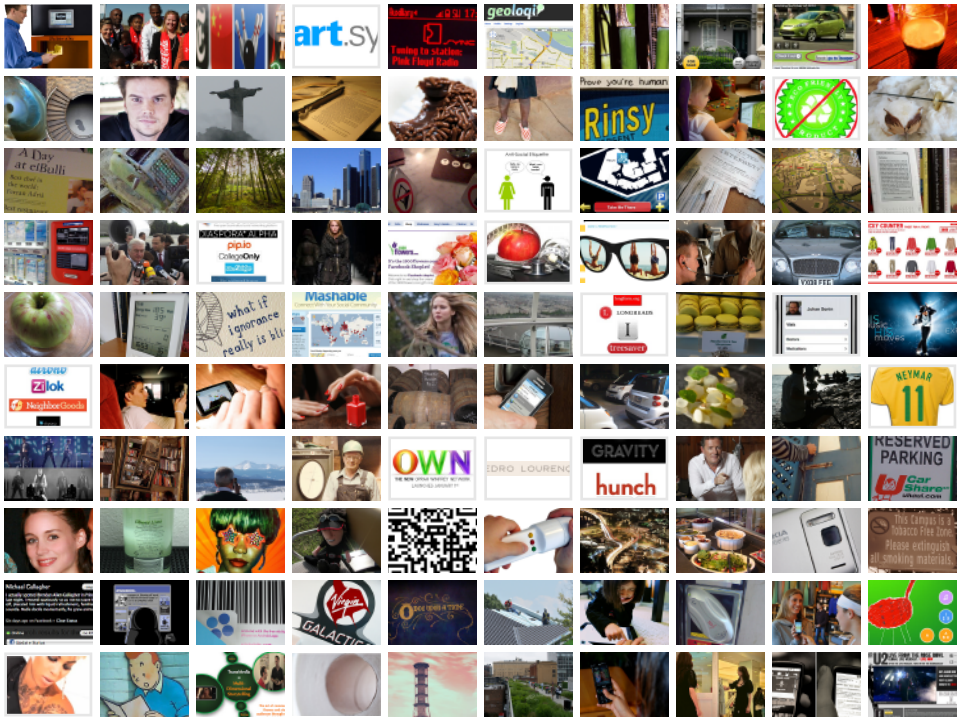
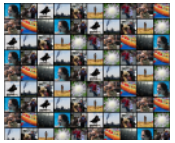
JWT

100 THINGS TO WATCH IN 2011



January 2011



WHAT WE'LL COVER

1. 3D Printing
2. Africa's Middle Class
3. Apps Beyond Mobile
4. Art.sy
5. Auto Apps
6. Automatic Check-Ins
7. Bamboo
8. Banks Branch Out
9. Banner Ads Do More
10. Beer Sommeliers
11. Biomimicry
12. Bjarke Ingels
13. Brazil as E-Leader
14. Breaking the Book
15. Brigadeiro
16. "Buy one, give one away"
17. CAPTCHA Advertising
18. Children's E-Books
19. Coming Clean With Green
20. Costlier Cotton
21. Culinary Calling Cards
22. Decline of the Cash Register
23. Deforestation Awareness
24. Detroit
25. Digital Downtime
26. Digital Etiquette
27. Digital Indoor Maps
28. Digital Interventions
29. East London Tech City
30. E-Book Sharing
31. Electronic Profiling
32. Entrepreneurial Journalism
33. Facebook Alternatives
34. Fashion Fast-Forward
35. F-Commerce
36. Food, Ph.D.
37. Gay-Centric Hotels
38. Global Disease, Refocused
39. Green Luxury Cars
40. Group-Manipulated Pricing
41. Heirloom Apples
42. Home Energy Monitors
43. Ignorance Is Bliss
44. In the Flesh
45. Jennifer Lawrence
46. London Tourism
47. Long-Form Content
48. Matcha
49. mHealth
50. Michael Jackson Lives On
51. Micro-Businesses
52. Mobile Blogging
53. Mobile Memes
54. The Nail Polish Economy
55. Nanobrewers
56. Near Field Communication
57. The New Mobility Industry
58. New Nordic Cuisine
59. Next-Generation Documentarians
60. Neymar
61. NKOTBSB
62. Objectifying Objects
63. Odyssey Trackers
64. Older Workforce
65. The Oprah Winfrey Network (OWN)
66. Pedro Lourenço
67. Personal Taste Graphs
68. Piers Morgan
69. Pogo
70. P-to-P Car Sharing
71. Rooney Mara
72. Rum
73. Rye Rye
74. Ryo Ishikawa
75. Scanning Everything
76. Self-Powered Devices
77. Smart-Infrastructure Investment
78. Smart Lunchrooms
79. Smartphone Cameras Take Over
80. Smoking on the Fringe
81. Social Browsers Go Mainstream
82. Social Networking Surveillance
83. Social Objects
84. Space Travel Goes Private
85. Storied Products
86. Stricter Green Building Standards
87. Tablets for Tots
88. Tap-to-Pay
89. Tech Liaisons
90. Tech-Enabled Throwbacks
91. Temporary Tattoos Go High-End
92. Tintin the Movie
93. Transmedia Producers
94. Tube-Free Toilet Paper
95. Ukraine
96. Urban Industrial Parks
97. Video Calling
98. Virtual Mirrors
99. Voice-Activated Apps
100. YouTube the Broadcaster

WHAT WE'LL COVER

- Background
- Our Track Record
- Our Things to Watch in 2011

BACKGROUND

- As part of our annual forecast, JWT presents 100 Things to Watch in 2011.
- Some of the items on our list reflect broader shifts we've been following:
  - **Mobile as the Everything Hub:** More consumers and brands are embracing a trend we outlined two years ago, one that will manifest in a multitude of ways next year—from mobile memes to "moblogging" to waning interest in point-and-shoot cameras.
  - **The evolution of media as content becomes digitized over various platforms:** Books will take new forms, entertainment will go trans-media, and journalists will get more entrepreneurial.
- Some reflect counter-trends to broad shifts in consumer behavior:
  - To balance out our increasing immersion in the digital world, people will increasingly embrace face-to-face gatherings and digital downtime, and come to fetishize physical objects once considered humdrum.
  - The trend toward Radical Transparency will see a growing backlash (Ignorance Is Bliss).

BACKGROUND

- As always, new technology is a theme.
  - We'll see smart infrastructure ramping up, tablets for tots as this platform gets widely adopted and some truly futuristic-seeming developments (3D printing, virtual mirrors, electronic profiling).
- While some of our Things to Watch may not yet reflect a broader trend, we believe they eventually will ladder up to one.
- The people on our list—from pop culture and other realms—have the potential to drive or shape trends in the near future.

OUR TRACK RECORD

- In the past few years, we've been spot-on about what to watch.
- To name just a few Things to Watch from last year:
  - **Mobile Money:** The digital wallet became a reality for more consumers in more markets, although we'll see more tech advances in 2011 that will help drive this trend further into the mainstream. In 2010, among other things, the practice of texting donations became widespread after the Haiti earthquake, an updated PayPal app allowed users to exchange money by bumping phones, and various new tools turned phones into credit card terminals.
  - **Bacon Everywhere:** Bacon was spotted in everything from flavoring syrup (from Torani) to more cocktails and desserts; L.A. even got a bacon-themed food truck. Next up: possibly soda (Jones Soda is said to be releasing a bacon-flavored beverage). By year's end, Time had dubbed the trend "lardcore."
  - **Coconut Water:** PepsiCo is partnering with GNC to put out coconut water products under the brand name Phenom. And coconut water has gone Hollywood, with Madonna, Demi Moore and Matthew McConaughey all investing in VitaCoco. In May, Time reported that coconut water "has recently caught on among athletes, health nuts and bleary-eyed urbanites in the U.S." (the latter because of its reputed ability to help hangovers).

OUR TRACK RECORD (cont'd.)

- To name just a few Things to Watch from last year (cont'd.):
  - **Ethical Fashion:** Examples included Tesco collaborating with ethical fashion label From Somewhere on a line of upcycled clothing and H&M launching the Garden collection, made from organic and recycled fabrics. Fair Trade USA, a certification organization, started certifying clothing items. In September, the Guardian reported from Paris that "The Ethical Fashion Show, the world's largest event devoted solely to sustainable fashion, is ... becoming increasingly mainstream: there are over a hundred brands represented, and the show has outgrown its humble origins in disused warehouses to occupy the ... home of the French Fashion Institute."
  - **Greening the Palate:** The UN published a report saying that "a global shift towards a vegan diet is vital to save the world from hunger, fuel poverty and the worst impacts of climate change," according to the Guardian. A new vegetarian fast-food mini-chain in New York and London, Otarian, touts not only the carbon footprint of each menu item but how it compares with a similar non-vegetarian item.
  - **Foursquare:** This mobile gaming app was relatively new on the scene when we included it in last year's list; this year its user base grew more than tenfold, and is now somewhere around 5 million. Its two founders are appearing in holiday Gap ads. It went all the way up the buzz charts and back down again (for all the hype, its use is still fairly niche, and many rivals are threatening its dominance).

