# 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 20<sup>th</sup>, 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.

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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.

Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: CC BY-NC