

November 15, 2016

QUICK NEWS

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WHAT'S TRENDING NOW?

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UPCOMING EVENTS:

[Digital Strategy and Analytics](#)
Santa Clara, CA
November 15-16, 2016



Make Streaming Great Again

Whether you are a Republican, Democrat, Independent, or in a cave, the election is over and America is entering the next chapter in its complex history. The world is still spinning. Heads are still spinning. Loading circles for live stream video were spinning, more than ever in fact...

Television to Digital: The Peaceful Transfer of Data

Election 2016 may have been one of the most ferociously fought campaigns in recent memory. This fervor fueled it to be the most watched live internet event of all time. Platforms including YouTube, Periscope, Facebook Live, and news channel digital platforms (CNN, ABC, CBS etc.) hosted election night coverage to the peak of 7.5 terabits per second. Compare that to the first Clinton-Trump presidential debate that had a peak of 4.4 terabits. With all streaming platforms readily available on mobile, voters could switch between platforms, post a happy status, check a different coverage outlet, and subsequently tweet out digital anxiety attacks. Live streaming is creating content that brings events, commentators, and commenters together in a way that creates direct, real-time interactions.



Think about the presence of online video when President Obama was elected in 2008. YouTube Live was born. DVD players were on their manufacturing deathbed. People waited an entire presidential term to load a video on their shiny new iPhone 3Gs. Now, live streams are

DX Summit 2016

Chicago, IL
November 14-16, 2016

The Open Mobile Summit 2016

San Francisco, CA
November 29-30, 2016

SOURCES:

[Election 2016: Live-Streaming of Video Presidential Race Breaks Internet Record](#)

[Here's How Facebook Is Taming With News Outlets for Election Day](#)

[Mark Zuckerberg's Big Video Bet Faces the Same Fundamental Problem That's Hurt Twitter](#)

[The Top Facebook Video Publishers: September 2016 Most-Popular](#)

[Introducing New Metrics for Live Video](#)

[Borrell Predicts \\$350 Million More in Political Ad Spend](#)

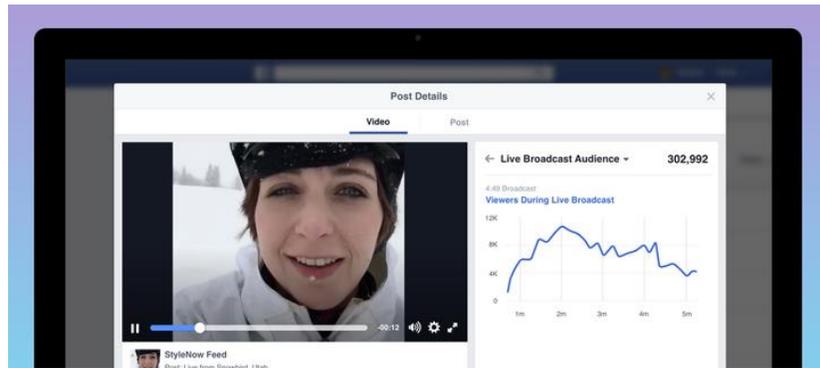
[Facebook Partners with News Outlets for Election Day Live Video Blitz](#)

[2016 Global Programmatic Trends and Predictions](#)

[Watch Live: The First 2016 Trump-Clinton Presidential Debate at Hofstra University](#)

[Facebook Manages To Squeeze an AI Into Its Mobile App](#)

breaking their own records on a night that used to be exclusively viewable on ancient (from today's perspective) technology such as airwaves and cable boxes. This new frontier has been officially elected in to office and that means marketers need to adapt to its changes.



Facebook, with its growing portfolio of applications, completely embraced the use of video by making it incredibly simple to scroll and view with auto-play. Facebook Live launched earlier this year giving everyone the ability to broadcast themselves and access live performance indicators. Per Tubular Insights, the top 10 video publishers on Facebook accumulated over 14 billion views in September and Facebook Live streams garnered almost 7 billion views in June. As other live streaming platforms experiment with subscriber-based models (YouTube Red, Twitch Prime, etc.), Facebook's scrolling feed is taking advantage of its high count of daily active users. Comment sections on live streams is nothing new, but sharing puts streams in the timelines of people who would otherwise be oblivious to the event. Facebook's expanded "reactions" can show live feedback. Channels can even use reactions as a live polling measure by creating indicators such as "'Haha' if you are Republican, 'Love' if you are Democrat and 'Sad' if you just want everyone to love each other". The transition from engagements to live streaming positions Facebook Live as a seamless platform to watch everything from a presidential speech to an adorable animal being born.

On first thought, live stream marketing seems straightforward as it is similar to television strategy with sponsorship and spot buying opportunities. However, live streams have more prospects surrounding their launch and internally throughout the stream. The outlet can be a complement to the main event as brands can fully immerse themselves in all types of coverage. There is viral potential in that anyone can live stream at any time. Live streams typically receive more viewers and viewers that watch for a longer period during the broadcast than those that watch later. Plus, viewers tuned in to a live stream have a distinct interest in whatever or whoever they are watching; social influencer, event, or

[Facebook's 5 New Reaction Buttons: Data, Data, Data, Data, and Data](#)

[Twitter Impresses Advertisers with BuzzFeed U.S. Election Livestream](#)

planned programming. Fox used YouTube Live to stream both Hillary Clinton's and



Donald Trump's election parties, giving viewers an uninterrupted inside look at each candidate's base. Kevin Hart hosted a live stream of his reactions post-election, eliciting over 2.5 million total views in two days. Twitter overdelivered with its election live stream advertisements and had a total of 6.8

million unique viewers throughout the night. Live streaming encourages cross device integration and gives audiences access to behind-the-scenes and POV content. Watching live events are no longer surface level viewing experiences with the ability to choose a broadcast location from the ground floor. With this dialogue, brands can create deeper connections with their audiences and make a stronger call to action.

This year's election coverage further cemented the viability of a live stream revenue option for both publishers and advertisers. Imagine running a beer commercial during a sports game or a toy spot on a children's network with the ability to identify a specific viewer and serve the exact product he or she would be most interested in purchasing. Of course, more data is needed to predict optimal ad serving times, placement effectiveness, and other live stream specific variables. Also, Facebook Live currently does not have concrete plans for introducing commercial-like interruptions on their streams, yet. But with billions of views across all platforms, the flow of data does not seem to be slowing down any time soon. Just as America needs to work together to achieve prosperity, marketers must integrate emerging media channels. It will be interesting to see how coverage of the next election will be consumed.

*By Justin Higa
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QUESTIONS, COMMENTS & THE FUTURE?

1. As programmatic advertising becomes more commonly practiced, expected to be 63% of all digital display ads served in 2016, marketers could be working with smarter technology that will allow

for higher budget efficiency. How does programmatic fit in with live streaming and what would its effect be on the pricing of media buying?

2. Television networks have somewhat embraced the transition away from traditional cable boxes by developing digital channel apps and fostering partnerships with streaming services like Hulu, Netflix, and Amazon. Which major network will be the first to make significant investments in a live stream department and which network will be the first to get it right?
3. Facebook is developing neural networks as their artificial intelligence framework to create a system that can be implemented across all its products, leaving potential for AI integrated live streams. The program has already been able to identify faces in pictures and translate words in to other languages. As this intelligence becomes more advanced, it gives marketers a better insight in to the targets they reach, possibly knowing what the audience wants before they know it.