OUR TRACK RECORD (cont'd.)

- In 2009, we spotlighted **Lady Gaga** just as her career was taking off, as well as:
  - **Crowdfunding**, which took off in a big way in 2010: Kickstarter, launched in 2009, has raised more than $20 million in funds for projects so far, including one recent project that garnered almost a million dollars from 13,000 backers.
  - **Doha**: We pointed to Qatar's capital because of its cultural offerings being designed by famous architects; now the city looks likely to be in the spotlight into the next decade and beyond as Qatar gets ready to host the World Cup in 2022
  - We told readers to expect **WikiLeaks** "to start making more headlines" well before Julian Assange was in the headlines daily.
  - **Cloud Computing**, which went mainstream in 2009 and became one of the biggest tech buzz words of the year in 2010.
  - **Gluten-Free:** Where few people were worrying about gluten sensitivity two years ago, it's now frequently cited as a concern. Big brands have responded, among them Betty Crocker (Gluten Free Brownie Mix), Anheuser-Busch (which has a gluten-free beer) and General Mills (gluten-free Bisquick).

OUR TRACK RECORD (cont'd.)

- In 2008, we listed French President Nicolas Sarkozy (a runner-up for Time's 2008 Person of the year); "radical transparency"; and the "staycation."
- In 2007, we were right about Barack Obama, Amy Winehouse, Jennifer Hudson, companies going green and age shuffling.
- Check out the following slides to see what you'll be hearing more about in 2011.

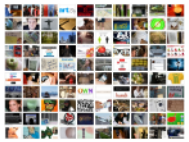
100 THINGS TO WATCH IN 2011

No. 1 3D Printing

Photo credit: Creative Tools

As the technology gets more affordable, 3D printers will come into mainstream use, allowing users to create everything from jewelry to lamps to homes (a Los Angeles company is developing a printer capable of making a house). Simply send a file to a 3D printer, choose from a range of materials (resin, glass, silver, etc.) and receive the product shortly thereafter. Pioneering Dutch startup Shapeways has moved its headquarters to New York; Hewlett-Packard is selling a 3D printer; Google's SketchUp software helps users turn designs into printable objects.

| Back to 100 |



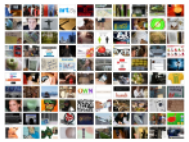
100 THINGS TO WATCH IN 2011

No. 2 Africa's Middle Class

Photo credit: Coca-Cola South Africa

McKinsey forecasts a 35 percent rise in African consumer spending power through 2015, and Synovate reveals opportunities for aspirational luxury, from BMWs to Johnnie Walker. Marketers are targeting high-growth countries including Nigeria, Angola, Kenya and Ghana. Among others, Coca-Cola plans to double its annual investment in Africa to $1 billion, Walmart is bidding for a majority share in South Africa's Massmart, and Cirque Du Soleil will perform its first show in Africa in March. China and India are also making significant investments in the continent.

| Back to 100 |



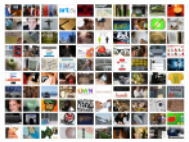
100 THINGS TO WATCH IN 2011

No. 3 Apps Beyond Mobile

Photo credit: Cristiano Betta

With more of our desktop activities migrating to the Internet, Web developers are applying the principles of mobile app culture—software that provides fast links to games, entertainment, news, etc.—to desktop computers and browsers. Apple is set to launch an App Store for Macs in January, Google has created the Chrome Web Store (an "open marketplace for Web apps"), and new Mozilla tools let anyone turn a browser into an app store.

| Back to 100 |



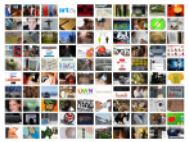
100 THINGS TO WATCH IN 2011

No. 4 Art.sy

Photo credit: See – ming Lee

Currently invitation-only, this site calls itself "the Pandora of the fine art world." Based on the artists the user likes, Art.sy recommends works by other artists. The idea is to showcase art to collectors, especially dilettantes, for whom it can help connect the dots in the art world. Fresh off $1.25 million in funding from Google CEO Eric Schmidt and other big names, the site is expected to launch in spring.

| Back to 100 |



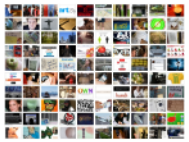
100 THINGS TO WATCH IN 2011

No. 5 Auto Apps

Photo credit: fordvideo1

Automakers are installing smartphone-linked in-car apps that allow drivers to check tire pressure, download music or keep up with their Twitter feeds. Software for Pandora, the personalized online radio station, is installed in some 2011 models; other apps let users monitor their car (e.g., an iPhone app in development for the Nissan Leaf will show the car's electric charge).

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 6 Automatic Check-Ins

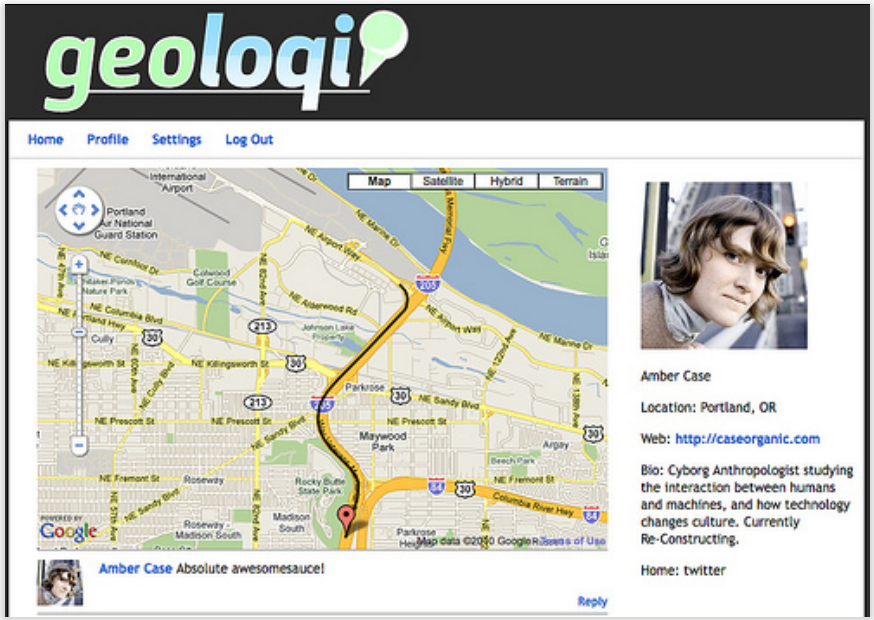
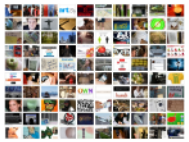


Photo credit: aaronparecki

As new geo-location apps make manual "check-ins" unnecessary, the tools will become more appealing to everyday consumers. Shopkick's "signal" hardware triggers check-ins when users enter participating retail spaces; the app then awards points ("kickbucks") and offers tailored deals/rewards. Next up: the January launch of Geoloqi, a hyper-customizable app that allows users to set automatic reminders and notifications—sent to themselves or friends—for specific locations (e.g., a grocery list pops up as the user enters a supermarket).

| Back to 100 |



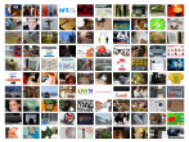
100 THINGS TO WATCH IN 2011

No. 7 Bamboo

Photo credit: stephcarter

Is there anything bamboo can't do? It's being touted as the sustainable building material of the future, and now Garnier Nutrisse Hair Color is touting the bamboo extract in its HerbaShine as imparting "radiant color." Expect to see more bamboo everywhere from bicycles to clothing to kitchenware.

| Back to 100 |



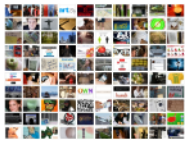
100 THINGS TO WATCH IN 2011

No. 8 Banks Branch Out

Photo credit: itunes.apple.com

In addition to offering apps that enable traditional services such as paying bills and account transfers via smartphone, banks will develop more non-banking services for customers. For example, an app from Commonwealth Bank of Australia provides access to real estate information, and U.S.-based TD Bank offers a toolkit app to be used in case of a car accident.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 9 Banner Ads Do More

