DOWNLOADED
A MONTH IN MEDIA
November
2016

MEC

FACEBOOK ELECTION NEWS UNDER SCRUTINY

For an increasing number of people, particularly Americans, Facebook is the primary news source. Earlier this year, Facebook was accused of being anti-Trump after it was alleged its human moderators were favouring liberal stories appearing in people's "trending stories" box. While denying the claim, Facebook sacked its human team, instead relying solely on an algorithm to determine which stories to show. As a consequence, stories which were later proved false appeared on the timelines of a large number of users. Fake news sites are on the rise because of the profits that can be made from web advertising, and untrue, but believable content is popular amongst these sites because it is likely to be shared.

READ READ

Implications

Facebook is currently working on ways to combat misinformation, and both Google and Facebook have announced they will do more to stop fake news sites making money through advertising. Mark Zuckerberg has said he doesn't want Facebook to become "arbiters of truth". However, the platform has unprecedented global influence. With this influence comes great responsibility, and the platform needs to be accountable for the content it is distributing.

SAMSUNG BUYS CONNECTED CAR COMPANY

Samsung Electronics has agreed to pay $8bn for Harman International Industries, a US maker of automotive electronics known for its high-end multimedia, navigation and visual display systems. More than 30m vehicles worldwide are equipped with Harman systems and the company has established relationships with BMW and Mercedes-Benz.

[READ](#)

Implications

If completed, the deal will boost Samsung's push into connected technologies. Gartner estimate that by 2020 one in five vehicles will have some sort of wireless network connection. Young Sohn, Samsung Electronics' President and Chief Strategy Officer said in a statement, "the vehicle of tomorrow will be transformed by smart technology and connectivity in the same way that simple feature phones have become sophisticated smart devices over the past decade."

INSTAGRAM TRIALS SHOPPABLE PHOTOS

Instagram is testing technology that will facilitate shopping through the platform. About 20 US retail brands including J.Crew, Warby Parker and JackThreads are involved in the trial and will be able to integrate product information into their posts. Tapping the image reveals the items that are available for purchase. To buy, users will have to tap another link that leads them to the retailer's website. READ
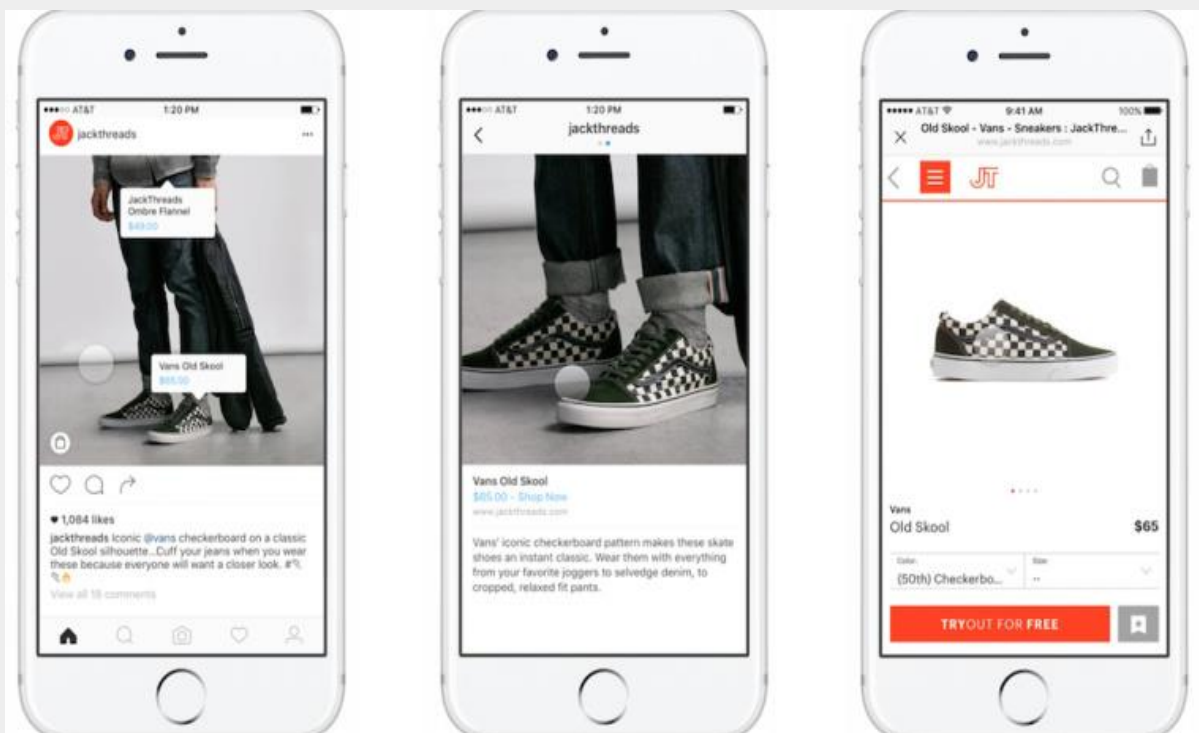
Implications

