

2023

# DIGITAL MEDIA TRENDS

Presenter: Mina Robertson, Vice President

**miles**  
PARTNERSHIP

# Digital Media Technology Trends

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- Streaming TV
- QR Codes
- Streaming Audio
- The Cookieless World

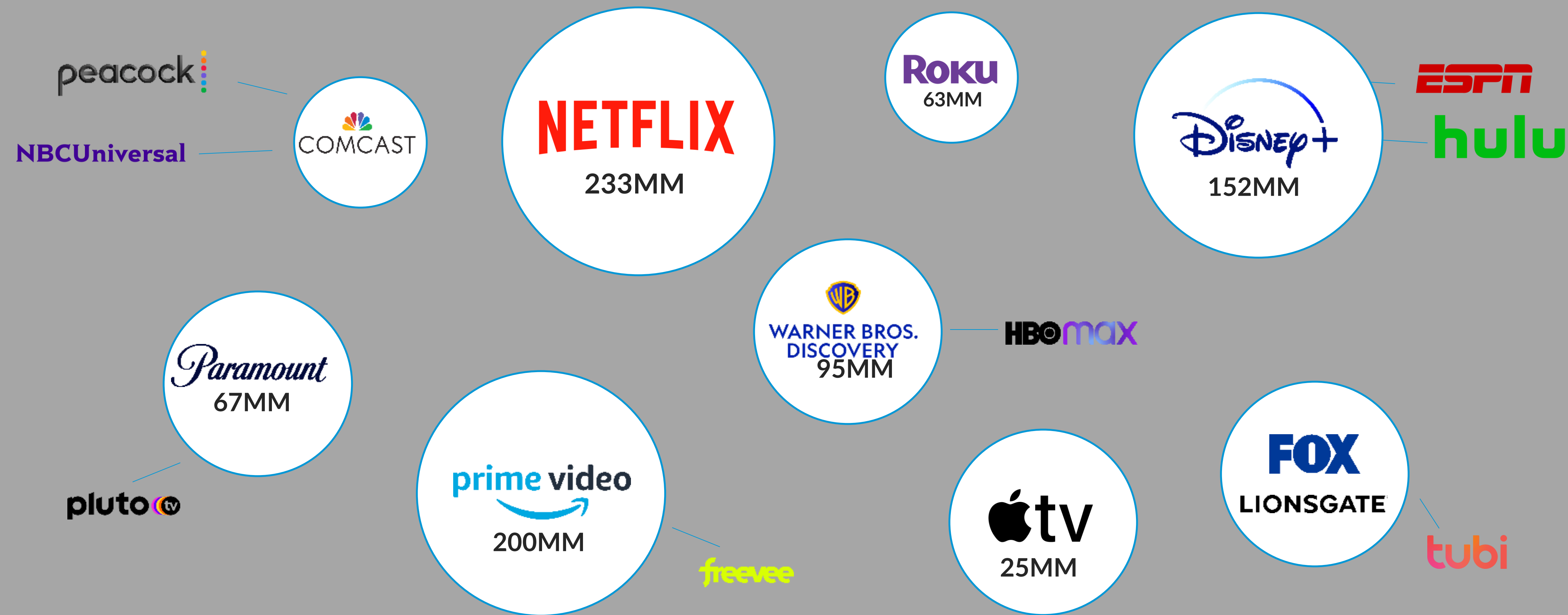
# Streaming TV

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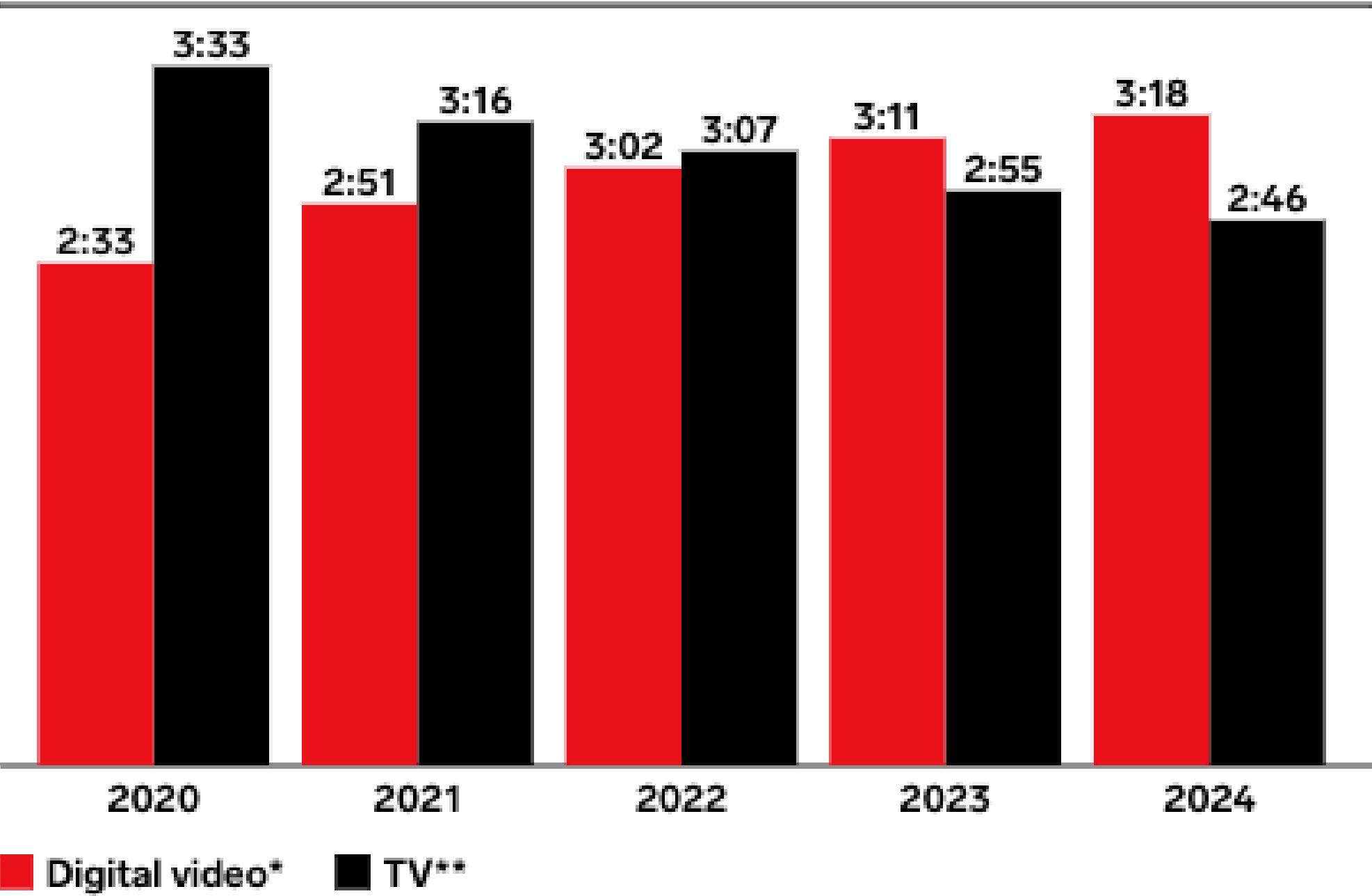
# STREAMING TV CONSOLIDATION

## THE STREAMING ECOSYSTEM CONTINUES TO EVOLVE



# TV EVOLUTION

Average Time US Adults Spend per Day With Digital Video\* and TV\*\*, 2020-2024  
hrs:mins



Note: ages 18+; \*includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; \*\*includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital  
Source: Insider Intelligence, Jan 2023



# STREAMING TV CONSOLIDATION

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## The Current Streaming Ecosystem

- Time spent on digital video will surpass traditional TV for the first time this year
  - Less than half of US households now subscribe to traditional pay TV
  - Led by ConnectedTV (CTV)
- Consumers would rather save money than avoid ads (64%)
- As most streaming platforms move to ad supported offerings, there will need to be consolidation
- 79% of Wi-Fi enabled homes are watching streaming content on CTV devices

# QR Codes

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# QR CODES IN TV

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## To QR Code or Not To?

