

# Media Notes Canonical ipsissima verba

## INTEGRATED MARKETING

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### 45% FREQUENTLY USE SHOPPING APPS BUT 90% USE MOBILE IN BED

While mobile has changed how people shop, it doesn't mean retailers have kept up with the transformation.

And shoppers aren't stopping there, with ever increasing desires for more mobile services from retailers.

The majority (60%) of smartphone owners say having a mobile device has changed how they shop, according to a new study.

And when it comes to mobile shopping, apps don't rule, based on the 2014 Digital Impact Survey.

The study comprised a survey of 1,000 adult smartphone owners, 600 in the United States and 400 in the United Kingdom, developed with Stanford's Mobile Innovations Group and conducted by the Apigee Institute, a research and strategy organization.

In terms of spending this holiday season, the study found that more mobile spending will occur outside of apps.

Fewer than half (45%) of smartphone owners use shopping apps daily or weekly, while 18% use them only monthly and more than a third (37%) use them less than once a month or not at all.

While smartphone owners will spend about \$8 billion via apps, they will spend almost twice as much (\$13 billion) via mobile not using apps.

Total spending via mobile this holiday season is projected to about \$20 billion overall and 20% of smartphone owners expect to spend more next year.

Curiously, three quarters (74%) of smartphone owners said they would be more likely to

shop at a store offering key functions and services via an app even through the majority are not high-frequency shopping app users.

This does not necessarily mean retailers should back away from apps. The study found that a large majority (90%) of U.S. smartphone owners expect department stores to provide key services via apps within the next two years.

There also appears to be an opportunity for more mobile-aggressive retailers. Almost one in five (17%) smartphone owners say they have started shopping at a new store because of its app.

To keep all of this in context, almost all (90%) smartphone owners use their phones in bed and 81% use them in the bathroom.

CNA | SOPHIS

#### Canons

##### Page 2

What Motivates Americans To Digital Activism?

##### Page 3

ADVANCED TV Pay TV Shrank In Q3

##### Page 4

SOCIAL NOW Twitter Invites Advertisers To Create Offers

##### Page 5

DIGITAL NOW People Trust Other Consumers

##### Page 6

CINEMA NOW Hackers Crack Sony Download Millions

##### Page 7

MOBILE NOW Black Friday Online Sales Up 8.5% vs 2013



Media Notes  
Vol #737

Giving Credit Where Credit Is Due: From mCommerce Daily by Chuck Martin 11.20.14 and thoughts by Lance

December 01, 2014

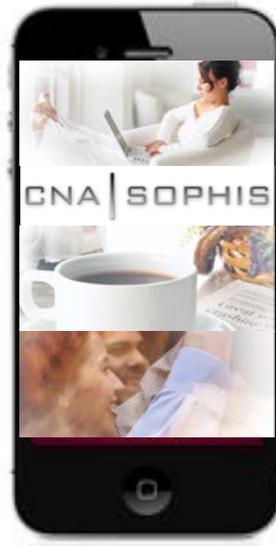
## Bits & Pieces Week of 111714

### Weekly Average Ratings

<b>BROADCAST MORNING NEWS SHOWS</b>		
ABC: 'GMA'	6.02 million+	0.34
NBC: 'Today'	5.31 million+	0.30
CBS: 'This Morning'	3.44 million+	0.03
<b>BROADCAST LATE-NIGHT SHOWS</b>		
NBC: 'Tonight'	3.61 million -	0.26
CBS: 'Late Show'	2.67 million-	0.07
ABC: 'Kimball'	2.97 million+	0.08
<small>Week of 111714</small>		
<b>BROADCAST EVENING NEWS +/- last</b>		
NBC: 'Brian Williams	9.79million +	0.34
ABC: 'David Muir'	9.25 million +	0.49
CBS: 'Scott Pelley	7.62million+	0.37
<small>Sunday 112614</small>		
<b>BROADCAST SUNDAY AM NEWS</b>		
CBS: 'Sunday Morning'	5.79 million	
CBS: 'Face The Nation'	3.37 million-	0.31
NBC: 'Meet The Press'	2.81 million+	0.31
ABC: 'This Week'	3.06 million+	0.67
FOX: 'News Sunday'	1.48 million+	0.20
UNI: 'Al Punto'	0.99 million-	0.14



The more you know,  
the better you will be.



