

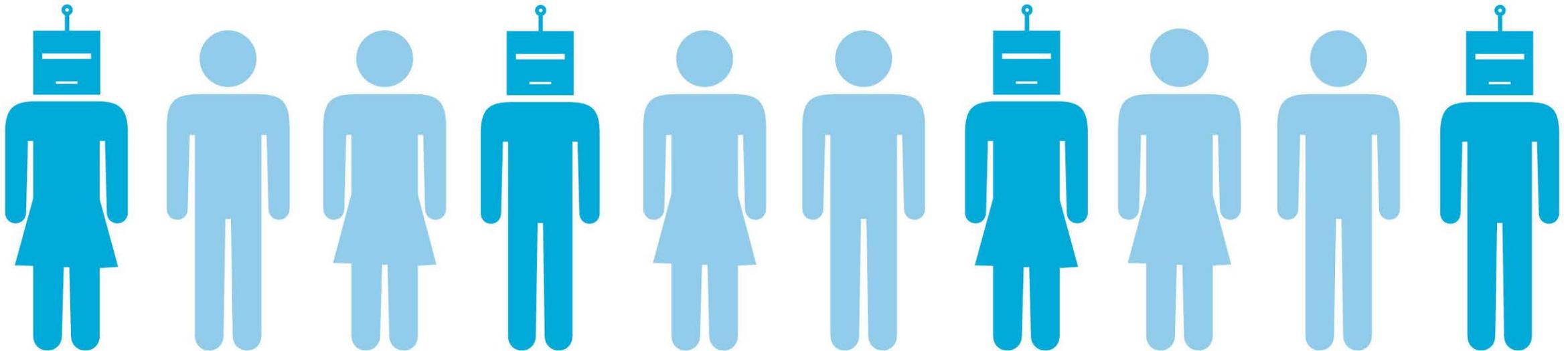
HOT CONSUMER TRENDS 2017

Ericsson ConsumerLab

1. AI EVERYWHERE



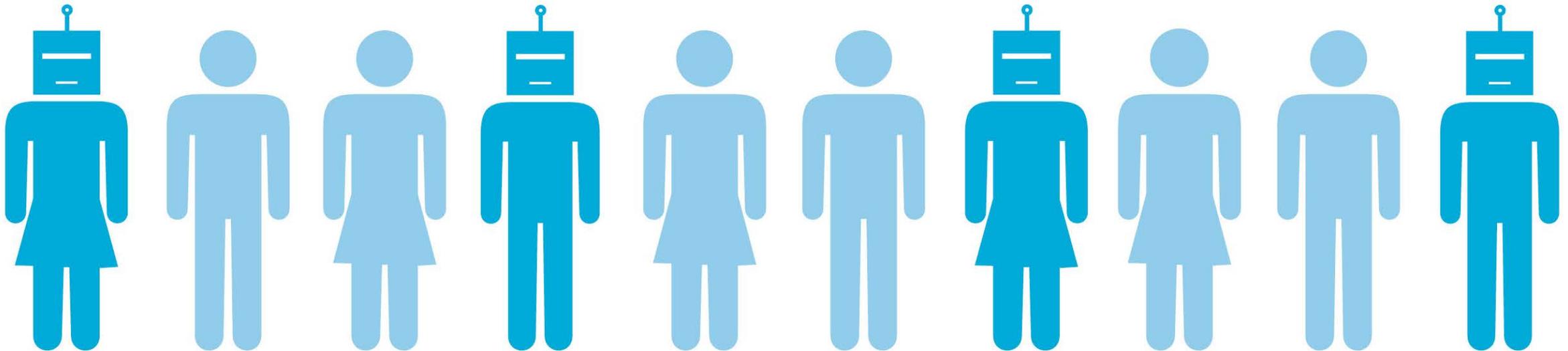
- › 35 percent of people want an AI advisor at work
- › One in four would like an AI as their manager
- › Almost half are concerned that AI robots will soon make a lot of people lose their jobs



1. AI EVERYWHERE - Italy



- › One in five would like to have an electronic assistant that uses advanced AI
- › Less than 40% are concerned that AI robots will soon make a lot of people lose their jobs





2. SETTING THE PACE FOR INTERNET OF THINGS

- › Consumers are increasingly using automated applications, influencing overall IoT adoption
- › One in two believes smartphones will be able to talk to household appliances
- › 40 percent believe smartphones will learn their habits and perform activities on their behalf automatically

