



In addition to Time Inc., Teads clients include The Washington Post, The Atlantic, Forbes, Bonnier, Mashable, Slate, The Guardian, The Telegraph and Nikkei, among others.

If the partnership does result in a spike in revenue from Time Inc., it may be the first step towards progression from its current digital business model, which is notorious among readers for relying so much on advertising on the page that it obfuscates Time's product. The incorporation of outstream video advertising may be a user-friendly alternative to such unmediated digital advertising adoption.

Other publishers are moving in lockstep with Time when it comes to digital innovation. USA Today, which introduced an array of mobile innovations this election cycle, saved its best for last: live, on-the-ground coverage of swing states via Facebook Live ([see story](#)).

And The New York Times staked a spot at the vanguard of the changing media landscape, partnering with Samsung to produce a daily 360-degree video series ([see story](#)).

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