



## KS&R's DIGITAL DISPATCH

**Week Ending:** June 01, 2018

### Top Stories This Week

#### [GDPR attacks: First Google, Facebook, Now Activists Go After Apple, Amazon, LinkedIn](#)

Just days after the new law comes into force, privacy activists add more tech giants to their list of GDPR targets. ([zdnet.com](#))

#### [As Netflix Becomes Most Valuable Media Company, Will Ads Follow?](#)

Netflix, since its founding, has been pretty clear about one thing: the service does not have advertising. No pre-rolls, no mid-rolls, no interstitials, nothing. ([mediapost.com](#))

#### [Jury Tells Samsung To Pay Apple \\$539 Million In iPhone Patent Dispute](#)

The long-running patent feud between Apple and Samsung took a turn in Cupertino's favor today (May 24), as a federal jury in San Jose, Calif., decided that Samsung needs to pay \$539 million to Apple for infringing on five patents involving mobile phone design. ([tomsguide.com](#))

### Products & Services

#### [Snapchat Introduces First Lens That Reacts To Sound](#)

Snapchat has rolled out its first Lens that reacts to sound. ([cnet.com](#))

### Emerging Technology

#### [Combining AI And Location Intelligence To Predict Market Demand](#)

Growing customer expectations related to personalization and transparency are putting unprecedented pressures on businesses to deliver reliable outcomes, at exactly the right time. ([forbes.com](#))

#### [Fujitsu Develops Network Control Technology; Aims To Minimize The Impact Of Cyberattacks On IoT Devices](#)

In recent years, the adaptation of IoT has increased in a variety of sectors. ([readitquik.com](#))

### Mergers, Acquisitions, & Partnerships

#### [Cox Tags Another IoT Tech Partner](#)

Add Leverage, a startup with operations in Washington, D.C., and Baltimore, to a growing list of tech partners that are helping to underpin Cox Communications's new enterprise-focused Internet of Things (IoT) services unit. ([multichannel.com](#))

### [IBM Further Strengthens Partnership With Crédit Mutuel To Build Bank Of Tomorrow](#)

Last week, fintech firm Crédit Mutuel announced the extension of its partnership with IBM to devise new ways of working to better serve the bank's 12 million customers. ([crowdfundinsider.com](#))

## **Industry Reports**

### [DroneDeploy Becomes Largest Drone Data Platform In The World With 30 Million Acres Mapped](#)

DroneDeploy, a drone software platform with the largest drone data repository in the world, released its 2018 annual Commercial Drone Industry Trends Report. ([geospatialworld.net](#))

### [AT&T Announces Zero Waste Goal](#)

The company is aiming to achieve zero waste at 100 of its facilities by the end of 2020. ([waste360.com](#))

### [For OTT Giants Netflix, Amazon, Hulu, Roku And Apple, It's A Jump Ball For Brand Budgets](#)

The new reality of consumer channel choice has thrown a wrench into the decades-old media model that funnels millions of brand advertising dollars to linear television. ([adexchanger.com](#))