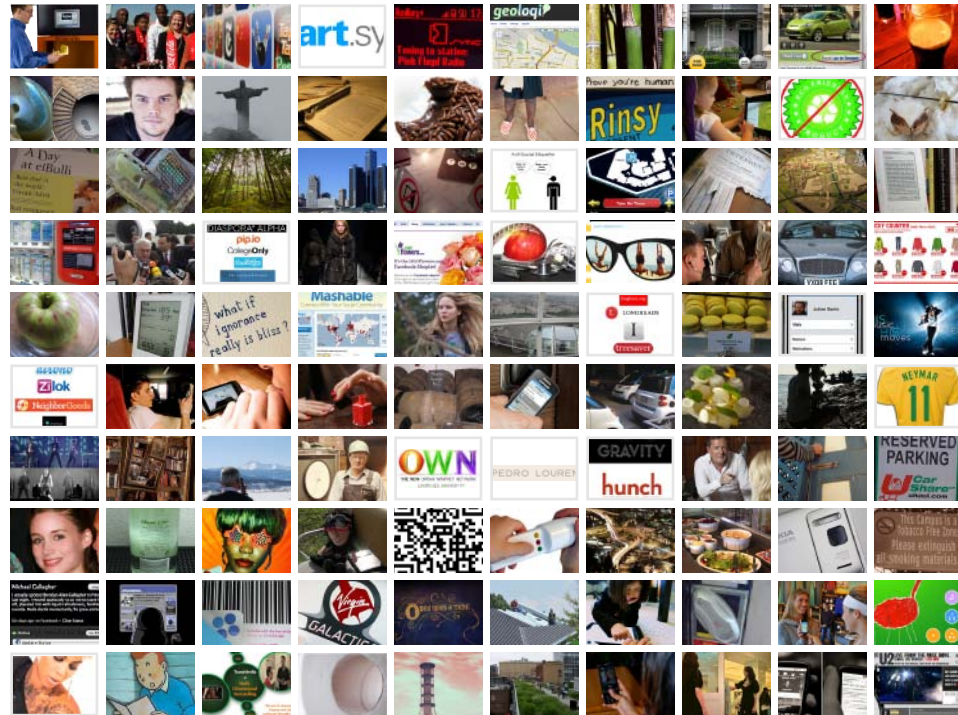


# 100 THINGS TO WATCH IN 2011



December 2010

# 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 transmedia, 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 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 (cont'd.)

- 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. Retail as the Third Space, one of our Things to Watch from last year, and De-Teching, one of our Things to Watch for 2008, both gained momentum since we first spotlighted them. This year we included them among our “10 Trends for 2011.”
- The people on our list—from pop culture, sports, architecture, fashion 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.
  - **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 Vita Coco. 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).
  - **Foursquare:** This mobile gaming app was relatively new on the scene when we included it on last year's list; this year its worldwide user base grew more than tenfold and is now in the neighborhood of 5 million. Its two founders are appearing in holiday Gap ads. Indeed, some Foursquare backlash has set in, with some arguing that it won't go beyond niche adoption, that check-in fatigue is setting in and that newer rivals might go further with the idea.

# 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. 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.
  - **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; and Jones Soda went so far as to release a limited-edition bacon-flavored beverage.

# 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 more than 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.
  - **WikiLeaks**, which we told readers to expect "to start making more headlines." In 2010, Julian Assange and the site's leaked revelations were 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 General Mills (with its gluten-free Betty Crocker brownie mix and Bisquick).
  - **The Decline of E-mail**: Facebook is making updates so that sending a message will feel more like texting than e-mailing. ComScore numbers show a drop of about 6 percent in 2010 for total unique visitors in the U.S. to e-mail sites like Yahoo! and Hotmail; visits from teenagers dropped by 18 percent. While visits to Gmail's site have risen, services there now also include video conferencing, instant messaging and phone calling.

# 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.





# OUR THINGS TO WATCH IN 2011

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-Powering Devices
77. Smart Lunchrooms
78. Smart-Infrastructure Investment
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

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

The logo for Art.sy, featuring the word "art" in a bold, blue, lowercase sans-serif font, followed by a period and the word "sy" in a grey, lowercase sans-serif font. A registered trademark symbol (®) is located to the upper right of the "y".

