MAGNIFICENT SEVEN

	SUMMARY	IMPLICATIONS
Mary Meeker annual report	Mary Meeker's trend report highlighted the increasing prevalence of mobile. Key trends included a leap in global mobile internet usage and a disparity in mobile media consumption and ad spend. In social media there has been a decline in the volume of large public broadcasts and a move towards more private and closed sharing on social networks such as WhatsApp, Snapchat and WeChat. READ READ	With the rise in mobile media consumption and global usage there is an opportunity for mobile ad spend growth. With a trend of shifting away from public broadcast on social networks towards more private and closed use, brands will need to consider how they are able to enter into this dialogue, potentially needing to be more disruptive.
TV to replace PC as top online video platform	The TV screen is on track to supplant the PC screen as the top platform for watching online video in the US, with TV viewing habits increasing whilst PC viewership declines. With the mainstream adoption of Smart TVs and quality online content from the traditional TV broadcasters, TV is firmly maintaining its place as the largest and therefore dominant screen in the home. READ	Advertisers need to continue to support premium TV content as the medium's position remains undiminished. However, they need to think 'video' rather than just 'TV' versus 'online' to capitalise on the way that people are consuming video content, for example, across different devices, on demand and as Pay TV.
Marketing in a Multiscreen World	Millward Brown has released an interesting research tool looking at multi-screen behaviour across more than 30 countries. The research provides country level data about how people are interacting with multi-screens and their perceptions of ads across the different screens. TOOL	Headline findings include; when watching TV the majority of multi- screeners are looking at unrelated content on their 2nd screens, highlighting the challenge for mobile brand engagement. This useful free tool is a good place to start when looking for top-line multi-screen data.
Google Right to be forgotten ruling	Google has launched a service that allows people in Europe to request that personal data about them is removed from search results. Each request will be judged based on balancing an individual's right to privacy with public interest concerns. So far, the search giant has received 41,000 requests from people wishing to edit their Google search history.	Whilst this only applies to individuals at the moment, could this ruling lead to something similar for companies who believe they have been treated unjustly? For example, hotels with negative reviews or, brands who have complaints about customer experiences. READ READ

Samsung's new OS

Samsung unveiled the Samsung Z, its first mainstream smartphone using its own OS, Tizen rather than Google's Android. Tizen has a similar look and feel to Android on the Galaxy S5. The Samsung Z will be premiered in Russia with a launch expected in Q3 this year with other markets to follow.

Tizen reduces dependence on Google. Looking to the future, Samsung could create a broad home ecosystem all contained and communicating within its own Tizen OS.
READ & WATCH

Apple buys Beats Electronics

In an unprecedented move, Apple bought the popular headphone maker and music-streaming service Beats Electronics for $3bn in May, alongside recruiting its co-founders Jimmy Iovine and Dr Dre. The acquisition marks a change in strategy from Apple's policy of developing new products in-house.
READ

The merits of the acquisition are still in question, at the time of the purchase Beats' streaming service had around 250,000 paying subscribers, significantly less than Spotify's 10m. However the main story revolves around the Beats brand. Beats has managed to successfully integrate emotional messaging, whilst skillfully leveraging celebrity endorsements and product placements.
WATCH

Publicis-Omnicom merger called off

The $35.1bn merger between Publicis and Omnicom, a deal which would have created the world's biggest ad firm has collapsed. The proposed $500m in efficiency savings failed to have the desired impact, with neither firm seeing uplift in their share prices. The process, beginning mid-2013, proved to be slow and wrought with legal and regulatory issues, leading to uncertainly that jeopardised their respective employees, clients and shareholders.
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This affair has served as a timely reminder that 'mergers of equals' are a risky business that can often breakdown due to cultural clashes, lack of direction and uncertainty.

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Produced by Camilla Bruggen, A&I, Global Solutions (London)