



Inside This Issue:

This Week's Stories

[If You're Voting \(And Please Do\), Here's How To Tell The World About It](#)

[Facebook Beats Third Quarter Estimates, But Shares Fall On Warnings Of Slower Growth](#)

Products & Services

[Hands-On With Microsoft Teams](#)

[Vimeo Goes All YouTube Red With Paid Subscription Service](#)

Emerging Technology

[Shopping Coming To Instagram](#)

[A Folding iPhone Could Be In Your Future](#)

Mergers & Acquisitions

[Spotify Acquires Preact To Fuel Its Subscription Business](#)

[Broadcom To Buy Brocade For \\$5.9B As It Looks To IoT Era](#)

Industry Reports

[Google Android Hits Market Share Record With Nearly 9 In Every 10 Smartphones Using It](#)

[Should The Carriers Be Worried About Cable's Role In Wireless?](#)

This Week's Stories

If You're Voting (And Please Do), Here's How To Tell The World About It

November 3, 2016

The impact of social media on politics has never been more profound than in 2016. With both presidential candidates active on Twitter (and elsewhere), campaigning has found an important outlet that allows for immediate participation. Voters can not only share and respond instantly, they can amplify their voice out to others who share their preferences — or don't. A new app and website called Brigade has some cool new ways to do that. While it won't likely tip the balance this election day, it does offer a glimpse into a new way of persuading people.

"Our mission is to increase civic participation using technology," Brigade CEO Matthew Mahan said. "We want people... to learn about issues by discussing and debating." Brigade's tool lets voters share as little or as much as they want, whether it's merely a "pledge" to vote or a report of who you will choose. Brigade has tools built in where you can broadcast those choices on your social network, including a description of why you picked a certain candidate.

In 2012, nearly 130 million votes were cast for president and Brigade will admit that as a startup, it currently only reaches a small fraction. But with 400,000 pledges to vote already posted and more than 1 million invites from users to others encouraging the same, it's growing rapidly.

But while the presidential election always catalyzes voter interest, Brigade is targeting a broader mission, "to connect people to the districts they live in and the people that represent them," Mahan said. He notes that the average person has about 30-40 people elected to represent them in some capacity, between mayors; governors; federal/state/city representatives and others, like school board members and insurance commissioners.

With many states also supporting direct democracy in some form — think ballot propositions — it can take a lot of cognitive energy to figure out just who and what to vote for. Brigade hopes that your social network can help inform you how to make all those choices. There are Q-and-A tools to help you figure out which candidate most aligns with your viewpoints along with the aforementioned sharing options.

While many of us have already made up our minds about which candidate we'll pick for president — and despite the media reports, a huge number of people haven't changed that preference at all this year — there are a lot of races where the choices aren't so cut and dried. Brigade hopes to harness the wisdom of the crowd to help people navigate that maze.

"We're essentially collaboratively voting," Mahan said of Brigade users. "You're embedded in a dense network of people who have different expertise and you can get competing arguments from people you trust." The appeal of that should be obvious, but what might really help is the idea of centralizing that expertise. I've personally found excellent arguments through Medium and via Twitter helping me navigate complex issues, especially ballot measures. But most of the good stuff has come to me almost by accident. If Brigade has its way, in the future you'll find those things more easily.

forbes.com

Facebook Beats Third Quarter Estimates, But Shares Fall On Warnings Of Slower Growth

November 2, 2016

"The gains were a record for Facebook and represent its sixth straight quarterly revenue beat, buoyed by mobile video ads sales, including those on Instagram."

Facebook mobile advertising stronghold has once again driven strong results for the company, which on Wednesday, reported third-quarter revenue and earnings that beat analysts' estimates. But warnings of weaker revenue growth and higher expenses in 2017 spooked investors, who sent the company's shares down as much as 8% in after-hours trading.

