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Top Tech Tools for Teachers in 2021 *Digital Media Are Networked | Digital Literacy 101*
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Interactive Event to Feature Keynote by ATSC President Madeleine Noland and NextGen TV Sessions by Broadcast Industry Leaders PRINCETON, N.J. —

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Oct. 18, 2021 — Triveni Digital today announced that it ...

Triveni Digital LIVE Forum Unites the Broadcast Industry Around NextGen TV

A new survey from Deloitte shows that consumers want more than just entertainment and that media companies face tough competition from social media and gaming ...

SVOD Players Face Stiff Competition From Interactive Social Media, Gaming

A new study from Deloitte says the pandemic has driven consumers to become even more reliant on

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online entertainment.

Media companies under pressure from interactive social media and churning audiences

Out of Home Advertising, and Digital OOH in particular, was experiencing a boom right before the pandemic. DOOH advertising increased 35% in the last decade, and it was becoming clear it would be a ...

Six Unique Benefits of Digital Out of Home Ads

A look at the nine big issues facing the TV industry circa Fall 2021 and why you should be following them too.

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Nine Big TV-Related Things We're Looking At Right Now

According to Deloitte, media companies are trying to retain paid subscribers on their streaming video services. But they also compete with social media and gaming, which offer both entertainment and ...

Deloitte releases results of Digital Media Trends Fall Pulse survey

Drivers of the leading edutainment platform, Cliodhna Ryan, Olatayo Olaniyan, and Iman Lipumba, speak about their market expansion plan across the African continent, the need for collaboration, ...

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“Nigeria is Our Biggest Market in Digital Content Broadcasting”

Will Chase/AxiosThe phaseout of internet tracking cookies is fundamentally changing political campaigns, which have for years relied on them to narrowly target potential voters across the web. Why it ...

Digital TV ads will flood living rooms during 2022 midterms

Nearly two years into the pandemic, media companies are facing stiff competition for consumer loyalty from more interactive social media and

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gaming companies and while consumers have more time for ...

Media companies strive to retain subscribers as social begins to bite

Digital Ad Spending Market Increase in penetration of tablets and smartphones, and technology implementation in enterprises are key facto ...

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FinancialNewsMedia.com News Commentary - Programmatic advertising refers to the automated buying and selling of digital ad space. In ...

Why Programmatic Advertising has Become One of the Most Indispensable Digital Marketing Tools Worldwide

Today's consumers are "fleeing bad ad-supported media experiences" and migrating to to ad-light and ad-free content offerings that deliver relevant ads that allow for transactions and other ...

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IAB Projects 8% Growth In 2022 Digital Ad Spend, Warns About 'Bad' Ad Experiences

Welcome to another episode of the Action and Ambition Podcast. Today's guest is Jeff Thramann, CEO of Auddia, a ...

Jeff Thramann Revolutionizes the Consumption, Interaction, and Monetization of Audio Media

As general ad aversion grows, the group recommends brands adopt formats like shoppable units that can provide a practical experience.

IAB: Advertisers must prioritize utility over cleverness, or lose out on digital boom

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In this week's Media Briefing, media editor Kayleigh Barber looks at how sports betting companies are pushing more money to publishers.

Media Briefing: How sportsbooks are placing bigger bets on sports media outlets

ABC7 Chicago's No. 1 news is seeking an energetic, enthusiastic and creative producer to help create next generation newscasts.

Job: Connected TV App Newscast Producer

Canela Media, an industry-leading, female and Latina-owned digital media company, today announced the appointment of Angel Sepúlveda as Head of Industry

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and Talent ...

Canela Media Hires Emmy Award Winner Angel Sepúlveda as Head of Industry & Talent Relations

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