

OCTOBER 2024 ISSUE



FLUME DIGITAL DIARY



DIGITAL GROWTH ENTHUSIASTS,

Are you brave enough to explore our house of horrifyingly tea-worthy AI and social media updates?

From the latest advancements in AI technology to the dynamic shifts in social media landscapes, discover how these thrilling trends can invigorate your brand and enhance your digital strategy. Let's explore new ways to keep your digital presence vibrant and engaging.



HIGHLIGHTS ■

AI NEWS ROUNDUP ✕

OCTOBER 2024 - FANG-TASTIC UPDATES

Unearth the latest hair-raising innovations and advancements in the world of AI as we dive into groundbreaking news that's shaping the future.

ProRata.ai's Game-Changing Revenue Sharing 🌟

ProRata.ai's new technology is set to revolutionise content revenue sharing by accurately attributing and distributing earnings with content owners on a per-user basis. This could transform how content creators are compensated across AI platforms.

Topview's AI Video Magic 🪄

Topview's integration of GPT-4o and AI avatars allows for the creation of viral videos with just a click, bringing a new level of ease and creativity to video production.

Nvidia's Vision Pro Robot Control 🤖

Nvidia's new suite for Apple Vision Pro enables intuitive robot control and training through user movements, promising to enhance robot interaction in various industries.



HIGHLIGHTS ■

SPOOKTACULAR SOCIAL SPILLS ✕

OCTOBER 2024

- _ META'S EXPANDED CAROUSEL FEATURES 📁
- _ LINKEDIN'S SCHEDULED POST EDITING ✂️
- _ TIKTOK'S IN-APP SHOPPING BONANZA 🛍️
- _ YOUTUBE'S INNOVATIVE TESTS 🎯

HERE'S TO KILLER INSIGHTS AND
MONSTROUSLY GOOD STRATEGIES
THAT WILL HELP BOO-ST YOUR BRAND'S
DIGITAL PRESENCE 🧛‍♂️





02
AI NEWS
BLAST



AI NEWS BLAST



🎃 SPOOKY CHRONICLES: OCTOBER 2024 EDITION 🎃

👻 Welcome to this month's AI News Blast, where we explore and marvel at cutting-edge technology. From transformative content revenue sharing to AI-driven avatars that bring your digital presence to life, discover how these innovations are set to impact the digital landscape – and your place in it.

**TECH-OR-TREAT?
LET'S EXPLORE THESE
TASTY DEVELOPMENTS 🍬**



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AI NEWS BLAST



HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

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FAVOURITE

ProRata.ai and the Future of Content Revenue Sharing 💰👤

ProRata.ai has unleashed a technology that will rock the content world, enabling generative AI platforms to accurately attribute and share revenues with content owners on a per-user basis. ProRata has secured \$25 million in a Series A round from Mayfield, Revolution Ventures, Prime Movers Lab, and Idealab Studio. Heavy hitters like Universal Music, The Financial Times, Axel Springer, The Atlantic, and Fortune have licensed their content to ProRata. Its patented algorithm evaluates and distributes revenue based on the contribution of each content owner, considering factors like content uniqueness and relevance. Prepare for this debut later this month, as ProRata aims to license its model to AI firms like OpenAI and Anthropic, connecting AI companies and content publishers in a web of shared revenues.

Flume Focus: We'll keep an eye on ProRata's innovations to ensure your brand's content is fairly rewarded. Together, we can anticipate how this revenue-sharing model might impact your digital strategy.

Create Viral Videos with GPT-4o + AI Avatars 🧙✨

Topview emerges from the shadows as an online AI video editor that turns your links or media assets into viral videos with lifelike AI avatars – all with a single click. By extracting insights from over 5 million viral videos on YouTube and TikTok, GPT-4o conjures scripts that bring your videos to life with AI avatars that are almost too real. The platform's ability to automatically generate entire videos with AI makes it a powerful tool for creating engaging content effortlessly.

Flume Focus: Tap into the supernatural power of Topview to create engaging content. We'll help you use AI avatars to amplify your marketing campaigns and cast a spell on your audience.



