

INTEGRATED MARKETING

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Media Notes
Vol #738

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MOBILE MAKES THE 'LAST MILLISECOND' THE 'LAST INCH' FOR IN-STORE EXPERIENCES

It is a powerful concept: marketers need to deliver spot-on relevant consumer experiences in a millisecond or risk losing the visitor, possibly for good. Every moment has an almost instantaneous decision that follows, be it buying, converting or abandoning.

So, for marketers, every second, and fraction of a second, counts in today's omnichannel ecosystem.

Enter mobile.

Last millisecond still exists, certainly, but the overwhelming convergence of mobile and in-store, consumers browsing on their smartphones, then shopping at a bricks-and-mortar location, mobile couponing or showrooming, gives the concept an entirely new context.

Today, we cannot just focus on the last millisecond of a consumer's digital journey, but, instead, have to be on point when it comes to the "last inch" of mobile/in-store

engagement, too: **lose her in the last-inch context, and she walks out the physical and the virtual door.**

Consumers will likely see even more brands hopping on the geofencing bandwagon. It all goes back to relevance, and the fulfilled promise of personalized experiences is usually all it takes. People will gladly switch on Bluetooth as they enter your store if it means the customer gets real value, you, the brand or retailer, just need to train the customer to do it, unprompted. For those brands and/or retailers not implementing in-location platform technology, such as *CIS Retail Pod Zone*, existing apps can be a great way to leverage microlocation and deliver relevant experiences and offers in real-time. Get consumers to open the app when they enter your location or vicinity with that same relevance promise. Retailers can deftly push customized offers or coupons via their own

apps, and social media targeting consumers based on a host of specifications.

Retailers are in a position to gain maximum traction. Consumers want more direct brand engagement, which are seen as being more relevant, more powerful and more in tune.

Because she is already engaged with your brand and already physically in the store, the experience becomes incredibly organic and relevant.

Last Millisecond matters, but the convergence of in-store and mobile has created a new piece of the puzzle: last-inch targeting. Fail to engage, turn and deliver relevance on a dime, and consumers will find it somewhere else. The brand, product, offer and experience are just a step or a click away. Make that meaningful connection, and the brand and the consumer win in conversion, satisfaction and long-term loyalty. **That is always relevant.**

December 17, 2014

Bits & Pieces Week of 120114

Weekly Average Ratings

BROADCAST MORNING NEWS SHOWS

ABC: 'GMA' 5.58 million- 0.44
 NBC: 'Today' 5.13 million- 0.18
 CBS: 'This Morning' 3.27 million- 0.17

BROADCAST LATE-NIGHT SHOWS

NBC: 'Tonight' 3.61 million - 0.26
 CBS: 'Late Show' 2.67 million- 0.07
 ABC: 'Kimball' 2.97 million+ 0.08

Week of 120814

BROADCAST EVENING NEWS +/- last

NBC: 'Brian Williams' 9.37million - 0.42
 ABC: 'David Muir' 8.69million - 0.56
 CBS: 'Scott Pelley' 7.35million- 0.27

Sunday 112614

BROADCAST SUNDAY AM NEWS

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://overtheshouldermilb.wordpress.com/>

THE PASSING OF THE LAST OF 'MURROW'S BOYS'

Richard C. Hotelet, the last living member of Edward R. Murrow's team known as "Murrow's Boys," has died. Hotelet, who spent 40 years at CBS News radio and TV, died this morning at home in Wilton, Ct. He was 97.

In 1957, after years of war and post-war reporting, Hotelet anchored a 15-minute daily newscast for CBS called "Richard C. Hotelet with the News." "Richard C. Hotelet was the ultimate CBS News reporter," said Jeff Fager, CBS News chairman and executive producer of "60 Minutes." "He was one of the true gentleman reporters, a real 'Murrow boy,' an elegant combination of reporter and storyteller."

Hotelet was the last to join the team when he presented himself to Murrow in London and was hired in January 1944 to help report the imminent Allied invasion of Europe. His first war reports for CBS were from the air; he is believed to have made the first recording for broadcast on a warplane while flying on a bombing mission over France in the spring of 1944. On D-Day, Hotelet was in a bomber again, this one attacked German defenses on Utah Beach and returned to London safely in time for him to broadcast the first eyewitness report of the Allied invasion.

