Tech In 2025

Predicting What's on the Horizon

DECEMBER 2, 2024

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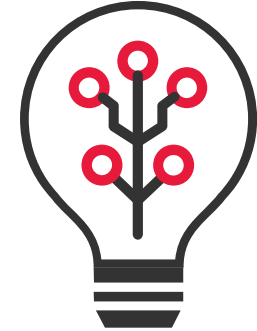
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Learning Objectives

Review the evolving market trends and how they impact business and consumers

Explore key factors driving innovation and disruption in the tech industry

Gain strategic insight on how to capitalize on new opportunities in tech

What's Ahead in 2025?

1 AI Becomes the New Battleground for Cyber Attackers vs. Defenders

2 New Tech Kicks Broadband to the Curb

3 E-sports Steal the Show

4 Healthcare Without Limits — Emerging Technologies Empower Remote Care

5 Hyper-Personalized Media Will Drive a Streaming Revolution

6 AI Goes from Possibility to Proven

7 Science Fiction No More — Quantum Computing is Here

AI Becomes the New Battleground for Cyber Attackers vs. Defenders

Threat actors are leveraging AI to increase the efficacy of their attacks

In response, companies will adopt AI to better protect themselves

AI enables predictive defense — analyzing historical data and attack patterns — to forecast threats before they fully manifest

Organizations that move quickly to integrate AI into cybersecurity can benefit from better protection and greater stakeholder trust

Organizations that delay adoption will become more attractive targets to cyberthreat actors

2

New Tech Kicks Broadband to the Curb

▶ Thanks to 5G network improvements, Fixed Wireless Access (FWA) can replace home broadband without sacrificing speed or reliability

- ▪ FWA also has lighter infrastructure demands
- ▪ 10 million households in U.S. are already using FWA

▶ Satellite an incipient force in the industry

- ▪ The new cell tower is now floating above us in space
- ▪ T-Mobile and Starlink attempt to cover all dead zones

▶ For large cable companies, it's time to innovate or join in

E-sports Steal the Show

▶ Streaming platforms like Twitch see over 30 million active daily users

▶ The gaming industry's annual revenues are more than double those of film and music combined

▶ High profile e-sports events can draw millions of eyes, and the age demographic of viewers is getting older

▶ In 2025, that means:

- More recognizable e-sports commentators

- More widely viewed events, perhaps even broadcast by major networks
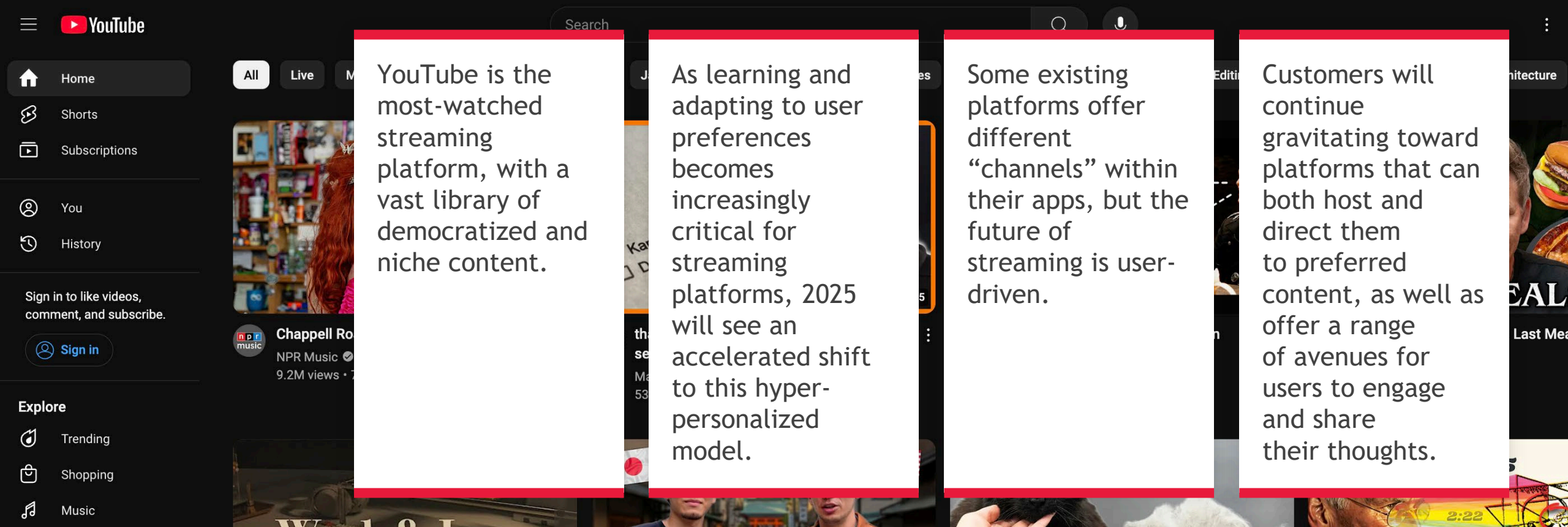
- Increasingly valuable ad spots

HEALTHCARE WITHOUT LIMITS

Emerging Technologies Empower Remote Care

▶ Telehealth offerings are set to expand beyond patient-doctor interactions

▶ With improved connectivity, providers can remotely track at-home medical equipment, from IVs and oxygen machines to glucose and heart rate monitors

▶ More patients will receive care from home

▶ Providers will be able to expand their services to new geographic areas

▶ But providers will need to monitor and secure this new data to keep private health information secure and maintain compliance with HIPAA

Hyper-Personalized Media Will Drive a Streaming Revolution

YouTube is the most-watched streaming platform, with a vast library of democratized and niche content.

