



Turning Towards AI

IAB Europe Great Debate: AI

Today's presenters



▶ **Sam Matharu**
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**Senior Director,
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Why do we advertise?

Definitions from [Oxford Languages](#) · [Learn more](#)

 **advertise**
/'advɜːtɪz/

Origin

LATIN → OLD FRENCH → OLD FRENCH → ENGLISH

advertere (turn towards) → advertir → advertiss- → advertise (late Middle English)

advert



Turning consumers towards new ideas and possibilities

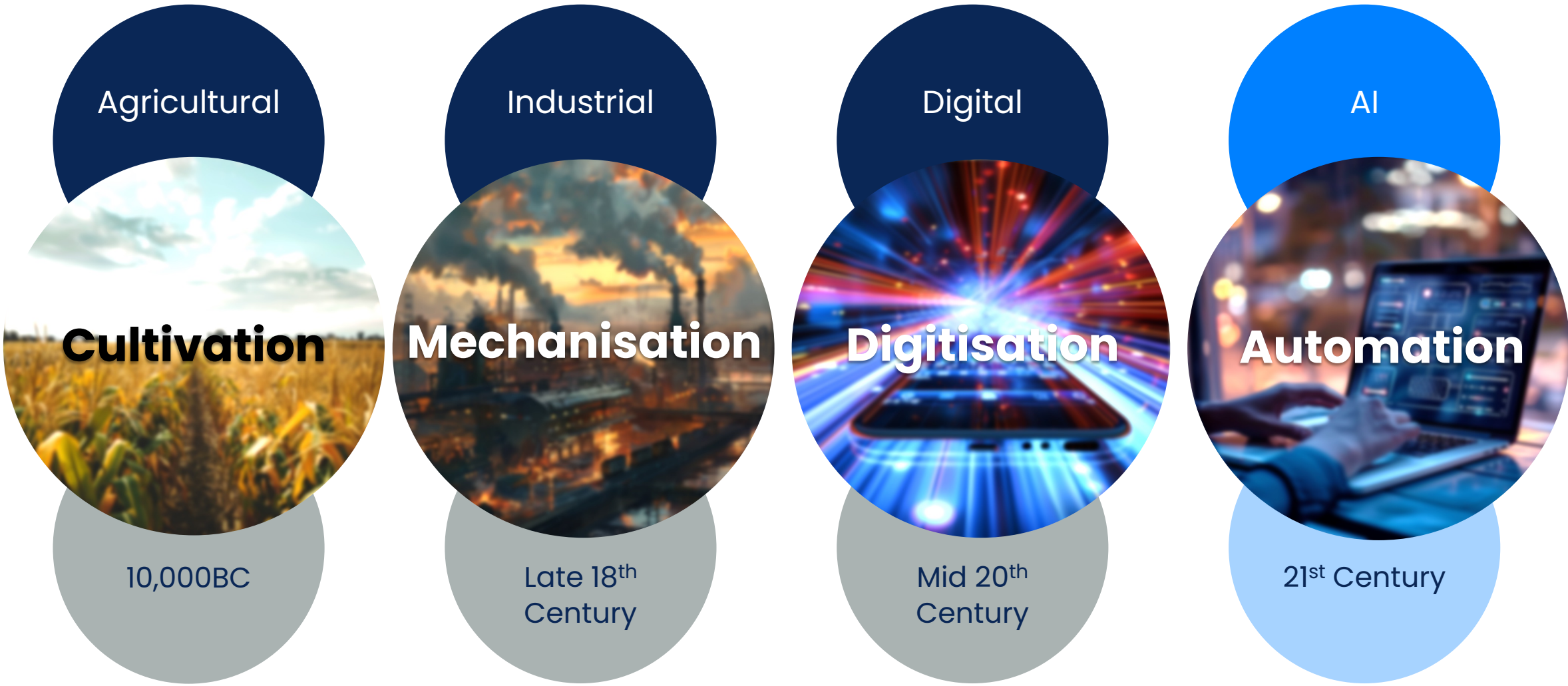
- ✓ Inspire
- ✓ Intrigue
- ✓ Involve

40 years ago...



