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**WHY PEOPLE ARE USING
CHATGPT INSTEAD OF
GOOGLE SEARCH ENGINE**

**LINKEDIN'S CREATOR
ECONOMY IS GROWING**

**HOW FOOTBALL
CREATES BILLION-DOLLAR
MARKETING OPPORTUNITIES**

**ARE CHOICES BECOMING
HARDER IN THE AGE OF
ENDLESS OPTIONS?**

Your Feed Just Got Taller

Instagram's latest update has shifted feed posts and carousels to a **1080 × 1440 pixel** dimension—a 3:4 aspect ratio that gives your visuals approximately **7% more vertical screen space**. The profile grid now displays in this taller format too, and Reels can finally

support 16:9 horizontal uploads without black bars. Originally introduced in 2025 and finalized in early 2026, this change brought the profile grid view from a square 1:1 ratio to a taller 3:4 display.

Key Interface & Feature Updates

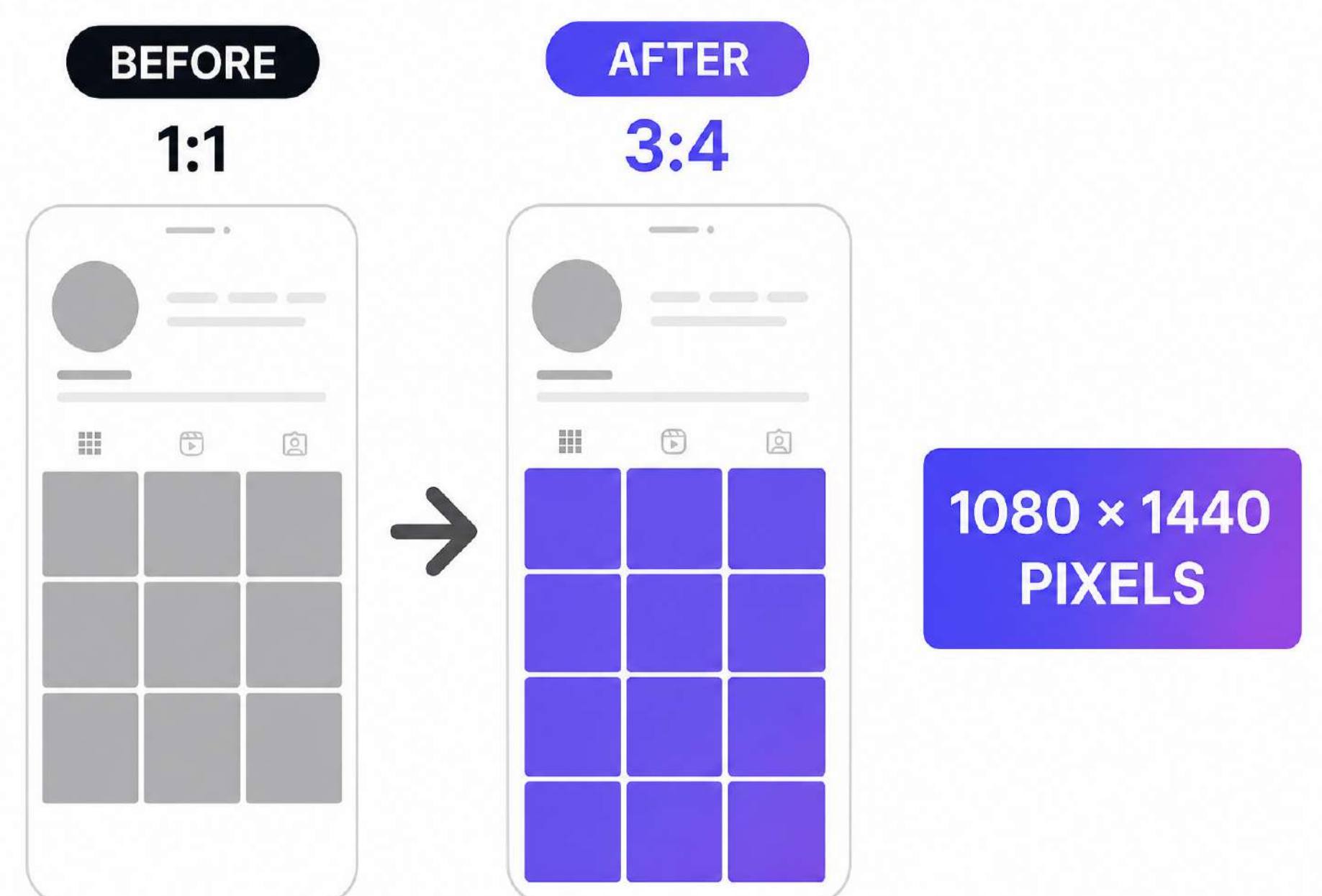
Grid Reordering: Long-press and drag any post on your profile grid to completely rearrange your feed layout.

