

**the decade of delusion**

**“the first rule is that you should not fool yourself,  
and you are the easiest person to fool”**

**Richard Feynman**



advertising-dimensions-t

The New York Times

***The Advertising Industry Has a  
Problem: People Hate Ads***

THE WALL STREET JOURNAL.

CMO TODAY

# The Regulatory Issues Madison Avenue May Face

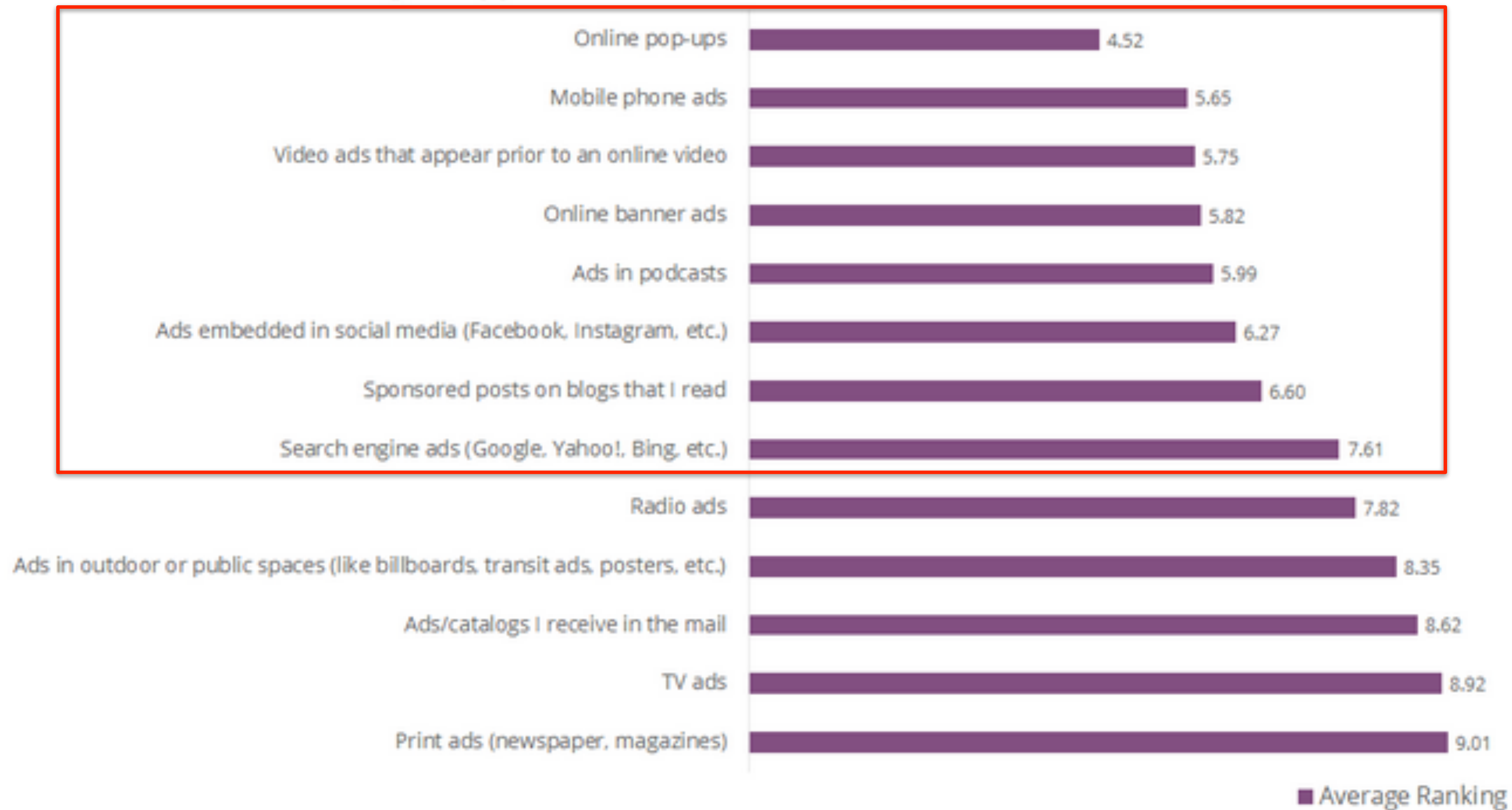
The advertising industry is bracing for new proposals on consumer privacy

**MarketingWeek**

**Digital is the least trusted  
media channel among  
consumers, says new  
survey**



**Q. In general, which type of ads do you most dislike? Please order the following ad types from most disliked (1) to least disliked (13).**



FASTCOMPANY  
ADVERTISEMENT

02-26-19

# **You're being used to steal \$50 billion in digital advertising**

A new report says digital ad fraud is bigger—and more sophisticated—than the industry is prepared to deal with.



# **7 In 10 Of Consumers Don't Want Companies Tracking Them**

The New York Times

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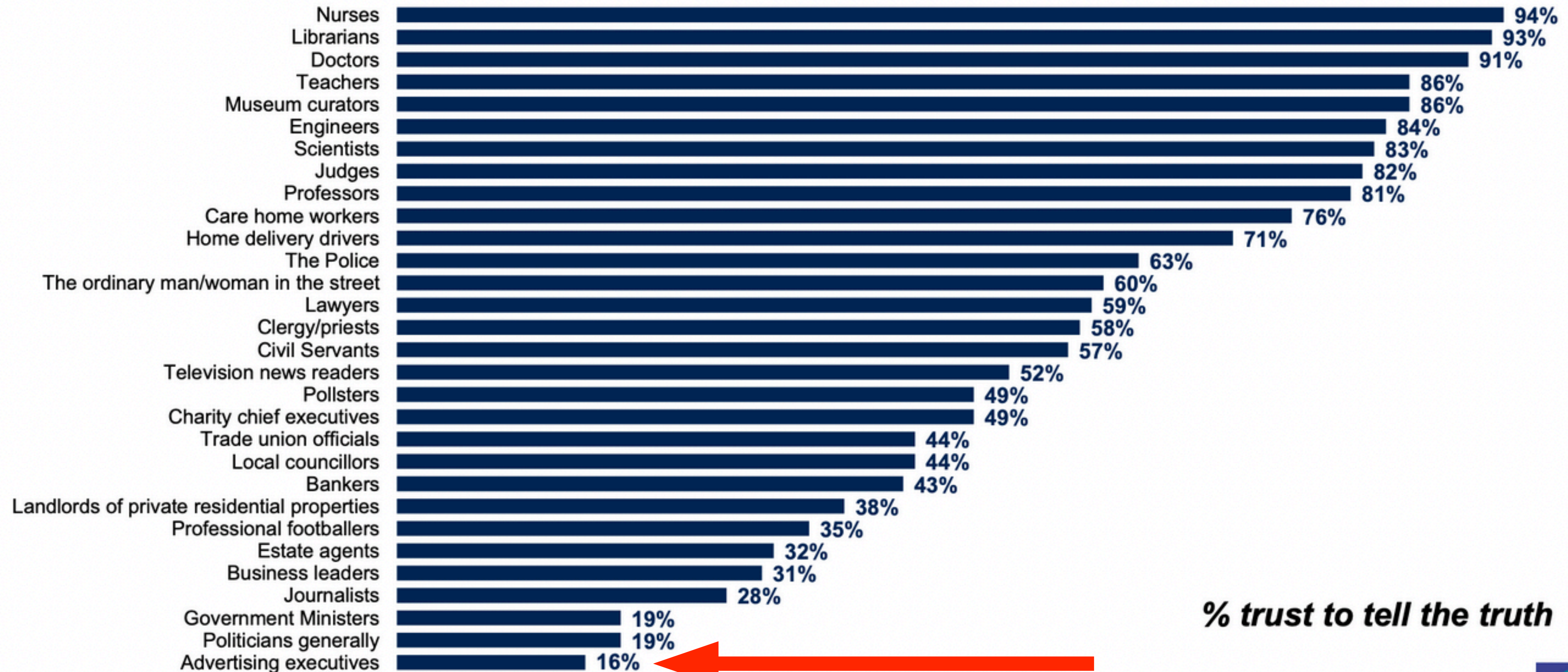
STATE OF THE ART

