

September 24, 2020



News to know

Google

In this episode of The Update, Domino's CMO Art D'Elia and VP of Media and Innovation Christopher Thomas-Moore join YouTube Creator and First we Feast's "Hot Ones" Host Sean Evans to talk about how the shift to digital transformed everything — from product development to media planning.

[Click here to read more.](#)

Mashable

New Xbox and PlayStation consoles are almost here, which means you might need two things: To learn terms like "8K" and "120Hz," and to eventually buy a new TV.

If you refresh enough retailer websites, you might be able to nab a pre-order for the PlayStation 5 and the Xbox Series S and X. Sony's machine launches on Nov. 12, while Microsoft is getting a head start on Nov. 10. Both consoles bring more graphical horsepower than their predecessors, but that means you might also need to upgrade your TV to get the most out of them.

[Click here to read more.](#)

INSIDERADIO

THE MOST TRUSTED NEWS IN RADIO

The 2020 holiday shopping season poses a do-or-die scenario for local

businesses. To make it to 2021, they'll need a thoughtful marketing strategy — and execution, said two marketing experts in a Tuesday webinar, “Helping Advertisers Prepare for a Very Corona Christmas.”

Small businesses have recovered a bit since the COVID-19 lockdown in March, and many plan to boost their advertising spending in the next six months, said Gordon Borrell, chief executive of Borrell Associates.

In August, 33% of the businesses surveyed said they were “doing just fine,” more than double the 15% that said so in March.

[Click here to read more.](#)

GIZMODO

The original Galaxy Fold was the most important phone of 2019. It showed how flexible display tech could create a totally new type of device with the portability of a phone and the big screen and improved multitasking experience of a tablet. However, like a lot of first-gen products—especially something that ambitious—you really had to question if it was worth putting up with all of the Fold’s issues (of which there were many) to just experience something truly cutting edge.

[Click here to read more.](#)



The U.S. Justice Department unveiled a legislative proposal on Wednesday that seeks to reform a legal immunity for internet companies and follows through on President Donald Trump's bid from earlier this year to crack down on tech giants.

The proposal aims to curb Section 230 of the Communications Decency Act, which offers big tech platforms like Alphabet's Google GOOGL.O and Facebook FB.O protections from liability over content posted by users.

[Click here to read more.](#)

FierceVideo

Comcast has confirmed its interest in taking the X1 video platform that powers its cable and broadband devices and licensing it to smart TV manufacturers. Speaking today at an investor event, Comcast CEO Brian Roberts verified earlier reports that his company is looking into taking on the smart TV market with its pay TV and video service aggregation software.

[Click here to read more.](#)

The Forbes logo is displayed in white serif font on a black rectangular background.

Ruth Porat, the stalwart chief financial officer of Alphabet and Google, is no stranger to a crisis. She began her career at Morgan Stanley in 1987, a mere seven weeks before Black Monday—the largest single-day decline in trading history at the time. “At that moment, I was concerned that maybe my career was over before it even started,” she recalls.

Far from it. Porat is one of the rare corporate executives to have transcended the upper echelons of Wall Street to the highest ranks of Silicon Valley. While the scenery may be different, many of the challenges remain the same: navigating economic downturns, government investigations and regulatory hurdles. Of course, a global pandemic is a new obstacle. “This environment is more challenging than anything I've seen because you're combining a health crisis with an economic crisis,” says Porat in her first-ever interview with *Forbes* from her home in Palo Alto, California. “The path forward is less certain.”

[Click here to read more.](#)



Google is rethinking its long-term work options for employees, as most of them say they don't want to come back to the office full-time.

62% of Google employees want to return to their offices at some point, but not every day, according to a recent survey of employee office preferences the company released this week. So Google is working on 'hybrid' models, including rearranging its offices and figuring out more long-term remote work options, Alphabet CEO Sundar Pichai said in an interview with Time Magazine Wednesday.

[Click here to read more.](#)

GIZMODO

Say hello to iOS 14, which is rolling out as a free over-the-air software upgrade for iPhones right now (if you have an iPhone 6s or newer, then you'll see it today). The latest version of iOS brings with it a whole host of new features and improvements, and we've rounded up 17 of our favorite changes that you should try after downloading the update.

[Click here to read more.](#)

FASTCOMPANY

The restaurant industry has been pummeled by the pandemic, prompting a wave of creative new dining ideas across the country, from bars offering carry-out cocktail mixes to pizzerias transforming into produce stands. Now, 10 well-known Los Angeles chefs are joining forces in an ambitious new experiment. On October 15 and 16, restaurant tech platform Resy is hosting a 10-course drive-through dinner at the Hollywood Palladium catered by these chefs that could be a model for bringing high-end restaurants back to life. "This could be done in any city," says Mei Lin, chef and owner of Nightshade. "It would require organization and logistics, but it's possible."

[Click here to read more.](#)

Facebook, YouTube and Twitter have agreed on first steps to curb harmful content online, big advertisers announced on Wednesday, following boycotts of social media platforms they had accused of tolerating hate speech. Under the deal, announced by the World Federation of Advertisers, common definitions would be adopted for forms of harmful content such as hate speech and bullying, and platforms would adopt harmonised reporting standards. The deal comes less than six weeks before a polarising U.S. presidential election.

[Click here to read more.](#)



The U.S. advertising marketplace grew 5.9% in August -- its first monthly year-over-year expansion since March, when the effects of the COVID-19 pandemic put the brakes on many forms of ad spending.

The finding, based on a MediaPost analysis of Standard Media Index's U.S. Ad Market Tracker, represents actual media-buying processed by the major ad agencies and brands, and may not be as representative of the long-tail marketplace of smaller advertisers and agencies.

[Click here to read more.](#)

Mashable

For Zoom users who are part of the Deaf and hard-of-hearing community, some long-awaited features are here.

On Wednesday, Zoom added three major accessibility options, each mainly focused on making it easier for sign language interpreters to stay visible on the screen.

[Click here to read more.](#)



The International Space Station (ISS) narrowly avoided a collision [with space debris](#) for the third time this year.

The ISS used the thrusters of a cargo ship that was docked to the station along with [NASA](#) and Russian flight controllers working in tandem in order to avoid colliding with an unknown piece of debris, [NASA said](#). The debris was expected to come within a mile of the station on Tuesday at approximately 6:21 p.m. ET, according to NASA.

[Click here to read more.](#)



After COVID-19 took the wind out its business in the second quarter, Beasley Broadcast Group says advertiser demand is recovering, following an extreme low point in April. In an investor presentation, the company says its rate of net advertising declines improved each month since April when business fell a staggering 59.8%, year-over-year, during the height of pandemic-induced ad pullbacks. May was only marginally better, with a 59.4% downward slope. The tide began to turn as summer rolled around: June declined 43.6% year-over-year, followed by a 32.3% decrease in July. August's 23.9% decline, while nothing to write home about, was less than half the downturn rate experienced in April.

[Click here to read more.](#)



Amazon is expected to reveal new devices at its big Alexa hardware event tomorrow. Thanks to a leak, we're pretty sure a new Fire TV Stick Lite will be one of them. Zatz Not Funny! points out WinFuture's images of the Lite, along with accessories like a new Alexa voice remote.

The Lite looks pretty similar to its predecessors, but the Alexa voice remote appears to be missing a volume rocker.

[Click here to read more.](#)



