Future of Entertainment Survey

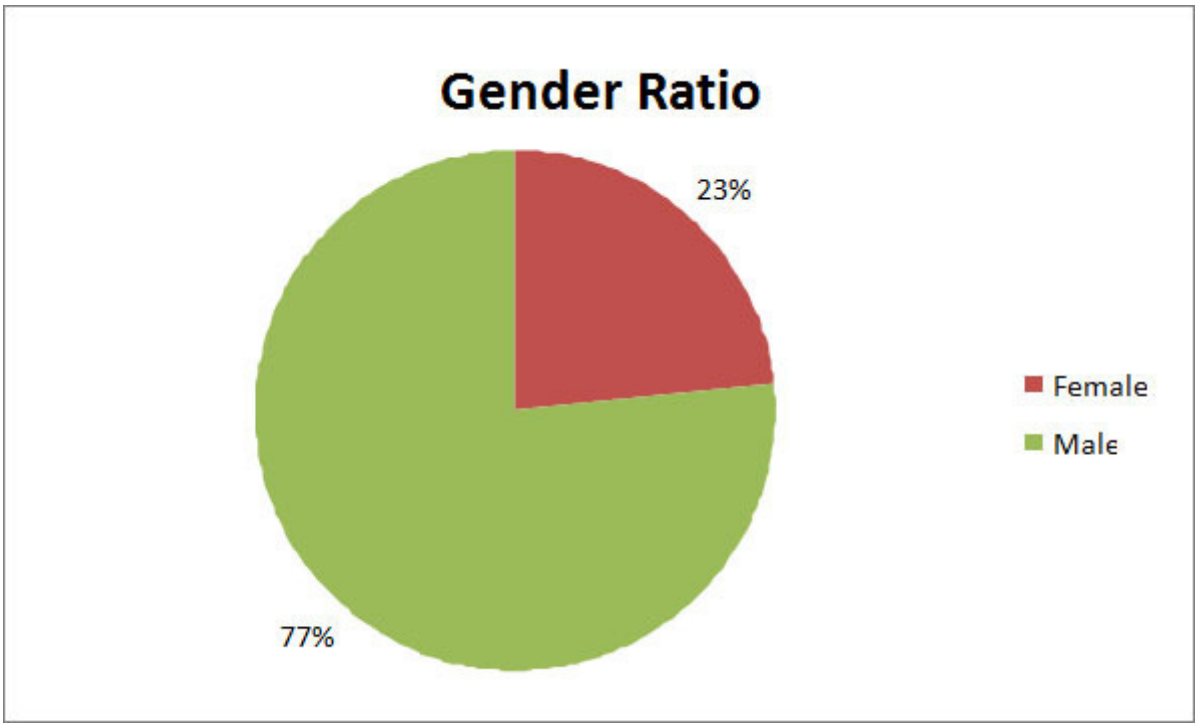
What will entertainment be like 20 to 30 years from today? We conducted an online survey as part of our ongoing research and ideation project that investigates this specific question through secondary research (refer: Ghosts, Resurrections & Fantasy in the Entertainment Industry), expert interviews, crowd sourced ideas and field research.

The Future of Entertainment project is an ongoing exploration and the results of our exploration will be shared regularly via the ICE site and will be available for everyone to use.

