

iab.denmark



techvshuman.com

Technology, Humanity and the Future of Media



gerdtube.com



[@gleonhard](https://twitter.com/gleonhard)



futuristgerd.com

12.16

Our world will change more in the next 10 years than in the previous 100 years



First, we augmented human MUSCLES



First, we augmented human MUSCLES... now we are augmenting human THINKING



LEARNING CURVES

SUCCESS RATE OF BEST AVAILABLE AI SYSTEM, %

Image processing

Detection

Identifying the subject of an image

100

80

60

Object segmentation

Separating multiple items within an image

40

20

0

2007

2010

2015

2018

Language processing

Sentence parsing

Determining the structure of a sentence

100

80

60

Translation

Translating news articles between German and English*

40

20

0

2007

2010

2015

2018

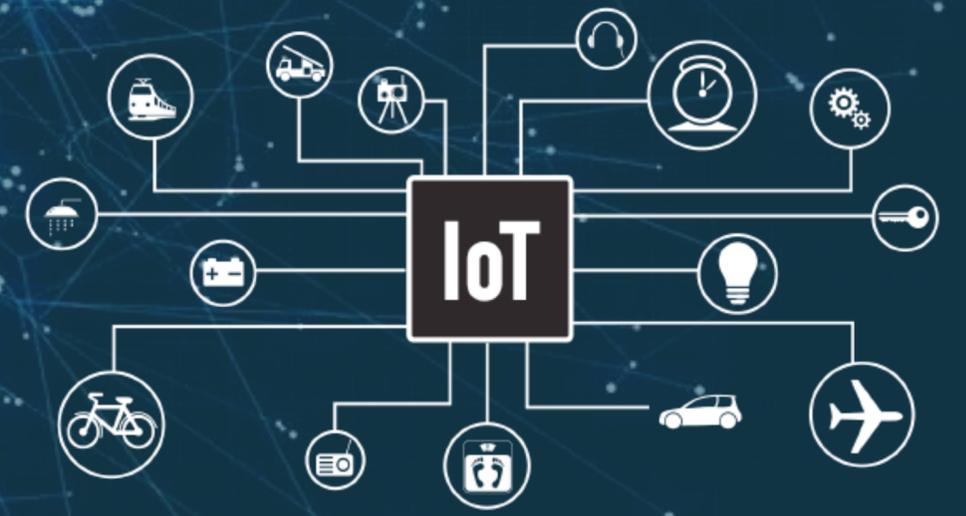
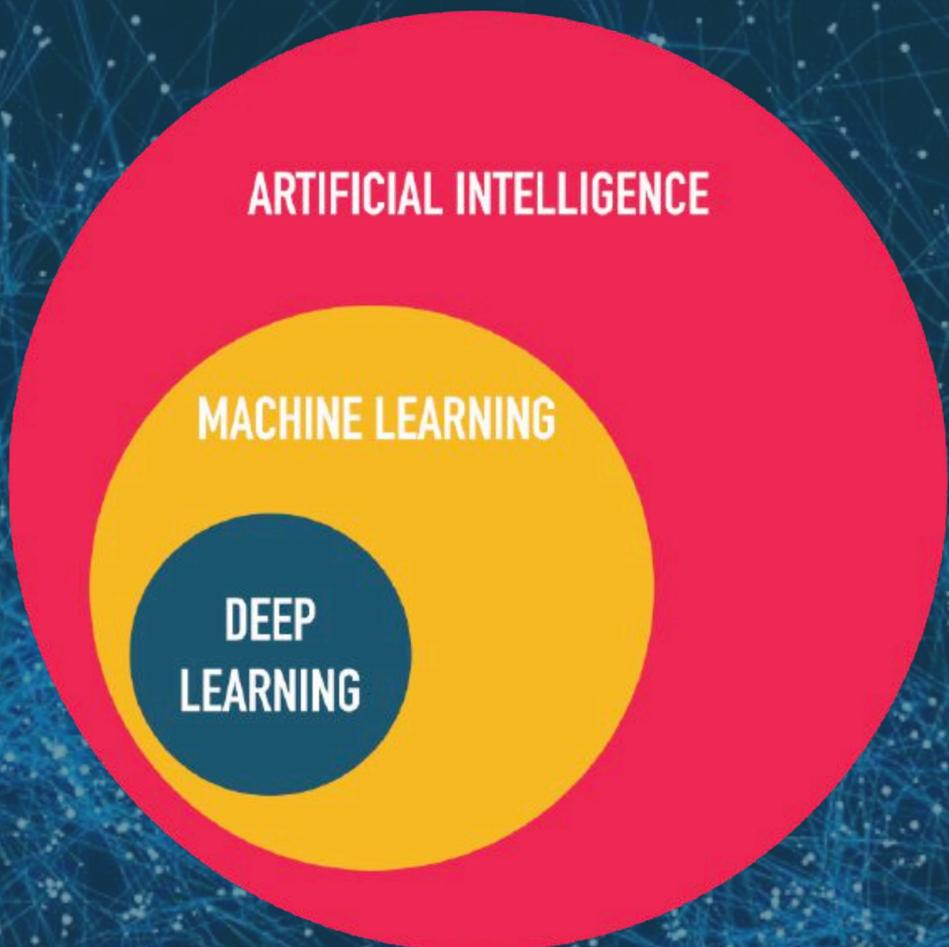
*BLEU score (% similar to a human-made translation)

EVERYTHING in the cloud. VOICE INTERFACES. Invisible Computing. AI—inside all.





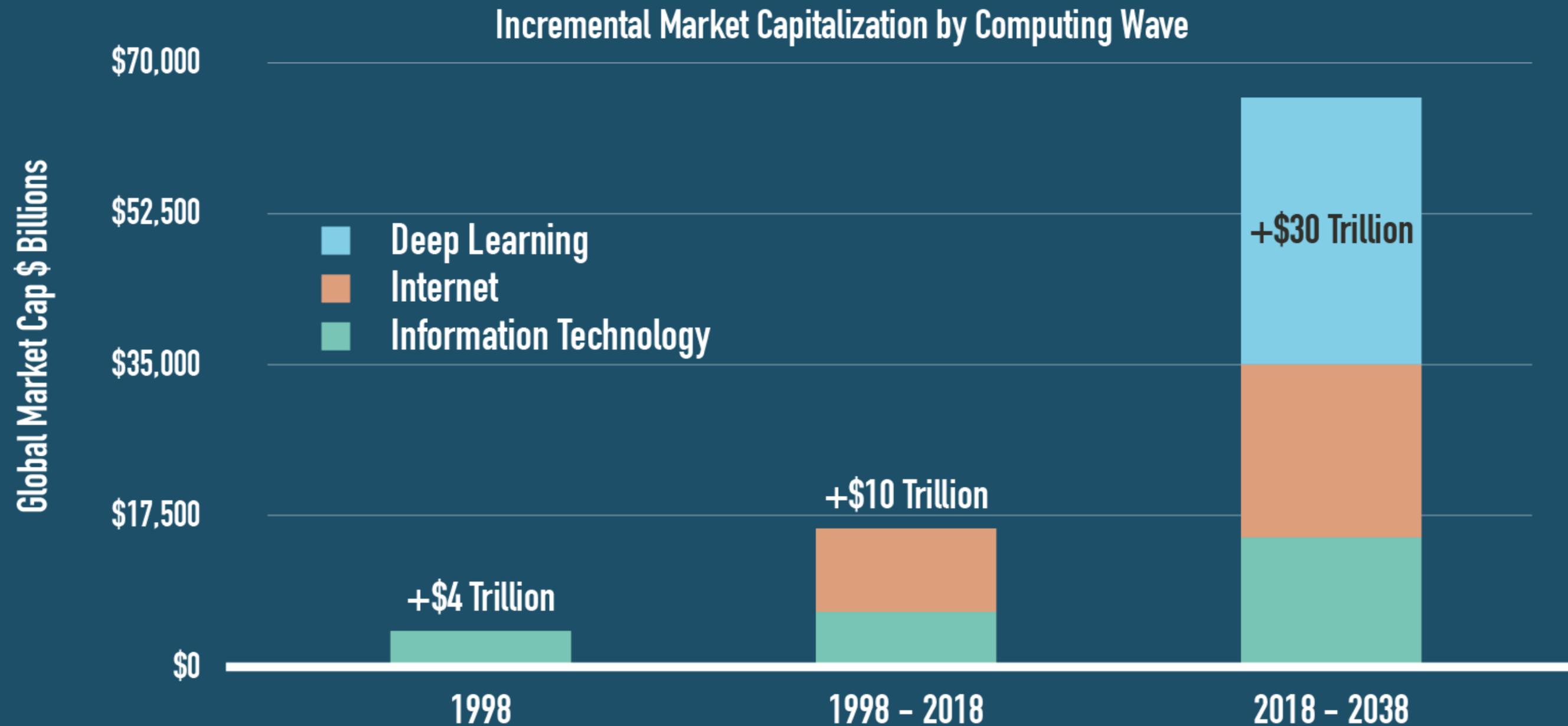
We are building a new Meta-Intelligence: huge impact on advertising



