

MARCO RICORDA

@marcoRecorder

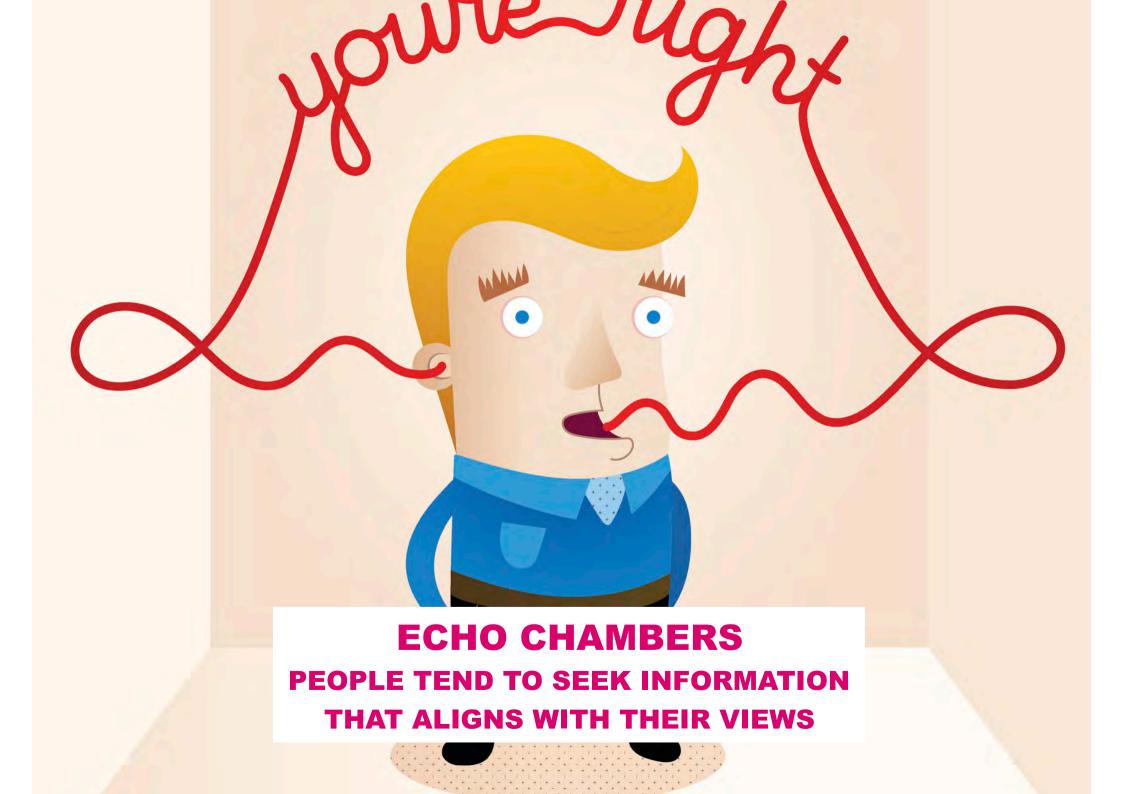
Head of Social Media

ALDE Group - Alliance of Liberals and

Democrats for Europe







HOW INFORMATION IS REGULATED ETHICS

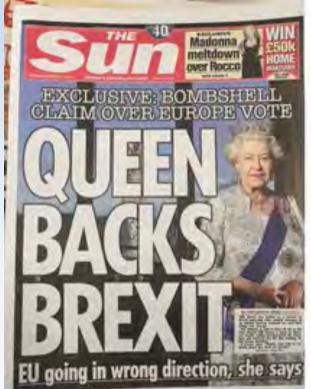


'Post-truth' is Oxford Dictionaries word of the year

dinternation















WHAT IS TRUTH? "TRUTH IS NO LONGER DICTATED BY **AUTHORITIES, BUT IS NETWORKED BY** PEERS. FOR EVERY FACT THERE IS A **COUNTERFACT AND ALL THESE COUNTERFACTS AND FACTS LOOK** IDENTICALLY (VALID) ONLINE"

KEVIN KELLY, WIRED MAGAZINE

DO ETHICS MATTER? "THERE ARE A LOT OF RICH AND UNETHICAL PEOPLE, POLITICIANS, NON-STATE ACTORS AND STATE ACTORS WHO ARE STRONGLY INCENTIVIZED TO GET FAKE INFORMATION **OUT THERE TO SERVE THEIR SELFISH PURPOSES**"