Revenue in the third quarter, ending Sept. 30, rose 56% to \$7.01 billion, from \$4.5 billion in the same period a year earlier, topping the \$6.9 billion expected on average among analysts polled by Yahoo Finance. The gains were a record for Facebook and represent its sixth straight quarterly revenue beat, buoyed by mobile video ads sales, including those on Instagram. Mobile ad revenue represented about 84% of total ad sales in the latest quarter, flat from the prior quarter and up from 78% in the same period a year earlier. Facebook's global ad revenue is expected to total \$25.9 billion this year, according to forecasting firm eMarketer, making Facebook the largest ad publisher after Google. Globally, each Facebook user will generate an estimated \$15.83 for the social media giant this year, eMarketer said.

The company posted a profit of \$2.4 billion, or 82 cents a share, up 166% from a year-earlier profit of \$896 million, or 31 cents a share. Excluding certain expenses, Facebook said it would have earned \$3.2 billion, or \$1.09 a share, topping forecasts of 97 cents a share on that basis. Facebook reported that third-quarter expenses grew 28% from the same period a year earlier to \$3.9 billion. On a conference call with analysts and investors, Facebook's CFO David Wehner said "ad load," the volume of ads the company can show users, will become a "less significant factor as we get into 2017," which is expected to slow revenue growth. And the company said expenses in 2017 will increase "meaningfully."

User growth in the latest quarter was strong. Total monthly active users grew 16% year-over-year to 1.79 billion, from the same period a year earlier. Year-over-year, daily active users in the latest quarter increased by 17% to 1.18 billion. Mobile-only monthly users hit 1 billion people for the first time. The social network faces increasing competition from younger social players like Snapchat, particularly in the battle for teen's mobile screen time. As a result, Facebook has been testing a number of Snapchat-like features, such as a more prominently featured camera and more accessible photo and video filters. But user activity on Facebook's suite of apps continues to grow. Facebook-owned messaging apps WhatsApp and Messenger both have more than 1 billion monthly active users. And Facebook reported earlier this year that Groups reached 1 billion users for the first time. (About 109 million people in the U.S. posted about the election on Facebook during the first nine months of the year, the company said.)

"We're working on new tools to help people express themselves," Facebook CEO Mark Zuckerberg said on a conference call on Wednesday, noting that sharing on Facebook has been shifting toward the camera and will eventually become video-first. Facebook noted that live video broadcasts are up four times since May, and Instagram's new "Stories" feature, a Snapchat clone, has 100 million daily active users.

forbes.com

Products & Services

Hands-On With Microsoft Teams

November 3, 2016

“Meetings are one of the more compelling features Microsoft’s bringing to the table here, incorporating Skype functionality into the app.”

Microsoft Teams throws a lot of you, right out of the gate. That’s because competitors like Slack already have a sizable head start on Microsoft’s workplace collaboration tool. More to the point, though, is that, while the company is late to the party, it’s got about as good a business suite infrastructure as anyone can ask for, from Office 365 to Skype. In a lot of ways, the tools were there all along—Microsoft just had to find a compelling way to bring them altogether.

It’s thanks to that constant presence of other apps in that ecosystem that there’s no question that this is a Microsoft offering, through and through. And while Slack, understandably, will get name-checked a fair amount when discussing the new collaboration tool, the software giant has taken a very cleanly organized business approach that sets it apart from that chief competitor.

While Microsoft has left some space for “fun,” it’s a well delineated version, handily marked off. There’s no random chance of the /giphy command here. When you want to have fun, you go to the somewhat stiltedly named “Fun Picker.” It’s kind of like getting to choose one toy from the box during playtime at kindergarten, so choose well. There you’ll find GIFs and stickers and a “meme customizer,” which lets you add dialogue boxes to still images that mostly look like Lichtenstein comic panels.

The app does a pretty good job organizing a lot of content at once—though a company rep admitted that developers held back some functionality, in an attempt to keep things lightweight, notably things like private meetings, though there are some workarounds for that, which we’ll go into later. Also, all users get access to all the information that’s been shared in a channel by default, so watch who you talk about in there.

The basic layout should look familiar to anyone who has used one of these apps before. There’s a main content stream and a left rail, which lists different teams inside of the main channel, where users can be grouped together by things like department. Only those in the main group can be added to the teams (Guest access isn’t enabled in the preview, but will be coming, leveraging that functionality that’s built into the broader Office 365).