# *Tackling the Internet's Central Villain: The Advertising Business*

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# Veracity Index 2021 – all professions

*“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”*



Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

© Ipsos | Veracity Index 2021 | November 2021 | Version 1 | Public

*% trust to tell the truth*

Ipsos MORI



**corrupt**

**wasteful & secretive**

**dangerous**

**corrupt**



## **Juniper Research: Digital Advertising Spend Lost to Fraud to Reach \$68 Billion Globally in 2022**



**“by 2025 ad fraud may become the world’s second largest source of criminal income, after drug trafficking”**

**world federation of advertisers**





**Dr. Roberto Cavazos**



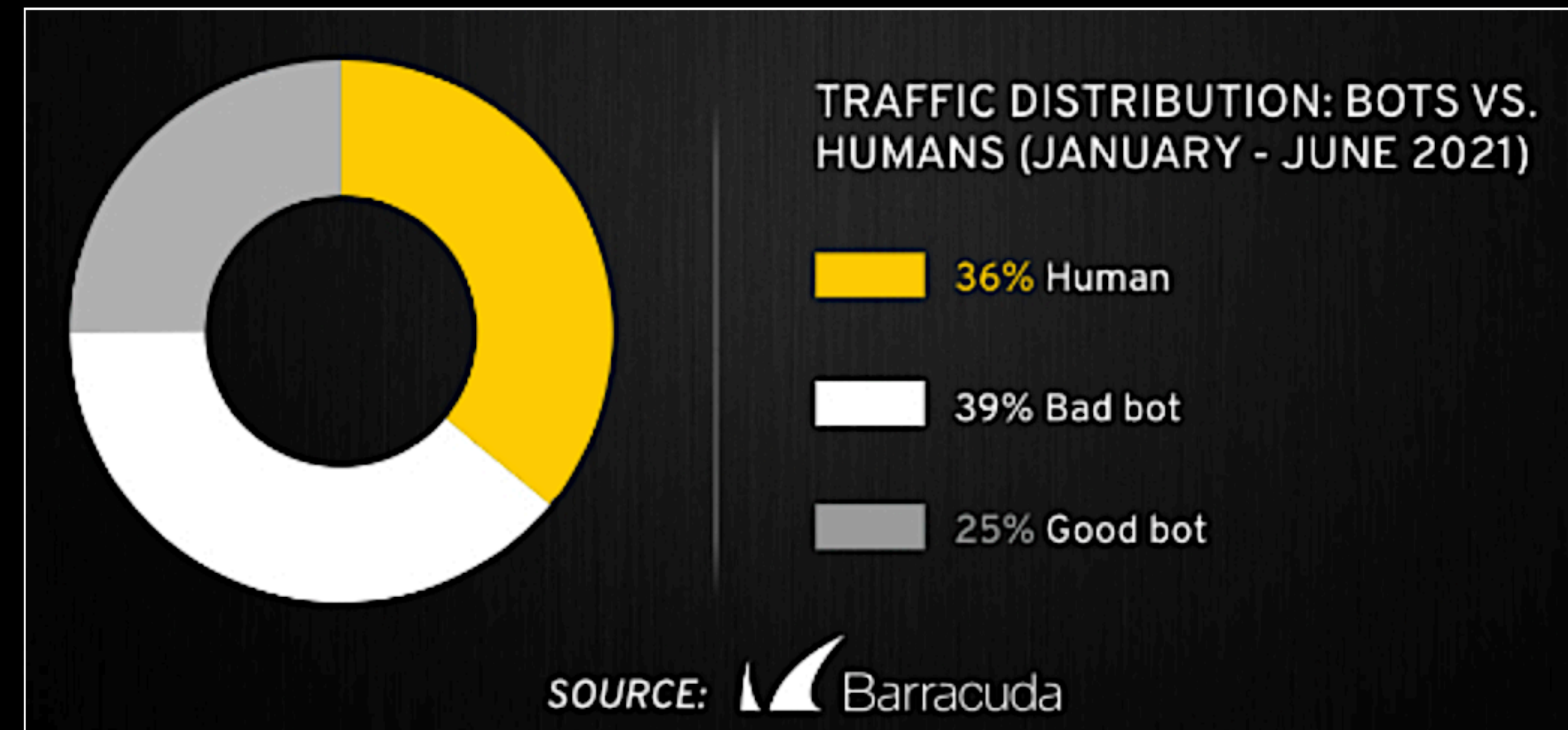
**Dr. Roberto Cavazos**

**“i have studied the economic costs of fraud in many sectors for decades and i was left stunned by the scale of fraud in online advertising”**



**Anthony Hitchens**  
**Digital Advertising Director**  
**The Financial Times**

**“the scale of fraud we found is  
jaw-dropping. the industry  
continues to waste money on  
what is essentially organized  
crime.”**



**there is more traffic on the web from malicious bots  
than there is from human beings**





**Facebook has shut down 5.4 billion fake accounts this year**



BARRON'S

FROM AFP NEWS

# Online Pop-up Consent System Is Illegal: EU Regulators

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By AFP - Agence France Presse February 2, 2022