...Steve Jobs made a prediction

And he was right ... a revolution has begun



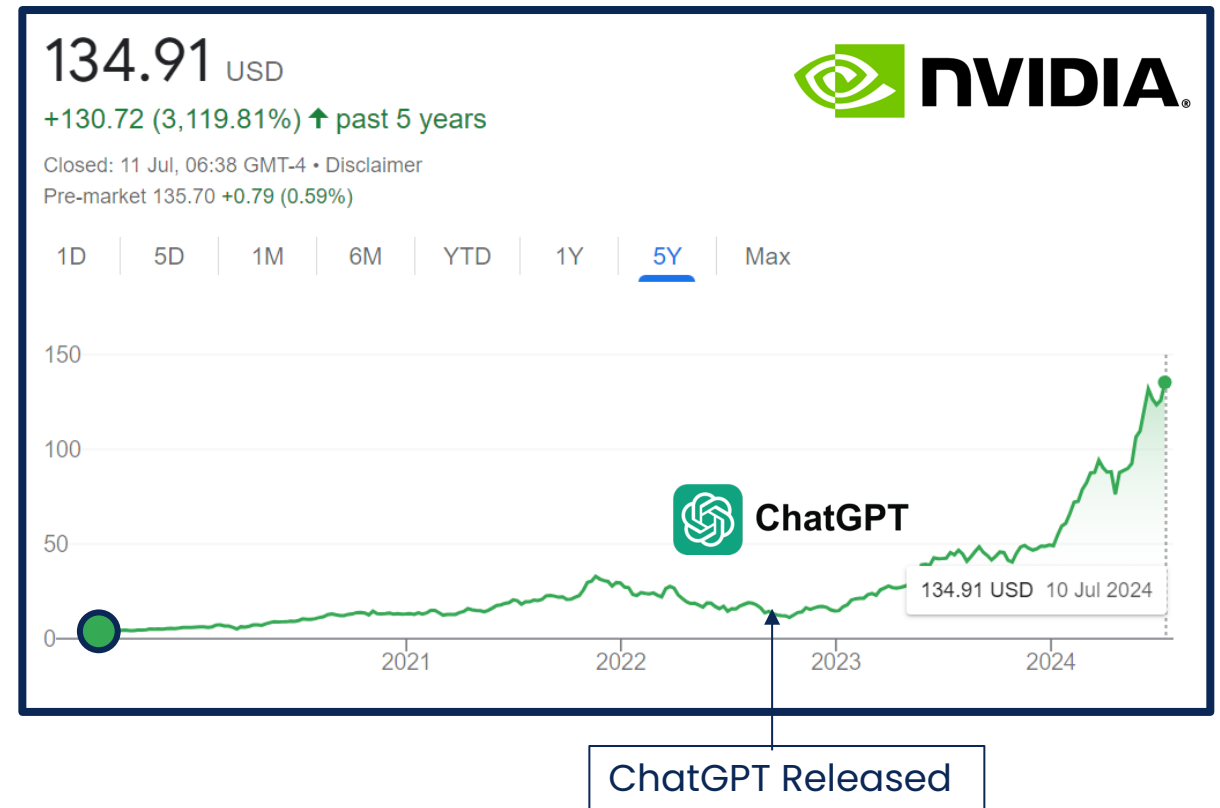
AI is making employees into millionaires

- ▶ **AI Infrastructure is currently in a super-high growth period**

Entrepreneur

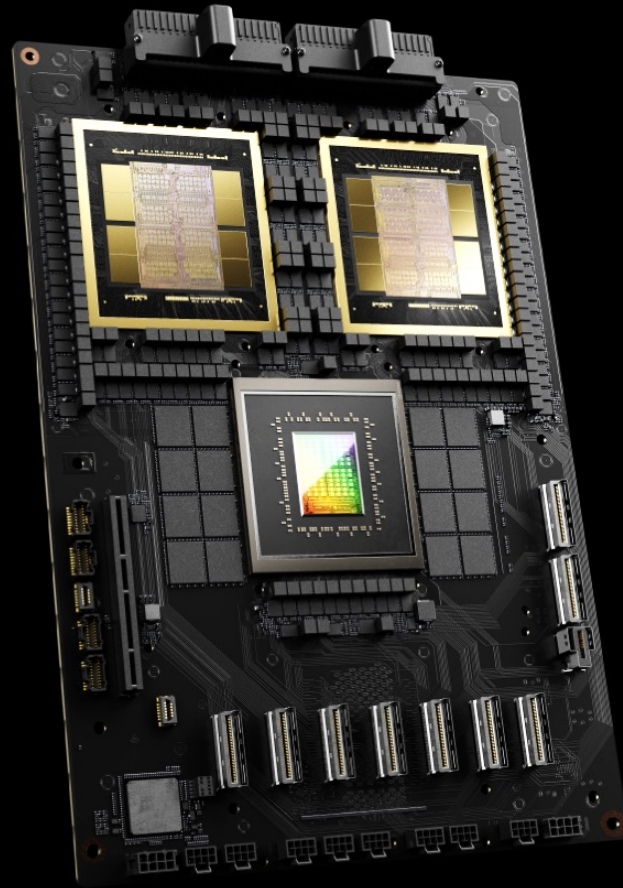
Employees Who Worked at This Company for the Past 5 Years Are Now Multi-Millionaires in 'Semi-Retirement'

