MBA Fellowship

Neely Center for Ethical Leadership and Decision Making

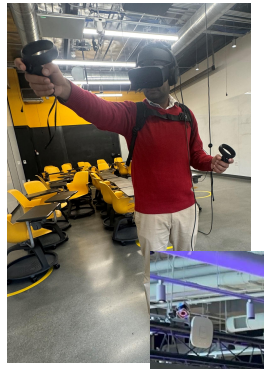
Deliverables

Conduct research on an area of XR of your choice. This could be theoretical, related to applications of technology or even building a prototype.

Identify and coordinate a learning visit for the fellows for an industry or academic XR application that interests you

Contribute to a library of meaningful deployments of XR, serving to promote innovative XR projects that leverage previous work


2024
SXSW




VIRTUAL
MEDICINE

Tejaswa Gavankar

- Fellow at Neely Ethics & Technology Center
- Marshall FT MBA Candidate (co'24)
- VP Emerging Tech, Marshall Graduate Programs
- Former developer and product lead at Credit Suisse
- Incoming Tech Strategy Consulting at EY

USC Marshall School of Business

Immersive Advertising

Tejaswa Gavankar
FT MBA'24

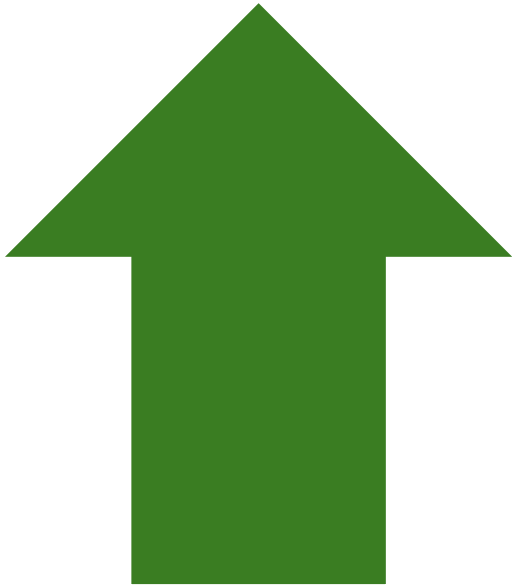

EXITO
美好每一天
Bancolombia

What did you notice?

- Encourages good behavior (public transport, vegetables)
- Road crossing
- Informed decision making
- Accessibility
- Immersion

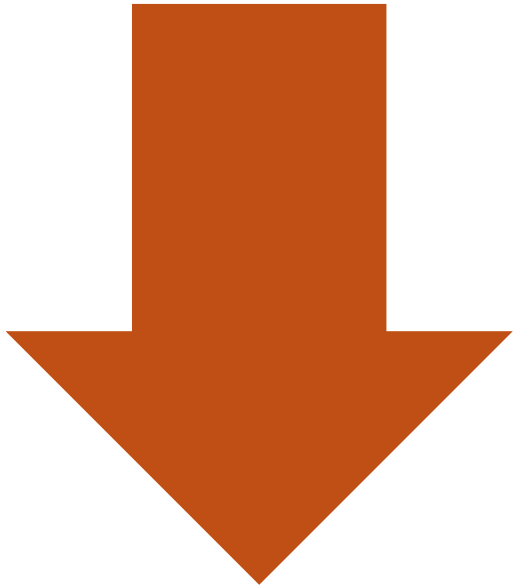
- Gamification and Pay to play

- Reliance on critical tasks
- Influence decision making
- Personalized marketing
- Sensory overload



User Attention

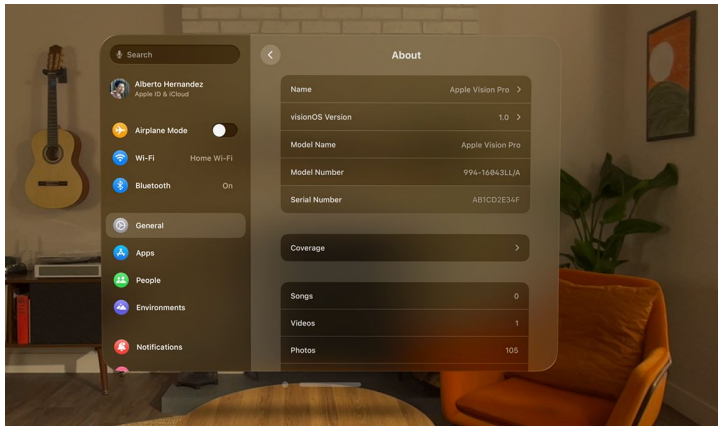
AR/VR engage multiple senses, often letting you escape reality to be a simulated version of it that you can interact with, fostering a sense of presence and agency within the digital environment.