**wasteful & secretive**

ISBA

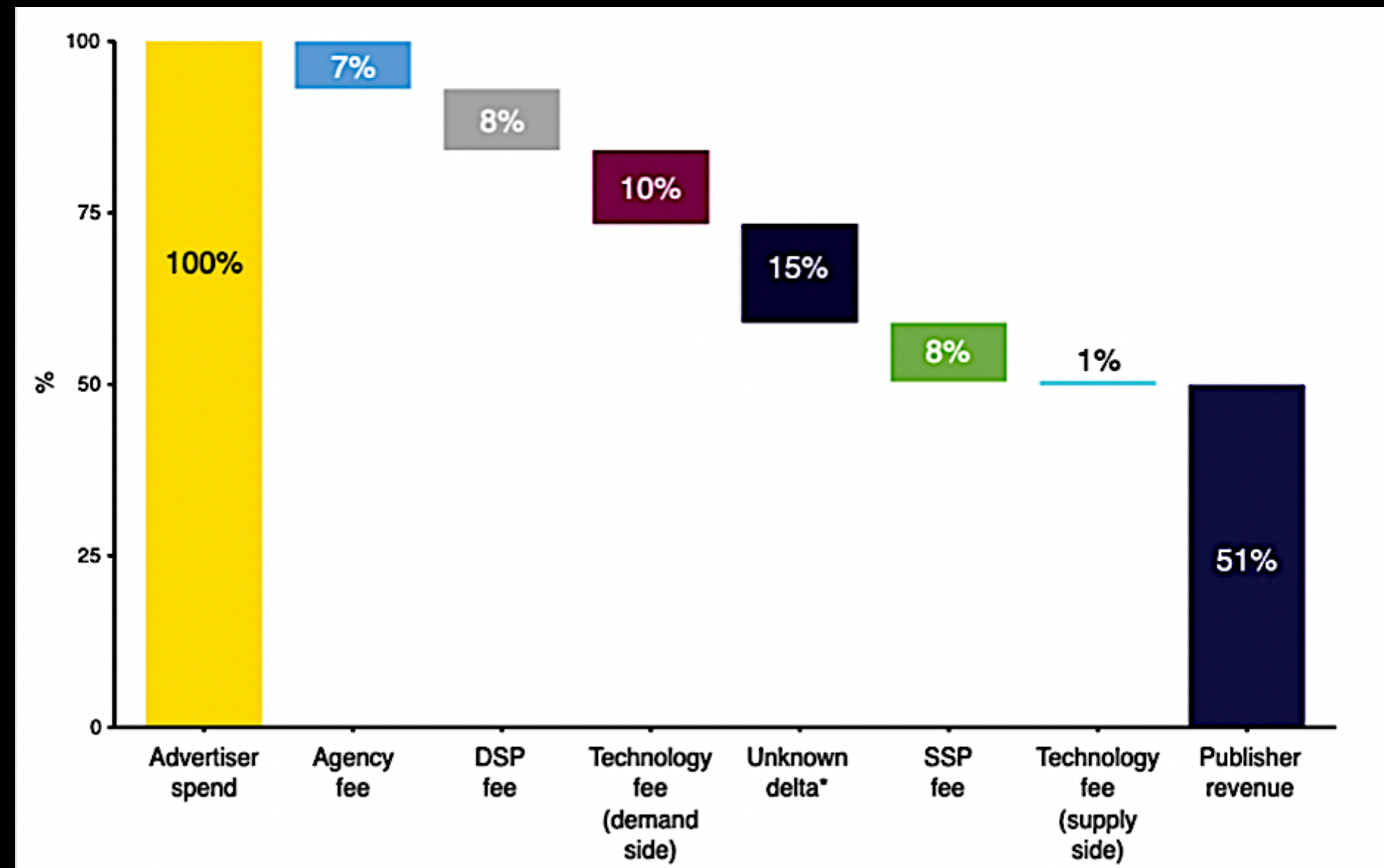
Disney

Unilever

Nestlé

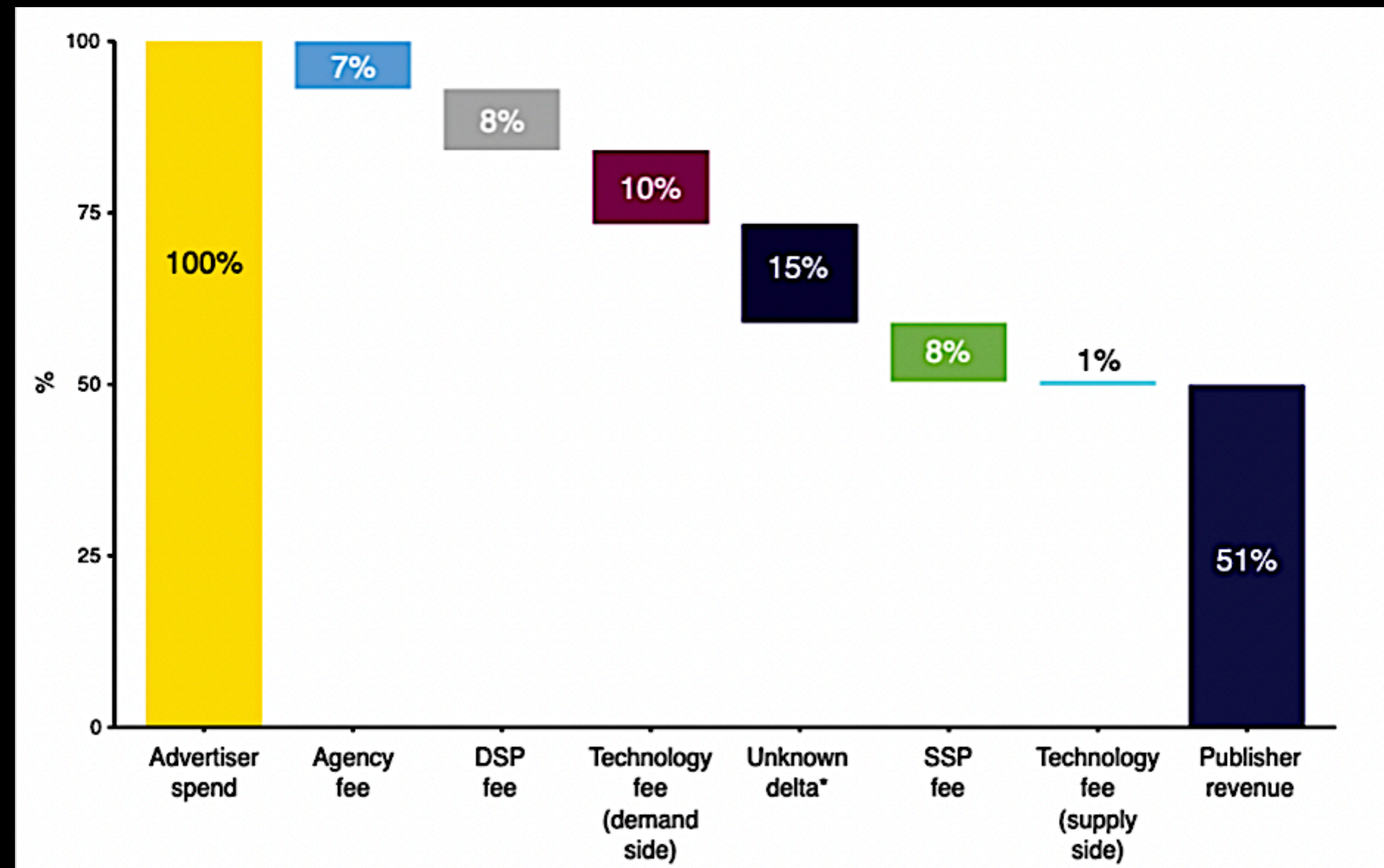


amazon