+3000% Growth in 5 years

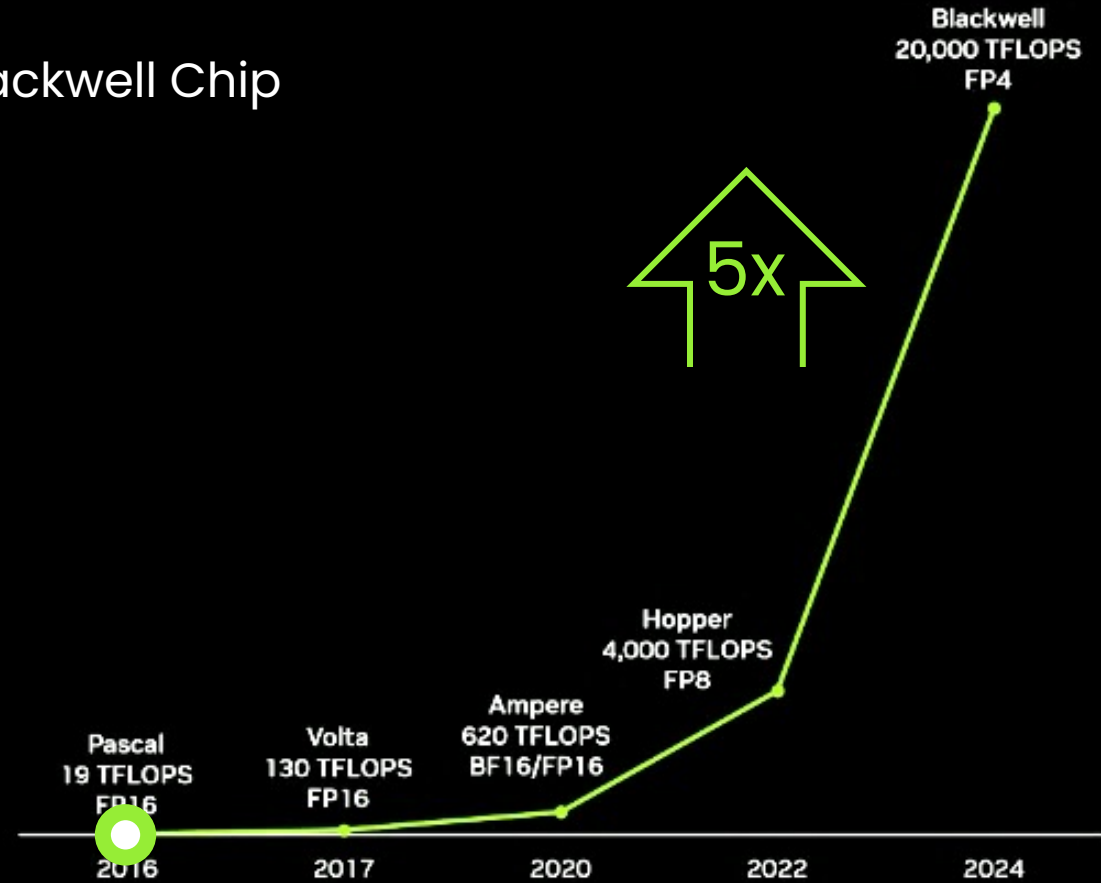


AI is accelerating 63x faster than Moore's Law

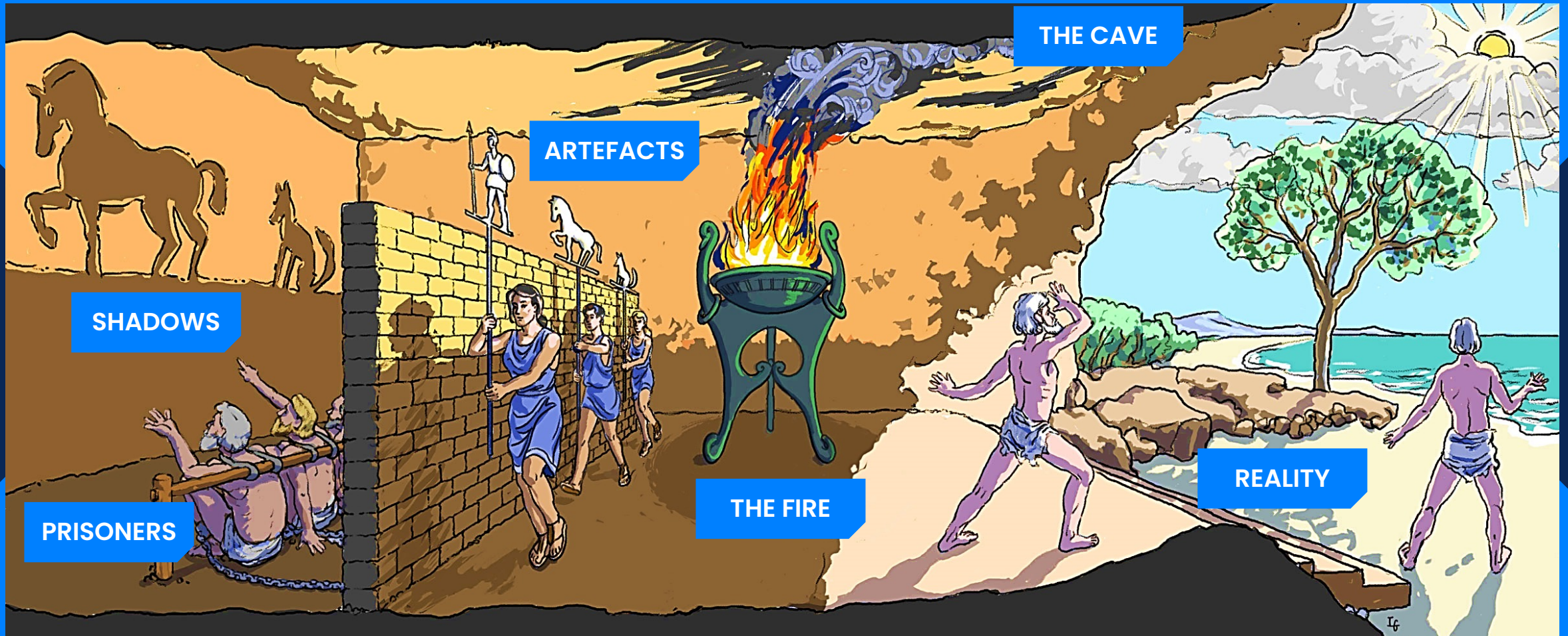
1000X AI Compute in 8 Years



Blackwell Chip

