THE MAGIC OF TV

Protect your brand – support democracy Egta and Global TV Group

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"For one priceless moment in the whole history of man, all the people on this Earth are truly one."

President Richard Nixon July 20th, 1969

AI TURNS INFORMATION AND NARRATIVES INTO GLOBAL MEDICINE, ENTERTAINMENT AND A WEAPON



STRATEGIC

CYBER MANIPULATION

POLITICAL

MASS

INFORMATION

PROPAGANDA



Source: Encyclopedia Britannica

BIASES ECHO CHAMBRES EMOTIONAL AND BEHAVIORAL TRIGGERS POLARISATION AI and ALGORITHMS AGAINST MENTAL HEALTH

MISINFORMATION DISINFORMATION HATE SPEECH

COGNITIVE WARFARE

CYBER ATTACKS

HYBRID

INFOWAR

ATTACKS

https://www.scc.nccmag.org/careerer/2018/10/why-world-mental-health-day-matters-scientists



RESPONSIBLE JOURNALISTIC MEDIA IS IN DECLINE. SOCIAL MEDIA ALGORITHMS POWERED BY AI AND HOSTILE NARRATIVES CREATE FEAR, HATE, VIOLENCE.

Spiderman movie, Uncle Ben

WITH GREAT POWER COMES GREAT RESPONSIBILITY.

LICENCE: CC BY



VALUES ETHICS RESPONSIBILITY ACCOUNTABILITY

TRUST

BRANDS WITH UNIFYING IDEAS WILL BE OUR HEROES.

COMMERCIAL MEDIA, NEWS AND JOURNALISM.

HALLMARKS OF DEMOCRACY.

WORTH SAVING?



MTV Oy is Finland's leading commercial TV broadcasting company and video content company. MTV's media group includes free-to-air commercial TV channels MTV3, MTV Sub, MTV AVA and a streaming service MTV Katsomo. MTV News shares the latest news in multiple channels.



From up there to down here, everything is crazy.

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WHEATHER KIDS

VBATHE

DO LOOK UP!

SAVE THE MINDS SAVE THE PLANET.

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