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# A MONTH IN MEDIA

FEBRUARY 2016

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## WHATSAPP OPEN TO BUSINESS

Facebook owned WhatsApp, has hitherto been closed to businesses, instead relying on a 99-cent annual fee for revenue. However, co-founder and CEO, Jan Koum, announced in January that it would be scrapping the annual fee after a year and instead focus on making businesses pay to connect with its 1bn global users. Though few details have been announced it is a move that would be welcomed by businesses given its ever growing user base and popularity.



## SKY INVESTS IN PROGRAMMATIC

Sky Media announced a \$10m investment in the DSP and DMP provider DataXU to help it become more proficient in programmatic advertising.

Sky has pursued real-time ad solutions for linear TV, introducing AdSmart in 2014 to deliver different ads to different households watching the same TV program. Sky will use Data XU's capability in the development of Sky Advance, the platform it launched in October 2015 to deliver sequential advertising to viewers of both VOD and online.

**SOURCE:** The Drum, Ad Exchanger

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## FACEBOOK MESSENGER HITS 800 MILLION

Facebook's Messenger app has hit 800 million monthly active users, up from 700 million six months ago, making it 2015's fastest growing US app and the second most popular iOS app of all time, behind Facebook. Across 2015 the app added features such as stickers, photos, videos, voice clips, GIFs, as well as video and voice calls. There was also the limited rollout of its new digital assistant tool "M", and a recent integration with Uber to launch a transportation platform.



● Messenger

## IMPLICATIONS:

2016 sees Messenger in a strong position to achieve its ambition of being "the best place to communicate with all the people and businesses in the world." Messenger is fast becoming a central communications hub as people move away from texts, isolated apps and websites. Facebook Messenger has already been rolled out to a few brands such as Hyatt Hotels who are using it as a Customer Services platform.

**SOURCE:** Facebook Newsroom

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## UNIVISION INVESTS IN THE ONION

Univision, the US's largest Spanish-language TV broadcaster has purchased a 40% stake in The Onion, whose properties include A.V. Club, ClickHole and online video channels devoted to comedy and sports. In total the business will bring the broadcaster an additional 25 million monthly visitors.



Target  
**BuzzFeed**  
 Aug 18, 2015  
 Total value  
 \$200m

Target  
**Vox**  
 Aug 12, 2015  
 Total value  
 \$200m

Sources: FT research; Bloomberg



Target  
 Maker Studios  
 Mar 24, 2015  
 Total value  
 \$500m

Target  
**VICE**  
 Sep 4, 2014  
 Total value  
 \$500m



Target  
**the ONION**  
 Jan 19, 2016  
 Total value  
 Undisclosed

Target  
**THE ROOT**  
 May 21, 2015  
 Total value  
 Undisclosed



Target  
**VICE**  
 Aug 16, 2013  
 Total value  
 \$70m

Target  
**hulu**  
 Oct 15, 2012  
 Total value  
 Undisclosed

FT

## IMPLICATIONS:

This is a further move by a big US broadcaster to invest in digital networks and the young audiences they have. In the past year, Comcast bought chunks of BuzzFeed and Disney doubled its stake in Vice Media. These investments come as traditional TV ratings fall as younger consumers favour on-demand and online viewing.

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## APPLE LEAVES THE AD BUSINESS

Apple has confirmed that it will no longer be accepting new publishers onto the iAd network bringing an end to Apple's six years in advertising.

Apple launched iAd in 2010 promising interactive advertising slots within apps for developers and advertisers alike. Apple's control and a 30% cut of total advertising fees had deterred publishers and inhibited iAd from the big ad dollars. Moving forward, Apple will step away from its intermediary role and introduce a self-service ad buying platform enabling publishers to keep 100% of their revenue.



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**SOURCE:** The Drum

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## BT'S ACQUISITION OF EE TO GO AHEAD

A £12.5bn deal for BT, Britain's biggest mobile company, has been approved by the Competition and Markets Authority (CMA) following a 6 month investigation. The news means that BT will gain EE's 25m plus mobile customers.



## IMPLICATIONS:

The decision has attracted criticism from rivals arguing that the group would be too dominant across both consumer and business telecoms markets. But the CMA did not consider the deal to lessen competition as BT and EE operate in largely separate areas of Telecoms. Elsewhere in the Telco sector, the proposed merger between O2 and Three is under scrutiny from the European competition authorities.

**SOURCE:** The Telegraph

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## WE ARE SOCIAL'S 2016 DIGITAL REPORT

We Are Social have shared their comprehensive global digital report that is packed with facts and figures for the world's top 30 economies. It covers the top 10 most used social media platforms in each country, a breakdown of each country's Facebook users by age and gender and ownership rates of a variety of digital devices. It also contains the growth trends and statistics of all things digital and social.



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**SOURCE:** We Are Social