

Instagram Brings Ad Campaigns More Focus With New Analytic Tools

Marketers Can Track Posts' Performance in Real Time

Marketers are about to get a clearer look into their Instagram campaigns. Instagram will begin letting some marketers check out how their posts are performing in real time, including more detailed measurements, accompanied by a new tool to collaborate on creative with Instagram's team.

[More details >](#)



Social TV Is Here to Stay: Do You Tweet While You Watch?

When you go home tonight after a long day of work, slide off your shoes and socks, and flip on the television for some "you time," remember that you're never truly watching alone. You're watching with thousands of others — and they're tweeting about it. Social TV has turned the act of watching television into a communal, interactive experience, one that connects us with others.

[More details >](#)



LinkedIn reveals most influential UAE brands

LinkedIn (NYSE:LNKD), the world's largest professional network on the Internet, today announced the top ten most influential brands headquartered in the UAE based on engagement among LinkedIn's membership of 313 million professionals.

The new ranking follows the announcement of LinkedIn's Content Marketing Score earlier in the year, an data-driven resource giving brands insights into the engagement with paid and organic content on the platform, including Groups, Company Updates, employee posts, Sponsored Updates, and Influencer posts.

[More details >](#)



TV show to boost young innovators

Reality TV show Stars of Science has announced the launch of its sixth season, showcasing young Arab innovators in the fields of science and technology.

Due to premier on MBC4 on Saturday, 13 September, the 10-episode series will feature 12 candidates from across the Arab world, aged between 18 and 30. Throughout the programme, an expert panel of academic judges and industry leaders will test the innovators' resilience, ingenuity, and teamwork.

[More details >](#)

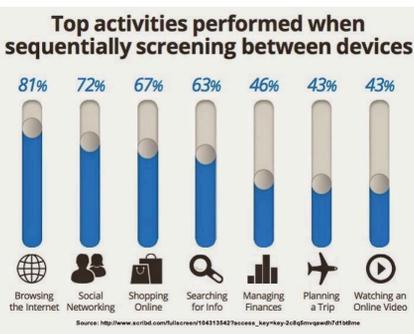


Euro 2016 qualifiers on Abu Dhabi Sports

The Euro 2016 qualifiers will be broadcast on Abu Dhabi Sports over the next two years in the Middle East region. The Abu Dhabi broadcaster, which lost the rights to the English Premier League to rival broadcaster beIN Sports two years ago, secured the exclusive rights to broadcast all of the qualifying matches.

Mohammad Ebrahim Al Mahmoud, Chairman and Managing Director of Abu Dhabi Media, said: "Winning the rights to broadcast the 2016 Uefa European Championship Qualifiers in the Middle East was a top priority because of the excitement it would bring to our football fans."

[More details >](#)



Is multitasking and the multi-device journey taking away from a brand's reach?

Multi-screen or multi device marketing is a big buzzword. Screen journeying is another. But is this new consumer habit taking away valuable focus and attention to a brand's message?

People today are performing sequential screening between devices. Starting on their smartphones, watching a bit of tv on the side and then moving on to a tablet or a laptop/desktop environment. Across these screens, it is becoming a difficult challenge for brands to find and hold attention to the messages they are putting out there – across these screens.

[More details >](#)



The optimal TV and video experience in Middle East

Higher levels of mobility across the Middle East and Africa (MEA) region are helping to drive the video evolution, a virtual evolution that demands access to more video content and a higher-quality video experience. More than one billion viewers tuned in to the last Fifa World Cup, held in Brazil — with more than 90 million were in the Middle East alone.

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[More details >](#)



How people in the Middle East use social media

Facebook's influence in this sphere is very strong, with the social network enjoying over 90% penetration in most markets; considerably more than most other platforms.

Instagram, which is also part of the Facebook family, is also a popular service. Although take-up varies more widely than the older, more established, mother site. Part of the reason for this variance is economic. The Gulf States enjoy much higher levels of smartphone penetration, a technology which lends itself more to the visual nature of Instagram. So, it is perhaps no surprise to see that Instagram is considerably less popular in countries like Tunisia and Egypt, where smartphone usage is much lower.

[More details >](#)



EMEA digital ad trends: How are advertisers measuring mobile success?

More advertisers in the Europe, Middle East and Africa (EMEA) region are turning to mobile to drive audience traffic and brand awareness than ever before, according to data from Millennial Media.

- Entertainment was the top vertical by mobile ad spend in 2013, followed by Retail and Telecom, with triple digital growth in ad spend across no fewer than eight industry sectors in EMEA
- Application Download was the most frequently used post-click action by all advertisers on our platform in 2013, utilised in 34% of campaigns
- Advertisers' campaign ad goals shifted in 2013, with the goal of driving to Site/Mobile Traffic nearly doubling year-over-year, whilst Brand Awareness increased by eight percentage points from 2012

[More details >](#)