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](http://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

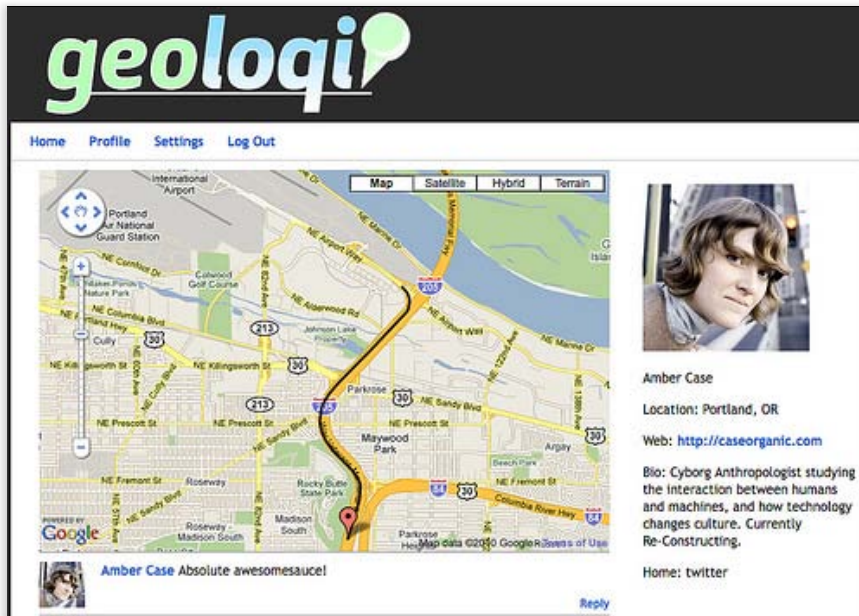


Photo credit: [aaronparecki](#)

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

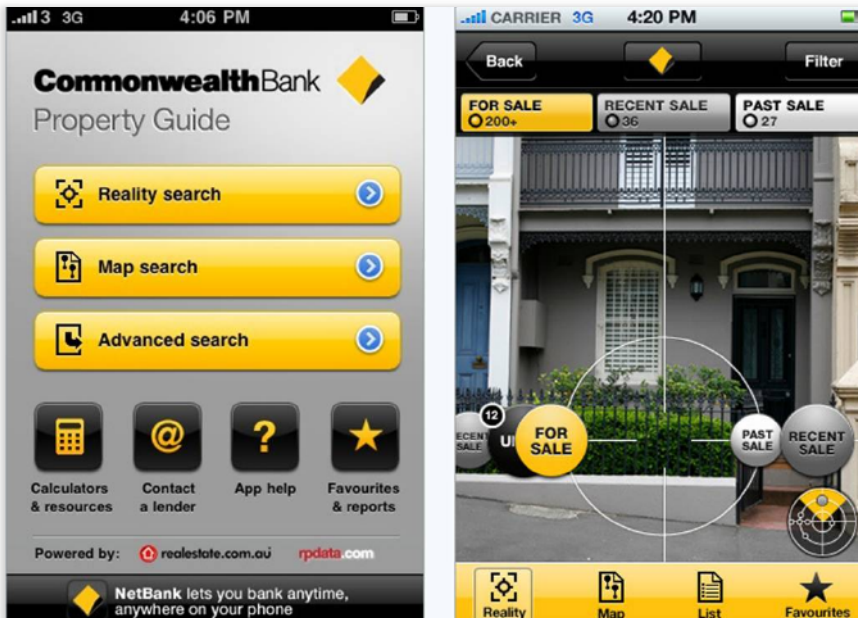
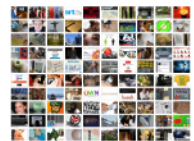


Photo credit: [itunes.apple.com](http://itunes.apple.com)

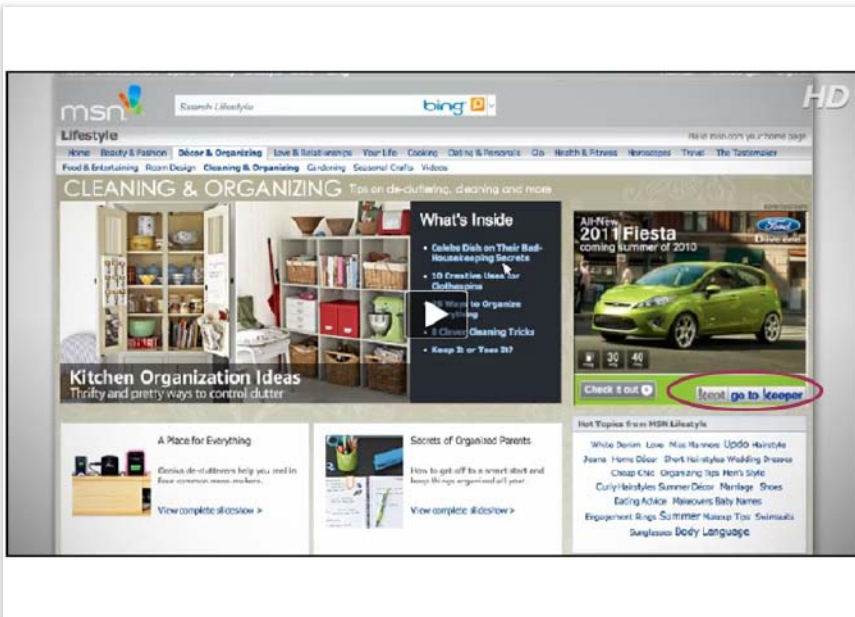
In addition to offering apps that enable traditional services such as paying bills and account transfers via smartphone, banks will develop more non-banking services for customers. For example, an app from Commonwealth Bank of Australia provides access to real estate information, and Canada-based TD 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



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.

