Digital Innovation

The Notebook.

Issue 1 · November 2024
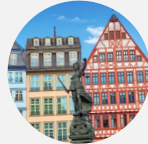
Amazon Freevee is closing down
The free AVOD (ad-supported) app (and home of Neighbours!) is shutting down in the next few weeks and all of the content and features are moving to Prime Video.
https://decider.com/2024/11/13/freevee-amazons-ad-supported-streamer-shutters

Google is testing the 'impact' of removing EU news from search results
They're removing EU news publishers from search, Google News and Discover for 1% of users across a number of EU markets – ahead of any potential regulatory changes in this space.
https://www.theverge.com/2024/11/13/24295463/google-eu-test-news-outlets-removing-results

Bluesky has reached 15 million users
Social media users are looking for alternatives to X following the US election. Bluesky is built on AT – an open-source protocol. Meta's Threads is also growing at a rate of about 1 million users per day.
https://apnews.com/article/x-bluesky-social-media-musk-trump-d78de194e0e85f803652b70b161a963b

Got an idea?
We want to hear it – whether it's big or small!
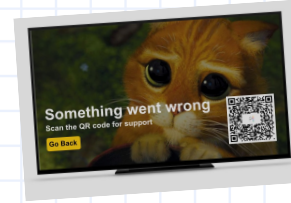Have a chat with Andy J and we can take it from there!

gsp

What we've learned

We're not great at helping customers inside of our apps!
When customers need help watching our brilliant content, the Help Sections inside our apps aren't very helpful!

Our competitors are doing better than us in this space, so we've gathered some data and options to improve our customers' experience, validated it with experts around Global Streaming, and Chris T is now taking those improvements forward to production.

Something went wrong
Scan the QR code for support
Go Back

Learn more!

Where we've been

It's conference season!
I took time out to attend a Miro conference all about innovation – super relevant to everything we're trying to do!

Look out for some of the content from that conference in our new Innovation Playbook which is launching soon!

Nice one for spotting this hidden message!
The first person to message Andy with 'I'm full of curiosity' will get a free coffee!

Question of the month!
Which recent innovation do you think will have the biggest impact on society in the next decade?
Let us know what you think, and we might include your thoughts in the next notebook!
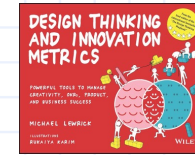

What we're reading

Will we lose our jobs to AI?
The short answer is no. But we do need to adapt and learn! AI companies are struggling to monetise, and many of the latest developments have been smoke and mirrors, in part at least!

Read more!

This month's book:
Design Thinking and Innovation Metrics

DESIGN THINKING AND INNOVATION METRICS
POWERFUL TOOLS TO MANAGE CREATIVITY, INNO, PRODUCT, AND BUSINESS SUCCESS
MICHAEL LEWRICK
WILEY

This is the second book on Design Thinking that I've been reading through. As I establish the team and our ways of working, I'm now looking at how we potentially measure our success – without adopting 'vanity metrics' like how many ideas, how much innovation!

There's something about...

ChatGPT!
It's a great tool, and we are allowed to use it for work! (Just never, ever, ever put any confidential information or data into it please!)

One thing I've been trying out recently is how ChatGPT can be used for competitor analysis and market safaris. The results have generally been positive!

I've found that asking ChatGPT to ask me questions gets generally better results. Take a look at the chat transcript below for an example.

Take a look!