



EMERGING PLATFORMS AND MOBILE



CES 2016 and the future living room

It's only February, but the biggest tech show of the year has already ended. 2016 was featuring a slew of innovative, eye-catching technologies for the car, body, home and pretty much everything else you can connect to a smartphone or sensor. This year we also saw a move to genuine, real user utility, going beyond the gimmick.

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By Tamas Lovas, Digital Account Manager

VIDEO



Challenge of Multi-Screening

The proliferation of connected devices and particularly smart phones has led to a behavioral change in consumers who are now multi-tasking and multi-screening while watching TV. TV now shares space and time with other devices leading to increased competition for eyeballs. Brands need deeper understanding of this behavior and device strategies to achieve scale and engagement. Brands need to synchronize their activities across TV and other devices.

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By Ashfaq Hakim, Director Integrated Planning

SOCIAL



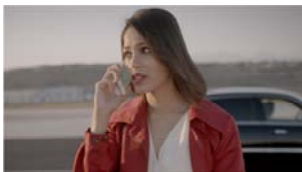
Facebook takes a leap on live streaming

Facebook in the US has taken a huge leap by introducing the live streaming capabilities to all iOS users in the US, although currently, in our region this is only available for brands. The new feature is called "Live" and appears in the "update status" menu next to the check-in pin that allows you to share location.

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By Karim Refaat, Group Account Manager-Social Media

ACTIVATION



Not your typical branded content

Branded content has been the flavor of the year as brands are increasingly venturing into the area. One that particularly stood out was Pepsi's short film, Black Knight Decoded. This is not your typical branded content campaign. Using high-end production, well known celebrities and NASA footage, Pepsi has raised the bar for branded content campaigns.

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By Nihar Anand, Junior Account Manager

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