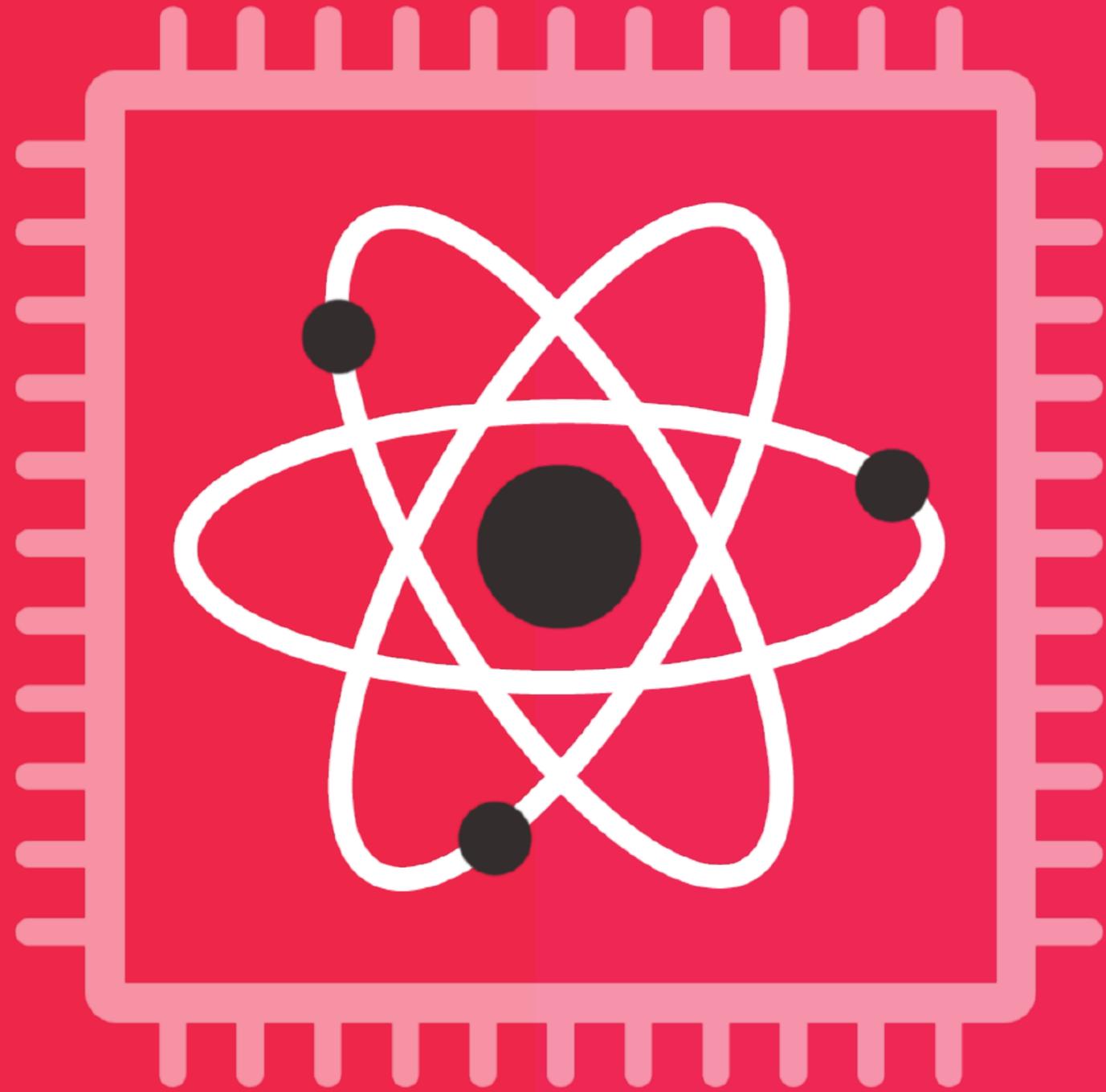
Machine learning: the science of giving computers the ability to **learn and find insights without explicitly programming them**

Deep Learning: an AI function that **imitates the workings of the human brain in processing data**, creating patterns for use in decision making