Photo credit: [AdKeeper](#)

| 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](http://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](http://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



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).

Photo credit: [Vectorportal](#)

| [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

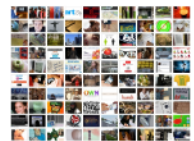
## No. 22 Decline of the Cash Register



Photo credit: [dmott9](#)

Apple's point-of-sale system is now available to third parties (Old Navy is testing a modified iPod 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

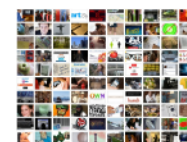
## No. 25 Digital Downtime



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

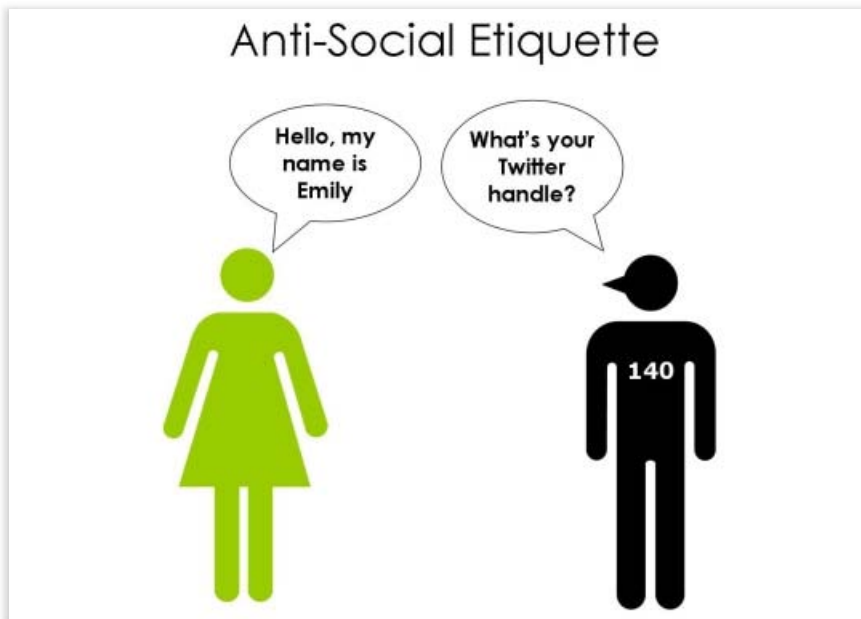


Photo credit: [Intersection Consulting](#)

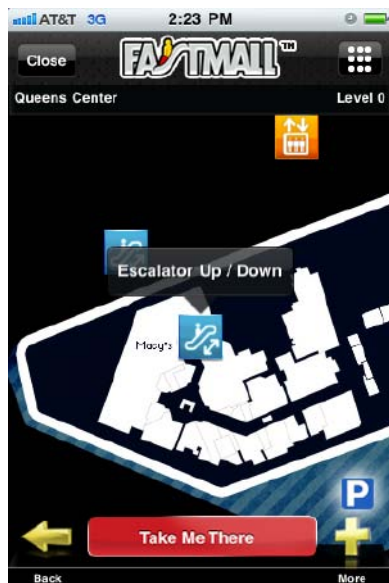
The more we become addicted to texting, social media and other digital habits, the more we'll need some rules of etiquette. The sight of couples furiously texting at restaurants is all too familiar, and a U.S.-based Retrevo study found that 11 percent of people under age 25 feel it's OK to interrupt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



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.

Photo credit: Christine Miranda

[| Back to 100 |](#)



100 THINGS TO WATCH IN 2011

## No. 28 Digital Interventions

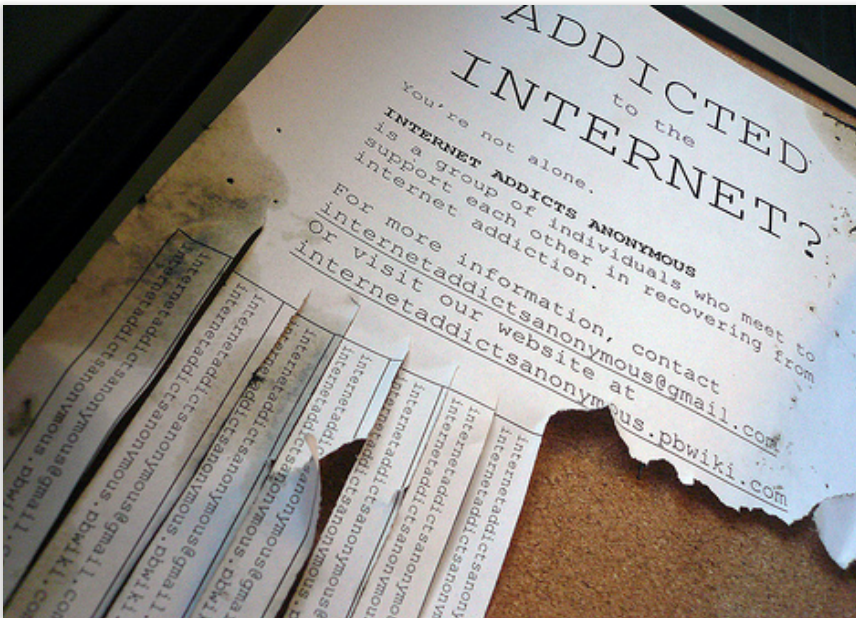
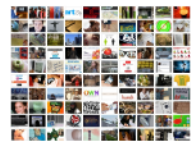


