NBA Ramps Up Production of Live Videos for TikTok

The National Basketball Association began producing and livestreaming a series of live shows for its 13 million followers on TikTok during the NBA Finals, and that momentum continues for the NBA Draft Thursday (July 29).

Recommended articles
https://www.adweek.com/media/nba-ramps-up-production-of-live-videos-for-tiktok/

DoubleVerify Extends Turnkey Brand Safety Floor Controls, Brand Suitability Tiers to YouTube

Digital media measurement, data and analytics provider DoubleVerify rang in Wednesday with a trio of updates: offering its Brand Safety Floor as a turnkey option, extending its Brand Suitability Tiers to YouTube and rolling out a new brand suitability tiered category, “Death and Injury.”

Recommended articles

https://www.adweek.com/programmatic/doubleverify-extends-turnkey-brand-safety-floor-controls-brand-suitability-tiers-to-youtube/

Reddit Holiday Hub Opens Its Doors

There’s nothing like Reddit for the holidays.

Recommended articles
https://www.adweek.com/social-marketing/reddit-holiday-hub-opens-its-doors/

Twitter Tests New Way to Let Users Know They’ve Misbehaved

Twitter is testing a way of letting users who run afoul of its rules know right away, before they try to compose a tweet.

Recommended articles
https://www.adweek.com/media/twitter-tests-new-way-to-let-users-know-theyve-misbehaved/

Twitter Scoops Up Team From News Aggregation App Brief

The team behind subscription-based news aggregation application Brief is joining Twitter, and the app will shutter after publishing its final bulletins July 31.

Recommended articles
https://www.adweek.com/media/twitter-scoops-up-team-from-news-aggregation-app-brief/

Instagram Expands Time Limit for Reels to 60 Seconds

Instagram doubled the maximum length of Reels to 60 seconds from 30 seconds and added a captions sticker to the video feature.

Recommended articles
https://www.adweek.com/media/instagram-expands-time-limit-for-reels-to-60-seconds/

Facebook Journalism Project Teams Up With Meedan on Health Misinformation

The Facebook Journalism Project took steps to fortify its efforts against health misinformation by partnering with the Digital Health Lab at global technology nonprofit Meedan.

Recommended articles
https://www.adweek.com/media/facebook-journalism-project-teams-up-with-meedan-on-health-misinformation/

Into the Metaverse: Facebook Reality Labs Forms a New Product Team

Facebook CEO Mark Zuckerberg wasted no time putting his vision of the metaverse onto the fast track.

Recommended articles
https://www.adweek.com/media/into-the-metaverse-facebook-reali

ty-labs-forms-a-new-product-team/

Facebook Details Olympics Initiatives Across Its Family of Apps

The last notes of Friday’s Opening Ceremony have faded, and Facebook’s family of applications is ready for the 2020 Summer Olympic Games in Tokyo.

Recommended articles
https://www.adweek.com/media/facebook-details-olympics-initiatives-across-its-family-of-apps/

Facebook Brings Cloud Games to iOS via a Web App

Apple may have indirectly provided the inspiration for the route Facebook took to bring cloud games to iOS.

Recommended articles
https://www.adweek.com/media/facebook-brings-cloud-games-to-io

s-via-a-web-app/