Michael Tchong

Ubertrends Map

Digital Lifestyle

"Marriage of Man and Machine"

- 68% spend more time with their computer than with their spouse
- 16-year-old Tampa girl jumps in front of truck in 2009 to save her iPod
- Sept. 2010: surfers spend 4.6 hours a week on social sites, compared with 4.4 hours on e-mail, signaling paradigm shift in online engagement
- Apple iTunes store becomes largest U.S. music retailer in 2008
- 2011 Apple market cap: $365 billion
- Update Facebook in car using OnStar
- 800 million people worldwide have joined Facebook and they upload 250 million pictures each day
- Dove "Evolution" viral video wins at Cannes
- Hyundai substitutes iPad for car manual
- People will marry robots by 2050

Time Compression

"The Acceleration of Life"

- 1980: "Attention Deficit Disorder" surfaces
- 1996: 59% of Americans are "too busy"
- 2001: Weekday sleep reaches 6.8 hours
- 2004: 52% of married women would rather have more time to cook than more money for takeout
- Avg. web page view duration: 58 seconds

- Starbucks 2012 forecast: $13 billion
- 2013 energy drinks market: $42 billion
- 16.8 million practice yoga in U.S.

Voyeurgasm

"I Like to Watch"

- 1991: Rodney King beating videotaped
- 1992: MTV launches first reality show
- 1996: JenniCam "voyeur" site creates a stir
- 2003: Celebrity Worship Syndrome coined

- Surveillance grows 20% annually
- TMZ ranks 5th among news sites
- 39.8 billion videos viewed monthly

Fountain of Youth

"Reinventing Body, Spirit and Environment"

- 70,000 spas form $60 billion market
- Medspas
- Allergan Botox 2010 sales: $1.4 billion
- Teeth whitening
- Wiihab: Nintendo Wii speeds recovery
- 100 million practice yoga worldwide
- Medical tourism: $20 billion market
- "Body sculpting" by UltraShape
- U.S. cosmetic procedures: 10 million
- Zeltiq, Zerona freeze, laser body fat
- Anti-aging: $56 billion global market

Unwired

"Control Freak Generation"

- 5 billion mobile phone subscribers
- 50 million "CrackBerry" addicts
- 128 million iPhones sold in 4 years
- 2009: Texts outnumber phone calls
- iPad sales top 36 million worldwide
- GPS/Augmented reality browsing
- 90 million U.S. singles
- Control freak
- More than 80% of adolescents say they have slept with their cellphones in or near their bed.

- 35% drive while texting
- Phonebooks get thinner
- The "BlackBerry Prayer"
- 500 million iOS apps
- Teens caught "sexting"
- Fewer people buy watches
- Package/pizza tracking

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