Users can essentially decide what they want to pin to the left rail, including files and teams. You can also collapse those lists down, so you’re not bombarded by too much information at once.

As mentioned, conversations are automatically threaded, which is super helpful for groups that share a lot of information. When scrolling through, you’ll only see pieces of each conversation that are perceived to be pertinent to you—including your mentions and keywords. You can also like or flag a specific post for easy access later. And, yeah, you can edit posts after they go up, though as with Facebook and Slack, they’ll carry an Edit icon to let people know that it’s been changed.

Teams features a standard text edit when writing a post, including old standards like bold and bullet points. You can also attach files of just about any type to a thread, even those outside of the standard Microsoftiverse.

Meetings are one of the more compelling features Microsoft’s bringing to the table here, incorporating Skype functionality into the app. You can schedule a meeting in advance and start inviting people, or you can just click the video icon to get things started. Meetings are video by default, but you can also use just audio.

Naturally, the app also has direct message functionality incorporated in the form of Chats. You can talk to one or two people at once, in a layout similar to what you see in Twitter's DMs, complete with little dialog boxes. You can also start a video call from this view, popping up Skype.

Microsoft's done a good job organizing a ton of information into a single clean UI. And the addition of third party functionality based in the tabs from providers like Asana and Hootsuite will certainly keep Slack on its toes. Of course, the real test of the app is how it works over time. Interested parties can try it out today as a preview. The full version will launch for the public early next year.

techcrunch.com

Vimeo Goes All YouTube Red With Paid Subscription Service

November 3, 2016

"Vimeo, which launched in 2004, had been primarily known as the go-to service for independent creators looking to sell content directly to consumers."

Vimeo, which has long been known for offering a premium subscription for video creators, announced its plans Wednesday to launch a consumer-facing subscription business.

"Vimeo has the once-in-a-generation opportunity to, following in Netflix's footsteps, deliver compelling subscription viewing experiences for consumers in the market for pay TV," IAC CEO and interim Vimeo CEO Joey Levin wrote in a letter to investors. "I believe we can do so at a fraction of the cost of other major competitors by virtue of the audience and content benefits conferred upon Vimeo through our existing marketplace."

Vimeo said it plans on strategically funding content, but will focus its efforts and leverage on its community of filmmakers. The platform said it will also "spend on programming" from third parties.

The ultimate goal, Levin continued, is for Vimeo to "drive millions of subscriptions and transactions for our creators while also growing a proprietary subscriber base with millions of consumers directly."

No further details for the service, like the release date or subscription price, were unveiled.

Vimeo, which launched in 2004, had been primarily known as the go-to service for independent creators looking to sell content directly to consumers. The division of IAC attracted talent with favorable revenue splits and tools that give creators the opportunity to set up their own paywalls.

But after the success of the 2012 hit *High Maintenance*, which got picked up by HBO, the New York-based company has been building up its original content library and investing heavily in its creators.

Now, Levin said Vimeo has a library of 115 million videos and reaches 240 million viewers a month.

In June, Kerry Trainor stepped down as CEO.

A few months later, Lionsgate announced it is partnering up with Vimeo to launch a Global Television Store.

The service, which rolled out Oct. 18, offers premium scripted U.S. content — from Lionsgate's movie and TV library — to consumers in over 150 countries. That includes *Orange Is The New Black*, *Mad Men*, Hulu's *Casual*, *The Royals*, *Weeds*, *Nurse Jackie*, *Boss*, *Blue Mountain State* and *Manhattan*.

mashable.com

Emerging Technology

Shopping Coming To Instagram

November 2, 2016

“If the consumer taps the Shop Now link from the product details view, they’ll go directly to that product on the business’ website, making it easier for them to buy the product they want.”

Mobile has changed the way people shop. You browse products while waiting to be seated for dinner, make purchases on your commute into work, and compare prices online when you’re at a store to see what’s the better deal. In fact, more than 84% of smartphone users in the US browse, research or compare products via a web browser or mobile app. While browsing and discovery is easy on mobile, finding more information about the specific products you see isn’t always as simple. On a platform known for its power of mobile discovery, today we’re excited to announce an easier experience to shop the products you love on Instagram.

