

# Digital Media Issues

communication... culture... technology...

## Internet History and Trends



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- Bright future for a range of communication careers
- This future is in your hands
- Jobs that don't exist yet
- A chance to influence change



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- The days of turning over digital duties to a team of super geeks are gone
- Need an understanding of tech terms and processes
- Requires a commitment to continuous learning; we are in a state of constant change
- Innovation is key!



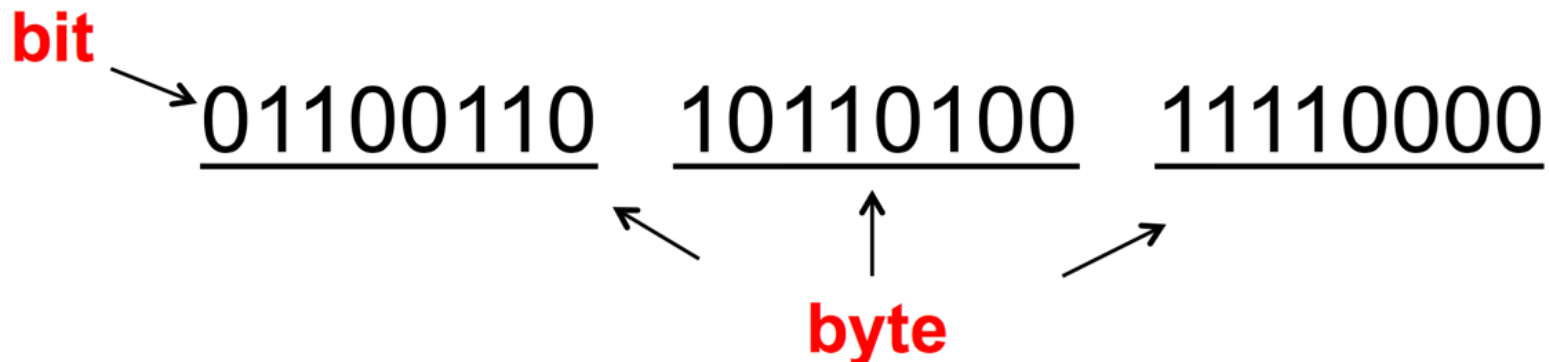
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## Bits and Bytes

- Bit – the most basic digital unit. It is either off or on, a 0 (off) or 1 (on). This represents an electrical pulse.
- Byte – there are eight bits in a byte. The combination of bits in a byte create the



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- A kilobyte or KB is 1000 bytes
- A megabyte or MB 1 million bytes
- A gigabyte or GB is 1 billion bytes
- A terabyte or TB is 1 trillion bytes



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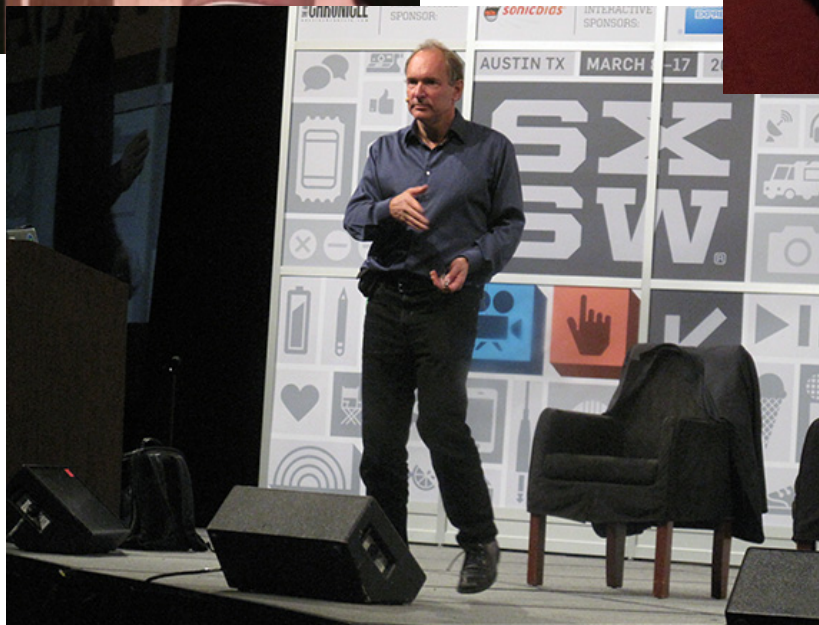
## Internet vs Web

- The Internet is the network of interconnected networks that information transmits across
- The Web is an application of the Internet that represents the body of information delivered via the hypertext transfer protocol and Web browsers.
- There are other Internet applications, like email, newsgroups, file transfer and messaging, although many of these features now reside on the Web.