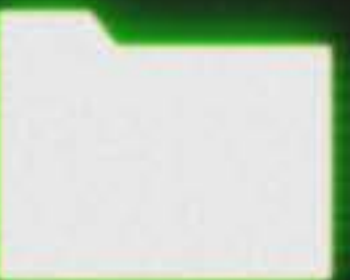
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Nvidia AI Powers Robots with Apple Vision Pro 🤖👁️

Nvidia has unveiled a suite of tools for developers to control and monitor robots using the Apple Vision Pro headset, turning user movements into robot actions. This innovative technology not only simplifies robot control, but also generates synthetic datasets from captured movements, reducing the time and cost of collecting real-world data – a shortcut for robot training. This teleoperation technology could make robots more intuitive and useful across industries like manufacturing and healthcare.

Reddit to Test AI-Powered Search Result Pages 🔍👤

Reddit is set to experiment with AI-enhanced search result pages, potentially shifting how users discover content on the platform. As AI continues to reshape digital landscapes, this development could represent a significant change in search dynamics on one of the most influential platforms.

Flume Focus: We'll prepare your SEO strategy for this new reality, where AI-driven search could change the game. Understand how to optimise your presence in this evolving landscape.





HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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Amazon's Titan Image Generator v2 Haunts the Scene 🎨🖼️

Amazon has summoned the Titan Image Generator v2 via Amazon Bedrock, offering incredibly precise features like image conditioning, colour palette control, and background removal. This new tool allows users to guide the output image with a reference image, preserving edges and identifying regions with remarkable accuracy. Additionally, it provides fine-tuning for subject consistency across multiple images and advanced background removal tools, ensuring your visuals are as clean as desired.

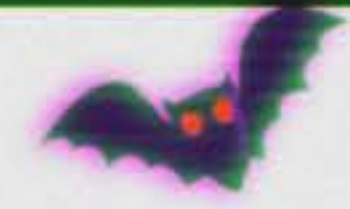
Flume Focus: Leverage this tool to craft visually stunning content that captivates your audience's imagination.

Apple's Next Big Project: A Tabletop Robot 🤖📱

Apple is reportedly brewing up a new smart home device that combines an iPad-style display with a robotic arm – a fantastical (and slightly creepy) addition to any home. This device is expected to function as a command centre, video conferencing tool, and remote-controlled security system, with primary interaction through Siri and other Apple Intelligence features. Commands like “look at me” could add a touch of the uncanny to everyday interactions. While its release is a few years away, this innovation could become a key player in the smart home market.

Flume Focus: Stay alert for this development, as it could redefine how your brand engages with smart home technology in the years to come.

AI NEWS BLAST



NO TRICKS, JUST TREATS – EXTRA INSIGHTS FOR YOU 🧙‍♂️👁️

OpenAI Launches Structured Outputs: OpenAI introduces Structured Outputs and cuts prices, drawing closer to the capabilities of Llama 3.1 405B 🐫

South Korea's Digital Textbooks: South Korea is set to introduce AI-enabled digital textbooks next year, marking a massive advance in education technology 📖

Tesla's AI Vision: Tesla's AI is giving robots human-like vision, allowing them to see the world through eerily familiar eyes 👁️🤖

Apple's Hidden AI Prompts: Apple's macOS beta has revealed hidden AI prompts that could change how users interact with their devices 🍏💻

SONDRAW – Ethical AI Music: SONDRAW is an AI music creation tool that ensures all its beats are original, making it safe from copyright ghosts 🎵👁️

Huawei vs Nvidia: Huawei is preparing to unleash its new AI chip, the Ascend 910C, which could challenge Nvidia's dominance in China despite US sanctions 💻🚀

Grammarly's AI Detector: Grammarly has released a new tool that can discern whether text is original or generated by AI 📄🔍

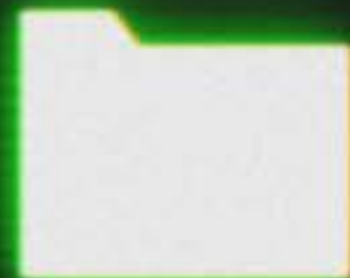
HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

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FAVOURITE





HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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AI NEWS BLAST



