



# Looking at global communications: Why do we Peep Show?

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Merlin, VBlogger CaseTV.eu



# Informational Hunger



**EXTRA**

**ART AND MENT**

**BUSINESS OFFERS**  
ANNOUNCEMENT PAGE 14

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**EXTRA**

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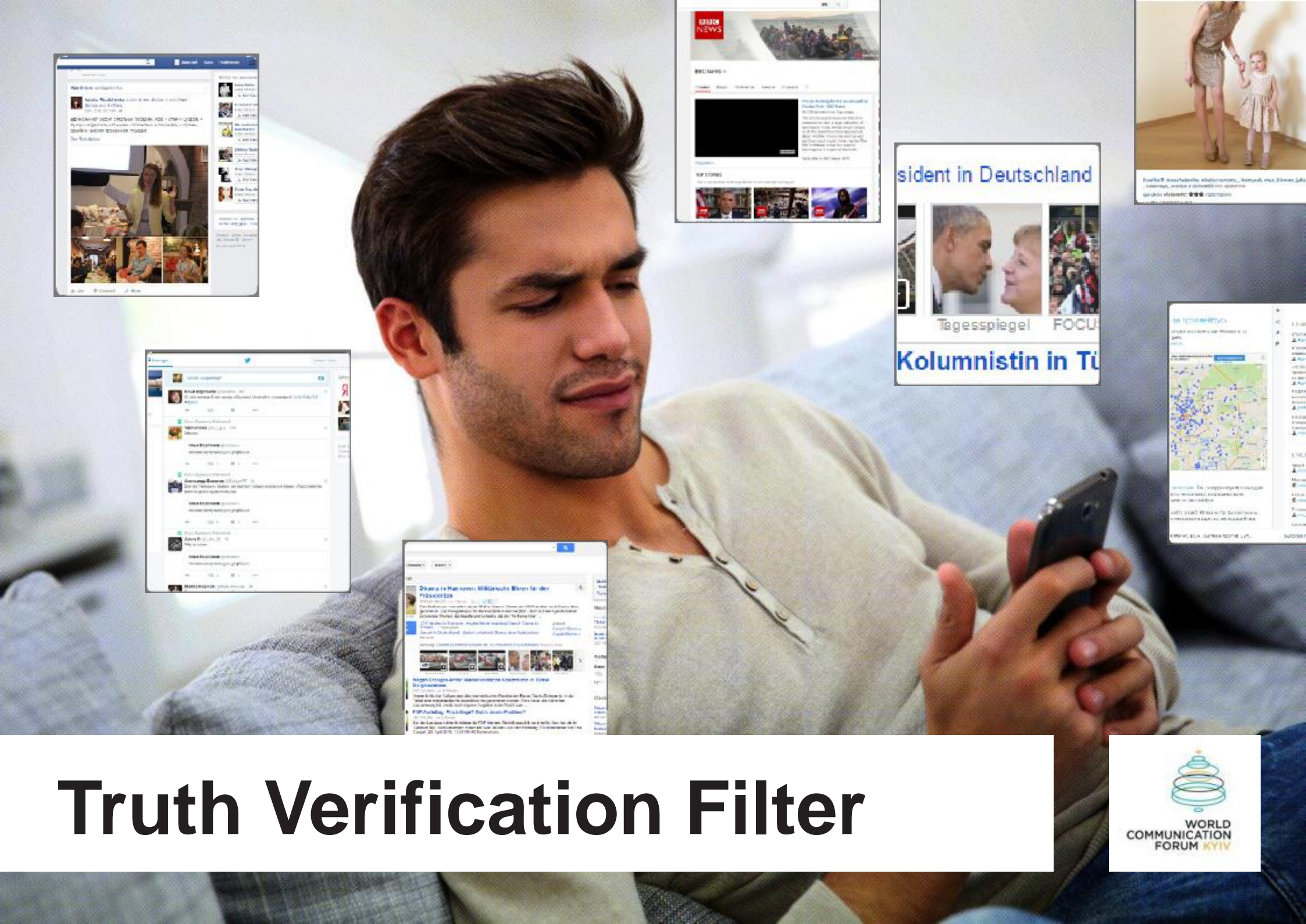
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# Informational Overdose