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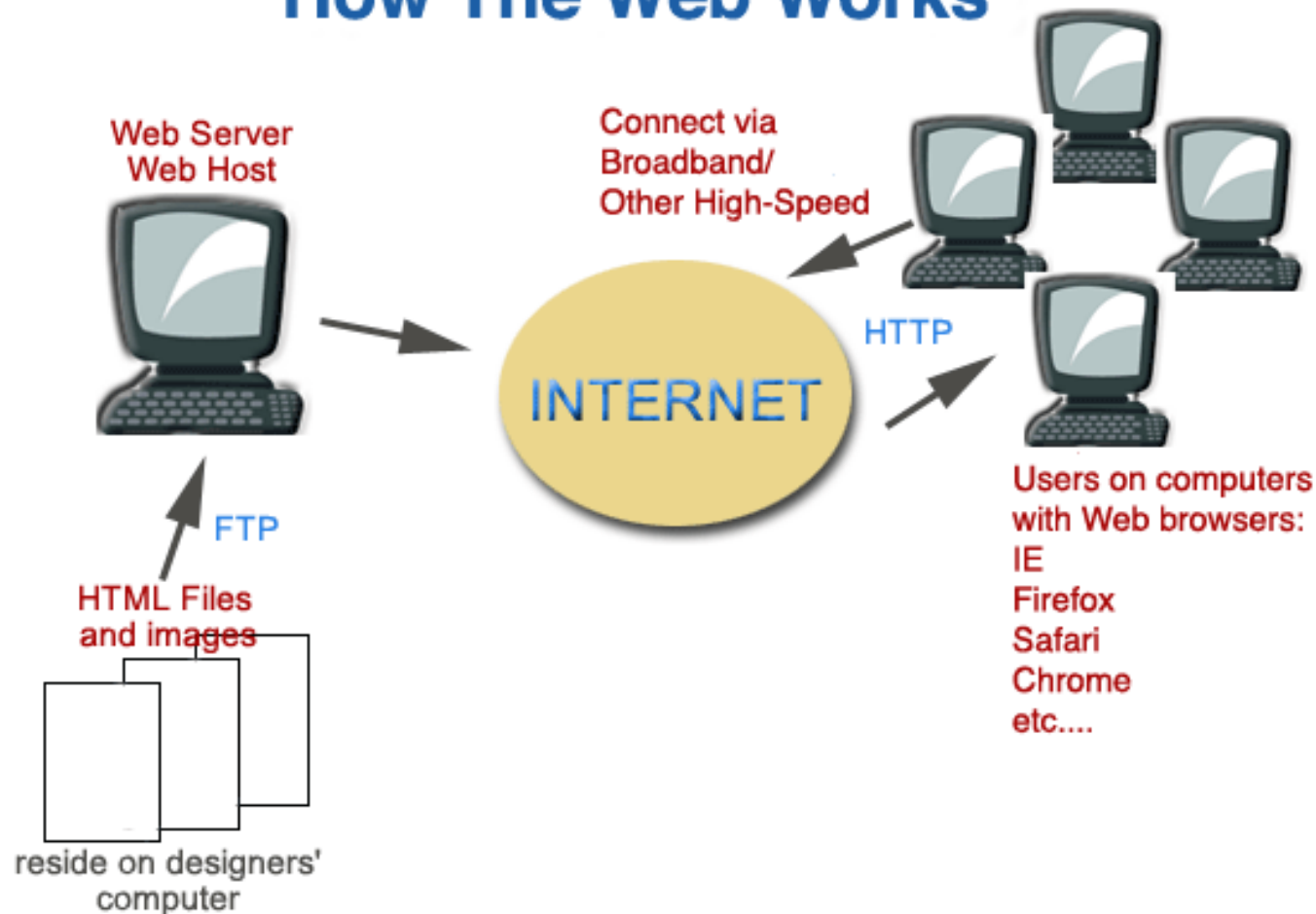