NO TRICKS, JUST TREATS – EXTRA INSIGHTS FOR YOU 🧛‍♀️ 🦇

Ex-CEO from Google on AI Startups: An ex-Google-CEO suggests that successful AI startups might steal intellectual property and hire lawyers to clean up the mess later – a tactic as risky as a deal with the devil 🧛‍♀️ 📁

AI in Comedy: AI is helping comedians write jokes, proving that even the spookiest tech has a sense of humour 🎤 📅

SoftBank's AI Chip Plans: SoftBank ditches its AI chip partnership with Intel to compete with Nvidia – an ambitious move that could shake the tech world to its core 🌐 🖥️

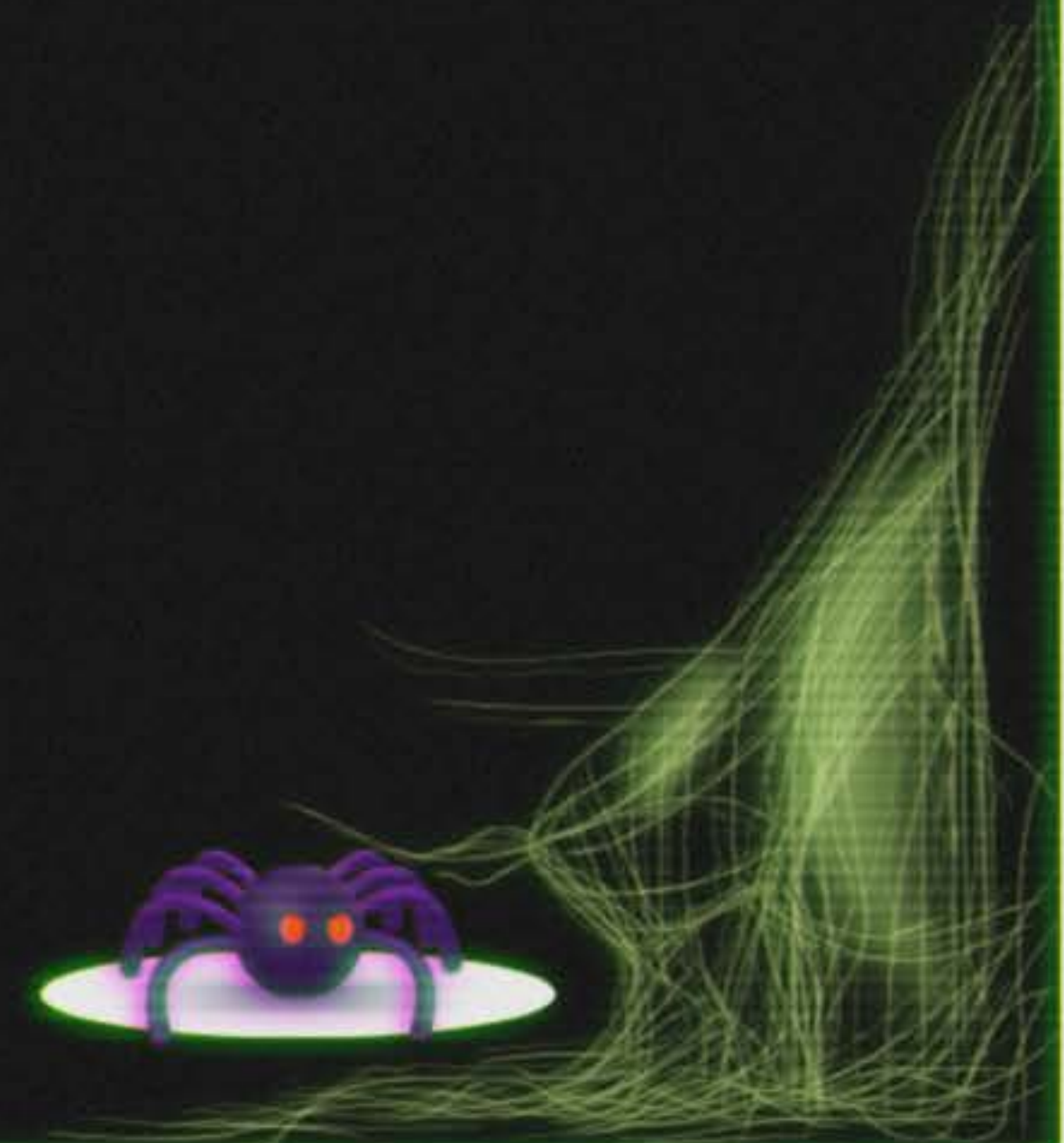


AI NEWS BLAST



🔮 AI'S EVOLUTION, WITCH CONTINUES TO AMAZE

As we fly away from October on our broomstick, the world of AI continues to evolve, revealing new and powerful possibilities. Each update in this month's edition offers a glimpse into a future where technology and the supernatural combine to write a digital marketing journey that's sure to boo-st your brand and enchant your audience 🧛🔮



HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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03
SOCIAL
UPDATES



👻 UNLEASHING SOCIAL MEDIA'S BEAST: OCTOBER 2024 EDITION 🍊

Grave Mistakes: The Haunting Demise of Vine, MySpace, Google+, and More 🕸️

Before we get up-to-date on all things social media, let's pay our respects at the graveyard for failed platforms like Vine, MySpace, BBM, Mxit, and Google+. May they rest in pixels! 🪦

Once upon a time – not that long ago – these ghosts were alive and kicking. But they faced monstrous competition and couldn't keep up with changing user preferences and technological advancements. Between poor monetisation strategies, user experience horrors, content creator woes and just generally not staying innovative, they were doomed to an early grave.

THE LESSON HERE?

STAY IN THE KNOW WITH RESOURCES LIKE OUR DIARY SO YOUR BRAND DOESN'T HAUNT – IT HUSTLES.

THRILLING UPDATES TO MAKE YOUR SOCIAL MEDIA STRATEGY SPOOK-TACULAR!

This month, we're diving into the latest features and trends that could treat or trick your brand – depending on how they're used. From Instagram's new carousel capabilities to TikTok's group chats, get ready to unleash the beast in your social feeds with fresh, engaging content. Let's sink our teeth in 🦷



META



Meta Business Suite Adds Multi-Profile Management 🧑🧑

