



# CONNECTING THE FUTURE

## TRENDS 2024

A GLIMPSE INTO THE GAME-CHANGING TRENDS OF THE YEAR

etermax



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# A JOURNEY OF **CONNECTIONS AND LEARNING**

At **etermax**, we've contributed to **creating powerful connections that generate knowledge in a fun, creative, and playful way**. Since 2009, we've been dedicated to bringing millions of people together worldwide through innovative and challenging games in over 30 languages, such as *Trivia Crack* and *Word Crack*, solidifying our position as an icon in the gaming industry. Our commitment to learning and connection propels our evolution.

In 2024, we continue the same quest that gave rise to us: changing the game to achieve positive impacts on people's lives, businesses, and our own evolution. In this new stage, the following trends will guide us this year:

- \* **USER-CENTRIC APPROACH**
- \* **LIMITLESS SCREENS**
- \* **NEW MONETIZATION MODELS**
- \* **USER-GENERATED CONTENT**

# USER-CENTRIC APPROACH

CREATING EXPERIENCES TAILORED TO INDIVIDUAL PREFERENCES

## Current Users:

- Are critical and well-versed in every platform and social network.
- Feel inundated with information, yet their attention is invaluable.



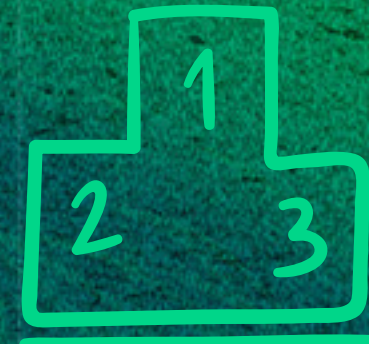
### CHALLENGES FOR TECH INDUSTRIES

Tech industries face the challenge of offering products that stand out and capture attention.



### USER-CENTRIC APPROACH

Listening to the user is the first step in creating a valuable experience.



### OBJETIVE

The goal is to find positive approaches to users' preferences and needs, whether they are individuals, brands, or organizations.



### USER PROTECTION

Changes in regulations aim to protect people's data, emphasizing the crucial role of first-party data in the short and long term.



### NEW MONETIZATION ALTERNATIVES

Platforms are evolving towards 'walled pipes' for increased data security.

# LIMITLESS SCREENS

EXPANDING THE DIGITAL WORLD BEYOND TRADITIONAL BOUNDARIES

1

## DECENTRALIZED SOCIAL NETWORKS

Users resist confinement to a single social network, fostering conversations that transcend platforms.

4

## MULTIPLATFORM ENTERTAINMENT

The industry leans towards facilitating *cross-platform play*, allowing the sharing of the same video game across platforms.

2

## FROM ONE SCREEN TO ANOTHER

Short video platforms offer brands, advertisers, and content creators the opportunity to bring their native content to billboards, cinemas, and other screens.

5

## PHYGITAL

In 2024, we'll witness a world where the physical and digital realms increasingly converge.

3

## CLOUD GAMING

New pioneering frontiers in *streaming* are opening up for gamers to play without the need for a powerful console.



# **NEW** MONETIZATION MODELS

INNOVATING THE WAY WE GENERATE VALUE

\* **EVOLUTION OF ADVERTISING MODELS:**  
Brands and advertisers explore innovative ways to present ads to enhance the user experience.

\* **RISE OF MICROTRANSACTIONS AND SUBSCRIPTIONS:**  
Microtransactions and subscriptions continue to grow as effective monetization models.

\* **EXPLORATION OF AVOD AND FAST MODELS BEYOND GAMING:**  
Platforms venture into AVOD (ad-funded video on demand) and FAST (free ad-supported television) models beyond the gaming industry.

\* **SUSTAINABILITY:**  
Platforms seek to optimize advertising funding without overwhelming their audiences.

# UGC: BY THE COMMUNITY, FOR THE COMMUNITY

THE POWER OF USER CREATIVITY

The **originality of community-generated** content **influences our consumption decisions\***.

For users, **content homogeneity** leads to a **lack of distinction** between brands and experiences.

The professionalization of **content creators** is **growing as essential allies** for advertisers seeking to convey originality.

**User-Generated Content** adds a fundamental human value, **transforming technologies** into tools for building communities.

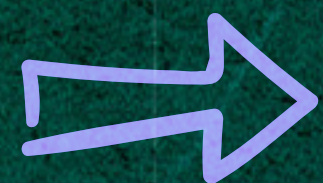
By 2024, **video** is projected to constitute **82% of internet traffic\***.

With games like *Trivia Crack*, **etermax** has led the way in content crowdsourcing, with over **50 million questions created by users**.

\*Sources: Accenture, Cisco.

# THE **IMPACT** OF AI

## NEW AUTHORSHIP AND CREATIVITY



In 2024, the impact of IA generative tools will deepen, enabling users to create content with just a few words.



New legislative changes challenge intellectual property and compensation models, sparking conflicts in various industries.



In 2024, human creativity will lead the application of tools provided by AI, enhancing collaborative work.



# CONSCIOUS **TECH CONSUMPTION**

REFLECTIONS ON THE IMPACT OF TECHNOLOGY ON BUSINESSES AND CONSUMERS

**1**

## **ATTENTIVE AUDIENCES**

Users question their participation in social media, and call for regulations to address issues like doom scrolling and fake news.



**2**

## **MEANINGFUL CONTENT**

At **etermax**, we advocate for *Gaming for Good*: video games can be a tool to make the world better by disseminating information and promoting positive values.

**3**

## **USERS REWARD CLEAR PURPOSE**

Users reward brands with clear purposes. It's imperative for organizations to have a clear horizon and purpose.





# etermax

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In the industry of entertainment tech, **etermax** stands to revolutionize the way people connect, build communities and co-create value through interactive content since 2009. By creating global sensations and flagship brands like **Trivia Crack (Preguntados)** and **Word Crack (Apalabrados)**, its team across the Americas and Europe craft experiences that seek to make knowledge interactive and accessible on a worldwide scale through a diverse range of platforms and technologies.

Learn more at [etermax.com](https://etermax.com)  
or find us on social media:

