



Looking forward to 2028

Projections and Priorities for the middle of the decade

Updated: December 8th 2023

Better decisions, faster.



Forward projections for media and advertising

Looking forward to the New Year

As 2023 draws to a close, many are starting to think about 2024 and beyond.



This week, we published the digital edition of OMD [Responding Rapidly](#) for 2023-2024.

The third edition of the OMD Yearbook summarises the significant trends of 2023, our major innovations this year, and guidance on what to look out for in 2024 through the lenses of Data, Content, and Commerce.

Next year, global advertising is set to grow to over [USD 1 trillion](#) for the first time. Across the industry, trends papers are written for the year- we are collating these in a [2024 trends folder](#) in the OMD Planning Community, just like [2023](#). Global economic instability, AI, Cookie deprecation, commerce, purpose marketing, streaming, and content economics are common threads.

[Think with Google 2024 trends](#) focus on the rise of [AI in marketing](#), the diversification of search to [voice](#), [image](#), and new [generative](#) search technologies.

It is not just agencies and analysts publishing future trends and predictions; increasingly, [brands are publishing expert views of their market](#) as part of ongoing content marketing strategies. [Travel](#) and [financial services](#) sectors are leading the way here.

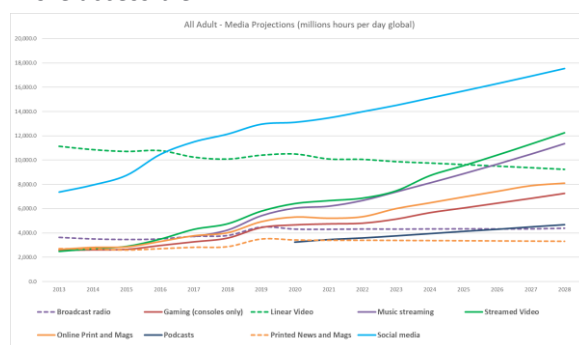
There is such a large volume of predictions that it is hard for people to understand them all; this is a robust and developing use case for [AI summation and query](#).

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OMG Global Media Consumption Forecast

[To understand the next half-decade of media consumption, OMG commissioned a report with WARC](#) examining historical and current media consumption habits, as well as an analysis and forecast of future trends.

Globally, all adults' [total media consumption has almost doubled](#) between 2013 and 2023. Growth will only slow a little and will continue to rise by 26% over the next five years due to expanded internet access, the proliferation of mobile devices, and growth in streaming services, making content more accessible.



The time spent consuming social media surpassed the time consumed by linear TV in 2016. Time with social will increase by a further 21% between 2023 and 2028 and by almost [35% for 30-60yr olds](#).

Social's rapid expansion continues to be driven by the evolution of features and platforms that keep users engaged and the increasing integration of [retail opportunities](#) and influencer-led commerce content.

The decline in linear time is more than offset by rises in streaming time, which will overtake linear in 2025. TV time will continue to rise by almost 24% between 2023 and 2028 and still deliver [23% more hours](#) than social. Streaming inventory will be [increasingly available](#) to advertisers as broadcasters move to IP delivery and the [SVOD brands scale their ad-tier propositions](#).

These trends will play out [differently around the world](#). Linear TV will still account for 41% of media time in Japan in 2028 vs only 12% in China. Social Media will take one-quarter of all media time in Southeast Asia, while, in the US, it will be only 18%.



Getting Ahead of the Change

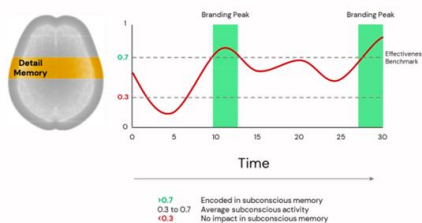
OMG research describes the scale and timing of these global mega-shifts in consumption that change the economics of media in terms of availability and pricing and how marketers should act, considering new opportunities and risks.

By the end of 2026, more video impressions will be served via online TV and streaming than via broadcast. Attention will be scarcer than ever, delivered in shorter bursts, often in vertical formats and after more diverse sources of content.

We have developed attention decay curves that describe the different types of attention delivered by channels and formats. Alongside definitions of attention requirements, we can plan to the specific requirements of the campaign and be creative within a changing attention environment.

Applying content best practices allows marketers to beat the averages of these curves, thereby increasing effectiveness by ensuring we create custom-made content – including format-specific story arcs for each platform and format, adopting unconventional, creative approaches, utilizing context or evoking emotional responses in the user.

Short-form influencer content will be a primary driver of social media consumption. YouTube claims that 45,000 FTEs in the UK make their living creating content for the platform, delivering GBP 2 billion of economic activity.



Advertising and commerce will be key funding mechanisms for these creators. The integration of commerce and media touchpoints will be accelerated in social contexts, especially influencers.

Consider retail media channel activity partnering with influencers or influencer content becoming shoppable. Large-scale activities can already be seen in China.

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Gaming already generates more revenue than TV, film, or music, delivering a valuable, demographically diverse audience who are necessarily highly engaged and attentive.



The value equation of advertising does, however, differ; most gamers (63%) accept advertising if it allows them to access content for free. Brands that can uniquely add to the gamer's experience will unlock new routes to growth.

In fast-changing landscapes, the dangers of fraud and reputational damage are ever-present. The buy-side must demand industry-defined standards to protect both themselves and their consumers from harm.

The most significant predictable shift in 2024 will be the deprecation of third-party cookies in Google Chrome. This will accelerate the requirement for zero and first-party data strategies, contextual capabilities, and infrastructure, such as clean rooms, to drive outcomes.

Whether it is programmatically serving ads in gaming environments or measuring the outcome of social commerce campaigns, driving successful marketing outcomes in the future is predicated not just on foundational data capabilities but also on the ability to integrate and wield those capabilities at scale.



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