Meta Business Suite now allows users to add up to 10 profiles at a time, making it easier to manage multiple accounts seamlessly.

Flume Focus: Take advantage of this feature to streamline your social media management and enhance your workflow efficiency.

FACEBOOK

Facebook Tests Chronological Feeds 📅

Facebook is experimenting with two main chronological feeds: "Video" alongside the standard "Feed". This update could offer users a more organised and tailored content consumption experience.

Flume Focus: Let's explore how this new feed option can help you target video content more effectively and ensure your posts reach the right audience.

INSTAGRAM

Instagram Expands Carousels 📷

Instagram now allows users to upload up to 20 photos or videos in a single carousel post. This expanded feature provides more space to create rich, engaging content that can captivate your audience.

Flume Focus: We'll help you leverage this new capacity to craft visually stunning and narrative-driven posts that keep your audience swiping through your content.

HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

FLUME
FAVOURITE





Instagram Tests Throwback Feed 📅

Instagram is exploring a new throwback feed feature, which could allow users to revisit older posts with a nostalgic touch. This feature aims to enhance the user experience by integrating more personal history into the profile.

Flume Focus: Our team can use this feature to revisit and re-share your brand's past highlights, creating a sense of continuity and connection with your followers.

Instagram Highlights to Dedicated Tab 📁

The platform is considering moving Highlights to a dedicated tab within the profile grid, making it easier for followers to access key content. This change could streamline profile navigation and enhance content visibility.

Flume Focus: We'll help you prepare for this shift by organising your Highlights in a way that showcases your brand's most important content effectively.

Instagram Blocks Screenshots for View-Once Media 🚫

Instagram is working on blocking the ability to take screenshots for media that can only be viewed or replayed once, aimed at improving privacy and content control.

Flume Focus: Consider how this privacy enhancement might impact your content strategy, especially for exclusive or sensitive media.

HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

FLUME
FAVOURITE





HIGHLIGHTS



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SOCIAL
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X (FKA TWITTER)



Removal of Interaction Buttons? 🚫

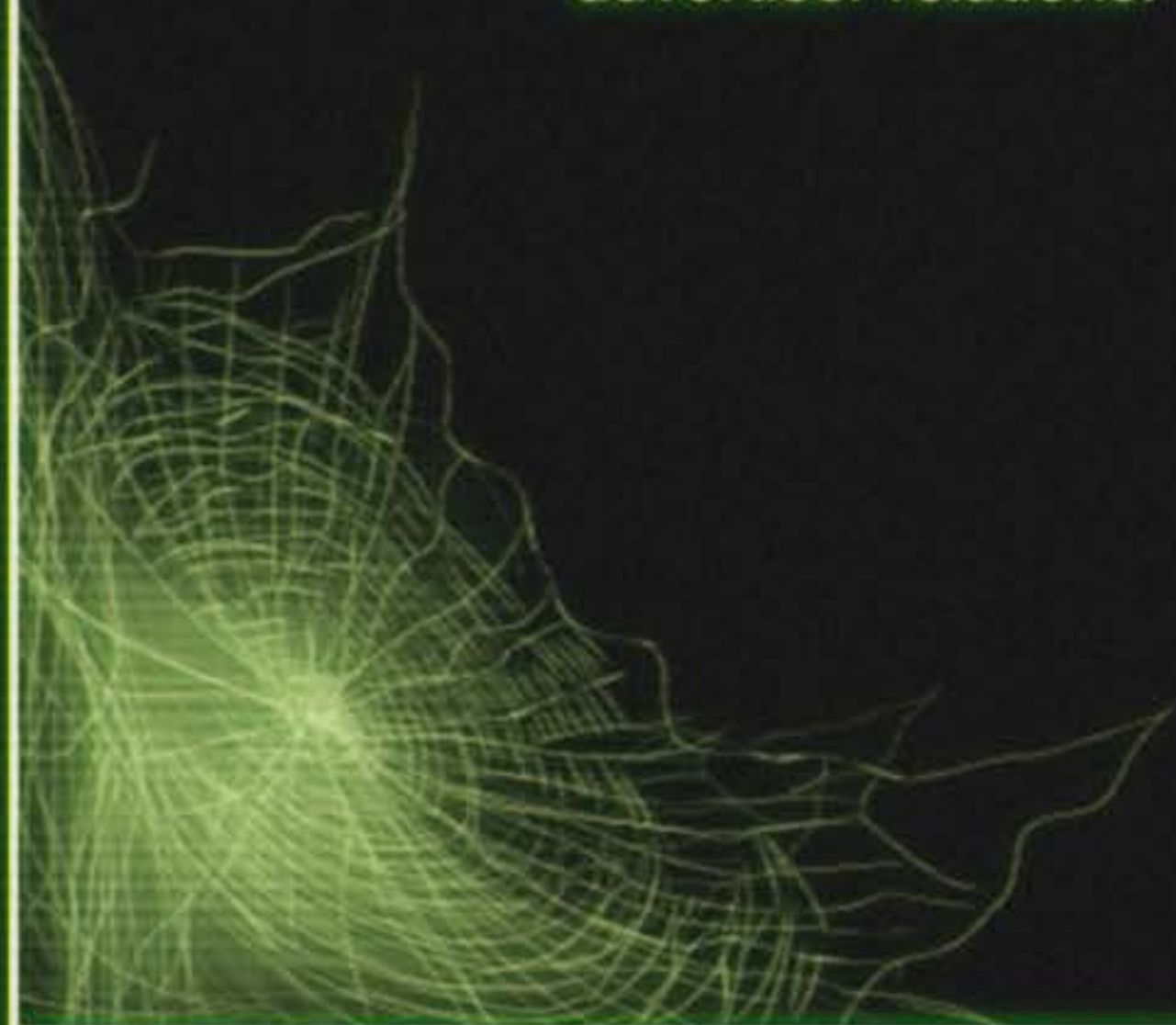
X is testing the removal of like, comment, and repost buttons from replies, aiming to refine user interactions.

Flume Focus: Let's adapt your engagement strategy to these changes, focusing on fostering meaningful conversations in your tweets.

"Illegal" Boycott ⚖️

X is suing the Global Alliance for Responsible Media (GARM) and several companies for an alleged boycott, adding a layer of drama to its legal landscape.

Flume Focus: Stay informed about these legal developments as they could influence X's platform policies and advertiser relations.



TIKTOK



In-App Purchases with Amazon

TikTok has teamed up with Amazon to enable in-app purchases, allowing users to shop directly within the app.

Flume Focus: We'll help you leverage this integration to create shoppable content and drive sales directly from your TikTok videos.

Group Chats

TikTok now allows users to create group chats with up to 32 people, expanding communication options on the platform

Flume Focus: We'll leverage these group chats to build community around your brand and foster deeper engagement with your followers.

Testing: Throwback Feed

TikTok is working on a feature that lets users revisit older content, adding a nostalgic element to the app.

Flume Focus: Curate your best past content for potential features in this new throwback feed, enhancing visibility and engagement.

HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

FLUME
FAVOURITE



YOUTUBE



Long-form Content in Shorts Feed 🎬

YouTube is experimenting with showing long-form content within the Shorts feed, blending different content formats to enhance user experience.

Flume Focus: We'll guide you in exploring how this integration might impact your content strategy. Creating Shorts that link to your longer videos could increase viewer engagement.

"Brainstorm with Gemini" Feature 🤖

YouTube is testing a new option called "Brainstorm with Gemini", which provides creators with prompts, concepts, and trend suggestions.

Flume Focus: Use this AI-driven feature to generate fresh content ideas and stay ahead of trends, keeping your videos relevant and engaging.

Picture-in-Picture Mid-Roll Ads 🖼️

YouTube is trialling picture-in-picture mid-roll ads for live streams, offering a new way to incorporate advertisements.

Flume Focus: Let's take advantage of this new ad format to boost your monetisation strategy during live streams.

HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

FLUME
FAVOURITE



LINKEDIN



Editing Scheduled Posts

LinkedIn is experimenting with the ability to edit scheduled posts, providing users with more flexibility in managing their content.

Flume Focus: Use this feature to refine and perfect your posts before they go live, enhancing your professional presence with well-timed and polished updates.

Save Post Option

LinkedIn is testing a new feature that allows users to save posts directly from the main post menu, facilitating easier access to important content.

Flume Focus: Develop engaging content that resonates with your audience, encouraging them to use the save feature and revisit your posts.



HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



FLUME
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OTHER PLATFORMS



TWITCH

Video Stories Roll-Out 📺

Twitch is launching video Stories, allowing streamers to create and upload 60-second videos, either directly or from their camera roll.

Flume Focus: Utilise Twitch's new Stories feature to share quick updates and behind-the-scenes content with your audience.

SUBSTACK

Open Publishing 📝

Substack now lets anyone with an account publish content, expanding opportunities for creators to share their work.

Flume Focus: Explore this new avenue for distributing content, whether through newsletters or other forms of publication.

REDDIT

AI-Powered Search and Paid Subreddits 🧠

Reddit is hinting at upcoming AI-powered search features and paid subreddits, promising more refined search capabilities and monetisation options.

Flume Focus: We'll help you prepare for these innovations by adapting your Reddit strategy to leverage improved search and explore monetisation opportunities.



HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



FLUME
FAVOURITE





HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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SOCIAL INSIGHTS SO GOOD THEY'RE SCARY 🧟

October's updates are packed with the potential to elevate your social media game to a whole new level of engagement and creativity. Whether you're looking to cast a spell with Instagram carousels or conjure up conversions with TikTok's Amazon integration, we're here to help you navigate these eerie-sistible new features.