Carousel Fixes: Reorder slides or change the music on a published carousel post without deleting and reposting.

Reels & Earning Updates: Creators with 1,000+ followers can now add clickable affiliate links directly to their Reels. Reels duration has also been extended, giving more room for storytelling.

Instagram Plus: A paid tier (\$3.99/month) unlocks advanced Story insights, custom profile widgets, and additional audience management controls.

Algorithm Controls: The "Your Algorithm" feature has been expanded to the main feed, allowing users to manually fine-tune the content they want to see.



The 3-Second Rule : You have exactly **three seconds** to hook viewers before they scroll past your video. Instagram officially counts a video "view" only if it is watched for at least three seconds.

Instagram isn't just changing how content looks—it's changing how audiences engage with it. Businesses that adapt their creative strategy to these new behaviours will be better positioned to capture attention, strengthen brand recall, and achieve stronger organic performance in the months ahead.



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WHY PEOPLE ARE USING CHATGPT INSTEAD OF GOOGLE SEARCH ENGINE

For years, Google has been the first place people went to find information. But today, more users are turning to ChatGPT and other AI assistants for answers, recommendations and research. Instead of scrolling through multiple websites, users can ask a question and receive a direct, easy-to-understand response within seconds.



WHY ARE PEOPLE CHOOSING CHATGPT?



Faster
Answers



More Natural
Conversations



Better
for Research



Saves
Time

WHAT DOES THIS MEAN FOR BUSINESSES?

Quality Content Matters More Than Ever	SEO Is Evolving	Brand Authority Is Important	Visibility Beyond Google
Businesses that publish helpful, reliable and well-structured content are more likely to be discovered by both search engines and AI tools	SEO is no longer just about ranking for keywords. It's about creating content that answers real questions and solves real problems.	Companies that consistently share expertise and valuable insights are more likely to become trusted sources online.	People now search on ChatGPT, YouTube, Instagram, Reddit LinkedIn and other platforms. Businesses need to be present where their audience is looking.

THE FUTURE OF SEARCH

Google isn't disappearing, but search is changing.

Users are moving from traditional search results to AI-powered conversations that provide instant answers. For businesses, this means focusing less on algorithms and more on creating content that genuinely helps people.

The brands that educate, inform, and build trust will be the ones that stay visible in the next generation of search.

The goal is no longer just to rank on Google—it's to be discoverable wherever people choose to search.

LinkedIn's Creator Economy Is Growing

LinkedIn is no longer just a platform for job seekers and recruiters. It's quickly becoming a space where professionals, business owners, and industry experts can build audiences through content.

With new creator-focused features, brand collaboration opportunities, and a stronger focus on video content, LinkedIn is investing heavily in its growing creator economy.

So, what does this mean for users?

It means that sharing your knowledge, experiences, and insights can do more than build your network—it can help you build influence. Professionals are increasingly using LinkedIn to establish credibility, attract opportunities and connect with like-minded audiences.



For businesses, this shift highlights the value of personal branding. People often engage more with content from individuals than from company pages, making employees, founders and leaders powerful voices for a brand.

LinkedIn is moving beyond networking and becoming a platform for content, thought leadership and professional growth.

Those who start creating valuable content today may be better positioned to stand out, build trust, and unlock new opportunities tomorrow.

How Football **Creates Billion-Dollar** Marketing Opportunities

Football is more than just a game, it's a global phenomenon that brings people together across countries, cultures and generations. For businesses, it also represents one of the most powerful marketing opportunities in the world.

Every major football tournament attracts billions of viewers, turning every match into a stage for brands to connect with millions of potential customers. From jersey sponsorships and stadium advertising to social media campaigns and fan experiences, football offers businesses a unique way to stay visible and relevant.



Why brands invest in football:



Global reach



Emotional connection



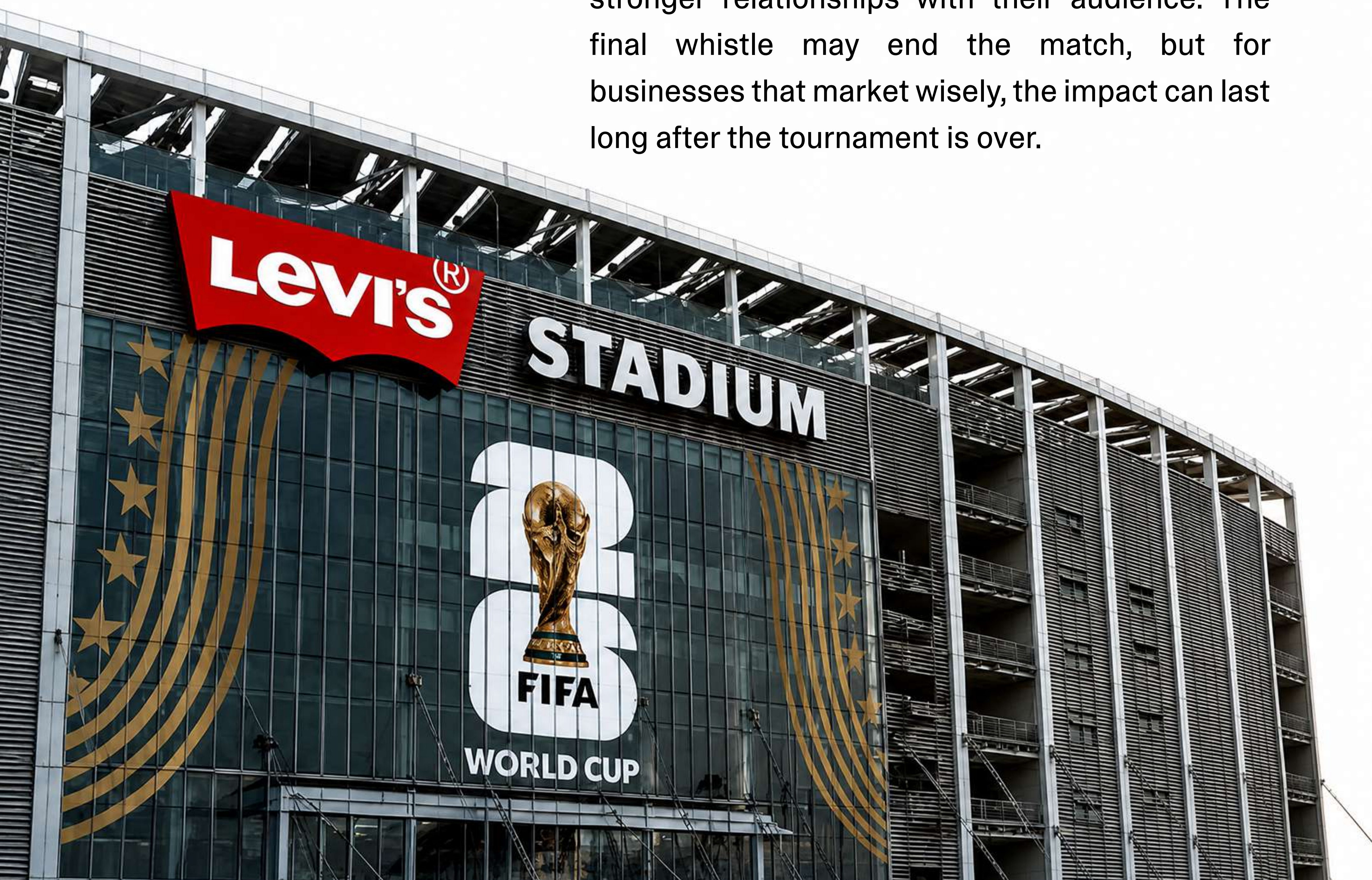
Social media impact



Brand recognition

You don't have to be an official sponsor to benefit. Local businesses can tap into the excitement with themed promotions, watch parties, football-inspired content, contests or limited-time offers that engage customers during the tournament.

The success of football marketing lies in its ability to create shared experiences. When brands become part of those moments, they build stronger relationships with their audience. The final whistle may end the match, but for businesses that market wisely, the impact can last long after the tournament is over.



Are Choices Becoming **Harder** in the Age of **Endless Options?**

We often think that having more choices makes life easier. In reality, it can do the opposite. Whether shopping online, choosing a restaurant, or buying a smartphone, endless options can make even simple decisions feel overwhelming.

Today, every brand promises the best quality, price, and experience. While consumers have more freedom than ever, they also spend more time comparing reviews, watching videos, and seeking recommendations before making a purchase.

This has changed the way businesses need to market themselves. Success isn't about offering more choices, it's about making the decision easier. Clear communication, honest reviews, and a consistent brand experience help customers choose with confidence.

In a world full of options, trust has become the biggest differentiator. The brands that simplify the buying journey, rather than complicate it, are the ones people remember and choose.



Your Company
Deserves More Than
Just a Document.

It Deserves
A Strong First
Impression.



Professional Company Profiles



Creative Corporate Brochures



Custom Design & Content Writing



Multi-Language Support



Designed to Build
Trust & Win Business

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