25%
Italy



3. PEDESTRIANS DRIVE AUTONOMOUS CARS



- › One in four pedestrians would feel safer crossing a street if all cars were autonomous
- › 65 percent of them would prefer to have an autonomous car



3. PEDESTRIANS DRIVE AUTONOMOUS CARS - Italy



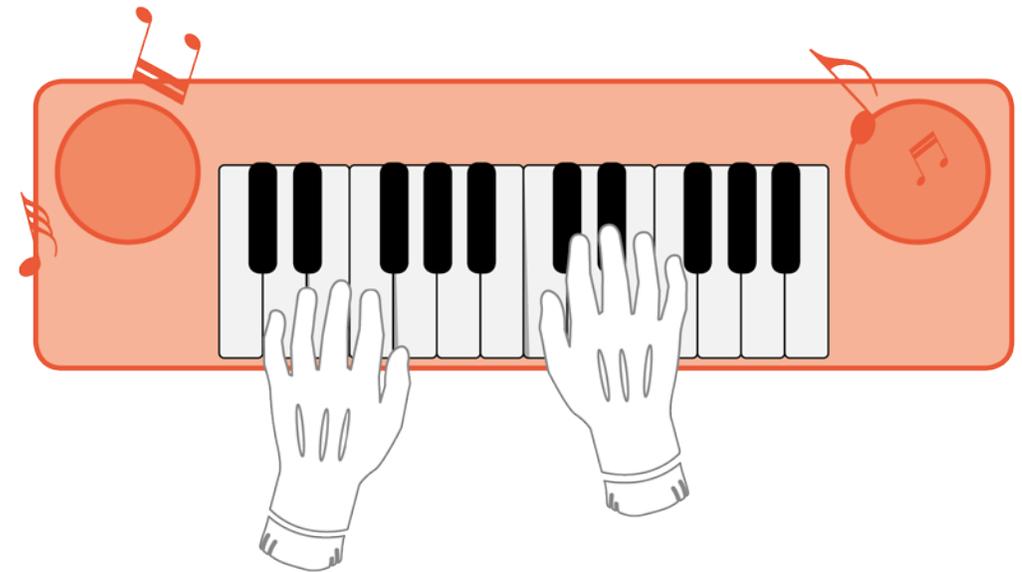
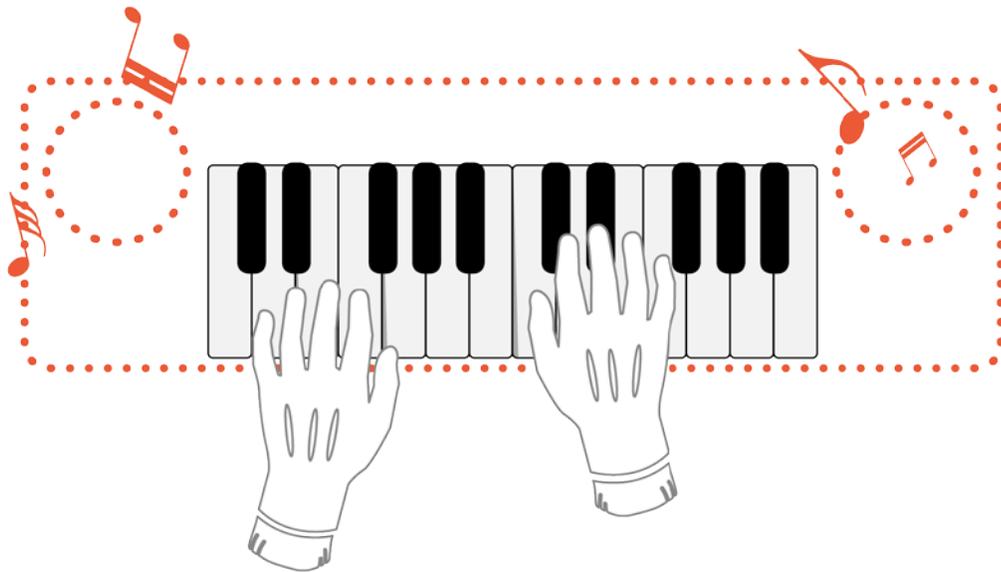
- › Only **18 percent** pedestrians would **feel safer** crossing a street if all cars were autonomous while **33 percent** would not!
- › Only **18 percent** of them would prefer to have an autonomous car while **40 percent** disagree!
- › **33 percent** of them think the autonomous cars are prone to hacking and data safety issues