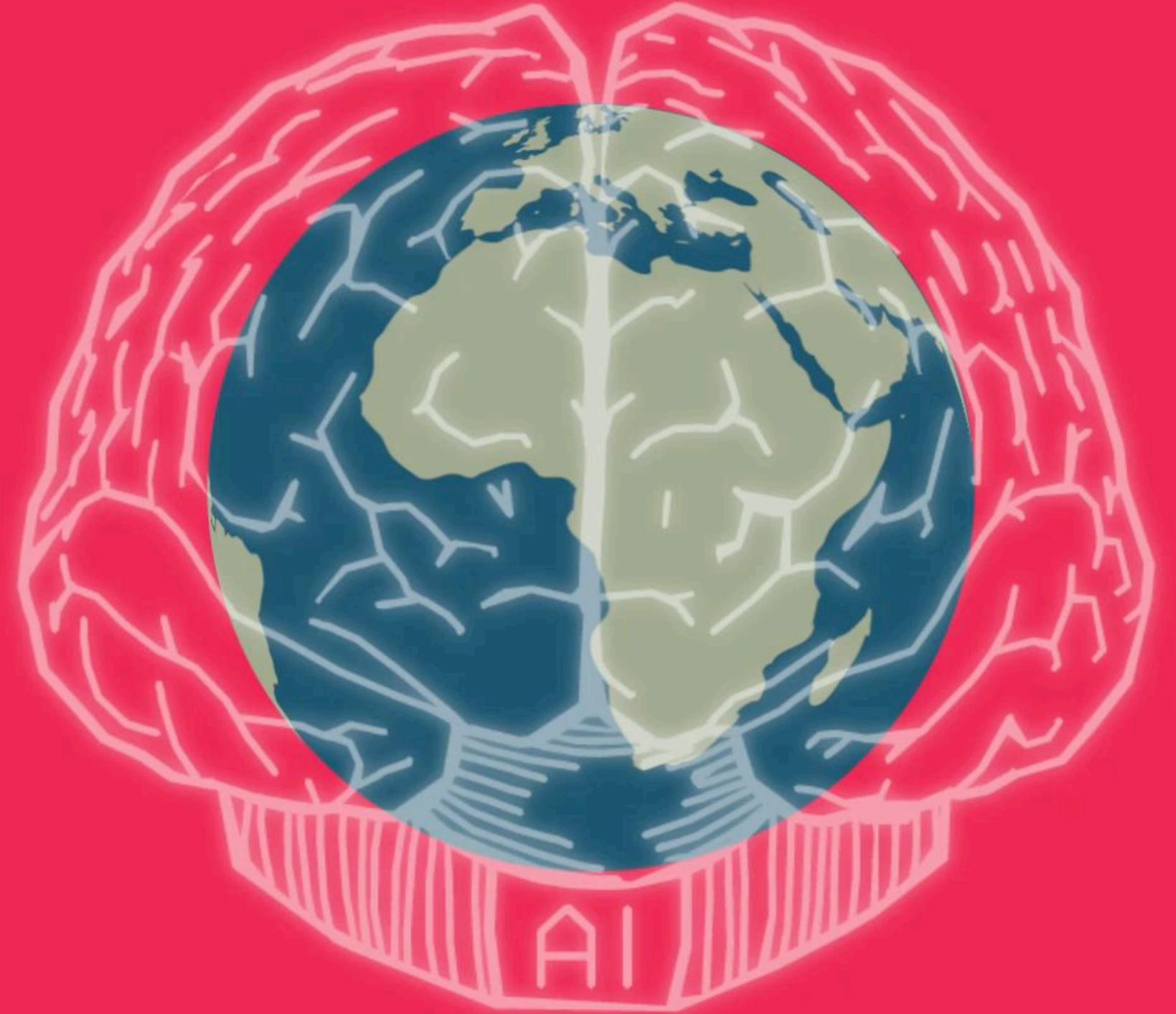
DEEP LEARNING COULD CREATE 3x THE VALUE OF THE INTERNET



Science Fiction is becoming Science Fact



Super/Quantum Computing



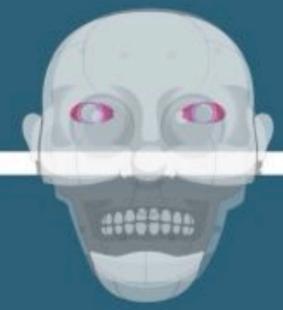
The Global Brain

The question is no longer what we CAN do but what we WANT to do

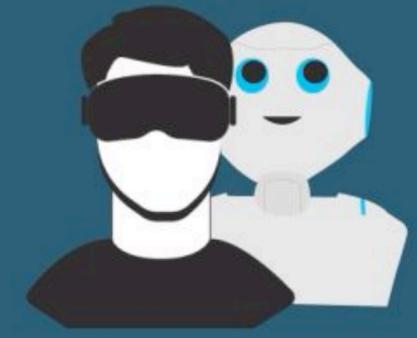
ASSISTED INTELLIGENCE



AUTOMATION

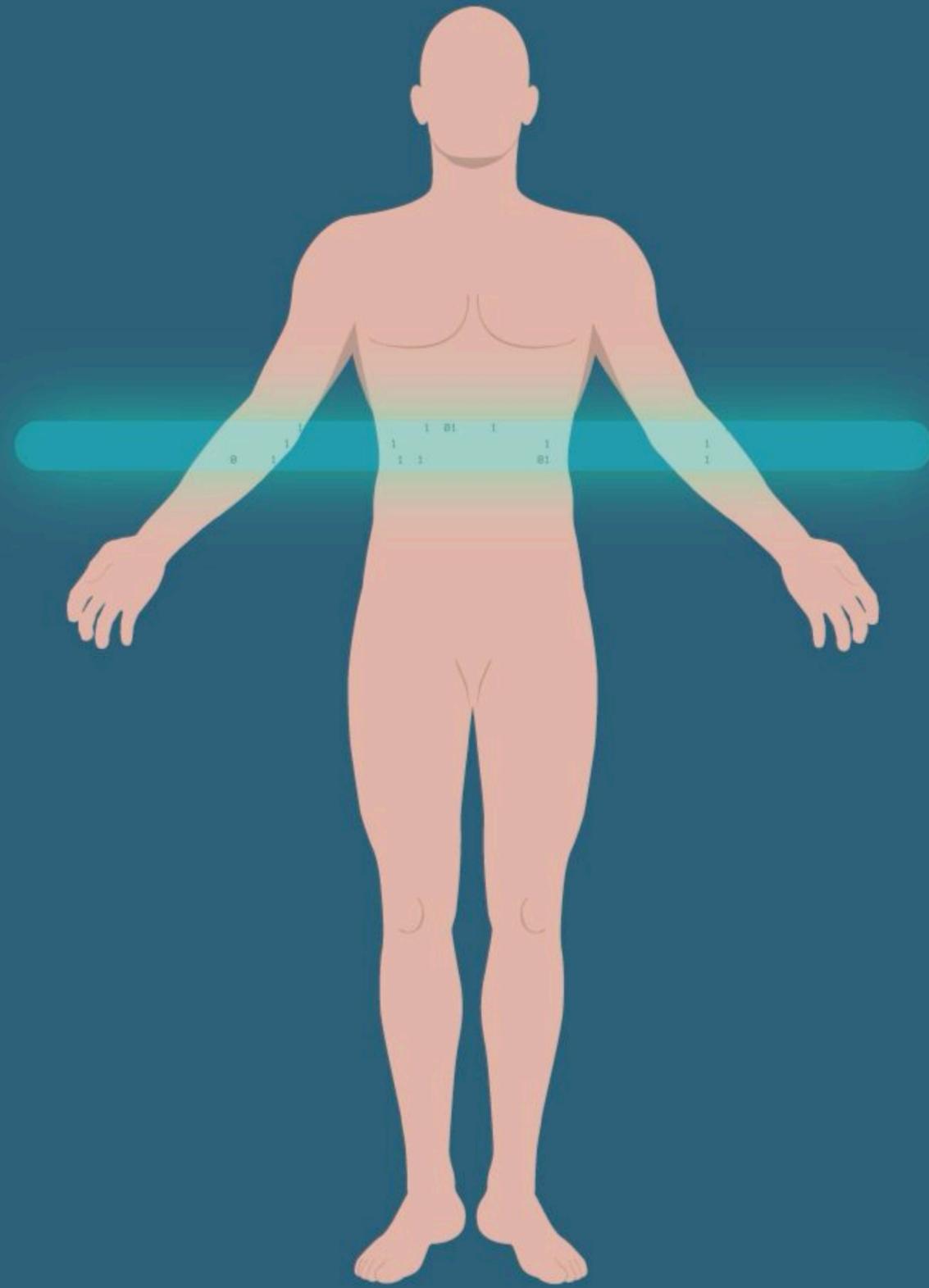
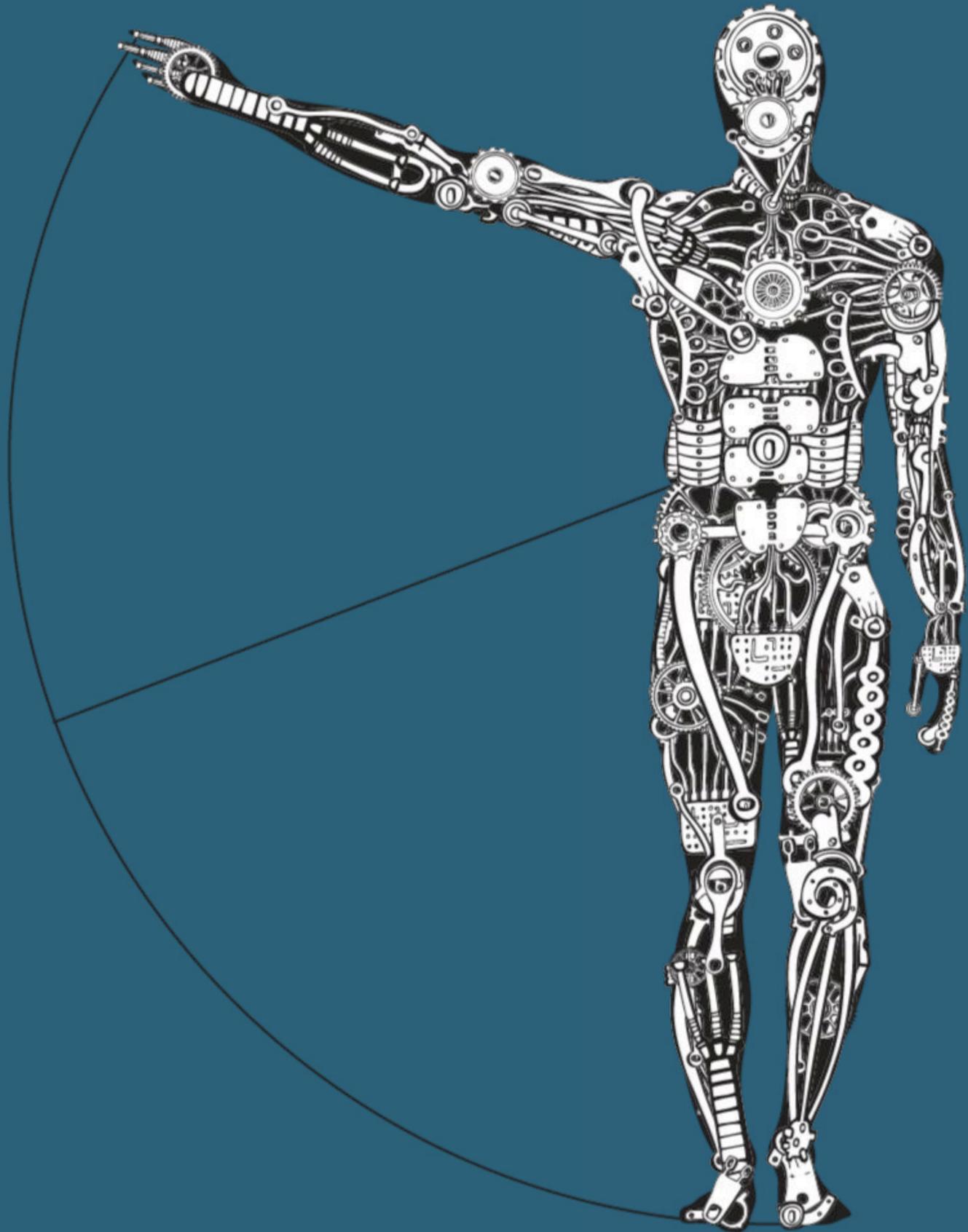


AUGMENTED INTELLIGENCE



AUTONOMOUS INTELLIGENCE





Algorithms

**“When it comes to really
important decisions
data trumps intuition
every time”**

Androrithms

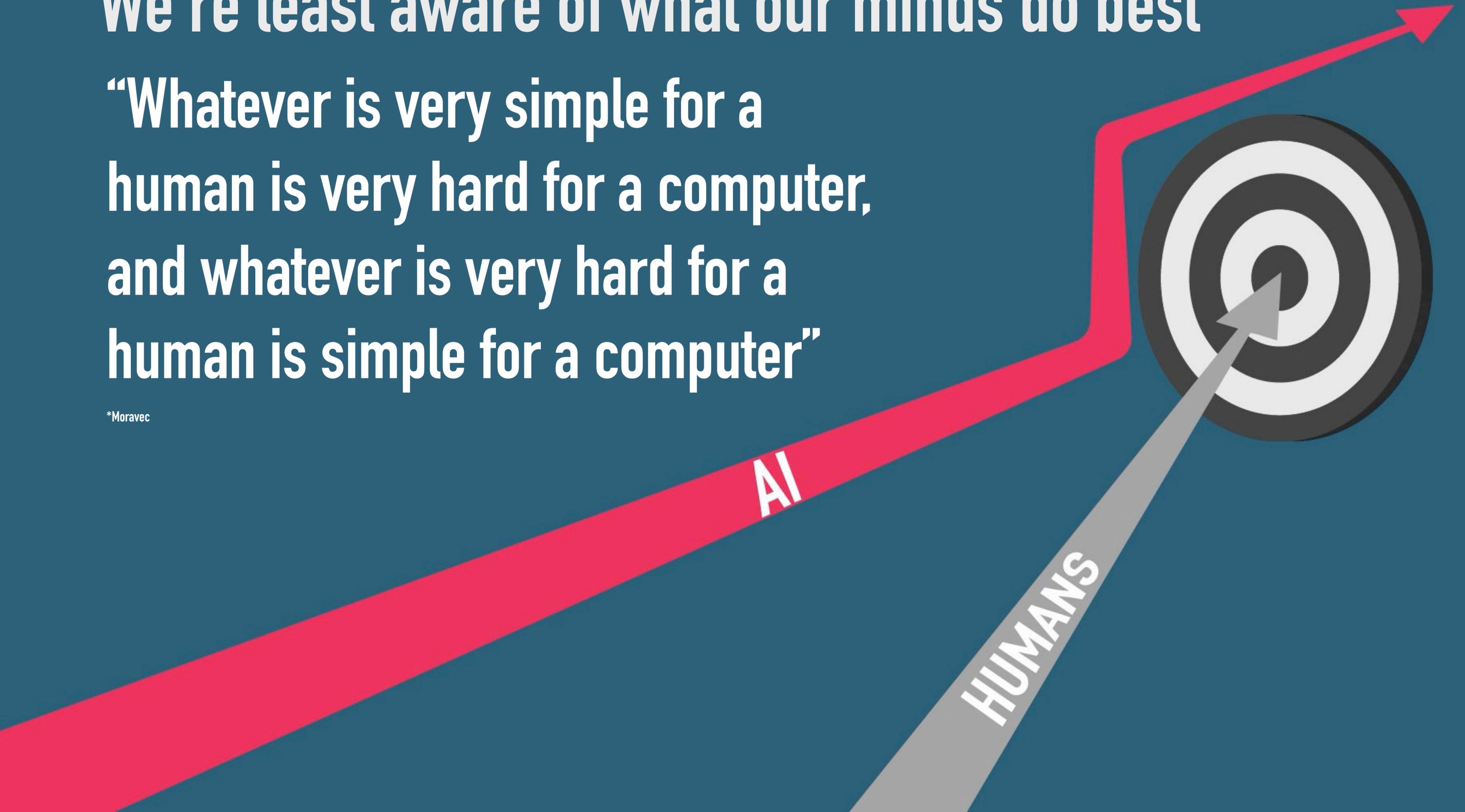
**“All of my best
decisions in
business and life
have been made with
heart, intuition,
guts . . . not analysis”**

