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VERTICAL

MARKET INTELLIGENCE
GROUP

On Our Radar: Weekly Recap of Key Media Developments

Facebook Bans Coronavirus Cure Ads

FB

Facebook has confirmed that it is banning ads from fraudulent companies promising coronavirus cures. The move follows reports that misleading ads were showing up on the platform promising a variety of preventative and curative measures for covid-19, as well as ads and organic content with false information on the disease.

Implications?

While banning this content seem like a no-brainer, the implications here could be a new headache for the social media giant. Following Facebook's move to ban anti-vaccine groups and pages from its recommendation engine last year, the company has tried to put warnings about inaccurate medical information on its platform while still allowing anti-vaxers to post false and misleading information. The more aggressive clampdown on coronavirus content is already raising questions about the site's need to crack down on other quacks and bad information on the platform, which inevitably will mean higher costs and greater responsibility as Facebook fails to resist its transition from a platform to a publisher.

<https://www.businessinsider.com/facebook-corona-virus-cracks-down-ads-2020-2?op=1&r=US&IR=T>

Insider, Publishers Respond to the End of Cookies

GOOG, GOOGL

Insider is marketing its first-party data as a plethora of information for ad targeting and reporting via a tool called Sâga, which is currently marketing to ad buyers as a means of better behavioral targeting without the need for cookies. Insider is just one of a number of independent publishers reaching out to ad buyers to convince them that they have alternative tools and data that can be used for better ad targeting following the end of cookies on Chrome, slated for 2021.

Implications?

Over the last decade, there has been no greater crisis for the AdTech industry than Privacy Sandbox. The transition to automated ad placement through the DSP/SSP tech stack, the growth in real-time bidding platforms, the growing awareness of ad fraud in the programmatic ad ecosystem, and the transition to header bidding were all important developments--but none created the flurry of activity and extreme frenzy that Privacy

Sandbox is creating. Whether Insider et al. will succeed in their independent ad targeting alternatives, their intense efforts demonstrate just how significant of a development Google's move is.

<https://digiday.com/media/consultative-insider-launching-first-party-audience-tool/>

<https://digiday.com/media/google-doomsday-clock-ticking-publishers-scramble-benefit-post-third-party-cookie-data-partnerships/>

NBCUniversal Touts One Platform

CBS, CMCSA, DIS, ROKU

NBCUniversal is reaching out to ad buyers in an aggressive campaign to promote Peacock and its One Platform, the solution which the company will use to sell both linear TV and digital video inventory to ad buyers. The platform allows buyers to identify demographics across NBCU's inventory, both online and off, and to purchase guaranteed sets of inventory for targeted audience segments. NBCU says it will be promoting the platform in this year's Upfronts and educating TV buyers on how they can use it to meet demographic targets for all their campaigns.

Implications?

One of the big expectations among VMI sources is that Disney and possibly CBS will begin selling digital and linear inventory separately in an effort to offer more refined targeting on digital inventory and higher prices. NBCU's more holistic approach is a more conventional one and has (so far) been very popular with TV buyers, who have used bundled inventory to buy units on CBS's broadcast and OTT services at once. The convenience and scale of a solution will likely appeal to TV buyers, even if the added technology and complexity of the One Platform may be a small hurdle for some.

<https://www.adexchanger.com/digital-tv/heres-how-nbcus-solution-to-unite-its-linear-and-digital-inventory-will-work/>

Facebook's Libra Project Gets Shopify On Board

FB, SHOP

E-commerce platform Shopify has signed on to become part of Libra, Facebook's global stablecoin initiative announced last June. Shopify, according to the Financial Times, will contribute \$10 million in the joining initiative, which seeks to create a seamless global blockchain enabled payments system.

Implications?

Facebook's ill-timed announcement of the new digital currency called Libra last year stumbled badly out of the gate, with several high-profile fintech platforms dropping out on fears of governmental regulatory backlash. While the vision of a global blockchain Facebook branded currency may have been premature or even ultimately unrealistic in the terms conceived, Facebook's progress in becoming a more robust e-commerce

channel, with or without Libra, partnership with Shopify (and its million plus smaller business merchant clients) may be key to furthering that vision.

<https://www.ft.com/content/d6b0c0da-54c9-11ea-8841-482eed0038b1>

Facebook Launches Creator Studio Mobile

FB

Facebook has released a Creator Studio app for iOS and Android. The app allows content creators to manage their Facebook Pages from mobile devices, with features to create and edit content, to respond to Pages interactions, and to see analytics for Page activity.

Implications?

A mobile app for Page management may seem like an incremental improvement, but it is an important one. Removing a friction point for content creators will likely help marketers manage their Facebook presence more actively and aggressively, which in turn will encourage some to shift marketing attention (and dollars) to the platform more often as well.

<https://wersm.com/facebook-launches-creator-studio-mobile-app/>

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