



KS&R's DIGITAL DISPATCH

Week Ending: November 15, 2018

Top Stories This Week

[Americans Are Checking Their Phones Now More Than Ever, Report Says](#)

Our phone addiction isn't getting any better. ([msn.com](#))

[Bracing For Amazon HQ2: Virginia, New York Communities Await E-Commerce Giant](#)

Residents of the two cities that won the Amazon headquarters lottery are bracing for the good, the bad and the ugly when the mammoth e-commerce company comes to their towns. ([usatoday.com](#))

[How AI Is Revolutionizing Digital Marketing](#)

Artificial Intelligence and digital marketing are beginning to go hand in hand. ([forbes.com](#))

Products & Services

[Netflix Is Testing A Mobile-Only Subscription To Make Its Service More Affordable](#)

Netflix is testing a cut-price mobile-only subscription as it explores new packages aimed at widening its appeal in Asia and other emerging markets. ([techcrunch.com](#))

[Samsung's Foldable Smartphone Reportedly Costs \\$1,770, Launches In March](#)

Samsung intrigued the world with the announcement last week that it would launch a smartphone with a folding display sometime early next year. ([arstechnica.com](#))

Emerging Technology

[Hoverbikes Are Finally Here, But Don't Expect To Fly Cheap](#)

The era of the hoverbike is finally at hand, but you'll have to be well-heeled to join in. ([nbcnews.com](#))

[IBM Rolls Out Pinpoint Verify To Support Digital Identity Trust](#)

IBM has rolled out its new Pinpoint Verify technology, providing organizations with a model for combating online fraud with a digital identity trust approach. ([thepaypers.com](#))

Mergers, Acquisitions, & Partnerships

[SAP SE To Acquire Qualtrics International Inc., Sees Experience Management As The Future Of Business](#)

SAP SE and Qualtrics International Inc. announced they have entered into a definitive agreement under which SAP SE intends to acquire Qualtrics, the global pioneer of the experience management (XM) software category that enables organizations to thrive in today's experience economy. ([martechseries.com](#))

[Microsoft Acquires CRPG Heavyweights Obsidian And Inxile](#)

For years Microsoft's talked about renewing its commitment to PC gaming, with mixed results.
([pcworld.com](#))

Industry Reports

[Comcast's Xfinity Stream Viewing Will Soon Count Toward Nielsen TV Ratings](#)

TV network execs have long complained that Nielsen's TV ratings undercount audiences because the measurement firm doesn't always account for consumers watching shows on digital apps.
([variety.com](#))

[Tech Vendors To Watch In 2019](#)

Ask anyone to list today's most successful companies, and what's the most likely response?
([informationweek.com](#))

[Bitcoin Cash Is Set To Hard Fork, And People Are Losing Their Heads](#)

Nothing says the future of finance like a good old-fashioned meltdown, and the upcoming bitcoin cash hard fork has that in spades. This is thanks, in no small part, to a man named Craig Wright.
([mashable.com](#))