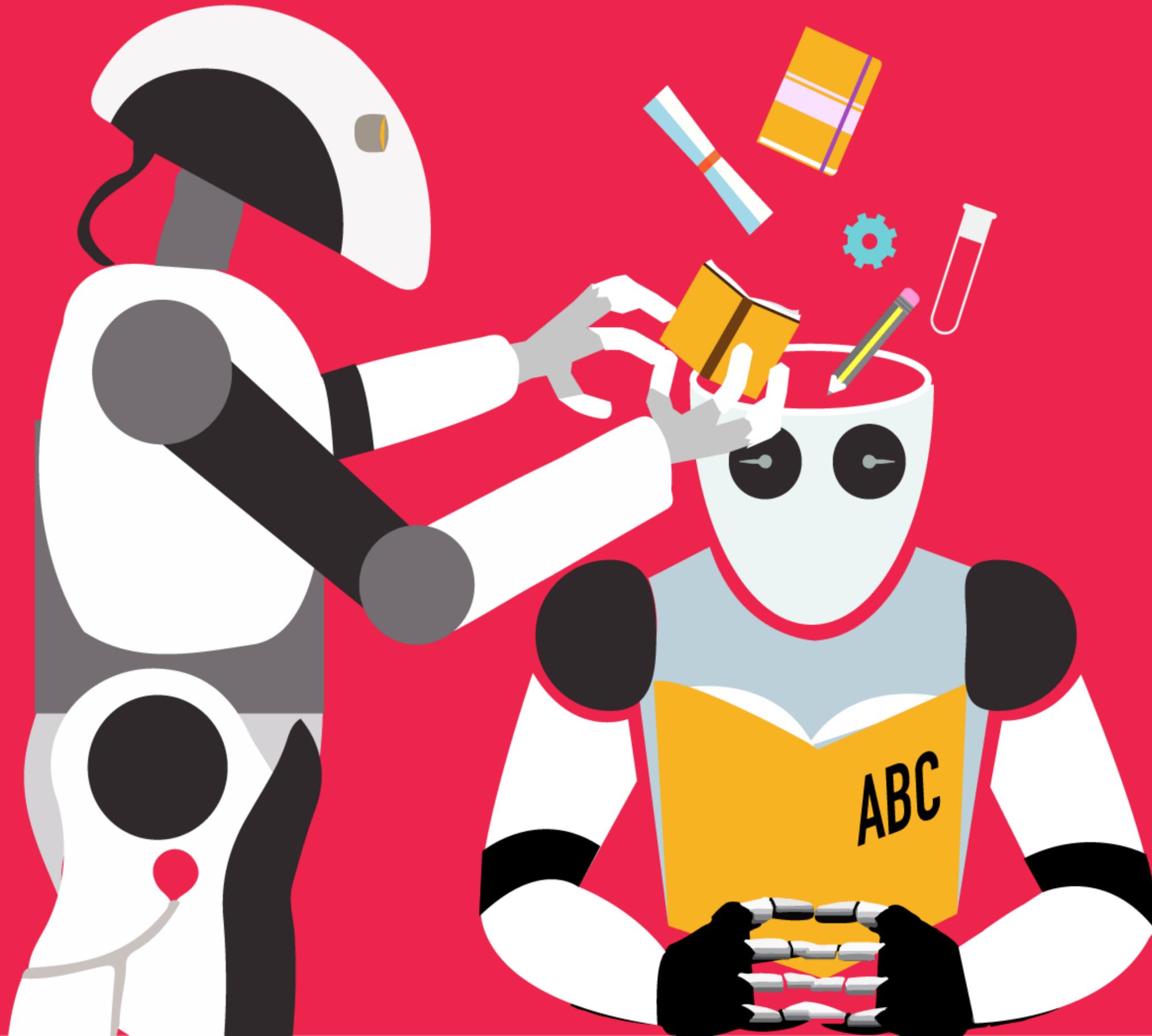


“We're least aware of what our minds do best”

“Whatever is very simple for a human is very hard for a computer, and whatever is very hard for a human is simple for a computer”

*Moravec

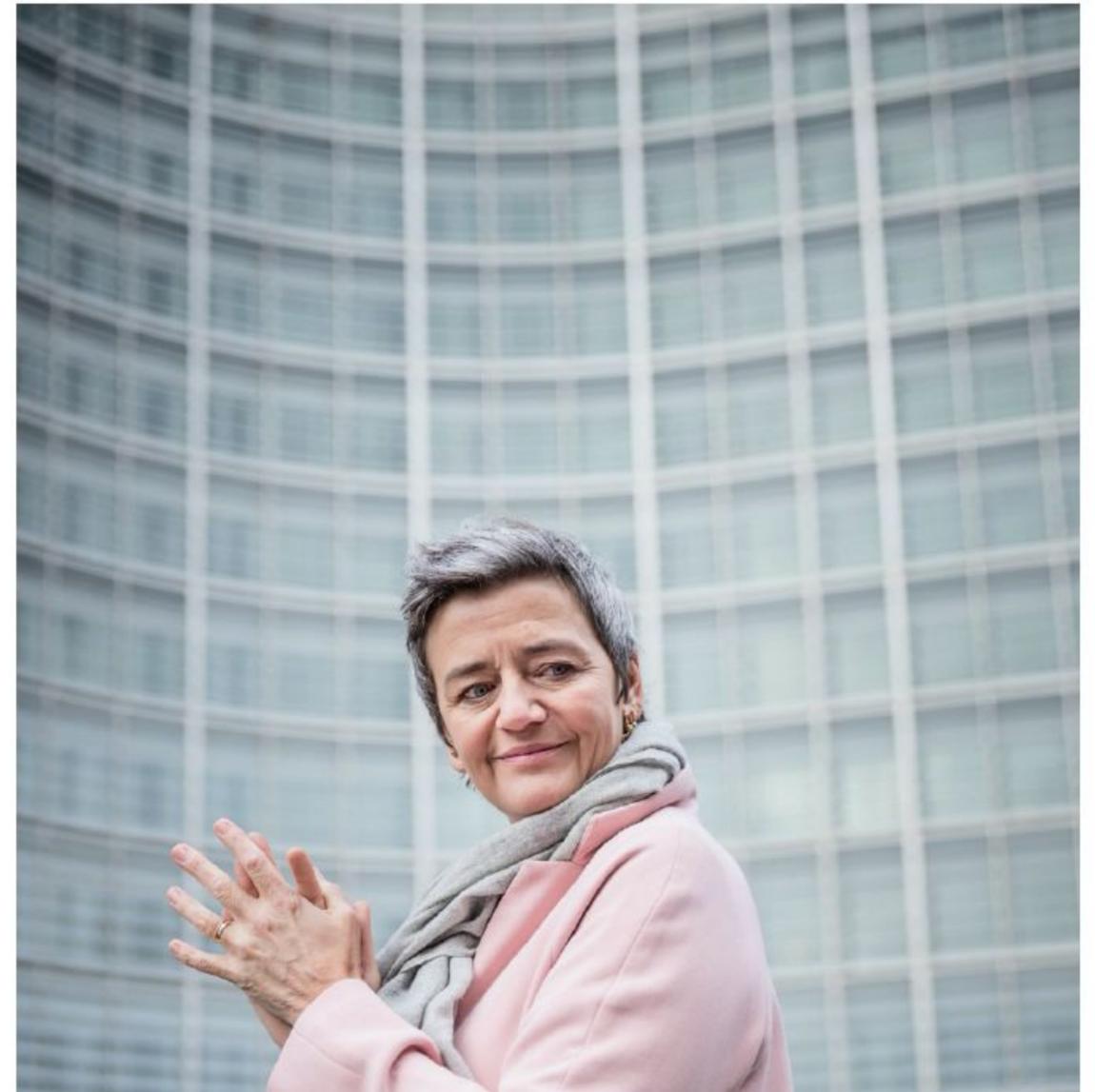




**Data and Information
is not Knowledge*
is not Understanding
is not Wisdom
is not Purpose**

Big Tech's Toughest Opponent Says She's Just Getting Started

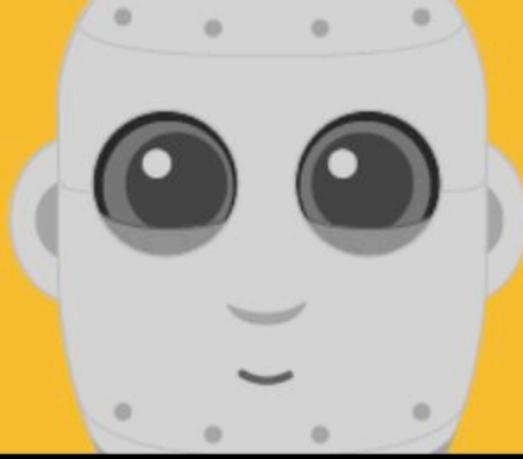
Margrethe Vestager won praise for her oversight of the tech industry. Now, with more authority from the European Union, she envisions a more aggressive agenda.



“In the last five years, some of the darker sides of digital technologies have become visible”







4 News

OM7 ONLINE MARKETING ROCKSTARS

Alexander Nix
Chief Executive, Cambridge Analytica

**“The social-media
meltdown results
from optimizing the
wrong objective on
a global scale with
fairly unintelligent
algorithms”**

Stuart Russell in 'Human Compatible'



If?

How?

Programmatic's new challenge: the most audacious technological schemes are actually possible now!

Why?