4. MERGED REALITY



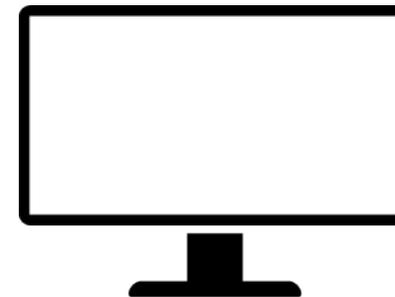
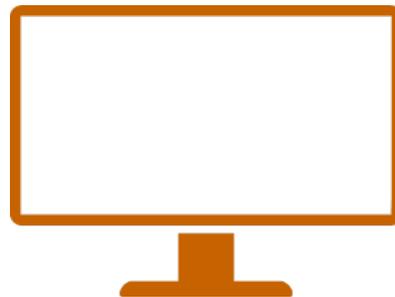
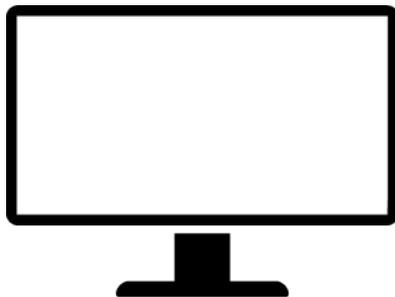
- › Almost **four out of five** virtual reality users believe VR will be indistinguishable from reality in only three years
- › Half of respondents are already interested in gloves or shoes that allow you to **interact with virtual objects**





4. MERGED REALITY - Italy

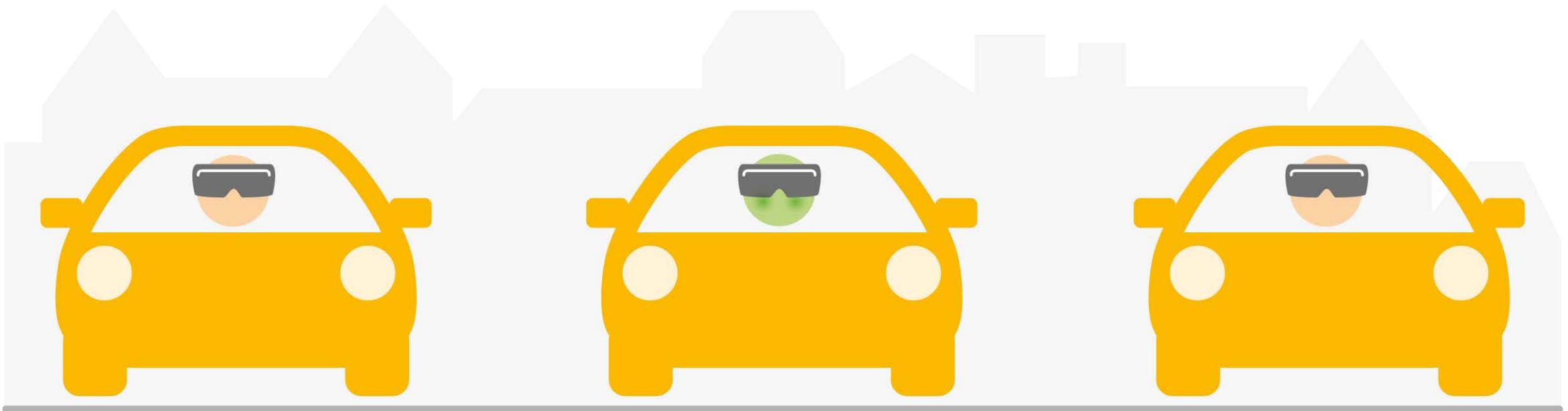
- › **One out of three** consumer in Italy thinks that VR and AR are important TV Media feature – but the percentage goes up to **50 percent** when we consider TV Connected Users
- › **One out of four** consumer aged 16-19 is worth paying for VR or AR