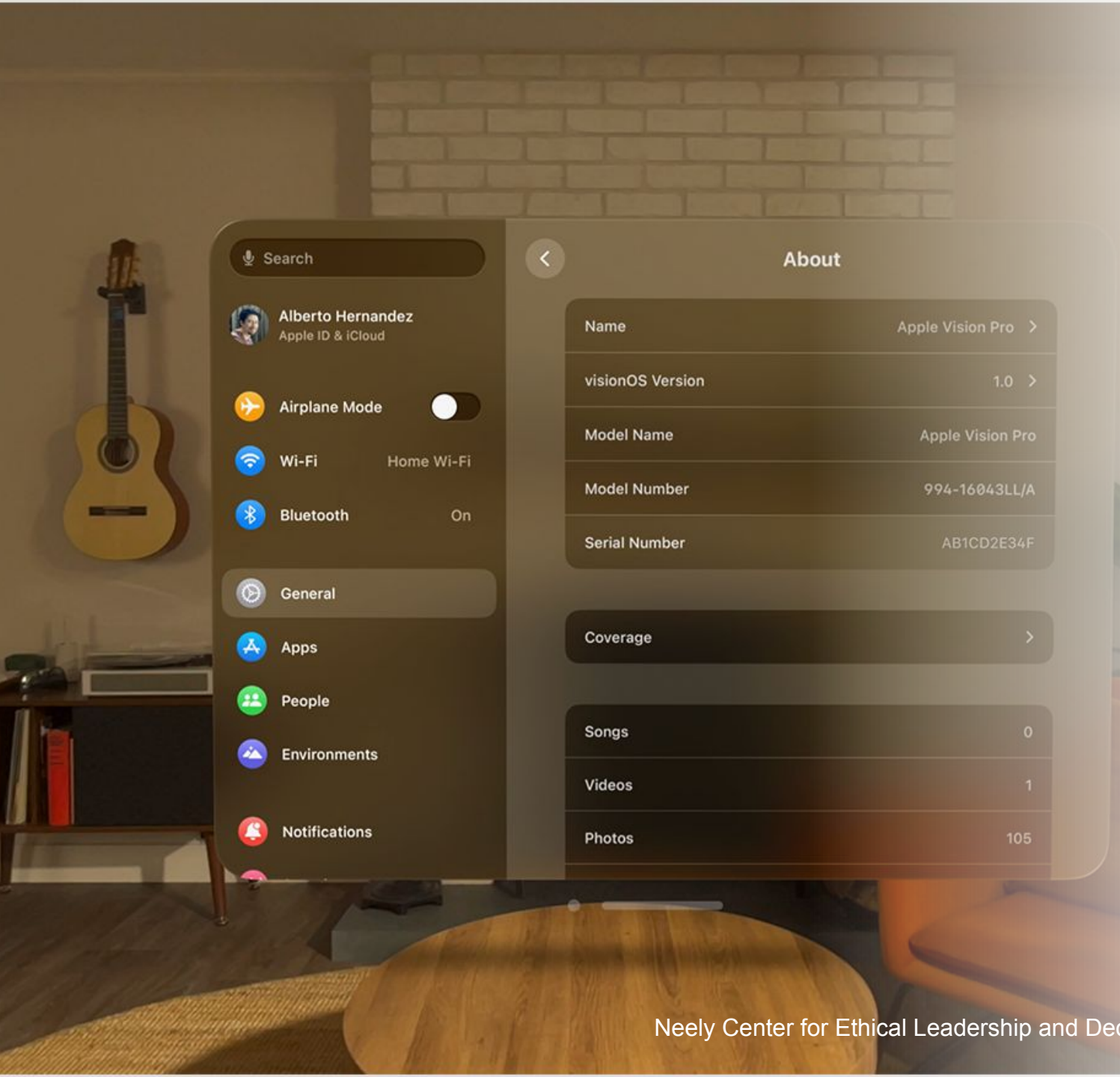
Digital Real Estate

The surfaces to place content in an XR experience is limited to the 360° view; unlike screens that allow for infinite scrolling

