



New opportunities to view video online seem to grow by the day. BBC's IPlayer announced it would include VOD listings for counterpart sites, thereby strengthening its role as a consumer destination. Meanwhile Google announced it was revamping YouTube around premium channels and original content, with commentators predicting it will soon offer movies to rent shortly after their theatrical release. Google and Yahoo both appear to be trying to establish themselves as content owners, rather than just platform owners. It'll be interesting to watch.

Away from the world of TV, the news from the Print industry continues to reflect audience migration and consolidation. It feels as if we are past the tipping point. In the US, new figures from the ANA showed total advertising (on- and offline) in newspapers has fallen to a 25 year low, while in the TV up-fronts buyers are seeing double-digit increases in demand. Meanwhile Thinkbox in the UK published data showing online revenues will exceed Print revenues in 2011. According to ZenithOptimedia, online revenues are continuing to grow globally, but there is little evidence of this impacting on TV spending, which is proving resilient.

The print market is consolidating fast. In the UK the FT reported that the Express and the Mail were discussing a merger. Richard Desmond also put his consumer magazine stable up for sale, while the BBC is likely to sell off several magazines to rival Bauer. Some titles drew their last breath – the Daily Sport and the National Enquirer closed, while Sky closed its consumer magazine and USA Today announced it is going digital-only. Antony Young offered his help to the US newspaper industry, suggesting the idea of giving away 100 million iPads – now there's a thought.

So 2011 is already shaping up to be a momentous year for the advertising, measurement and marketing performance industries.

Before we go, here is a quick look at some of the deals done around the world this quarter, which again serve to illustrate how rapidly the world of mobile, social retail and digital content are changing.

- Google acquired Pushlife to drive forward its Android mobile music offering
- Facebook acquired Snaptu, another provider of mobile technology
- News corp was cleared to acquire Sky
- AOL bought the Huffington Post
- Experian acquired Techlightenment, a social media tech co
- Salesforce acquired social monitoring company Radian 6
- Amazon acquired Lovefilm
- Tesco bought Blinkbox
- Walmart bought online movie service Vudu, and a social media technology platform Kosmix.

Get the picture? Retailers have been berated for moving into social media too slowly – that now looks set to change.

See you next quarter!

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