5. BODIES OUT OF SYNC



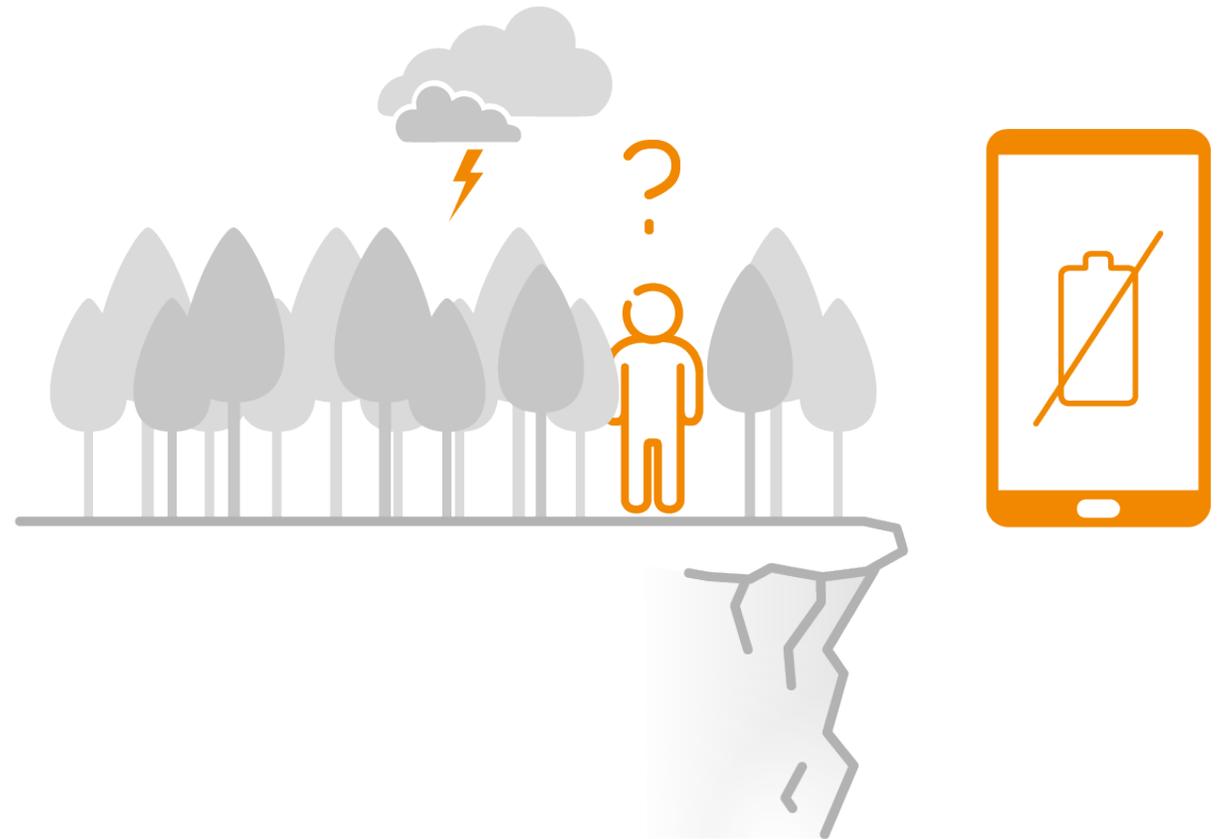
- › 3 in 10 foresee needing car sickness pills when using autonomous cars
- › One in three also wants motion sickness pills for use with virtual and augmented reality technology