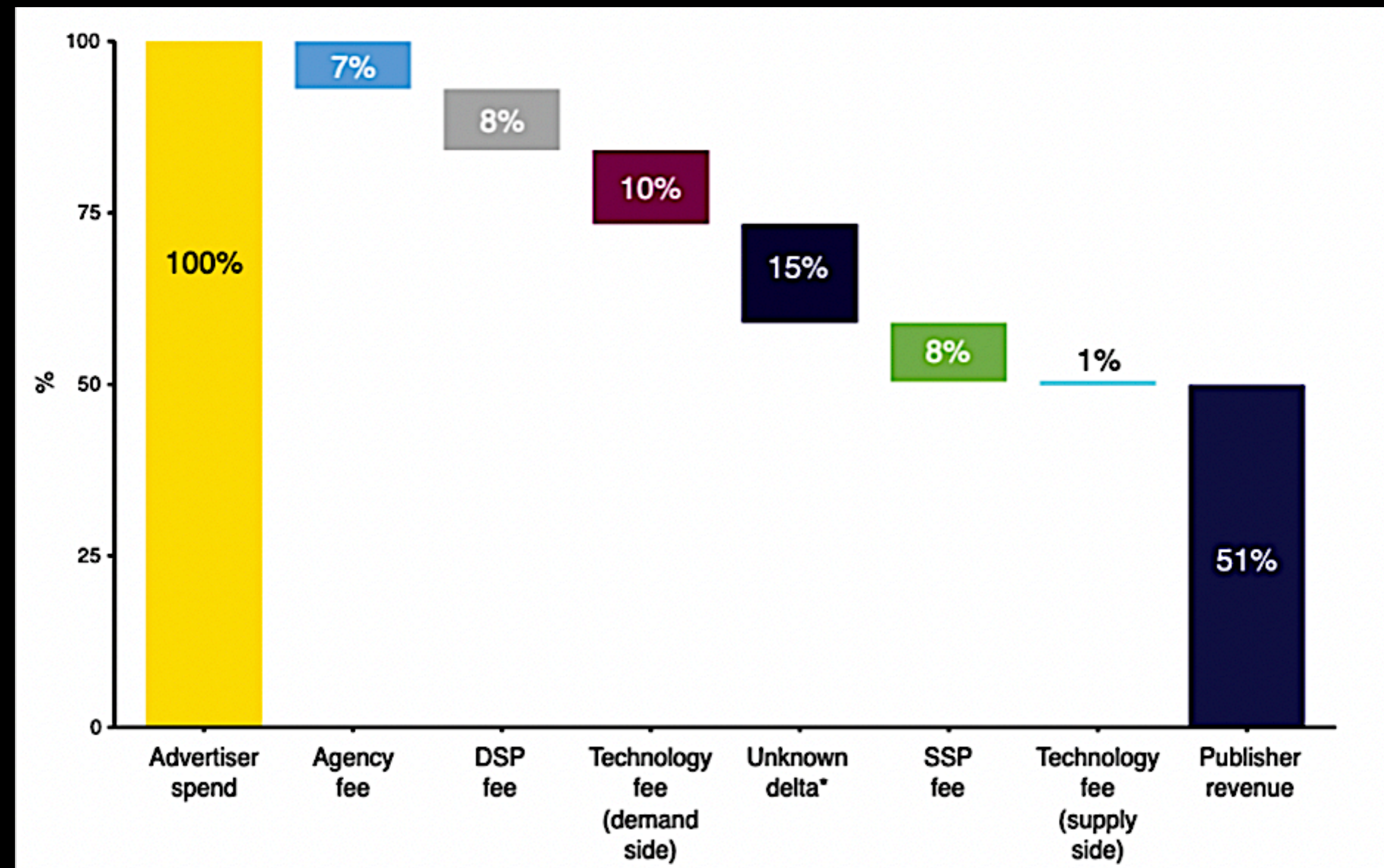


**49% of money siphoned off by adtech ecosystem**





about 1/3 of those dollars “completely untraceable”