Starting next week, we’re testing a way for our community to learn more about the items they view within an Instagram post. Most mobile shopping experiences today take people from the shop window right to check out—without giving consumers the opportunity to consider a product and get more information. However, in an internal survey, we learned that the vast majority of purchases take a day or longer, with only 21% of purchases made within a day. Knowing that Instagrammers are open to discovery on the platform, and that people take time to better understand the products they’re interested in, this test gives our community valuable steps along their shopping journey before they make a purchase.

To test the new experience, 20 US-based retail brands including Kate Spade, JackThreads and Warby Parker will share posts that have more depth, making it easier for Instagrammers to review, learn about and consider the items that interest them. Each post will have a tap to view icon at the bottom left of a photo. When tapped, a tag will appear on various products in the post—showcasing up to five products and their prices. Once a tag is selected a new detailed view of the product will open. This functionality will bring important product information to the consumer earlier in the journey, all without having to leave the Instagram app to search. Then, if the consumer taps the Shop Now link from the product details view, they’ll go directly to that product on the business’ website, making it easier for them to buy the product they want.

“Instagram is where we reflect the interesting life of the kate spade new york girl through relatable social moments which highlight the products that are characters in her story,” says Mary Beech, Executive Vice President and Chief Marketing Officer, Kate Spade & Company. “This post features our favorite new bag and elements from our new personalization program that, together, make the bag uniquely hers. With this seamless shopping experience launching on Instagram, the possibilities for selling our products are endless.”

“Our community uses Instagram as an aspirational discovery platform and they’re looking to us for inspiration,” says Ryan McIntyre, CMO, JackThreads. “This test is going to change the scope of what we, as retailers, are capable of offering on mobile. Instead of having to transition over to the JackThreads app, our customers will be able to shop seamlessly from their social media feeds — allowing us to reach guys where they’re already hunting for what’s new.”

“Instagram and Warby Parker share a similar appreciation for beautiful design and seamless experiences. But right now, there isn’t a simple, clean way for us to share details about the products featured within our posts. Customers often have to ask us, which creates a bulky experience on both sides. We love how seamlessly integrated and consumer-centric this new experience is,” says Dave Gilboa, co-founder and co-CEO.

Instagram already is a great place for discovery on mobile. While consumer research informed the first step of this test, we expect to learn a lot from the businesses we’re working with in this early test. During this initial phase, the new features will be available to a group of people on iOS devices

within the US. As we roll out further, we'll explore product recommendations, ways products are showcased to shoppers, global expansion and the ability to save content so Instagrammers can take an action later. We want to understand how to deliver the most seamless shopping experience for consumers and businesses on Instagram, and ultimately mobile.

[instagram.com](https://www.instagram.com)

A Folding iPhone Could Be In Your Future

November 2, 2016

Some have dissed the iPhone 7 for being too similar to the 6S. But a new patent shows that Apple may have an interesting direction for a future iPhone.

The US Patent and Trademark Office granted a patent to Apple on Tuesday for a bendable or foldable iPhone, according to PatentlyApple, which was first to report the news. It looks as though such a design has been on Apple's mind for a while. The company applied in 2014 for the patent titled "Electronic devices with carbon nanotube printed circuits," according to the USPTO.

Although a folding iPhone sounds like it could be fun, there's no telling when or if this idea will come to fruition. Samsung, for instance, in April of this year was granted a patent for contact lens augmented-reality displays, but that technology seems awhile away.

Apple did not immediately respond to a request for comment.

[cnet.com](https://www.cnet.com)

Mergers and Acquisitions

Spotify Acquires Preact To Fuel Its Subscription Business

November 2, 2016

Spotify — the music streaming service with 40 million paying subscribers — has made an acquisition that it hopes will help it hold on to them, and build up those numbers against encroaching streaming music competition from Apple, Pandora, Google, Amazon and more. The company has acquired a company called Preact, a cloud-based platform and service developed for companies that operate on subscription models (like Spotify!) reduce churn and build up their subscriber numbers.

Terms of the deal are not being disclosed but we will try to find out. It looks like Preact actually may have ceased operations sometime in the autumn of 2015.