6. THE SMART DEVICE SAFETY PARADOX



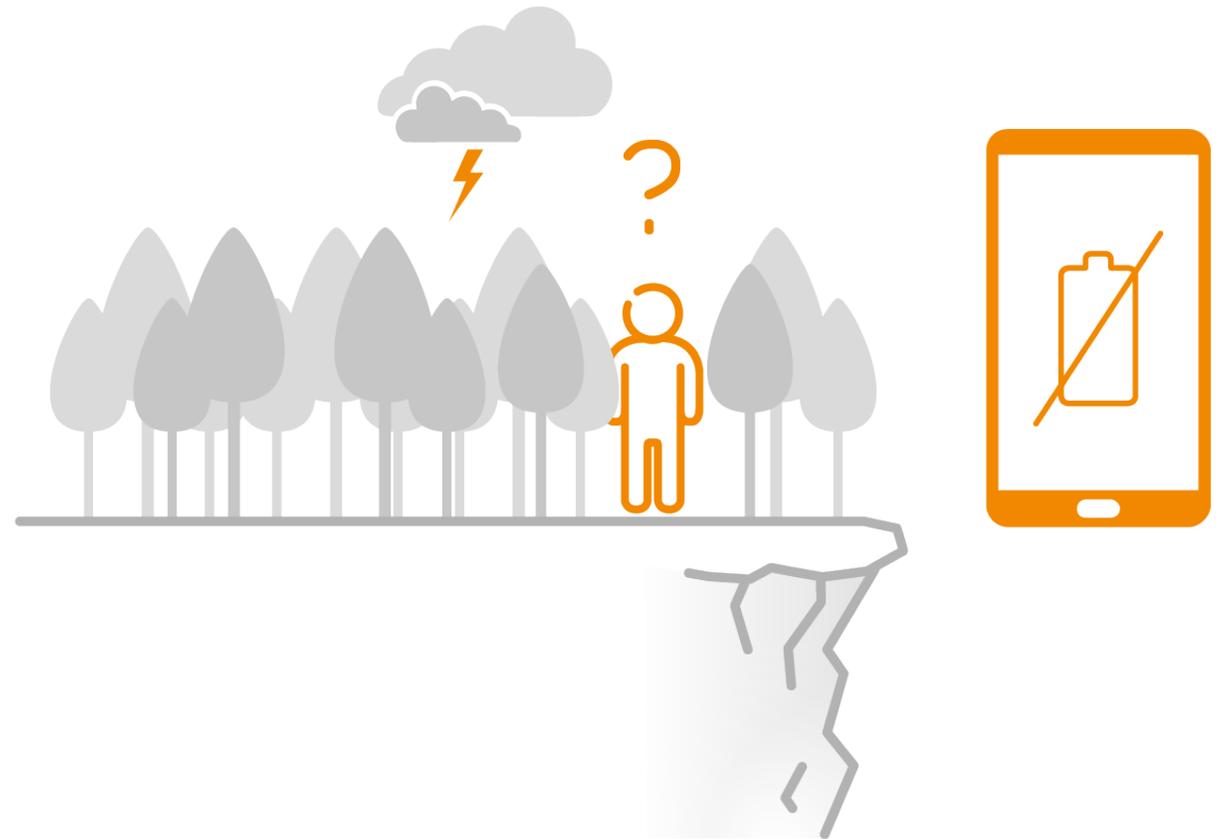
- › **More than half** already use emergency alarms, tracking or notifications on their smartphones
- › Of those who say their smartphone makes them feel safer, **three in five** say they **take more risks** because they rely on their phone



6. THE SMART DEVICE SAFETY PARADOX - ITALY



- › **35 percent** of Italian people feel in control by using their devices to safeguard themselves in the real world.



7. SOCIAL SILOS



- › Today, people willingly turn their social networks into silos
- › One in three says social networks are their main source of news
- › More than one in four values their contacts' opinions more than politicians' viewpoints



7. SOCIAL SILOS - Italy



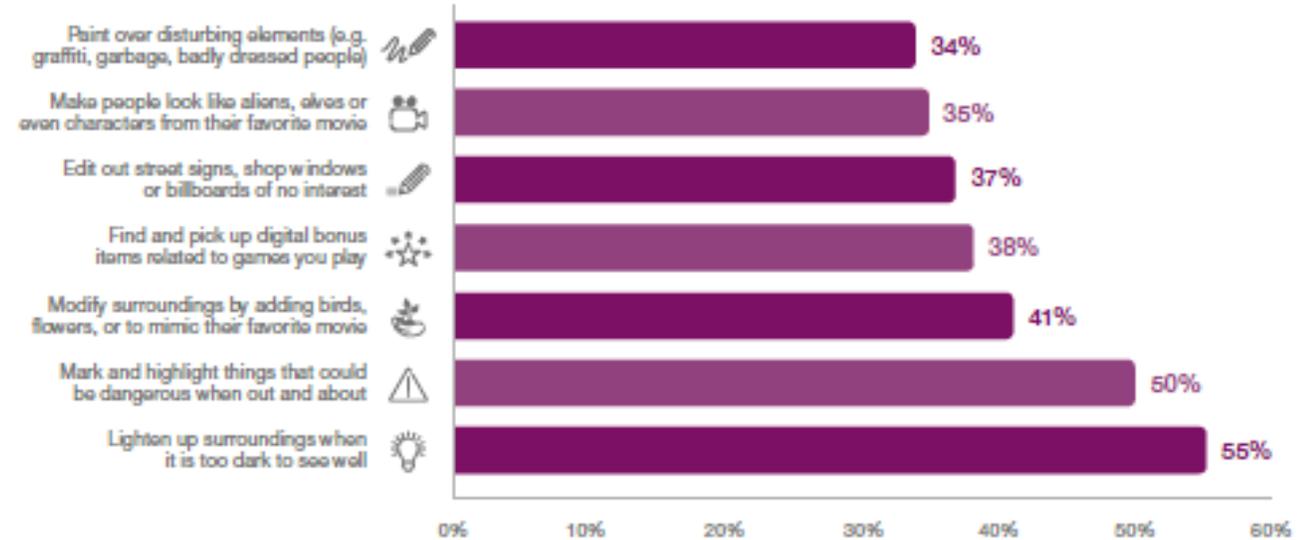
- › **One in five** says social networks are their main source of news
- › **42 percent** doesn't value 'Likes'!
- › **Near half** of respondents don't ask advices on SN before buying