**88% of dollars not traceable end-to-end**



# THE PROGRAMMATIC POOP FUNNEL

## THE PROGRAMMATIC POOP FUNNEL

\$1.00

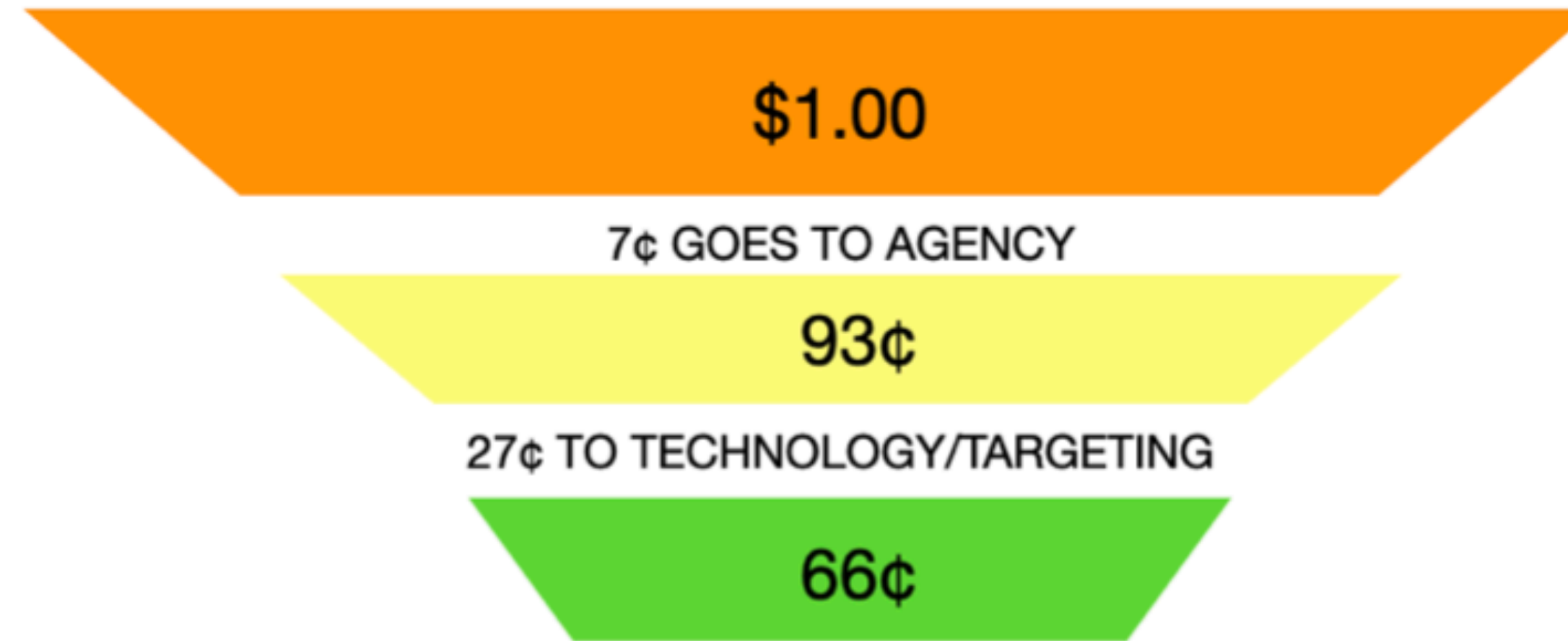
## THE PROGRAMMATIC POOP FUNNEL

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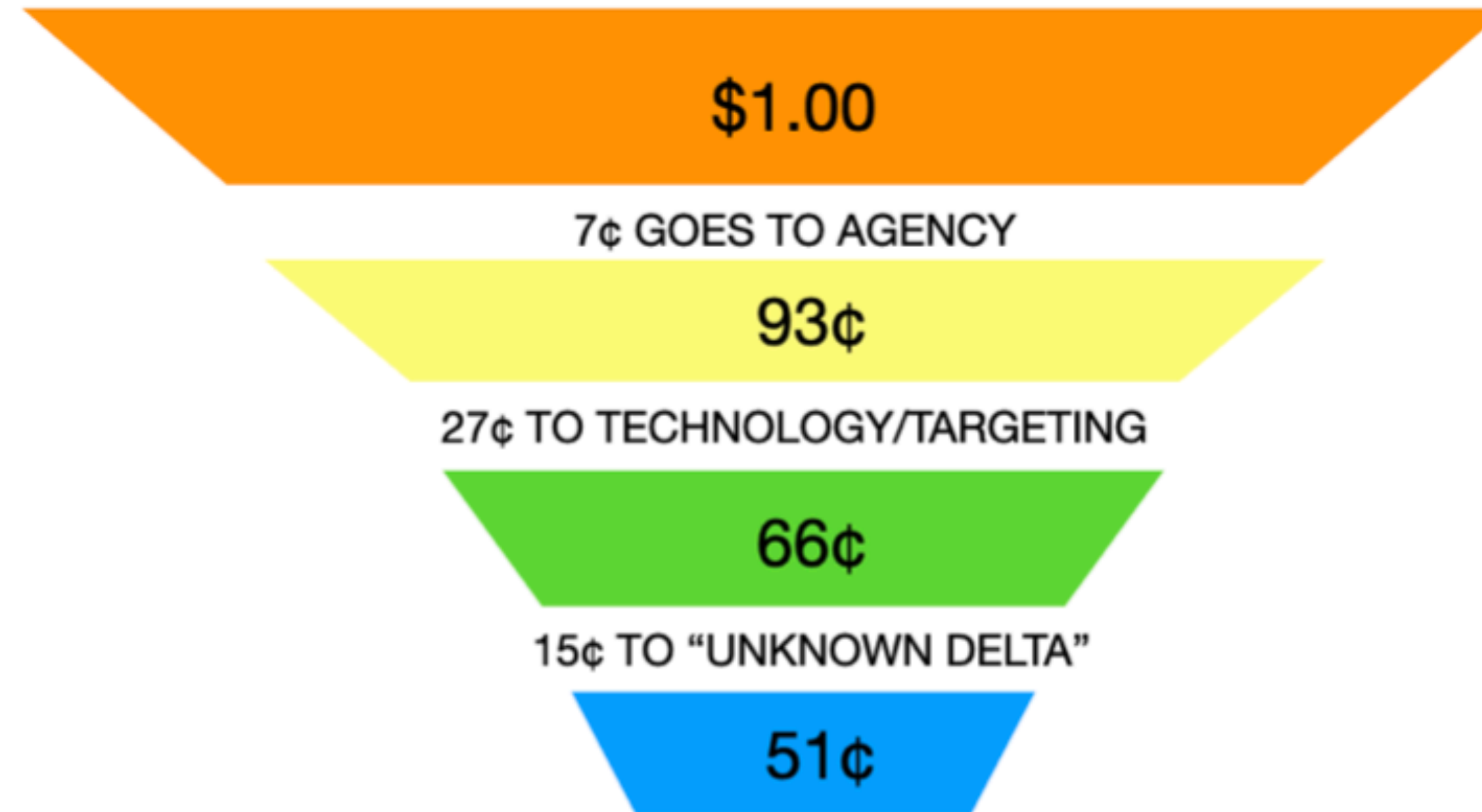
7¢ GOES TO AGENCY

