

Electronic Retailing Association Europe

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NEWS FROM THE €LECTRONIC HOME SHOPPING CONFERENCE

The future of Home Shopping and the effect of new technology

Brussels, June 2016 – During the Home Shopping Conference held in Barcelona there were numerous issues discussed in regards to the future of the multi-channel Home Shopping Industry. Although Home Shopping revenue grew in 2015, the industry is now facing technological changes that will impact how products are presented and purchased.

The issue of Blockchain and digital payments was discussed in detail during the mcms seminar and it was obvious that Blockchain is here to stay and is going to happen faster than expected. How this can be implemented in the Home Shopping Industry is still in the very early stages. Indicative of how Blockchain is growing is evident by the investment in the last 18 months, which has soared. Three factors were presented by Richard Kastelein from Agora Innovative Media during the mcms seminar that will have an affect on the future of Home Shopping; Artificial Intelligence, Robotics and Blockchain, with each factor interlinked.

Some of the trends that are coming soon to Home Shopping are 4D and virtual reality shopping. The question of how Home Shopping will adapt to the still growing smartphone market was addressed as well. Mobile apps are the fastest growing digital content category, with mobile video consumption following closely behind in growth. Eventually Artificial Intelligence will be able to create personalization with consumers, now being referred to as “conversational commerce”. Content was also a major discussion point during the seminar and how important it is that content is relevant and that the content controls the message. Technology is affecting Home Shopping more and more, and has become extremely important, the problem is that technology is changing as well every day.

A bold statement was made during mcms which is relevant to Home Shopping: “TV channels are no longer the gatekeepers to the audience as the millennium generation now listens to their social networks.”

Isabelle Fournier, Chairwoman of the Board for The Electronic Retailing Association Europe, announced to the attendees that the next conference will be held in Venice Italy. “We have held our conference for two years now in Barcelona and our board felt it was time for a change. Venice offers our guests an excellent venue for the perfect mix of business and pleasure.”

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The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe is the voice and network for businesses that offer innovative products to consumers through audio visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: www.era-europe.eu for further information.

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