8. AUGMENTED PERSONAL REALITY



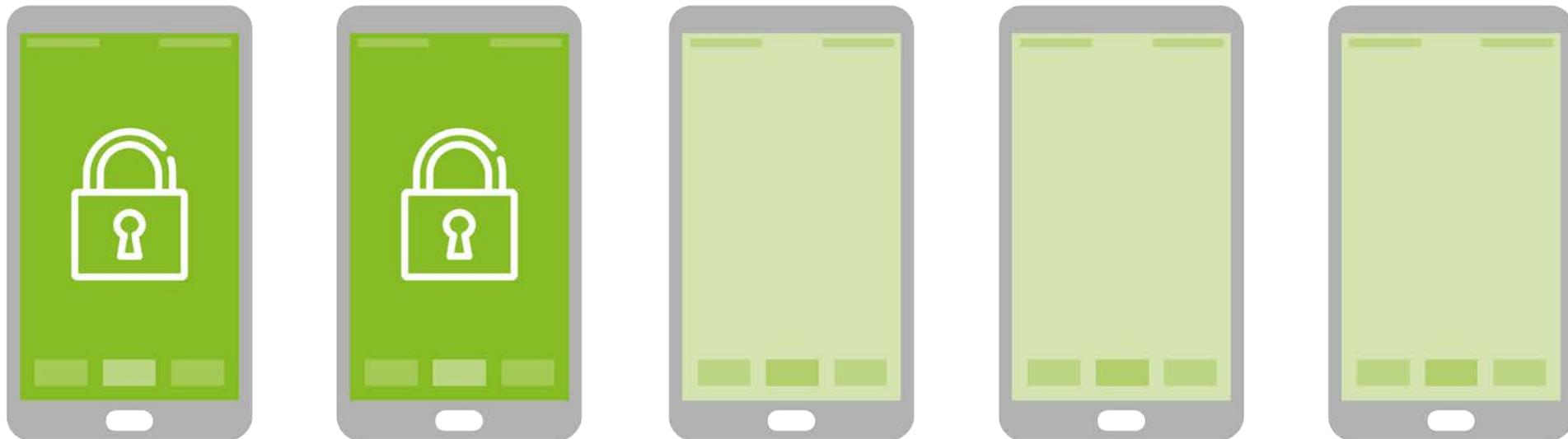
- › Over half of people would like to use augmented reality glasses to illuminate dark surroundings and highlight dangers
- › Around 2 in 5 want to change the way their surroundings look and even how people appear to them



9. THE PRIVACY DIVIDE



- › Two in five want to use only encrypted services
- › Almost half would like to have just reasonably good privacy across all services
- › More than one out of three believes privacy no longer exists

