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A MONTH IN MEDIA

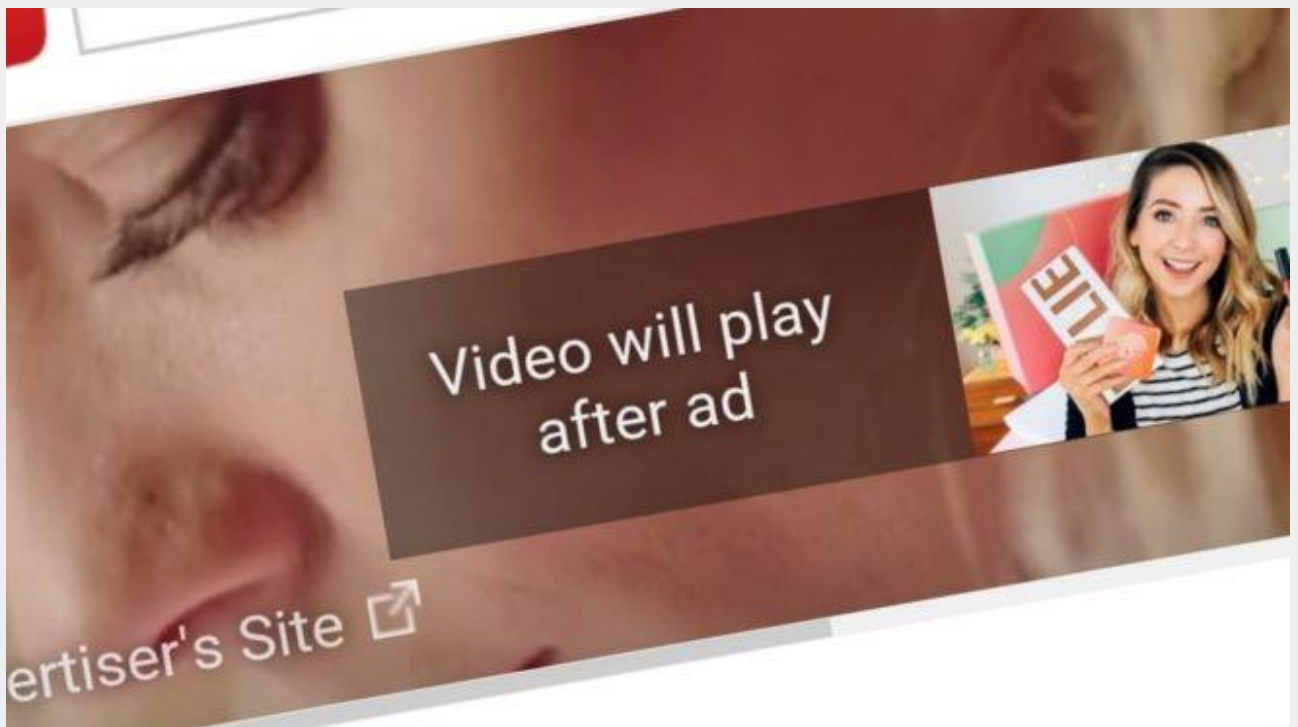
February 2017



YOUTUBE TO DITCH UNSKIPPABLE 30" ADS

From 2018, YouTube will scrap long form unskippable ads in favour of shorter formats that work well for both users and advertisers. This will be a combination of skippable and unskippable short ads, designed specifically for the online experience.

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Implications

The 30 second ad is a legacy from the TV industry. Removing it from YouTube, will encourage advertisers to be more creative about how they use the platform. YouTube appear to be moving away from trying to attract TV budgets, to increasing competition with Facebook and other online video sites.

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SNAPCHAT GETTING CLOSER TO GOING PUBLIC

Anticipation of Snapchat's IPO has been building for the past few months, and it is now official that it will go public in March following its filing for an IPO. Snap Inc. had been looking for a valuation of \$25 billion, however, they have recently dropped to \$22 billion. The company's sales increased 600% in 2016 and it has 158 million average daily users, many of whom are young adults and teenagers; gold dust to advertisers.