Photo credit: [mandiberg](#)

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 plain 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](http://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](http://cogdogblog.com)

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



DIASPORA\* ALPHA

**pip.io**

CollegeOnly

*TheFridge*

The Appleseed Project

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.

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

| 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

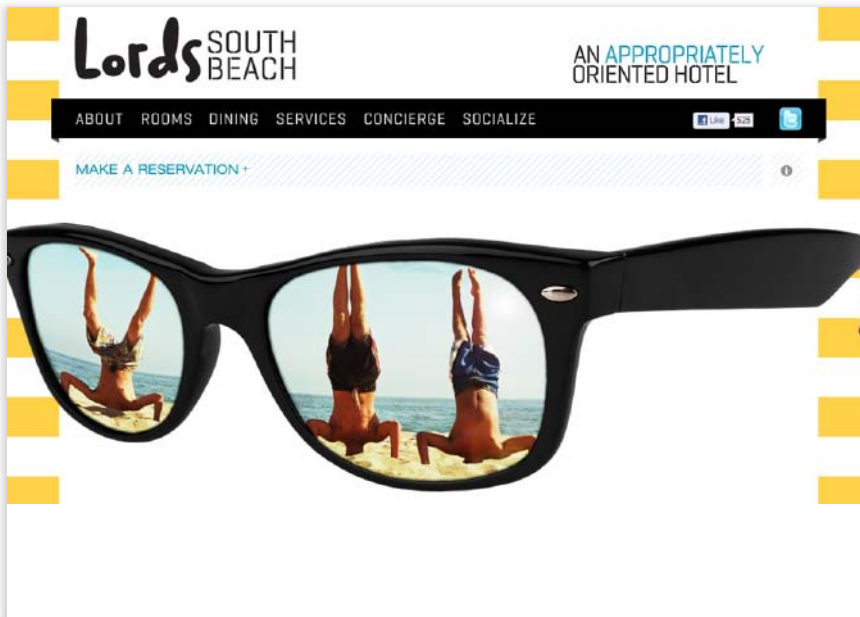


Photo credit: [www.lordssouthbeach.com/](http://www.lordssouthbeach.com/)

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



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.

Photo credit: [renaissancechambara](http://renaissancechambara)

| 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

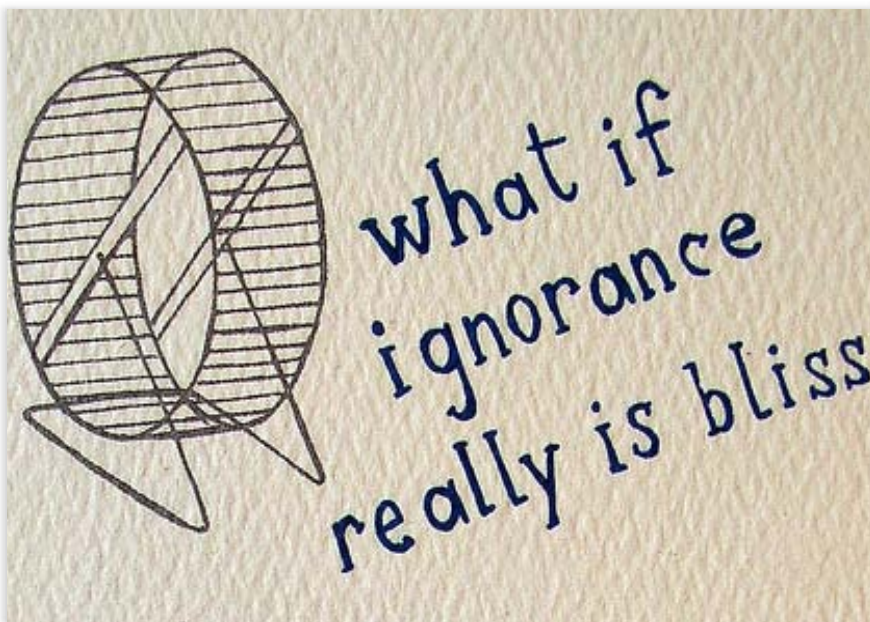


Photo credit: [debaire](#)

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

**Mashable**  
Connect With Your Social Community

1,991 Meetups

+ Schedule a Meetup about Mashable

Celebrate the holidays with Mashable by attending a Mashable Holiday Meetup near you on December 16th or by organizing your own. It can be a holiday party with social enthusiasts, a charity meetup to donate your time, or maybe a place to demo gadgets. Happy Holidays!