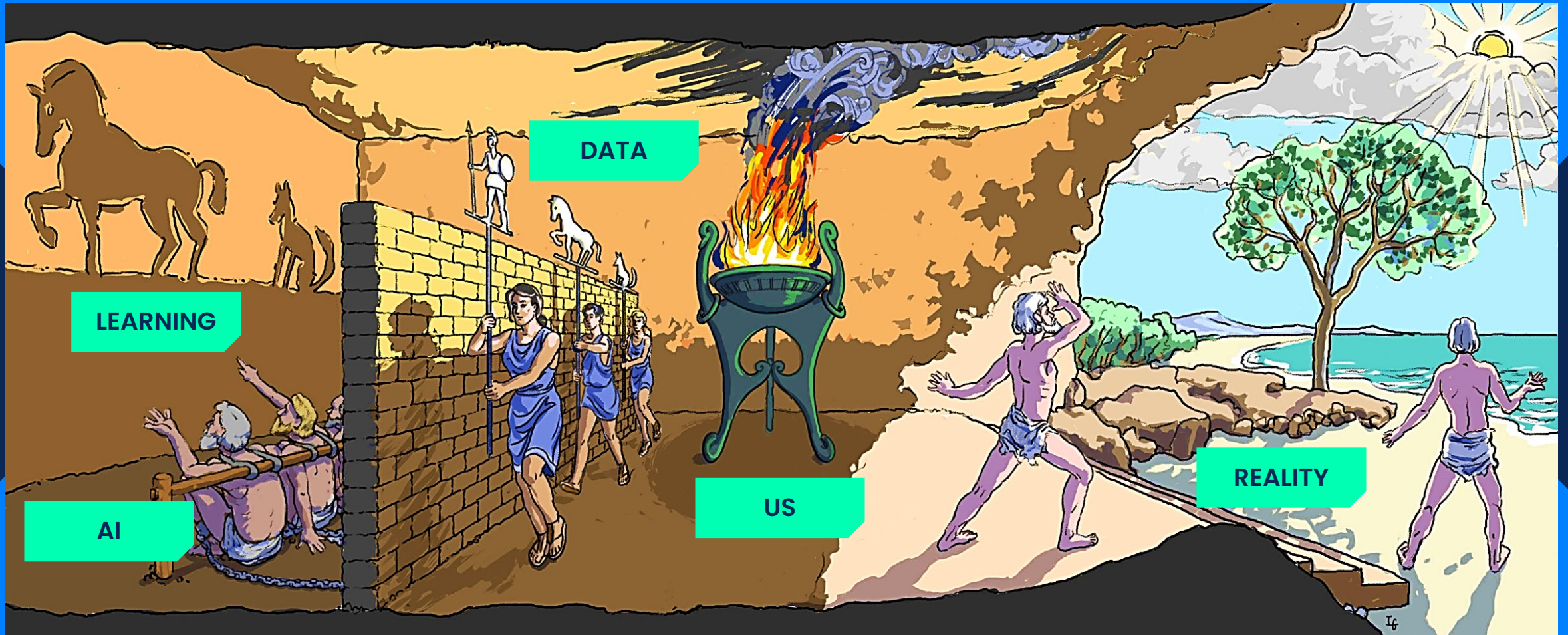


Plato's Allegory of the cave

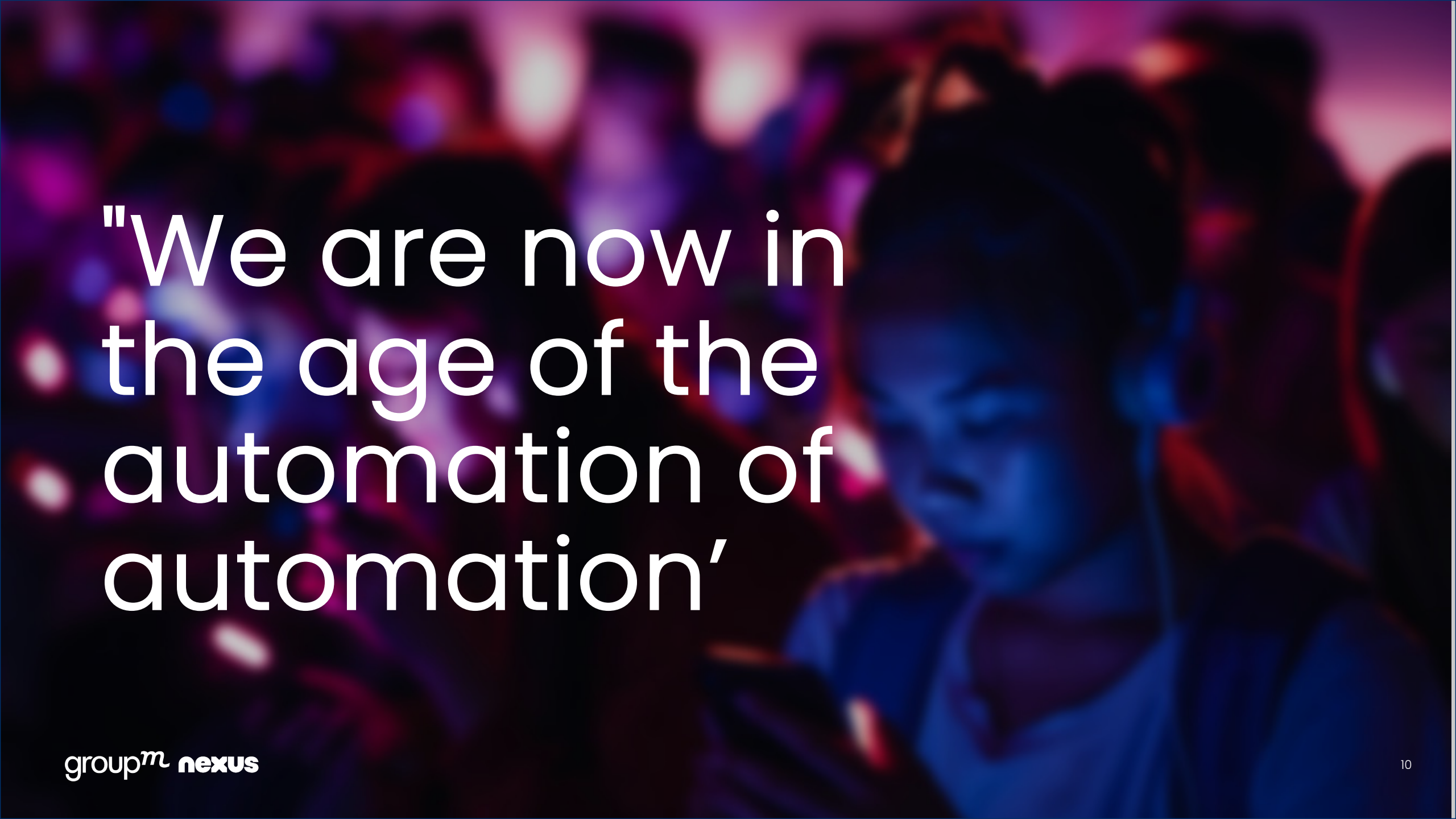


Plato's allegory depicts prisoners in a cave mistaking shadows for reality, until