Preact, based out of San Francisco, had raised \$16.7 million since being founded in 2012, according to PitchBook (CrunchBase notes a lower figure, \$12.5 million). Investors included Trinity Ventures, Launchpad LA, and Atlas Venture.

There are a lot of B2B companies in the market today aimed at reducing churn and improving relationships with subscribers. One key difference with Preact seems to be that it's basing a lot of its interactions on machine learning, big data analytics and behavioral science.

"Finding the trends and behavior patterns in our data that correlate with paid subscriptions is incredibly valuable," said Jason Richman, VP Product at Spotify, in a statement. "The addition of Preact to Spotify's team will help us design experiences that grow our premium customer base."

"The company has acquired a company called Preact, a cloud-based platform and service developed for companies that operate on subscription models (like Spotify!) reduce churn and build up their subscriber numbers."

For Spotify, enhancing its subscription back end is an interesting move: today subscriptions account for the bulk of the company's revenue generation in a freemium model that also serves ads to its larger free user base of 60 million users. As companies like Tidal move in eschewing the freemium model that has been the engine of Spotify's growth, it's clear that the company would like to figure out how more of its casual users might be better converted and locked into a closer, paying relationship.

The deal appears to have already closed, and the Preact team will work across both San Francisco and New York — but notably, not London, where Spotify has another office.

As we noted in October when Spotify's co-founder Martin Lorentzon stepped down as chairman and Daniel Ek, CEO, took on double duty, the company has been gradually moving its center to the U.S., possibly ahead of a public listing there rather than its original homebase of Europe.

This is Spotify's seventh acquisition, and a rare one to enhance the company's back-office, rather than its customer-facing product. Other recent acquisitions have included CrowdAlbum to improve artwork and overall UX between artists and fans; Cord Project and Soundwave for messaging and social features; Seed Scientific for analytics tools; and The Echo Nest and Tunigo for better music discovery.

techcrunch.com

Broadcom To Buy Brocade For \$5.9B As It Looks To IoT Era

November 2, 2016

Broadcom's chipmaking empire is about to grow even broader, with the company stating Wednesday it will be buying network gear maker Brocade for \$5.9 billion.

Brocade specializes in data storage and networking, while Broadcom provides connectivity components, like Wi-Fi chips, to companies like Apple, HTC and LG. The move comes at a time where data centers are increasingly important, thanks to the advent of the Internet of Things (IoT).

IoT technology is responsible for connecting regular old objects, like lights, fridges and dishwashers, to the internet. As more appliances become smart, and autonomous cars drive in our near future, greater data storage is needed.

There have been some big moves made in the chipset industry. Just last year, Broadcom merged with fellow chipmaker Avago in a \$37 billion deal. Earlier this year, Broadcom acquired Ruckus Wireless for \$1.2 billion.

cnet.com

Industry Reports

Google Android Hits Market Share Record With Nearly 9 In Every 10 Smartphones Using It

November 3, 2016

Google's Android mobile operating system (OS) grabbed a record market share in the third-quarter at the expense of Apple's iOS which posted a decline, according to new research.

Android captured 87.5 percent of global smartphone market share in the three months to the end of September, Strategy Analytics said in a report. This means that nearly nine out of 10 smartphones in

.....
"Android captured 87.5 percent of global smartphone market share in the three months to the end of September, Strategy Analytics said in a report."

the world run Google's OS. Shipments of Android devices hit 328.6 million, up 10.3 percent year-on-year.

Meanwhile, Apple's shipped 45.5 million iPhones, down 5.2 percent from the 48 million in the same period last year. This was confirmed in Apple's latest earnings results, which showed the third straight quarter of declines for iPhone sales. Apple iOS market share stood at 12.1 percent in the third quarter, down from 13.6 percent the year before.

Other mobile operating systems including those made by BlackBerry, Microsoft and Samsung's Tizen "have all but disappeared" and collectively make up just 0.3 percent of the total smartphone market.

The growth of Android has been driven by the rise of low-cost vendors in countries such as China using the OS, but it could face challenges ahead.