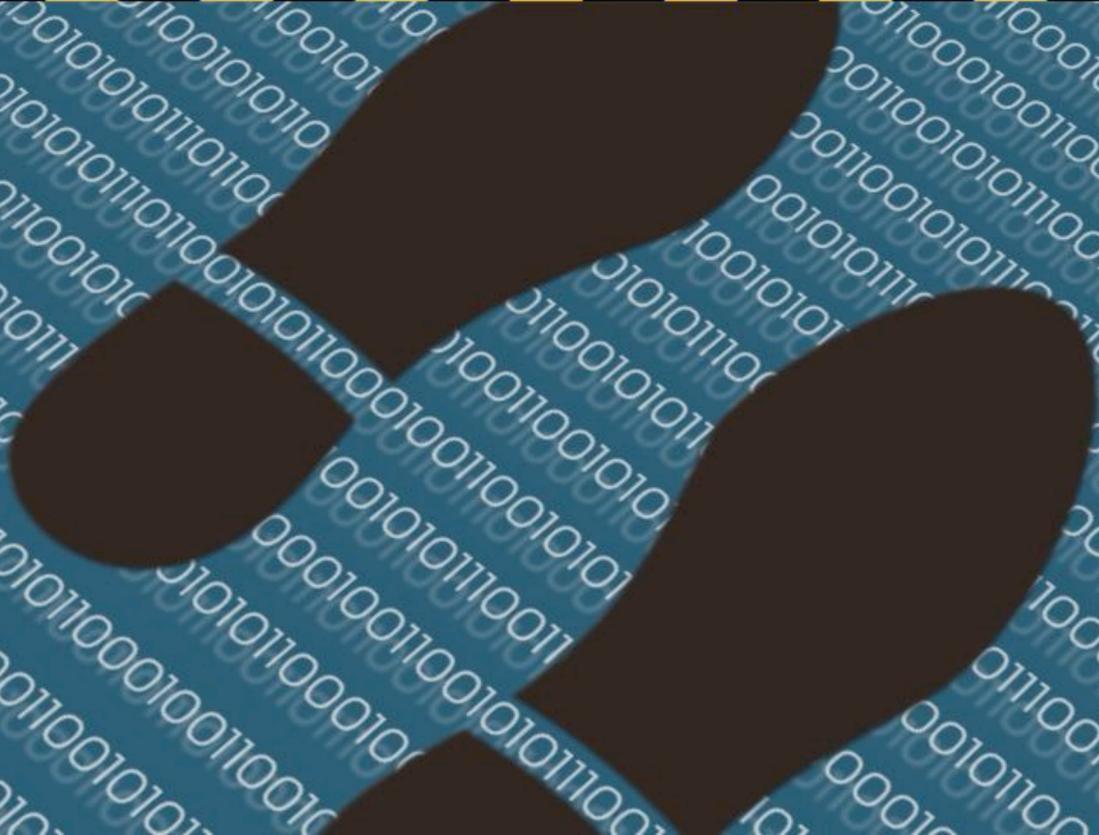
Who?

The Platform Companies will need a LICENSE TO OPERATE

TRUST LINE DO NOT CROSS

TRUST LINE DO NOT CROSS

TRUST LINE DO NOT CROSS



#Techlash is real and becoming a global movement



BATTLE FOR OUR DATA
IS EUROPE'S DIGITAL TRANSFORMATION UP TO SPEED?

THE
DEBATE



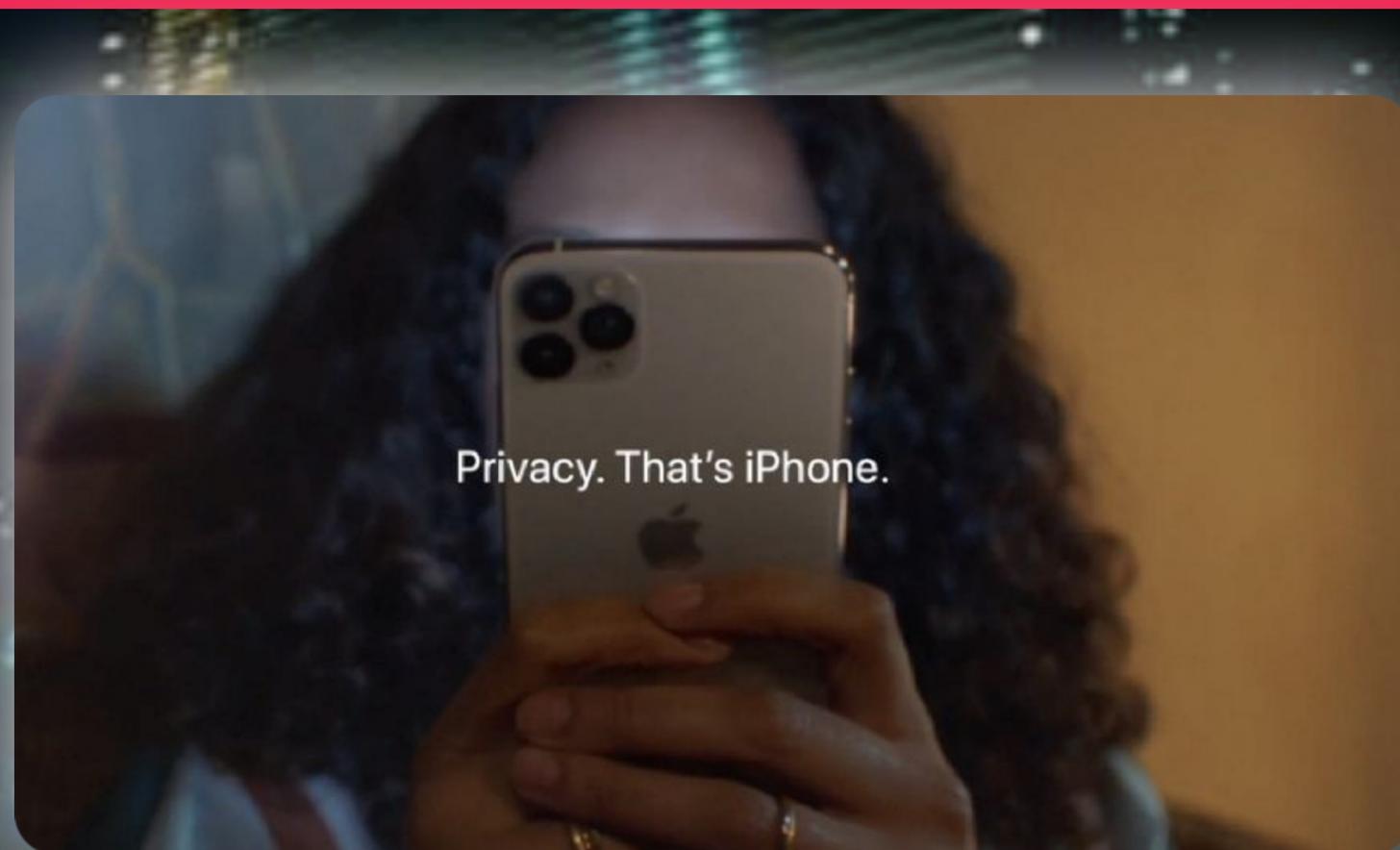
Ethics is moving center-stage!



TECHNOLOGY HAS NO ETHICS

“Technology can do great things, but it doesn’t want to great things. It doesn’t want anything”

Tim Cook (Apple)



jack 🌐🌐🌐🌐
@jack

We've made the decision to stop all political advertising on Twitter globally. We believe political message reach should be earned, not bought. Why? A few reasons... 🧵

9:05 PM · Oct 30, 2019 · [Twitter for iPhone](#)

104.2K Retweets 430.1K Likes



Data for the Benefit of the People

Recommendations from the Danish Expert Group on Data Ethics



The Expert Group on

DATA ETHICS

9 recommendations on data ethics

The Expert Group recommends the following:

1. COUNCIL FOR DATA ETHICS

The government needs to establish an independent Council for Data Ethics. The purpose of the council is to support an ongoing focus on data ethics.

2. THE DATA ETHICS OATH

Company directors and employees actively address and take responsibility for questions and dilemmas around data ethics by taking a data ethics oath.

3. DYNAMIC TOOLBOX

The dynamic toolbox for data ethics should support the oath and provide tools and aids to help raise awareness and for specific activities in Danish companies.

4. DECLARATION OF COMPANIES' DATA ETHICS POLICIES

Denmark should be the first country in the world to demand that its biggest companies incorporate an outline of their data ethics policies in their management reviews as part of their annual financial statement.

5. A DATA ETHICS SEAL

A data ethics seal should be introduced as proof that a product meets data ethics requirements. A data ethics seal would make it easier for consumers to navigate digital products, and for companies to identify responsible partners.

6. NATIONAL KNOWLEDGE BOOST

The knowledge and insight into data ethics issues of the general population and the business community need to be boosted so that we as a society gain a greater understanding of the opportunities and consequences of using data.

7. DENMARK AS A FRONTRUNNER

Denmark should be visible in and impact European and global development in data ethics by being a frontrunner on the international scene.

8. STIMULATING INNOVATION AND ENTREPRENEURSHIP

Innovation and entrepreneurship with a focus on new data ethics business models are stimulated through co-financing, earmarking of funds and innovation contests.

9. DATA ETHICS IN PUBLIC SECTOR PROCUREMENT

It must be a requirement that digital solutions that are procured or developed by the public sector are data-ethical, so that the public sector drives demand for innovative and data-ethical solutions from companies.

A 'United States of Europe' is the only way forward



**UNITED STATES
OF EUROPE**

European Data Sovereignty ?