JASON HONG, SCHOOL OF COMPUTER SCIENCE AT CARNEGIE MELLON UNIVERSITY





WHAT WE LOOK AT TO PREDICT THE FUTURE OF INFORMATION

1. INF THE CHILD LOG YSTEMS

2. MEDIA COMPANIES DEVELOPMENT

3. COMMUNICATION MANAGERS' VISIONS



WHAT WE LOOK AT TO PREDICT THE FUTURE OF INFORMATION

1. INFORMATION OF CONTRACT OF THE STEMS

2. MEDIA COMPANIES DEVELOPMENT

3. COMMUNICATION MANAGERS' VISIONS





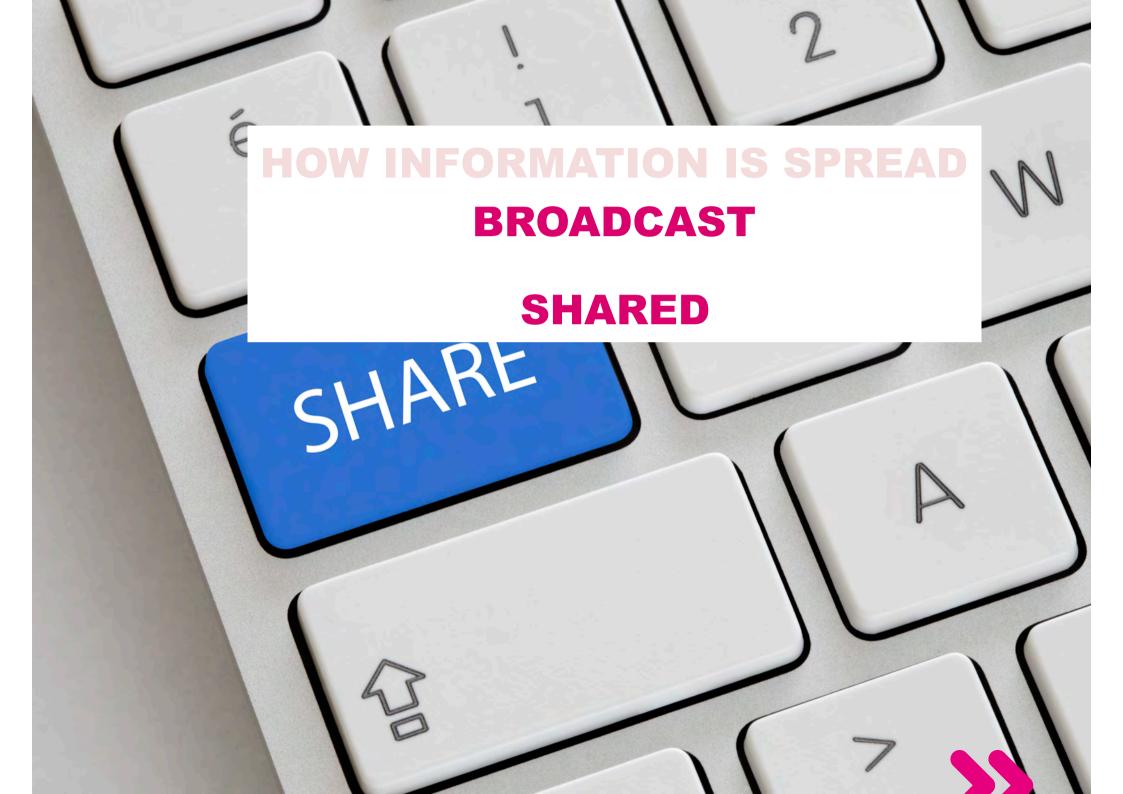
HOW INFORMATION IS PRODUCED





HOW INFORMATION IS DIVULGED