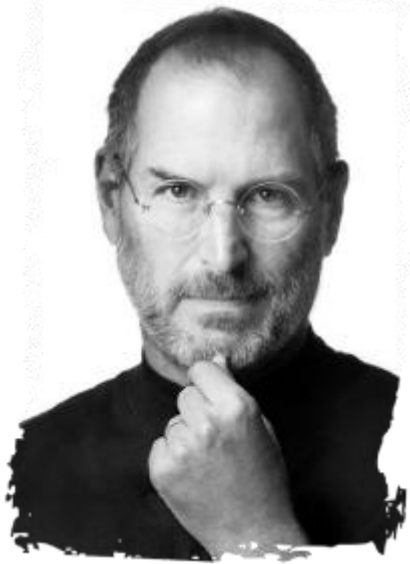


# Truth Verification Filter



# Social networks influenced the approach to communication of brands and personalities

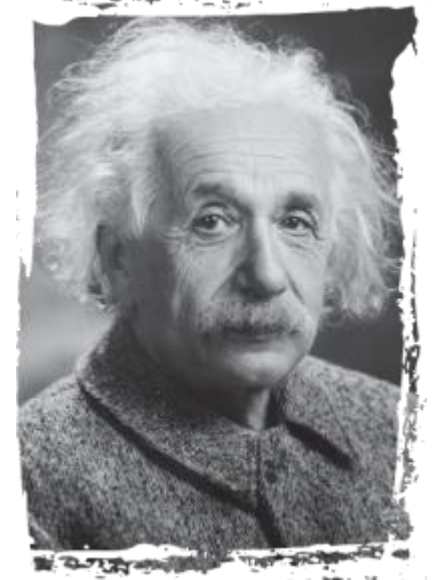




Steve Jobs



Michelangelo



Albert Einstein



Coco Chanel

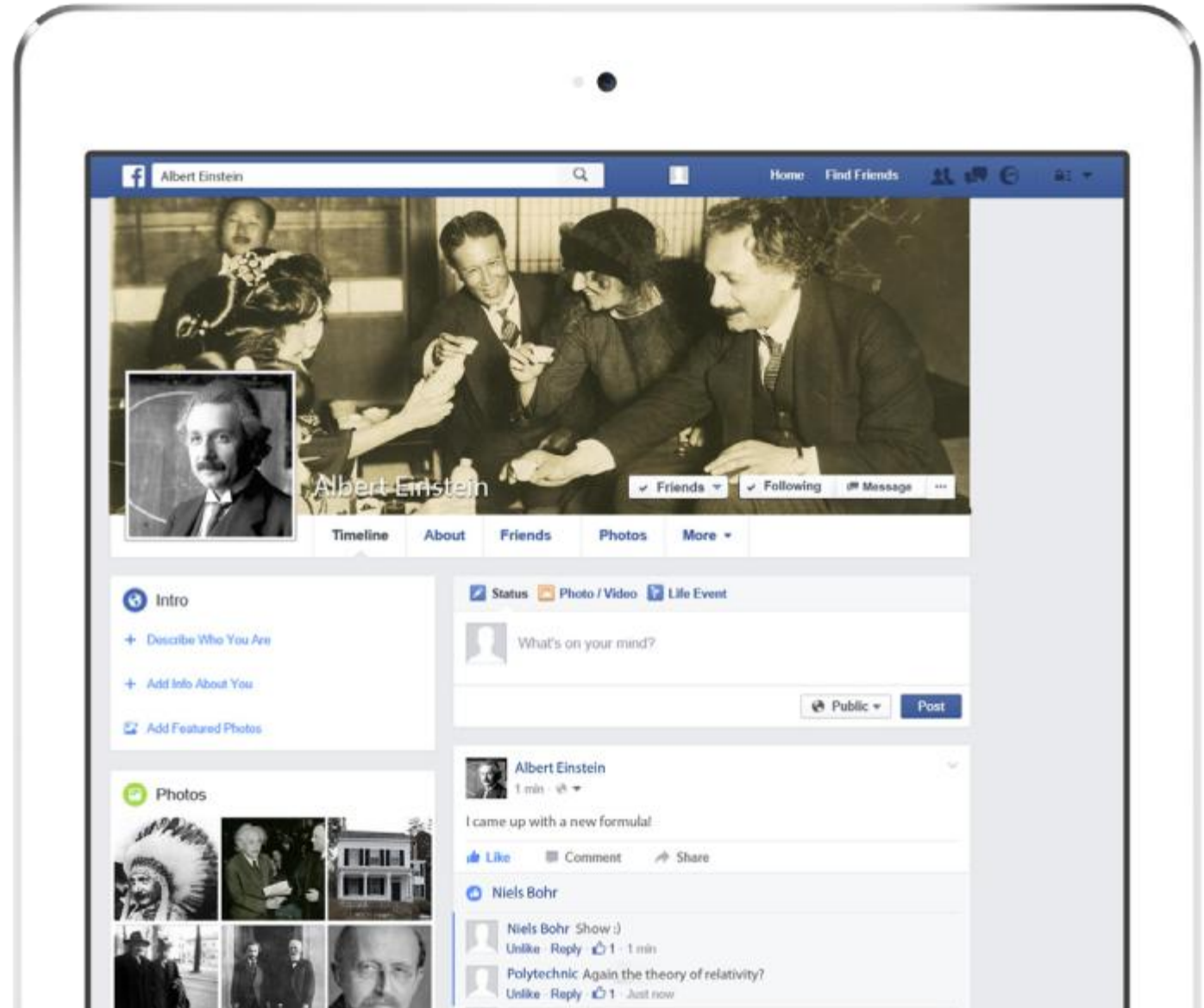


Mozart

# If Henry Ford would have FB



# Or Einstein could bring his own insight





# Or instagram Cleopatra



# Or Alexander the Great could explain his sexual life?



# Donald Trump Trump Entertainment Resort



# Richard Branson 65 Sir, Found of Virgin Group, Forbes listed business magnate

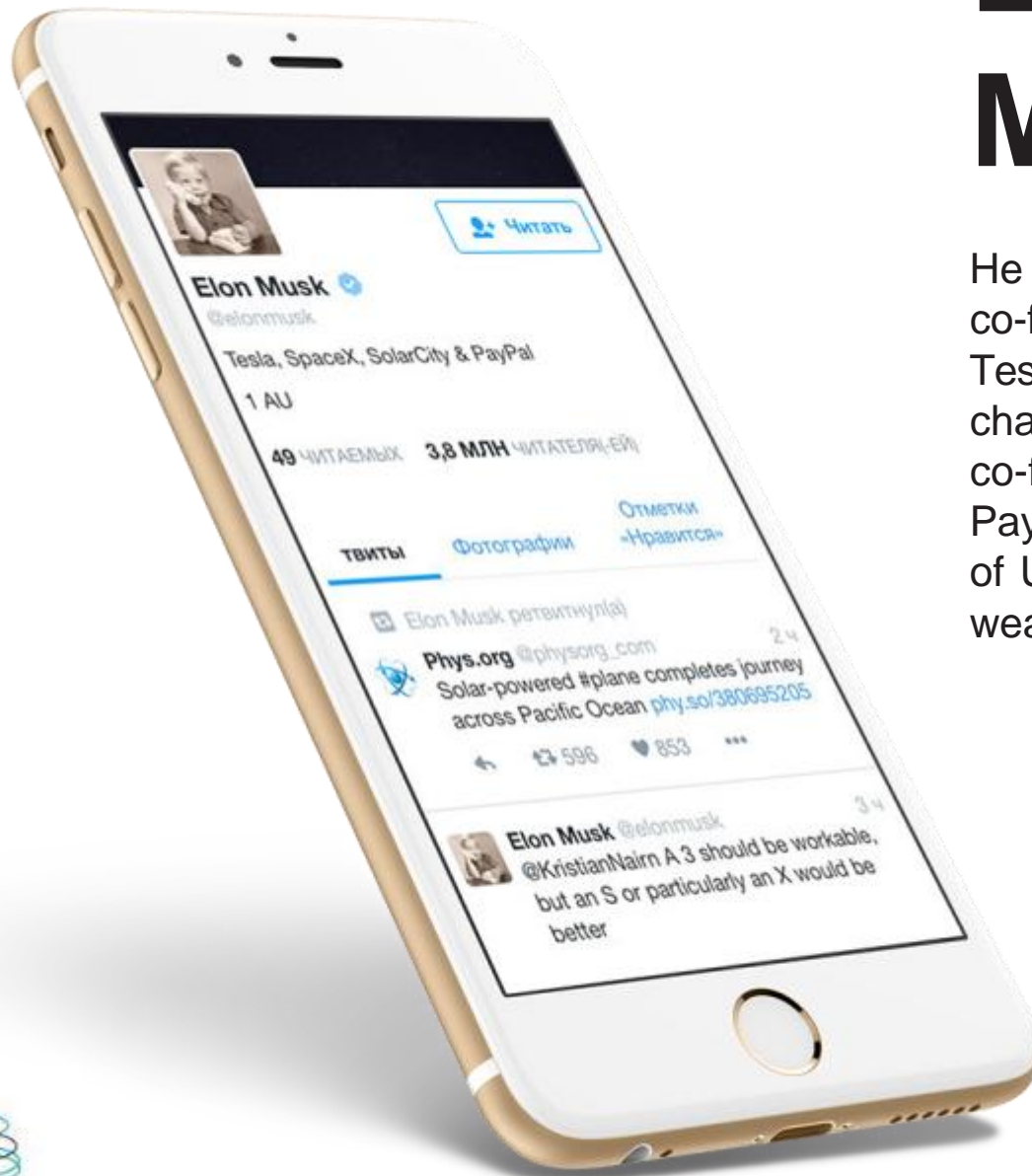


After losing a bet in 2013 with AirAsia CEO Tony Fernandes over each company's Formula 1 racing teams, Branson served as a female flight attendant on an AirAsia airplane. Branson got the last laugh when he intentionally spilled a tray of drinks on Fernandes' lap.



# Elon Reev Musk

He is the founder, CEO and CTO of SpaceX; co-founder, CEO and product architect of Tesla Motors; chairman of SolarCity, co-chairman of OpenAI; co-founder of Zip2; and co-founder of PayPal. As of March 2016, estimated net worth of US\$13.5 billion, making him the 75th wealthiest person in the US.