Digital economy [+ Add to myFT](#)

Angela Merkel urges EU to seize control of data from US tech titans

German chancellor says bloc should claim 'digital sovereignty' in battle with Silicon Valley

INTERNATIONAL • CLOUD

Europe Is Starting to Declare Its Cloud Independence

Digital summit in Dortmund

Data sovereignty is paramount

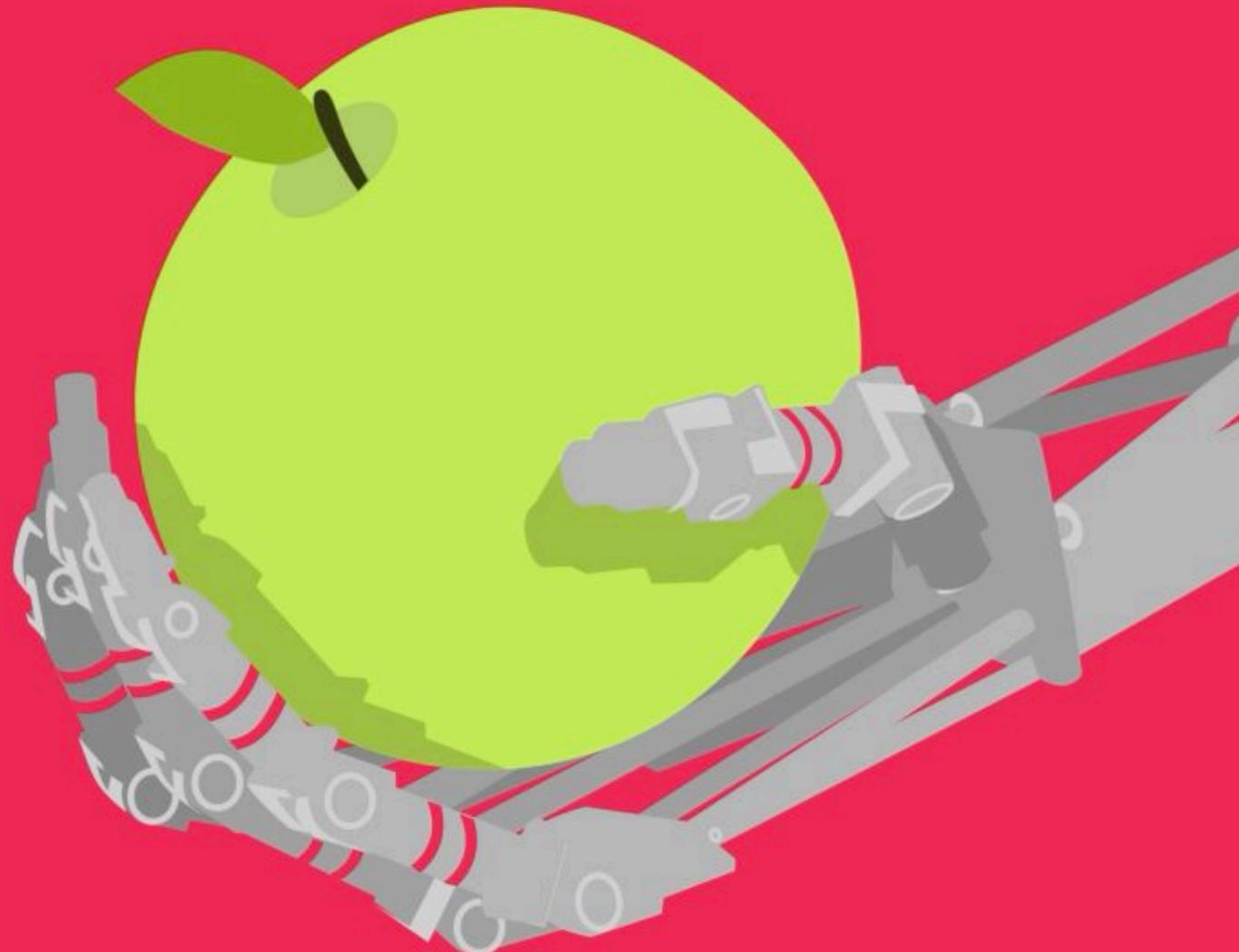
At the German government's digital summit in Dortmund, Chancellor Angela Merkel has advocated data sovereignty and called for European solutions in the field of digital infrastructure. The supranational cloud Gaia-X was presented.

Berlin, Paris want to create a European digital 'cloud'

Dubbed 'Gaia-X', the project 'aims at setting up a secure and trustworthy data infrastructure for Europe,' says the German economy ministry



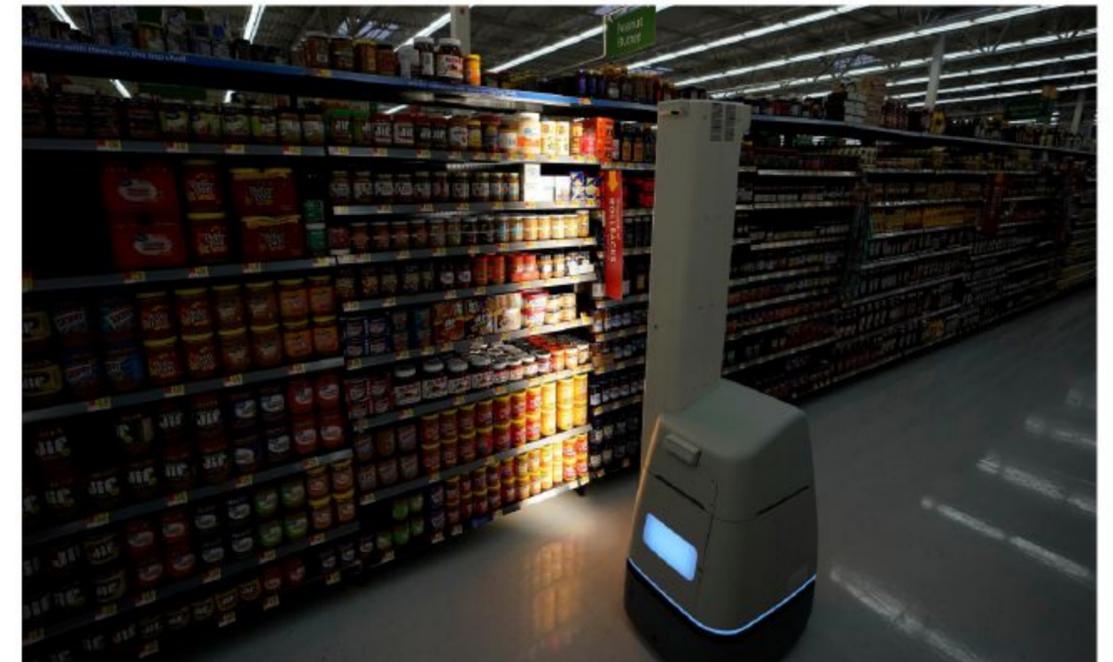
“Lots of math, science, technology and business roles involve, say...running an ad campaign to minimize cost per click. And these are exactly the things that A.I. is best at”



The Week in Tech: A.I.'s Threat to White-Collar Jobs

The New York Times

Some workers may be more exposed to artificial intelligence than previously thought. But worry more about automation's threat to less skilled employees.



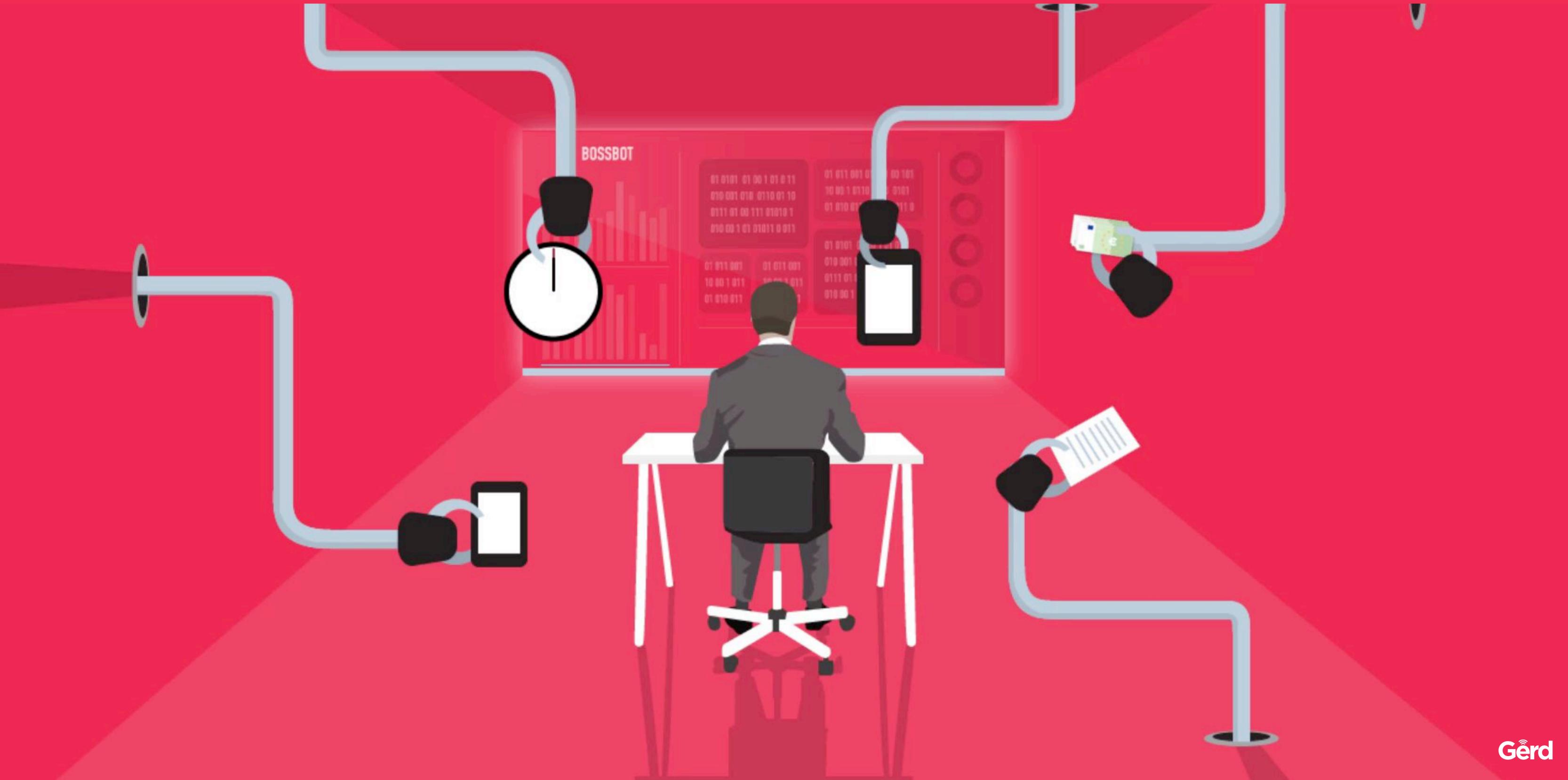
A robotic scanner at a Walmart Supercenter. A new Brookings Institution report looks at artificial intelligence's future impact on "relatively well-paid managers, supervisors and analysts." David J. Phillip/Associated Press