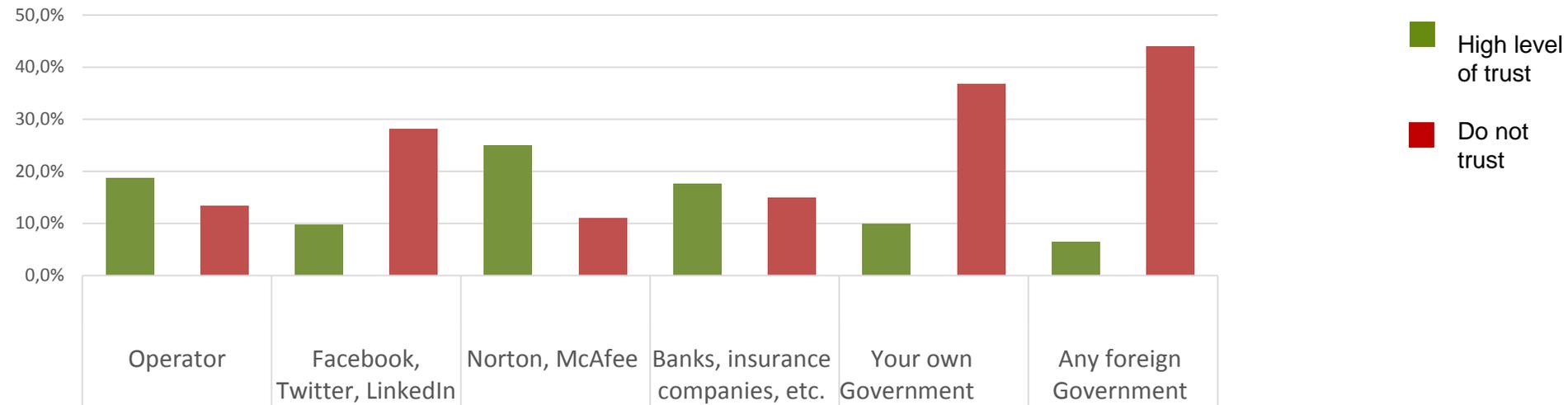


9. THE PRIVACY DIVIDE - Italy



- › Near 30 percent are concerned about companies having access to all of their information
- › One out of three are more concerned about privacy now than 3 years

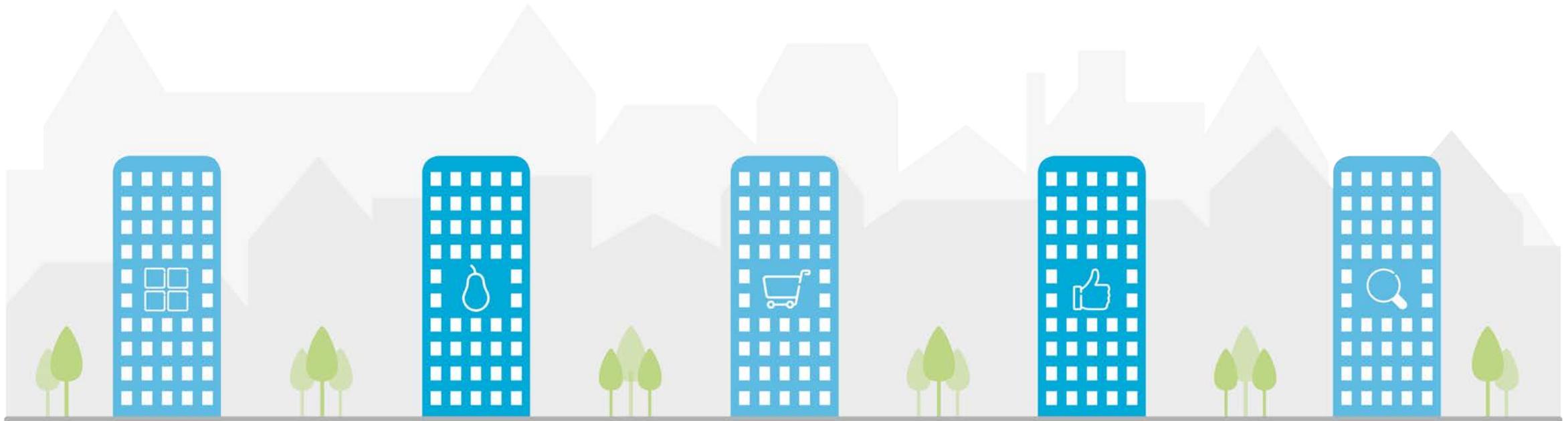
TO WHAT EXTENT WOULD YOU TRUST THE FOLLOWING ENTITIES TO HAVE ACCESS TO YOUR PERSONAL DATA



10. BIG TECH FOR ALL



- › More than **two out of five** advanced internet users would like to get all of their products **from the biggest five IT companies**
- › Of those, three in four believe this will happen only **five years** from now



