



## EMERGING PLATFORMS AND MOBILE



### Whatsapp - one step closer to personalisation?

Facebook acquired WhatsApp in 2014 for \$19bn, along with a clear message: it would stay independent from Facebook and remain ad-free. I think everybody within the industry had suspicions about this and, over the past few weeks, we've seen the beginning of the monetization process.

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*By Scott Spurgeon, Account Manager*

## VIDEO



### Growth of Over the top video services (OTTv) in Middle East

With increasing demand among Middle East viewers of online video content, Netflix and other players are competing with traditional TV channels for gaining market share.

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*By Fayaz Hussain Sr. Associate Director – Integrated planning*

## SOCIAL

### If Social Media was a State...

If Social Media was a kingdom, Facebook would be the king.



With its 1.71 billion monthly active users (Statista June 2016), we should admit it: Facebook reigns over Social Media.

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*By Nada Zerrouk, Executive – Social*

## ACTIVATION



### Interact with the Virtual World – Next big thing for Marketers

Road to Virtual Reality headsets has already been travelled by many. Cell phone, gaming and social media companies are already pioneering the technology. The big three names you hear are Samsung Gear VR, Oculus Rift (Backed by Facebook) and Sony PlayStation VR. It is too soon to compete for a market share, however it is predicted that by mid-2017 6.8M VR headsets will be sold where PlayStation VR will contribute to majority share.

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*By Moaviya Zahid, Manager – Partnerships & Experience*

## CONSUMER



### Consumer Influence

Does consumer behaviour influence communication or does communication influence consumer behaviour? It's the same question as what came first, the chicken or the egg?

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*By Mais Amad, Integrated Media Planner*

For questions & comments, please contact:  
[dubai@mecglobal.com](mailto:dubai@mecglobal.com)

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The Gateway Building, Block B, 3rd Floor  
Dubai Media City, PO Box 25998,  
Dubai, UAE  
971-4-450-7300