93¢

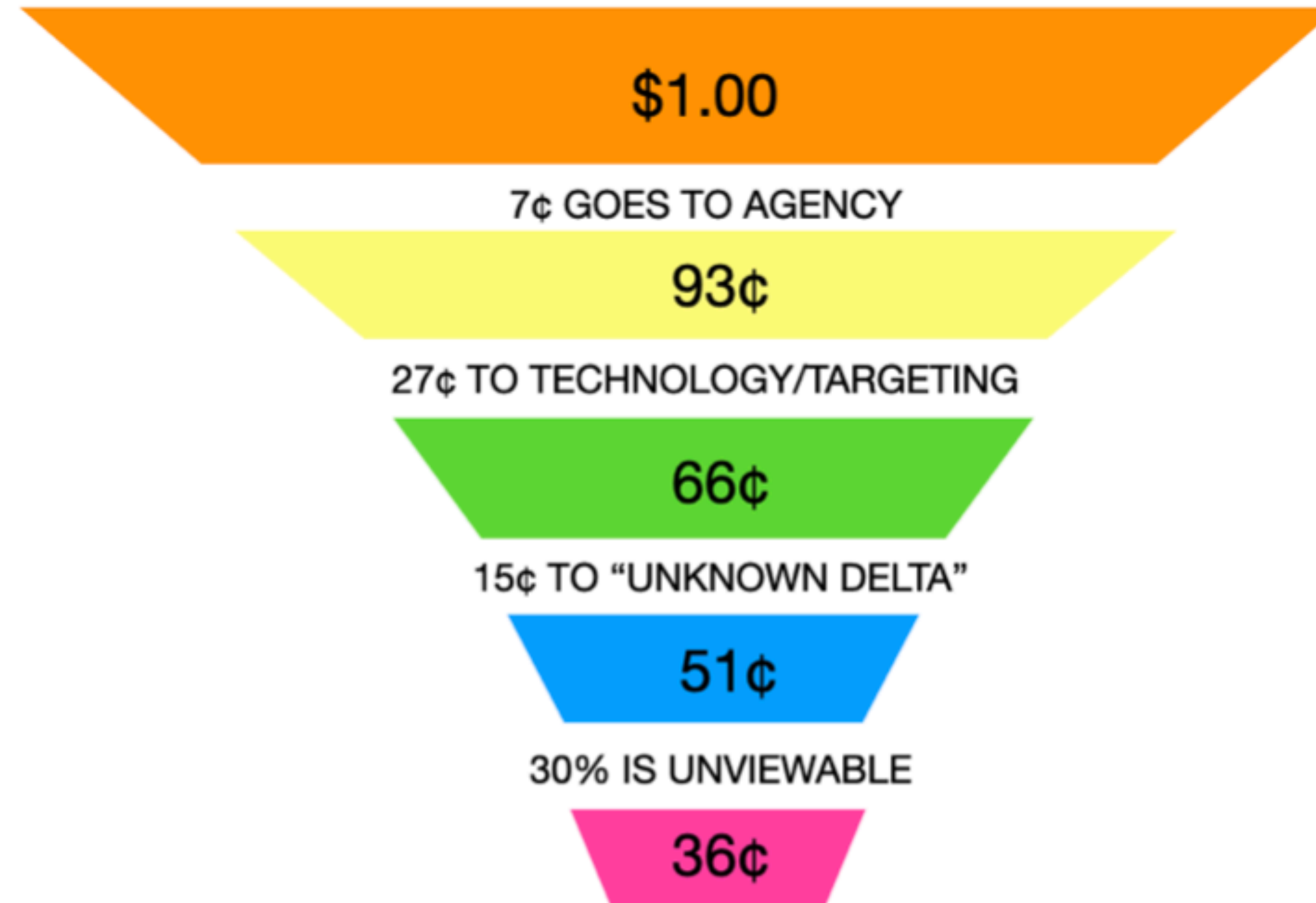
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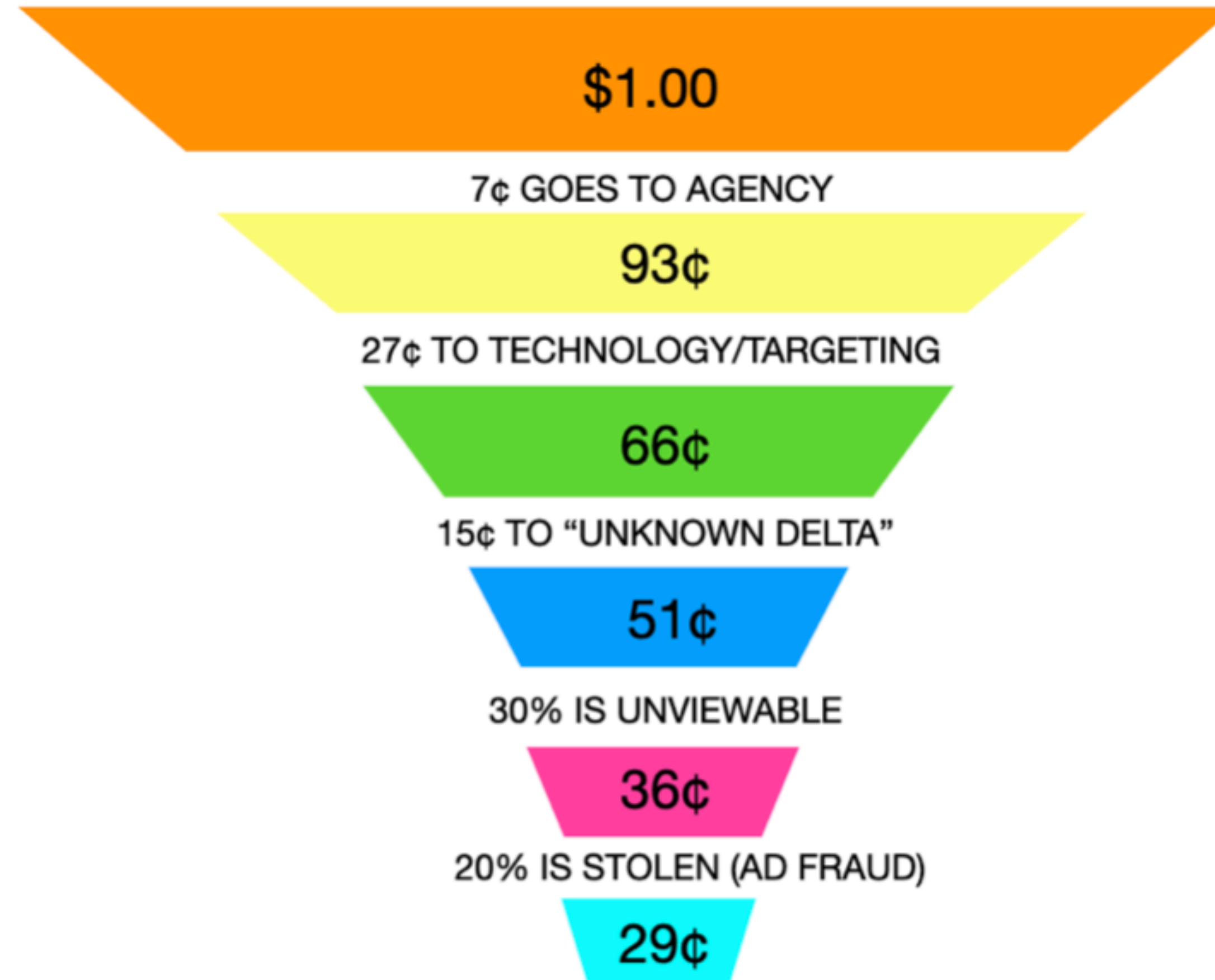


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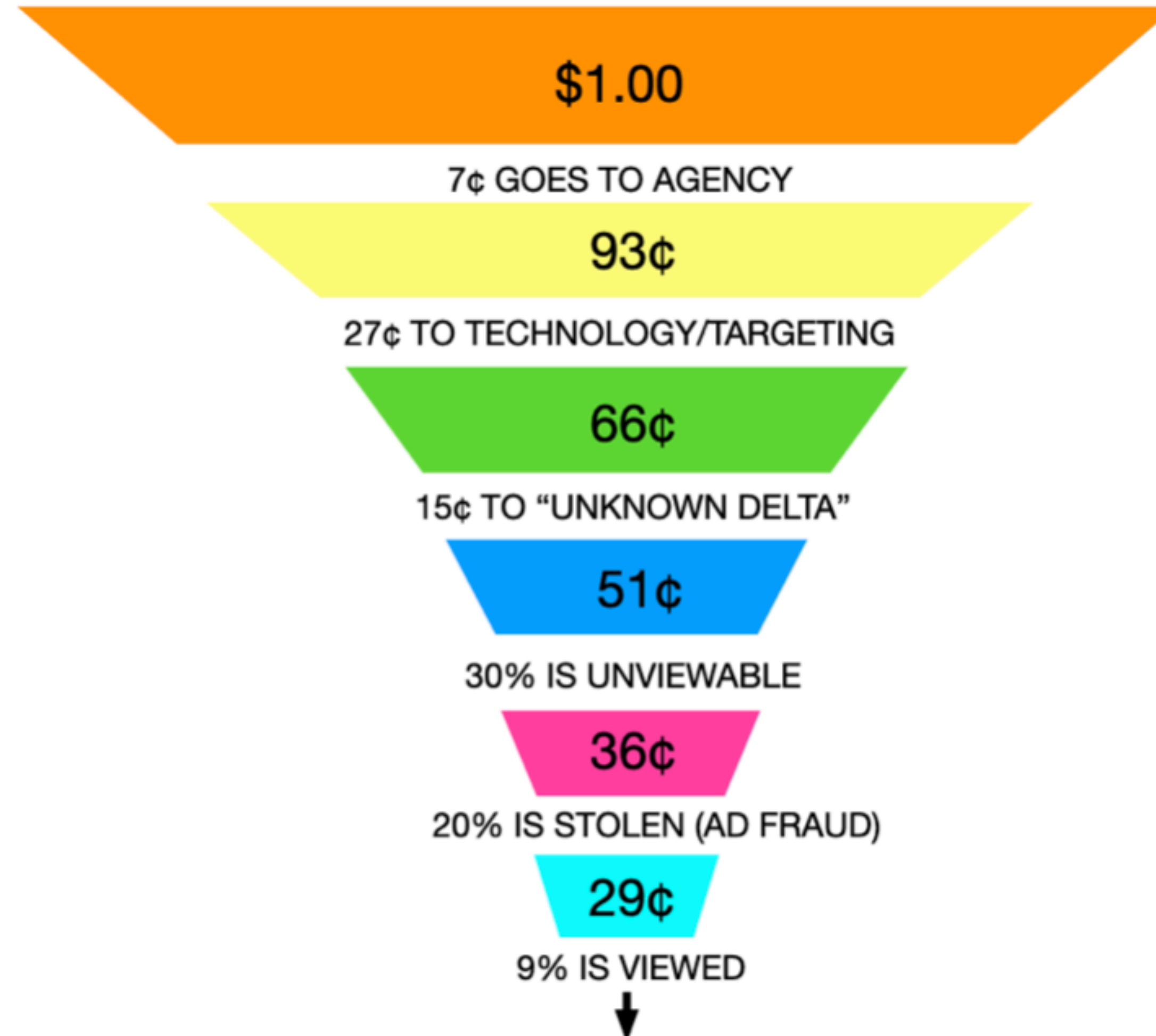