Looking Out
What do we see



Looking In
What does it see



Looking Out

What do we see

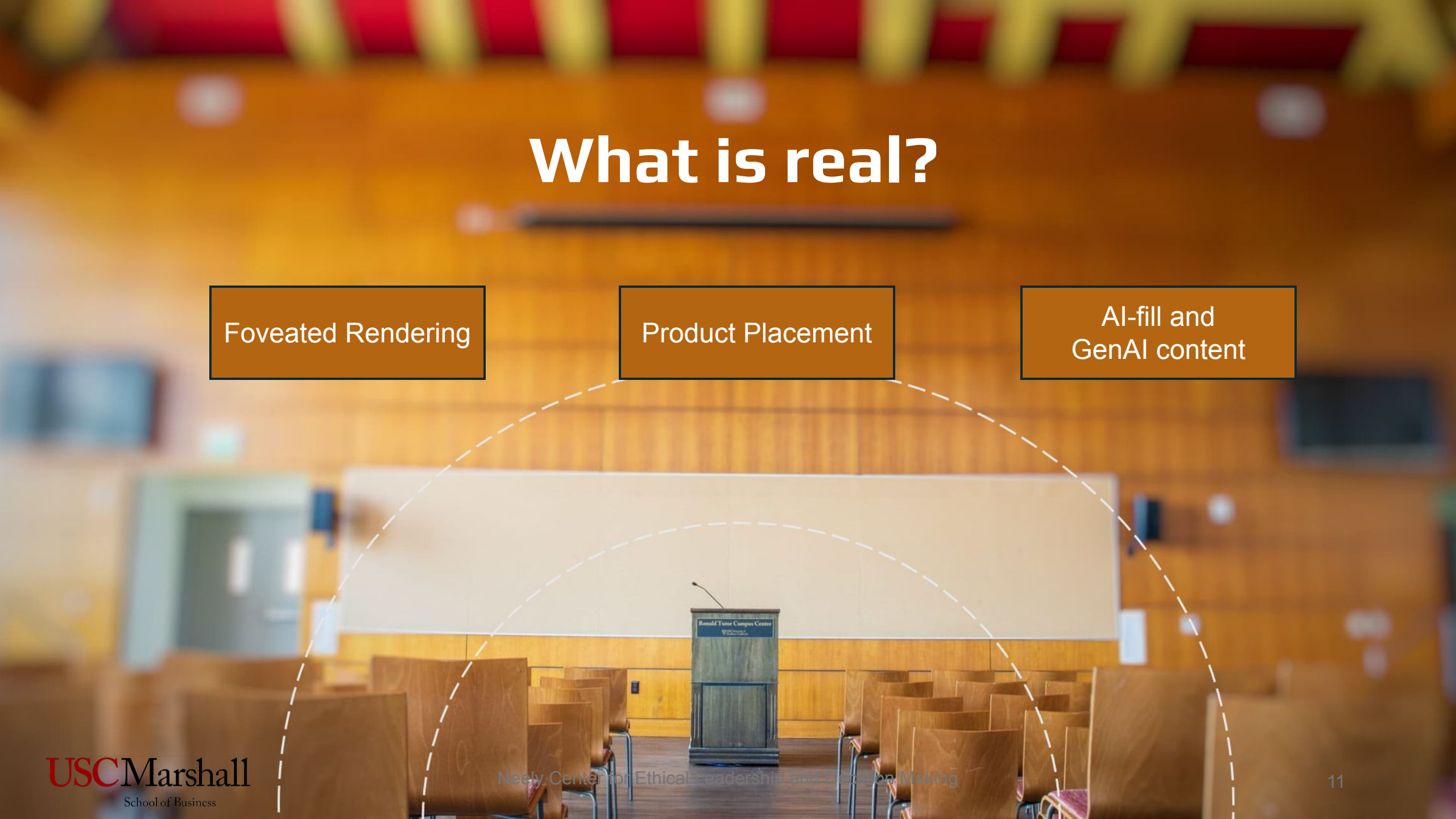
- Real vs Augmented
- A World in Tiers

What is real?

