

September 25, 2017

QUICK NEWS

[YouTube Gaming Now Lets Creators Earn Money Through Sponsorships](#)

[Nike and the NBA's 'Connected Jerseys' Let Fans Access Content Via Their Clothing](#)

[The Biggest Mobile Misconception](#)

[Brands Can Now Tap Pinterest's Pin Collective via a Self-Serve Custom Platform](#)

[Twitter Just Introduced a Popular Articles Feature on iOS, Android](#)

[Cord-cutting is Happening Faster Than Anyone Predicted](#)

CHECK THIS OUT!

Being in such a *creative* environment, most advertisers think themselves to be quite *creative* people. However, do you think it is the environment making you creative or is your creativity coming from within? Check out your personal creativity with [Test My Creativity!](#)

WHAT'S TRENDING NOW?

#MondayMotivation
195K Tweets

UPCOMING EVENTS:

[Ad Age Next](#)
Wednesday – Thursday
Nov 15 – Nov 16



FACEBOOK AND INSTAGRAM MOVING TO BE MORE SOUND-ON VIEWING PLATFORMS

“Facebook’s investments in video have fundamentally altered the social network over the last year, as the popularity of both live-streamed video and prerecorded clips have fast become the site’s most viral and consumable type of media. However, Facebook has tread carefully with how it serves this video to users.” – The Verge

As always, change comes with mixed reviews, and Facebook sure has been hearing a lot of them. On September 16, 2017, Facebook adjusted the sound settings on videos in its apps for both Facebook and Instagram on Apple and Android devices. Advertisers now have much more potential on both platforms because a larger percentage of their ads will be played with sound. Bringing sound to Facebook has been a slow and steady process. In August of 2016, Facebook began to test the auto play sound feature in Australia, where users had the ability to choose if they wanted to watch videos with the sound on from the start. More recently, notices began to pop up on the network throughout the last few months preparing users about the new volume rule. The rule states that if a smartphone’s volume is turned on in the Device Settings, then Facebook videos will play aloud.

Although Instagram and Facebook’s video sound playing automatically can lead to some embarrassing situations—like in a meeting, classroom, public places, etc—having to manually turn the volume up for each desired video can be quite annoying as well! That poses the question: which scenario reaps greater viewer satisfaction?

SOURCES:

<http://money.cnn.com/2014/09/03/technology/social/facebook-k-auto-play/index.html>

<https://9to5mac.com/2017/09/17/instagram-autoplay-video-settings-change/>

<http://www.dailymail.co.uk/sciencetech/article-4894790/Instagram-lets-autoplay-videos-sound-on.html>

<https://www.theverge.com/2016/8/23/12609150/facebook-test-autoplay-video-with-sound-ios-android>

<http://adage.com/article/digital/instagram-unmute-videos-user-hits-volume/310497/>

Facebook vs Snapchat

Playing video advertisements with sound (or, in this case, lack thereof) has been a sore subject to Facebook for quite a while. Snapchat has repeatedly claimed that more than two-thirds of video ads played on their platform are watched with the sound on.

YouTube proudly flaunts their 96% sound-on rates, while only 20% of Facebook video ads play with sound. Facebook, in efforts to not bombard users with sound while scrolling through their newsfeed, has withheld the sound

auto play feature but is now trying to encourage Facebook to be a more sound-on viewing platform. Historically, Facebook has been selling advertisers a very quiet experience—with sound being entirely off most of the time—because Facebook theorized that users do not want excess sound while scrolling through their feed. Because of the low sound-on rates, Facebook has tirelessly been trying to train individuals in the creative ad world to develop content that will send the desired message without sound through the use of subtitles and visually captivating openings to videos, creating an irresistible hook.



Instagram's New Video Sound Feature

Instagram's new video sound update mirrors that of Facebook's. When scrolling through the homepage, all videos will start with the sound off—whether they're paid or unpaid posts. However, once a user turns the

volume on for one of the videos in their feed, the videos scrolled past after that initial video will play with sound as well. This includes both ads and unpaid posts—meaning many more advertisements will be heard. If a user then returns the sound to mute, the remaining videos will be muted as well. The app will reset itself every time it is closed or opened. For Instagram Stories, the format is a bit different. Like Facebook's ability to tap into the devices' settings and play videos aloud if the sound is on or leave the videos mute if the sound is turned off, Instagram Stories uses the same idea. Stories

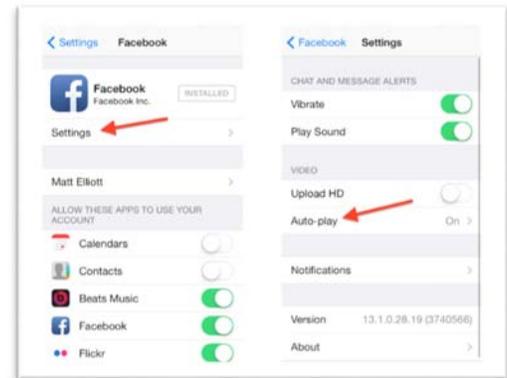
will automatically play with volume if the device has the sound turned on and visa versa if the device is on silent.

Repercussions

Could Facebook's autoplay update be maxing out smartphone users' data plans without them even knowing? Possibly.

According to Money Saving Experts, "many complaints from people who have been stung with data bills after exceeding

their monthly allowance and who believe it to be because of Facebook auto playing videos." Of course, Facebook wants to be sure their videos consume as little data possible, so users are now allowed to control their sound through their device settings and app settings. By turning off *Facebook autoplay* or turning on *Wifi-only* on their device and/or in the app, videos will no longer play automatically like the update had originally desired, leaving advertisers with the same muted ads.



By Anna Romeka
Media Intern

QUESTIONS, COMMENTS & THE FUTURE?

- Could this change in settings spark a decline in users on the platforms?
- Will this update force advertisers to update their strategy of implementing ads on both Facebook and Instagram? Will we see a change in the way in which advertisers utilize audio?
- Will this update cause more difficulty for advertisers on the platforms? Will users become more agitated with excess videos playing aloud?
- Think about your initial reactions to this. Was it positive or negative?