2022 Coinbase Super Bowl Ad revived the QR code in advertising

- Over 20 million people visited Coinbase's landing page in a single minute
- Coinbase jumped from 186<sup>th</sup> place to 2<sup>nd</sup> on the app store
- It was the commercial to prominently display a QR code
- Due to the website traffic, the site crashed



# QR CODES IN TV

## How to Use a QR Code

- A good way to take a high funnel tactic (TV) and still drive site traffic
- Drive users to engaging content, you have to have something worth scanning for
- User can not have a bad experience (site crashing)



# Streaming Audio

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# STREAMING AUDIO

## Surround Sound: Audio is Everywhere

- 96% of Americans ages 13+ listen to some form of audio daily
- 3 hours per day are being spent with streaming audio – 75% of that time is ad supported
- Streaming audio only captures 2.5% of all digital ad spend



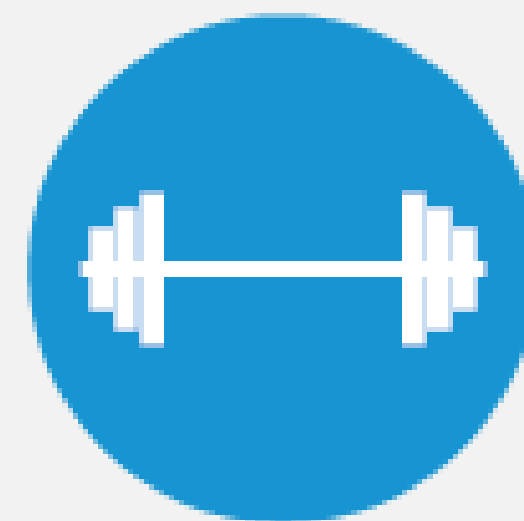
7:00 AM

Commuting + Podcasting



8:00 AM

At Work Focus Mode



6:00 PM

Post-Work Workout Zone



8:00 PM

Dinner Party Soundtrack

### Audio Branding Cements Memorability

Brands should be  
**heard** as much as  
they are **seen**.

