The Gen Z Effect

Shaping the Year of Impact
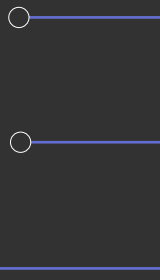
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The Gen Z Effect:
Shaping the Year of Impact

This special edition dives headfirst into the media landscape as seen through the lens of Gen Z, building on the insights from our *2025 Media Trends* report, *The Year of Impact*. With nine incisive articles, including contributions from dentsu's own Gen Z experts who are not only shaping campaigns for their generation but are part of it, and consumers from Imagen Insights, a Gen Z focused qualitative insights company, we've brought together a rich mix of perspectives. Together, these voices dissect the trends that are reshaping how people consume and engage with content.

From the pivot to algorithmic planning to capturing a million micro-moments, we tackle the real-world impact of connected television and the surge of the augmented media toolkit. We explore the partnership gold rush, and the power found in niche communities, all while examining how our lives are increasingly powered by AI.

This edition showcases the creativity and ingenuity of Gen Z voices who are not just navigating the shifting tides of media but are actively steering the ship. It's a bold look at the future of media, driven by the fresh perspectives that will define tomorrow's conversations.

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Your Life. Powered by AI.

Since the launch of ChatGPT in November 2022,[1] generative AI has already made waves in how we interact with media and brands. We expect it to reshape these interactions even further in 2025.

More than a quarter of Europeans believe generative AI will significantly impact their personal lives in the next year.[2] However, for it to really succeed, it needs to move beyond chat interfaces and embed itself into everyday services.

Platforms like Duolingo[3] and Spotify[4] are already enhancing user experiences with AI-driven features that feel almost

Gen Z is more than twice as likely as Gen X to use generative AI.[7]

futuristic. Yet, there are concerns: many people worry about distinguishing between real and AI-generated content,[5] and the environmental impact of training AI is a growing issue.[6]

Looking ahead, expect generative AI to integrate more seamlessly into our daily lives, with innovative applications in mobile and wearable tech.

Navigating Life with AI

WATCH VIDEO HERE ▶
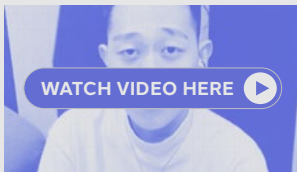
By Miles Xu
Senior Planner, iProspect
Age 24, China

Artificial intelligence has developed at lightning speed over the past few years, and, honestly, it's reshaped how I experience travel. You know that moment when you're out exploring a new city, taking photos with friends, and then you get back to the hotel only to realize that half of your shots are blurry or have random strangers photobombing? It's the worst. As a guy who loves sharing highlights on social media, those missed moments can be really annoying.

That's where AI photo editing tools come into play. With just a click, I can transform those messy shots into stunning images ready for social media. It's like having a personal photographer in my pocket, helping me capture memories without the hassle. And let's talk about language barriers – when I'm in a country where I don't speak the language, navigating menus can feel like a daunting task. But AI has my back here, too. Apps with translation functions, like Microsoft Translator or the Youdao Translator in China, let me translate menus or have real-time conversations with waiters who only speak the local language. It's a game-changer for making the most out of my travel experiences.

> **"AI is here to make our lives easier and our experiences richer."**

But AI isn't just about travel, it's also a major asset in my work life. When I'm writing in a non-native language, AI tools like DeepL and Simplifi AI help polish my texts, catching grammatical errors and smoothing out awkward sentences. It's like having a language coach on call.

Plus, AI can organize fragmented information quickly. Take meeting notes, for example. Those moments can get chaotic. But with AI, I can generate clear and concise meeting minutes that save me tons of time. It's all about efficiency.

Now, while AI is incredibly practical and powerful, there are some important things to consider. For instance, when you upload photos to editing apps, there can be legal risks involved, and let's be real—the laws surrounding AI are still catching up to technology. We need to think critically about how we use AI and what we share online.

