



Apple WWDC 2023

The dawn of Spatial Computing

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Better decisions, faster.



A vision for future brand experiences

WWDC 2023

Apple's [Worldwide Developers Conference](#) is an annual staple of the technology calendar. The event has become a significant launch announcement event for software and policy updates and new technology platforms.

In 2020, plans for App Tracking Transparency were revealed, which have since impacted many elements of mobile advertising.

[WWDC 2021](#) announced privacy enhancements in browser and mail environments. [WWDC 2022](#) followed suit, announcing [SKAdNetwork4.0](#) to measure more effectively in an ATT environment.

The mobile economy is already highly scaled. Apple claim that [USD 1.1trn of revenue is generated in the app store ecosystem](#), equivalent to over 1% of global GDP.

[Shifts in policy](#) or new marketing opportunities will have a meaningful impact on brands.



There were many [new features](#) across a family of mobile, tablet, watch, TV, and computer operating systems. Many focus on more [personal and intuitive](#) use cases, such as [journaling](#) with extensive yet subtle [use of machine learning](#) technologies.

The integrated nature of the Apple ecosystem enables brands to integrate services and technologies more via various [APIs and development kits](#).

For example, [ShazamKit](#) enables music and audio recognition in apps, with obvious use cases for music marketers but interesting [examples in many other sectors](#).

The Vision Pro

The highest profile announcement at the event was for the [Apple Vision Pro](#). Early independent [reviews are blown away](#) by the experience.

We are starting an age of [Spatial Computing](#), building on previous personal and mobile computing paradigms and delivering a range of experiences between subtle augmentation and total immersion.

At launch in the US in early 2024, it will be positioned as a high-end device with a \$3499 price tag. In the year after its 2007 launch, the iPhone sold 1.4m units, and now it is estimated that 1.4 million iPhones are sold [every two days](#).

Brands should take notice, as Apple has a historic reputation for fully thinking experiences through, evident through the [volume of content shared](#) at WWDC.

Every element of a new spatial computing experience is covered in detail, from the foundational principles of [designing for spatial computing](#) to utilizing depth, sound, and gestures to create new kinds of interaction.



Brands are already thinking deeply about those experiences. Disney joined Apple in this week's keynote to share an inspiring [vision for what content](#) delivered through spatial experience could become. Live sports from every angle, non-linear storytelling and immersive documentaries [were featured](#), and new [ad experiences](#) are bound to follow.

It does not need to be a content play, and commerce will see significant new opportunities as [shopping becomes more immersive](#), replicating store experiences and going beyond them.

Privacy and fingerprinting

Apple states that privacy is a [fundamental human right](#). As such, the brand leads in developing solutions to [understand and manage privacy](#). Delivering initiatives such as App Tracking Transparency, Privacy Nutrition Labels and App Privacy reports in recent years.

Across the vast mobile app ecosystem, developers often struggle to manage privacy risks using code from multiple third-party software development kits (SDKs).

This year Apple is introducing [Privacy Manifests](#) in iOS to manage privacy through SDKs better and deliver a chain of accountability for SDK publishers and app developers to define how user data is collected and utilized.

One of the most important implications of this shift is the [disruption of device fingerprinting](#) by apps. This has been utilized by some measurement solutions to circumvent the limitations of App Tracking Transparency.

In other cases, developers [might not have known](#) the fingerprinting capability was in the code they use via SDKs. Risky code is highlighted, and developers must attest that they use SDKs for compliance. Any risks to the consumer will be aggregated in new Privacy Nutrition labels.

Either way, this approach will reverberate through the ad tech ecosystem removing many of the [privacy risks](#) created by device fingerprinting.



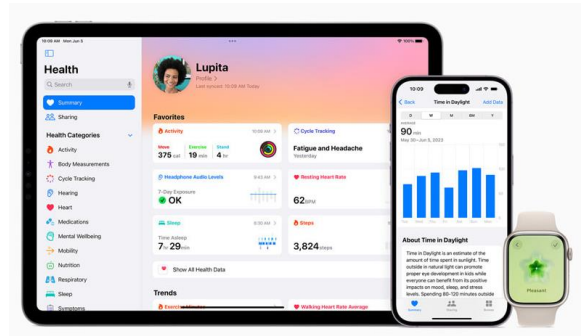
Safari is also seeing several [privacy upgrades](#) with new blockers on trackers and the creation of profiles for different users or different contexts of life, such as work and home.

Delivering valued experiences

The two major trends of ever-greater privacy control and an opportunity for new experiences may seem entirely separate, but they are interconnected.

The tactic of buying or surreptitiously collecting personal data is increasingly untenable. Personal data points remain crucial to delivering the right message, service or value at the right time.

As we live more with technology, increasingly personal and meaningful interactions are built around more sensitive personal data.



An example is the new [health or mental well-being insights](#) new to iOS 17. This kind of information must be kept entirely secure. Only the most trusted brands can hope to succeed.

Apple has successfully created a positive feedback loop of permissions enabling valuable interactions, allowing further permissions and services.

Many brands must follow this model as personal data will no longer be freely available. Consumers will need [reasons to opt-in](#) to enable anything more than a commoditized transactional relationship.

Data and differentiated experiences will both become more valuable in the coming years. Therefore engaging in the most sophisticated ecosystem of privacy and experiences is vital to delivering sustainable long-term growth.



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