

ITCandor 2017 Forecasts and Predictions

Table of Contents

Section	Page
1. Market – more growth, more commoditisation	5
2. Region/Country – oil producers come back on tap	6
3. Category/Offering – fewer suppliers, greater leverage	8
4. Blockchain – the arrival of digital disintermediation	9
5. Augmented and Virtual Reality – no longer a game!	10
6. Brexit/Trump – social disaffection threatens the hyper-globalised ITC market	12
7. Suppliers will rethink mega-theme marketing	14
8. Users continue to expose themselves to the perils of social media	16
9. More M&A – Cisco will restructure	17
10. ITC skills shortages worsen in 2017	20
About Martin Hingley and ITCandor	22

List of Figures/Table

Figure/Table	Page
Figure 1 – the leading ITC suppliers	6
Figure 2A – regional growth in constant and current currency – 2014-2018	7
Figure 2B – local and regional forecast	8
Figure 3 – category and offering forecast	9
Figure 4 – Blockchain Smart Contract example	10
Figure 5 –a virtual dinosaur on the Jurassic coast	11
Figure 6 – Brexit increases the tension between suppliers and governments	13
Figure 7 – 2017 marketing themes	15
Figure 8 – the success of social media	17
Table $1-2016$ acquisitions, joint ventures and offloads by the top $10 {\sf ITC}$ suppl	iers 18
Figure 10 - ITC supplier employment forecast	21