



## Twitter announces 'buy' button

Twitter has unveiled a 'buy' button that will initially be visible to a small percentage of U.S. mobile users, and will roll out over time. Users will be able to make purchases directly within tweets by clicking 'buy', entering payment and shipping information without leaving the site. [READ READ](#)



## Implications

If successful it could be worthy competition to Amazon. It is not only a potential source of revenue for Twitter, but if successful would encourage businesses to become more active on the service and to advertise more.

## Amazon buys Twitch



Amazon has paid \$970 million for the videogame steaming service Twitch, which has 55 million unique monthly visitors. The site allows users to stream and view live feeds of other users playing video games. Google had also tried to acquire the site but terms could not be agreed. [READ READ](#)



## Implications

Twitch has huge potential as an advertising platform. User engagement is high with an average of 100 minutes per user per day and over 15 billion minutes of video watched every month. Twitch could pair well with other Amazon services such as Amazon Game Studios and gives Amazon access to an audience of passionate gamers.



## Adobe delivers multi-device 'TV Everywhere' for France's M6 Channel

Adobe Primetime broadcasts a unified stream to any IP connected device. This means that the broadcast on a phone will be the same as that on a tablet and online - something which has not been previously possible. They have developed a successful platform for the M6 channel which has grown at a rapid rate over 2014. [READ WATCH](#)



## Implications

Primetime allows for better monetization of TV programming across digital devices. Unlike other services where ads are planned and bought separately for different devices, Adobe offers a seamless product. The ad content can be the same across devices or platform specific, resulting in campaign efficiency savings.



## Starbucks mobile payment app accounts for 15% of US transactions

While many mobile payment apps like Google Wallet have struggled to gain traction with consumers, the Starbucks mobile payments app stands out as a success. At 6 million average weekly transactions in the US, it now accounts for 15% of transactions, making it on track to process over \$1.5 billion in payment volume in 2014. [READ](#)



## Implications

The app's success seems to be related to Starbucks' ubiquity, the habitual purchase of coffee and links to the loyalty scheme, rather than the ease of payment with a mobile phone. In order to emulate Starbucks' success, mobile payment systems may need to partner with retailers who share some of Starbucks' attributes.



## GoogleX: Project Wing Delivery Drones

Following on from Amazon, Coke and Domino's much hyped drone deliveries, Google has followed suit with 'Project Wing'. Drones delivered items to Australian farmers during the testing phase. Commercial reality is still some way away, although a Russian food outlet has claimed a media first with a 'dronevertising' campaign. [WATCH WATCH](#)



## Implications

Drones flying around the Australian outback is one thing, drones in a built up city area, with the ensuing laws and restrictions would be quite another. To date, brands have derived benefits from the PR buzz rather than viability of drone delivery.



## Snapchat used to reveal magazine cover

The UK fashion magazine InStyle used Snapchat to reveal its September cover as well as behind-the-scenes-photos. A growing number of brands & digital publishers have capitalized on Snapchat's marketing potential, but so far the magazine industry has been slower to catch on. [READ](#)



## Implications

Snapchat's audience is mainly aged between 13 and 25, with the majority being female - an influential but difficult to reach audience. This type of partnership with Snapchat allows brands to extend beyond their core audience.



## Celebrity hacking scandal

A hacker managed to gain access to intimate photographs of a long list of celebrities, allegedly from hacking into their iCloud accounts. However, Apple denies culpability, saying that celebrities in particular need to be responsible for their password security as so much personal information is known about them. [READ READ](#)



## Implications

In light of this and the wide scale hacking over the summer, which saw the theft of 1.2bn user names and passwords by Russian hackers, brands need double their efforts to protect data and owned properties.