AI is a tool that enhances our lives in so many ways, but it's crucial to navigate it responsibly. As a Gen Z, I believe we need to embrace AI's capabilities while also being mindful of its limitations and potential risks. So, let's use AI smartly and creatively. After all, it's here to make our lives easier and our experiences richer.

The Augmented Media Toolkit

Artificial intelligence is shaking up the media landscape, and by 2025, we're expecting a wave of new AI-driven solutions that will change how brands approach their campaigns. While marketers have started to explore generative AI through tools like Meta Advantage+ and Google Performance Max, many are still facing challenges integrating these technologies across their organizations.

In 2025, we'll see brands taking charge, looking beyond platform specific tools to tap into AI's full potential throughout the media value chain. This includes smarter budgeting, leveraging data for

Gen Z will define the future of AI-human collaboration, with AI set to impact 60% of jobs in advanced economies.[8]

predictive insights, and optimizing campaigns in real time. AI can enhance both the baseline and the upper limits of creativity in media, but brands need to focus on practical applications that improve efficiency, cost savings, or sales effectiveness.

Data governance will be crucial, ensuring transparency and accountability as brands harness AI. With this strategic approach, marketers will gain clearer insights and more agility in decision making, setting the stage for impactful campaigns.

Balancing AI with **Human Insight**

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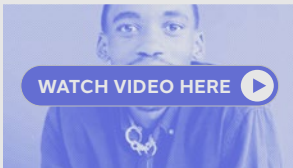
By Nikho Rudah
Strategist, dentsu
Age 27, South Africa

When it comes to work, AI has become an invaluable tool. What excites me most is how it overlays with existing data, insights, and audience tools. It gives us the ability to explore different outcomes, imagine possibilities, and solve complex problems. At dentsu South Africa, we've built a dashboard called Pulse, which consolidates all relevant brand and category data. We often combine this with Gen CX, an AI tool, to generate insights and recommendations on the best ways to approach media planning based on those data points.

But here's the thing: AI doesn't always take into account the anecdotal elements that are crucial to what we do in advertising. It's great for optimization, for sure, but it's not a one-size-fits-all solution. That's why I see AI as a tool for consideration—an enhancement that can guide decisions but shouldn't be the final word. It's there to support, not replace, the human insights that make our work so powerful.

"

AI and human insights don't have to be at odds. Instead, they should coexist, complementing each other to create something greater than either could achieve alone.

In my personal life, AI takes on a different role. As a consumer, I use it to save time, helping me quickly digest new information. It's incredibly efficient at streamlining tasks, but transparency is key. I want to know where the information is coming from, and that's an important part of my relationship with AI. When it comes to personalization, I'm pretty accepting—as long as I'm aware it's being used.

However, there's always a tension with AI, especially around the legitimacy of its data and how it integrates—or sometimes overlooks—the human experience. My hope for the future is that business leaders recognize there's room for both. AI and human insights don't have to be at odds. Instead, they should coexist, complementing each other to create something greater than either could achieve alone.

Ultimately, the value lies in striking that balance—leveraging the strengths of technology while never forgetting the unique perspective that only human experience can provide.

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A Million Micro-Moments

As artificial intelligence weaves itself into our everyday lives, it's changing the game for how brands connect with consumers, creating those crucial media micro-moments that help build genuine relationships.

By 2025, marketers need to take advantage of these one-on-one interactions to guide people through their buying journey and boost loyalty. With search engines serving up direct answers – leading to nearly 60% of Google searches ending without any clicks[9] – and social media feeds tailoring content just for us, we often find ourselves scrolling for hours without engaging further. Yet,

43% of Gen Zs in the US are comfortable with companies using their data for personalization.[13]

81% of consumers say that brands need to surprise and delight them to truly stand out.[10]

Messaging platforms like WhatsApp and WeChat are now essential for real conversations, and AI is stepping in to handle customer queries, making things more personal and efficient. Klarna's AI assistant,

for instance, tackled more than 2.3 million conversations in a month[11]—impressive. As we look to the future, with three out of four people expecting AI to be everywhere,[12] brands that tap into these technologies will build stronger connections with their audiences.