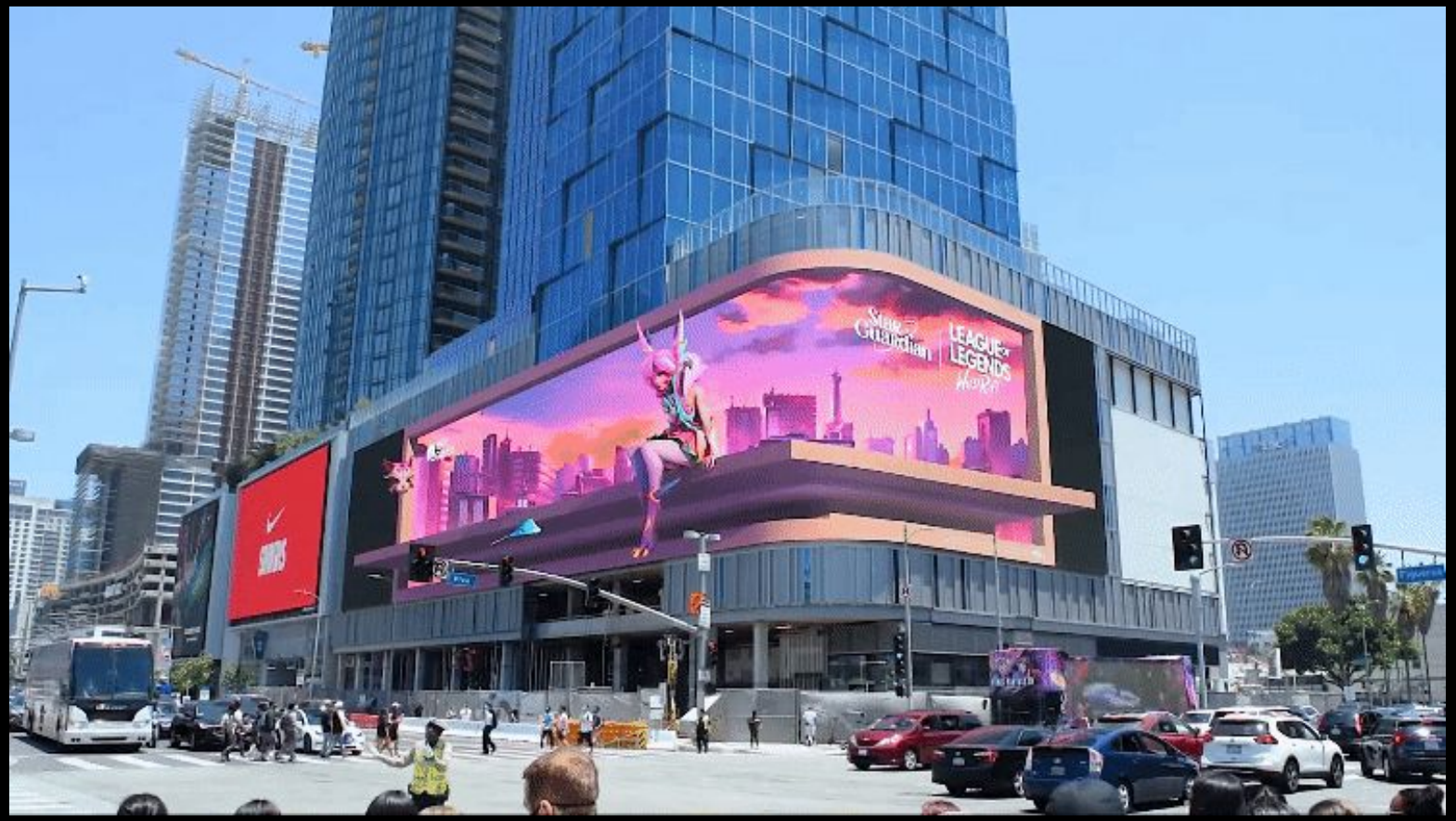
Foveated Rendering

Product Placement

AI-fill and
GenAI content



What's your world view?



What’s your world view?

Premium
Filter all forms of advertisements, including premium and native content cleverly integrated into the virtual or augmented space.

Ad-Supported
Filter out display ads but not those that are native and context-aware. Unlock limited hours of total control.

