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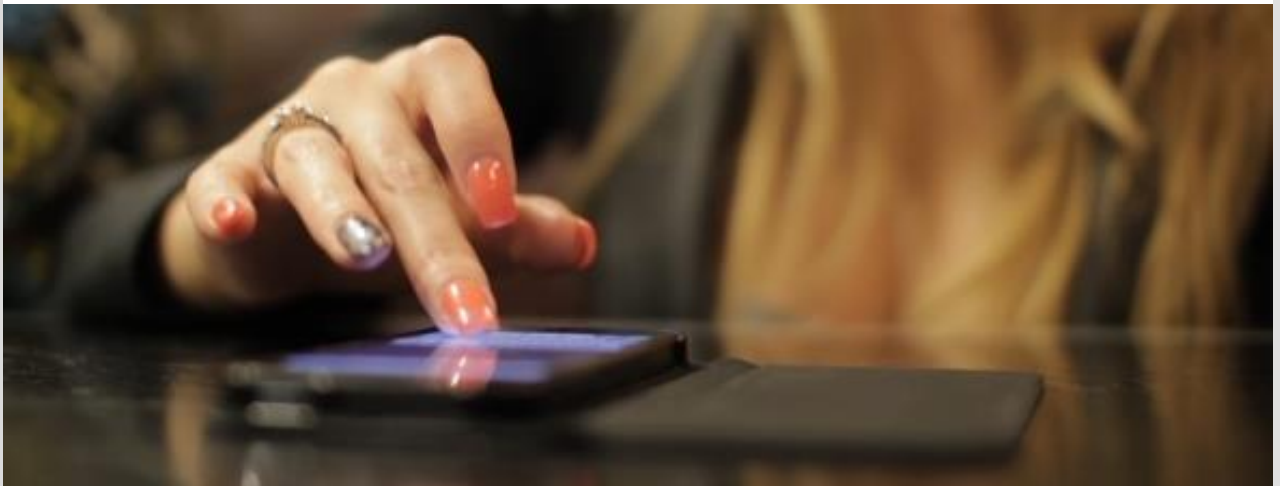
A MONTH IN MEDIA

SEPTEMBER 2015



TWITTER AND GOOGLE TEAM UP TO LAUNCH THEIR VERSION OF INSTANT ARTICLES

In response to similar products from Facebook, Apple and Snapchat, Google and Twitter are reported to be teaming up to offer their users instant mobile articles. Users who click on a mobile link will see full articles pop up almost immediately, instead of having to wait several seconds for an article to load on the publisher's site. The cached Web pages will display the original ads the publisher sold next to the story.



IMPLICATIONS

This should make it easier for publishers to distribute their content on mobile devices and it may help Google make inroads into Facebook's increasing power in the mobile ad market

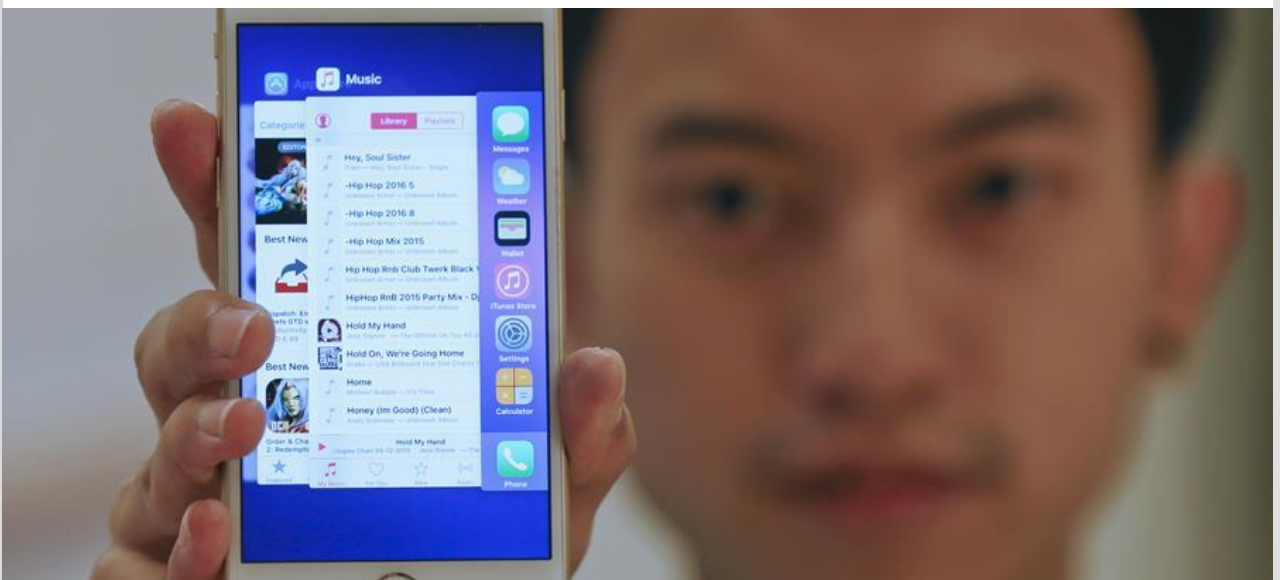
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BACKLASH AGAINST APPLE'S AD BLOCKERS

