



KS&R's DIGITAL DISPATCH

Week Ending: October 2, 2020

KS&R's Digital Perspective (Original KS&R Point of View)

[Digital As A Way Of Life For Generation Z](#)

Gen Z Has A High Level Of Digital Connection To Society & Gravitates To Platforms They Associate With "Community". (ksrinc.com)

Top Stories This Week

[Netflix, YouTube, Amazon Rule Streaming](#)

When it comes to streaming video content, consumers like to stick to the familiar, and for media companies eager to gain a foothold in the market, that could be a problem. (forbes.com)

Products & Services

[Twilio Expands IoT Offering With Introduction Of Microvisor IoT Platform](#)

Twilio, the leading cloud communications platform, today announced a major expansion of the company's IoT offerings with the launch of Microvisor, an IoT connectivity and device management platform that offers embedded developers a one stop shop for building connected devices, keeping them secure, and managing them through their lifetime. (businesswire.com)

[Microsoft To Launch Cloud Service For Healthcare Firms](#)

Microsoft is launching a dedicated cloud service for healthcare organisations, with the aim of providing 'better connectedness' for healthcare firms and their patients. (datacenternews.asia)

Emerging Technology

[UK Ambulance Services Are Testing A Rescue Jet Suit](#)

The "Iron Man" jet suit we first saw back in 2017 might be less crazy than we first thought. (engadget.com)

[Insect-Inspired Robots That Can Jump, Fly And Climb Are Almost Here](#)

Picture a robot. (cnn.com)

Mergers, Acquisitions, & Partnerships

[SAP To Acquire Cloud-Based Marketing Company Emarsys](#)

Business software group SAP said on Thursday it would acquire Emarsys, a cloud-based marketing platform, in a deal that will round out companies' ability to tailor communication with customers across all online channels. ([reuters.com](#))

[Nokia Wins 5G RAN Deal With BT](#)

In some good news for Nokia, the Finnish vendor signed a 5G radio access network (RAN) deal with BT, which will make Nokia BT's largest equipment provider. ([fiercewireless.com](#))

Industry Reports

[Discord's Growth Has Been Fueled In Part By the Surprise Success of Among Us!](#)

When you think of hockey-stick growth during the pandemic, names like Tesla, TikTok, and Tyler Herro come to mind. ([morningbrew.com](#))

[Growth In User-Generated Content Will Drive VR Market Expansion](#)

Speaking at a virtual panel organized by the NewImages Festival Thursday, leaders from the tech world shared a common message: The future durability of the VR market requires cultivating a user-base still in need of considerable development. ([variety.com](#))