"Why would you wait for anything to come to you." Herman Globbops  
famed master of thought and wisdom

"Right or wrong the customer is always right." Marshall Field

On your smartphone, scan with any QR reader.



"When in doubt remember: It's all about baseball." For your baseball fix, go to: <http://overtheshouldermlb.wordpress.com/>

## WHAT MOTIVATES AMERICANS TO ENGAGE IN DIGITAL ACTIVISM?

Among Americans who made a donation in the past 12 months, more gave online (27%) than via regular mail (23%), while about 1 in 10 donated via their mobile device, finds Cone Communications in a new study [pdf]. But donations aren't the only form of digital activism: the report also notes that 58% of American adults believe that tweeting or posting information about an initiative on social channels is an effective form of advocacy and support. So what motivates them? more

In exploring the motivations to participate in a social or environmental effort online, the study finds that the largest share of respondents are inspired by:

- An urgent need for immediate support (79%);
- Clarity about how their support would make a real impact on the issue (79%);
- Ease of participation (77%); and
- The issue or beneficiary being personally relevant (74%).

By comparison, fewer are motivated by rewards for participation (53%) or seeing all their friends participating (48%).

"To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful." Edward R. Murrow

Separate findings from the report corroborate the motive of a sense of urgency: respondents reported being more likely to give online following a major disaster (24%) than around the holidays (12%). In other words, it's not a case of the time of year, but the urgency of the situation that dictates the response.

The report also has holds an interesting result which speaks to the other leading motivator, clarity in how the support will make an impact. In fact, 58% of the survey respondents said that it's more important to be able to have an impact on the issue than to be familiar with the organization they're supporting. This sentiment happens to be stronger among men (65%) than women (52%).

So, what does all of this tell us? Certainly, when there is an urgent need for immediate support, the largest share of support is forthcoming. But it is in the content where the result is made. Clarity about how their support would make a real impact on an issue was on top as well.

Like in so many other things we do, urgency and informing completely are the keys to success.

MNC is not printed. It is only released digitally.

Media Notes Canonical Vol #737 Giving Credit Where Credit Is Due: From an article in MarketingCh arts 112014 and the experience along with thoughts & observations of Lance.

"This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it's nothing but wires and lights in a box." Edward R. Murrow October 15, 1958.

December 01, 2014

# ADVANCED TELEVISION

**Giving Credit Where Credit Is Due:**  
Television ratings from The Nielsen Co.  
Image credit: fast company



**85% of tablet and smartphone owners**  
use their devices while watching TV

Advertising rates on network television and for TV show viewing online will soon be the same, "so we won't care where you watch"  
Les Moonves  
CEO, CBS



## PAY-TV MARKET SHRINKS IN THE THIRD QUARTER

broadband subscriptions pick up

**Credit Where Credit Is Due**  
From MarketingCharts 112014 and experience, thoughts and information by Lance

For daily updates on media in the US, the UK & Australia, go to <http://www.overtheshouldermedia.wordpress.com>  
Thank you for having reached 10,000 views. It is the #dailydiaryofscreen

If you like Media Notes give us a LIKE on our Facebook page... at [www.facebook.com/CNASophis](http://www.facebook.com/CNASophis). We would appreciate it very much. Thank you.

**Networks ranked by total 2+ viewership**



**MONDAY 11.03.14**

CBS 'The Big Bang Theory'  
15.54 million viewers 10.3/16HH

**TUESDAY 11.04.14**

CBS 'NCIS'  
17.08 million viewers 11.1/18HH

**WEDNESDAY 11.05.14**

CBS 'Criminal Minds'  
10.49 million viewers 6.7/11HH

**THURSDAY 11.06.14**

CBS 'Colts vs Texans'  
11.91 million viewers 8.5/14HH

**FRIDAY 11.07.14**

CBS 'Blue Bloods'  
10.83 million viewers 8.0/9 HH

**SATURDAY 11.08.14**

ABC 'NASCAR'  
4.87 million viewers 4.9/7HH

**SUNDAY 11.09.14**

NBC 'Bengals vs Patriots'  
16.57 million viewers 11.3/18HH

*NOTE: Season average ratings are "Most Current" measurements which are Live+7 day DVR viewing when available (2+ weeks after airdate), combined with Live, Same Day DVR viewing for the most recent 2 weeks.*