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Trust and Personalization in Advertising

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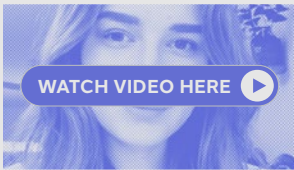
By Emmely Schröder

Junior Communication Consultant, iProspect
Age 26, Germany

Personalized advertising can be a tricky game. It either works perfectly, or it falls flat. For me, it's only effective when I already know the brand. If I trust them, personalization can enhance my experience. But if I don't, it often feels intrusive.

Let me give you an example. I recently saw a lamp on Pinterest that I absolutely loved. Suddenly, I started seeing ads for it everywhere, but mostly from brands I didn't know or that had poor reputations. Despite the eye-catching ads, I hesitated. It wasn't until I saw the same lamp advertised by Otto—a brand I trust—that I clicked. Even though I had seen it cheaper elsewhere, Otto had earned my trust over time. That trust made the personalized ad feel right.

On the flip side, when an unfamiliar brand tries to personalize an ad for me, I often find myself questioning their reliability. Personalization alone isn't enough to convince me—I need validation. I look for reviews, recommendations from friends, or even comments on social media. Real people's opinions make all the difference.

"

If I trust them, personalization can enhance my experience. But if I don't, it often feels intrusive.

That's why I love brands like Duolingo. They get it. Their humor is relatable, they understand Gen Z, and they focus on creating a real connection through social media. When they personalize their content, it aligns perfectly with their brand identity, and that's what makes it work.

But here's the catch: personalization only works if it feels true to the brand. If a company known for fast fashion starts pitching sustainable products, I'll lose trust. And once that trust is broken, it's hard to regain.

For me, personalized advertising has to match the specific interests I care about. If a brand tries to appeal to everyone, they risk losing the individual connection that personalization is supposed to create.

Power in Niches

In a world where recommendation algorithms dictate the stories we see, it's important to remember that these narratives start with human creativity. A simple joke can morph into a meme, influencing culture in unexpected ways. In 2025, brands will find tremendous opportunities to grow through deep interest communities and star influencers.

Digital media thrives on user-generated content, and today's creators—ranging from vloggers to writers—are becoming essential for brands. With 85% of CMOs planning to boost their investments in short-form content

74% of Gen Z fans like seeing brands engage with things they like.[15]

and influencer marketing, it's clear they're eager to tap into the creator economy.[14]

As niche communities gain traction, like those found on Reddit or in youth cultures on apps like Xianyu, brands need to connect authentically with these passionate groups. Successful content creators, even in B2B spaces, are proving to be influential partners for brands.

Expect to see more innovative business models and personality-driven brands emerge as marketers recognize the true value of these collaborations.

How Authenticity Shapes Influencers

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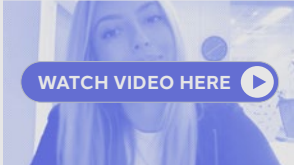
By Missy Goodchild

Client Executive – Sponsorship and Consultancy, MKTG
Age 23, United Kingdom

Influencers and content creators are everywhere, but when it comes to who I choose to follow, it all boils down to shared interests. Whether it's music, fashion, or lifestyle choices, I gravitate towards creators who align with what I enjoy. It's about discovering fashion tips, interests, and experiences that resonate with my world, not just something trendy for the sake of it.

When it comes to trusting their recommendations, authenticity is key. I look for creators who don't overload their feeds with paid partnerships. Their recommendations should feel genuine—aligned with their true interests, not what they're paid to promote. When a creator shares a product they already love and then later partners with the brand, it feels sincere, like the partnership is built on something real, not just dollars.

That said, I do sometimes find myself questioning whether influencers truly use the products they recommend. When they're constantly sharing commission-based links or ads, it's hard not to wonder if it's about the paycheck rather than the product. I much prefer when their content feels more authentic—when they're in their everyday surroundings, not on some perfectly staged set. It's in those moments that they come across as trustworthy and relatable.

❝

When a creator shares a product they already love and then later partners with the brand, it feels sincere, like the partnership is built on something real.