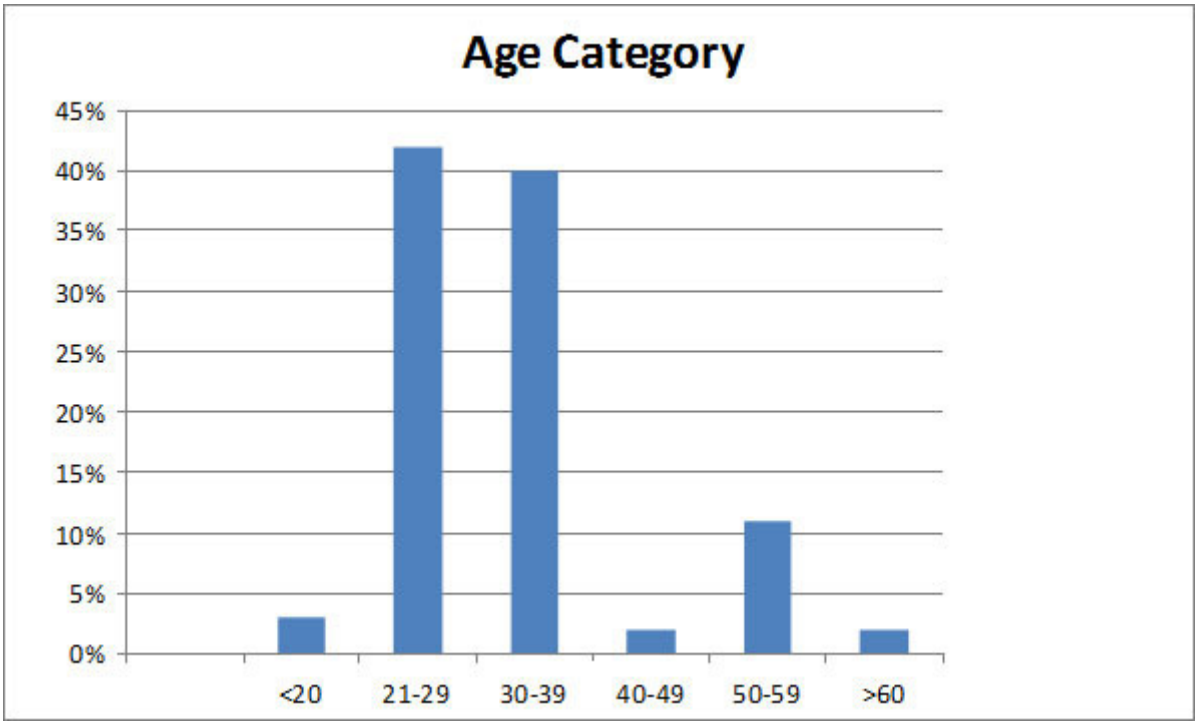
Our aim , for the online survey, was to present a set of futuristic scenarios (based on extensive secondary research, ideation and crowd sourcing) to the survey participants and find out which scenarios they prefer the most as well as which ones they feel are most likely to actually happen in the future.

Who were the participants?

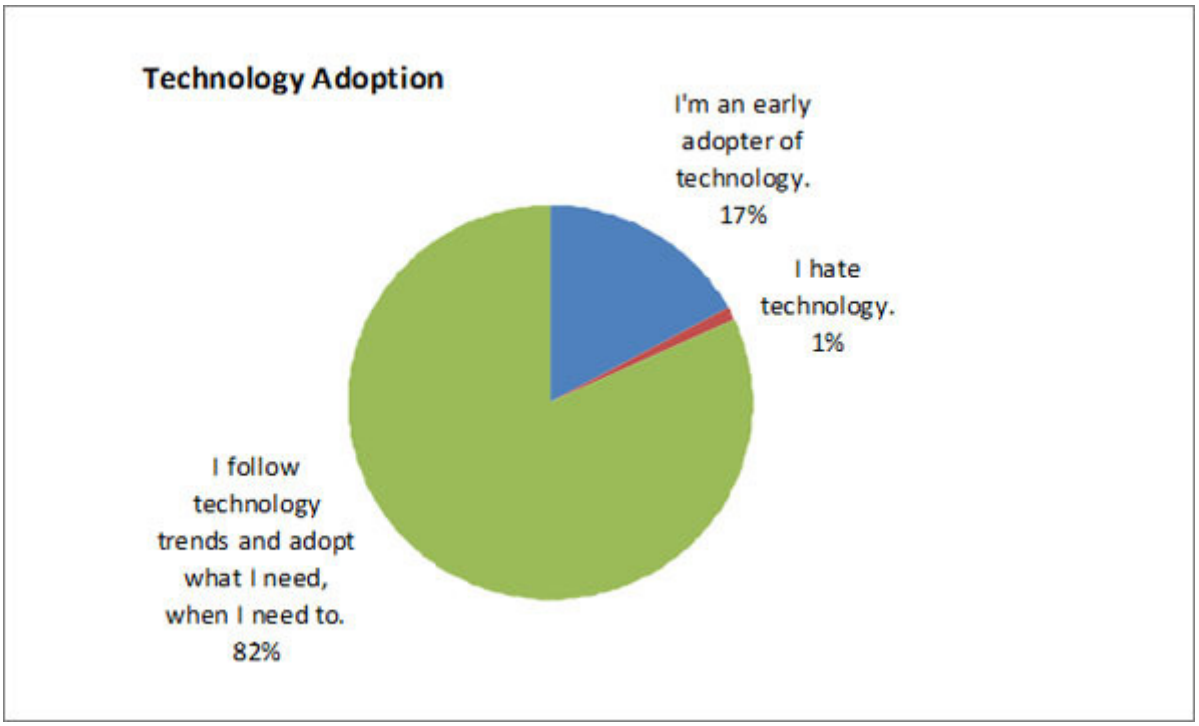
The survey was conducted on SurveyMonkey and at the end of the data collection, a total of 108 people had taken the survey. Of these, 23% were female and 77% were male.