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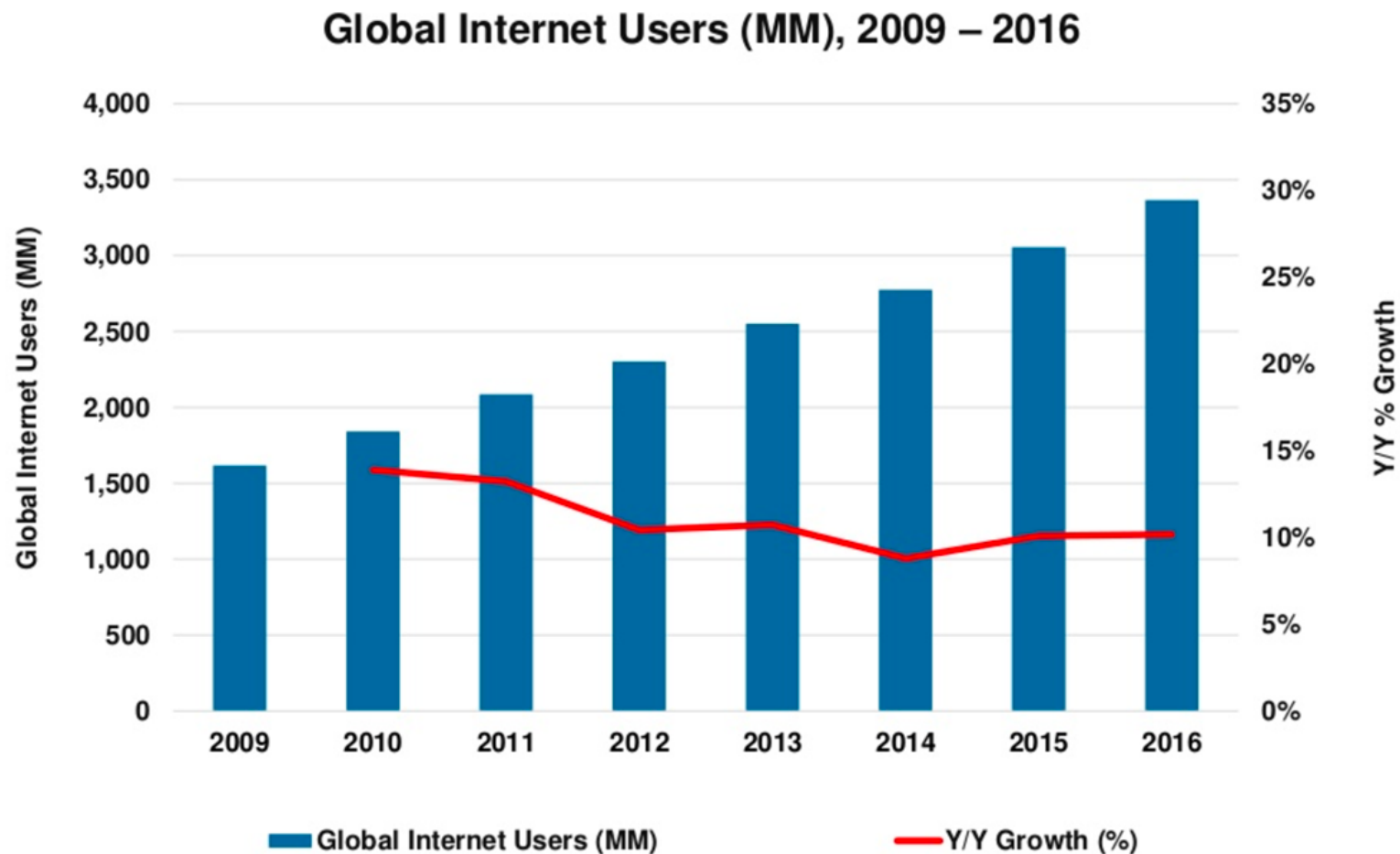
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## How The Web Works



