



DIGITAL NEWS

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Google's new About Me page is mission control for all your personal info

Unless you're actively taking steps to avoid Google, you likely have a profile on several of the company's services, such as Gmail, Photos, Drive and Google+. Now there's another you can add to that list: The company launched a new page called About Me on Tuesday, which lets you manage your various Google profiles from one place and control the personal information you're sharing.

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The 20 Most Viral 'Ads' of 2015: Animals seem to rule!

You can't argue with the results: "Friends Forever" has been shared more than 6.4 million times across Facebook, Twitter and the blogosphere since its launch in February. That makes it the most shared ad of all time, eclipsing Activia's 2014 World Cup ad "La, La, La," which has about 6.1 million shares. Animals, of course, are social media gold.

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Millennials Are Watching More TV on Hulu This Fall and Less When Shows First Air

Millennials are still watching new episodes of television shows this fall—it's just taking them longer than ever to do so. Adults ages 18 to 34 are increasingly turning away from live TV to time-shift programming on platforms like Hulu, according to new insights from data technology and research available.

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Like them or not, Twitter's hearts are more popular than you think

Changing stars to hearts might seem like one of Twitter's most controversial decisions yet, but the change is actually a lot more popular than you may think — at least, according to Twitter. Speaking at the Open Mobil Summit conference in San Francisco, Twitter's product chief Kevin Weil said the company has already seen increased engagement since making the change last month.

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Burberry shoots Spring 2016 campaign live on Snapchat in a fashion first

From live streaming fashion shows to previews on Instagram, fashion brands have been slowly opening their exclusive doors to consumers on social media. Now, Burberry is giving fans behind-the-scenes access to its spring 2016 campaign photoshoot via Snapchat — a first for the fashion industry.

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Facebook Search powers up — makes posts easier to find

Facebook search just got a lot more useful. The social network is updating its search features to make posts easier to find. Facebook users will see three major improvements in search: personalized search suggestions, the ability to search posts shared publicly or by friends and the ability to search for what people are saying about specific topics.

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Social Media Response Times: Are you fast enough?

A recent study put out by Eptica evaluated 500 US retailers' ability to respond, by asking ten routine questions. The average amount of time it takes for many of these companies to reply is staggeringly disappointing. For Facebook the average response time was one day, 3 hours and 7 minutes! For Twitter the average response time was one day, 7 hours and 12 minutes!

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Want TV-Level Ad Reach? The Solution Isn't Facebook or YouTube. It's Both

The coupling of YouTube's intent-driven user behavior with Facebook's "Super Bowl-sized" daily reach presents the largest threat to TV to date. The online video narrative has been fueled by the pitting of YouTube and Facebook against one another. The two platforms serve different but very complementary roles.

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Google Voice Search Gets Smarter, Now Understands Complex Questions

Now Google says its voice assistant baked into the Google app is able to understand the meaning of what you're asking, so you'll be able to ask more complex questions than in the past. That means you could ask Google a question like "Who was the U.S. President when the Angels won the World Series?" and it could respond, "George Bush."

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