

## **Ten Latest Trends from Hollywood for Automotive Executives & Dealers**

*Here is list of some of the trends from Variety Magazine's Entertainment & Technology Conference this past week in Beverly Hills---A whole day of panels and speakers from entertainment companies that are producing content & marketing that will ultimately impact automotive marketing communications.*

### **1. Live Streaming of programming content is hot.**

State of Breakthrough Entertainment is driving growth of live streaming. The objective is less ads and even more subscription platforms. (now 150 in number)

### **2. Controlled Ad Viewing on Specialty Programming platforms (Crackle)**

As ads get blocked & Millennials bail on Cable, a new subscription platform, Crackle, promises 50% less ads and engaging, original programming

### **3. Mobile viewing of movies, car ads, & news grows.**

Ad blocking is still a major constraint and challenge to brand advertisers.

### **4. Influencer Marketing is becoming powerful means to increase audience.**

Called the Future of Marketing by Citizen.Net founder who seems to be able to actually track and measure the impact of bloggers and key people who seems to influence what people watch and how & where they watch it.

### **5. Two new programming sites producing own programming – Crackle & Epix**

Crackle seeks to gain audience with fewer ads. Epix has content from three big network studio and with popular documentaries and program series.

**6. Raising Money Online:** Charity Site, Pixhug, has become an effective way to raise money for causes. Has created an algorithm that can track and monetize “Likes” on behalf of charities.

### **7. Focus in panels on Millennials and their viewing practices.**

Crackle as an example is producing content targeted at 18 to 30 year olds and makes no bones about the power of this audience. No mention of Boomers anywhere.

### **8. Monetizing video is big challenge even in TV**

CondeNast from NY, Viacom, and Deutsch migrating to more video and seeking monetize the growing audience. Tracking is still an issue.

### **9. TV production companies & studio obsessed with Story Telling**

Seemed to be an undertone among panelist that VR was going to take storytelling to a new level with location based entertainment.

### **10. Virtual Reality is a real reality:**

VR has big future but viewer access or how the “boxes” will be adopted is a challenge. VR is going to be a kind of social platform. And will be as BIG as everyone says in time.

For more info on where TV & Entertainment Programming is headed and what all this might mean, invest some time and go to <http://variety.com/gallery/photos-entertainment-and-technology-summit-variety/>.