

TNS reveals ten trends that are set to shake up the technology sector in China

Contributed by TNS
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"Our study highlights a real opportunity for tech companies, if they look beyond technology-led innovation," says Chris Bonsi, CEO Greater China, TNS, "We've found that if you start with what people are actually looking to do with their devices - rather than the pure technology potential - you open up a whole new world of convergence opportunities."

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The 10 trends identified by TNS are set to impact devices, software, and services in China in 2015 and beyond are:

1. Selfie phones? We're just getting started!

HTC may have become the first smartphone manufacturer to put its best camera on the front of the handset " but there's still plenty of scope for perfecting the "selfie phone". TNS predicts that smartphone manufacturers will fight for positioning on their phones' capacity to deliver idealised, share-able self-images.

2. Music - the next wearable battleground

Music fans expect to be able to stream tunes straight from the likes of Spotify and Pandora without carrying bulky fragile smartphones around. TNS predicts that the next generation of wearable technology will focus on eliminating wires, tethering to smartphones, and removing poor network connectivity and other frustrations from the mobile music experience.

3. Gamify your life

Convergence applies to activities as much as it does to devices " and "play"™ has already proven the most potent activity we weave into digital solutions. TNS predicts that gamification will take on a major role in the next generation of mobile technology: fitness and health applications, productivity solutions and heightened employee engagement, through making tedious tasks fun.

4. Disruption in a docking station

Amongst low income consumers in emerging markets, the smartphone is now the single go-to device whether you are watching TV, making payments, or texting friends around the world. TNS predicts that as the processing power and multi-tasking capabilities of smartphones improve, their capacity to take share from conventional computers will continue to grow - keyboard docking stations and interfaces will transform smartphones into simple desktop PCs.

5. Modular computers

The second major threat to PCs and laptops comes from the difficulty and expense in upgrading and replacing them. Consumers are less likely to make a big investment in technology if they believe that it will become obsolete quickly. TNS predicts that modular computers will provide the solution. Expect memory, batteries, and screens that can easily be swapped out without the need for specialist knowledge or tools.

6. Smart Computers

We have smart phones, but our PCs aren't taking advantage of their own inherent processing power " and as a result they're not keeping up. TNS predicts that a new generation of smart computers will become the command centre for the smart home.

7. The beginning of the end for search ads?

The power of search engine giants such as Google and Baidu stems from the fact that people seeking information online are obliged to look at pages of search results " where they form a highly targeted audience for search advertising. TNS predicts that Siri, Cortana, and other virtual assistants could provide the first major disruptive challenge to the search engine business model.

8. Windows – the comeback kid

Based on our China data, Windows tablets' growth in share-of-time is outpacing iPad and Android tablets. We could be seeing the emergence of a more productive, task-oriented, and revolutionary tablet device, which will steal share from those current models which primarily meet entertainment needs. TNS predicts that it's no longer a question of if Microsoft will catch up with mobile devices; it's just a matter of how quickly.

9. Home security: the next killer app

Confident technology buffs already have all the wifi-enabled cameras, sensors and remote viewing technology they need to keep watch on their homes, but the average consumer doesn't want the hassle of building such solutions themselves. TNS predicts that the next billion-dollar opportunity will be in the home security arena, waiting for a beautifully packaged and intuitive solution to protect consumers' home and family.

10. Mobile privacy

Mobiles are the most intimate device that people own and yet those people's mobile lives are currently visible to anyone glancing over their shoulder. TNS predicts that a privacy-enhancing display that is only visible to those holding a device is likely to represent a far more attractive upgrade option.

Commenting on the trends, Chris Bonsi, CEO TNS Greater China said, "People's interest in and desire for new technology and gadgets is based on what it is that they really want to do or jobs to be done". There are real needs that cry out to be addressed. All technology companies seek to drive competitive advantage through innovation and taking a more customer-led approach based on jobs to be done introduces new opportunities.