Anything that can be digitized, automated or virtualised, will be: the END OF ROUTINE

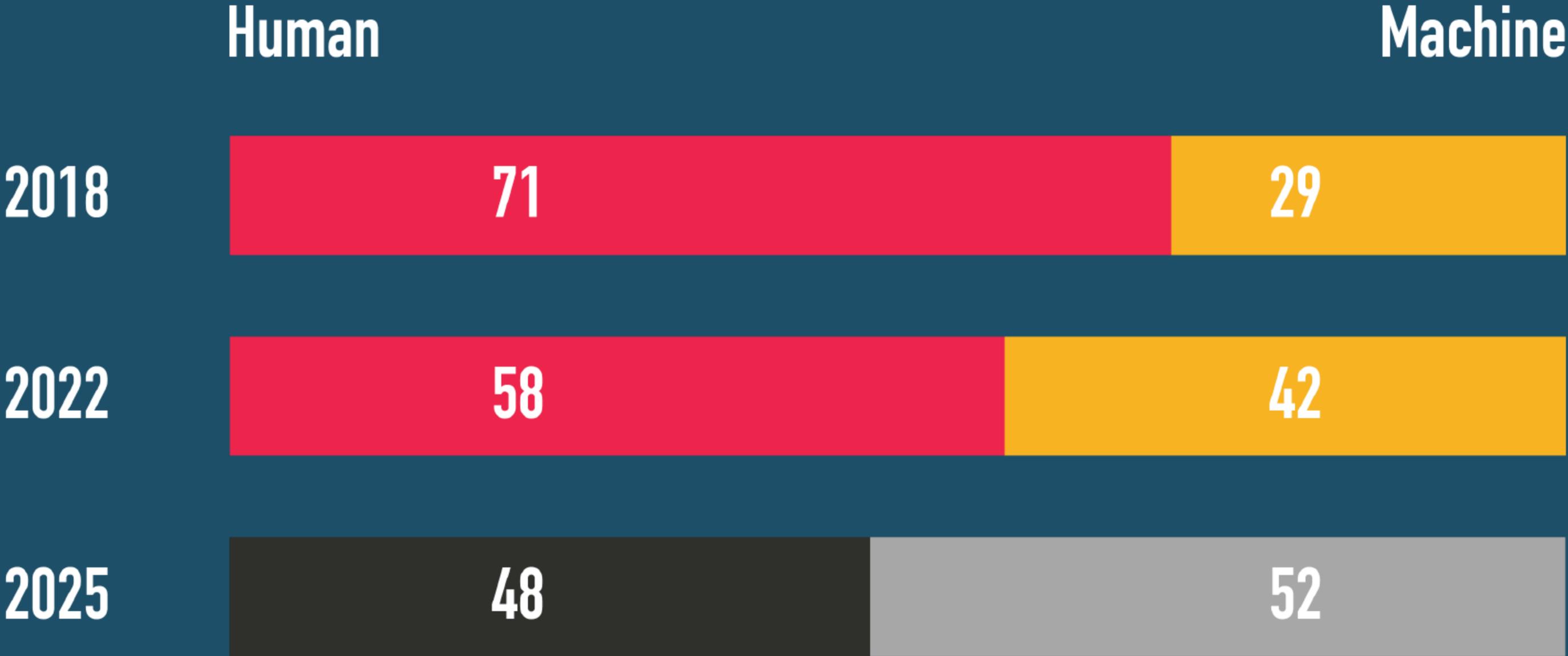


R O U T I N E

If you can describe your job, it will probably be automated!

