



## The Rise of e-Commerce in the Middle East (Infographic)

The Middle East retail landscape is fast evolving and witnessing a sustained growth both in offline and online shopping. Online shopping in particular has seen a 45% growth during the past year fuelled by competition, mobile payments, and an increasingly tech savvy population in the Middle East. The e-commerce market will grow from \$5 bn in 2011 to \$15 bn by 2015...

[+ Read more >>](#)



## Challenges and Opportunities of Digital Video

Adweek, in partnership with the Interactive Advertising Bureau, convened a panel of five industry thought leaders to discuss the challenges and opportunities Web- and mobile-based video pose for traditional media companies, digital native firms and brand marketers. We asked: Where do you see the greatest opportunities, and do you feel that you're reaching new audiences?

[+ Read more >>](#)



## Google: Be mobile-friendly or get buried in search results

Google is introducing a new algorithm that affects how mobile search results appear. When you do a Google search on mobile, search results will prioritize websites that the search engine deems "mobile-friendly" — ones that avoid software like Flash and feature larger text, easy-to-click links and a responsive design. Sites that aren't up to snuff will likely appear lower in search results.

[+ Read more >>](#)



## New Facebook tweaks cause concern among Marketers

News feed algorithm changes have marketers on their toes. Facebook unveiled changes to the way its news feed algorithm distributes page posts, giving more credence to posts by users' friends than from publishers. News articles with many likes and comments have typically appeared high up in users' news feeds, but that is being reduced to a degree in favor of non-business content.

[+ Read more >>](#)



## How addicted are we to our phones? (Infographic)

Wallet? Check. Keys? Check. Phone? [Cue moment of panic as you rummage to find it]. Check. [Cue audible sigh of relief]. Our mobiles have become our trusty sidekicks, accompanying us anywhere and everywhere — they're almost like security blankets.

Check out the infographic in the link below to get a better sense of our mobile usage...

[+ Read more >>](#)



## Facebook now has 1.44 billion monthly users

There are now 1.44 billion people who use Facebook every month, up from the 1.39 billion last quarter. Of those users, nearly 1.25 billion folks also use their phone or tablets to crawl their News Feeds. Meanwhile, the number of users who peruse Facebook exclusively on mobile climbed from 526 million quarter-over-quarter to 581 million.

[+ Read more >>](#)



## Mobile Ads Up 76% in 2014: Digital Ads a \$50 Billion Business

IAB report shows the rapid evolution of devices and social. Digital advertising space grew 16 percent last year compared to 2013 and totaled \$49.5 billion in sales, according to an Interactive Advertising Bureau report released today. A key driver in that growth was the burgeoning mobile space, which the IAB found to have skyrocketed by 76 percent—from \$7.1 billion in 2013 to \$12.5 billion last year.

[+ Read More >>](#)



## Twitter now lets you receive direct messages from any user

Twitter announced on Monday that all users will now have the option to receive direct messages from any other user. Users can eventually check off "Receive direct messages from anyone" on the "Security and privacy" settings page. Twitter will make the option available to all of Twitter's 288 million monthly active users, with the social network rolling it out to people this week.

[+ Read more >>](#)



## Well, hello there: WhatsApp voice calling is coming to iPhone

WhatsApp users will soon be able to make free calls from within the iOS version of the app. The messaging service's iPhone update, which is available now, will eventually bring voice calling features to the Facebook-owned platform in the near future, according to the company.

[+ Read more >>](#)