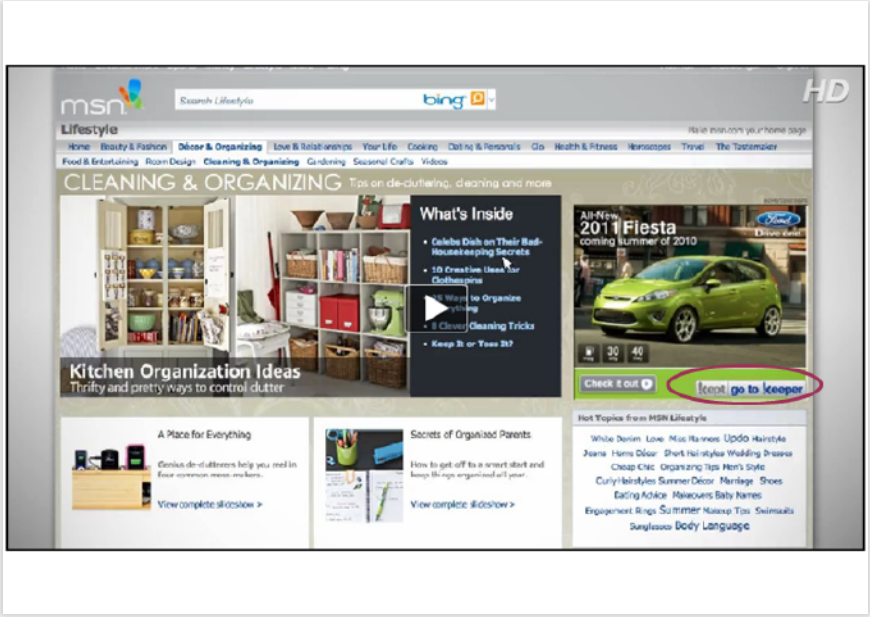
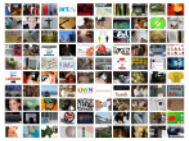


Photo credit: AdKeeper

Look for a rise in banner ads that do more: showcase live video; let users bookmark (or "keep") the ad for later viewing and redemption; or act as a gateway to card-linked offers—consumers click and the discount/offer is automatically redeemable via their credit card.

| Back to 100 |



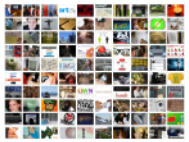
100 THINGS TO WATCH IN 2011

No. 10 Beer Sommeliers

Photo credit: Matthew A. Townsend

Beer is becoming increasingly respected in foodie culture, perhaps a sign of the budget-minded times. There's also a growing appreciation for the ways that, like wine, different varieties can complement food. In 2010, *Food & Wine* magazine honored one beer expert among its seven Sommeliers of the Year. Watch for more sommeliers or, as those who've passed a certification program are called, "Cicerone."

| Back to 100 |



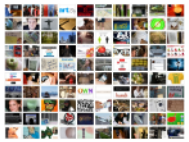
100 THINGS TO WATCH IN 2011

No. 11 Biomimicry

Photo credits: psyberartist (left); seier+seier (right)

In this growing field, biologists, engineers and designers collaborate to develop designs and processes that take inspiration from nature. The Biomimicry Guild's Janine Benyus, who popularized the term, has already worked with GE, General Mills and HP. The applications are myriad, from architecture (bird-protecting windows inspired by spider webs, building materials that borrow from plant mechanisms) to everyday products, like a bike helmet that takes a cue from the way the human skull protects itself.

| Back to 100 |



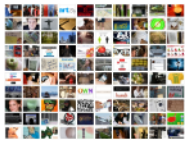
100 THINGS TO WATCH IN 2011

No. 12 Bjarke Ingels

Photo credit: Jakob Glatt

At just 36, Ingels is known in design circles for his self-described "pragmatic utopian architecture," his comic-style manifesto *Yes Is More* and a popular TED video. *Metropolis* labels him not only "the most famous young architect working today" but also "architecture's very own Lady Gaga"—given his ambition, savvy provocations and marketing smarts. His Copenhagen-based firm, BIG, recently opened a New York office, a move likely to help elevate him to starchitect status.

| Back to 100 |



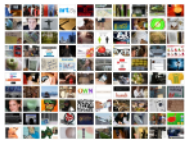
100 THINGS TO WATCH IN 2011

No. 13 Brazil as E-Leader

Photo credit: sfmission.com

This digitally savvy, economically vibrant country will prove an e-leader. Social media is more popular here than in developed markets, and Brazil has the world's highest Twitter penetration (23 percent, as of October comScore figures). PC penetration has reached 32 percent, and many Internet cafes further broaden access. Mobile subscriptions have 86 percent penetration. Already Brazil is ahead in electronic democracy (with innovations like online town halls and crowd-sourced legislative consulting), and its 2010 census was paperless, conducted electronically.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 14 Breaking the Book

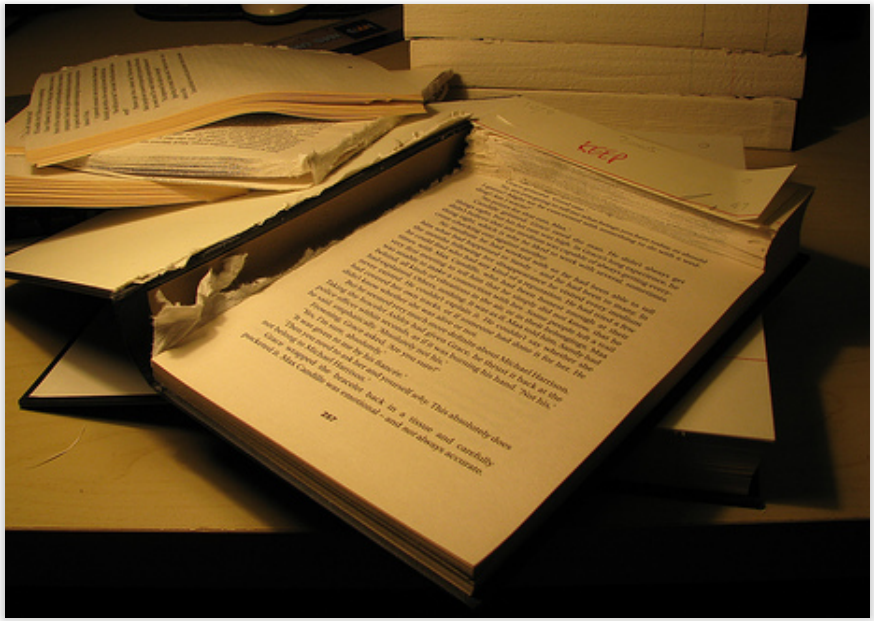
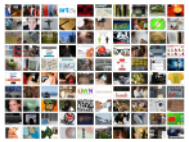


Photo credit: kyz

We'll see more rethinking of fundamentals around the book format now that the market for e-reading has taken off. For starters: an iTunes-like market for single chapters, appealing for things like travel guides, anthologies and textbooks. We'll also see short-form texts flourishing; Amazon is leading the way with Kindle Singles, encouraging writers to fill the niche between magazine article and book. And watch for more serialized works like *The Mongoliad*, an app that sends subscribers a chapter a week.

| Back to 100 |



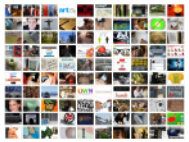
100 THINGS TO WATCH IN 2011

No. 15 Brigadeiro

Photo credit: rodrigo senna

The most popular treat in Brazil—a candy made with condensed milk and cocoa powder—has become the centerpiece product of stores around the country, which are making creatively flavored varieties of Brigadeiro. Watch for this national craze to go international.

| Back to 100 |



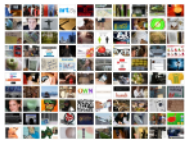
100 THINGS TO WATCH IN 2011

No. 16 "Buy One, Give One Away"

Photo credit: TOMS

Watch for more businesses to adopt this novel model pioneered by TOMS shoes, which donates one pair for every pair it sells. With the idea of purpose-driven brands gaining traction, this strategy makes a strong statement about the marketer and turns a purchase into more than a mere transaction for the consumer.

| Back to 100 |



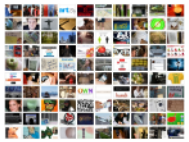
100 THINGS TO WATCH IN 2011

No. 17 CAPTCHA Advertising

Photo credit: vimeo.com

Brands will start leveraging CAPTCHAs—the distorted letters that must be typed into a box to proceed with a purchase or other online activity—as a way around online consumers hitting the mute button or exiting pop-up windows. Users will have to type in relevant words or slogans (e.g., Toyota's CAPTCHAs will require typing "Moving Forward"). Solve Media, the start-up pioneering the idea, has marketers including GE, Chase, Microsoft, Toyota and AOL on board.

| Back to 100 |



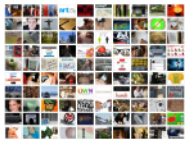
100 THINGS TO WATCH IN 2011

No. 18 Children's E-Books

Photo credit: abbybatchelder

As simple learning apps for kids proliferate, look for the rise of children's e-books for color-enabled screens (the iPad, the Nook Color). Traditional children's publishers such as Random House and HarperCollins have jumped on the bandwagon, as have startups. Ruckus Media, for example, is releasing 26 children's e-book apps by 2011, with 75 more in the works. Apple is focused on adding illustrated titles to its iBookstore. Dynamic storybooks like these will turn kids into even more ambidextrous learners, switching seamlessly from text to educational games and graphics.

