

VICE MEDIA GROUP IS UNIQUELY POSITIONED TO PREDICT WHERE CULTURE IS GOING NEXT

COMMUNITY

Insights from our global network of artists and creators. We access real stories by speaking with the minds that hold them.

CULTURE

Insights from those immersed in culture around the world. Our Editors, Producers, Creators, and Talent across 26 offices and with 26 distinct perspectives from around the globe.

CONSUMER

Insights from ongoing dialogue with VMG's audience and youth around the world: VICE Voices, Mad Chatter, VMG Youth Census, Reader Polls, Voicemails, UGC, etc. We ask what they think, feel, and want, and then we make it for them.

CONTENT

Insights from how our audience engages with VMG across platforms: content analytics, topic analysis, search terms, reader comments, topic adjacencies, campaign analytics, etc.

"VICE DOESN'T FEAR THE FUTURE

WE DEFINE IT." Dear Reader,

We don't know what's next. No one does.

But we do have a sense of what's coming.

We believe it's our job to help navigate change. To contextualize and shape the future for younger generations, for brands, for society, and for ourselves.

We don't just use data analytics to do this. We have an ongoing dialogue with our network of journalists, creators, tastemakers, cultural pioneers, and – most importantly – our youth audience, to draw insights and discover deeply human truths.

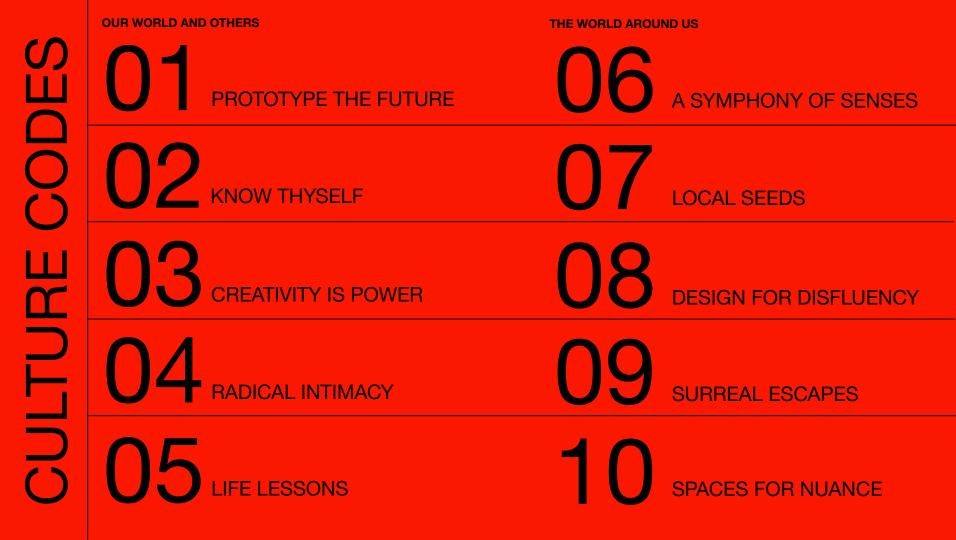
As Gen Z assume their rightful role as shapers and makers of emerging culture, they drive forces of change for everyone.

Read on to discover ten "Culture Codes" that will help you say in lockstep with the cultural shifts and key forces shaping consumers' beliefs, desires and norms.

Shape the future with us. We dare you.

Julie Arbit, Global SVP, Insights, VICE Media Group





DOWNLOAD THE FULL REPORT

Combining art and science to uncover insights, we leverage access to proprietary sources from global editors to our youth community groups and content analytics.

We believe it's our job to help predict, contextualize and shape the future for ourselves and with clients. We want to hear your thoughts and provocations.

To read the full report visit us here