With respect to the age demographic, the largest two groups were the 21-29 age group (42%) and the 30-39 age group (40%) made up 82%, the a majority of the survey respondents.

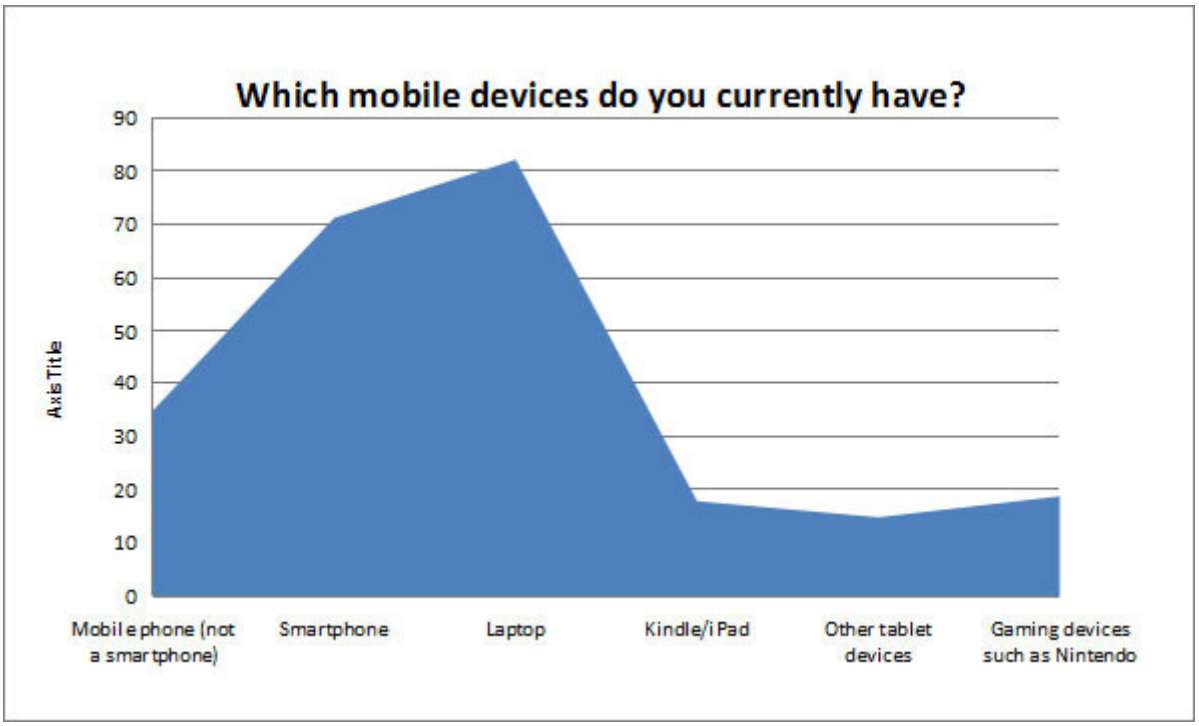


In terms of technology adoption, 82% were followers of technology trends; 17% were early adopters of technology; and just 1% fell in the category of technology haters.

