

## Publishers Watch Closely as Ad Blocking Tech Grows

Ad blocking technology presents a growing threat to digital publishers and ad-tech companies -- and they're starting to pay close attention. Ad blocking technology removes ads from the internet via a browser extension. Google, Microsoft and Amazon were recently cited in news reports as companies making payments to Adblock Plus in order to bypass it. Brands advertising online are on alert!

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## How the Internet of Things is about to change marketing

With the proliferation of wearable devices, and with the Internet of Things imminent, we're witnessing an explosion of consumer signals. Anyone who paid attention to CES last week will tell you that the next wave of technology is poised to push the stream of real-time signals available to marketers far beyond the social messages, apps and wish list additions available now.

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## Will Twitter let users pay for verified accounts?

Would you pay for that little blue checkmark next to your Twitter handle? "For \$1 a year or something like that," users will soon be able pay for a blue checkmark to appear on their accounts. Twitter already offers verified accounts, but reserves the distinction for select users -- generally people in the public eye who might have prank accounts in their name.

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## Amazon Echo: This is what a smart home should feel like

The Echo is Amazon's latest futuristic gadget experiment. It's one part Bluetooth speaker and one part personal voice assistant. You control the Echo with your voice; you can tell it to do things like play music, read news briefs aloud, add items to your to-do and shopping lists, and tell you the weather.

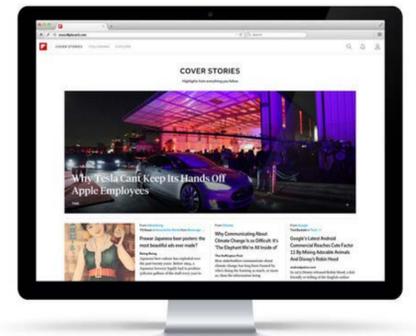
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## WhatsApp testing voice calls on Android

WhatsApp may be getting closer to launching its voice calling features. The company is currently testing the feature with a "small group" of Android users. It's not clear when the feature may be rolled out more widely or when the app's iPhone users will be able to use it.

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## Flipboard hits desktop with slick new web app

Flipboard, the popular media-aggregating app, is no longer just for mobile.

The company on Tuesday introduced Flipboard for the Web, a browser-based experience that takes Flipboard's clean, slick look on tablets and smartphones and blows it out for the desktop...

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## Forget the Year, This is the Age of Mobile Advertising

In advertising, it seems every year for at least the past half-decade has been called "The Year of Mobile". But mobile isn't just about new devices coming down the pike, or wild projections around ad spend. It's about adoption, technologies, champions and confidence, and, more recently, how brands can tell their stories most effectively.

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## Technology Promises Big Development In 2015

We saw the growth of established and emerging Internet technologies this past year. That was just the beginning. As we move into 2015, we're going to see development in: anonymous features, beacons, cloud continuity, cognitive computing, e-ink accessories, heads-up displays, hearables, niche content, programmatic creative, smart virtual personal assistants and more.

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## Facebook Starts Telling Brands How Relevant Their Ads Are

Facebook is giving advertisers a new tool to better compete for the social network's expensive and scarce ad slots. Starting this week, Facebook will tell advertisers how relevant the social network has judged their ads to be. Advertisers will be able to monitor their scores and tweak less relevant ads to become more relevant, potentially boosting the ad's performance and lowering its price.

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