SPACEX

PayPal

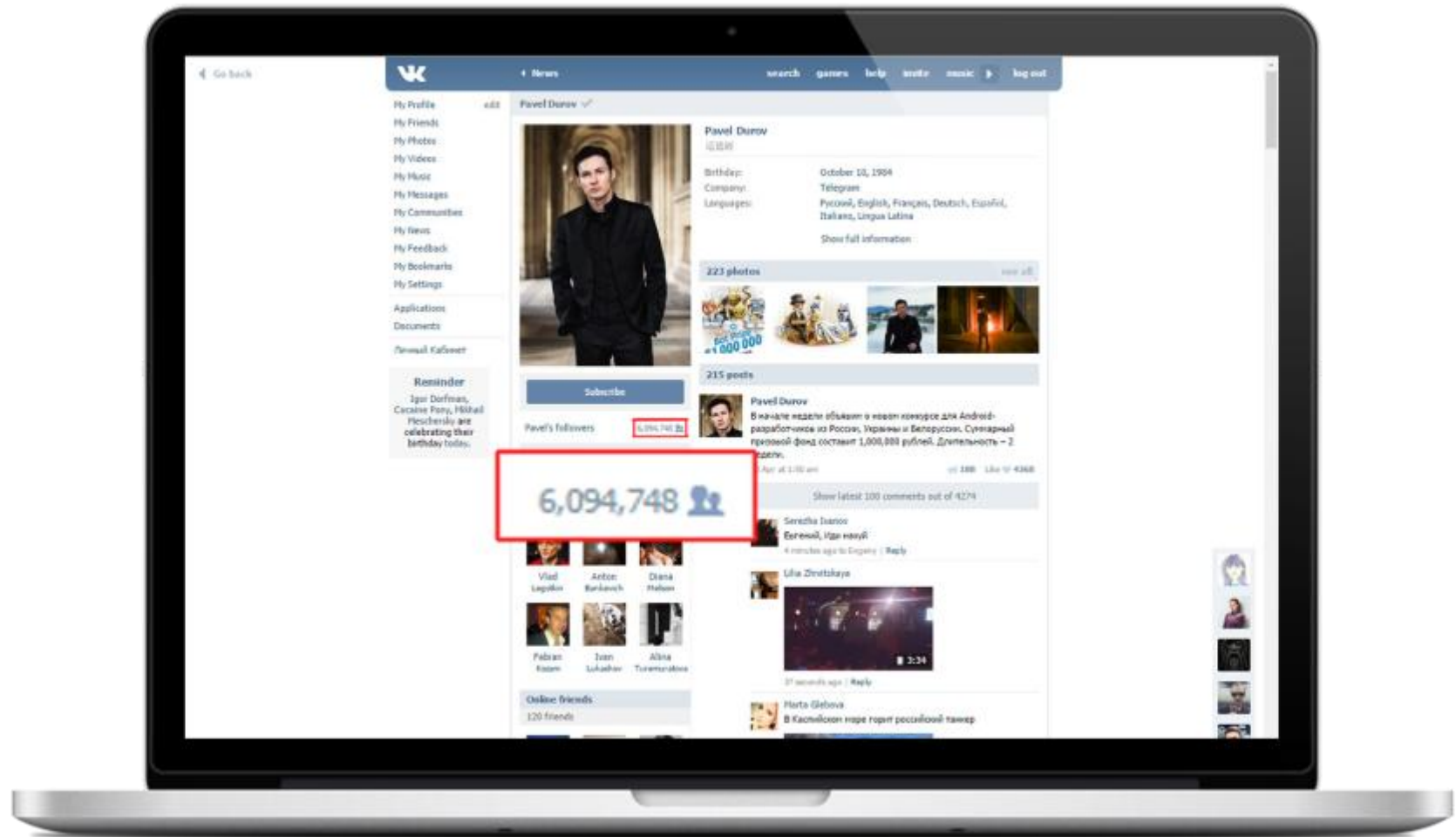
TESLA



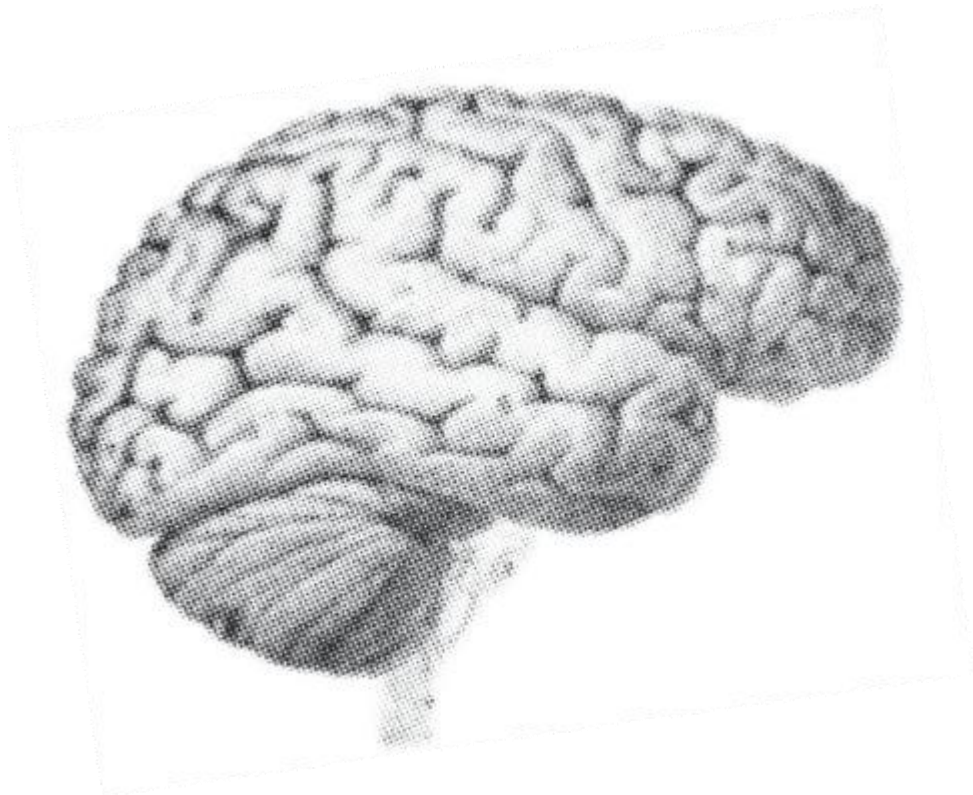
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# Pavel Durov

Founder biggest Russian social network VKontakte. Listed in 200 richest businessmen in Russia according to Forbes.







