

# A TO Z 2016

MCS

**A** is for **Amazon**, and its tremendous leadership thanks to AI Assistant **Alexa** and [Amazon Go](#)

**D** is for **drones**, which have finally started taking flight thanks to companies like [Domino's](#) and [Disney](#)

**G** is for the [GIFs](#) that have filled our Twitter feeds and integrated into our messaging conversations

**J** is for the Rio De **Janiero Olympics** and the live updates that proved digital is king

**M** is for **Messaging Apps**, like **Messenger**, **Whatsapp**, **Kik**, and **Viber** that have overtaken social networks

**P** is for **Podcasts**, and the entire audio vertical that has exploded over the past year

**S** is for **Snap Inc**, particularly for its epic rollout of [Spectacles](#) powered by vending machines

**V** is for [Vine](#). #RIPVine

**Y** is for **YouTubers** who have gone on to create their own [empires](#) including book deals and TV shows

**B** is for [Bots](#). All the bots: shopping bots, celebrity bots, customer service bots, and special stores for bots

**E** is for the massive amount of hype that surrounded the **Election**, but we're not here to talk politics!

**H** is for [Hardware](#), with a special nod to Google for the unveiling of the Pixel phone, DayDream VR headset, WiFi system and [Google Home](#), powered by Google Assistant

**K** is for **keyboards**, specifically [Kik's](#), but [Gboard](#) by Google was pretty awesome too

**N** is for **Nostalgia**, courtesy of **Nintendo** (and [Niantic!](#)). With [Pokemon Go](#), [Mario Run](#), and hardware like the Classic Mini, Nintendo owned a lot of hype this year

**Q** is for the **questionable**, yet creative product introductions like the [CocaCola selfie bottle](#) and the [Lipton shopping cart](#)

**T** is for **Trump tweets** and... the evolving **transaction** landscape that includes bitcoin, blockchain and various forms of [digital payments](#)

**W** is for [webrooming](#), which beat out showrooming in 2016

**Z** is for Microsoft's [Zo](#), who replaced the unforgettable PR nightmare that was [Microsoft's Tay](#)

**C** is for **CONTENT** and brands like [Marriott](#) who have jumped on the creative content bandwagon

**F** is for **Fake News**, especially on [Facebook](#) as it turns to [crowdsourcing](#) to fact-check and fight the fraud, even stating they [fine](#) any false articles

**I** is for excellence in **Interactive video** such as [Shell Snapchat Ad](#) made by Interlude (now known as [Eko](#))

**L** is for **livestream**, where we've consumed real-time news, branded content, and movies ([coming soon!](#))

**O** is for the growing choice of **over-the-top** providers, including PlayStation Vue, DirecTV Now and Sling TV

**R** is for **Reality**... JK, [Virtual Reality](#). Thanks to new headsets by PlayStation and Google, VR is becoming more mainstream and content creators are starting to respond

**U** is for the **user**, the modern star of media plans, as opposed to channels

**X** is for **extreme** sports-- extreme [eSports](#), that is!