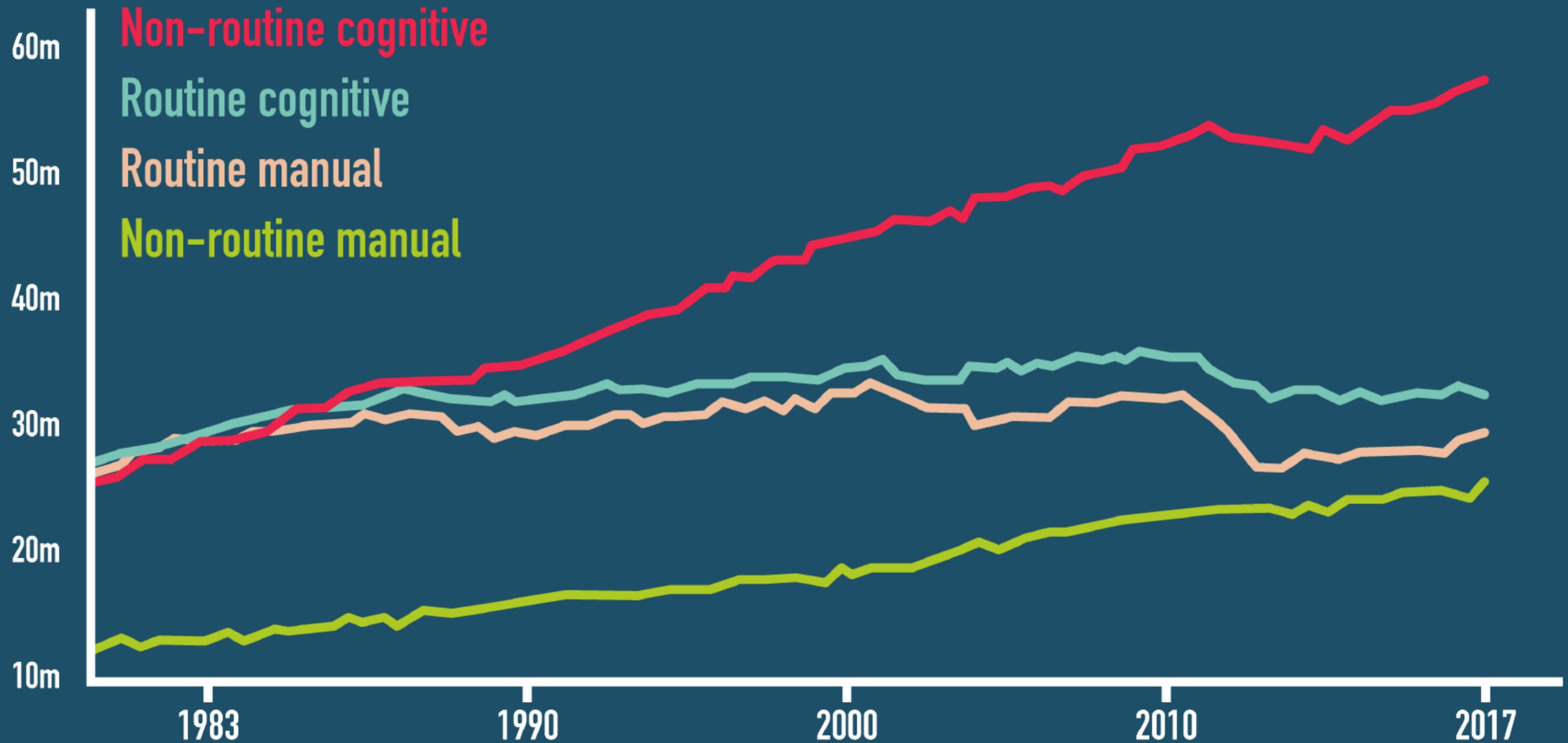


MACHINES WILL INCREASINGLY DO THE ROUTINE WORK

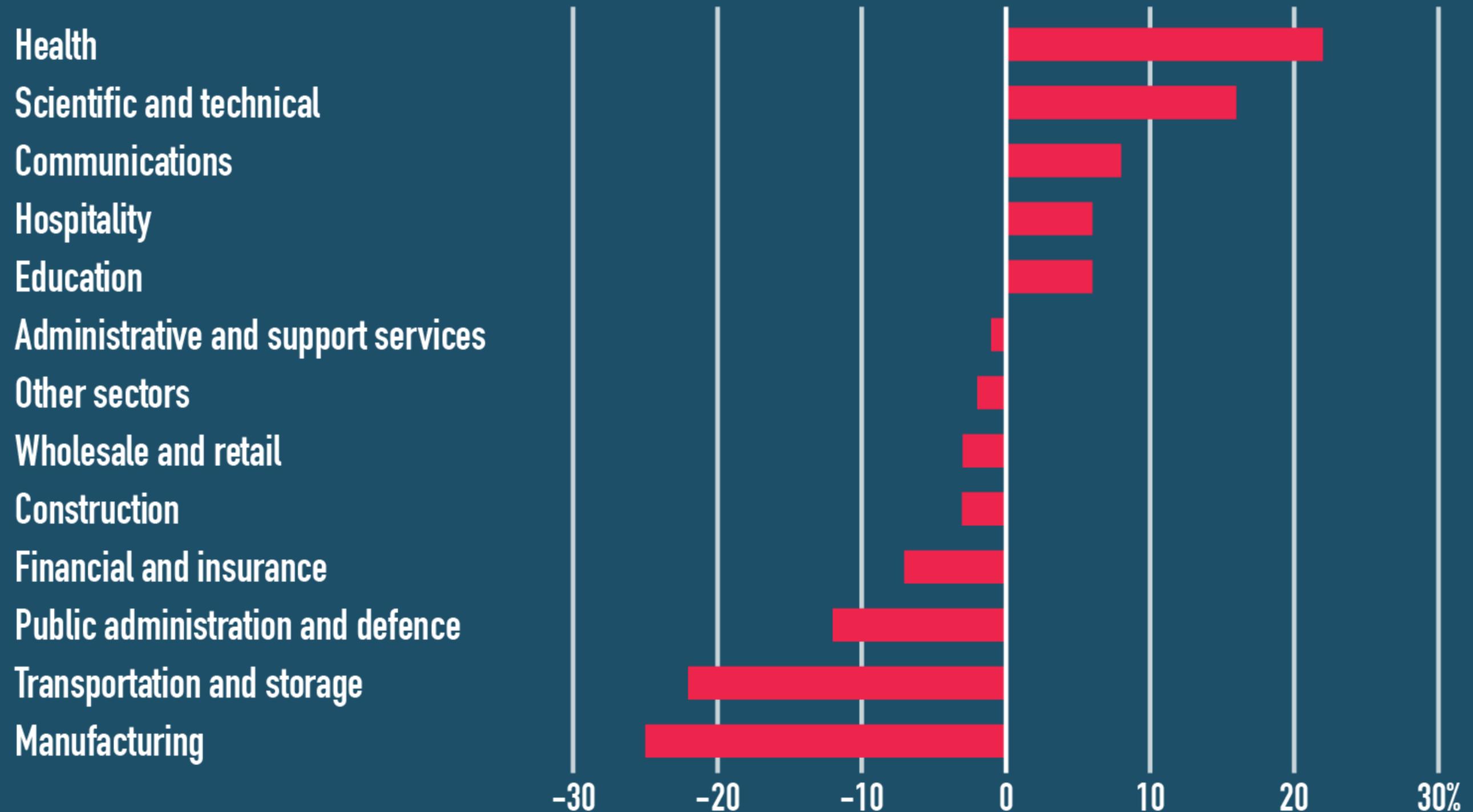


Source: World Economic Forum

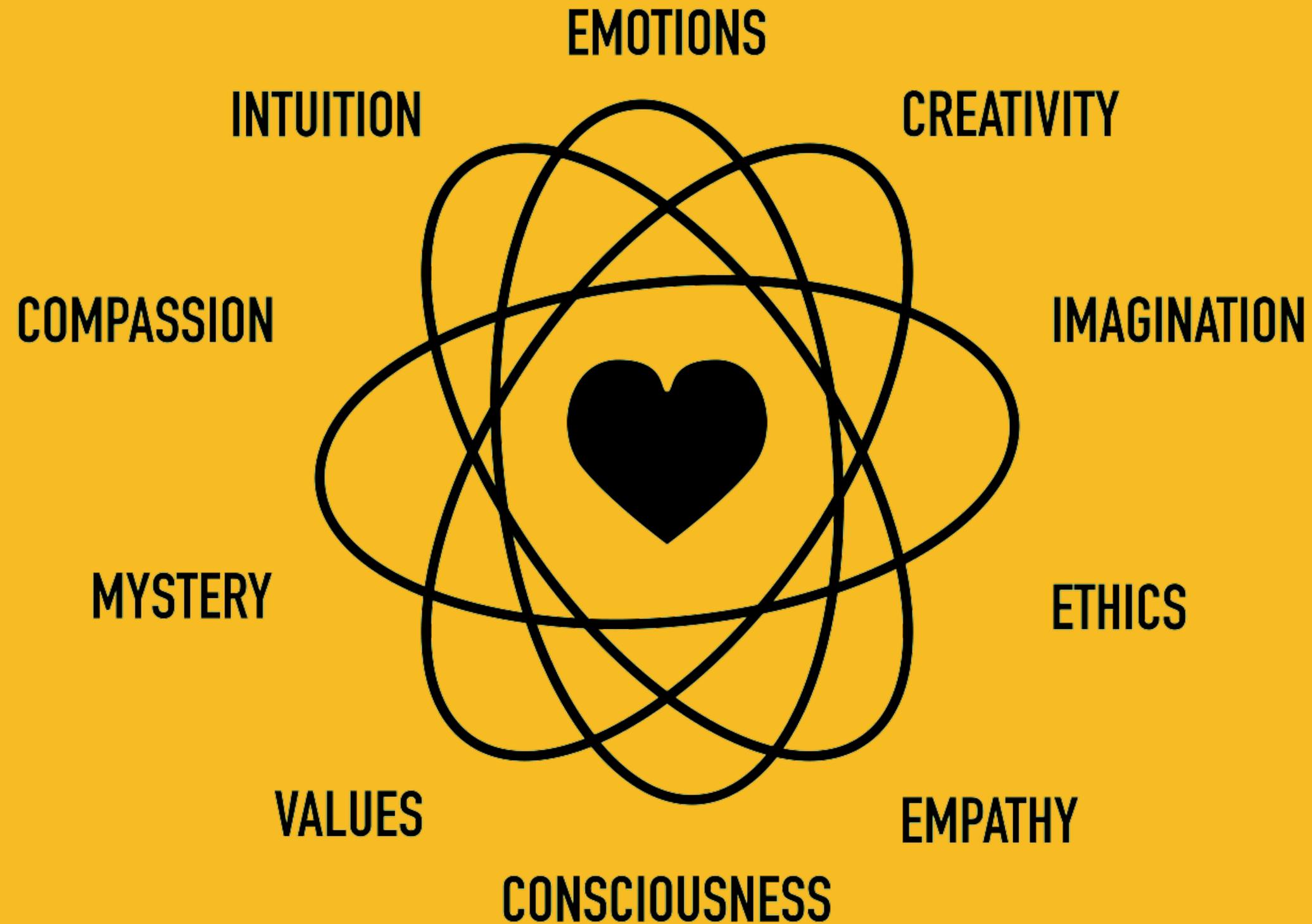
NON-ROUTINE WORK IS THE FUTURE!



Your ultimate job is to be ... HUMAN



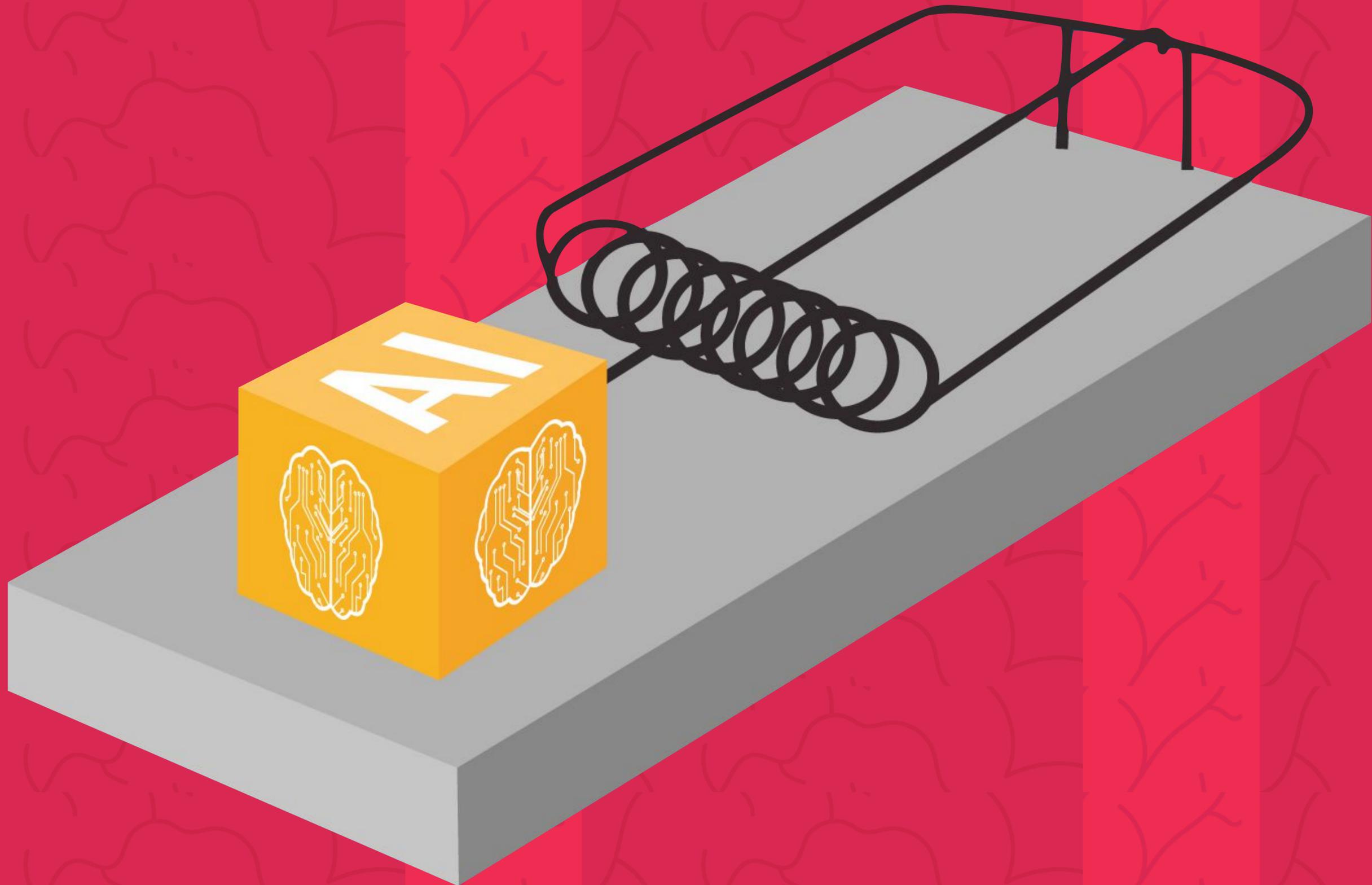
Anything that CANNOT be digitised or automated becomes extremely valuable





$$e^x$$

Don't



Getting this balance right is essential to the future of advertising

Privacy & Identity
Security & Safety
Agency & Autonomy
Rights & Ethics
HUMAN VALUES

Liquidity & Speed
Efficiency & Ease
Reach and Pull
Network Effects
ECONOMIC VALUES



Datamining



This is the biggest paradigm shift in digital advertising: #dataMYning

DATA MYning

MY Location



MY Health



MY Insurance



Focus on magic, discourage manic, ban the toxic!



MAGIC



MANIC



TOXIC

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THANK YOU FOR YOUR TIME



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