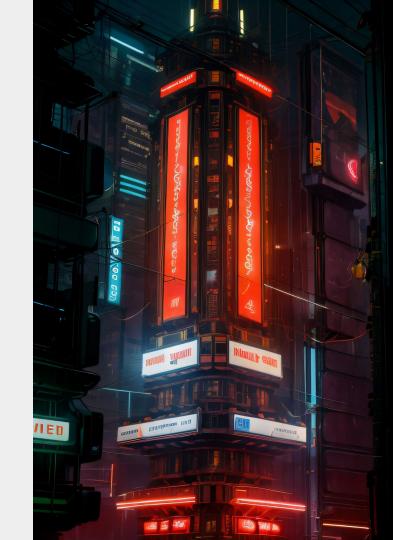
Personalized Advertising





What role does it play?

Part of daily life

Considered controversial by many

Significance in the movie

• 2045 Bible

Used to showcase iris scanner identification

Further insinuates feeling of dystopia





Real world equivalent

Advertising & Predictive algorithms

Biometrics

Synthetic Voice Generation

Emerging technologies within marketing

Parallel Reality

Augmented Reality

Al generated videos





Ethical considerations

Privacy of users

Data usage transparency

Informing and consent

Intrusiveness in daily life

Bibliography

https://www.searchenginejournal.com/predictive-advertising-need/248427/

https://www.cyberpilot.io/cyberpilot-blog/data-protection-principles-the-7-principles-of-qdpr-explained/

https://www.techtarget.com/whatis/definition/augmented-reality-AR#:~:text=Augmented%20reality%20(AR)%20is%20the,overlaid%20on%20top%20of%20it.

https://smith.ai/blog/ai-powered-advertising-how-to-personalize-targeted-ads-with-artificial-intelligence-solutions

https://www.syfy.com/syfy-wire/minority-report-steven-spielberg-think-tank-summit-of-tech-experts

https://www.diva-portal.org/smash/get/diva2:1559904/FULLTEXT01.pdf

https://philpapers.org/rec/VOLPAA-2

https://philpapers.org/rec/BERFRT-2

https://www.markettailor.io/blog/ethical-considerations-of-personalized-marketing#:~:text=Overall%2C%20the%20collection%20and%20use,for%20individual%20privacy%20and%20autonomy.

https://www.markettailor.io/blog/benefits-of-personalization-to-create-more-targeted-paid-ads-strategy

https://www.cyberpilot.io/cyberpilot-blog/data-protection-principles-the-7-principles-of-gdpr-explained/

https://www.sciencedirect.com/science/article/pii/S2451958821000920

Thank you for your attention