# IQ and sex



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# Sex



**Playboy**



**Monk**

# Changing approach From apocalypses to routine



## Hollywood

## Peep Show



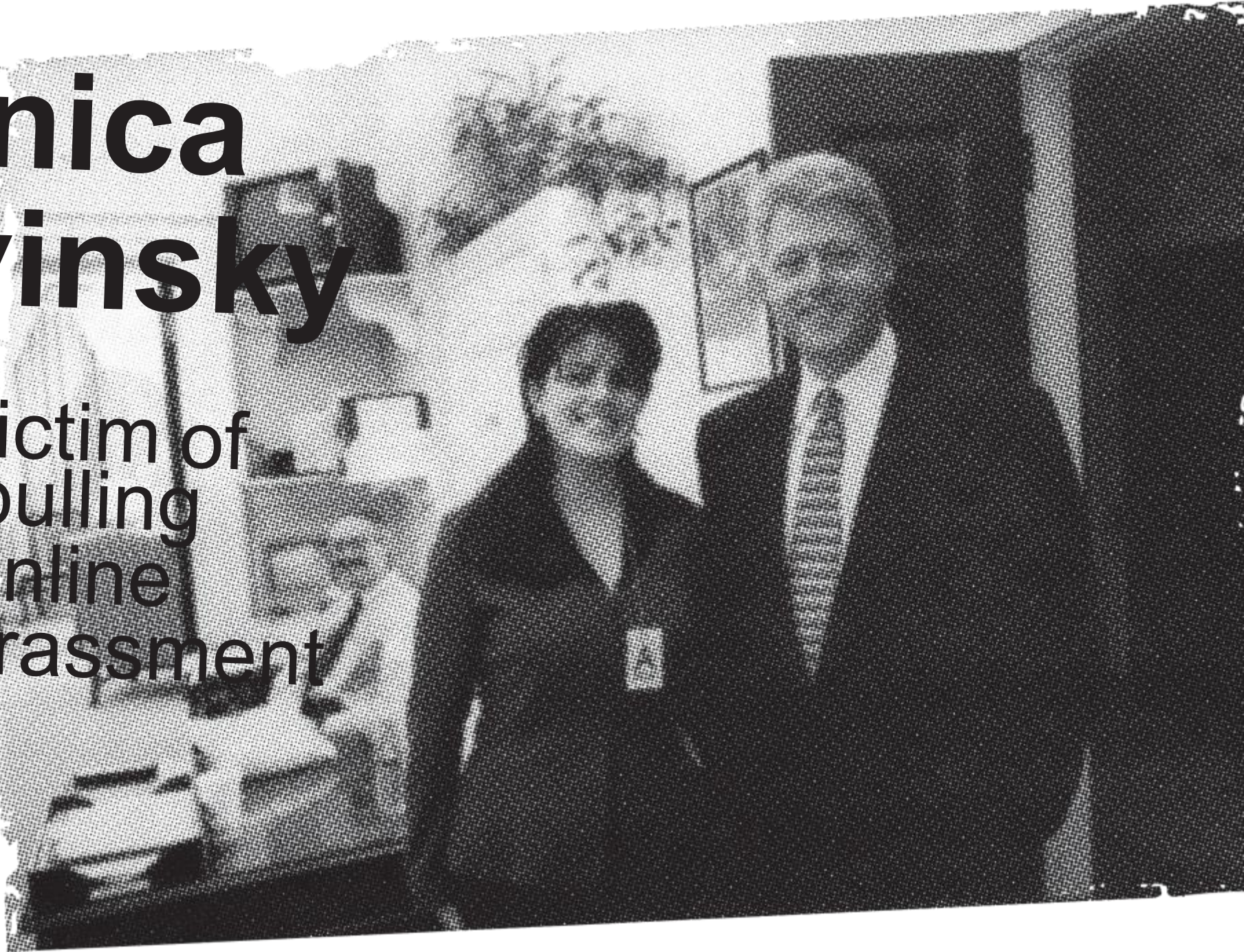
