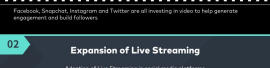
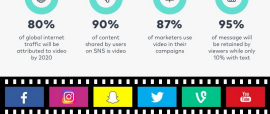




01 Video Takes The Stage



Facebook, Snapchat, Instagram and Twitter are all investing in video to help generate engagement and build followers

02 Expansion of Live Streaming



03 Doubling Down on Ephemeral Content

Ephemeral means short-lived, fleeting, or passing, and describes the nature of the media accessible up to 24 hours on social networks

- Authenticity
- Fear of missing out
- High Engagement
- Mobile First

04 Rise of Augmented Reality

AR is developed as a creative and innovative method of connecting with customers and the audience

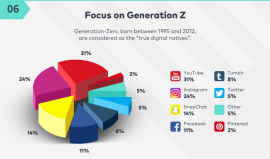
- Feb. 2010: The release of Google Glass marks a turning point for AR
- Jan. 2014: Snapchat is the first AR social media app
- Jul. 2014: Pokemon Go is the first location-based AR game
- Apr. 2017: Facebook's Camera Effects platform is designed for AR hardware
- Dec. 2017: Snapchat will launch a new AR platform featuring Jeff Koons

05 AI & Chatbots Have Been Widely Used

We all know that social media makes us closer to our customers. Chatbots and AI can make Real-Time Engagement with the customers.

- 12,000** monthly active bots on Facebook Messenger
- 30%** of our chat conversation will be with chatbots by 2018
- 80%** of Chatbots can be used efficiently to provide 24/7 services

06 Focus on Generation Z



07 Increased Investment in Influencer

Marketing channel that growing fastest

Influencer	32%	Others	18%	Organic Search	17%
Email	18%	Paid Search	14%	Display advertising	9%
Affiliate Marketing	5%				

- 94%** of those who used influencer marketing believe it's an effective strategy
- 49%** of Twitter/Instagram users rely on recommendations from influencers
- 10X** influencers bring 10X rise in conversion rate

08 More Mobile ready content



09 Increasing Brand Participation in Messaging Platform

