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NEWS OF THE MONTH – GOOGLE DEBUTS NEW PIXEL PHONE, GOOGLE HOME AND ASSISTANT INDIA / October 2016

## Google debuts new Pixel phone, Google Home & Google Assistant

Google unveiled its new Google Pixel phone and began taking orders for its previously announced Google Home hands-free home assistant. Those were the stars of a special event focused on new Google hardware, underpinned by the new Google Assistant.

The Google Pixel phone comes in two sizes and features unlimited photo storage and a camera that Google said is the best any smartphone has ever had.

Built into both of these is the software star of the show: Google Assistant, which is designed to allow people to interact with Google in a conversational way.

<http://marketingland.com/made-by-google-event-193690>



Google also announced Google WiFi, a smart multi-router system for the home, and Chromecast Ultra, an improvement to Google's existing Chromecast device that now supports 4K.

The Pixel is the first Daydream-compatible phone and Google also announced the \$79 Daydream View headset to accommodate the Pixel for VR use. The Daydream View comes bundled with a tiny motion controller that is so precise, claims Google, that you can even draw with it. Both Pixel models are powered by the latest Snapdragon 821

## Amazon Prime Video coming to India on November 9

There's a lot of speculation on the impending launch of Amazon Prime Video, the subscription-based streaming service of the e-commerce giant.

The service will be launched in India on **November 9**, in an elaborately-planned glitzy ceremony at a hotel in Mumbai. What's more, Amazon has already roped in **Karan Johar** is expected to do the official launch in India.

<http://www.huffingtonpost.in/2016/10/05/not-diwali-this-is-when-amazon-video-is-finally-launching-in-in/>



## VIEW FROM THE TOP – EMERGING

### DIGITAL & ADVERTISING

#### Google (finally) launches cross-device retargeting

In a big change, Google enables cross-device remarketing for signed-in users

Soon advertisers will be able to reach users across devices with Google remarketing campaigns.

This is a significant development, as Google has not previously supported cross-device retargeting. For example, currently, if a user comes to an advertiser's site on a mobile phone, the advertiser is not able to retarget that user later on a desktop, unless they also visit the site on desktop. If that happens, the user is effectively listed twice, and the frequency capping and negative list exclusion is set at the browser or mobile ID level on each device.

<http://marketingland.com/google-cross-device-remarketing-launches-192819>



## Instagram launches keyword moderation tool for controlling content

Instagram launched a keyword moderation tool which will give users greater control over the content of comments posted on their pictures in the photo-sharing app. "Now, when you tap the gear icon on your profile, you'll find a new Comments tool. This feature lets you list words you consider offensive or inappropriate. Comments with these words will be hidden from your posts," said Kevin Systrom CEO of Instagram, in a blogpost.

Effectively, a user can either specify the words that they do not want to see in their comments, or use the default words Instagram has provided. To turn on the feature, users can go to the "comments" option in their settings, turn on "hide inappropriate comments" and specify words that they do not want to see on the pictures they post.

## Twitter character count update



From September 19, photos, videos, GIFs and quote tweets will no longer count towards Twitter's 140-character limit.

Attachments currently add 24 characters to the length of a tweet, but Twitter has dropped this limit in a bid to attract more users to the network.

In a tweet, Twitter wrote: "Say more about what's happening! Rolling out now: photos, videos, GIFs, polls, and Quote Tweets no longer count toward your 140 characters."

These changes, which also give users the ability to retweet their own tweets, is also testing the changes on replies. For example, when replying to a tweet, reply @names will no longer count toward the 140 character count.

<http://www.wired.co.uk/article/twitter-character-limit-change>

## MTV Brand Studio creates music festival for Amazon India



To break the clutter around the festival season, Amazon has upped the ante where customer engagement is concerned by creating a one-of-its kind musical experience in association with MTV's creative services offering for brands – MTV Brand Studio.

The music festival stage will host the likes of Badshah, Vishal and Shekhar, Sunidhi Chauhan, Papon and Shaan was aired across MTV, MTV Beats, Colors, Colors, Rishtey, Colors Marathi and Colors Gujarati in both SD and HD on 30 September 2016 at 11 pm thus ensuring maximum reach across age groups through the combined reach of the mass, youth and regional brands of Viacom18.

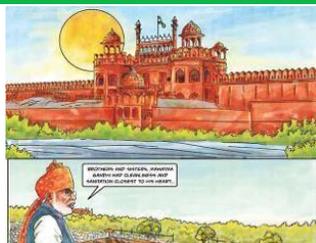
## Dish TV adds 32 educational channels of HRD Ministry to its offering

Leading direct-to-home (DTH) player Dish TV has added 32 educational channels, launched by the Ministry of Human Resource Development, to its platform. With the focus on using space technology to expand reach, these channels will offer high quality educational content to all subscribers designed by central universities such as Jamia Millia Islamia, Punjabi University, IGNOU, Kashmir University and other leading educational institutions.