Ad-Full
Primarily reliant on ads for monetization. Expect standalone pop-up style ads as well as natively integrated ones. Unlock limited hours of focus model.

Times Square

Basic

Times Square

Total Control

Looking In

What does it see

- Attribution
- Privacy Policies
- Spatial Data

Watching you while you're watching 👀

Advertisers are most excited about **attributing** impressions.

Along with attention, you can measure the **arousal** the experience causes.

Big Tech's current **privacy policies** are evolving.

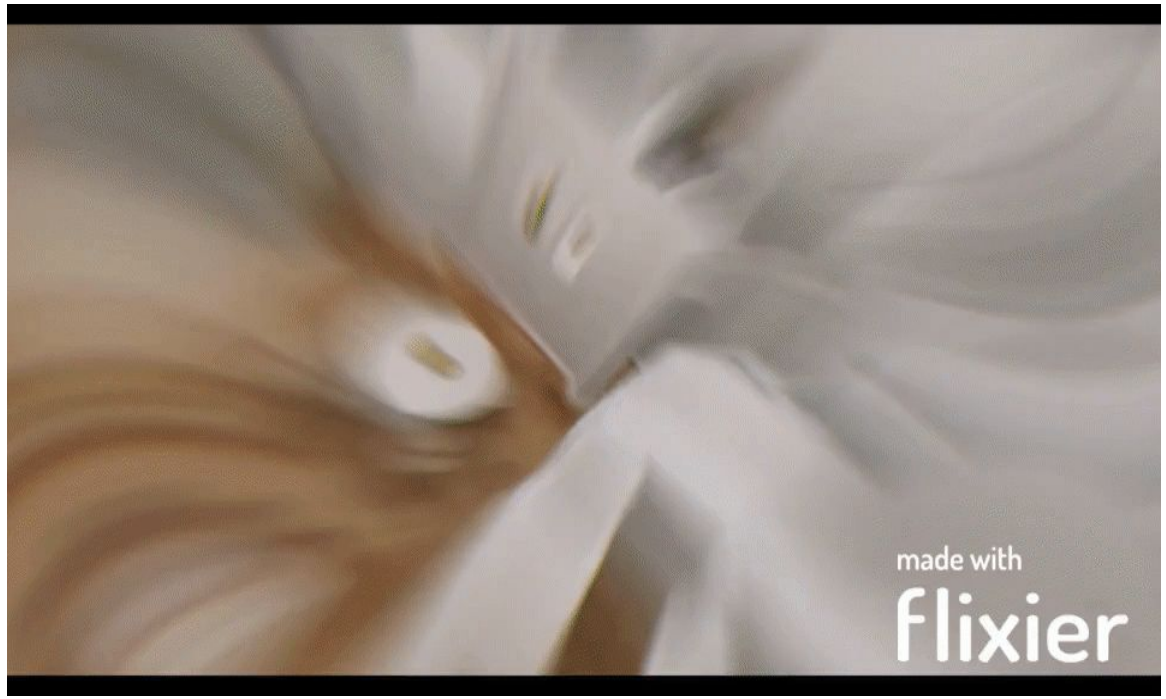
Brain computer interaction is getting more accurate and less intrusive

The challenges spatial data brings

Personal vs Private.
Personal vs Public

Your personal space reveals who you are

AI enables context-aware nudges
(location, environment, adjacent actions)



Auctioning attention in AR

Modelling AR attention markers over the physical world

Image model to identify objects of consumer interest and open bidding

Auction markers awarded to highest bidder, similar to today's advertising marketplace

Thank you!

Insoo Choi
Sr. Marketing Manager
AmazeVR

Jason Steinberg
Founder and CEO
Pretty Big Monsters

Jameson Spivack
Sr. Policy Analyst
Future of Privacy Forum

Brendan David-John
Assistant Professor
Virginia Tech

Eddan Katz
AI Policy Analyst
Ethical Intelligence

Jeremy Dalton
Head of Immersive Technologies
PwC US

Joseph Jerome
Assistant Professor
University of Florida

Let's stay in touch!

USC Marshall
School of Business

Immersive Advertising

Tejaswa Gavankar
FT MBA'24

Let's stay in touch!

Appendix

Cognixion Axon-R

Citations

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