As learning and adapting to user preferences becomes increasingly critical for streaming platforms, 2025 will see an accelerated shift to this hyper-personalized model.
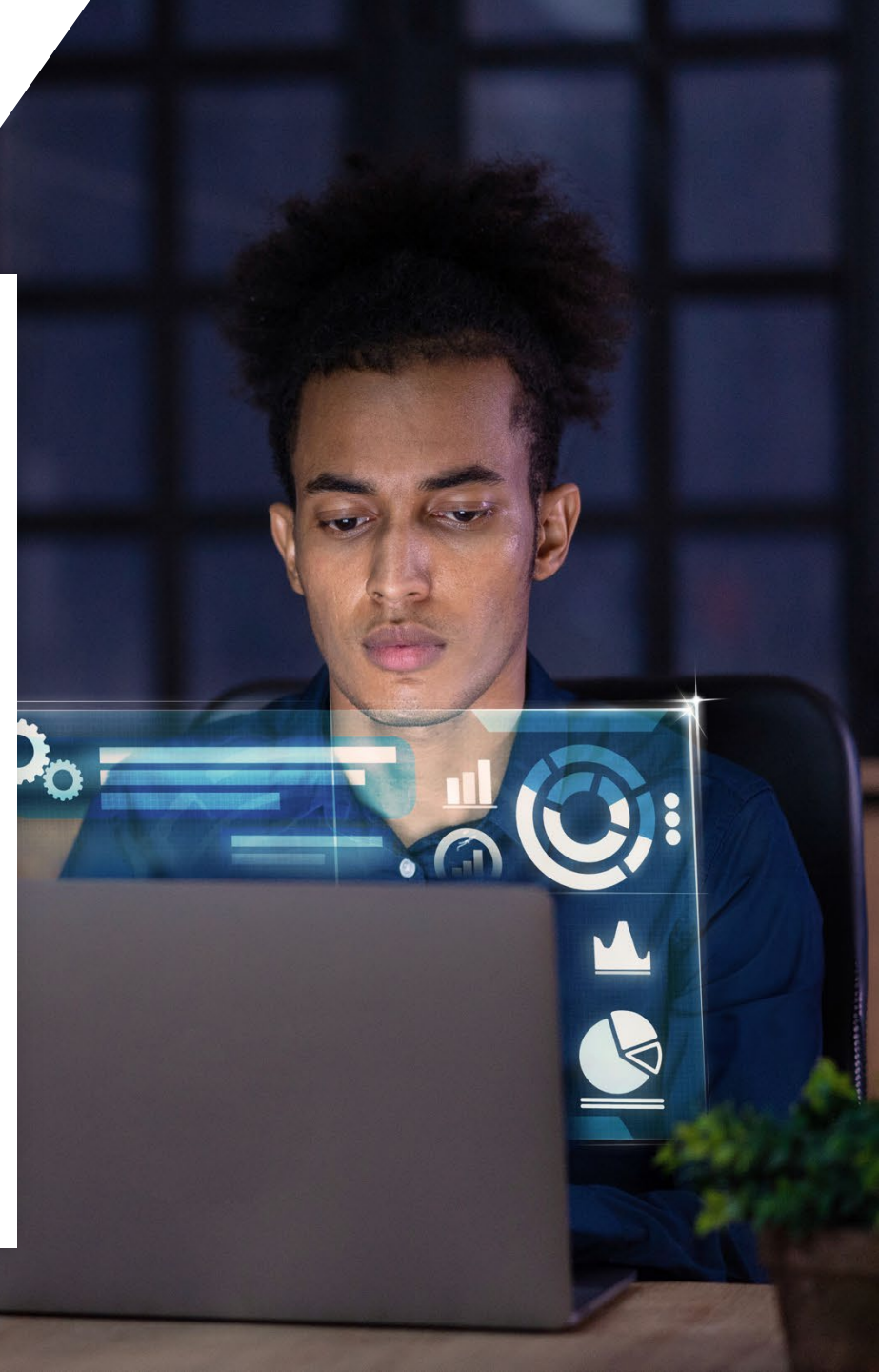
Some existing platforms offer different "channels" within their apps, but the future of streaming is user-driven.

Customers will continue gravitating toward platforms that can both host and direct them to preferred content, as well as offer a range of avenues for users to engage and share their thoughts.

Source: youtube.com

AI Goes From Possibility to Proven

▶ The era of AI innovation for innovation's sake is coming to an end

▶ Companies now have a better understanding of AI's strengths and weaknesses

▶ They are asking: Does this application make sense for us? What are we getting out of it?

▶ Companies are gravitating toward applications with measurable benefits, such as:

- Retrieval augmented generation (RAG) to improve the output quality of large language models

- Easing workloads for healthcare workers and clinicians

- Speeding up and streamlining the shopping experience for retail customers

▶ But more AI use also means more regulation, as regulators' understanding of AI also improves

SCIENCE FICTION NO MORE

Quantum Computing is Here

- ▶ Major breakthroughs are on the horizon for quantum computing, bringing it to the verge of practical — even everyday — use

- ▶ Initial applications will be centered on supply chain and R&D, solving research and logistical challenges

- ▶ Early adopters may face challenges around cost and scalability

- ▶ As a result, early adopters will be those with the resources to meet those challenges, like the military, well-resourced academic institutions, and large tech companies

- ▶ As capabilities expand, large tech companies may even offer Quantum-Computing-as-a-Service (QaaS) to make quantum computing available to organizations of all sizes

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