49%	download music from online stores
33%	shop for music at high street retailers
25%	experience music through television networks like MTV
33%	experience music through internet and digital radio networks
25%	play games on portable games consoles and mobile devices

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

Top websites
Social network site: MySpace (59%)
Video-sharing website: YouTube (66%)
VoIP and IM services: Yahoo! Messenger (51%)
Photo-sharing website: Snapfish (32%)
Aggregator websites: Amazon (48%)

Top clubs
Crobar, New York
Knitting Factory, New York
Necto, Detroit

Artist watch
!!! (chk chk chk)
Flight of The Conchords
Fruit Bats

Festival watch
NextFest
SXSW Festival
Miami Music Festival

Top magazines
Clear
Xlr8r
Fader

Websites to watch
Twitter.com
liveleak.com
giantrobot.com