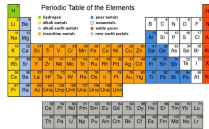


**Kit Kat Mail**

Nestlé partnered with the Japanese postal system to create this 'edible postcard', which won the Media Grand Prix at Cannes. Now that's the kind of mail we like to receive!

**Ununbium**

Big news for the fast-moving world of science as element 112 is added to the periodic table, more than a decade after its discovery



**Sun-Block Party**

Festivallers are embracing the fluorescent trend *and* playing it safe in the sun this summer with retro zinc oxide

**Cycling**

Topshop's getting in on the 2-wheeler action this month, providing shoppers with free bike rentals, an in-store valet, and fashion-orientated roadmaps



**Great Outdoor(s)**



A Deutsche Bank billboard in Madison Square displays real-time data on greenhouse gases. Interesting media concept, scary number...

**Midweek Weddings**

Cheaper for you, not so convenient for us!



**Ad Liberties**



A Missouri family was surprised to learn that their family Christmas card snap was adorning several shop fronts in the Czech Republic

**Hot Goths**

As we look forward to what could be a beautiful British summer, let's spare a thought for the more dedicated members of the Goth community



**Jonathan Sepulchre, Trainee Digital Planner/Buyer, takes us through the finer points of the Digital Britain report, released this month...**



For those of you already baffled by the Digital Britain report (and surrounding controversy), here is a potted summary of Lord Carter's long-awaited proposals:

- The government plans to provide universal access to 2Mbps broadband by 2012
- In perhaps its most controversial point, the report proposed a £6 per year tax for landline users, with the aim of securing a fund to invest in the next generation of super-fast broadband and ensure its availability UK-wide
- All the national broadcast radio stations will be digital by 2015
- A new robust legal and regulatory framework will be implemented to combat digital piracy
- Mobile network operators will be given their 3G licences in perpetuity to encourage further long-term investment in high-speed wireless broadband services
- BBC Licence: Consultation on contained contestability, primarily to secure news in the nation's regions
- A new direction for Channel 4, championing new talent across all digital media (includes a tie-up between Channel 4 and BBC Worldwide)
- A new 'Digital Inclusion Champion' for two years: Martha Lane Fox (co-founder of Lastminute.com)

MediaCom will be keeping you up to date on key developments in the journey towards a Digital Britain, so watch this space...

## Craig McDonald, Trainee Planner/Buyer, is ahead of the game...



In a UK first, users of Microsoft's Xbox Live online service will soon be able to view Sky's live programming and sport, through a guide similar to Sky's set-top-box. Xbox gamers will also be able to access Sky's database of on-demand content, all without the need for a satellite dish, set-top-box, and without being an existing Sky customer.

This latest development follows last year's announcement by Microsoft and the BBC that the iPlayer service would be made available via Wii consoles, followed shortly by the Playstation 3. For the first time, internet-based TV moved from the small (mobile phone, computer) screen to the large screen, without the need for a set-top box.

At the time, the General Manager of Nintendo UK, David Yarnton, said "BBC iPlayer on Wii will offer Wii owners another reason to turn their console on everyday."

It doesn't stop there. Microsoft has recently signed deals with providers Facebook, Last FM and Twitter to further integrate the console with a host of online services. Xbox Live users will be able to watch Sky content together virtually, chatting over the broadband connection, and sending messages via their avatars, or virtual personas. But what does this mean for all of us?

Essentially consumers will now be accessing a host of services via one main platform. The humble consoles we used to love such as the Atari, Spectrum, or Sega Mega Drive have transformed into all singing, all dancing hubs of activity.

Even more interestingly, games consoles are no longer the 'boys' toys' they have always been, but are now multimedia offerings that appeal to a whole new audience. Platforms such as the Nintendo Wii have already challenged the gaming industry which previously enshrined the younger, male player, and now even the hardcore gamers' favourite, Xbox, is undergoing a mum-friendly makeover.

In-game advertising has already proved a success for those hard-to-reach, media savvy youngsters. Now, like the mobile phone, consoles are looking to extend beyond their core function (and their core audience). It will be interesting to see whether or not TV content-providers manage to take advantage of this engaging platform... or if advertisers will capitalise on the opportunity.

## Five ways to spend your time or money this month:

**Dungeons and...Old Trafford** A Laterooms.com competition will reward winners with stays in a selection of 'one night only' venues, including the London Dungeon and Manchester United's football ground



**Go Plates** Save yourself from those summer spillages with this US BBQ essential, which allows you to stack your food plate atop your beer. Genius!



**Sell Your Soul** Putting a price on your mortal soul, a Latvian debt firm will mortgage it for up to \$1,000. Surely the recession hasn't hit *that* hard?

**Star Trek Communicator App for i-Phone** A must for all Trekkies, there will be a limit to the number of times you'll be able to call your mate Scott uttering that immortal phrase before being barred forever...



**The Music Tee** Featuring original album art on the front of a tee and a playlist on the back, a URL code-embedded hangtag even allows the wearer to download the album. The inaugural Tee, dubbed the 'mix tape' shirt, features an eclectic mix of tracks

