

MSL

Content

Trends 2024



The rise and rise of AI-enabled content

2023—the year that saw the launch of **ChatGPT-4** and **Gemini**—has already proved that Artificial Intelligence (AI) can vastly impact content. But in 2024, relying solely on AI for writing brand's content will not make the cut. Instead, AI will take a more supporting role and help brands:



Research



Ideate



Plan

Be it going through pages of content to map out the key takeaways, brainstorming on inspiring story angles, or editing writing for specific goals—AI tools will become the go-to assistant for content teams.

Impact

In 2024, AI will help automate the time-consuming and laborious parts of the content creation process. Thereby increasing the efficiency of teams by freeing up time to focus on the more creative aspects of content creation.

Heads-up

Google Search Generative Experience (SGE), introduced in May 2023, uses generative AI to provide quick and concise overviews of search topics. SGE is changing how content is discovered, as well as what users expect from a search result. In effect, this means content will need to be further tailored for users looking for relevant information instead of navigating through a ton of data.

In an AI-filled world, thought leader will be king

AI can do a lot of things, but one thing it can't is be original. AI learns from the past but to create a more authentic and dynamic future, brands will need to rely on thought-provoking content. Trust is the currency of thought leadership, and it is the one thing that AI cannot offer. To stand out in a crowd of AI-generated content, brands need to rely on **human-written content** that will create connections, conversations, and impact.

Impact

In 2024, brands that establish a clear voice through original content, thought leadership articles and authentic takes, will lead the conversation as backlash against AI-generated generic content begins.

Heads-up

Google has updated its concept of E-A-T (Expertise, Authoritativeness, and Trustworthiness) used to evaluate its search ranking systems. In April 2023, another E—Experience—was added, further emphasizing the need for authentic content based on real-life experience.

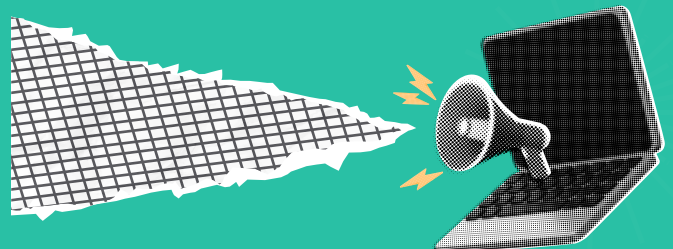
Voice Search Optimization for online visibility

Globally, almost **68%** of online experiences start with a search query and there are 4.2 billion voice assistants in use as of 2023. This number is expected to reach 8.4 billion by 2024.

India has an exceptional adoption rate with the number of Indians using voice search queries being currently 2X the global average. In the evolving era of voice-first interactions, brands need to adapt content strategies to align with the preferences of voice-activated users.

Impact

In 2024, brands need to curate their content to seamlessly align with conversational queries, with a strategic focus on long-tail keywords and website optimization for voice search. With native language support, voice search will allow brands to curate content for better brand visibility.



The 'sound' of success: Gear up for podcasts

Podcasts will become a \$4 billion market by 2024. And India, with its **57.6 million** monthly listeners, is already the third-largest podcast market in the world. More than a quarter of urban Indians listen to podcasts at least once daily. Another 25% listen to podcasts one or more times per week.



Impact

Thanks to an engaged audience and the ability to measure the impact of podcasts, podcasting has emerged as one of the most powerful tools to connect with listeners. Brands will continue to invest in podcasts as a marketing channel in 2024.

PwC report, Global Entertainment & Media Outlook 2020–2024; YouGov September 2023 survey

Heads-up

Video podcast, where a listener can discover elements from the show visually on YouTube or specific website, will increase in popularity. It also allows for increased transparency on the listenership of the podcasts.



Vertical videos will dominate the digital 'landscape'

Indians spent **4.9 hours** daily on their smartphones in 2022. Websites as well as channels, from Instagram to YouTube, have been steadily shifting towards vertical video, prioritizing 9:16 formats, with the mobile experience in mind. This format has gained significant popularity driving channels like Disney+ Hotstar to introduce MaxView as its new vertical video streaming feature for the Cricket World Cup.

Impact

Vertical video will soon be a common format for long-form content, opening up new opportunities for content creators to explore innovative storytelling techniques designed for vertical screens.

State of Mobile 2023' report by AppAnnie

Heads-up

In 2024, we will also see advancements in vertical video editing tools and techniques, as well as the integration of augmented reality (AR) and virtual reality (VR).

Trendspotting: Our insights for 2024

The year of elections

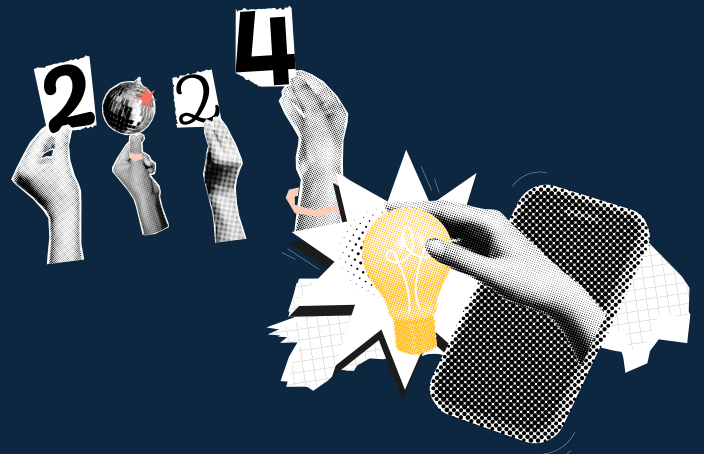
This year, not just India but the world will witness an election extravaganza. At least 64 countries—representing a combined global population of about 49%—are planning to hold national elections. Therefore, content related to current events will be sought after. Audiences will also seek a respite from dealing with the influx of heavy political discussions by indulging in light-hearted, feel-good stories, and political satire.

A green awakening for brands

With consumers—especially Gen Z—becoming mindful and conscious with their choices, there has been a fundamental reconfiguration in the way they interact with brands. Consumers want brands to prioritize sustainability and back their words with concrete actions. In 2024, this means brands will need to a) embrace sustainability b) work towards building a reputation as responsible leaders and gain the trust of consumers and c) tell their sustainability story truthfully by avoiding green washing.

Join the news bandwagon

In 2023, Barbie showed us how it's done by newsjacking her way to worldwide fame. Newsjacking/trendjacking allows brands to be seen as authentic and more relatable by identifying with causes that matter to the audience. In 2024, the art of capitalizing on trending news or events will continue to be a powerful strategy to increase brand visibility, engage with audiences, and drive meaningful conversations.



If you want to know how to leverage any of these trends/formats, please reach out to tushar.bajaj@mslgroup.com