

# KS&R's DIGITAL DISPATCH

Delivered in your mailbox weekly, the *Digital Dispatch* serves as an aggregator of key news stories in the technology and media space that may be of interest to you and your organization.



## AT&T Wins Challenge Of Charter's "20X Faster" Internet Speed Claim

Charter made the disputed claim in a TV commercial. In its ruling, NAD said a review of Charter's assertion that "Spectrum download speeds are 20X faster than AT&T" found the cable player failed to make clear that it was comparing its own 1-gig service to AT&T's 50 Mbps offering.

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## 7 Emerging IoT Tech Trends

The number of installed IoT devices is expected to surge to around 30.9 billion units by 2025. The myriad of different forms of technology has the potential to provide incredible business value.

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## Roblox To Launch 3D Advertising Next Year

It will test ads with developers and a handful of advertisers by the end of this year, Roblox said at its annual developers conference. The 3D advertising, better known as "immersive ads", experience will only reach audiences aged 13 and above, Roblox said.

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## Merck Helps FDA Test Blockchain For Track And Trace

The U.S. drugmaker has been invited by the FDA, along with Walmart, IBM and KPMG, to make up a pilot project team to see how blockchain might help drugmakers secure their supply chains and fulfill the requirements of the 2015 Drug Supply Chain Security Act.

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