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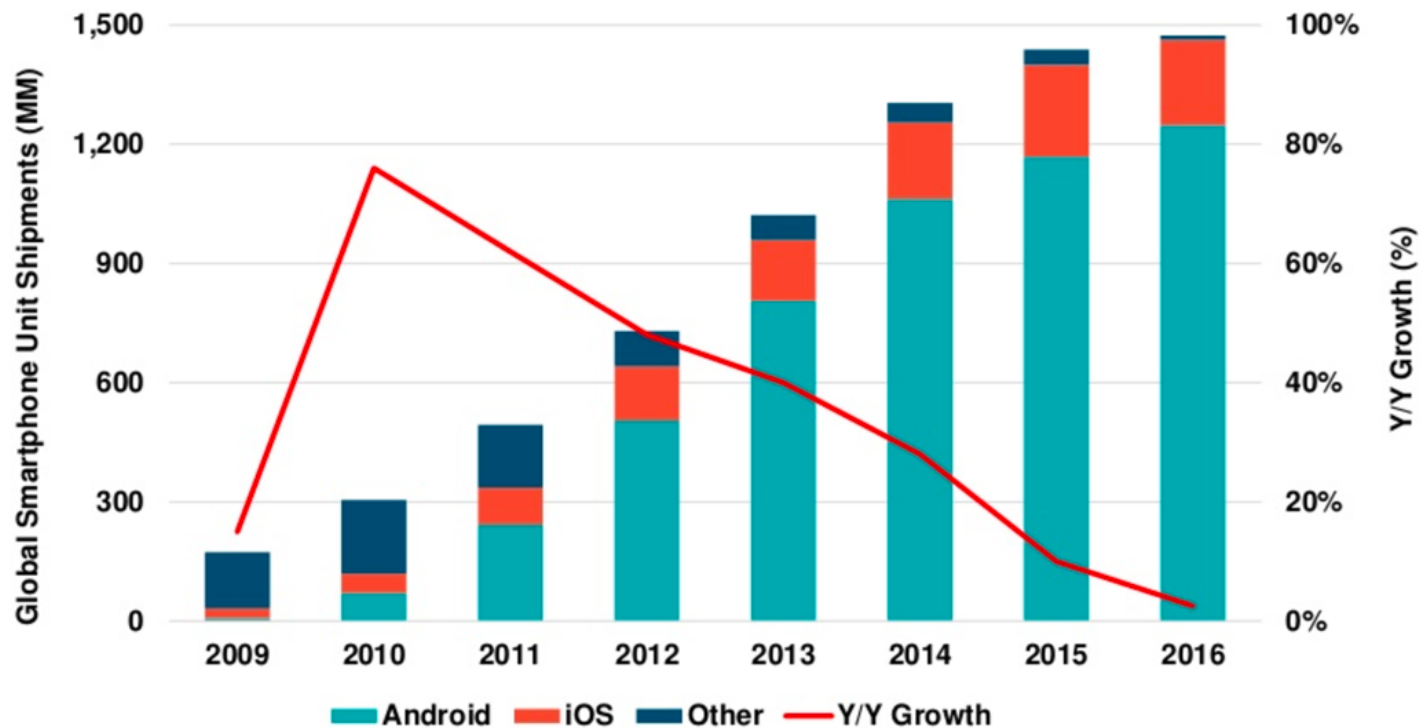
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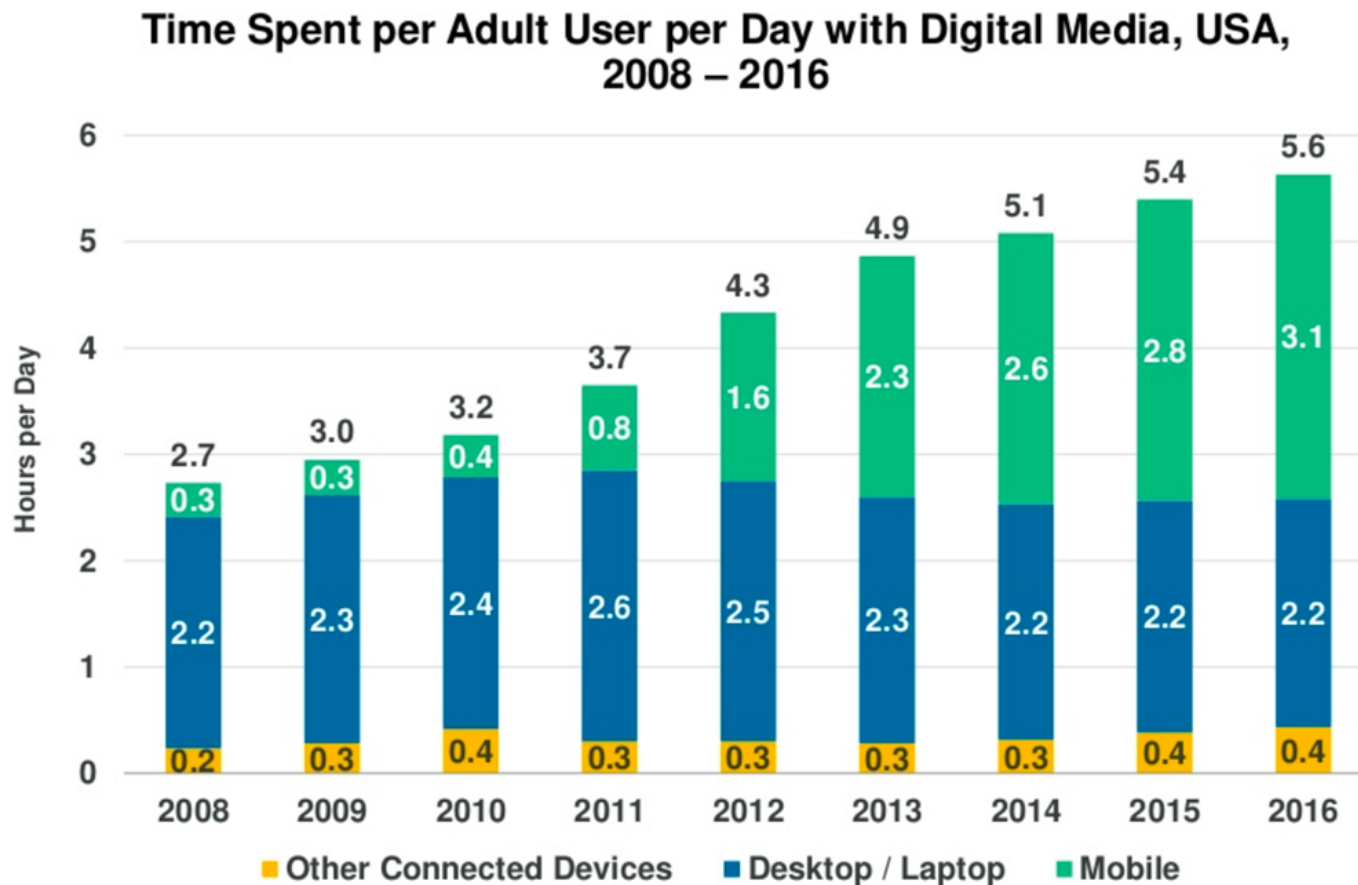
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Smartphone Unit Shipments by Operating System (MM), Global, 2009 – 2016



