Mashable's Adam Ostrow tries to predict 2012 trends in the post **5 Key Digital Media and Advertising Trends for 2012**

The top 5?

- **Social Curation and Mobile Will Drive Growth for Media Organizations**
- **The Impact of the Second Screen on Television**
  I love this one and will study it and try to exploit **coviewing** [watching TV and commenting on Twitter and Facebook]!

- **An Explosion of Content for Connected TVs**
- **Connectivity in the Car Makes Autos the Next Great Platform**
- **Mobile Commerce Brings it All Together**

Check the full video below:

[Via Mashable]