M Mashable.com  
f Be our fan on Facebook

462 UPCOMING MEETUPS  
1,529 MEETUPS SO FAR  
17,366 PEOPLE  
118 COUNTRIES

Next Meetup happening near you

Where: New York, NY  
Venue not yet chosen

When: Date not yet chosen

Find out more →

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.

Photo credit: [www.meetup.com/Mashable/](http://www.meetup.com/Mashable/)

| 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



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.

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

| 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](http://airbnb.com); [us.zilok.com](http://us.zilok.com); [neighborgoods.net](http://neighborgoods.net); [skyara.com](http://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 Larsson](#)

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](http://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)



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.

Photo credit: [oprah.com/own](http://oprah.com/own)

| Back to 100 |



100 THINGS TO WATCH IN 2011

## No. 66 Pedro Lourenço

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.

PEDRO LOURENÇO

Photo credit: <http://pedrolourenco.com/>

| Back to 100 |



100 THINGS TO WATCH IN 2011

## No. 67 Personal Taste Graphs



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.

Photo credits: [gravity.com](http://gravity.com) (top); [hunch.com](http://hunch.com) (bottom)

| 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

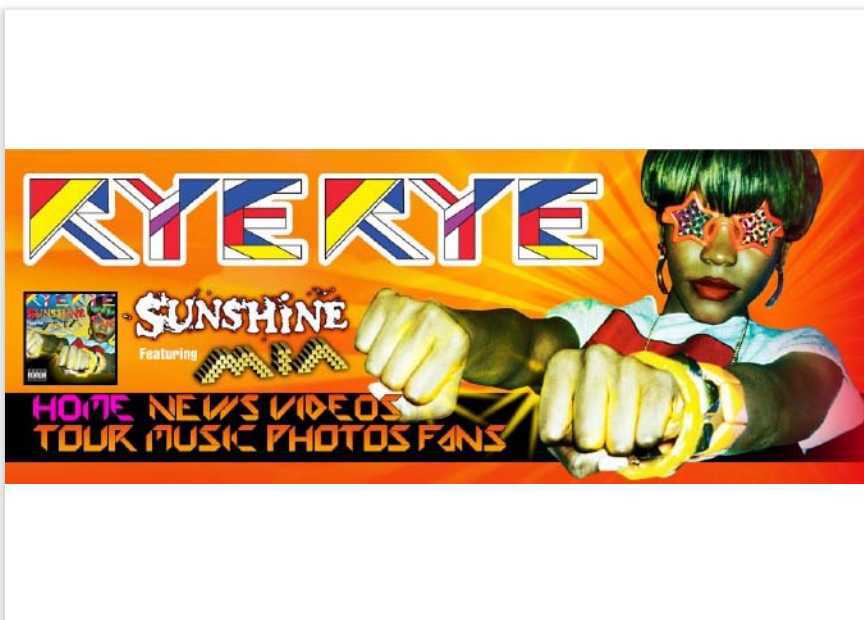


Photo credit: [www.ryeremusic.com/](http://www.ryeremusic.com/)

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](#) |



100 THINGS TO WATCH IN 2011

## No. 75 Scanning Everything



Scanning barcodes or QR codes with smartphones will become ubiquitous. QR (quick response) codes are scannable two-dimensional codes that link to more information; they're being adopted for everything from in-store communications and loyalty offers to information points and comics (a Danish Donald Duck comic links to audio and animation). With Tesco's iPhone app, customers can scan the barcode of a product of interest when out and about, and it's automatically dropped into the person's online cart.

Photo credit: [swanksalot](#)

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 76 Self-Powering Devices



Photo credit: [Microsoft Research](#)

As scientists develop microchips capable of being powered by small movements or temperature differences, we'll slowly see new types of gadgets that require no battery or power plug, cutting power consumption. For example, Microsoft has created a prototype of a peppermill-like remote control that's powered by the turning motion required to use it.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 77 Smart Lunchrooms



Photo credit: [avlxyz](#)

As obesity rates continue to climb worldwide, look for experimentation in school and workplace cafeterias, with offerings rearranged (more nutritious selections at the front of the line, fruit in attractive bowls) to encourage smarter choices, and cues (e.g., red tongs for higher-calorie selections) to get people thinking about their choices.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 78 Smart-Infrastructure Investment



Photo credit: [\\*JRFoto\\*](#)

With the fastest urban boom in history and a push for more sustainable living, the coming years will see huge investments in smart infrastructure (embedding digital communication technologies into the framework of power systems). Worldwide, at least 90 smart grid pilots are being implemented as the U.S., Japan, China, EU countries and other governments focus investment and development efforts on these technologies. The China Electricity Council reports that installation of smart meters will be worth \$3.1 billion in 2011—just a taste of what's to come: IDC estimates the value of the smart infrastructure business at \$122 billion over 2010 and 2011 alone.