| Back to 100 |



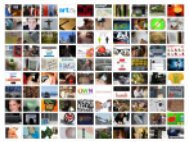
100 THINGS TO WATCH IN 2011

No. 19 Coming Clean with Green

Photo credit: Vectorportal

Americans may see more accurate and detailed green claims after the Federal Trade Commission publishes the first update to its "Green Guidelines" in 12 years. Under the proposed guidelines, manufacturers touting a product as "green" or "eco-friendly" will have to link those claims to specific attributes (e.g., a 100 percent recyclable package).

| Back to 100 |



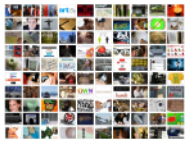
100 THINGS TO WATCH IN 2011

No. 20 Costlier Cotton

Photo credit: >>>WonderMike<<<

Disturbances among the world's largest cotton producers (a severe drought in China, floods in Pakistan and trade restrictions in India) have taken a bite out of the global cotton supply, leading to price increases on raw cotton worldwide. Consumers will likely feel the effect in 2011.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 21 Culinary Calling Cards

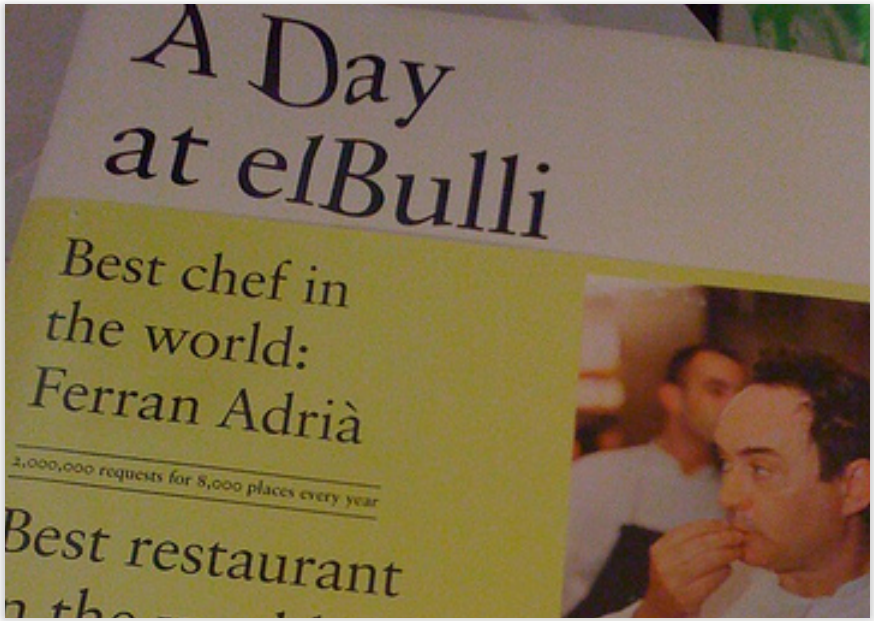
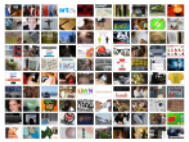


Photo credit: citymama

Much like architecture became Bilbao's calling card, culinary credentials can turn a backwater town into a top tourist destination (e.g., Roses, Spain, home to famed restaurant El Bulli). Look for towns to start taking proactive measures to lure foodie tourists. In the U.K., for example, Malton is holding a challenge to lure a "top class chef."

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 22 Decline of the Cash Register

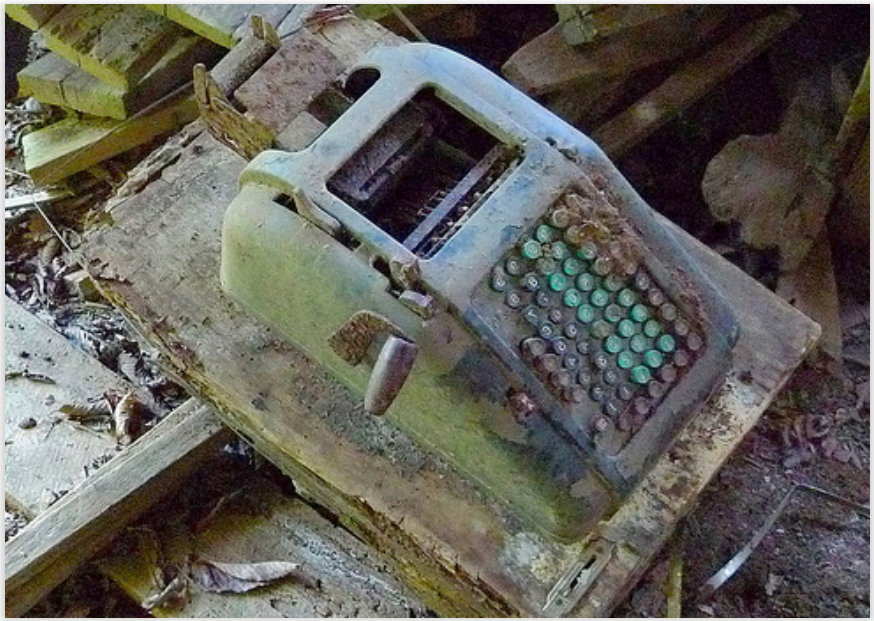
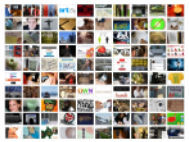


Photo credit: dmott9

Apple's point-of-sale system is now available to third parties (Old Navy is testing a modified iPad Touch). Retailers big and small will start adopting these mobile payment systems, allowing salespeople to take a customer all the way through a transaction, even referencing stored data to provide more personalized service.

| Back to 100 |



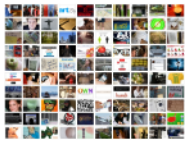
100 THINGS TO WATCH IN 2011

No. 23 Deforestation Awareness

Photo credit: Alan Weir

Forests are capturing the world's attention again. 2011 is the United Nations' International Year of Forests, and forests were central to COP16 in Mexico. The World Wildlife Fund recently released a document file format (WWF) that cannot be printed (the tagline: "Save as WWF, Save a tree"). The REED+ Partnership, launched last May with the goal of "slowing, halting and eventually reversing deforestation and forest degradation in developing countries," had 71 nations on board by October and a pledge of $4 billion over the next two years.

| Back to 100 |



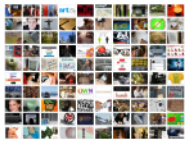
100 THINGS TO WATCH IN 2011

No. 24 Detroit

Photo credit: yellowlinephoto

As its automakers become leaner and meaner, look for Detroit to remake itself as a smaller, more efficient city. A controversial proposal from Mayor Dave Bing seeks to raze parts of the city, consolidate the population and create new residential and business areas. Creative entrepreneurs are taking advantage of cheap real estate and initiating grassroots efforts with a “can’t hurt to try” attitude, while Hollywood has found that its urban decay and empty plants make great backdrops and soundstages.

| Back to 100 |



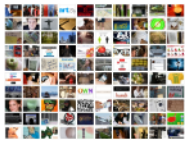
100 THINGS TO WATCH IN 2011

No. 25 Digital Downtime

Photo credit: Brett L.

Studies showing the benefits of taking time away from the multi-screen environment are encouraging people to De-Tech for hours, even days at a time. Look for more employers, schools, media outlets and parents to endorse digital downtime. These mindful breaks from digital input will be intended to relieve stress and foster creativity.

| Back to 100 |



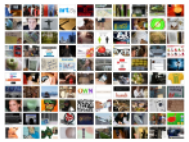
100 THINGS TO WATCH IN 2011

No. 26 Digital Etiquette

Photo credit: Intersection Consulting

The more we become addicted to texting, social media and other digital habits, the more we'll need some rules of etiquette. The sight of couples furiously texting at restaurants is all too familiar, and a U.S.-based Retrevo study found that 11 percent of people under age 25 feel it's OK to interrupt sex to check an electronic message. Watch as more people implore friends and family to show some digital decorum.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 27 Digital Indoor Maps

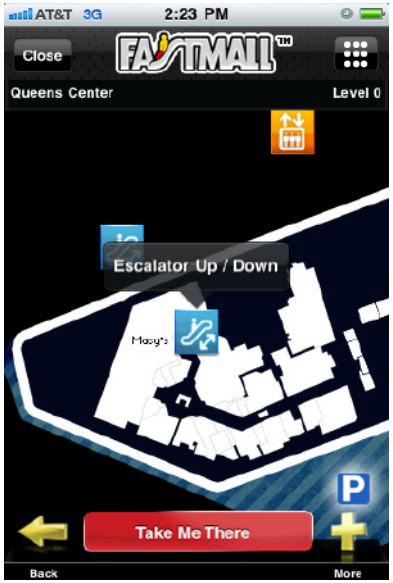
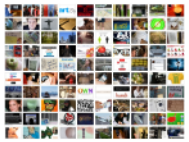