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

Hotelet was sent to Moscow after the war, where he reported on Soviet Premier Joseph Stalin's dismantling of the alliance with the West. The Soviet government soon withdrew broadcasting rights for Hotelet and Murrow recalled him after it refused to restore those rights. Hotelet returned to the U.S. and remained covering domestic news until assigned to open the CBS News bureau in Bonn in 1951. From West Germany, the new Bonn correspondent covered the move to democracy in that country and the troubles over the wall in Communist East Berlin, where Soviet tanks crushed the first workers' uprising in Eastern Europe. He went to Warsaw in 1956 to report on the Polish uprising there.

The other "Murrow's Boys", and one woman, all of whom reported from Europe in World War II, are: Mary "Marvin" Breckinridge Patterson, Cecil Brown, Winston Burdett, Larry LeSueur, Charles Collingwood, William Downs, Thomas Grandin, Eric Sevareid, William L. Shirer and Howard K. Smith.

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Media Notes
Canonical
Vol #738
Giving Credit Where Credit Is Due: From an article in TV Newser by Chris Ariens 121714 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 17, 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



EXTENDING TWITTER TV ENGAGEMENT BEYOND THE LIVE AIRING...FROM LIVE TO 24/7.

Credit Where Credit Is Due
From Nielsen newswire 121514 and experience, thoughts and information by Lance

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

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

Networks ranked by total 2+ viewership	MONDAY 11.03.14	TUESDAY 11.04.14	WEDNESDAY 11.05.14	THURSDAY 11.06.14	FRIDAY 11.07.14	SATURDAY 11.08.14	SUNDAY 11.09.14
	CBS 'The Big Bang Theory'	CBS 'NCIS'	CBS 'Criminal Minds'	CBS 'Colts vs Texans'	CBS 'Blue Bloods'	ABC 'NASCAR'	NBC 'Bengals vs Patriots'
	15.54 million viewers 10.3/16HH	17.08 million viewers 11.1/18HH	10.49 million viewers 6.7/11HH	11.91 million viewers 8.5/14HH	10.83 million viewers 8.0/9 HH	4.87 million viewers 4.9/7HH	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.

Millions of people take to Twitter to share their passions about their favorite programming in the heat of the moment—as the moments happen. While the majority of the conversations happen during live broadcasts, as networks look to boost fan engagement and build program audience, networks and brands can now quantify how much of the discussion happens outside of the live airing window for more than 650 English and Spanish language programs.

To gain insight into when social TV conversations happen, Nielsen Social analyzed 24/7 Twitter TV activity around 72 weekly broadcast and cable series programs in August and September 2014. As expected, the majority of weekly Twitter TV activity—68% of Tweets—takes place within the live airing window around a new program airing (three hours before through

three hours after). The percentage varies for different types of programming, ranging from 55% for comedies to 70% for reality programs.

In short, social TV happens around the clock. Even though live airings account for the lion’s share of weekly Twitter TV activity, networks & brands now have the opportunity to explore how and why audiences engage on Twitter between live airings. The findings from this study highlight considerable room for networks to boost audience engagement in between episodes through reruns, stars and promotions. High levels of Twitter activity during live airings can have a spillover benefit during the following 3 days.

With viewers talking about TV programming on Twitter throughout the week, this around-the-clock conversation can open new doors for networks and advertisers. The industry can now understand viewers and refine how they engage them to maximize earned media and ultimately build program audiences.

SOCIAL NOW

For daily media updates, go to: <http://www.overtheshouldermia.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 & FOURSQUARE ARE PARTNERING TO IMPROVE LOCATION IN TWEETS

Twitter wants to start surfacing information for users that's relevant and interesting, not just timely. And the company believes adding a location layer to its platform could be part of the solution.

Twitter and Foursquare are planning to partner together in 2015 to power location in tweets, a source familiar with the deal tells Business Insider.

The geo-based features could roll out as soon as the first quarter.

