



KS&R's DIGITAL DISPATCH

Week Ending: June 19, 2020

KS&R's Digital Perspective (Original KS&R Point of View)

[Industry Voices— KS&R: Appetite For Social Grows As Video Becomes Main Course](#)

What is social video and why should you care? (fiercevideo.com)

Top Stories This Week

[AT&T Seeks Sale For Warner Gaming Unit, Could Fetch About \\$4 Billion, Sources Say](#)

AT&T is discussing a sale of its Warner Bros. Interactive Entertainment gaming division in a deal that could fetch about \$4 billion, according to people familiar with the matter. (cnbc.com)

Products & Services

[Google Suddenly Announces Game-Changing New Nest Hub Features](#)

Google Assistant-enabled smart displays will be receiving some desperately needed new functionality this summer. (forbes.com)

[Etsy Adds An AR Shopping Feature On iOS Designed For Use With Wall Art](#)

Retailers like Target, Home Depot, Wayfair, IKEA, and others have embraced augmented reality to help shoppers make decisions about products they're interested in by visualizing the items in their own homes. (techcrunch.com)

Emerging Technology

[5G Is Coming To Robots And Drones With Qualcomm's New RB5 System](#)

5G's not just for phones. (cnet.com)

Mergers, Acquisitions, & Partnerships

[Microsoft Lands Another Cloud Deal, Inks Strategic Partnership With Analytics Giant SAS](#)

Microsoft inked another key cloud partnership, announcing a deal Monday with Cary, N.C.-based data analytics giant SAS on Monday. (geekwire.com)

[IBM Buys Cloud Security Startup Spanugo To Boost Compliance](#)

IBM has agreed to purchase early-stage cybersecurity vendor Spanugo to fulfill the compliance and protection needs of clients in highly regulated industries. (crn.com)

Industry Reports

[Bose Gives Up On Its Augmented Reality Sound Project](#)

Bose is giving up on its augmented reality project, two years after debuting the idea at SXSW. ([theverge.com](#))

[The World's First Prescription Video Game Has Been Approved](#)

While EndeavorRX, a game by therapy-focused studio Akili Interactive may not be groundbreaking for its graphics or its gameplay, it just broke new ground by becoming the first video game that can legally be marketed and prescribed as medication in the USA. ([gamespot.com](#))