



How does iOS12 benefit consumers, brands and advertisers?

BEN PHILLIPS, HEAD OF MOBILE, MEDIACOM 12 JUN 2018

Ben Phillips explores the opportunities of the new Apple software.

Apple's latest event was all about software. Software that was designed to be faster and more responsive. In fact, Apple claims that iOS12 offers up to 70% faster swipe to Camera, up to 50% faster keyboard display and up to twice as fast on app launch under heavy workload.

The new update will appear in the Autumn for the general consumer market for everyone with an iPhone or iPad, dating back to iPhone 5, making it the biggest ever update.

Speed and the ability to multitask more easily is an essential consumer demand for today's smartphone. We don't care so much about the processing power as much as the physical

agility matched to our day-to-day experience.

Can it cope with comparing product features and costs for the latest Sony TV on Amazon and your local retailer (Safari), while you walk to a retail destination (Maps) as you ask for advice from your network (Facebook), check your bank balance and respond to emails and complete that level of Candy Crush that you have been stuck on for days?

This has been a big issue for the whole phone market. Think with Google recently published an eye-opening statistic: 53% of consumers will abandon a mobile site that takes longer than 3 seconds to load. One in two people expect a page to load in under 2 seconds.

Those publishers who have supported AMP (Accelerated Mobile Pages) have found that they can earn five times as much advertising revenue, thanks to viewability rises of 25% and 70% increases in session times.

Other key initiatives included:

FaceTime with up to 32 people at once: This seems excessive and there are more suitable corporate solutions, but I can see it being used by Micro Influencers and for exclusive and intimate engagement with celebrities.

Apple expands ARKit: Including a QR Code reader in the native camera app removes one barrier to AR uptake and Apple also now allows AR 3D object modelling to be measured in several dimensions including increased distances. This should be utilised by DIY brands and companies such as IKEA who already have a good portfolio of AR strategies to place products in your home.

Siri gets smarter: Apple has started to build key phrase recognition linking other apps So “Heading Home” will give you an ETA based on traffic and then tie into your Nest system to turn on the heating at the allotted ETA, switch on lights etc.

Brands are beginning to wake up to the potential of Voice Skills, cooking instructions, how to make the perfect cocktail and I predict a rapid increase in these solutions in the coming

months.

MeMojis are a brand opportunity: A MeMoji, is an avatar of your face and advertisers will want to get on board with this level of personalisation and have brand ambassadors or “Filters” of sorts being applied and available for usage, however, brand safety concerns at an all-time-high and user-generated-content is open to abuse.

Smartphone Addiction – Do you have a problem? The headline news was Apple’s decision to allow consumers to understand and limit the amount of time you are using your device, which apps are “Stealing your time”.

This “Responsible Usage” initiative will be welcomed by many of us in understanding how much time we spend looking down but don’t think for a moment, however, that the world is about to put down its tools, our phones and our wearables have become an essential part of our daily routines.

Get insights in your inbox

Interested in the future of media and marketing?

Get actionable advice, insights and opinion from MediaCom experts every month

[Sign me up](#)

OPINION