"Android's leadership of the global smartphone market looks unassailable at the moment. Its low-cost services and user-friendly software remain attractive to hardware makers, operators and consumers worldwide," Woody Oh, director at Strategy Analytics, said in the report.

"However, several challenges remain for Google. The Android platform is getting overcrowded with hundreds of manufacturers, few Android device vendors make profits, and Google's new Pixel range is attacking its own hardware partners that made Android popular in the first place."

Google released two devices last month – the Pixel and larger screen Pixel XL – in one of its biggest hardware pushes to date. At the time, analysts said that the search giant could risk antagonizing manufacturers reliant on its mobile OS.

The fall in Apple's iOS shipments was expected but it's important to remember that the flagship iPhone 7 released in September was only on sale for a short time in this quarter and analysts are expecting an uptick in sales for the three months to December.

cnbc.com

Should The Carriers Be Worried About Cable's Role In Wireless?

November 3, 2016

On the heels of recent announcements that both Comcast and Charter Communications are planning to activate their MVNO deals with Verizon, wireless executives reacted to it with nonchalance.

At an investor conference in September, Verizon CFO Fran Shammo appeared to shrug off the newcomers as an inevitability.

"We know that the cable companies have to get into wireless," Shammo said. "That pie is growing and it's not only cable companies ... The world is going to become wireless, so if you believe the world is going to be wireless ... then therefore this pie is going to grow and everybody is going to try to figure out how do they get a piece of the pie."

"But for the carriers who exist today, that doesn't mean their pie shrinks," he continued. "Their pie grows as well and we all grow together. I think it just enhances the pie, it enhances the growth of wireless and we'll compete competitively, so I'm not real worried about it."

At the same conference, T-Mobile COO Mike Sievert almost laughed off the impact of cable players in wireless, saying "if you're a T-Mobile shareholder, it's hard to figure out how this could go badly for you."

"Back in September, Moffett Nathanson analysts said cable's infrastructure will win out in wireless over time as the line between wired and wireless becomes increasingly blurred thanks to technologies like Wi-Fi."

“Let’s say they do come in and school us all,” Sievert said. “That means there are now six viable national facilities-based carriers in a rapidly converging world ... in a world where T-Mobile is highly efficacious at doing wireless ... On the other hand they might roll in and find out it’s harder than they thought.”

But beyond just being involved in the future of wireless, it seems cable envisions an integral role for itself.

In a recent filing with the FCC, Charter Communications said it “plans to be a key part” of wireless growth by leveraging and expanding its existing Wi-Fi services, working with MVNO partners, and investing in its own licensed spectrum-based wireless network “at the appropriate time.”

Like the wireless carriers – who have already started work testing technologies for next generation networks – Charter said it recently submitted an application to the FCC to begin experiments with millimeter wave spectrum to “identify technologies and methods that will provide our customers with ubiquitous advanced communications services both inside and outside of the home.” Charter even suggested the commission open up unlicensed access in the 70 GHz and 80 GHz bands, as well as licensed mobile access for the 32 GHz band “to help the band integrate with its newly authorized Upper Microwave Flexible Use.”

Now, I don’t know about you, but that sounds like a bit more commitment than just jumping into an MVNO deal for a piece of the wireless pie. And, I’d argue, it should be enough to perk the ears of today’s wireless players given what analysts have said on the topic.

Back in September, MoffettNathanson analysts said cable’s infrastructure will win out in wireless over time as the line between wired and wireless becomes increasingly blurred thanks to technologies like Wi-Fi. The analysts also pointed to cable’s advantage in backhaul, where those with the densest wired networks will come out on top.

“The industry is already too crowded, and if networks really do begin to take on the economic character of wired networks, we know from experience that the sustainable number of networks will necessarily fall,” the analysts wrote. “We believe cable will be one of the winners. That leaves four wireless operators vying for what might only be one, or perhaps at most two, additional spots to fill.”

So sit up, wireless CEOs. There’s a burglar on your lawn.

wirelessweek.com



120 Madison Street, 15th Floor
Syracuse, New York 13202
www.ksrinc.com
(315) 470-1350
1-888-8KS RINC