[| Back to 100 |](#)





100 THINGS TO WATCH IN 2011

## No. 79 Smartphone Cameras Take Over



Photo credit: [liewcf](#)

People are leaving their cameras at home as smartphone cameras get ever more turbo-charged. Several camera phones have reached the 12-megapixel mark; the one in the Nokia N8 has Carl Zeiss optics and HD video. The iPhone—already the top camera used on Flickr—is said to be adding an 8-megapixel camera for 2011. Sales of digital cameras were forecast to slide 11 percent in 2010.

| [Back to 100](#) |





100 THINGS TO WATCH IN 2011

## No. 80 Smoking on the Fringe



Photo credit: [beckyspaulding](#)

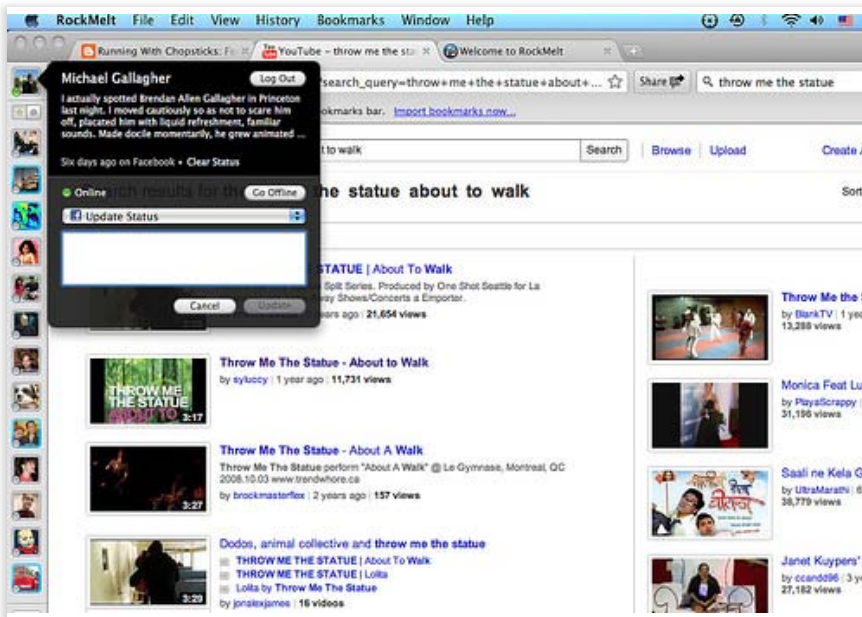
Smoking will increasingly be pushed to the fringe. Some apartment buildings are banning smoking at home. The EU's health commissioner, who advocates a "smoke-free Europe," is pushing for a ban in all public spaces. New York's anti-smoking mayor is doing likewise for parks, beaches and boardwalks. The U.K. is due to ban the display of tobacco products in supermarkets in late 2011, and Finland will follow in 2012. U.S. municipalities including San Francisco and Boston ban the sale of tobacco in drugstores and other retail outlets with pharmacies. Hold-outs are also getting in line: Russia, the world's third largest tobacco market, will bar smoking in public places by 2015; Japan, the fourth largest market, instituted a 40 percent tax hike on tobacco in October 2010.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

# No. 81 Social Browsers Go Mainstream



Web browsing will evolve to become more personal as social media tools get incorporated into Firefox, Safari, Chrome and Internet Explorer. Following the lead of smaller challengers like RockMelt and Flock, browsers will help connect people based on similar news or topics searched and allow quicker linking of Web material to social media.

Photo credit: [gallagher.michaelsean](http://gallagher.michaelsean)

| Back to 100 |



100 THINGS TO WATCH IN 2011

## No. 82 Social Networking Surveillance



Photo credit: [dullhunk](#)

The U.S. government is moving to have Congress require social networking sites to be technically capable of complying with wiretap orders. The U.S. government already monitors certain profiles (including citizenship applicants suspected of marrying for a green card), as do others (e.g., Israel has used Facebook profiles to catch women illegally avoiding army service). At least a few social media monitoring services track what clients' employees post online outside of work.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 83 Social Objects



Photo credit: [bluefountainmedia](http://bluefountainmedia)