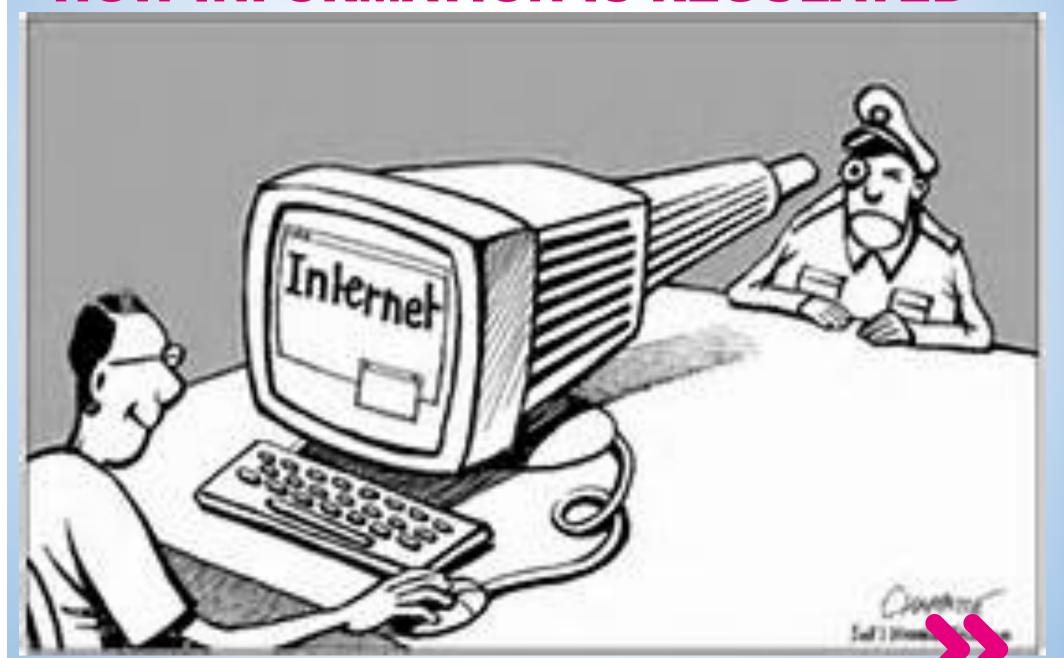


HOW INFORMATION IS CONSUMED





HOW INFORMATION IS REGULATED



HOW INFORMATION IS REGULATED INFORMATION LITERACY



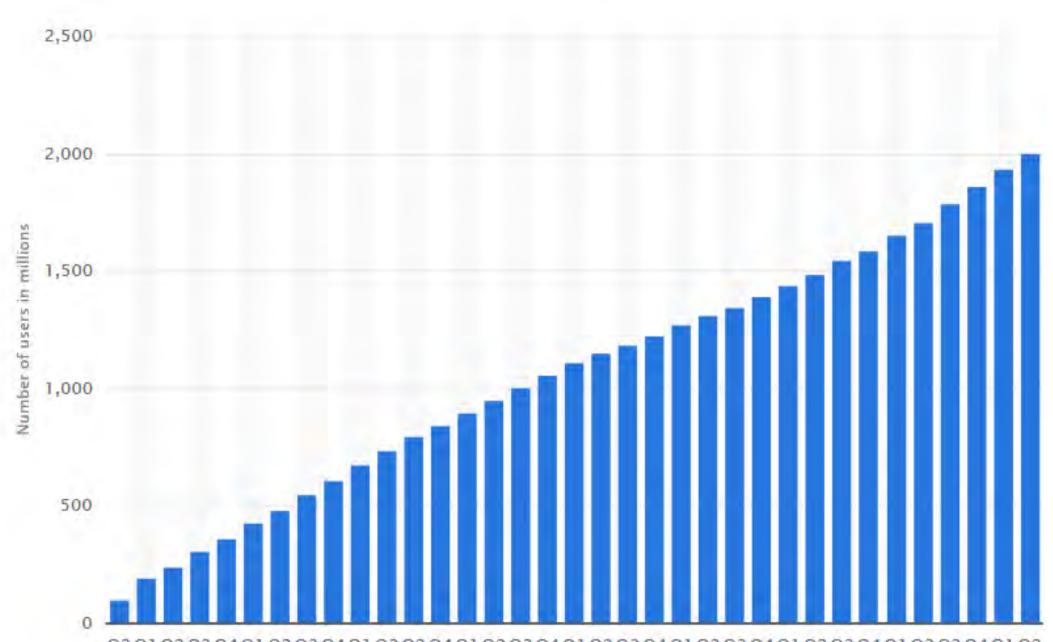
WHAT WE LOOK AT TO PREDICT THE FUTURE OF INFORMATION INFTEGHNOLOGYSTEMS

2. MEDIA COMPANIES DEVELOPMENT

3. COMMUNICATION MANAGERS' VISIONS



CONSTANT GROWTH OF FACEBOOK



FACEBOOK 10 YEARS ROAD MAP



"We are building the technology to give anyone the power to share anything they want with anyone else."



