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A MONTH IN MEDIA

January 2017



FACEBOOK TO ROLL OUT FAKE NEWS TOOL IN GERMANY

Following recent allegations that Facebook was not fact checking news stories during the American presidential race, Mark Zuckerberg & Co. have developed a strategy to combat the problem. With the upcoming election in Germany, Facebook users will be able to flag potentially false stories, once flagged the stories will then be passed to 3rd party, fact checkers. If found to be unreliable, these stories will be marked in users news feeds as “disrupted”.

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Implications

Assuming the trial is successful, we can expect a decrease in fake news, and highlighting of suspect stories from Facebook. This, in turn, will ensure ad placements within Facebook maintain integrity and value.

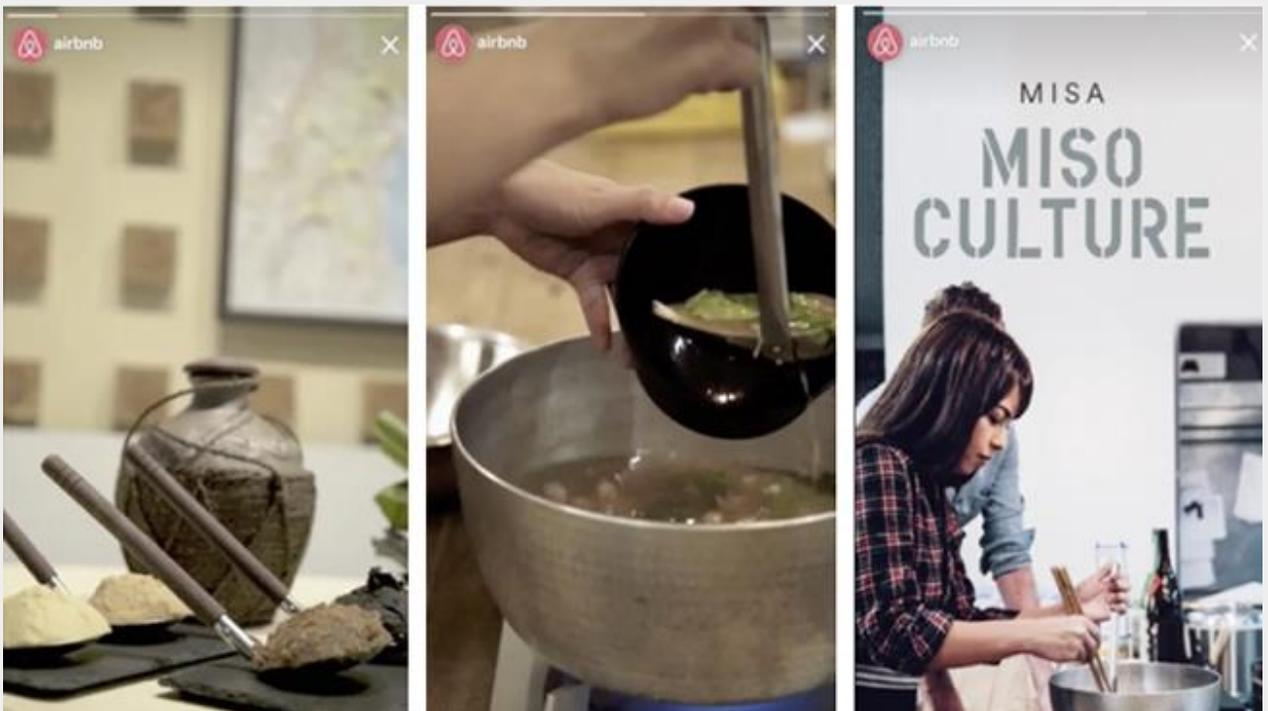
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ME

INSTAGRAM INTRODUCES ADS WITHIN STORIES

Back in August 2016, Instagram launched 'Stories', its own rival to 'Snapchat Stories'. Five months on and Instagram are getting ready to utilise the advertising capabilities of this feature. The Facebook-owned app is partnering with more than 30 companies including Airbnb, McDonald's, Nike & L'Oréal who will trial advertising within stories in the US.

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Implications

Instagram have shown they are able to match Snapchat's consumer offering whilst maintaining their own 'Image feed' USP that also supports a variety of unique and engaging ad formats. Expect Instagram to further move into Snapchats space by developing relationships with news vendors.

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MEC @ CES

MEC had eyes in all the right places during the 4 days of CES (5th – 8th Jan) in Las Vegas. Celebrating its 50th anniversary, CES saw the launch of over 20,000 products. MEC have picked out some of the very best innovations, ranging from Voice Activation to IoT, in our summary below.

[READ OUR HIGHLIGHTS](#) [WATCH](#)

A graphic with a dark, low-poly, geometric background. The text 'MEC @ CES 2017' is centered in a bright green, bold, sans-serif font. The '@' symbol is replaced by a circular pattern of small green dots. A thick green horizontal line is positioned below the text.