one escapes, discovering truth and enlightenment outside


Plato's Allegory of the cave – applied to AI



Computers do not have the Human experience

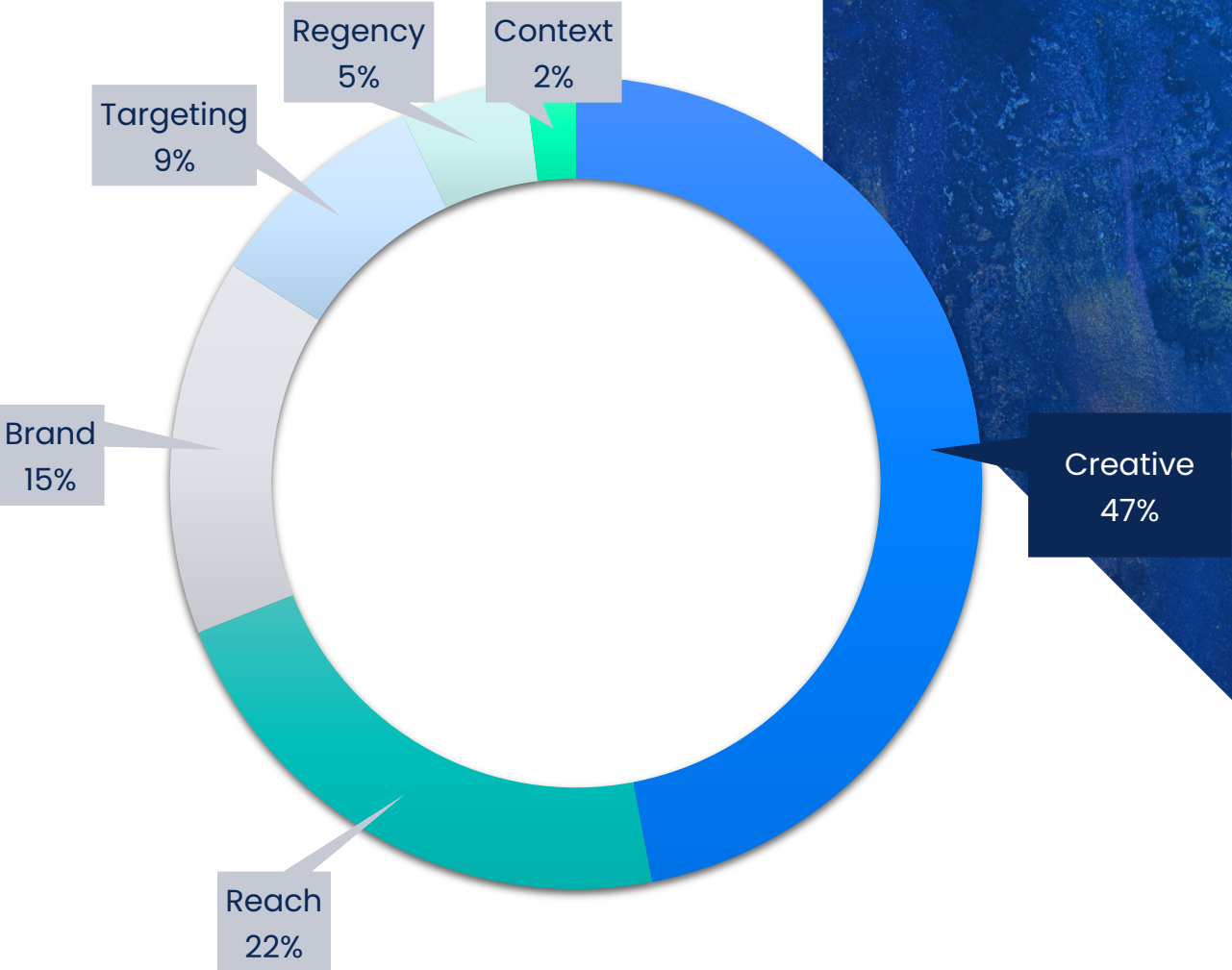
A blurred background image showing a group of people in a meeting or conference setting. The colors are predominantly blue and purple, with some red accents. The people are out of focus, creating a bokeh effect.

