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Back in December, Facebook started testing auto-playing video ads, where video advertisements start playing in your feed without you having to click or tap play. Today, they are introducing those ads to users across Facebook. Facebook has offered video ads for some time now. It's really the auto-play feature that's new. According to Facebook, video ads do download only when you're connected to Wi-Fi, though they may play no matter what your connection status. The ads will start playing with no sound until you click or tap on them, at which point they will unmute and you can expand them. At this point, it's unclear if there's a way to opt out of auto-playing video ads, though if you're on a desktop browser, you may be able to get rid of them with something like AdBlock Premium Video Ads on Facebook | Facebook for Business Photo by Thost03. Following months of testing and even longer periods of doubtful timelines, the culmination of auto play video ads on Facebook is approaching. Facebook is in the final stages of testing an auto play video ad unit that will be released "imminently," says David Lawenda, head of global marketing solutions at Facebook. "I feel very good that we'll have a product to bring to the market in short order." While the company's march to a mobile-first mindset and delivery has been persistent and widely recognized, Facebook is rising to the video occasion with a more deliberate rollout. Part of the delay could be due to the timidity of TV networks and film studios, but the launch also comes on the heels of notable changes to Facebook's ad products and rapid user growth on mobile. [Related: Facebook's News Feed Gets More Commercial With Video Ads] The entertainment vertical is a big business for us, but it really is a tale of two cities," Lawenda said during his keynote at this week's Digital Entertainment World conference. While the TV business is "already eager to place big investments around their fall season," Lawenda says the film industry is a little slower to the draw. Facebook Goes Hollywood Lawenda, a longtime advertising executive, says he and his team just completed a second round of testing with the film studio Summit Entertainment and are currently preparing for a final round. With more than 25 years of experience in broadcast, cable TV and ad agencies, it's no wonder Lawenda was hired by Facebook last September to help make the case for television show promos and movie trailers to get airtime on the platform. [Related: Facebook Buying WhatsApp for \$16 Billion] "I'll be meeting with the movie studios this week to help them see what is possible," he told attendees. "They should look at us like every other media platform that they're doing business with ... The same way they look at TV or other mass media, they should be looking at Facebook." Lawenda says he was naturally drawn to Facebook because he loves "understanding and analyzing how new generations of consumers engage with content." Of course it doesn't hurt that he also believes Facebook is the greatest advertising and marketing opportunity that he will see in his lifetime. Lawenda says his mission is to unlock that opportunity by convincing entertainment marketers to funnel more ad dollars to Facebook. A monumental task to be sure, but after all there is a lot of cheddar up for grabs with the TV ad business approaching \$70 billion in the United States last year and almost \$200 billion globally. [Related: Facebook Testing Its Ads in Third-party Mobile Apps] "So many marketers today see Facebook as a social media tactic," he says. "We're not a cornerstone of the marketing plan today, and that's a missed opportunity." With Facebook's advanced targeting capabilities and unparalleled reach, the platform should be viewed as an extension of any marketing team and conduit to their respective goals, Lawenda adds. "I want to make sure that every marketer, regardless of vertical, is recognizing the power of our platform to drive really meaningful business results," he says. For the studios that means getting more value out of their audience by attracting potential moviegoers or TV viewers beyond their more explicit groups of fans. Lawenda routinely highlighted Facebook's recent growth spikes throughout his keynote, claiming that the platform now "dominates real-time conversation" at a rate at least four times that of all other social platforms combined. "To us that's not the Holy Grail. It's one piece of the puzzle," he says. "We're focused on driving real business outcomes for a TV network and film studio: whether that's watching a TV show or going out and buying a movie ticket." [Related: Video Ads Could Make Facebook Even More Annoying] Indeed by placing a stronger focus on business objectives in its ad products, Facebook has been a making concerted effort since last spring to move away from marketing that is purely aimed at attracting fans and likes. "Being part of the social conversation you can definitely drive bottom-line results, but I would argue if you're just focused on that you're not optimizing the opportunity," Lawenda adds. "Your fans are a very small piece of your potential customer base." The transition to a more unified ad structure could also explain why Facebook has delayed its expansion into such an obviously lucrative market as auto play video ads. Nonetheless, Lawenda says there will be a "very big push on video" throughout the year. "There's always been a premium for sight, sound and motion," he says. But with such a large portion of TV ad dollars going to waste every year, Lawenda says Facebook is confident it can do better. The platform "literally creates a no-waste environment" for advertisers, he adds. "The business of marketing is really moving toward the business of personalization," Lawenda says. "It's not about social marketing. It's about marketing in a social world." Matt Kapko covers social media for CIO.com. Follow Matt on Twitter @matkapko, Email him at mkapko@cio.com. Follow everything from CIO.com on Twitter @CIOonline and on Facebook. Disney+ is full of great content, but it also comes with many of the most annoying features common to big streaming services. Like Netflix, Disney+ comes with auto-play turned on by default, meaning the next episode of a show will start playing automatically before the previous one's credits have finished. On some platforms, Disney+ also plays video while you're still on a program's information screen and shows trailers on landing pages. That can be loud, annoying, and a gateway to spoilers. Thankfully, you can turn both of those features off. To disable auto-play on Disney+, take the following steps: Open the Disney+ app and log in. Click on your User Profile icon. On some devices, the icon is in the upper right corner of the screen. On others, you'll find it on the menu to your left. Select Edit Profiles from the drop-down menu. Find your User Profile and click the pencil icon next to your avatar. Click on the Autoplay toggle to turn it from on to off. Now, you should be able to enjoy the credits on your Disney+ movies and TV shows without making a mad dash for the remote. The process for disabling background videos on Disney+ is almost exactly the same. Here's