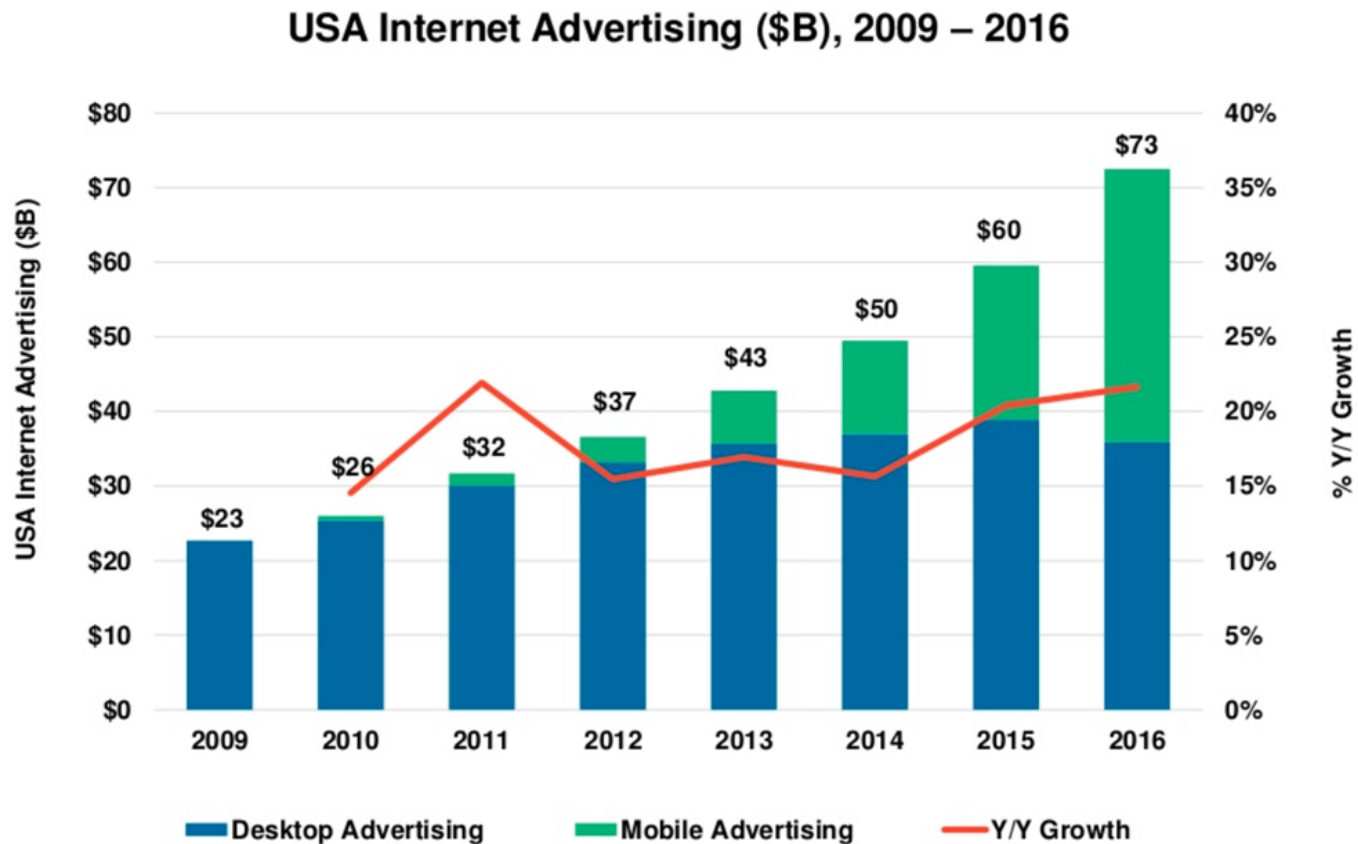
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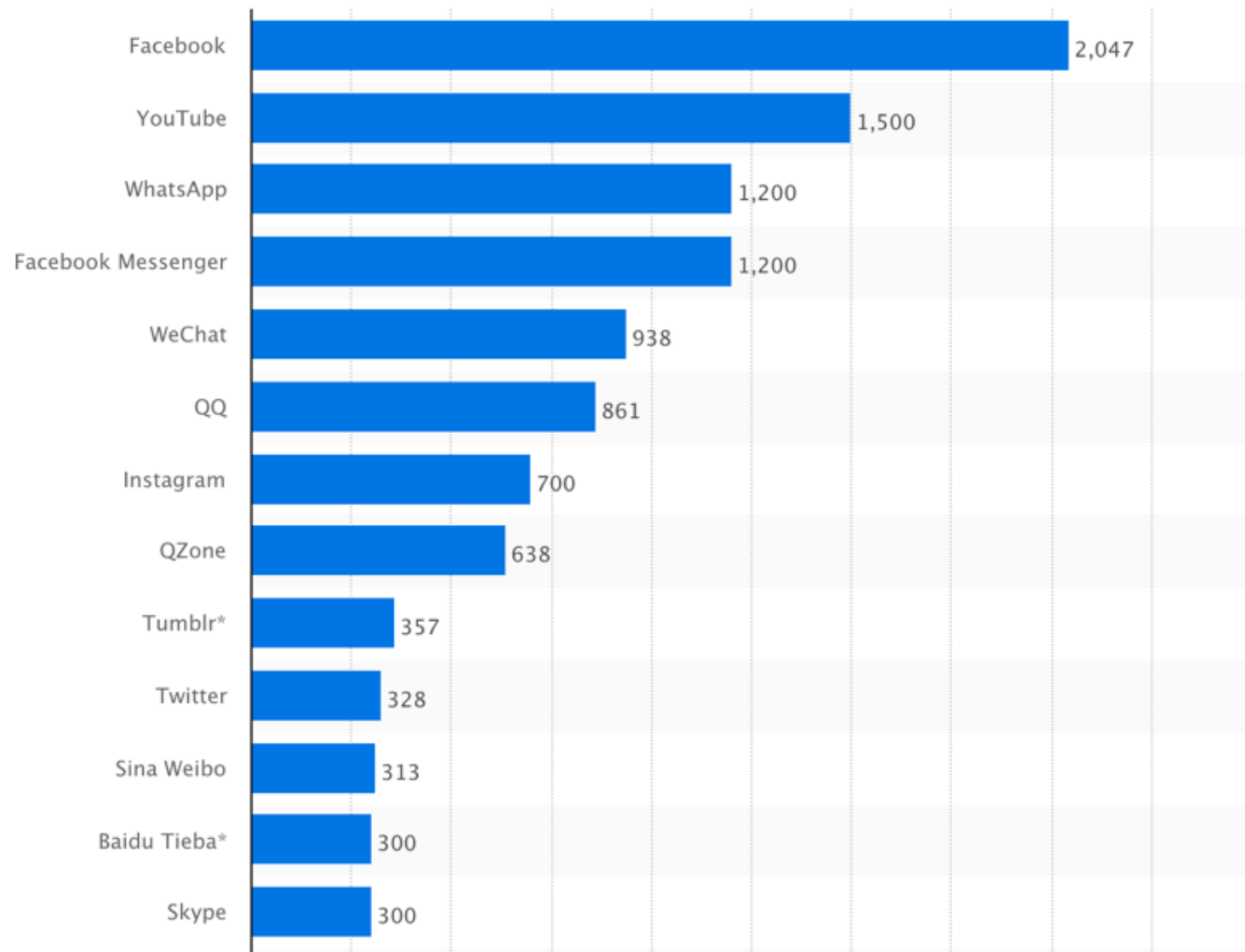
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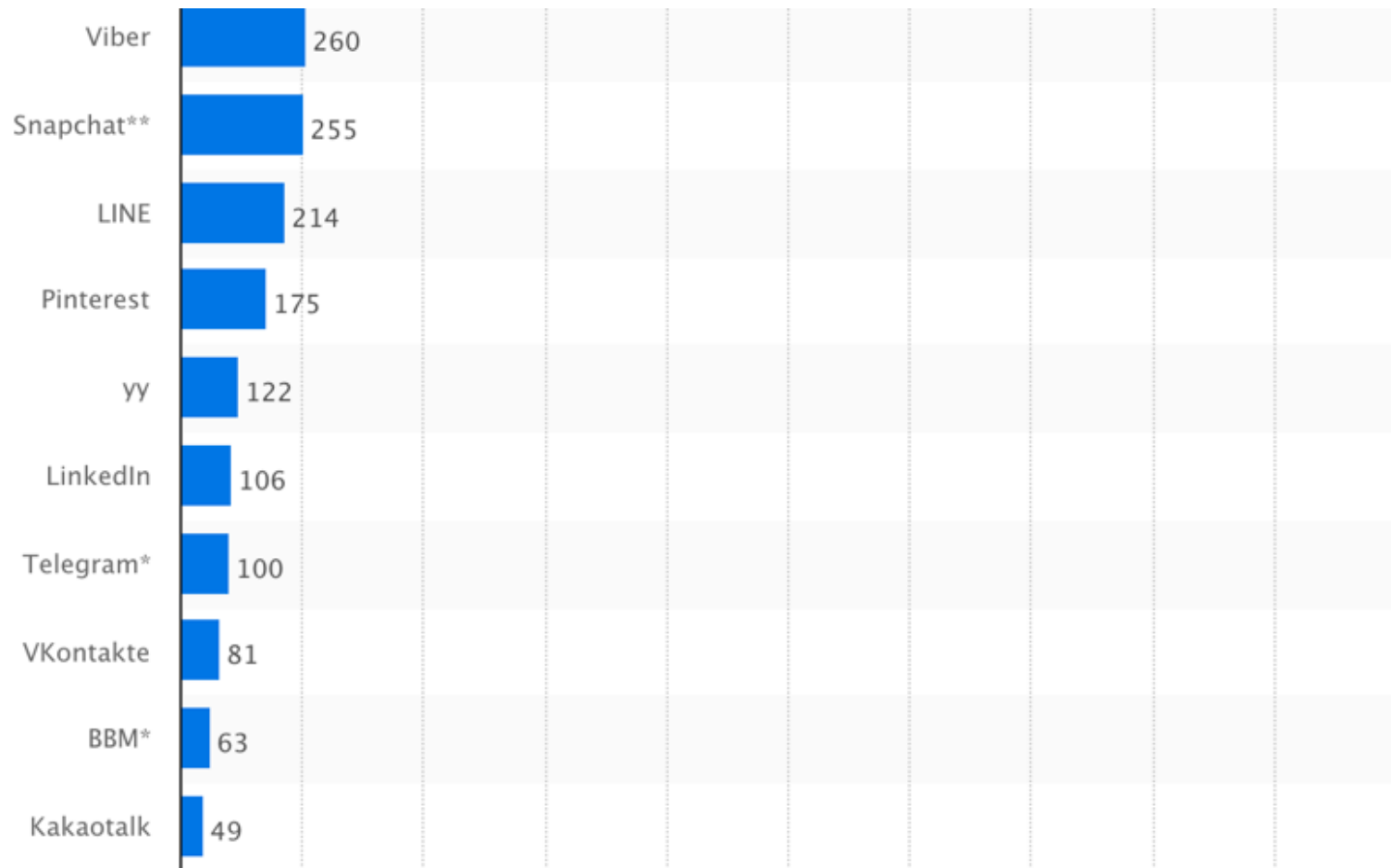
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- Range of storytelling methods to generate empathy
- SnapChat and Instagram videos and stories, now stories on WhatsApp, Facebook, Messenger...
- VR and 360 video - Oculus, HTC Vive, Microsoft Hololens.
- Augmented Reality – virtual objects in real world. Be prepared for Apple's move into ARKit
- Use of drones for video projects