Services like Stickybits enable users to attach digital content (videos, links, audio, text) to physical objects, and we'll see virtual communities form around these real-world items. While social objects open up opportunities for brands to connect with their customers, brands will also have to be prepared for consumers' experiences around social objects to overshadow the objects themselves.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 84 Space Travel Goes Private



Photo credit: [And all that Malarkey](#)

As the U.S. Space Shuttle program comes to an end in 2011, the world's first commercial spaceport opens in the New Mexico desert. Virgin Galactic will be the anchor tenant at Spaceport America, with six-passenger sub-orbital crafts.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 85 Storied Products



Photo credit: [Loren Javier](#)

Consumers are increasingly looking for a personal connection to brands, and we'll see more brands playing up the people and stories behind the products—whether it's a focus on small-business owners, the people who produce the ingredients or everyday employees. Tokyo's Pass the Baton sells vintage clothing, jewelry and housewares, along with the stories behind them or a profile of the creator. And Boticca, a London-based e-commerce site for accessories, uses the tagline "I'd rather wear a unique story."

| [Back to 100](#) |





100 THINGS TO WATCH IN 2011

## No. 86 Stricter Green Building Standards



Photo credit: [U.S. Army Environmental Command](#)

Look for ambitious environmentalists to push past established standards like LEED by taking on more stringent requirements, such as those advocated by the International Living Building Institute or the Passive House Institute. The ILBI, which awarded its first certifications in 2010, bills its Living Building Challenge as “the world’s most rigorous green building performance standard.”

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 87 Tablets for Tots



Photo credit: [aperturismo](#)

Children have embraced iPads and touchscreen smartphones, and the iPad topped 2010 Christmas tech wish lists for American kids 6 to 12, according to Nielsen. Watch for manufacturers to tailor tablets for this market. Mid-2011 will see the launch of Isabella Products' Fable, a durable 7-inch tablet focused on reading, drawing, gaming and photo-sharing that will come pre-loaded with content from Houghton Mifflin Harcourt.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 88 Tap-to-Pay



Photo credit: [kalleboo](#)

The digital wallet is edging closer to reality outside those parts of Asia and Europe where it's already taken off. Watch for more transit systems to allow riders to use their phones as tickets or passes, more mobile-enabled parking systems and vending machines, more NFC-supported phones that let users tap to pay merchants, and more apps that allow people to “bump” each other’s phones to exchange money.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 89 Tech Liaisons



Photo credit: [lululemon athletica](#)

As technology eats into other categories and becomes a higher priority for consumers (see our Eat, Pray, Tech trend), marketers from outside the category will increasingly partner with tech brands or products to gain cachet or attract notice from tech-focused shoppers. For example, American Eagle Outfitters ran a promotion in which shoppers who tried on a pair of jeans got a choice of free smartphone (albeit with some contractual obligations).

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 90 Tech-Enabled Throwbacks



Photo credit: [Apple](#)

New technologies are taking people back to some pre-digital habits. Handwriting—which has been shown to “boost the brain”—is making a comeback thanks to touchscreen technology and apps such as ABC Tracer and iWriteWords. Other apps have re-popularized classic games and toys—Electronic Arts turned the classic Lite Brite and Scrabble games into digital experiences for platforms like the iPad and Kindle.

| [Back to 100](#) |





100 THINGS TO WATCH IN 2011

## No. 91 Temporary Tattoos Go High-End



Photo credit: [TEMPTUmakeup](#)

The latest hot accessory—both on the runway and in the beauty aisle—gives a non-commitment spin to an otherwise permanent choice. Chanel is tapping into the trend with limited-edition skin art. In Dubai, temporary tats are available in real gold. And lower down the price scale, House of Deréon offers a kit in partnership with Temptu; the promotional campaign features Beyoncé.

| [Back to 100](#) |





100 THINGS TO WATCH IN 2011

## No. 92 Tintin the Movie



Photo credit: [gordasm](#)

The globetrotting young reporter, whose adventures are chronicled in the illustrated books by Belgian creator Hergé, will come to 3D life in a collaboration between director Steven Spielberg and producer Peter Jackson. *The Adventures of Tintin: The Secret of the Unicorn* is the first of a planned trilogy.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 93 Transmedia Producers



Photo credit: [JohnAnthonyHartman](#)

As entertainment content takes on more transmedia qualities—extending narratives across media platforms—we’ll see more transmedia producers, officially recognized as a job title in 2010 by the Producers Guild of America. The PGA’s job description includes overseeing “a project’s long-term planning, development, production, and/or maintenance of narrative continuity across multiple platforms, and creation of original storylines for new platforms.”