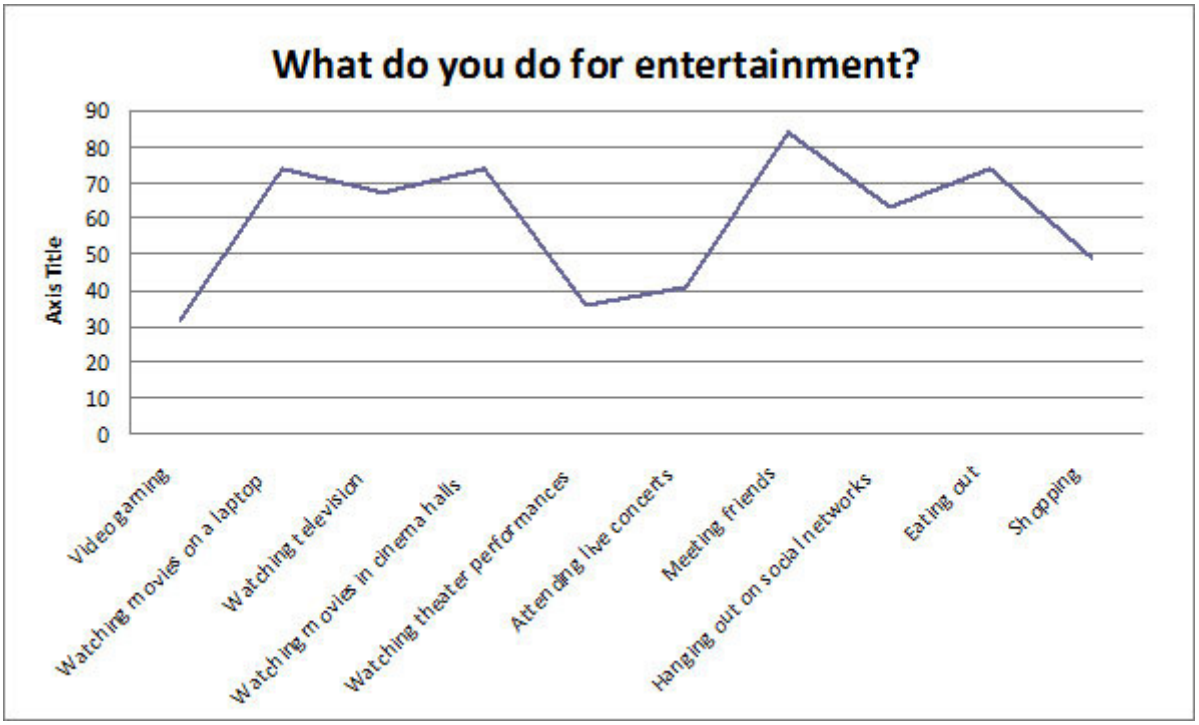


We found that of the devices that the participants currently had, the laptop (84%) scored the highest, followed by the smartphone (72%) and then the mobile phone (36%). The

percentage of owners of gaming devices (19%), Kindle/iPad (18%), and other tablet devices (15%) were relatively fewer in number.



We also asked participants what they do for entertainment and found that a majority of the participants, i.e., 86% consider meeting friends as entertainment, compared to the percentages of participants involved in other activities such as watching theatre performances (37%) and shopping (50%).



The Scenarios

There were 10 scenarios that were presented to the participants for them to rate, both, for feasibility as well as preference.

Scenario 1

Drivers became extinct in 2018 since all cars started to come with a fully loaded auto-driver system. A new SUV is now launched with a fully loaded 3D projection entertainment system. Since no manual driving is needed, the advanced car entertainment system is the main medium of entertainment.

Scenario 2

Improved contact lens technology lets the user watch videos on the go. The user has to blink twice after seeing an object, person or place and the lens will give an option for the related videos and information.

Scenario 3

Movies are now being released in virtual theatre rooms on Google hangouts. One can buy a ticket for a fully interactive movie experience.

Scenario 4

Fans of celebrities can now meet celebrity holograms on-demand at a given venue and have a live chat with them.

Scenario 5

Immersive sports channels allow users to also participate virtually and move around the playing field to watch players closely.

Scenario 6

All music labels went bust in 2015. Music became completely open source by 2020 when Internet 5.0 made internet piracy law impossible to enforce. Most bands make the majority of their money through live, pay-per-view interactive shows.

Scenario 7

There are dormitories where people can go for travel experiences. Sleep inside a console choosing the place, type of travel experience (romantic, adventurous, healing, spiritual, etc.) and people whom one wants to travel with.

Scenario 8

You can play a game as if you are inside a real game. Feel the pain of a crash, the hit of a car, the fall from a mountain and the wind blowing while flying.