Seeing influencers in realistic environments makes me feel like they're not just focused on presenting a perfect, commercialized image. It's those down-to-earth moments that show they're genuine. It's like they're not trying to sell me something; they're actually sharing parts of their real lives. And that makes their content—and their recommendations—feel more honest.

I do enjoy observing the subtle online communities that form around shared interests. It's cool to see people come together around a creator or a passion, even if I don't personally interact.

At the end of the day, I think influencers should focus less on overwhelming their feeds with sponsorships and more on sharing the products they genuinely use and love. Rather than jumping at every product deal, they should prioritize building authentic connections with their followers. That's where the real influence lies.

Connected Television Gets Real Scale

Great stories tap into our emotions, and nothing stirs feelings quite like video. As video consumption evolves, entertainment and tech giants are racing to capture the streaming market, resulting in significant investments in live content and advertising solutions that brands can leverage in 2025.

Sports are the key to keeping viewers engaged. Streaming executives know live sports create shared experiences and community, with record ratings for events like the 2024 Super Bowl driving viewership.[16] As a result, platforms are locking in long-

75% of Gen Zs do not watch live TV daily.[19]

term sports deals, with Amazon partnering with the NBA and Netflix teaming up with WWE.[17]

Ad-supported tiers are gaining traction, with Prime Video making its ad option the default and potentially adding 50 billion impressions to connected TV in 2024.[18] This shift is opening new opportunities for advertisers to connect with targeted audiences in a more dynamic landscape.

Finding My Content in a Streaming World

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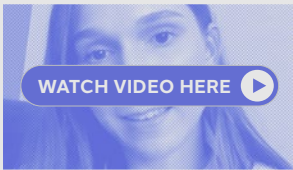
By Julia Hartwig

Senior Associate – Client Solutions and Planning, dentsu X
Age 25, USA

With long-form content available everywhere, the question isn't what to watch, but how to decide what to watch. In a world of endless options, choice can be overwhelming. For me, TV has become my go-to for watching long-form content. After a long day of work on computers and phones, sitting down to watch TV is my way of unwinding.

Over the years, my viewing habits have definitely evolved. I still love keeping up with trendy reality TV shows that get a lot of buzz, but I also enjoy binge-watching my favorite old shows. And more recently, I've gotten into watching podcasts—especially ones from influencers I follow online.

When it comes to platforms, I don't usually stick to just one. I'll switch it up based on the show. If I'm ever unsure of what to watch next, I'll ask friends for recommendations. If that doesn't work, I head to the platform's discover page. There's always something new and curated just for me, and it's a nice way to find content that matches my interests.

"
Streaming has revolutionized how we consume content, giving us more control over what we watch and when we watch it.

Streaming TV has a lot of benefits compared to traditional TV. The biggest one for me? Flexibility. I love that I can pause a show whenever I need to and pick it up later without missing a beat. It fits perfectly into my lifestyle. But with those benefits also come some frustrations. The rising costs of subscriptions and the sheer number of platforms I need to keep track of can be a bit much. My content is scattered across different streaming services, but I still wouldn't want to go back to the days of traditional TV.

Having so many options is something I've grown to love. Streaming has revolutionized how we consume content, giving us more control over what we watch and when we watch it. It's not just about convenience; it's also about personalization, and that makes all the difference.

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The Pivot to Algorithmic Planning

The future of marketing is shifting into an era that's 100% algorithmic, meaning brands will need to prioritize algorithm availability just as much as they do physical and mental availability. As platforms aim to boost audience engagement, they're constantly fine tuning their recommendation algorithms to deliver personalized content, making AI the key player in deciding what information and ads reach consumers.

After moving from a broadcast era focused on brand building, to a precision era that emphasized performance metrics, we're transitioning to an algorithm-

## By 2027, 79% of all ad spend will be driven by algorithms.[20]

driven age where both branding and performance matter.

Marketers will need to adapt their strategies, using automation to better target micro-audiences. This means using AI to identify the right segments for maximum reach, expand their audience, and determine the best content to convert each segment.