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 94 Tube-Free Toilet Paper



Photo credit: [derekGavey](#)

Toilet paper is undergoing its biggest change in a century. Kimberly-Clark's Scott Naturals is coming out with a tube-free version (currently being tested in select U.S. stores), and we'll see more brands follow suit in a bid to better compete on the green front.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 95 Ukraine



Photo credit: [Andrzej Karoń](#)

This Eastern European country will see an influx of tourists in the next few years: Twenty-five years after the worst nuclear disaster in history hit Chernobyl, the Ukrainian government will begin sanctioning tours of the area around the plant. And 2012 brings the European Cup to Ukraine.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 96 Urban Industrial Parks



Photo credit: [Ed Yourdon](#)

The success of Manhattan's High Line, the unique public park atop a long-shuttered elevated freight line, is inspiring city planners to find ways to transform neglected industrial structures into urban parks. These range from a rail viaduct in Philadelphia to Tempelhof in Berlin, the vast former airfield that's now a park; bike trail proponents in Chicago are trying to repurpose unused elevated lines.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 97 Video Calling



Photo credit: [notsogoodphotography](http://notsogoodphotography)

The technology has been around for a while now, but callers have been tethered to their PCs. Now video calling is coming to more mobile phones, as well as tablets and Internet-connected TVs, and new innovations will ease quality and compatibility issues. Apple's FaceTime for the iPhone 4 introduced the feature in 2010, and the next iPad is rumored to come equipped with FaceTime and a front-facing camera. The Tango mobile app is currently compatible with iPhones and Android phones.

| [Back to 100](#) |





100 THINGS TO WATCH IN 2011

## No. 98 Virtual Mirrors



Photo credit: [See-ming Lee](#)

A camera displays a customer's image on a screen, which then overlays various types of makeup, allowing shoppers to preview products and play with options. Virtual mirrors also allow clothes shoppers to test out styles and share the look via Facebook, mobile and e-mail. Shiseido is rolling out virtual makeup mirrors in European stores after launching them in Japan; France's Carrefour SA, the U.K.'s Superdrug and U.S. Walmart stores are testing similar technology from EZface. Among others, Macy's is trialing virtual mirrors in its flagship New York store.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 99 Voice-Activated Apps

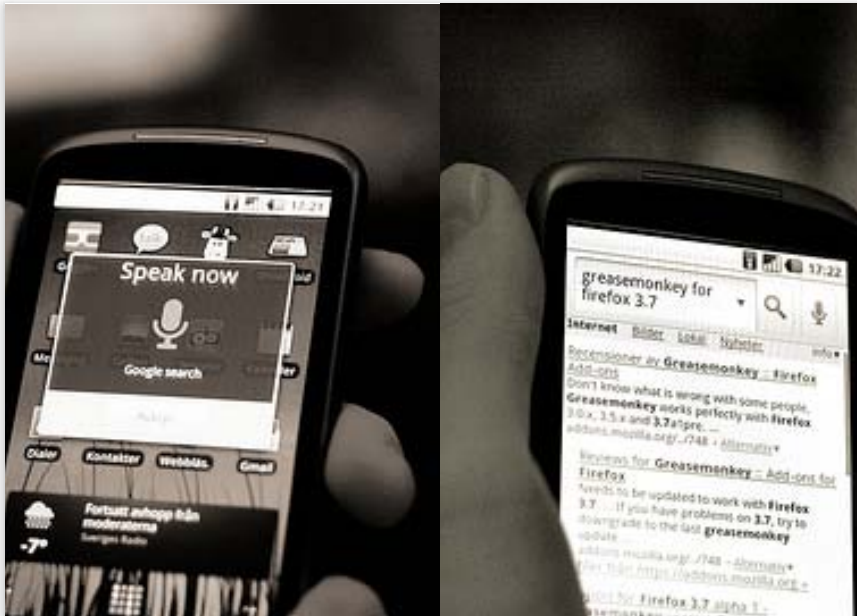


Photo credit: [Johan Larsson](#)

New tools will increasingly enable us to talk rather than type into smartphones. Freeing up the user's hands and eyes is safer for drivers, bikers and walkers, and convenient for messaging while multitasking. With the Android app StartTalking, for example, a user signals a phone via a pre-assigned word, speaks a message, then commands the phone to send it.

| [Back to 100](#) |



100 THINGS TO WATCH IN 2011

## No. 100 YouTube the Broadcaster



Photo credit: [KoryeLogan](#)

Watch for YouTube to expand its role from a platform for video clips to a broadcasting channel, with live-streamed and original content. The Google-owned site has tested live-streaming with a few content partners (a U2 concert, etc.) so far; with active user comments allowing real-time interaction among viewers, live-streaming could revive appointment viewing. And YouTube's rumored interest in acquiring Web-video production company Next New Networks signals an interest in showcasing original content.

| [Back to 100](#) |



# THANK YOU

Ann M. Mack

Director of Trendspotting

JWT Worldwide

[ann.mack@jwt.com](mailto:ann.mack@jwt.com)

[@annmmack](#)

[www.JWTIntelligence.com](http://www.JWTIntelligence.com)

[www.AnxietyIndex.com](http://www.AnxietyIndex.com)

[www.JWT.com](http://www.JWT.com)