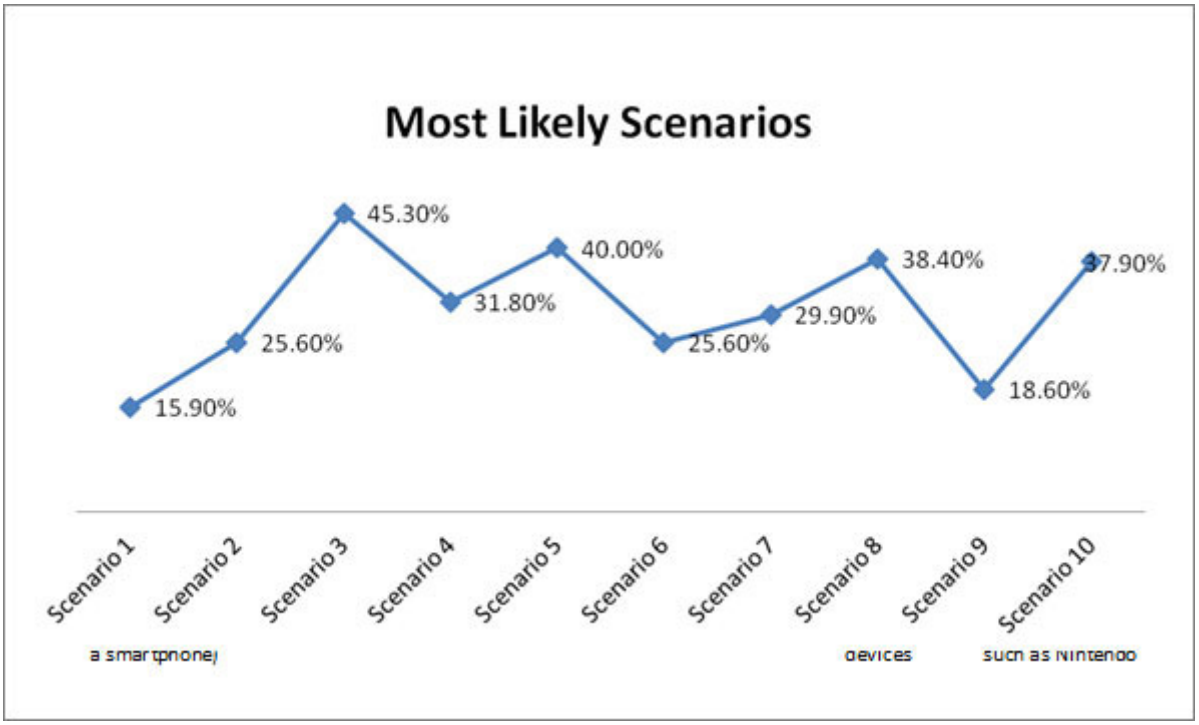
Scenario 9

A dream catcher will record and play back your dreams. Dream libraries will be for people interested in watching other people's dreams. Dreams once recorded can be shared, posted and stored.