People have long been shopping on Instagram without a formal way to buy things and this new technology opens up big monetization potential for Instagram, though there is a risk of creating a spam heavy and off-brand user experience. Could Instagram crack what others have struggled with? Twitter tested a "buy button" for more than a year, but the project faded and the head of e-commerce departed, whilst Facebook has a history of discontinued e-commerce products such as birthday gifts and Facebook credits.

THE VULNERABILITY OF IoT DEVICES

Research from ForeScout, a network security company, has shown the potential ease and speed of a cyberattack to connected devices. The research provided examples including hacking of Philips Hue smart lights to continuously flash and trigger epileptic fits, scheduling of lights to blink en masse causing sudden changes in power consumption, and irreversible turning off of lamps. READ READ

Danger Rankings

DISASTROUS
Could cause irreversible damage, invade user privacy, gain access to private corporate information or destroy critical equipment.

DISRUPTIVE
Can disrupt corporate and operational processes.

DAMAGING
Would allow snooping around a corporate network or extracting private credentials.

IP-Connected Security Systems

IP-Connected Infrastructure:
Climate Control & Energy Meters

Smart Video Conferencing Systems

Connected Printers

VoIP Phones

Smart Fridges

Smart Lightbulbs

Implications

With 20 billion connected devices expected to be in use globally by 2020, cyber hacks are a serious concern for enterprise and residential users. Potential danger scenarios included spying via video cameras and microphones, extracting Wi-Fi credentials to carry out further attacks and accessing private company and user

