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A MONTH IN MEDIA

September 2016



GO WITH THE DOUGH!

Channel 4 have bought Bake Off for £25 million, outbidding the BBC by £10 million. Love Productions (who own the programme) said that they would be withdrawing the programme from the BBC at the end of the current series. It is thought that the BBC failed to secure the rights for the show after nearly a year of discussions, comparatively it only took 2 hours of negotiations with Channel 4 for a price to be settled.

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Implications

This comes as big news to the BBC, who are in danger of losing yet more viewers following last year's Top Gear debacle. In short it is becoming more and more apparent that the BBC can't compete with bigger TV companies who have the ability to cover the high costs of buying shows through advertising fees. And the Bake off is an advertising gold mine! (with 5 million viewers under 34).

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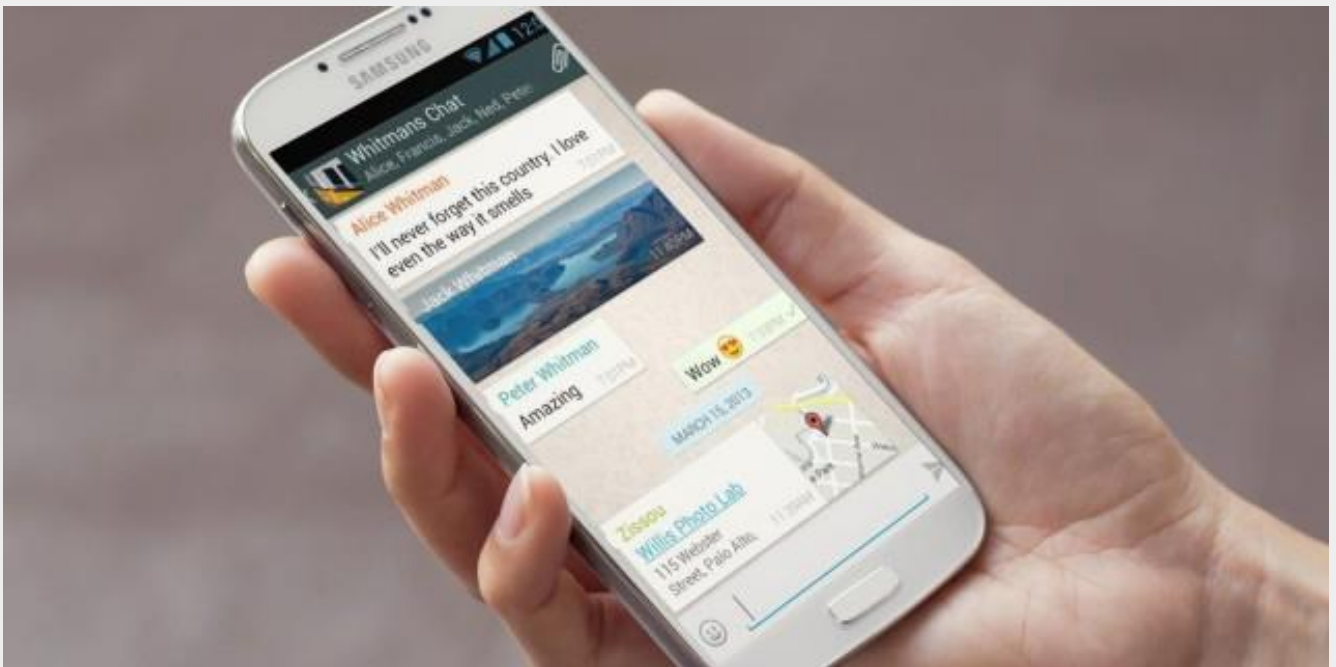
September 2016



WHATSAPP USERS TO RECEIVE ADVERTS

WhatsApp says it will begin sharing more data with Facebook and will start letting some companies send messages to users. It is the first time the company has changed its privacy policy since the firm was bought by Facebook in 2014. WhatsApp will now share users' phone numbers with the social network, which it will use to provide "more relevant" friend suggestions and advertisements. WhatsApp will also share information about when people last used the service, but said it would not share the contents of messages, which are encrypted.

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Implications

This will give brands a new, high reach platform with which to connect with customers. In its simplest form, messages typically sent via SMS text message - such as airline flight alerts or bank balance updates - could be sent via WhatsApp instead. Marketing messages with offers and promotions could also be sent. Businesses could be charged to send these messages, which would provide revenue for this free-to-customer service in order to ensure users don't jump to another instant messaging service.

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GOOGLE TRIPS WANTS TO BE YOUR PERSONAL TRAVEL GUIDE

With the introduction of Trips, Google wants to become the default way for travelers not only to organize trips, but also the go-to travel guide once at the destination. The app pulls in reservation information from the user's gmail account, and suggests personalized itineraries based on your Google history and data gleaned from other travelers. Best of all, it works offline: you can download everything to your phone before you leave, including maps and walking directions.

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Implications

Trips has the potential to be a transformational app for users. It will also serve as another means of data collection for Google itself, which will be able to better augment its business listings data in Google Maps with the information collected by the app and its users.

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GREAT FIREWALL OF CHINA

The Great Firewall of China blocks any site beyond the control of the Chinese government. In the absence of web giants Facebook, Google and Amazon, Chinese apps have evolved in a unique way. WeChat, one of China's 'super apps', combines the functions of WhatsApp, Apple Pay, Facebook, Skype, Uber, Amazon, Instagram and even Tinder, as well as functions that don't yet exist in the west. Consequently, WeChat has a staggering volume and depth of personal data which can be used by brands (as well as the Chinese government).

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Implications

Facebook and Google are becoming western replications of WeChat offering chat, ecommerce and more recently ad services. All this means is that ultimately millions / billions of people's data will be in the hands of a small number of people. A very valuable asset to have for their ad targeting.

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LIBERTY MEDIA PURCHASES FORMULA 1 FOR \$4.4bn

On the 11th September it was announced that Liberty Media had bought Formula 1 to add to its sporting repertoire that includes Eurosport and a series of American sports teams. Bernie Ecclestone has been the driving force behind the sport for the past four decades and F1's 85-year-old chief executive will remain in the driving seat for the time being, but it's Go Go Go for the sport and changes are likely at some stage.

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Implications

The acquisition will give Liberty a higher profile in the world of sport and thanks to the F1 structure set up by Ecclestone it appears to be a safe bet for years to come. It has often been argued that despite Ecclestone's great business expertise he hasn't always got the most out of the sports franchise in terms of sponsoring and advertising rights, Liberty will look to fully utilize this potential of US viewership and on demand views as potential revenue builders.