Additionally, brands must integrate their creative and

media efforts, leveraging dynamic creative optimization as a core strategy. This approach will lead to fewer but higher quality assets, resulting in a more sustainable model that maximizes audience engagement and drives meaningful results.

The Algorithm Connection

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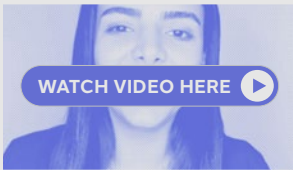
By Aya Daher

Media Manager, iProspect
Age 24, Lebanon

Marketing is going through a major transformation, and honestly, I'm here for it. As a Gen Z, I care a lot about how brands communicate with us, and the secret sauce seems to be algorithms. But let me break it down for you. This isn't solely about data; it's about trust and authenticity.

Take TikTok, for example. When I scroll through my feed, it's like the algorithm knows exactly what I want to see. It serves up content that feels personal and relevant, and I don't even have to dig for it. It's a vibe. But then there's Instagram, which sometimes feels more like a marketplace than a social platform. It's all ads, all the time. It's just too much.

Brands need to leverage data to create real connections. If you're trying to reach us, keep it natural and organic. We're tired of being bombarded with ads that feel forced. When brands feel authentic, we're much more likely to engage.

> "
> I care a lot about how brands communicate with us, and the secret sauce seems to be algorithms.

For me, effective marketing means staying true to your audience. If a brand tries to be everything to everyone, it risks losing that special connection that makes personalization work in the first place. We're not here for clever algorithms alone; we're here for genuine connections.

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Retail Reshapes Media

Retail media is growing rapidly, with a 28.9% YOY increase fueled by brands seeking better measurement of media investments.[21] Leading retailers like Amazon, with more than $50 billion in ad revenue,[22] and Walmart, now armed with Vizio's 18 million active accounts,[23] are expanding their ad capabilities and integrating data across platforms. This shift signals a future where retailers may dominate not just retail media but the broader advertising landscape.

Media companies are responding by enhancing their shopping capabilities. For instance, Disney's partnership with Mercado Libre enables richer audience targeting,[24] while TikTok supports more than 15 million global merchants,[25] positioning itself in the e-commerce space.

Meanwhile, payment processors like PayPal[26] and Chase[27] are entering media, using financial data to offer unique shopper insights.

This convergence of retail, media, and finance suggests a future where shopper data is central to campaigns, with acquisitions potentially reshaping the industry as boundaries blur.

79% of Gen Z buy a product or service online at least once a month.[28]

Gen Z Is Tired of Social Media Ads

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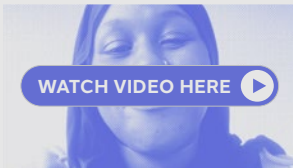
By Harirata Diallo

Imagen Insights Community Member
Age 24, Switzerland

When I'm shopping on a company's platform, I don't mind the ads. In fact, I kind of like how they suggest things before I check out, it helps me compare options and make a better choice. But when it comes to social media, I'm not a fan of ads popping up everywhere. It feels forced and invasive. I go on social media to relax, catch up with friends, and have a laugh, not to be pushed into buying things.

I notice the difference even more with location changes. When I'm in London, my For You page becomes all about shopping and buying. It honestly takes the fun out of scrolling through social media because everything feels like an ad. But now that I live in Switzerland, it's different. The shopping laws mean I don't get hit with as many ads on platforms like TikTok and I don't feel forced to buy anything. I do still see some ads but because I can't check-out through that platform, I feel a lot more in control so it's a relief not to be bombarded constantly.

It feels like ads are everywhere now and you can't escape them. Every app has a lineup of ads waiting for you as soon as you open it. I think it's changed what social media was supposed to be about, which was connecting with others and having a good time.

Brands need to be more mindful of the times we're in, and not everyone online is over 18. Kids are seeing these ads, too, and some might even use their parents' information to make purchases, which is how you end up with trends like kids buying skincare and makeup. It's just too much!

This article was contributed by Imagen Insights.