Photo credit: Christine Miranda

Indoor mapping is poised to take off as companies such as FastMall (which has maps in 22 countries) and Micello (available in the U.S., Singapore and Japan) create phone-accessible guides to malls, airports, convention centers and other vast spaces. Aisle411 is working with retail chains to help shoppers find in-store products.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 28 Digital Interventions

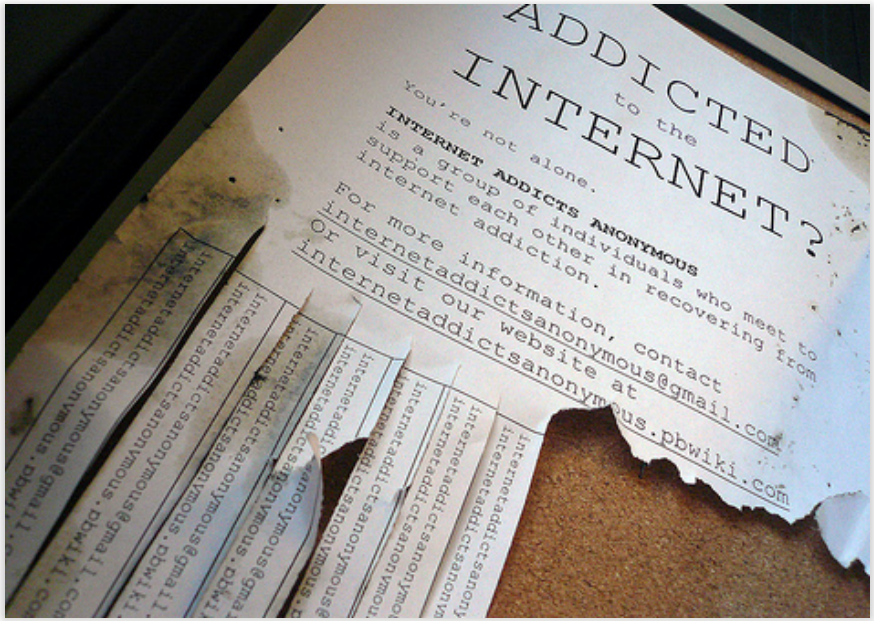
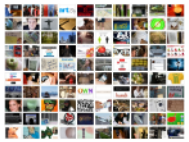


Photo credit: mandiberg

Academics have spotlighted several forms of digital addiction, including to the Internet, mobile phones and Facebook (which can affect daily habits like waking up or getting ready for the day). Concerned about—or just plan annoyed by—these addictions and proclivities, people will stage interventions of family and friends, pointing out excessive online behaviors and pushing the idea of logging off for periods of time (De-Teching).

| Back to 100 |



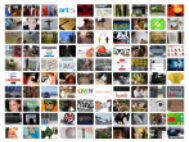
100 THINGS TO WATCH IN 2011

No. 29 East London Tech City

Photo credit: Phillie Casablanca

London is developing more than an Olympic Village in the East End, with plans to create a Silicon Valley-type area that will be home to startups as well as major tech companies. Firms that have already expressed interest in opening offices around Olympic Park include Google, Facebook, Cisco, Intel and BT.

| Back to 100 |



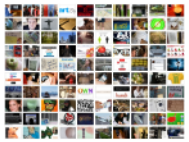
100 THINGS TO WATCH IN 2011

No. 30 E-Book Sharing

Photo credit: goXunuReviews

Electronic books are getting shareable. By the end of 2010, Amazon will allow Kindle books to be loaned out for 14 days. Libraries have begun building e-book collections, and some even lend out e-readers; the Bluefire Reader for iPad and iPhone helps readers download library e-books.

| Back to 100 |



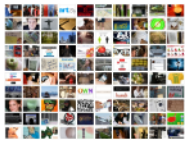
100 THINGS TO WATCH IN 2011

No. 31 Electronic Profiling

Photo credit: cogdogblog

We're getting ever closer to *Minority Report*. Out of Japan comes a "mind-reading vending machine" that extrapolates facial characteristics into demographic information to predict beverage choice. And facial recognition billboards in Japan identify gender with 85-90 percent accuracy, changing the messaging accordingly.

| Back to 100 |



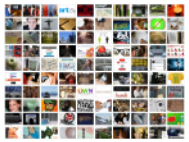
100 THINGS TO WATCH IN 2011

No. 32 Entrepreneurial Journalism

Photo credit: PolandMFA

As the media business evolves, the next generation of journalists will apply more hybrid skills in entrepreneurial ways. The new Tow-Knight Center for Entrepreneurial Journalism at the City University of New York will train students to "launch their own enterprise or work within traditional media companies." Watch for more programs that pull together traditional journalism with business and technology—and more professionals with varied skill sets who help transform content for the digital age.

| Back to 100 |



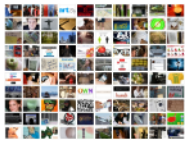
100 THINGS TO WATCH IN 2011

No. 33 Facebook Alternatives

Photo credits: (from top) onesocialweb.org; joindiaspora.com; http://pip.io/#/home; collegeonly.com; http://frid.ge/; opensource.appleseedproject.org

With half a billion people on Facebook, social networkers will be exploring more niche communities or alternatives that offer greater exclusivity or privacy. They'll find plenty of options (e.g., Appleseed, OneSocialWeb, Diaspora, Pip.io, The Fridge and CollegeOnly) including DIY social networks, invite-only offerings and student networks that go back to Facebook's roots. Path, billed as "the personal network" and "a place to be yourself," limits members to 50 connections. Watch for counter-moves from Facebook, which has already responded with the Groups feature.

| Back to 100 |



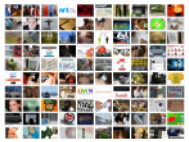
100 THINGS TO WATCH IN 2011

No. 34 Fashion Fast-Forward

Photo credit: bbaunach

The fast-fashion retailers have shoppers expecting constant turnover, consumers are increasingly living Life in Real Time, and fashion's season-based model makes less sense as luxury expands in developing markets. So fashion's traditional timetable will fade as labels introduce new looks more frequently (Cavalli Group, for example) and shorten the months-long delay between runway and retail (e.g., Burberry).

| Back to 100 |



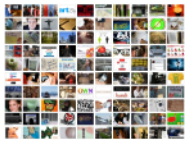
100 THINGS TO WATCH IN 2011

No. 35 F-Commerce

Photo credit: 1-800-Flowers.com Facebook page

Only a few brands sell directly through Facebook (including Victoria's Secret, 1-800-Flowers.com, Delta Airlines and, most recently, JCPenney), but look for "f-commerce" to take off in the next year. By allowing Facebook visitors to shop without leaving the site, brands add a social influence to the transaction—and bring a concrete return on investment to social media.

| Back to 100 |



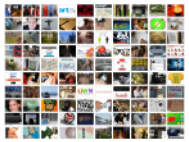
100 THINGS TO WATCH IN 2011

No. 36 Food, Ph.D.

Photo credit: RambergMediaImages

We'll see many more science-inspired food products engineered to target medical conditions and beauty needs. Nestlé is investing more than $500 million to develop health and wellness products, and created the Nestlé Institute of Health Sciences "to pioneer a new industry between food and pharma." And Unilever is researching technology that can imbue foods with anti-aging and other beauty benefits.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 37 Gay-Centric Hotels

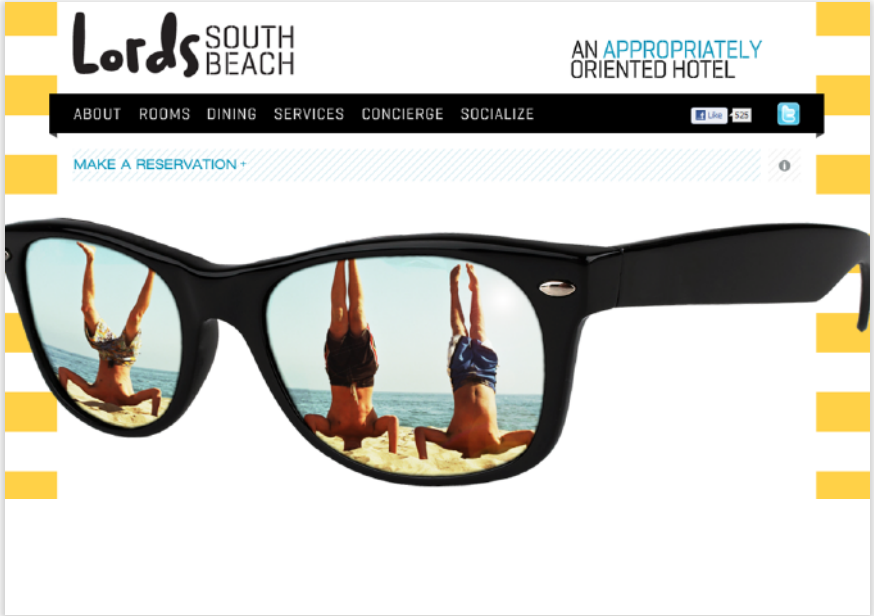
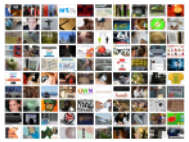


