



ALPHA



White Paper

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# Five key trends for audiovisual content in 2021


Most people consume some kind of audiovisual content at least once every day. In 2021, this content is set to evolve even further and in a lot of different ways. Here, we've identified five of the most important:

1. Video marketing just keeps growing
2. Remote learning and training becomes the norm
3. The Internet of Things extends its reach
4. Augmented reality enters a new phase
5. Virtual events develop in sophistication

We discuss these in more detail below.

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## But first... the audiovisual world of 2021 in context

In a world that was asked to keep socially distanced, work from home and shop online in 2020, it's no surprise that the already hugely powerful role of audiovisual content in our lives became ever more significant as a result of the global pandemic.

From YouTube content, social media and videoconference calls to product videos, online learning and digital assistants, the audiovisual experience is now fully integrated into our daily lives at home, at work and at play.

As we begin 2021, Alpha CRC is looking at how the [localization of audiovisual content](#) plays an incredibly important role in how it is experienced by users around the world. But before we get started on a series of in-depth content pieces on this theme, we thought it was important to take a quick look at some of the key growth trends industry experts have predicted for 2021 in the audiovisual sector.

Here are five key trends to look out for:

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### 1. Video marketing just keeps growing

In a year of lockdowns, it is estimated that there was an incredible doubling of online content consumption – up to nearly seven hours per day.

Online video, of course, is the driving force behind this consumption; for example, it is reported that YouTube consumers spent 43% more time on the platform in 2020.

For brands wishing to connect with consumers, video is probably the most powerful online tool. With more than 3.5 billion people owning smartphones in 2020 through which they consume video content via their social media platforms, optimising video content for mobile will be even more important in 2021.

The continued rise of Tik Tok has shown that short-form video content is highly valued by a younger generation who want instant reactions and easy sharing. But that doesn't mean long-form video is out.

[Subaru's "Dog-tested" commercial](#) lasts a minute (an eon in scrolling terms) but has still attracted nearly 2 million views and even 372K subscribers. Subscribers to an advert, let's not forget. So, how has it managed this? It's funny, beautifully produced and appeals directly to the consumer demographic; seven out of ten Subaru owners are estimated to have dogs.

Great video marketing content that delights, amuses and engages its target audiences continues to be the way forward in 2021.

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## 2. Remote learning and training becomes the norm

As many schools, universities and workplaces remain closed in early 2021, remote learning and training has become the norm for millions worldwide.

This has been hugely disruptive for some, but many businesses have promised to continue to allow remote working continue post-pandemic. Facebook's Mark Zuckerberg, for example, predicted that 50% of the company's workforce could be working remotely within a decade.

If remote working becomes the norm, then of course remote training and learning will become ever more critical when equipping workforces with the skills they need to do their jobs.

In 2021, video training will continue to be one of the most popular tools for engaging workforces. Its power derives from the fact that it can incorporate a variety of content elements, such as animations, real-life scenarios, interviews and role-play examples. When produced at high quality, and localized effectively, this is a scalable training solution that can be rolled out cost-effectively across different markets and territories.

As more businesses continue to develop their remote-training platforms, expect an increased emphasis on interactive learning where users are asked to make choices or respond to questions. Also, look out for an increased use of interactive features which are common to social media platforms, such as the ability to post comments, add likes (and dislikes) and sharing tools such as videoconferencing "breakouts".

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## 3. The Internet of Things extends its reach

The growth of our connected world of devices – the Internet of Things – is set to continue. In 2021, there are expected to be [35 billion smart devices online](#); by 2025, that number is expected to rise to [75 billion](#).

The use of integrated smart home devices such as Alexa, Ring and Nest have had a particular impact on the way we interact with the world around us, especially in terms of our audio experience. Not only do we talk to our devices – asking questions and issuing commands – we also expect them to talk back to us in engaging, natural ways.

Powered by AI and ever more sophisticated language processing tools, in 2021 we can expect our connected devices to be even more diverse in terms of [the range of languages](#), accents and customizable features they offer.

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## 4. Augmented reality enters a new phase

Augmented reality (AR) is moving a long way from just chasing Pokémon around the local park. Continued advances in AR technologies will play an ever greater role in the way we interact with the world around us in 2021 and beyond.

In retail, big clothing brands, such as Lacoste and American Apparel, have designed virtual fitting rooms which allows customers to “try on” clothes online before buying. Likewise, home furnishings giant IKEA uses AR technology to let customers see how a piece of furniture might look in their actual house by uploading their pictures of their home environment to their website.

Meanwhile, the use of AR to navigate our environments is also set to increase. Whether in a shop or simply navigating our way around the city, AR can provide directions and useful information customized to our personal needs.

In terms of audiovisual content, this opens up a huge range of opportunities to offer users optimized audiovisual content which is overlaid on the environment as experienced through their mobile device – for example, providing information on products as a customer moves through a store, or suggesting places of interest as a person navigates a city.

In 2021, more brands are looking to make use of AR opportunities that rely on high quality audiovisual elements tailored to users’ specific requirements. This includes, of course, making audiovisual content available in an ever greater range of language preferences.

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## 5. Virtual events develop in sophistication

From huge global conferences to a simple in-store product launch, most in-person events were paused or cancelled over 2020, for obvious reasons. As a result, many events moved online, and we can expect a continued growth and variety of virtual happenings in 2021.

Some marketers predict ongoing virtual 24/7 events where attendees can engage with a variety of audiovisual content including on-demand video, livestreams, chatrooms and one-to-one conversations.

Other marketers believe that the “big virtual event” is going to be replaced by smaller community events focusing on niche topics to bespoke targeted audiences.

Expect virtual events to make more of the interactive experience in 2021. Webinars with a single person presenting are potentially less interesting to attendees than panel discussions where they themselves can contribute to the debate.

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## In conclusion

We hope this article has whetted your appetite for some of the exciting developments that are happening in the audiovisual sector in 2021. Look out for more of our range of pieces on the localization of audiovisual content in the coming weeks.

And, of course, if you'd like to discuss how best to localize your own audiovisual content, please contact us at [marketing@alphacrc.com](mailto:marketing@alphacrc.com).

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