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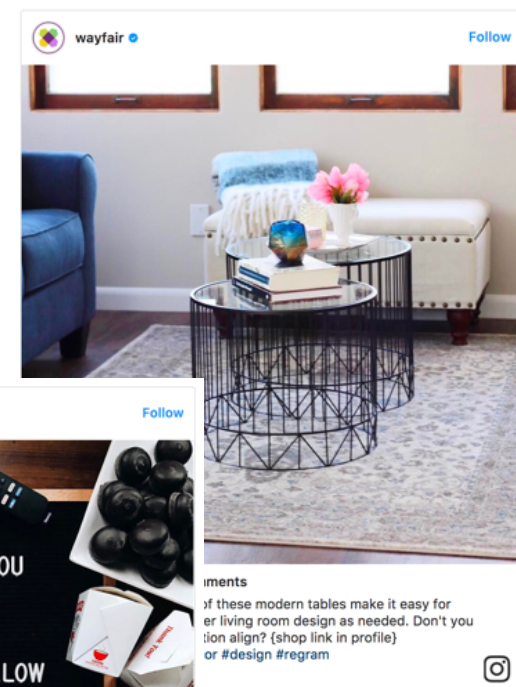
- Pageviews and traffic
- Shares, likes, comments
- Engagement actions
- Conversion and revenue
- Brand awareness
- Video and audio metrics – time and frequency
- Trend toward developing mechanisms to measure impact
- Platforms – Google Analytics, Chartbeat, Hootsuite



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- Hyperlocal and location-based campaigns – Uber/Foursquare partnership
- Search becoming more visual
- User generated content campaigns
- Streaming – Netflix, Spotify
- Health/Fitness apps
- Food Delivery
- Clothing services
- Interactive/Live gaming
- Smart Home/Internet of Things
- Bots and sensors





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## Key Acquisitions/Leadership Changes

- Verizon/Yahoo acquisition going forward as Oath; includes Tumblr, AOL
- Marissa Mayer resigned as Yahoo CEO in June
- Amazon buying Whole Foods - \$13.4B
- Google acquired Kaggle – a data science company
- Travis Kalanick removed from Uber as CEO, due to rampant sexism reported in company
- Expect more movement into artificial intelligence in future acquisitions



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## Cultural Issues

- Google gender memo
- Fake News and other political effects of the Internet