Photo credit: www.lordssouthbeach.com/

Lords, a gay-focused Miami hotel that opened in late 2010, is looking to expand to New York and L.A. Fort Lauderdale's Royal Palms Resort & Spa is expanding from 12 rooms to 62 to accommodate more of its male clientele. And several more launches are planned for the next year or two: the Out NYC "urban resort"—which will include an Axel Hotel, restaurants, stores and a club—is in the works in Manhattan, and G WorldWide (an "LGBT Luxury Lifestyle Resort Collection Brand") is looking to open four U.S. properties. Watch for more projects inspired by Spain-based Axel.

| Back to 100 |



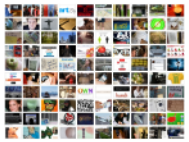
100 THINGS TO WATCH IN 2011

No. 38 Global Disease, Refocused

Photo credit: US Army Africa

The health problems most prevalent in developed countries (noncommunicable diseases like heart disease, cancer, obesity and diabetes) are on the rise worldwide as incidence of communicable diseases including AIDS, malaria and tuberculosis slowly declines, due in large part to nonprofit efforts. Watch as global health groups expand their focus and urge donors to do the same with their funds.

| Back to 100 |



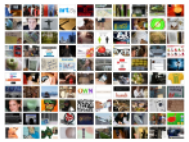
100 THINGS TO WATCH IN 2011

No. 39 Green Luxury Cars

Photo credit: UggBoy ♥UggGirl [PHOTO : WORLD : SENSE]

Following the precedent of the electric Tesla Roadster, automakers are targeting eco-conscious drivers who like to motor in style and don't mind price tags over $100,000. A first among luxury automakers, Mercedes-Benz is putting a four-cylinder engine (small, cheaper, lower emissions) in its top-line S-class sedan for the European market. Volkswagen's Bentley Continental GT Coupe will offer the option of a V8 engine (cleaner than the standard 12-cylinder), while Porsche and BMW have plans for plug-in hybrid cars within two years; Porsche's is slated to cost around half a million euros.

| Back to 100 |



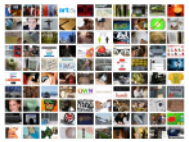
100 THINGS TO WATCH IN 2011

No. 40 Group-Manipulated Pricing

Photo credit: renaissancechambara

Group buying online went from a blip on the radar to a bonanza in 2010. As the idea matures, we'll see more inventive variations. One way to stand out: by making the advantage of group buying more explicit, as Uniqlo's Lucky Counter did. Rather than have a fixed price—as with many of these services—the price will decrease in real time as more people opt in. This gives shoppers more incentive to spread the word to friends and family to buy, buy, buy.

| Back to 100 |



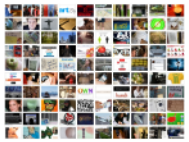
100 THINGS TO WATCH IN 2011

No. 41 Heirloom Apples

Photo credit: fishermansdaughter

As heritage foods, notably heirloom tomatoes, gain wider attention, a new movement aims to rediscover the flavors of older apple varieties. While some are irregularly sized, with discoloring and spots, their palette is richer and wider than most apples: The smell of the Cornish Gilliflower is reminiscent of a clove, the Strawberry Chenango of roses.

| Back to 100 |



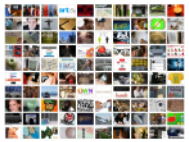
100 THINGS TO WATCH IN 2011

No. 42 Home Energy Monitors

Photo credit: tristanf

Consumers are increasingly interested in Energy Dieting but haven't had an easy way to monitor how much energy their appliances and gadgets use. Now, design-friendly products are coming to market, from Belkin's Conserve Insight device to GE's Nucleus home energy manager. And as sales of plug-in hybrids and electric cars take off, home energy management will increasingly be linked to vehicles.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 43 Ignorance Is Bliss

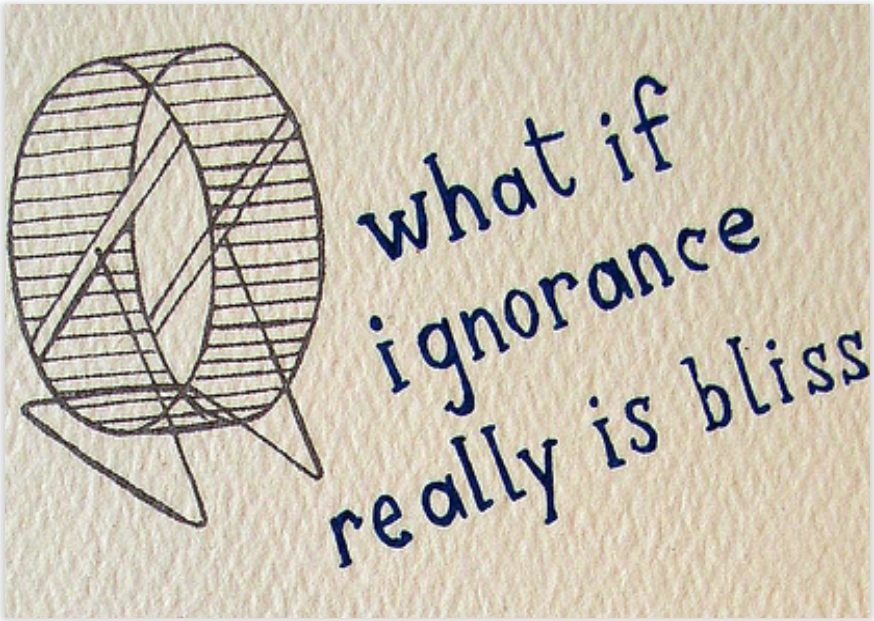
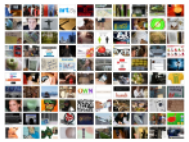


Photo credit: debaird

More people will ask "How much is too much?" when it comes to availability of information online. From general privacy concerns raised by tools like Google Maps with Street View to personal security concerns around broadcasting one's whereabouts on Facebook or Foursquare to national security concerns around the information disclosed by WikiLeaks, more people will question how much information really needs to be made widely available—and decide that sometimes in this age of information, ignorance can be bliss.

| Back to 100 |



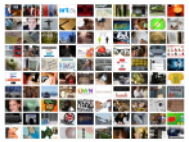
100 THINGS TO WATCH IN 2011

No. 44 In the Flesh

Photo credit: www.meetup.com/Mashable/

As the online and offline worlds start to blur, and as people De-Tech and look for more human connections, online communities will add real-world components, whether by sponsoring events or otherwise enabling members to connect in the flesh. For example, The Huffington Post, Mashable and Tech Crunch, among others, enable reader get-togethers through the Meetup Everywhere widget; Gawker now helps singles in its commenter community meet via a dating tag on the site.

| Back to 100 |



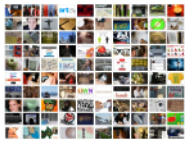
100 THINGS TO WATCH IN 2011

No. 45 Jennifer Lawrence

Photo credit: Sebastian Mlynarski

This 20-year-old actress garnered a Golden Globe nomination and talk of an Oscar nomination for her role as a resilient teen in *Winter's Bone*. Watch for Lawrence, who has had TV roles in *The Bill Engvall Show*, *Cold Case* and *Medium*, to hold her own in the star-laden cast of *X-Men: First Class*.

| Back to 100 |



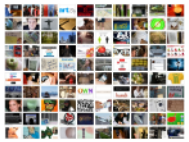
100 THINGS TO WATCH IN 2011

No. 46 London Tourism

Photo credit: Christine Miranda

London will bask in buzz over the next two years, beginning with the wedding of Prince William and Kate Middleton in April—travel/hospitality operators are offering "Royal Wedding Weekend" packages to lure visitors—and continuing with the run-up to the 2012 Olympics. Architecture buffs will also come for the Shard, a Renzo Piano skyscraper set to be one of Europe's tallest upon completion in 2012.

| Back to 100 |



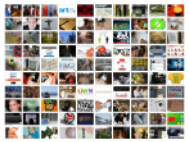
100 THINGS TO WATCH IN 2011

No. 47 Long-Form Content

Photo credits: (from top) longform.org; longreads.com; instapaper.com; treesaver.net