# USA



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# Monica Levinsky

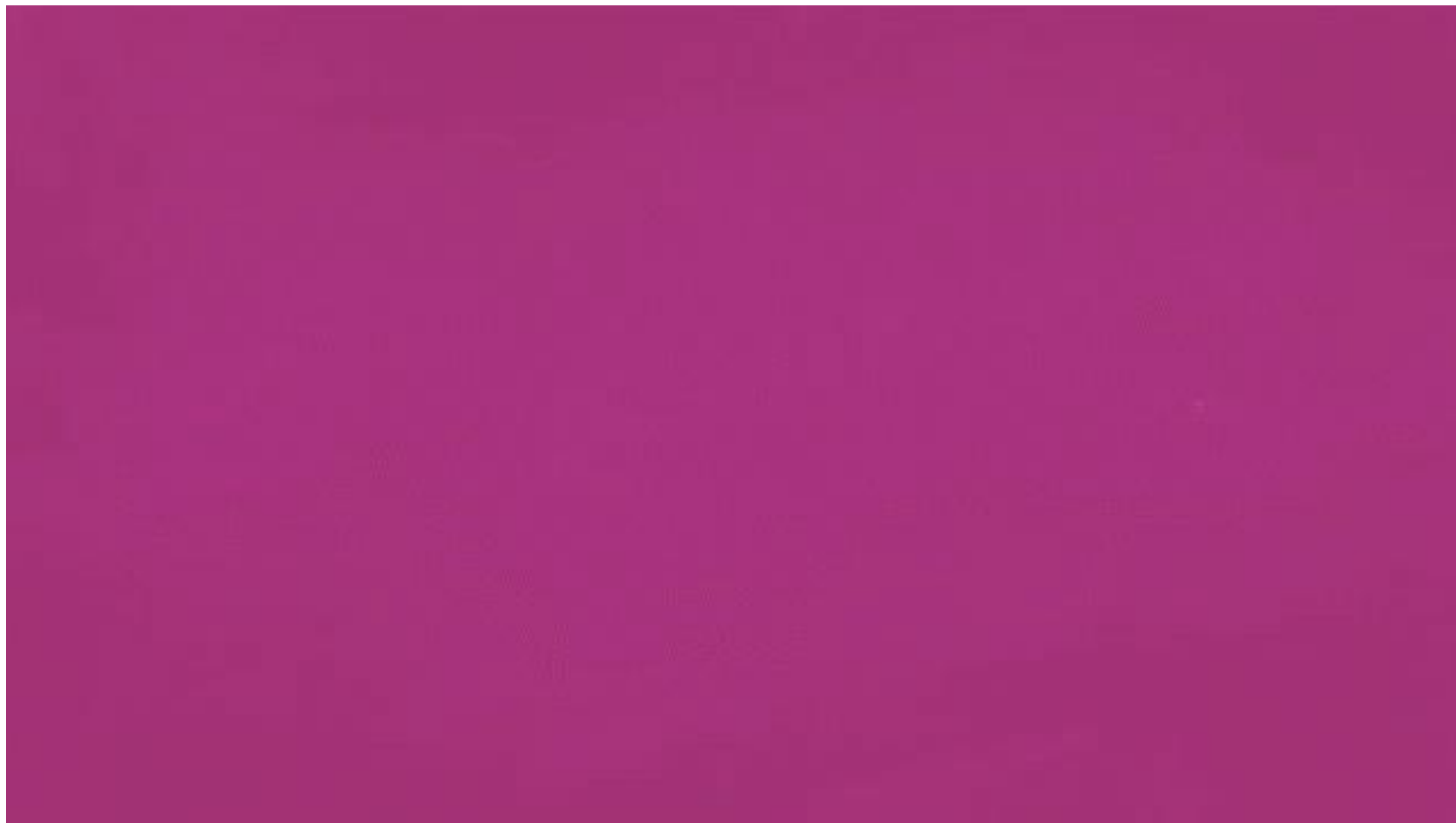
first victim of  
cyberbullying  
and online  
harassment