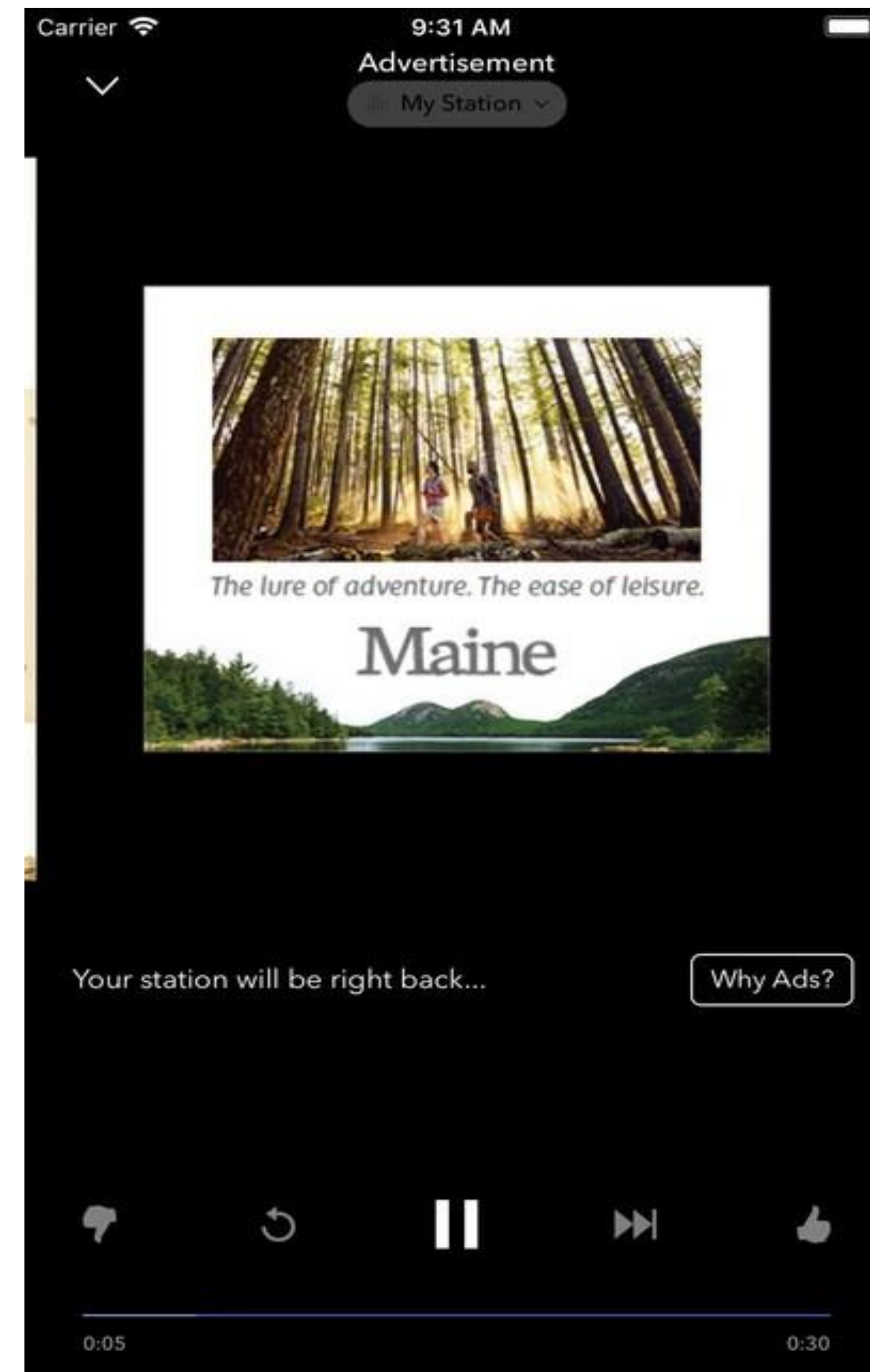
SOUND CREATES CROSS-CHANNEL SYNERGY



# STREAMING AUDIO

## Should You Implement?

- Nearly every American now listens to some form of streaming audio
- Develop strategies that lean into consumer listening habits
- Brands should start to develop robust audio strategies



# The Cookieless Future



# THE COOKIELESS FUTURE

## We're Living in the Cookieless Future, Now

- Safari & Firefox already block third-party cookies
- Google plans to eliminate third-party cookies for 1% of chrome users in Q1, 2024
- What it impacts?
  - Audience targeting capabilities
  - Measurement and attribution
  - Website traffic and performance



# THE COOKIELESS FUTURE

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## We're Living in the Cookieless Future, Now

- Ensure any measurement plan put into place accounts for continued deprecation of cookies
- Prepare for decreased website and media metrics
- Current Solutions:
  - Data Clean Rooms
  - Mixed Media Modeling
  - Server to Server Connections



# Generative AI Use Cases in Travel and Tourism



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» ["Foundations and Principles of Generative AI"](#) - part one in a series on generative AI

» ["The Power of Generative AI & ChatGPT"](#) - webinar with Miles Partnership,

A woman with long dark hair, wearing a straw hat and a blue floral dress, is smiling and holding a smartphone to take a selfie. She is standing on a boat or pier. In the background, the Wat Arun temple is visible across a body of water under a cloudy sky.

Q&A

**Thank you**