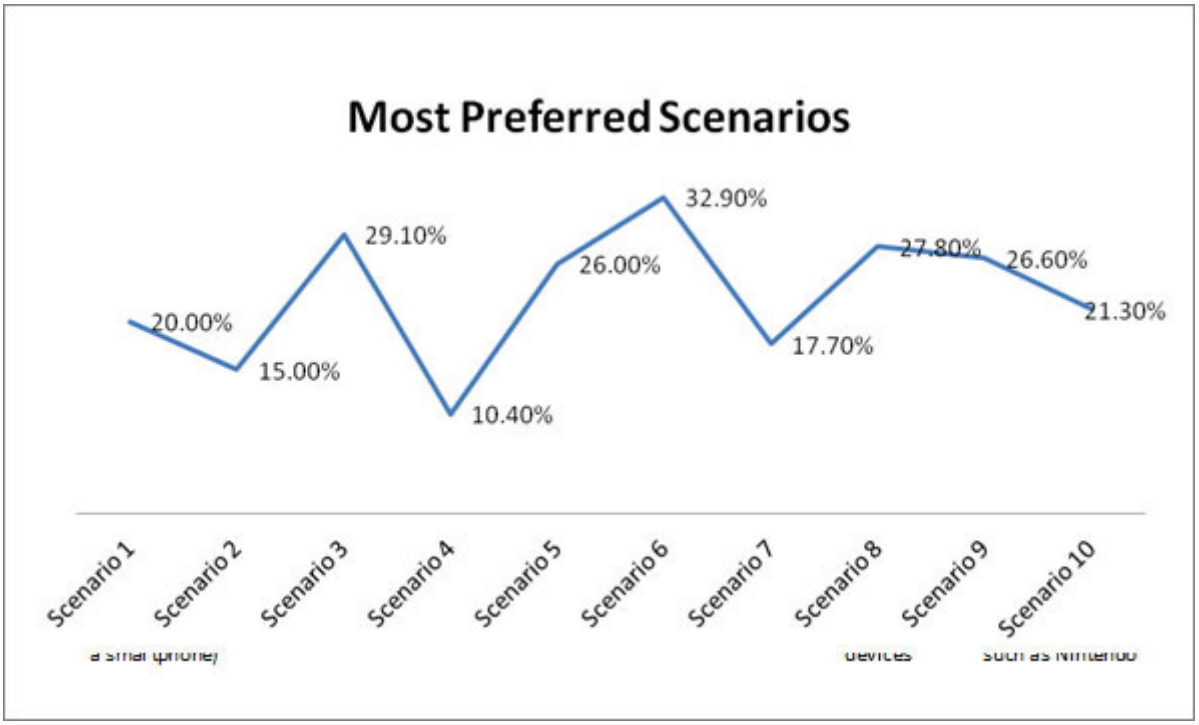
Scenario 10

Everyone creates entertainment now! There are no specialized professions like movie directors, producers, actors, etc. With the variety of technology accessible to all, every individual is a director/producer/actor/musician rolled into one. Several new types of entertainment created by billions of people are available in a mega virtual space called 'the cineverse'.

'Most likely' scenarios



'Most preferred' scenarios



Insights from the Scenario Ratings

The ‘most likely’ and ‘most preferred’ scenarios were very highly correlated. In other words, participants (for the most part) felt that the ‘most likely’ scenarios were also the ‘most preferred’ scenarios and vice versa.

The ‘most preferred’ scenarios were not necessarily the coolest and most high-tech ones! The ‘most preferred’ scenarios (3,5,6,8,9) were, in fact, those that had a blend of the following attributes:

1. Inclusivity and Ease of Access –the scenario described a situation where there was very easy and inclusive access to a specific product/service
2. Control –users would be in control of making the decision to use (or not) the product/service outlined in the scenario.
3. Immersion – the scenario described usage of a product/service where the experience was completely immersive.

However, one scenario that was in the top 5 preferred scenarios is intriguing in terms of why its so preferred!

The scenario: **A dream catcher will record and play back your dreams. Dream libraries will be for people interested in watching other people’s dreams. Dreams once recorded can be shared, posted and stored.**

Why do you think this scenario made it to the top 5?

We also intend to find answers to this question and more, by conducting field research across the globe. This survey helped in setting the stage by getting us data that will help in further focusing the field research.

Watch out for further updates!

Future of Entertainment

Future of Multiplexes is Virtual!!

Most likely future scenario

Movies will be released in virtual theatre rooms on Google hangouts. One will be able to buy a ticket for a fully interactive movie experience.

Open Source Music

Most Preferred future scenario

All music labels went bust in 2015. Music became completely open source by 2020 when Internet 5.0 made internet piracy law impossible to enforce. Most bands make the majority of their money through live, pay-per-view interactive shows.

We don't want a high tech interface!!

Least Preferred Scenarios

1. Improved contact lens technology lets the user watch videos on the go.
2. Fans can now meet celebrity holograms on-demand at a given venue and chat with them.
3. Drivers became extinct in 2018. All cars come with a fully loaded auto-driver system and a fully loaded 3D projection entertainment system.

5 Most Preferred Future Scenarios

Inclusion	Music became completely open source by 2020. Most bands make money through live, pay-per-view interactive shows.
Easy access	Movies in virtual theatre rooms on Google hangouts with a fully interactive experience.
Immersion	Play a game as if you are inside a real game.
Fantasy	A dream catcher will record and play back your dreams. Dreams once recorded can be shared, posted and stored.
Control	Immersive sports channels allow users to participate virtually & move around the playing field to watch players closely.

Institute of Customer Experience

Research Conducted by Institute of Customer Experience (http://ice.humanfactors.com/)
Tool used to create infographic Piktochart (http://piktochart.com/)

Piktochart