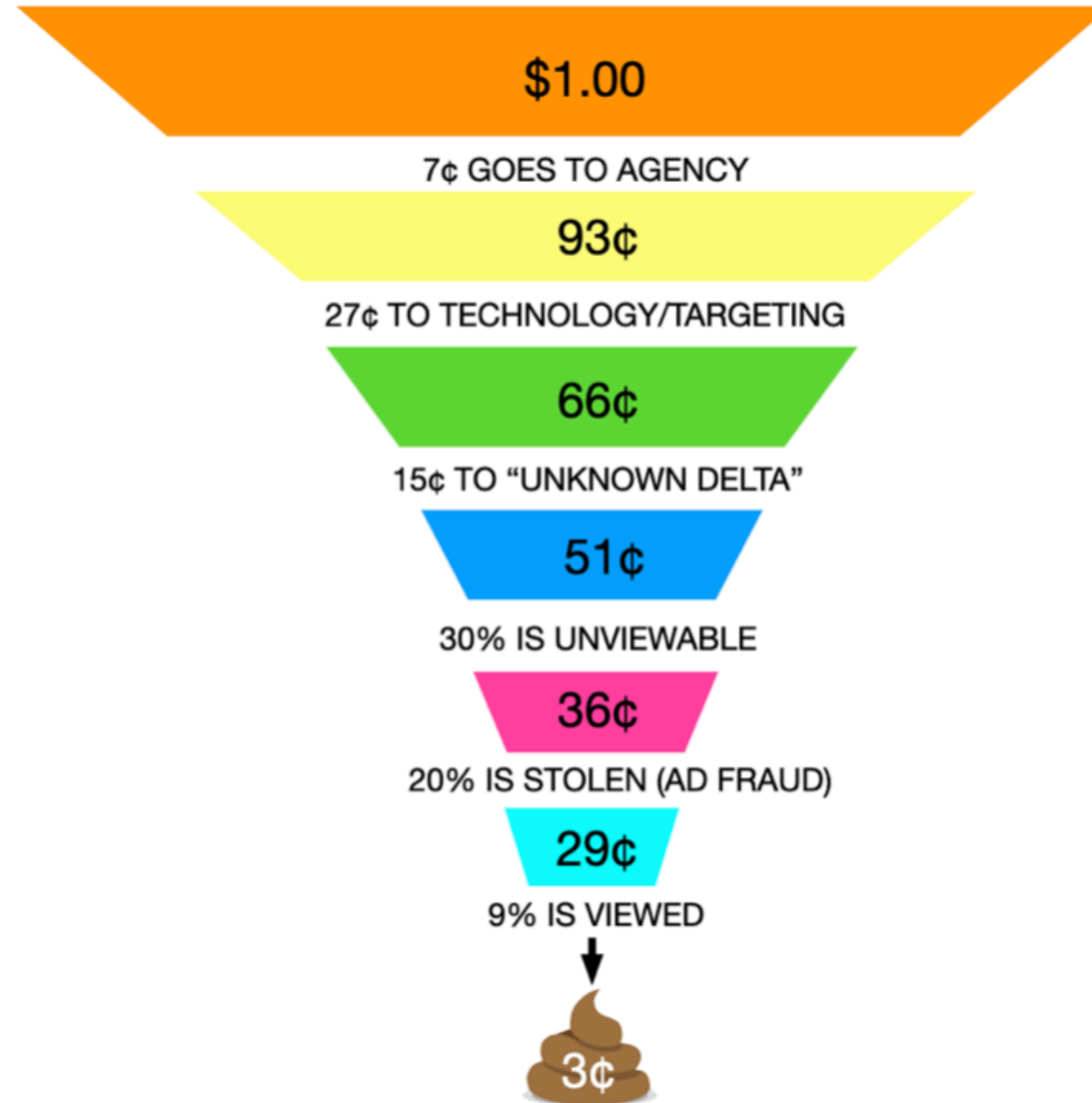
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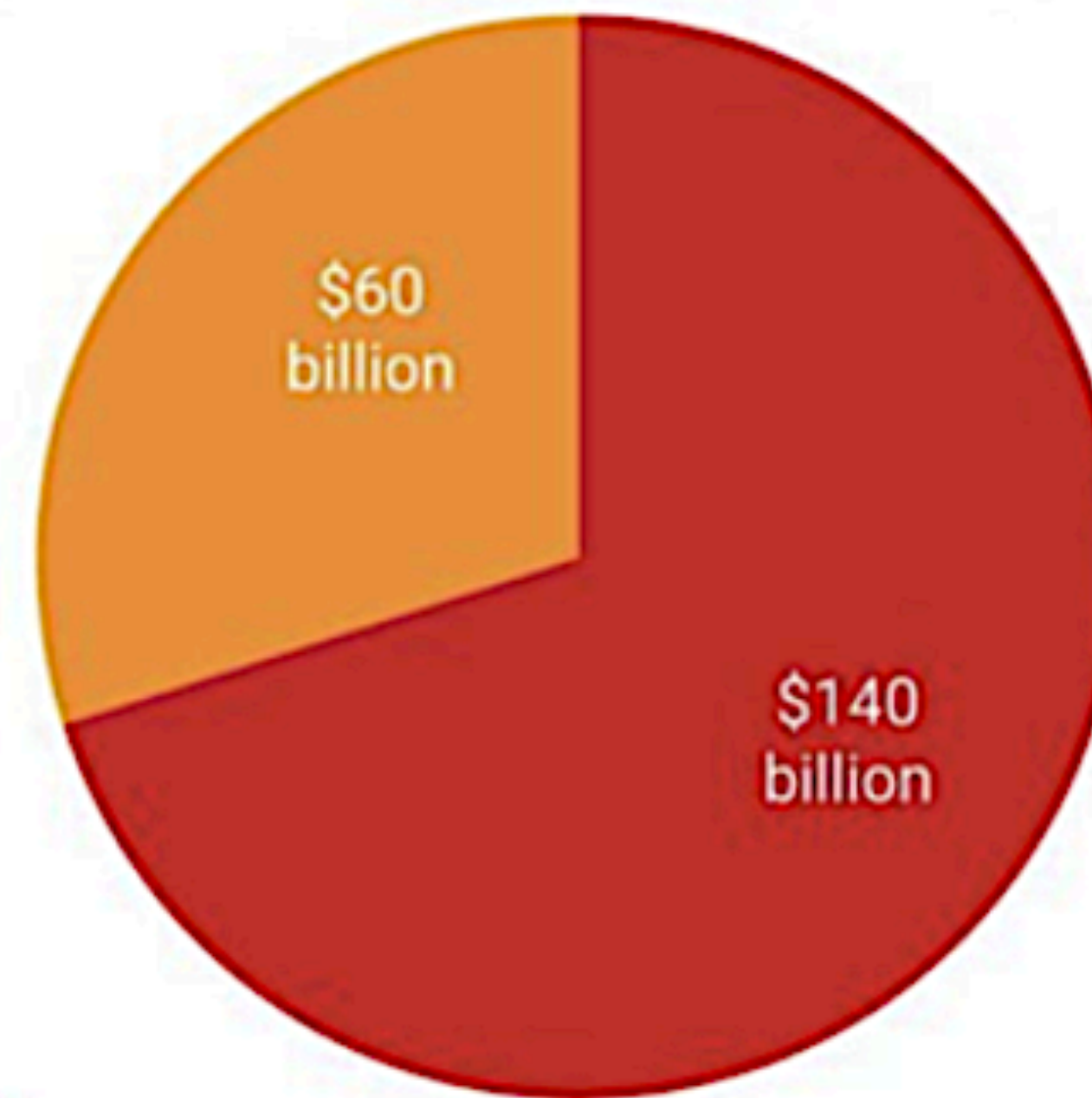
## THE PROGRAMMATIC POOP FUNNEL