> **When I'm shopping on a company's platform, I don't mind the ads. In fact, I kind of like how they suggest things before I check out.**

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A Better Supply Chain

In a world overflowing with content and endless scrolling, capturing audience attention and driving growth in 2025 will hinge on a higher quality programmatic supply chain that's more sustainable, transparent, and trustworthy.

It all starts with understanding advertising outcomes better. Digital media can measure everything from sales boosts to carbon emissions, and new tech like eye tracking is helping brands gauge audience attention in various contexts. In fact, 86% of CMOs now see attention metrics as crucial for media performance.[29]

36% of 18-24 year olds in the UK want to see more plus size models in advertising.[31]

Brands also need to protect their programmatic ads from fraudulent and unsafe environments, using private marketplaces for transparency. On the flip side, overly strict keyword blocking can hurt engagement; many missed opportunities arise during high-profile events due to misguided safety concerns.

As sustainability takes center stage, companies are increasingly measuring and reducing carbon emissions from media operations, but are doing this within an increasingly complex, crowded, and fragmented technology landscape.[30]

With programmatic buying on the rise, the future looks promising for more effective and responsible advertising strategies.

The Authenticity of Advertising

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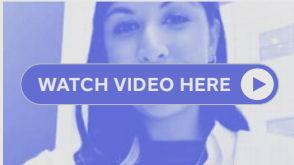
By Mariam Khan

Strategy Director, dentsu X
Age 27, United Kingdom

Advertising does more than promote products—it influences how people see the world. Because of this, brands have a responsibility to ensure their messaging reflects the broad range of experiences and perspectives that exist. When people recognize themselves in campaigns, they form stronger, more meaningful connections with brands.

One company excelling in this space is Fenty. Both Savage by Fenty and Fenty Beauty have set a new standard by showcasing a broad spectrum of individuals in their campaigns. They celebrate different body types, skin tones, and unique personal styles in a way that feels authentic, not performative. Consumers recognize this sincerity, and in turn, their loyalty and engagement deepen.

The rise of platforms like TikTok has further transformed the landscape. The creator economy has given individuals the space to share personal perspectives,

as well as spotlight niche communities and subcultures, leading to greater awareness and curiosity. These digital spaces have fostered open conversations, allowing brands to engage with audiences in a more genuine way. Instead of reinforcing outdated norms, advertisers now have the chance to embrace fresh viewpoints that reflect the

> " Thoughtful and intentional storytelling should be the foundation of modern advertising.

richness of human experiences.

Brands also have a critical opportunity when it comes to their partnerships and media investments. Seeking collaborations with a range of

content creators and media platforms ensures that marketing campaigns resonate on a deeper level. This isn't just about broadening reach—it's about telling richer, more relatable stories that connect with audiences in meaningful ways.

Ultimately, thoughtful and intentional storytelling should be the foundation of modern advertising. It's not about checking a box but about fostering an industry that values authenticity, relevance, and deeper engagement. When brands approach their messaging with care, they don't just capture attention—they build loyal fans and powerful brand advocates.

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The Partnership Gold Rush

With streaming and generative AI booming, platforms are on a quest for high quality content that keeps users hooked. This has sparked a flurry of partnerships and licensing deals between media and tech companies, and it doesn't look like it will slow down in 2025.

To build long-term loyalty, generative AI platforms need to show they're both essential and reliable by providing accurate, quality information. OpenAI has teamed up with major names like *The Financial Times*[32] and Reddit,[33] while Perplexity has linked up with *Der Spiegel* and *Time*, covering aspects ranging

40% of US Gen Zs look for reviews from online influencers[36]

from model training to new tool development.[34]

On the streaming front, viewers are reconsidering their subscriptions, leading to a resurgence of bundling. Services like Disney+, Hulu, and Max are offering combined deals up to 38% cheaper than individual subscriptions.[35] This shift could benefit audiences with better

prices and greater access to quality content, while marketers may enjoy reduced audience fragmentation and easier planning and measurement in this evolving landscape.