Just two days after Apple enabled ad-blocking through its new iOS 9 mobile operating system, several ad-blocking apps soared to the top of Apple's App Store chart. This led to questions about how an ad-funded, free content Internet model could be sustained in an age of ad-blockers, with publishers fretting that their livelihood would be challenged. Consequently some of these ad blockers have been withdrawn



IMPLICATIONS

Whilst this is a topic that will rumble on, in the short term it is likely that the ad industry will need to move away from intrusive, data-heavy ads that slow down the browsing experience.

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NEW RULES FOR VLOGGERS

As a result of the controversy and subsequent banning of the Oreo campaign which featured YouTube vloggers surreptitiously promoting the brand, the Advertising Standards Authority has produced new guidelines that apply across all media. If a vlogger is paid to promote a product or service and an advertiser controls the message, vloggers must now clearly signpost that they are advertising. Although only in the UK, this pre-empts the potential new European wide legislation currently being discussed by the European Commission.



IMPLICATIONS

With the rise of the vlogger, the line between paid and earned media has blurred. This move will give more clarity to the grey area of vloggers, many of whom generate income by promoting brands. These guidelines will push brands to create content that is relevant and engaging as well as transparent

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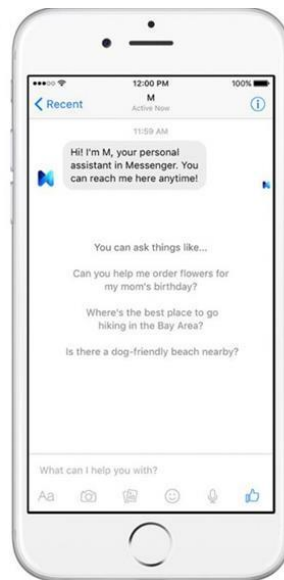
THE GUIDELINES

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'M', FACEBOOK'S UNIQUE VIRTUAL ASSISTANT

Facebook is to release a new virtual assistant for Messenger, which is designed to challenge and out perform their rivals' offerings. Facebook claim M will be able to perform tasks that none of the others can, because, in addition to using artificial intelligence to complete its tasks, M is powered by actual people. In comparison, competitors use either large scale, artificial intelligence, or small scale human assistance.



IMPLICATIONS

Facebook's goal is to make Messenger the first stop for mobile discovery. Google has long had desktop search locked. Their model could open new revenue streams. The challenge will be to make M scalable and relevant to all potential users.

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NEW GOOGLE LOGO

Google's new logo isn't just about looks. It's about scalability and action, and it tells us a lot about the future of branding in a world of smartphones, smartwatches, GIFs, and mobile video. The logo works across numerous devices and different types of inputs



IMPLICATIONS

Google's rebranding could lead the way for other brands to reassess their branding to ensure it is relevant for the multi-screen world.

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