



THE SHAPESHIFTING NATURE OF DIGITAL CHANNELS

VIDEO TRANSCRIPT

Kaustubh Rajnish

How do you see the shape shifting nature of these digital commerce channels and which are the ones that you feel are more material or relatively more important than others?

Oliver Wright

What we have seen in the last few years is this massive explosion in the range of channels that we've got. We've created this model called The Fan, it identifies that there are currently 14 different channels for the ways in which product can find its way to consumers or to shape consumer and customer behavior. And with the advent of the metaverse, we see that number of channels just continuing to proliferate. And we have no reason to believe that there won't be a much larger range of channels in the future.

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