"We are now in
the age of the
automation of
automation"



In a world where the automated bidding ecosystem is led by AI, where does creativity stand?

Creatives is the biggest driver for ROI



Supercharging the power of Addressability

× DATA

Relevancy

× CREATIVE

Innovation

× MEDIA

Efficiency



Shah Rukh Khan-My-Ad

#NotJustACadburyAd

AI is not here to replace creatives, but to empower them



What are the results we can expect

Increased Efficiency and ROI:

Automation and optimisation lead to better ad targeting, reduced wasted spend and higher conversion rates

Enhanced Personalisation:

Tailored ad experiences resonates more deeply with consumers, leading to stronger brand connections and increased engagement

Data-Drive Insights:

AI provides valuable data & insights into consumer behaviour, campaign performance, market trends, enabling better decision making

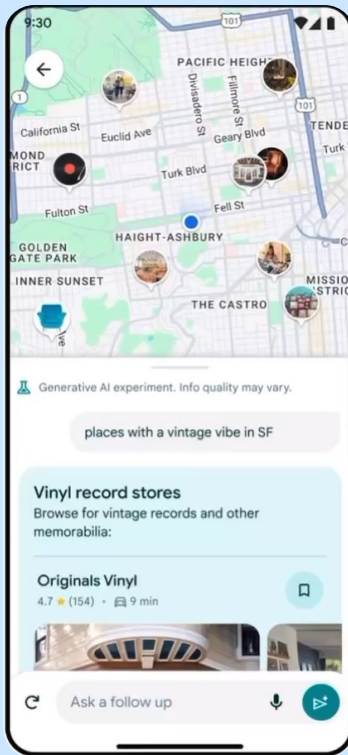
Creative Innovation:

AI tools empower creative teams to explore new ideas, generate fresh content, and push the boundaries of ad experiences

How is the future of AI looking for our industry?

ENHANCED

SEARCH



ENHANCED

EXPERIENCES



June 10, 2024

OpenAI and Apple announce partnership to integrate ChatGPT into Apple experiences

Coming to iOS, iPadOS, and macOS later this year.

Editor's Note: This news was shared at Apple's Worldwide Developer Conference 2024. You can also read about the news here.

Apple is integrating ChatGPT into experiences within iOS, iPadOS, and macOS, allowing users to access ChatGPT's capabilities—including image and document understanding—without needing to jump between tools.

Siri can also tap into ChatGPT's intelligence when helpful. Apple users are asked questions are sent to ChatGPT, along with any documents or photos relevant to the answer directly.

Additionally, ChatGPT will be available on Apple Watch.



ENHANCED

DATA SECURITY



Summary

✘ Key takeaways

- Human wisdom + AI
- Fragmented buying journeys
- Native chatbots
- Conversational search
- Generative + automated creatives
- Hyper-relevance contextually
- Better creatives through instant feedback



AI is not just a tool, it's a societal change in the way humanity will function forever.

...We are turning towards AI, not into AI.

Thank you