As media shrinks to fit our attention spans, the novelty of long-form journalism will stand out, and more readers will turn to mobile devices, e-readers and computers to access it. Longform.org and Longreads collect and link new and classic magazine and newspaper features, while the app Instapaper cues up articles for reading later. The new open-source platform Treesaver gives publishers and writers an app-less way to format longer content for browsers and smartphones.

| Back to 100 |



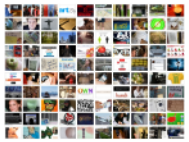
100 THINGS TO WATCH IN 2011

No. 48 Matcha

Photo credit: love♥janine

The powdered green tea—which originated in Japan and is a centerpiece of the Japanese tea ceremony—is becoming a hot flavor internationally, with an artisanal quality reflected in its price tag. It's a functional ingredient—high in both antioxidants and caffeine—that will increasingly be seen in beverages (from lattes to cocktails) and desserts (ice cream, pastries and more).

| Back to 100 |



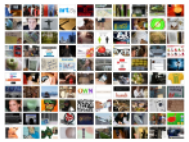
100 THINGS TO WATCH IN 2011

No. 49 mHealth

Photo credit: juhansonin

Look for mobile health apps to help improve health care and change the way patients and their physicians interact (think doctors using smartphones to access patients' medical histories, patients monitoring their own blood pressure and glucose levels). The Bill & Melinda Gates Foundation is currently funding research into mHealth. And with 500 million people forecast to be using mobile health apps by 2015, global opportunities in this market are valued at as much as $60 billion.

| Back to 100 |



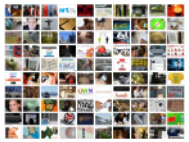
100 THINGS TO WATCH IN 2011

No. 50 Michael Jackson Lives On

Photo credit: SobControllers

The King of Pop will continue to reign, with a spate of posthumous appearances. The album MICHAEL, with all new songs, was released in December. Cirque du Soleil's *Michael Jackson The Immortal World Tour*, inspired by the Neverland fantasy, opens in Montreal in the fall. *Planet Michael*, a multi-player game, will launch in late 2011 on virtual-world site Entropia. And Ubisoft's interactive dance video game, *Michael Jackson: The Experience*, currently available for Wii, will come out on other platforms.

| Back to 100 |



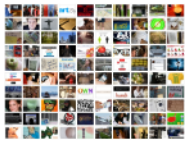
100 THINGS TO WATCH IN 2011

No. 51 Micro-Businesses

Almost anyone can turn a possession (home, car, iPad, etc.) or skill (making a cappuccino, riding a unicycle) into a bit of cash, enabled by peer-to-peer room-, car- or product-rental sites like Airbnb, Zilok and NeighborGoods and experience-trading sites like Skyara. More people will start seeing opportunity in micro-businesses.

Photo credits: (from top) airbnb.com; us.zilok.com; neighborgoods.net; skyara.com

| Back to 100 |



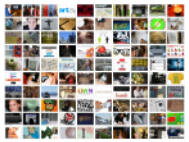
100 THINGS TO WATCH IN 2011

No. 52 Mobile Blogging

Photo credit: andronicusmax

As smartphones proliferate and more tablets come on the market, look for blogging via mobile devices to spike. "Mobloggers" can update frequently on the go—posts tend to be short and photo-heavy—turning blogs into real-time records from travelers, amateur journalists, sports fans, etc. Platforms like Tumblr and Posterous make moblogging easy, providing the option to call in, text or e-mail blog updates.

| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 53 Mobile Memes

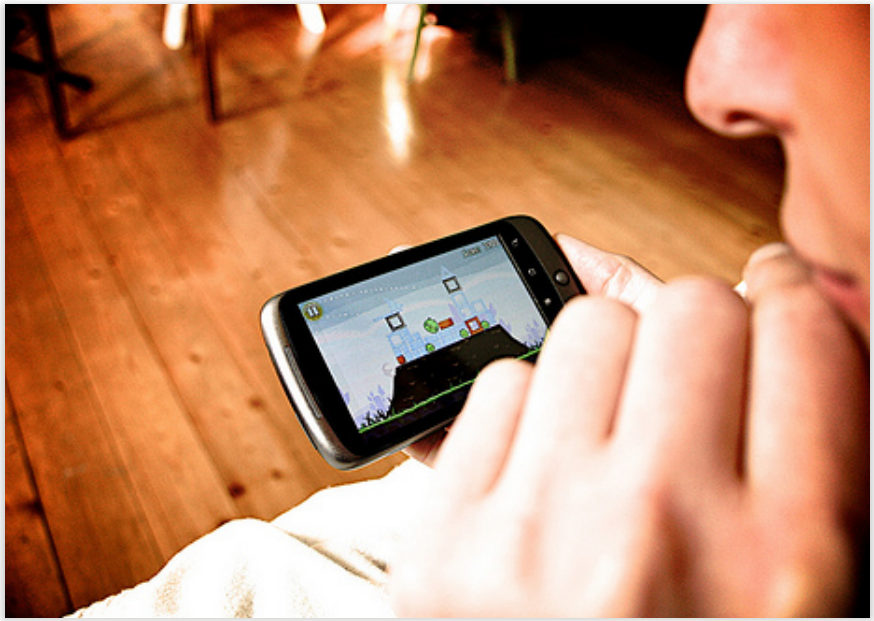
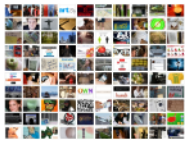


Photo credit: Johan Larrson

As the smartphone becomes the Everything Hub, it's evolving into a primary platform for media consumption. As consumers lean increasingly toward mobile and apps over PCs and browsers, we'll see more content go viral via word-of-mobile. Look for more *Angry Birds*-type mobile memes to pop up and for brands to more actively leverage these memes.

| Back to 100 |



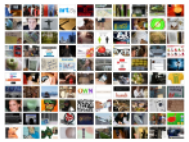
100 THINGS TO WATCH IN 2011

No. 54 The Nail Polish Economy

Photo credit: >> Zitona <<

Women are typically said to treat themselves with a nice lipstick during economically uncertain times, but we'll see more beauty buyers perking themselves up with nail polish. As sales continue to rise and polish ascends to an "it" accessory in the fashion world, look for more unusual takes—from leather nails to purposefully chipped nails. Watch for unexpected categories to leverage this trend: Volvo is offering polishes that match three color options for the new S60.

| Back to 100 |



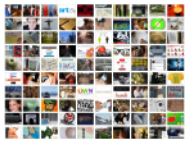
100 THINGS TO WATCH IN 2011

No. 55 Nanobrewers

Photo credit: Bernt Rostad

The DIY movement and the "buy local" trend intersect to create a market around "micro-microbrews." Amateur brewers are getting more ambitious, building so-called nanobreweries in their spare time, then selling the results in growlers or to local bars.

| Back to 100 |



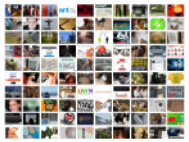
100 THINGS TO WATCH IN 2011

No. 56 Near Field Communication

Photo credit: sam churchill

Near Field Communication (NFC), which enables the exchange of data within four inches (it's akin to RFID but more versatile), will be a tech buzz word for 2011. NFC chips will allow phones to act as digital wallets and tickets, wirelessly send photos and documents to printers, and pick up information from tags on ads. An upcoming version of Android will have NFC, and the next iPhone will likely have it. Watch for NFC to become a marketing tool, with consumers not quite sure what it is but wanting it anyway.

| Back to 100 |



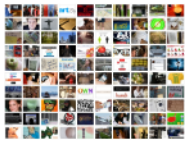
100 THINGS TO WATCH IN 2011

No. 57 The New Mobility Industry

Photo credit: cote

In an increasingly urbanized, congested world with an aging population, people will be less motivated or able to drive. So we'll see forward-thinking automakers experiment with new models focused simply on moving people to their destinations. Daimler has both Car2go—a car-sharing program that uses its Smart cars, implemented in two cities so far—and Car2gether, a ridesharing app and website. Peugeot's Mu is a rental/Zipcar-like service that offers a range of models, from scooters to vans. "We make cars and trucks today, but who knows?" Ford's Bill Ford said in 2010 and described the automaker as a provider of "mobility solutions."

| Back to 100 |



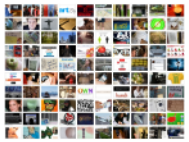
100 THINGS TO WATCH IN 2011

No. 58 New Nordic Cuisine

Photo credit: cyclonebill

As the foodie focus shifts to Copenhagen with the rising fame of Noma, its chef René Redzepi and other inspired restaurants, watch for a modified form of this cuisine (minus unique local ingredients like elderflowers and puffin eggs) to spread beyond Denmark. And look for more chefs to find inspiration in Redzepi's emphasis on foraging for local plants, herbs and roots, and simple but quality ingredients.