how it works: Open the Disney+ app and log in. Click on the User Profile icon. Select Edit Profiles from the drop-down menu. Find your User Profile and click the pencil icon next to your avatar. Click on the Background Video toggle to turn it from on to off. Keep in mind that the background video toggle, much like the background video feature itself, isn't currently available on all platforms. While some sources claim that the background video setting only appears on Samsung Smart TVs, Android televisions, and Apple TV devices, we've confirmed that it pops up on hardware such as the Amazon Fire TV as well. Of course, in order to use these features, you need to have a Disney+ subscription first. You can sign up for a seven-day free trial of Disney+ (which costs \$7 a month after the trial expires), or get a \$13 bundle that includes Disney+, ESPN+, and Hulu. You can remove ads from the bundled Hulu subscription for a few extra bucks, but it takes some extra steps for ad-free. Editors' Recommendations Google developed Android Auto for motorists who are frustrated with their car's native infotainment system. Like rival software Apple CarPlay, Android Auto gives drivers the option of embedding a familiar, smartphone-like interface into their touchscreen. Further reading What is Android Auto? All the cars with Android Auto Best Android Auto apps Setting up Android Auto is a straightforward process, and it's relatively easy to use. Here's what you need to know. How to set up Android Auto to run on the phone's screen Unlike Apple CarPlay, which runs only on a vehicle's infotainment screen, Android Auto can run directly on a mobile phone in vehicles that either don't have a screen or can't run the software. The functionality is the same as it would be on the in-dash screen, but it allows the user to play audio over Bluetooth instead of needing to plug in. Regardless of the connection, the basic Android Auto functionality is the same. To get started: Make sure your device is running at least Android 5.0 (Android 6.0 is recommended) If you're using Android 9 or lower, you'll need to download the Android Auto app from the Google Play Store. Android 10 (the latest version as of writing) comes with the app built in. Once you've downloaded the app and checked your phone's operating system, you'll need to start the app for the first time. Your phone may ask you to download updates to other apps that are used by Android Auto, like Google Maps. The app will also require you to review a safety notice and acknowledge terms and conditions, but only the first time you use Android Auto. How to set up Android Auto to run with a USB connection Julian Chokkattu/Digital Trends Just like running Android Auto on the device's screen itself, using a wired USB connection requires that you have a device that is running at least Android 5.0, but there is an extra step involved in the vehicle's settings. You'll need to make sure that your vehicle is compatible with Android Auto (dozens are) and that it's enabled in your vehicle. The first time you plug in your phone, you will be prompted to download the Android Auto app if you don't have it already. If you're running Android 10 or higher, the app is already included. To complete the setup: Make sure your vehicle is running and safely parked Unlock your phone's screen Pair your phone and car via Bluetooth Update any required apps, like Google Maps Review the safety reminder Turn on notifications for Android Auto Until you disable it, Android Auto will auto-start whenever you plug your phone in. How to update Android Auto There's good news for people who worry about software updates. Android Auto is easy to keep up-to-date using the Google Play Store. Since the software runs primarily on your phone, you shouldn't need to make any major updates to your vehicle's infotainment system. If one is needed, you'll likely receive it via an over-the-air (OTA) software update pushed directly by the manufacturer, or as part of a normal check-up at an approved shop or dealership. How to use Android Auto The 2019 update brought a redesigned interface and new features to Android Auto. Previously, many consumers thought it was a somewhat bare-bones system. Switching from an Android smartphone to Android Auto felt anything but seamless. Thankfully, improvements to the design have us rethinking the system's previous evaluation. The overhaul starts with the system's menus. Instead of a "launcher bar" at the bottom of the screen, the updated interface has an app drawer. In fact, the drawer looks much

like the one on the phone itself. There's a new launch screen that takes the place of the home screen from previous versions. Now, when you phone, you'll see the navigation app with a group of suggested destinations. The system is smart and will remember whether you're using Google Maps or Waze as your navigation software. Music or a podcast will start playing automatically as well. You can also disable the feature, though. On each screen of the interface, there is a home button that will return you to the app launcher. From there, you can select a different function. Getting the most out of the app is relatively easy. All you have to do is tap the icon like you would on your phone to open the app. Remember that the app won't close until you want to switch to a different app. The app will also close if you unplug your phone from the charger or if you turn off your car. You can use voice control to operate many of the features, making for an undeniably convenient and safe driving experience for drivers. It also offers clearly-labeled and easy-to-read icons and menus for users to browse through when they aren't behind the wheel. We can assure you that Google Assistant will fulfill your needs. It's currently the top voice control system available today, so you're bound to love what it has to offer. It has almost all of the same features in your car as it does on your smartphone, giving you the ability to ask for directions and make or take phone calls while on the road. Users can set and edit reminders and task updates throughout the day and request music to be played by title, group, or genre. The fantastic thing about Android Auto is its high growth potential. This software is capable of more than what we see now. We're excited to observe how the platform evolves in the years to come. Over the years, infotainment systems have drastically improved. Android is working hard to remain steady and offer software that matches vehicles' capabilities. Each year we see more and more companies equipping their vehicles with Android Auto. If you're looking for a new car, you'll probably discover that Android Auto is included. For dedicated Android fans, pairing with Android Auto is a welcome experience each time they enter their car. Editors' Recommendations 2024 Chevrolet Equinox EV aims for affordability with \$30,000 base price Best dash cam deals for September 2022: Vantrue, Garmin, Anker, and more Apple CarPlay feature to offer an easy way to pay for fuel The best Android Auto apps for 2022: Music, Messaging, Navigation, and more WWDC 2022 announcements: iOS 16, iPadOS 16, WatchOS 9, MacOS Ventura, MacBook Air M2, and more

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