FACEBOOK TO SELL ADS ON TV

This month, Facebook's Audience Network will deliver video ads to apps that run on over-the-top (OTT) boxes like Apple TV and Roku. Video apps on set-top boxes often include advertising, but Facebook's experiment brings the promise of more targeted ads. Using IP addresses, Facebook will be able to tell that the Apple TV in your sitting room is used by the same person — or at least the same family — that logs into Facebook accounts in the same location, and will use that data to deliver relevant ads. READ
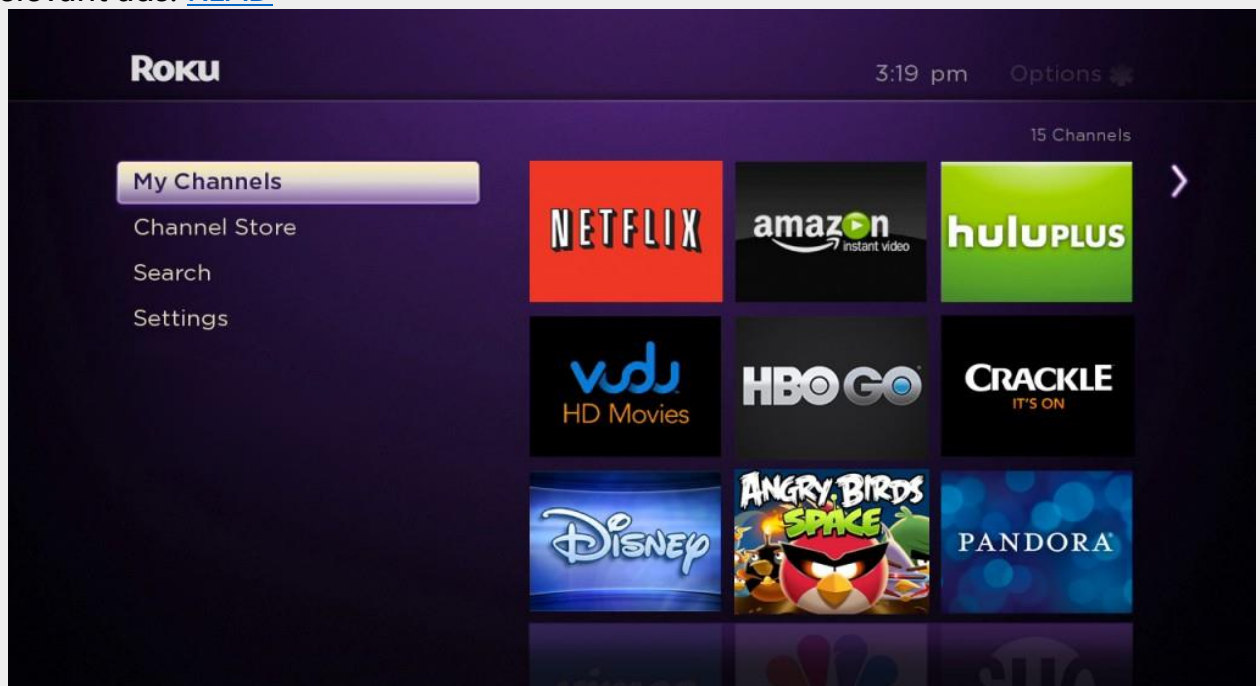
Implications

Facebook has stated that this is a test and is yet to determine details like ad format and length. However, one likely issue Facebook will have to resolve before its video plans can really get going is the reaction from set-top box makers, who may have their own ideas about how advertising will work on their hardware.

LEGO DISTANCES ITSELF FROM THE DAILY MAIL

The toymaker has run popular giveaway promotional campaigns in The Mail for many years but has now halted all spend due to concerns around brand fit. LEGO said it made the move after parents voiced concerns about the newspaper's hostile stance on race, immigration and gender issues. READ READ

Implications

This comes amidst pressure from the campaign group Stop Funding Hate, which has targeted some of the UK's biggest newspapers, including The Mail, The Sun and The Daily Express over their coverage of inflammatory issues such as immigration and race following the UK vote to leave the EU in June. A Stop Funding Hate spokesman has urged campaigners to also put pressure on John Lewis and the Co-op.

GOOGLE ANNOUNCES MOBILE FIRST INDEX

Google has officially announced that they have begun experiments to start moving their core search index from a desktop first to mobile first index. This means that while the search index will continue to be a single index of websites and apps, they will slowly be updating parts of the search algorithm to primarily use the mobile version of a site's content to rank pages. DOWNLOAD MEC's FAST TAKE

Implications

Historically, Google's ranking algorithms have always used a desktop first approach. This means that it used signals from the desktop version of a site to decide where it should rank based on whether you were searching on a mobile or desktop device. When Google first started, this made perfect sense – mobile was such a small proportion of searches. However, over the years the amount of searches done on mobile devices has outpaced those on desktop. Consequently brands will need to prioritise their mobile websites to ensure optimum search rankings.

ADOBE ACQUIRES VIDEO AD COMPANY

TUBEMOGUL

Adobe has announced plans to acquire TubeMogul, in a deal worth $540 million. Founded in 2006, TubeMogul provides a programmatic platform for brands and agencies to plan, buy, measure and optimise their video advertising.

[READ](#) [READ](#)

Implications

Adobe has said in a statement that the acquisition will help it transform Adobe Marketing Cloud into the "first end-to-end independent advertising and data management solution that spans TV and digital formats," thereby strengthening their strategic offering. This will bolster Adobe's position and challenge Google's global data dominance.