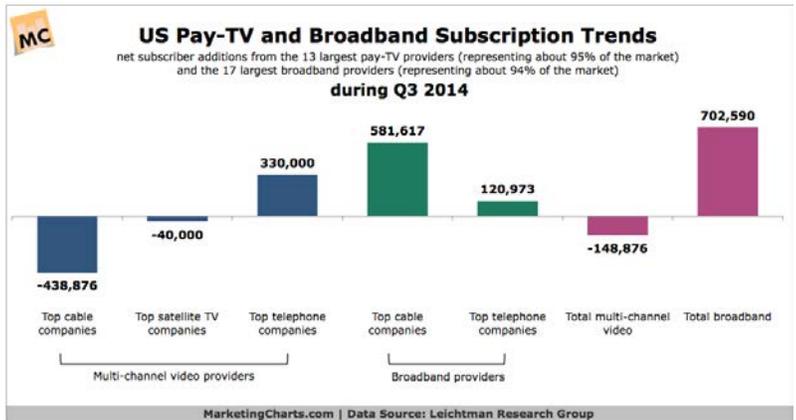
Source: The Nielsen Company.

The largest pay-TV providers, representing about 95% of the market, shed roughly 150,000 subscribers in Q3, up from a loss of about 25,000 in Q3 2013.

By contrast, the largest broadband providers, representing about 94% of the market, gained more than 700,000 high-speed subscribers, up 35% from last year. For the time being, the top pay-TV

providers continue to have a larger subscriber base (95.3 million) than the top broadband providers (86.6 million), though that gap is steadily closing.

What some of this means is that digital/mobile is now becoming more important than traditional viewing habits associated with sole television watching. Many are not looking at a second screen to get caught up with video needs.



# SOCIAL NOW

For daily media updates, go to: <http://www.overtheshouldermedia.wordpress.com>



ITS A WHOLE NEW WORLD You have to make sure that your message is in the media form THEY USE, not the ones you think are important.



"Mobile creates a more dynamic ecosystem."

Mark Zuckerberg  
Co-founder  
Facebook

## TWITTER INVITES ADVERTISERS TO CREATE OFFERS.

Twitter is inviting advertisers to create credit-card-connected promotions, and share them with users directly in their timelines.

With their credit cards, users can redeem the new "Twitter Offers" in stores without the need for a coupon or numerical code.

Twitter Offers also represents a new way for marketers to measure the effectiveness of their campaigns across channels, according to Tarun Jain, group product manager at Twitter.

"Advertisers will be able to attribute redemptions directly to their campaigns on Twitter, so that they can effectively

measure the ROI from their promotions, even when redemption happens offline," Jain explained in a blog post last Tuesday.

Twitter is bullish about its place in the ecommerce ecosystem. Most notably, the social giant recently began rolling out a "buy" button in tweets.

This year, U.S. ecommerce is expected to reach \$304.1 billion -- nearly 20% of which will occur via mobile devices -- according to eMarketer.

Whether a significant share of consumers will shop via social channels remains to be seen. One recent study from *DigitasLBi* found that 20% of U.S.

consumers would consider purchasing via social, yet a separate report from *Capgemini* found that shoppers are less interested in social media than they were just two years ago.

Still, Twitter is confident that Offers will scale quickly, particularly because it requires little from participating merchants. "They can use their existing payment network, there's no change to the consumer purchase process, no employee training and no new hardware or software to install," Jain explained.

Over the holiday shopping season, Twitter plans to test Offers with a select group of as-yet-

Social media is no longer about likes and followers because it is all about engagement!

Media Notes  
Canonical  
Vol #737

Giving Credit Where Credit Is Due:  
Based on an article in MediaPost by Gavin O'Malley 112514 and thoughts by Lance

photo credit:  
SocialTwist & adotas

# DIGITAL NOW



## PEOPLE TRUST OTHER CONSUMERS

“People have discovered that they can fool the devil; but they can't fool the neighbors.”

Francis Bacon  
British Writer  
& Statesman

Media Notes  
Canonical  
Vol #737

Giving Credit  
Where Credit  
Is Due:  
From a report  
from Marketing  
Land by Katy  
Keim 111414  
and thoughts  
by Lance

Word-of-mouth has always been a powerful tool, but it was limited by proximity, until the last decade. The onset of social media allowed word-of-mouth to span the distance, causing a shift in who has the greatest influence when it comes to purchase decisions.