Twitter is independently staffing up in the location department, too. It recently hired a geo lead from Foursquare, David Blackman, and it has six other geo-engineering job listings on its website.

What kind of location-based features will Twitter and Foursquare work on together?

Right now, Twitter's location features are limited. It can tell where a user is when he or she signs up, as well as the location a user lists in his or her bio. But the company believes determining where each tweet originates could be powerful too.

A Twitter spokesperson declined to acknowledge the partnership with Foursquare, but noted the company sees location as a "vehicle of discovery." Features could include Foursquare-like venue check-ins in tweets, local recommendations, and organizing content around a user's current whereabouts.

Twitter outlined some of its plans to tackle location-based features in a recent analyst presentation. The company recently ran a test in a few major cities with new users. It showed a new user a

bunch of tweets that were tied to the location where that user registered for Twitter. Those people were more likely to reopen Twitter within 30 days than those who weren't shown location-based content.

"Our goal is to take those learnings and scale them to the rest of the world," the Twitter spokesman stated.

"There are two key components to nail: 1) Understanding where content is coming from and where the conversation is happening: a country, a city, a neighborhood or venue. 2) Understanding places you care about, whether that's the place you're standing when you access Twitter, your home country, or some place else on the globe that's captured your attention. Organizing the world's public conversations in real time can offer limitless opportunities."

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

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Giving Credit Where Credit Is Due:
Based on an article in Business Insider 121614 by Alyson Shontell and thoughts by Lance

photo credit: SocialTwist & adotax

DIGITAL NOW



DIGITAL VIDEO VIEWERS KEEP EYE ON PCs

The US audience for digital video—that is, video consumed on any digital device—will pass 200 million in 2015, making up not quite two-thirds of the entire population, according to a new eMarketer report, “US Digital Video Audience Profile: Who’s Watching, How They’re Watching and What Screens They’re Watching.” It’s a large audience, but one that is not likely to increase much further. We estimate that growth will run in the low single digits over the next few years.

The most common screen for digital video consumption is the traditional desktop or laptop. Many digital video viewers use multiple screens over time (and even simultaneously), but computers remain the most popular access point.

A survey of US internet users by **HUB Research** found that use of mobile devices (and smart TVs) for video viewing grew in 2014, but significantly more respondents still used computers to do so.

Similar patterns can be seen in data from **TNS**, which found that laptop computers were the most common device used to stream videos. TNS’s survey showed a much smaller, but still significant, gap between computers and other devices for video viewing.

Another view, this from server data gathered by **Adobe**, suggests an even sharper tilt toward computer viewing. In Q1 2014, almost three-quarters of US digital video starts occurred on computers, while just over one-quarter occurred on mobile devices.

Looking at smaller-screen audiences, eMarketer estimates that there will be 89.7 million smartphone video viewers in the US in 2014. That total is about half the size of the overall digital video audience.

Although there are fewer tablet users than smartphone users, the size of the US tablet video-viewing audience is nearly as large as that of the smartphone video-viewing audience, reflecting

the fact that the tablet is associated with leisure-time activities such as content consumption.

In addition, there is the connected TV audience. This year, eMarketer estimates, about 46% of US households will have some form of connected TV (defined as a TV set connected to the internet through built-in internet capability or through another device such as a Blu-ray player, game console or set-top box—e.g., Apple TV, Google Chromecast, Roku). And by next year, nearly 56% of households will have at least one connected TV.

While the size of the mobile audience is considerable, the numbers also point to how nonmobile video—computers and connected TV—is still strong.

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

Francis Bacon
British Writer
& Statesman

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from eMarketer
121714 and
thoughts by
Lance

December 17, 2014

CINEMA NOW THE 1ST



PAST WEEK

'The Hunger Games: Mockingjay' was #1 domestic film last weekend with \$21.5 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>



GUARDIANS OF PEACE SHOW COWARDS OF HOLLYWOOD

'The important thing is not to stop questioning.'

Albert Einstein
German-American
theoretical physicist

Some theater owners are refusing to run 'The Interview', the embattled SONY film that has been hacked to tie-ins with North Korea. They are cowards.

