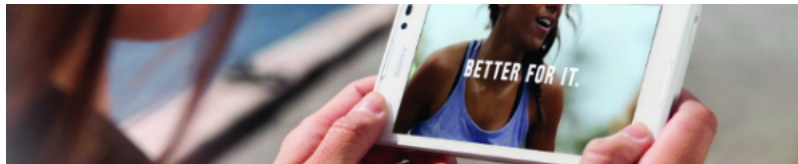


BBDO

This Week.

Here are some things worth sharing: mobile video [works well](#); Netflix [is a beast](#); speed [changes everything](#); and Wikipedia [reveals surprising connections](#).

Mobile video leads to sales.



A new study out of the University of Adelaide shows that video advertising is more effective on mobile devices than on desktop. But TV still outperforms all digital platforms in terms of sales-driving effectiveness.

The study goes beyond just comparing mobile to desktop and TV to determine which online video channels lead to the greatest sales lift. Broadcaster video on demand (think, MTV.ca or Rogers on Demand) performed significantly higher than Facebook or YouTube.

The researcher conducting the study attributes the performance of mobile to the lean-in viewing experience. That is, when we are actively seeking something out, we are paying more attention.

[Read more.](#)

So what?

- Test out placements on broadcaster's mobile VoD.
- We should be prioritizing video placements that are highly viewable (i.e. not Facebook). Be where people are actively seeking out content, not just stumbling on it.
- We tend to do this already, but this research is a good reminder that we should think of the tiny, mobile screen as the primary place where our work will be seen. Always ask: does this read on a phone? Does this look good if it's only 3 inches tall? As David Lynch will tell you, [a cinematic experience doesn't really work on a phone](#).

Netflix spends the most on content.



In case you weren't sure if Netflix is a dominant force, new data shows that the platform spent more on non-sports content than any other player online, and more than many TV companies. It outspent Viacom, Amazon, Hulu, and

Facebook by between \$1billion and \$5billion. Their subscription numbers have grown by about 20% each year for the past six years, so that dominance probably won't be slowing down.

<https://www.recode.net/2018/2/26/17053936/how-much-netflix-billion-original-content-programs-tv-movies-hulu-disney-chart>

So what?

- Viacom, Amazon, Hulu, Facebook, and many other networks being outspent by Netflix, rely on ad revenue to some extent. Netflix does not.
- What is place for brands on the Netflix platform? Some brand-driven content exists on the platform (see [Lo and Behold, Reveries of the Connected World](#), a film sponsored by the networking company, NetScout) and there's likely a future for a lot more. We believe in the power of great storytelling and that's what Netflix has built its brand on. Could a Netflix Original co-sponsored by a consumer brand win a Golden Globe one day?

5G is coming.



The Mobile World Congress happened this past week. This tends to be an event where phone manufacturers show off their latest hardware, and occasionally a content platform makes a big announcement. This year, the Congress was dominated by talk of 5G - the next generation of wireless networks. All the major telcos in the U.S. announced plans to begin testing 5G this year, and the FCC announced plans to begin a spectrum auction. It won't arrive over night, but it's coming:

<http://www.wired.co.uk/article/when-will-5g-launch-mobile-networks-qualcomm-intel>

So what?

- It's hard to get excited about a new network system and set of standards, but 5G is going to be insanely fast. At 100x faster than 4G, a 4K movie will download in seconds. That kind of speed changes the experiences available to us. It makes mobile VR possible. It could eliminate latency and lag, letting even more complex systems and services be virtualized in the cloud. It could make mobile devices double as desktops and high-end gaming systems. It will fuel the network required for autonomous cars to become a reality.
- What will that access do to content expectations? If you look back over the history of content on the Internet, increases in bandwidth lead to increases in fidelity of digital content and advertising experiences. From the [first banner ad in 1994](#); to [WhatIsTheMatrix](#) in 1999; to BK's [Subservient Chicken](#) in 2004; to [Nike Plus](#) in 2007; to [Mail Chimp](#) in 2017.

Find new connections.



Recently I was introduced to an interesting exercise meant to demonstrate the unexpected or hidden connections between diverse subjects. Pick two unrelated topics - let's say, Jean Chretien and pool noodles - and see how long it takes you to click through Wikipedia starting on one of those topics and ending at the other. And there's now a new way to visualize the unlikely connections between disparate topics. (There are 283 ways to connect Jean Chretien to pool noodles in 4 moves or less).

<https://www.sixdegreesofwikipedia.com>

So what?

- Gives you new ways of looking at the connection between two ideas, potentially surfacing insightful commonality.
- Reveals cultural and historical references you may not be familiar with.
- Can create visually compelling maps to explain complicated connections. (Counterpoint: can also create really confusing maps).