Reach out today, and let's turn your social media strategy into a scream-worthy success! 🧟👻

STAY TUNED FOR NEXT MONTH'S HORRIFYINGLY TEA-WORTHY UPDATES, WHERE WE'LL BREW UP EVEN MORE SOCIAL MEDIA DELICIOUSNESS TO KEEP YOUR BRAND IN THE SPOTLIGHT ✨





04

THE FLUME FAVOURITE



HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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UX: SPINNING A WEB OF ROIs 🕸️

Flume's UX Team conjures boo-tiful digital experiences for our clients! 🧛‍♀️ In today's digital-first world, user experience (UX) is more than just aesthetics. It's about crafting bewitching interactions that boo-st a business's value through improved customer satisfaction. 🧛‍♀️ We believe in taking a holistic approach, where UX strengthens – and is strengthened by – other teams throughout the agency. That way, UX can weave its magic through various aspects of the design process to ensure the most fangtastic solution for your brand! 🎃🧛‍♀️

THE DESIGN THINKING PROCESS: OUR NORTH STAR ★

To ensure we deliver exceptional digital experiences that drive results, we adhere to the globally recognised Design Thinking framework used by brands such as Google, Apple, and LEGO. This iterative process helps us empathise with users, define their needs, ideate innovative solutions, prototype those ideas, and test them with real users.

1 Empathise 💜

Understand users' needs: We typically conduct UX workshops to understand your target audience's needs, pain points, and goals. This stage could also include surveys, interviews, usability audits, or analysing digital heatmaps.





HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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FAVOURITE



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2 DEFINE

Identify key problems: We synthesise and analyse the data gathered to define the core problems we need to solve.

Create user journeys: We map out the steps users take to achieve their goals and identify opportunities for improvement.

Create user personas: We develop personas that represent your actual users, helping us make empathetic design decisions.

3 IDEATE

Challenging our assumptions: We put aside our assumptions and preconceived ideas of what the solution should be.

Brainstorming: We use various brainstorming techniques that generate a wide range of potential solutions that form the foundation of our design solution and overall digital experience.

Balance innovation with feasibility: We balance creativity with practicality, ensuring our ideas are feasible and aligned with your business objectives.

4 PROTOTYPE

Visualise your ideas: We start with the wireframe creation to experiment with different ideas and refine our concepts.

Once we have a structure and strategy in place, our UI design team helps bring the solution to life in a more visually appealing manner.

Gather feedback: We involve stakeholders and potential users to get early feedback and iterate on our designs.

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HIGHLIGHTS

NEWS BLAST

SOCIAL
UPDATES

FLUME
FAVOURITE

4 PROTOTYPE

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5 TEST

Validate solutions: We conduct usability testing with real users to evaluate how well our solution meets user needs and identify areas for improvement.

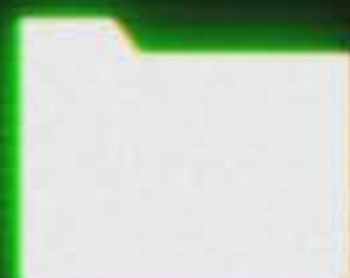
Iterate and refine: Based on testing results, we make necessary adjustments and repeat the process until we achieve optimal results.

**We can conduct usability testing on both new ideas and existing solutions, iterating as needed. If you're unsure about the intuitiveness of your navigation, we can also evaluate that.*





HIGHLIGHTS



NEWS BLAST



SOCIAL
UPDATES



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THE VALUE OF UX DESIGN THINKING 💡

By following the Design Thinking process, we ensure that our digital experiences are

User-centred: They meet the needs and expectations of your target audience

Innovative: They incorporate creative and original solutions

Feasible: They align with your business goals and technical constraints

Desirable: They appeal to your target audience and drive positive brand perception

Viable: They generate results and ultimately increase your return on investment (ROI)

At Flume, our UX Team is committed to delivering digital experiences that exceed expectations. By employing the Design Thinking process, we create solutions that are not only visually appealing but also functional, accessible, and effective!

Ready to resurrect your brand this spooky season? 🦋

Let us be your guides to a vibrant and thrilling future! 🍁🍂



EMBRACING THE SPOOKY SEASON WITH FLUME 🎃👻

There you have it! We hope you were as thrilled as a Michael Jackson backup dancer.

We're here to illuminate your path with creative strategies and cutting-edge insights that will help your brand stand out 🍷

Whether you're looking to engage your audience with expert content, launch a campaign that makes waves, or just explore the latest tech trends, our team is here for you – **ready to turn your ideas into a screaming success!** 🎃👻

Reach out to us, and let's conjure up some magic together ✨
Here's to ending the year with innovative thinking and spooktacular success! 🍷