MEC @ CES 2017

TRENDS, TAKEAWAYS & BIG ANNOUNCEMENTS

Implications

CES always poses new questions and thoughts about technology and how it will influence our everyday lives. More than anything, CES 2017 has opened our eyes to how connected we will become through AI, AR, Connected Cars and Service Robots. In the words of Meta Vice President Ryan Pamplin, "Thanks, Pikachu, but AR can be so much more".

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2016 IN SUMMARY; TOP SEARCHES ON GOOGLE AND YAHOO

Google and Yahoo have released 11 separate search trend lists (for global, news, sports, consumer tech etc.) to show what caught the global imagination in 2016. Amongst the most searched are Donald Trump, Prince, the Iphone 7 and the 2016 Olympics.



Implications

Although none of the top 10 searches are too surprising, what the list does show is the presence tech and the media industry has in some of the most globally queried and discussed topics. Beyond the Iphone 7, Google and Yahoo's top 10's included Roblox, Pokemon Go and the Freedom 251 budget smartphone.

[READ MORE](#) in MEC's 2016 search review

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November 2016



HOME AI SYSTEMS GAINING GROUND

Amazon Echo was Amazon's bestselling product globally over Christmas. It can do the shopping, answer questions, play music and control the thermostat. However, teething problems have been well reported, a TV news broadcast about a child who accidentally ordered a doll's house via the voice activated Echo, prompted devices in viewers' homes to wake up and order the products.

Meanwhile, Mark Zuckerberg has created Jarvis, his home AI system which is connected to pretty much everything in his house from lights, toaster and FB messenger. Where Jarvis has the upper hand to Amazon's Alexa (and Google Home) is the ability to communicate with it remotely via text message. Jarvis isn't available for the average consumer yet, and so far there is no indication about plans for public distribution.

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Implications

The speed at which these home systems are developing and being adopted is a game changer for behaviour. As more people make the shift to smart homes, Amazon, Google and Facebook could be running much more than consumers' shopping, search and social lives.

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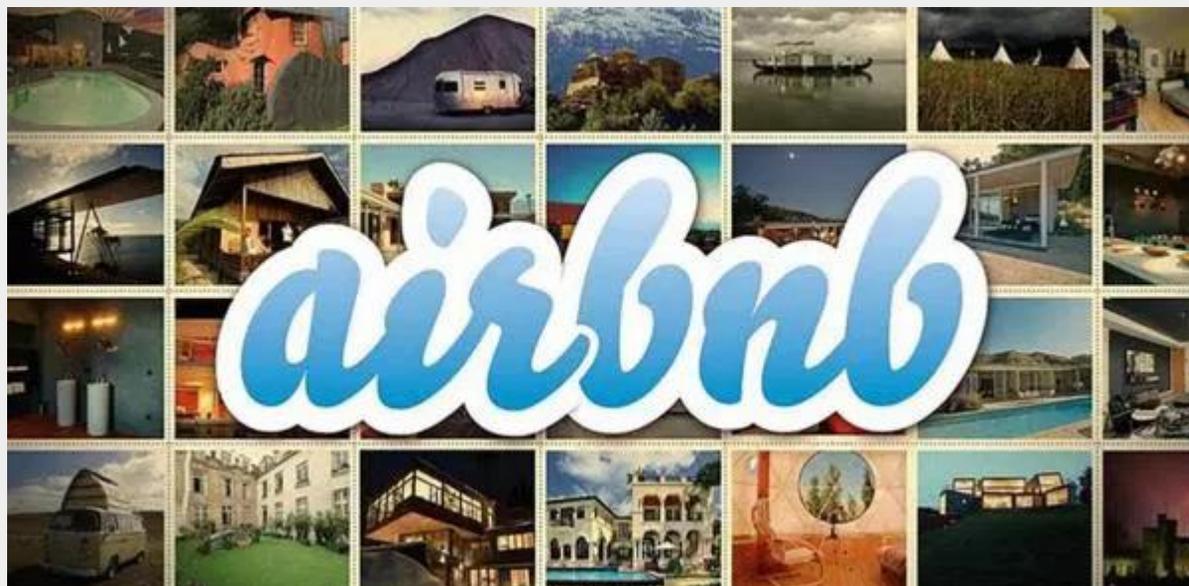
November 2016



LAWMAKERS CLOSE IN ON DISRUPTIVE TECH PLATFORMS

Legislators are uniting to challenge the operating practices and workers' rights of disruptive technology brands such as Uber and Airbnb. The European Parliament has voted overwhelmingly to back a report calling for better worker protections. This could force the platform owners to recognize their workers as employees, which will upset their business models, and in some cases make them indistinguishable from traditional companies. In parallel news, as part of an ongoing attempt by Airbnb to work with regulators across multiple cities, the platform is laying down the law in Amsterdam and London by limiting the number of days hosts can rent out their properties to guests.

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Implications

Regulatory bodies have been caught off guard by tech companies who have successfully managed to disrupt the status quo. Whilst governments, especially in Europe, seek to maintain a high level of workers' rights, so far the disruptive technology platforms have been able to keep one step ahead. Will 2017 see legislators closing the gap?