As recently as 15 years ago, those with authority were advertisers and marketers. Consumers used to learn about new products from commercials or billboards and would make a purchase decision based on what they saw or read. Today, however, we live in a relationship-driven economy, and consumers' perception of advertising has shifted. According to WOMMapedia, 92% of consumers globally now trust family and friends over advertisers. Additionally, consumers are now comfortable seeking advice from distant strangers who have

built credibility and an online reputation as knowledgeable resources for various topics.

This shift to peer-to-peer trust, combined with the growth of various social platforms such as Facebook and Twitter, was a wake-up call for companies to provide consumers with an online space dedicated to their thoughts and opinions.

Today's innovative brands look at ways to build on the power of reviews and improve the customer peer-to-peer experience by gathering people in online social communities.

As a member of a brand's social community, consumers interact, learn from each other and quickly identify those peers that have credible experience and expertise with the brand's products and services.

The rapid increase in online community engagement as part of a company's CRM strategy also demon-

strates how businesses now comprehend the value of developing an individualized relationship with the consumer. Consumers enjoy sharing their opinion, positive or negative.

Public social media gives us the power to rapidly boost or harm a brand's reputation. (In fact, 51% of consumers aim to influence others when expressing their preferences online.)

Brands understand this. While companies originally sought to control what was said about their brands, they are now creating those online social communities to provide an outlet for consumers to share their thoughts and sentiments. Consumers have realized the power behind these communities and are using them to create relationships not only between those with share interests but also with brands.

# CINEMA NOW THE 1ST



## PAST WEEK

'The Hunger Games: Mockingjay' was #1 domestic film last weekend with \$56.0 million. It was #1 Internationally with \$67 million.



For another view of the movies, go to Cinema Critique La Belle Aurore at <https://www.facebook.com/cinematicritique>



## 'The important thing is not to stop questioning.'

Albert Einstein  
German-American theoretical physicist

## HACKERS CRACK INTO SONY. DOWNLOAD MILLIONS

At least five new movies from Sony Pictures are being devoured on copyright-infringing file-sharing hubs online in the wake of the hack attack that hobbled the studio earlier in the week. Copies of DVD screeners of four unreleased Sony movies including the upcoming "[Annie](#)" are getting some unwelcome early exposure, but nothing compared with the frenzy enveloping "[Fury](#)," the war pic still in theaters that bowed last month.

"Fury" has been downloaded by over 1.2 million unique IP addresses since showing up on peer-to-peer networks, according to piracy-tracking firm *Excipio*. That's high enough to be the second most-downloaded movie currently being pirated, and it's not out of movie theaters yet. Another big Sony movie, "Annie," is also being pirated, this one three weeks

ahead of its own wide release. Other Sony movies being downloaded include "Mr. Turner," "Still Alice" and "To Write Love on Her Arms."

"The theft of Sony Pictures Entertainment content is a criminal matter, and we are working closely with law enforcement to address it," a Sony spokeswoman said in a statement to *Variety*. A source with knowledge of the circumstances surrounding the hacking earlier this week

divulged that the multi-title leak is likely related to the hacking. Many of the leaked copies are watermarked.

In the attack on the studio's corporate systems Nov. 24, an image of a skeleton appeared on company computers with a message that said, "Hacked by #GOP," with the group behind it calling itself "Guardians of Peace." The

message threatened to release "secrets and top secrets" of the company. Currently being investigated is a connection between upcoming Sony movie "The Interview" and North Korea.

Sony's outbreak marks the biggest piracy incident since July, when Lionsgate saw 'Expendables 3' pop up online three weeks before its theatrical release. Police arrested two men in London earlier this week in connection with the stolen file.

While "Fury" has emerged as a hot ticket in file-sharing circles, the other Sony titles aren't seeing as much sampling. "Annie" has been downloaded by over 206,000 unique IP addresses. Studio is hopeful "Annie" won't be pirated as much because family films aren't subject to as much illegal downloading as titles that skew more toward young males.

As the credits finish rolling, we're seeing more & more moviegoer talk about their movie experience through social media. They're keeping the conversation going long after the movie is over. And that's a good thing!

