BBDO

Here are some things worth sharing: Salon wants you to [mine for them](); the smart speakers [aren't stopping](); Facebook's average age is [trending up](); and you should watch some [beautiful films]().

Blocking ads for profit.

Apparently Salon.com still exists. In an attempt to become relevant/profitable they are offering ad blocker users an interesting proposition. If the site detects an ad blocker it asks you to do one of two things: 1) turn the ad blocker off so Salon can earn revenue from ads, or 2) donate some of your CPU power to them so they can mine cryptocurrency while you browse. You get an ad-free experience on their site and they get to use your processor to mine some coin (Monero, specifically).

https://thenextweb.com/hardfork/2018/02/13/salon-cpu-mine-cryptocurrency/

So what?

· Like Google's [Chrome update]() this week, any mention of adblockers is a good reminder that there are a lot ad formats that people won't put up with and that shouldn't be a part of any media plan.

· While it doesn't seem like a long-term profit centre for Salon, new ways of circumventing advertising hammer home the need to push for creating content and experiences that people want to seek out.

· Maybe the most interesting thing: JavaScript on a website can be used to verify transactions on a blockchain. That is, your browser can help solve a distributed problem in a fairly non-invasive way. What other large scale, real world problems could browsing be asked to solve? Could initiatives like [Folding@Home]() or [SETI@home]() be reintroduced to a mass audience? What if you could fight Alzheimer's while watching Netflix?

More smart speakers.
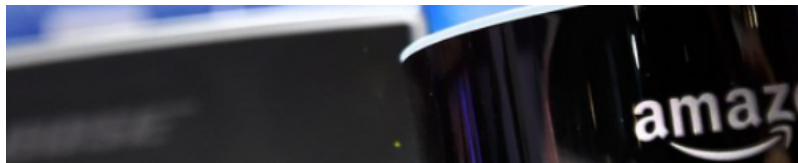
The Apple HomePod just launched and it sounds like Facebook is about to get into the smart speaker game too. If you like these sort of devices, the competition is great news. They'll need to get smarter faster to stay competitive. The

reporting suggests that Facebook will be iterating on the tiny pods we've come to expect by adding screens and video chat capabilities.

https://mashable.com/2018/02/14/facebook-portal-smart-speakers-july/

So what?

· The more these things become adopted, the more we are becoming accustomed to a rather revolutionary human-computer interaction. We're just starting to learn what it means to design for voice control.

· The available smart speaker platforms are a relatively untapped creative canvas. Burger King's brilliant Google Home hack showed the novelty of disrupting the platform, but working within it could still have a lot to offer.

Old people like Facebook.

Facebook has a problem attracting and keeping young people on its platform. Last year, almost 3 million people in the US under age 25 left Facebook and a pretty high number are expected to leave in the coming year.

https://www.recode.net/2018/2/12/16998750/facebooks-teen-users-decline-instagram-snap-emarketer

So what?

· Facebook can quickly become the go-to platform for a client trying to reach people under 25. It's worth keeping in mind that there are plenty of other platforms and channels worth exploring.

· That said … it turns out that several hundred thousand young people are actively rebelling against a different channel this week:Snapchat.

· The important thing: you likely don't need a strategy for any one digital channel. You need a strategy that can adapt to the right channels.

Worth 8 minutes of your time.

A super-cut of every cinematography Oscar winner from 1929-today:

So what?

· A snapshot of how framing and visual language have changed over time and how they've stayed the same.

· While we may be hard-pressed to make masterpieces in six seconds or less, Google's research consistently tells us that being visually interesting right away is how you get an audience to stick around. Maybe we didn't need research to tell us that, but it's worth remembering.