What this shows is a lack of backbone in Hollywood when action against such potential threats are replaced by some sort of 'watch your back and future paychecks' reaction.

Some pundits say this is 'a tough time for commenting on such things' as was quoted by a talking newsman on MSNBC (121714@1342MT). He further stated that 'no one in this country would want to comment on an attempted assassination of our President.' Then a more level headed person on the

panel suggested that this was a 'spoof' and 'sarcastic comedy'.

If we or any industry in this country is afraid to do something because of something North Korea said, shame on us.

What we think of Rogan or of Franco, the film's stars, or the movie itself, is not relevant to this discussion. What we think as a free people is.

Are the 'Guardians Of Peace' (GOP) agents of North Korea? Don't know! Are the North Korean's behind it? Don't know! What we do know is that whoever hacked into SONY and began distributing all of the personal information on the net and released copies of films not yet in theaters or scripts not yet made (including the new James

Bond film), is illegal and should be punished by law. So, why all the positioning?

A new message from the hackers who have infiltrated Sony Pictures Entertainment appeared to threaten violence at or near movie theaters where the studio plans to show *The Interview*. The group mentioned the film for the first time by name and threatened to take unspecified actions against its premiere, set for Dec. 25, writing, "The world will be full of fear" and "Remember the 11th of September." Landmark Theatres said Tuesday night that the New York premiere of the film has been canceled.

Shame on you.

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!

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From an
article in
mediabistro,
Wall Street
Journal,
Variety,
Hollywood
Reporter and
others and
with thoughts
by Lance

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 #738 Giving Credit Where Credit Is Due: Based on an article in Adweek by Marla Schimke 121514 and thoughts by Lance Photo Credit: agencypost.com

MOBILE WILL REVIVE AND REDEFINE CONTENT MARKETING

Content marketing encompasses a huge array of media platforms, social tools and influencers. As part of this sea change, brands have increasingly become the creators of the new, bite-size content for the mobile-first generation. Since the dawn of digital age, brands have recognized that success depends on their ability to build rich relationships with consumers hungry for engaging content and personalized experience. Nearly 3 decades later, mobile and in turn, mobile marketing, has the capacity to do just that: engage the consumer personally in real time with targeted, relevant context. Still, running digitized content on mobile without thoughtfully taking into consideration the complexity of the mobile platform will not instantly catalyze consumer engagement.

Successful content marketing models must integrate and elevate the experience of the consumer while on a mobile device.

Brands must present something valuable to get something valuable in return. In 2014, U.S. adults spent 23% more time on mobile during an average day than in 2013, according to eMarketer. This surge in adoption leads to mobile cannibalizing time spent with just about every other device and screen, and the shift toward ubiquity has reinvigorated the value of mobile advertising for brands. To date, the majority of marketing has, to paraphrase Apple founder Steve Jobs, pretty much sucked.

Indeed, the real challenge for mobile marketers is not only to provide something

compelling to view, but also to engage and re-engage with established audiences, 79% of whom have their smartphones with them a whopping 22 hours per day, and transforming these mobile consumers into dedicated brand loyalists via evocative brand content delivered to their closely held, and heavily relied upon, phone.

According to the Content Marketing Institute, brands are 36% more confident about the ROI on content marketing in 2013 than they were in 2012. That's because brands as publishers are breaking the traditional mold to appeal to new audiences via mobile they never thought reachable and have become active participants in the daily lives of consumers and no longer interruptive voices.

"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 Building Traffic

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 he is interested in new ways to improve business.

Retail throughout the world has suffered decreases in traffic for many years. Brick & Mortar is threatened. But that does not mean there isn’t hope. The problem with retail in brick & mortar today is not retail. It is the people who run retail in brick & mortar. Too often they do not listen to what new media can do for them. Warning: it can build traffic. Too often they continue to run their businesses in the same manner as they did for years and years while the consumer marketplace had changed.

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. And we have perfected RetailPositive®, a retail innovative marketing innovations solution for brick & mortar everywhere. It works. It builds traffic.

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 to you. If you need to examine what you can do for a better 2015, we encourage you to contact us.

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Have a great day and a better weekend

www.cnasophis.com



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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.