### Media Notes Canonical Vol #737

### Giving Credit Where Credit Is Due:

From an article in *Variety* by Andrew Wallenstein & Brent Lang 112914 and with thoughts by Lance and information from [boxoffice.mojo.com](http://boxoffice.mojo.com)

# MOBILENOW



The more you know about mobile, the better chance you have of reaching her. "If you don't have a mobile strategy, you don't have a future strategy." Eric Schmidt, Exec Chairman Google



Check out my Media Notes Briefs blog at <http://sophis1234.tumblr.com> This week features 'Online Commerce Videos Get High Ratings From Viewers'. Scan QR



Media Notes Canonical Vol #737 Giving Credit Where Credit is Due: Based on an article in TechCrunch by Sarah Perez 112814 and thoughts by Lance Photo Credit: agencypost.com

## BLACK FRIDAY ONLINE SALES UP 8.5% OVER LAST YEAR PER IBM.

Online retailers had a good Black Friday, with sales up over 8% from a year ago, and nearly 47% of online traffic coming from mobile devices throughout the day. Mobile played a big role this year in terms of both traffic and sales, and yesterday was especially notable for being the first Thanksgiving Day where mobile traffic to online retailers accounted for more than half of all online traffic. Today, those figures dropped a bit, however.

By 6 P EST on Black Friday in the U.S., mobile traffic had accounted for 46.7% of all online traffic, an increase of 24.2% year-over-year, but a drop from the 52.11% it claimed on the Thanksgiving holiday, according to IBM's Benchmark data.

The holiday shopping season certainly started earlier this year, with a number of retailers online and off running discounted sales beginning on Thanksgiving Day. Amazon, started running deals on its site mid-day, and that choice seemed to work out well for the retailer.

As ChannelAdvisor noted in a separate report, its roughly 2,700 online retailers saw 20.1% year-over-year growth on Thanksgiving, but Amazon, search and other third-party marketplaces (meaning those not eBay or Amazon) saw the most growth over last year, as eBay lagged. Amazon was up 25.9% year-over-year, outpacing e-commerce as a whole, but eBay grew just 3.0% over Thanksgiving

Day 2013. Mobile this year also played a part in crashing Best Buy's website.

According to web performance monitoring company Catchpoint Systems, Best Buy had three outages since Thanksgiving. The first outage was 500A to 630 A ET and the second was 8-930A, both on Thursday. On Black Friday, the site crashed again at 10A.

Meanwhile, despite retailers running early Thursday sales, Black Friday still proved to be the bigger online shopping day. By 5:20 PM EST today, Black Friday online sales eclipsed those that took place on Thanksgiving, says IBM in its report.

"I am always doing that which I cannot do, in order that I may learn how to do it." Pablo Picasso



“Your premium brand had better be delivering something special, or it’s not going to get the business.” Warren Buffett

## A Time To Think About Your ROI

The first time you meet Warren Buffet you are amazed that he really is like the guy next door who you speak with from time to time and in some cases, become friends. Of course this guy has a few more bucks than you and I might have. But the point is that he is very easy to talk with. He is eager to listen and that is one of his great attributes.

The art of listening is to understand. Your thoughts and ideas to what you are listening to take shape and become formed. They reflect your continuing attitude and discovery in your personal and business life. Too often we do not listen. We are too eager to express our opinion as if it were as important as that fellow pictured above. (The guy to the left with glasses.)

We have invested much of the past two decades listening, working on, experimenting with and discovering what makes digital and mobile work. We understand that mobile is the dominating platform today and into the foreseeable future. We have been involved with mobile for over a decade. We also understand that mobile strategy is the center of marketing strategy. Mobile is a sustainable solution.

Yet, everything has to be integrated. And that is where CNA | SOPHIS is of value. Our expertise in mobile, digital and creative marketing innovations are of value. If you need to examine what you can do for a better second half of 2014, we encourage you to contact us.

You may reach us at:

Lance G. Hanish

[lance@cnasophis.com](mailto:lance@cnasophis.com)

Klaus Paulsen

[klaus@cnasophis.com](mailto:klaus@cnasophis.com)

Have a great day and a better weekend.

[www.cnasophis.com](http://www.cnasophis.com)



For more information regarding cnasophis

simply scan this QR code on your mobile device.

“Start each day with a task completed.

Find someone to help you through life.

Respect everyone.

Know that life is not fair and that you will fail often, but if take you take some risks, step up when the times are toughest, face down the bullies, lift up the downtrodden and never, ever give up—if you do these things, then next generation and the generations that follow will live in a world far better than the one we have today and—what started here will indeed have changed the world—for the better.”

Admiral William H. McRaven  
USN

Commander of the U.S. Special  
Operations Command  
2014 Commencement Speech  
University of Texas, Austin

Powerful visions lead to the possibility of possibilities.

