

A media market update – an in-depth look at what’s been happening in: Press: revenue forecast for 2015 -

8%

24 NOV 2015

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Apple News launched in the UK on October 21, a month after it was released in the US. The app aggregates digital news from national newspapers, the BBC and Sky News. The tech giant created it as a one-stop news aggregation service so that users would no longer need to switch between multiple apps or mobile sites while on their smartphone.

MediaCom client Nikon created a cross-platform campaign with The Telegraph, which challenged the newspaper to feature a striking image on an entry-level DSLR camera without any retouching or other production techniques. The newspaper created a shot of ballet dancers “exploding” a giant rose, which appeared on the cover of Telegraph Magazine, the home page of Telegraph.co.uk, and then on Apple News.

Matt Cory, Managing Director of Telegraph’s in-house creative department ‘Spark’ said, “This first use of Apple News for branded content is a perfect example of a Spark

partnership, where creativity, new formats, new distribution and data insight meet. As a result we have created an image-led campaign that we believe will truly grasp our audience's attention within the Apple News environment."

MediaCom POV

We're really proud to be leading the way in the ever evolving digital news market and happy with the how the campaign is going so far, as are Nikon. It's just one of a number of innovative partnerships we're delivering with the client.

Commercial opportunity

This is a great example of how we are the first in market to grasp new opportunities. We hope it acts as a beacon for our colleagues and clients to push briefs further and take advantage of our fantastic media owner relationships. We'll keep a close eye on the outcomes to see how others can follow suit.

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