| Back to 100 |



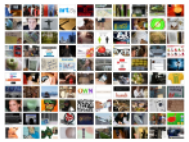
100 THINGS TO WATCH IN 2011

No. 59 Next-Generation Documentarians

Photo credit: chudo.sveta

Access to cheap video cameras and software is fueling an expansion of video storytelling and stylistic experimentation from a new generation of filmmakers. The Sundance Film Festival will feature *Life in a Day*, a three-hour user-generated documentary featuring content shot by filmmakers in 197 countries in a single day and uploaded to YouTube. Oprah is starting a documentary film club on her new cable network.

| Back to 100 |



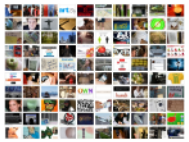
100 THINGS TO WATCH IN 2011

No. 60 Neymar

Photo credit: http://www.soccer.com/

This prodigious 18-year-old striker for Brazil's national football team and club team Santos is drawing comparisons to Brazilian idols such as Robinho and Pelé and attracting interest from European clubs (though his agent says the footballer won't leave the country before the 2012 Olympics).

| Back to 100 |



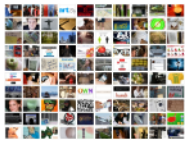
100 THINGS TO WATCH IN 2011

No. 61 NKOTBSB

Photo credits: Corey Ann (top); Jamie Ivins (bottom)

Don't underestimate the power of nostalgia and old boy bands. 1990s sensations New Kids On The Block and Backstreet Boys are still marketable commodities for their original fans. (NKOTB has sold out shows for the past few years.) Packaged as NKOTBSB, the two bands will kick off a joint tour in mid-2011.

| Back to 100 |



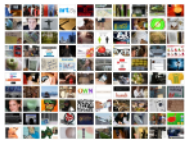
100 THINGS TO WATCH IN 2011

No. 62 Objectifying Objects

Photo credit: gadl

The more that objects become replaced by digital/virtual counterparts—from records and books to photo albums and even cash—watch for people to fetishize the physical object. Books are being turned into decorative accessories, for example, and records into art.

| Back to 100 |



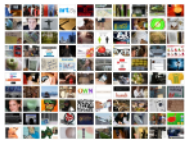
100 THINGS TO WATCH IN 2011

No. 63 Odyssey Trackers

Photo credit: fPat

With tools that combine social media and GPS tracking, extreme explorers are broadcasting their adventures in real time to a global audience. Geospatial company Esri creates custom Web trackers such as "Live on Everest," which followed teenager Jordan Romero's 2010 ascent. EpicTracker, an app in beta, is "a customizable map that geo-locates all of your social media posts including blogs, podcasts, photos, videos, Tweets and Facebook status updates—then posts them on your map in real time."

| Back to 100 |



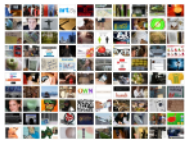
100 THINGS TO WATCH IN 2011

No. 64 Older Workforce

Photo credit: Valerie's Genealogy Photos

Seventy is the new 60, as a growing number of countries raise the age at which retirees can collect government pensions. The changes will be phased in over several years. Younger Boomers in the U.S. will need to work until age 67 before collecting full Social Security benefits; France has upped its retirement age to 62 (with full benefits at 67); Greece is working to raise the age to 65; and Spain is close to setting retirement at 67.

| Back to 100 |



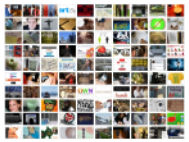
100 THINGS TO WATCH IN 2011

No. 65 The Oprah Winfrey Network (OWN)

Photo credit: oprah.com/own

After 25 years on air, Oprah Winfrey is getting ready to sign off from her talk show as she launches OWN (the Oprah Winfrey Network) on Jan. 1. The cable channel will be dedicated to self-improvement, personal transformation and entertainment.

| Back to 100 |



100 THINGS TO WATCH IN 2011

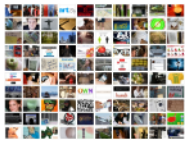
No. 66 Pedro Lourenço

PEDRO LOURENÇO

Photo credit: http://pedrolourenco.com/

Just 19 and already on runways in Paris, fashion designer Lourenço is following a family tradition (his parents, Gloria Coelho and Reinaldo Lourenço, are well-known fashion designers in Brazil). Billed as a wunderkind, Lourenço uses innovative techniques to achieve his futuristic looks.

| Back to 100 |



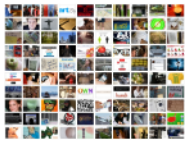
100 THINGS TO WATCH IN 2011

No. 67 Personal Taste Graphs

Photo credits: gravity.com (top); hunch.com (bottom)

New ways to chart who likes what and predict what else will interest each individual will pop up on the Web. Hunch.com calls its individual profiles "taste graphs," while Gravity uses the term "interest graph." These and other startups in the space are centered around "Helping the right information find you" (Gravity's tagline). Hunch looks at what users and their friends like or follow on Facebook and Twitter, then offers recommendations based on the collective data it's gathered.

| Back to 100 |



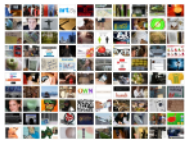
100 THINGS TO WATCH IN 2011

No. 68 Piers Morgan

Photo credit: thisiscow

The *America's Got Talent/Britain's Got Talent* judge, *Celebrity Apprentice* winner and former editor of two U.K. tabloids is no stranger to pressure—good thing, because the world will watch as he fills the shoes of Larry King on CNN. Morgan will begin his new role in January.

| Back to 100 |



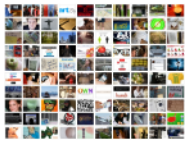
100 THINGS TO WATCH IN 2011

No. 69 Pogo

Photo credit: Fagottron

Cult "electronic music artist" Pogo (aka Nick Bertke), a YouTube sensation for his remixes of audio and video from Disney and Pixar films, is getting respect in both commercial and artistic circles. "Gardyn," the first real-world remix from the young Australian, was selected as one of 25 videos in the Guggenheim's new online video biennial. And Disney commissioned him to create a composition inspired by the fourth *Pirates of the Caribbean* film, due in mid-2011.

| Back to 100 |



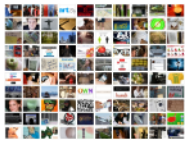
100 THINGS TO WATCH IN 2011

No. 70 P-to-P Car Sharing

Photo credit: boltzr

Services including Spride Share in San Francisco, RelayRides in Boston and San Francisco, WhipCar in London and DriveMyCar in Australia match car owners whose vehicles are idle with people who need wheels. As these person-to-person services demonstrate solutions to the obvious obstacles—devices can be installed to prevent theft, novel insurance agreements are used—we'll see this take on Collaborative Consumption spreading.

| Back to 100 |



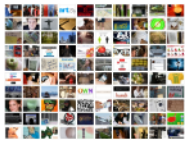
100 THINGS TO WATCH IN 2011

No. 71 Rooney Mara

Photo credit: gdcgraphics

Making her mark in 2010's *The Social Network*, this relative unknown beat out numerous A-list actresses to score the lead role of Lisbeth Salander in David Fincher's much-anticipated *The Girl with the Dragon Tattoo*, due in late 2011.

| Back to 100 |



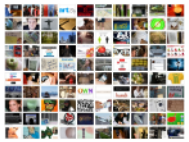
100 THINGS TO WATCH IN 2011

No. 72 Rum

Photo credit: Sir Adavis

Long considered a run-of-the-mill mixer, this spirit is getting a second look as small distillers in the U.S. make artisanal rum and at least one larger manufacturer combines rums from several countries to create new blends. Look for this "white spirit" to give competitors behind the bar a run for their money in 2011.

| Back to 100 |



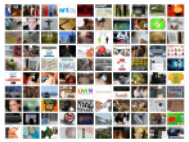
100 THINGS TO WATCH IN 2011

No. 73 Rye Rye

Photo credit: www.ryeryemusic.com/

Just 20 but no stranger to the limelight, tongue-twisting rapper Rye Rye releases her highly anticipated debut, *Go! Pop! Bang!*, in January. This Baltimore native "with moves that make you wonder where she would hide a caffeine drip" (as *Elle* puts it) is an M.I.A. protégé who's already earned recognition in her own right, including a million-plus YouTube views for her latest single, "Sunshine," in two months.

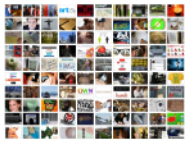
| Back to 100 |



100 THINGS TO WATCH IN 2011

No. 74 Ryo Ishikawa

Photo credit: peachykeen103

A celebrity in his native Japan, Ishikawa was the youngest player to break into golf's top 100 and then the top 50, toppling Tiger Woods' records. The 19-year-old is poised to be golf's next golden boy.

| Back to 100 |