The service will also offer telecast of live classroom lectures from top institutions including the IITs.

<http://brandequity.economictimes.indiatimes.com/news/media/dish-tv-adds-32-educational-channels-of-hrd-ministry-to-its-offering/54311651>

## Amar Chitra Katha to publish comics on Swachh Bharat



Prime Minister Narendra Modi and his pet initiative Swachh Bharat Mission have gone "amar".

As the cleanliness campaign turns two on October 2, Amar Chitra Katha has come out with comics teaching school students "Modiji knows how to make the impossible possible" and scientific sanitation methods of Indus Valley civilization. Amar Chitra Katha, an iconic series started by creator Anant Pai to tell India's tales of mythology and folklore, has developed "Swachh Bharat, the Clean Revolution" to educate schoolchildren about the conceptualisation of the campaign and success stories over last two years.

<http://brandequity.economictimes.indiatimes.com/news/advertising/amar-chitra-katha-to-publish-comics-on-swachh-bharat/54597238>

## Network18 partners with Aquaguard to sensitize nation about water

Network18, in partnership with Aquaguard, has initiated a national awareness water campaign. To create awareness and highlight the importance of water for both, urban and rural India, Jal Daan campaign is envisioned to sensitize viewers towards the importance of clean drinking water and the challenges the nation is facing on account of its scarcity.

The first episode of the campaign was telecast on 25 September at 7:30 pm. It will introduce the viewers to the idea behind the campaign, and reveal how every Indian can be a part of it.



## Amagi launches India's first online platform to plan, buy and target ads on national TV

Baskar Subramanaian, Co-Founder, Amagi Media Labs, said, "TV's popularity is growing in India. Overall average time spent watching TV as well as viewership of TV is growing. In our internal survey done recently on a sample of SME advertisers to check their readiness of online media buying, 56 per cent of them prefer TV as a mode of advertising but 65 per cent of them shy away from advertising on TV because of cost and 30 per cent because of lack of knowledge of TV advertising process and difficulty in finding a trusted media agency. With Amagi MIX we are trying to address the above pain point and attempting to make TV advertising easy and affordable.'

The tool provides for a host of easy payment options. The launch coincides with Amagi's new television commercial, titled 'Yaari Yaari', which will go on air across Amagi's vast channel bouquet to educate TV audiences about the viability of the tool. The entire TVC has been scripted, conceptualised, financed, shot, produced and edited in-house at Amagi.

[http://www.exchange4media.com/digital/amagi-launches-india%E2%80%99s-first-online-platform-to-plan-buy-and-target-ads-on-national-tv\\_66232.html](http://www.exchange4media.com/digital/amagi-launches-india%E2%80%99s-first-online-platform-to-plan-buy-and-target-ads-on-national-tv_66232.html)



## INNOVATION OF THE MONTH

### Snapchat unveils \$130 connected sunglasses and rebrands as Snap, Inc.

Snapchat's first hardware product is coming to the market sooner than anyone expected. The company said that it will sell Spectacles, a set of connected sunglasses that record 10-second snippets of video, for \$130 sometime this fall. It also rebranded itself as Snap, Inc. — a reflection of a fact that the company now makes more than its flagship app, co-founder and CEO Evan Spiegel [told the Wall Street Journal](#).

Spectacles have a single button that you press to begin recording your snap, according to the *Journal*. The cameras employ a 115-degree lens, which the company says more closely approximates a person's field of vision. And the cameras record circular video, an effort to create a playback experience that simulates your natural point of view.

## WATConsult launches an innovation lab, INNOWAT



Dentsu Aegis Network's WATConsult has opened its own innovation lab, INNOWAT at their Mumbai office. The lab is designed to use new-age technology, invent and craft innovative products to transform brand experiences and engagement. The lab is a place where ideas on paper can be developed into prototypes and then perfected.

The team has already experimented and developed many products. With the use of a motion capture camera from a gaming console, they have programmed software that detects gestures to control a video display interface. Using Electroencephalography (EEG) technology developed a game that monitors the eye blink and finishes a virtual bottle of beer with the sensors.

<http://brandequity.economicstimes.indiatimes.com/news/business-of-brands/watconsult-launches-an-innovation-lab-innowat/54774642>

Snap says it will roll the product out in slow numbers, and characterized it as a "toy" — although Snapchat itself was often described that way in its early years, and was often dismissed as a novelty along the way to 150 million daily users and a valuation in the tens of billions.



<https://www.youtube.com/watch?v=XqkOFLBSJR8>

### DO YOU KNOW ?



- Indian Messaging APP Usage on a daily basis they spend an average of 38 mins on WhatsApp, 14 mins on WeChat, 11 mins on Viber, 9 mins on Snapchat, 8 mins on FB Messenger and 2 mins on Google Hangout
- In 2015, 29% of Smartphone sales in India happened through eTailers and home shopping networks