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Implications

This IPO is one of the most anticipated in Tech. However, it has not been free of controversy with many investors critical of the high valuation for a company that is losing increasing amounts of money. Though Snapchat's audience and high levels of engagement are strong points, the fast moving nature of social media means there are no guarantees of future success - just look at MySpace. Investors beware.

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TWITTER AND FACEBOOK LIVE-STREAM SPORTS

Twitter agreed live-streaming rights with Sky Sports to cover the UK's football transfer deadline day. This news came two days after Facebook announced a deal with Univision to live-stream the Mexican top flight football league (the most watched football league in the US). Facebook then threw further weight behind live-streaming and TV by announcing their own standalone TV app.

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DEADLINE > DAY

The graphic features a yellow-to-black gradient bar with a white arrow pointing right. The word 'DEADLINE' is in white on the yellow part, and 'DAY' is in white on the black part. Below the bar, the words 'DEADLINE' and 'DAY' are faintly visible in a lighter yellow color.

LIVE STREAM

Implications

Live video has become a key battleground for social media firms as they try to boost user numbers and engagement on their respective platforms. Facebook's move into the TV app market positions them to better compete with YouTube and traditional TV channels for advertising revenue.

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KRAFT HEINZ DROPS \$143 BN PURSUIT OF UNILEVER

Earlier in February, Kraft Heinz launched an ambitious, yet short-lived attempt to takeover Unilever. This would have created the world's second largest consumer goods group by sales, behind Nestlé combining brands including Heinz, Kraft, Dove and Ben & Jerry's among many others.

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Implications

It is reported that Kraft Heinz decided to withdraw their bid because a potentially protracted public battle would have caused more damage than good. Not only could it erode consumers' goodwill to brands, but it would also be subject to political scrutiny. In the aftermath of Brexit, the British government has raised concerns about acquisitions from foreign companies.

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IBM USING WATSON AI TO BUY ONLINE MEDIA

IBM have started to use their AI programme 'Watson' to plan and buy media in the UK, following a successful 18 month trial in the USA. Sitting within the IBM trade desk, over time, Watson learns how effectively a campaign is performing for different audiences at different times, locations, devices and browsers. According to CEO Ginni Rometty, Watson has delivered significant gains in the performance of IBM's online ad campaigns.

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Implications

In the US, the IBM trade desk claims to have reduced its Cost per Click by as much as 71%. However, it is unclear how this AI offering differentiates from the standard programmatic approach. That said, it continues the trend for ever increasing efficiencies in the management, costing and placement of digital campaigns.

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DUBAI TO OFFER TAXI DRONE SERVICE

After decades of anticipation, a personal flying service will be available from July 2017 in Dubai. The drone will carry one passenger up to 100kg, for a flight of up to 30 minutes at reported speeds of 100 MPH. Passengers need only to type their destination into the drone's Sat Nav before take off and the drone communicates with a ground control room via 4G.

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Implications

This will be a momentous day in the history of short distance flight and travel. Expect teething problems, but if successful it could drastically change the way people travel across short distances. This is not the only passenger drone being made. An Israeli company, Urban Aeronautics is currently testing the technology which it hopes to be ready by 2020.

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OTHER THAN THE PATRIOTS, WHO WON AT SUPERBOWL 51?

With advertisers paying up to \$5million for a 30 second slot, some of the most talked about and successful ads were those with a political slant. Both Audi's 'equality for women' story and Budweiser's advert that touched on immigration issues sparked discussion and positive reviews. Other interesting ads included Pepsi's advert for their LIFEWTR 'Inspiration Drops', and for comical value - Skittles 'Romance'.

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Implications

2017 saw brands using Owned Channels much more prominently to increase awareness and buzz before the event, looking to increase their value of the huge investment beyond the 30 second slot.