WHERE ARE MEDIA COMPANIES INVESTING MONEY?

1. NEW CHANNELS/INTEGRATION

2. VIDEO

3. MOBILE

4. SOCIAL ADS

5. ARTIFICIAL INTELLIGENCE

6. VIRTUAL / AUGMENTED REALITY



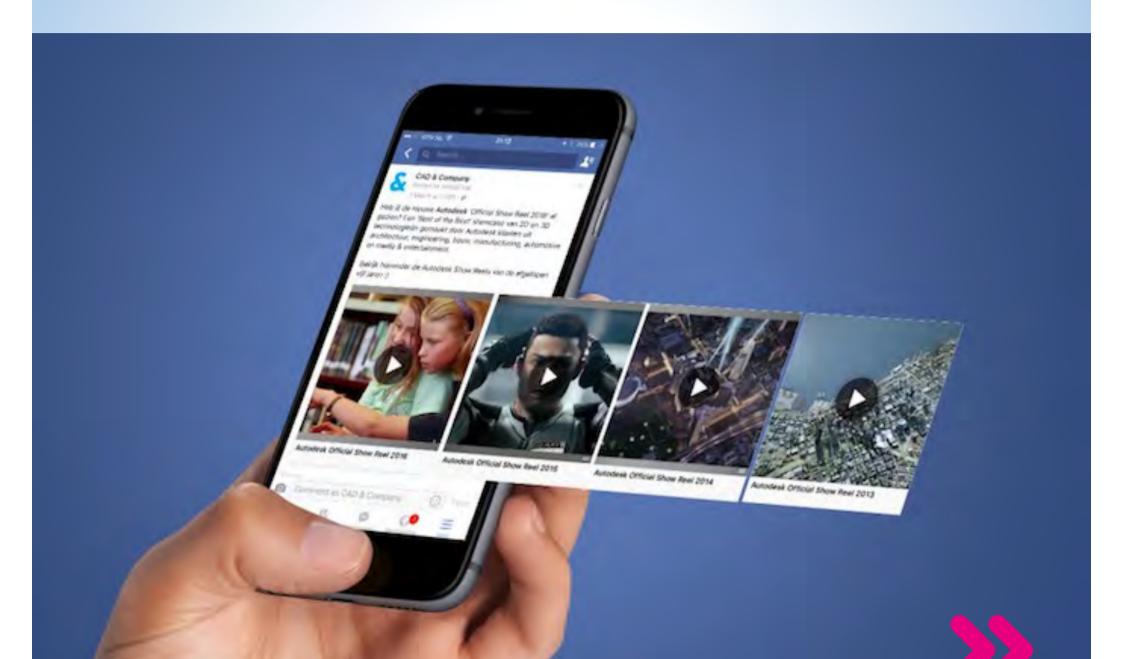
1) NEW CHANNELS / INTEGRATION

20 years later and all these things fit in your pocket





2) VIDEO



3) MOBILE

JAN 2017

DIGITAL IN EUROPE

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION



839

73%

INTERNET



637 MILLION

76%

ACTIVE SOCIAL MEDIA USERS



412 MILLION

L49%

MOBILE SUBSCRIPTIONS



1,101 MILLION

131%

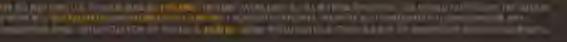
ACTIVE MOBILE SOCIAL USERS

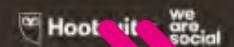


340 MILLION

PENETRATION:

40%





4) SOCIAL ADS



5) ARTIFICIAL INTELLIGENCE



6) VIRTUAL AND AUGMENTED REALITY



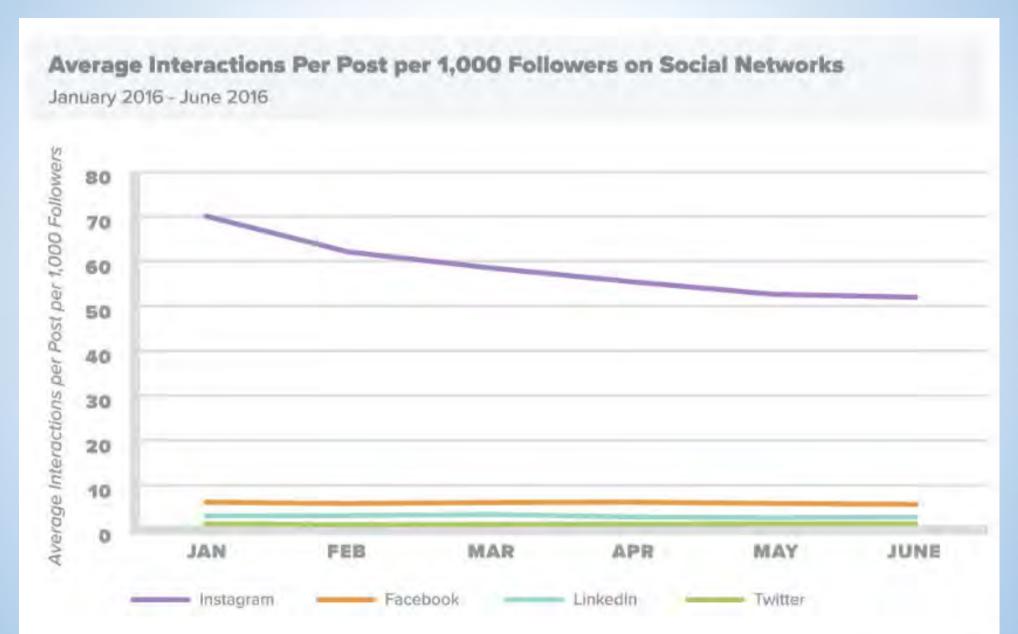
STAY TUNED ON SNAPCHAT AND AUGMENTED REALITY



1) DATA 2) TOOLS/INTEGRATION AUTOMATION



DATA

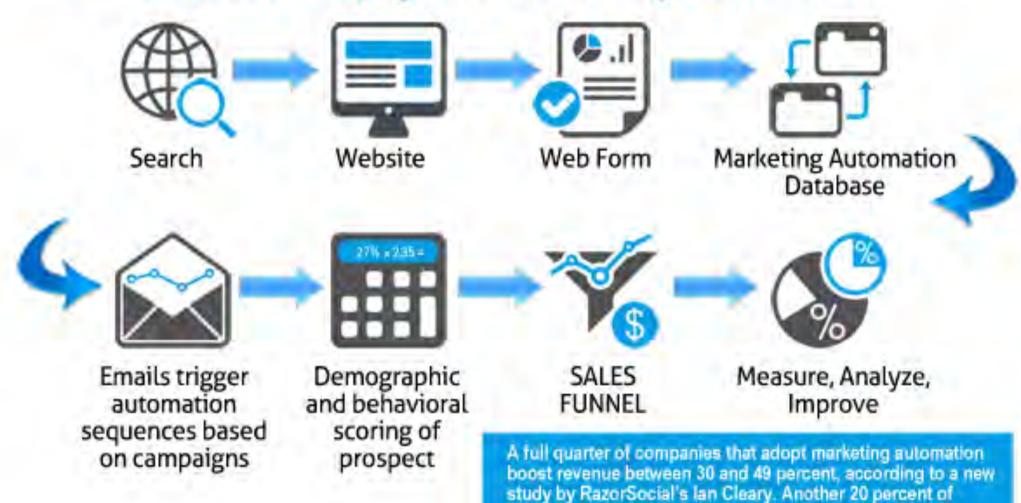


LESS IS MORE



AUTOMATION

92% Of All Small Businesses Lose Money Every Month Because They Ignore Marketing Automation



companies see revenue jump between 15 and 29 percent

WHO WINS THE ELECTIONS:

- 1. THOSE WHO UNDERSTAND ALGORYTHMS
- 2. THOSE WHO FOCUS ON AUDIENCE BEHAVIOUR
- 3. THOSE WHO MANAGE TO INSTILL A SENSE OF TRIBALISM THROUGH THE ABOVE MENTIONED



DO YOU NOW HAVE MORE OR LESS TRUST IN THE FUTURE?



IT DOESN'T MATTER. ACT ON IT