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When Collaborations Work in Sports

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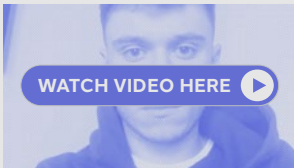
By Cameron Wilson

Client Assistant, MKTG
Age 23, United Kingdom

Brand collaborations are everywhere in sports these days, but are they always worth the hype? Are they delivering real value, or are some cash grabs disguised as partnerships? Let's break it down.

A partnership that feels natural and authentic? Look no further than Formula One and Red Bull. Everything about the Red Bull brand screams risk taking, high energy, and pushing the limits—all of which align perfectly with the world of Formula One racing. The connection between speed, adrenaline, and the Red Bull identity makes this collaboration feel seamless, and it just works.

I do think there's real value in brand collaborations, especially in sports. These partnerships can be iconic, powerful, and sometimes even game changing. But for them to work, they need to bring something fresh to the table— something that excites consumers. If it feels like a gimmick or a shallow attempt to ride a trend, it can backfire and devalue both brands involved.

> **"**
>
> ## If it feels like a gimmick or a shallow attempt to ride a trend, it can backfire and devalue both brands involved.

The key? Quality and authenticity. When those are prioritized, a partnership can offer real value and lasting impact. But without them, it feels like a cash grab.

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Unevenly Distributed

The global push for digital connectivity is now facing new challenges, and as William Gibson wrote, "The future is already here – it's just not evenly distributed."

While tech platforms have expanded access, regulatory pressures are intensifying, particularly around data privacy and national security. For example, Brazil's recent suspension of Meta's data policy[37] reflects growing tension, with platforms potentially forced to localize offerings, creating a more fragmented digital landscape.

Artificial intelligence is widening the technology gap as advanced

Gen Zs in the US are 13 times more likely to own an iPhone than Gen Zs in India.[40]

AI features require high-end devices, limiting access to those who can afford upgrades. With only 43% of consumers optimistic about AI's role in fostering equality, there is concern over the digital divide.[38]

Additionally, more content is moving behind paywalls, including podcasts by major news outlets like *The New York Times*.[39]

Advertisers may need to play a role in ensuring access to information for those priced out of the digital future.

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The Global Cost of Staying Connected

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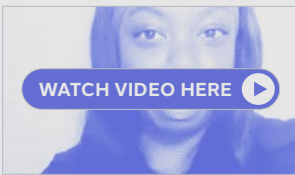
By Elestian Willougby

Imagen Insights Community Member
Age 23, United Kingdom

G en Z has always had access to technology, shaping our view of what's fair and accessible. For many of us, digital tools feel like a basic right, something we've had since we were young. It's rare for a young person not to have a phone or technology device, it's how the iPad kids became a thing, it's almost essential for education, jobs, and staying connected. But when people can't access the same tools or basic Wi-Fi due to high costs or regional restrictions, it changes our view of equality. Not everyone has a fair chance.

I feel very strongly about how, in some places, Wi-Fi and streaming services are available and affordable, while in other places, they're practically luxury items. This makes those of us with access realize how privileged we are, while others in neighboring regions feel left behind.

> "Young people miss out on many opportunities... simply because they can't access the same tools.

Gen Z has found ways to adapt and get creative with accessing what we need. I know people who share streaming accounts or spend hours in fast-food places to use free Wi-Fi. It's not how anyone wants to spend their day, but it's how we bridge the digital divide. Constantly searching for ways to access basic content can feel frustrating and isolating when it's due to high costs and companies putting profit over accessibility. Gen Z in third-world countries

have bigger issues and priorities which makes the situation worse knowing that having access to Wi-Fi or the latest devices is a choice between eating or enjoying luxuries.

Brands and governments need to step up. I believe companies have a duty to make technology accessible whether by lowering prices, investing in infrastructure, or offering affordable, locally adjusted versions of their products that match the economy of each country. Someone in India or Africa shouldn't pay the same as someone in the UK or America. Young people miss out on many opportunities, like becoming content creators or pursuing other online-based creative careers, simply because they can't access the same tools.

This article was contributed by Imagen Insights.

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