YOU GET 3¢ WORTH OF ACTUAL ADS VIEWED BY ACTUAL PEOPLE



## Annual programmatic media spending, seen/not seen



● Not Reaching Consumer ● Reaching Consumer

Source: Association of National Advertisers, global estimates.

Source: MediaPost

**THE WALL STREET JOURNAL.**

# **USA Today Owner Gannett Co. Gave Advertisers Inaccurate Information for Nine Months**

Publisher misrepresented where billions of ads were placed

**dangerous**



# **THE STRAIGHT LINE BETWEEN ADTECH AND RADICALISATION**

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## ADTECH

Adtech collects  
data about people  
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**THE STR**

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**THE WALL STREET JOURNAL.**

**“...64% of extremist joins are due to  
our recommendation tools...”**

**facebook internal study**

**ISATION**



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## RADICALISATION

Radicalisation leads to nothing but trouble

© Bob Hoffman 2021



**“they did not set out to fuel misinformation and hate and divisiveness, but that’s what the algorithms learned”**

**prof. haney farid, UC Berkeley**

**“I want to be unambiguous:  
Facebook does not profit from hate.”**

**nick clegg**

**“I want to be unambiguous:  
Bullshit”**

**me**

**the hidden hand**

data-intensive business. We are now in a situation where the global adtech industry holds 72 million data points on the average child by the time they reach the age of 13.<sup>21</sup> While digital platforms

**the hidden hand**

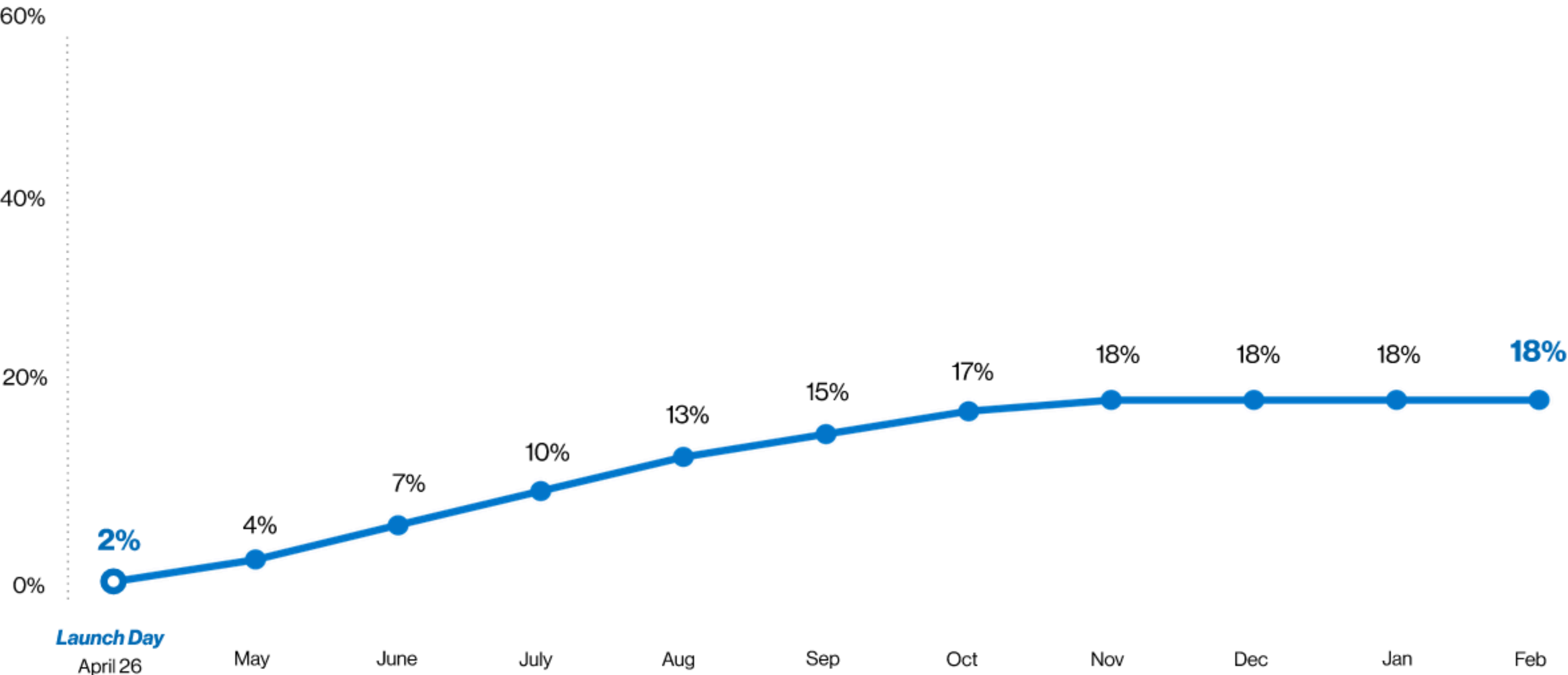


**is the free internet reliant on advertising? **yes****

**is it reliant on tracking? **no****

# U.S. Monthly Opt-in Rate After iOS 14.5 Launch Across All Apps

% of Mobile Active App Users Who Allow App Tracking Among Users Who Have Chosen to Either Allow or Deny Tracking



Source: **Flurry Analytics**, Data through 2/7/2022, n= 2.5M daily mobile active app users using iOS versions with ATT framework (iOS 14 and above)  
Note: Opt-in rate = app users who allow tracking divided by (app users who allow tracking + app users who deny tracking)



**since when did the convenience of marketers become more important than the privacy rights of individuals and the integrity of democratic institutions?**

# tracking



**online advertising supports many wonderful things**

**the decade of delusion**



**thank you**

