



MAGNIFICENT SEVEN

Summary

Implications

What's been and what's to come in 2014

December and January deliver the usual flurry of 2013 round ups and predictions for 2014. Looking back at 2013, we have Google's [Zeitgeist](#), Facebook's [annual](#), [#YearOnTwitter](#), Google's [mobileplaybook](#), top social [fails](#) and let's not forget that the word 'selfie' entered the global vernacular. Looking at the year ahead we have predictions from [Soap](#), [Frog](#), [Milward Brown](#) and [IBM](#).

There seems to be agreement that 2014 will be the year of wearable technology, Social TV Marketing becoming mainstream and online personal security and privacy continuing as hot topics.

Sony announces television service in the cloud

A new cloud based TV service from Sony, initially in the USA, will offer subscribers live and recorded programming. This new service will be in addition to their existing offerings. Based on the number of users streaming videos on any given day, the current Sony online network would already rank among the top five cable or satellite providers in the United States. [Read](#)

Sony is competing head on with Samsung and LG to deliver the next generation television experience. However, unlike their rivals, it is not reliant on existing television content and service providers. With a product portfolio that extends across multiple screens, combined with existing music, media and games assets, Sony is well placed to transform home entertainment.

CES and key technology trends for 2014

The Consumer Electronics Conference has provided us with a window into the future. Dominating the conference were [wearable technology](#) (everything from smart watches to heart rate monitors) , [Ultra HD television](#), [steam machines](#) and [cloud](#) based gaming.

As digital technology is set to invade the personal lives of consumers like never before, and content is delivered increasingly faster and 'in clouds', new opportunities for brands will be aplenty. Martin Sorrell shares his 6 top spots and implications. [watch](#)

Smartphone market

The category's marketing efforts have become more aggressive, late adopters are looking for lower price points, markets are reaching saturation, and Windows Phone (although from a small base) is seeing growth. These are all indicators that smartphone market will continue to go through change in the year ahead. [Read](#)

As smartphones become ubiquitous and the market becomes more diversified, agencies will need to be able to work across platforms. The various operating systems may dominate different markets, making this adaptability ever more essential.

FB launches video ads

Facebook rolls out a feature that will allow advertisers to play videos in users' news feeds. The feature offers companies a new way to promote movies and products on smartphones and computers. This is currently being tested with a small group of Facebook users. [Read](#)

Investors cheered the news and Facebook shares gained nearly 2% in early trading and hit a new all-time high on hopes that new video ads will boost the company's revenues. Facebook is fighting for TV budgets. Will users accept this intrusion to their news feeds?

Foursquare adds push notifications

Foursquare released a new app for iOS7 with an updated design and push notifications. For the first time, the app automatically gives users recommendations, helpful information and tips as they arrive at a location, even if the app isn't open.

[Read](#)

Tumblr's sponsored blogs

Ever since the acquisition of Tumblr, Yahoo has been experimenting with ways to monetize the service. In a latest bid, Tumblr has introduced a new sponsored content section to give brands an opportunity to share content with users, not dissimilar to the way promoted tweets function.

[Read](#)

Foursquare made strides towards monetization in 2013 by introducing in-app ads and paid promotions. This new product allows third-party advertisers to use Foursquare's data to target ads to the app users.

This new opportunity to engage with audiences allows brands to demand attention in those places where users are naturally looking for content. However, there is always a danger that users won't appreciate this disruption.

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