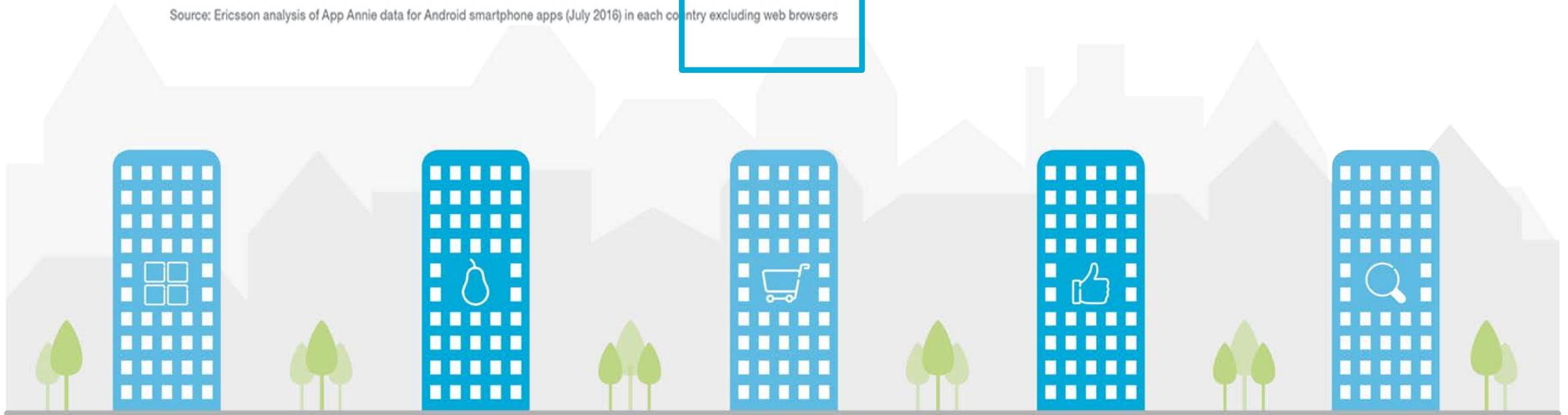
10. BIG TECH FOR ALL - ITALY



Top five applications per country by mobile traffic

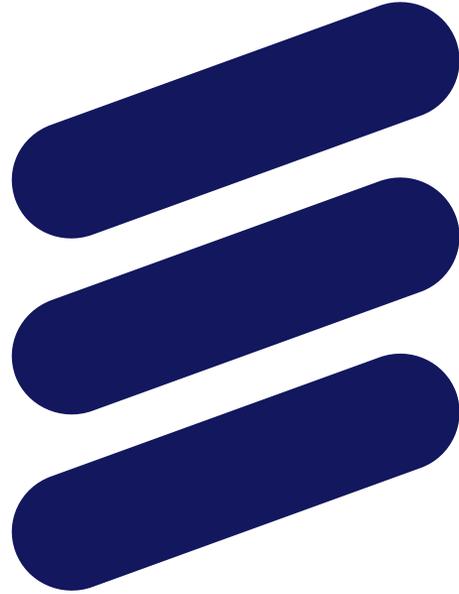
UK	Germany	Sweden	France	Italy	Spain
YouTube	Facebook	YouTube	YouTube	Facebook	Facebook
Facebook	YouTube	Facebook	Facebook	YouTube	YouTube
Instagram	WhatsApp Messenger	Spotify	Snapchat	Instagram	WhatsApp Messenger
Snapchat	Instagram	Instagram	Instagram	WhatsApp Messenger	Instagram
Spotify	Maps	Snapchat	Spotify	Maps	Twitter

Source: Ericsson analysis of App Annie data for Android smartphone apps (July 2016) in each country excluding web browsers



SUMMARY





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SUMMARY



10. Big Tech for All

Most advanced internet users believe that in five years they will buy everything from the biggest five IT companies

9. The Privacy Divide

Some people only want to use encrypted services, but others believe privacy no longer exists

8. Augmented Personal Reality

Consumers want to use AR to customize the way the world looks around them

7. Social Silos

People turn their social networks into silos, limiting their exposure to opposing ideas



2. Setting the Pace for IoT

Consumers are increasingly using automated applications, influencing overall IoT adoption

3. Pedestrians Drive Autonomous Cars

Autonomous cars could replace drivers – and pedestrians say this would make them feel safer

4. Merged Reality

Advanced VR users think virtual, augmented and physical reality will fully merge in only three years' time

5. Bodies Out of Sync

As autonomous cars and virtual and augmented reality become more common, consumers see motion sickness increasing

6. The Smart Device Safety Paradox

Phones help keep us safe, but consumers take more risks because they rely on smart devices