



## Sony's Virtual Reality Headset May Put An End To TV Sets

Project Morpheus could be the most revolutionary thing we've seen in quite a while. For those of you who don't know, Sony (SNE) has a working prototype of a Virtual Reality Headset. Sony's Virtual Reality headset will sustain the life of game consoles and displace the television.

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## How Smartwatches Could Be Used for Ads

Will your wrist be the next billboard? With new entries from Sony, Samsung and Motorola hitting the market, plus rumored interest from Apple, smartwatches appear to be the next emerging category in computing. Some 15% of consumers are currently using wearable technology, a category that includes fitness bands and smartwatches...

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## Instagram Hits 200 Million Users

It's a testament to Instagram's success that when Mark Zuckerberg revealed the photo-sharing service had crossed the 200-million-user milestone, it barely rated a mention. More importantly, 50 million of those users signed up in the last six months, which means Instagram grew by roughly 100% in the last year. The 200-million figure is for monthly active users, Instagram said.

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## 10 characteristics of a digitally friendly company

Why is it that some companies embrace and succeed in digital, while others fail? Digitally friendly companies are innovators. They most often embrace experimentation and actively seek out new opportunities. There is no fear of making mistakes. Instead mistakes are seen as a necessary part of the process.

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## Google May Develop a YouTube For Kids

With over 6 billion hours of video watched each month, YouTube is an incredibly powerful platform for video consumption and sharing. It's even beating Facebook as a social media site among teenagers. Now it seems like Google will be looking to reach a much younger demographic.

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## Mobile usage makes it the new 'first screen'

There's been a lot of talk about engagement via mobile in the advertising and marketing circles, but the overwhelming agreement is that mobile is clearly emerging worldwide as the new 'first' screen – or the device of primary engagement.

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## Twitter Data Shows When We're Happy, Sad, Hungover

It's a Monday in March, and that means Twitter users are likely "hungover" and "late to work." At least that's what the data tells us. Twitter compiled data published Monday that looks at when users tweet certain words and phrases like "feel happy," "feel sad," "hungover," and "late to work." The data, which is broken down by month and day of the week, looked at tweets in English from 2013 to get a feel for what users are feeling, and when.

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## The Top 10 Most-Followed Twitter Accounts

It is Twitter's eighth birthday – and it come a long way. In that time, the social networking site has evolved into an invaluable resource for news (and it's not a bad place to find out what Katy Perry is up to). With more than 51 million followers, the pop star is – for now, at least – the reigning queen of Twitter. We compiled the top 10 most-followed Twitter accounts – five women, three men and two brands – to see how they compare.

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## What's not so hot...

### When a user generated photo can go viral (negatively)

Several blogs and 'user photo' sites picked up on this user photo of a Starbucks delivery van with, well, just the wrong message next to the brand logo. You can't control the way social media and user generated content embraces, plays with and has fun with your brand. But some would say, the photo still does get the brand in front of you. You decide if that's Not So Hot coffee after all...