# Monica Levinsky

Public without context  
Public without consent  
Public without  
compassion

LM



# SelfPaparazzi

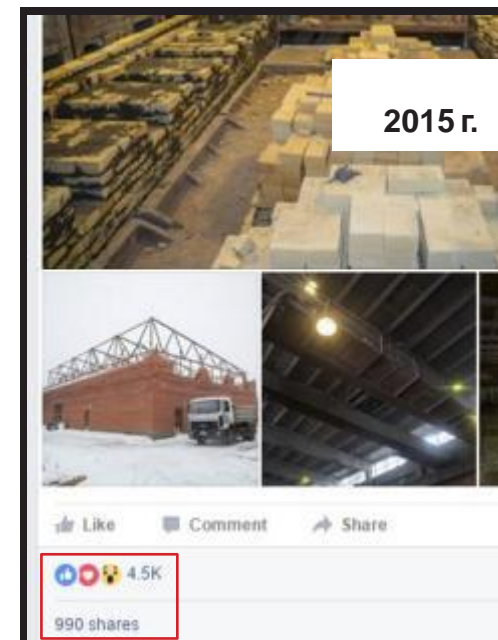
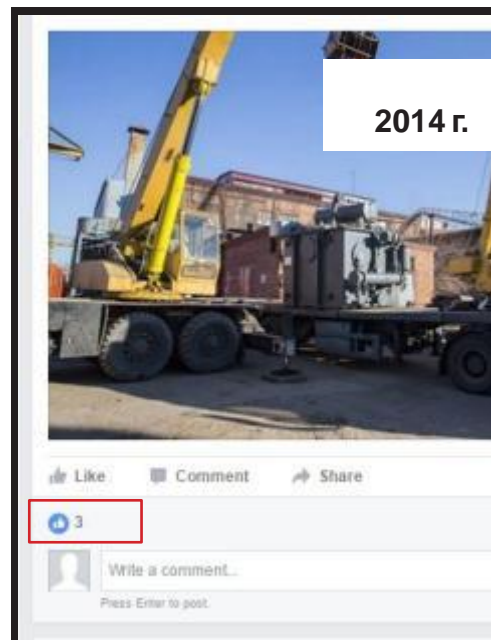
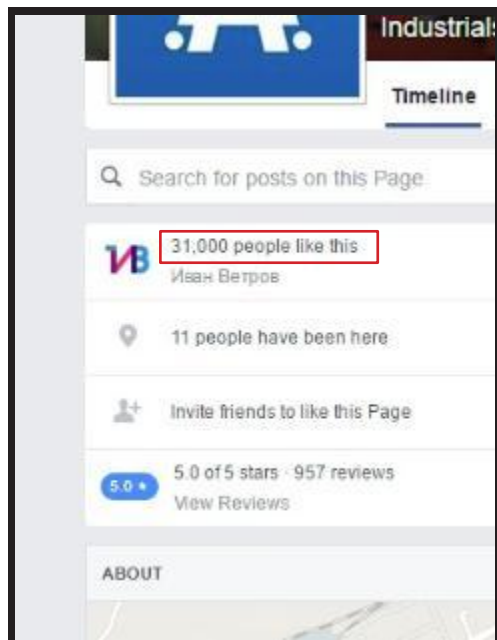
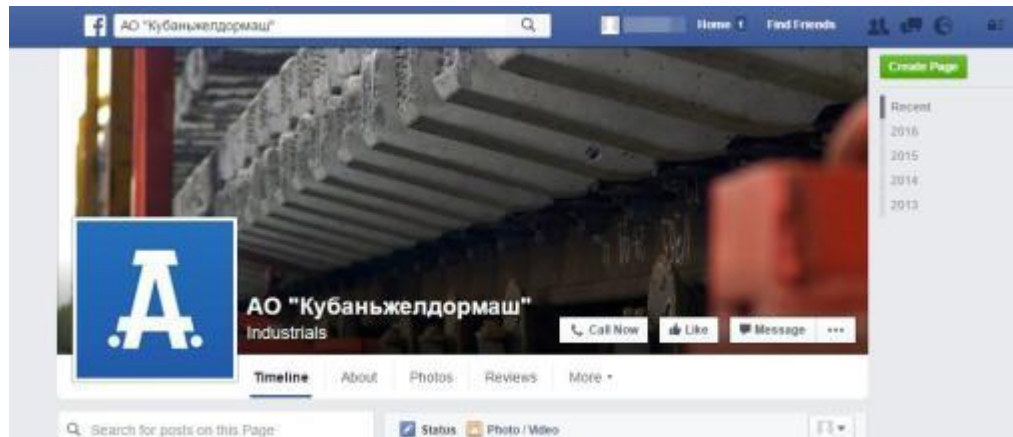




# Leroy Merlin and Arkhangel'skoye



# Kuban'zheldormash



# Thank you for your attention

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