YouTube Revealed Its Top 10 Ads Ahead of Cannes Lions 2018

Ahead of this year’s Cannes Lions International Festival of Creativity, YouTube revealed its Cannes YouTube Ads Leaderboard, ranking the top 10 global video ads on its platform from April 2017 through April 2018. The leaderboard was limited to one video per brand to ensure brand diversity. Altogether, the 10 videos have 465.4 million views and… https://www.adweek.com/digital/youtube-revealed-its-top-10-ads-ahead-of-cannes-lions-2018/

LinkedIn Is Finally Offering Carousel Ads

Carousel ads have finally come to LinkedIn, after debuting on Facebook in February 2015, Instagram the following month and Twitter in June 2016. Carousel for Sponsored Content enables brands on LinkedIn to share up to 10 images on cards that users can swipe through horizontally. Each card can be customized. Video is not yet a… https://www.adweek.com/digital/linkedin-is-finally-offering-carousel-ads/

How to Fail at Digital Transformation

When Blockbuster Video recently announced that it was closing one of its six remaining locations, in North Pole, Alaska, many individuals in the lower 48 states were scratching their heads. With only five stores left in the nation, most Americans had forgotten about Blockbuster. Saddled with slow internet speeds, Alaska was the final frontier for… https://www.adweek.com/digital/how-to-fail-at-digital-transformation/

Facebook to App and Website Developers: HTTPS by Oct. 6

Applications and websites using Facebook Login have until Oct. 6 until all Facebook Login redirects must use HTTPS and all Facebook JavaScript software-development-kit calls that return or require access tokens do so only from HTTPS pages. Software engineer Brad Hill announced in a blog post that the social network added an Enforce HTTPS setting to… https://www.adweek.com/digital/facebook-to-app-and-website-developers-https-by-oct-6/

SeatGeek Has Begun Selling Tickets Directly via Snapchat

Mobile-focused ticketing platform SeatGeek became the first company to sell tickets directly via Snapchat when it offered seats to a Major League Soccer match directly via the messaging application last month. Snapchat began testing native ecommerce capabilities in February, and SeatGeek offered tickets to Los Angeles Football Club's May 26 match versus D.C. United via… https://www.adweek.com/digital/seatgeek-has-begun-selling-tickets-directly-via-snapchat/

Facebook Launched Its Level Up Program for New Gaming Content Creators

Facebook's Gaming Creator Pilot Program officially launched in January with the goal of helping video game content creators grow an audience on the social network. Now, Facebook revealed a Level Up program that will help new content creators who are just getting started. In a Facebook Newsroom post, John Imah, Gaming Creator program lead, and… https://www.adweek.com/digital/facebook-launched-its-level-up-program-for-new-gaming-content-creators/

Instagram Added @Mention Sharing to Photos, Videos in Stories

Instagram announced that starting Thursday, when users are @ mentioned in other users' Stories, they will be able to share those photos or videos in their own Stories. Users who are mentioned will receive notifications in their Instagram Direct threads with the users who mentioned them, and they will have the option of adding the… https://www.adweek.com/digital/instagram-added-mention-sharing-to-photos-videos-in-stories/

Would You Watch an Hour-Long Video on Instagram?

Instagram would not comment on a report by Benjamin Mullin and Deepa Seetharaman of The Wall Street Journal that the Facebook-owned photo- and video-sharing network is nearing the introduction of a new feature that would allow videos of up to one hour in length. According to Mullin and Seetharaman, the feature will focus on vertical… https://www.adweek.com/digital/would-you-watch-an-hour-long-video-on-instagram/

Facebook Audience Network Added Auction Bidding for In-App Ads

Brands can now bid in auctions for in-application advertising on Facebook Audience Network. The social network opened up header bidding via Facebook Audience Network last March, and head of publisher solutions partnerships Vijay Balan said in a blog post that publishers have seen “significant increases” in cost per thousand impressions, up to 30 percent to… https://www.adweek.com/digital/facebook-audience-network-added-auction-bidding-for-in-app-ads/

Twitter Folded Its Live Video Team Into Its Content Partnerships Group

Twitter’s commitment to live video is undeniable, but the social network will be taking a different approach in terms of the executives who handle it. Todd Spangler of Variety reported that Twitter’s global partnerships team, led by global vice president and head of content partnerships Kay Madati, is being restructured. The team will now be… https://www.adweek.com/digital/twitter-folded-its-live-video-team-into-its-content-partnerships-group/