

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

Galina Panina Director PR&GR Leroy Merlin, VBlogger CaseTV.eu



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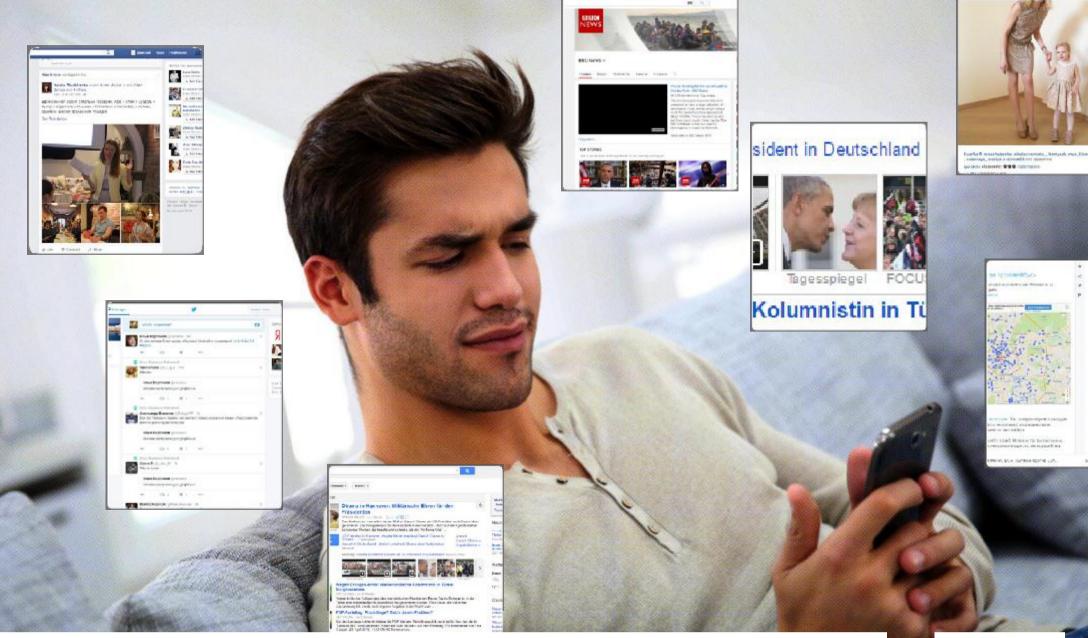
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### **Informational Overdose**

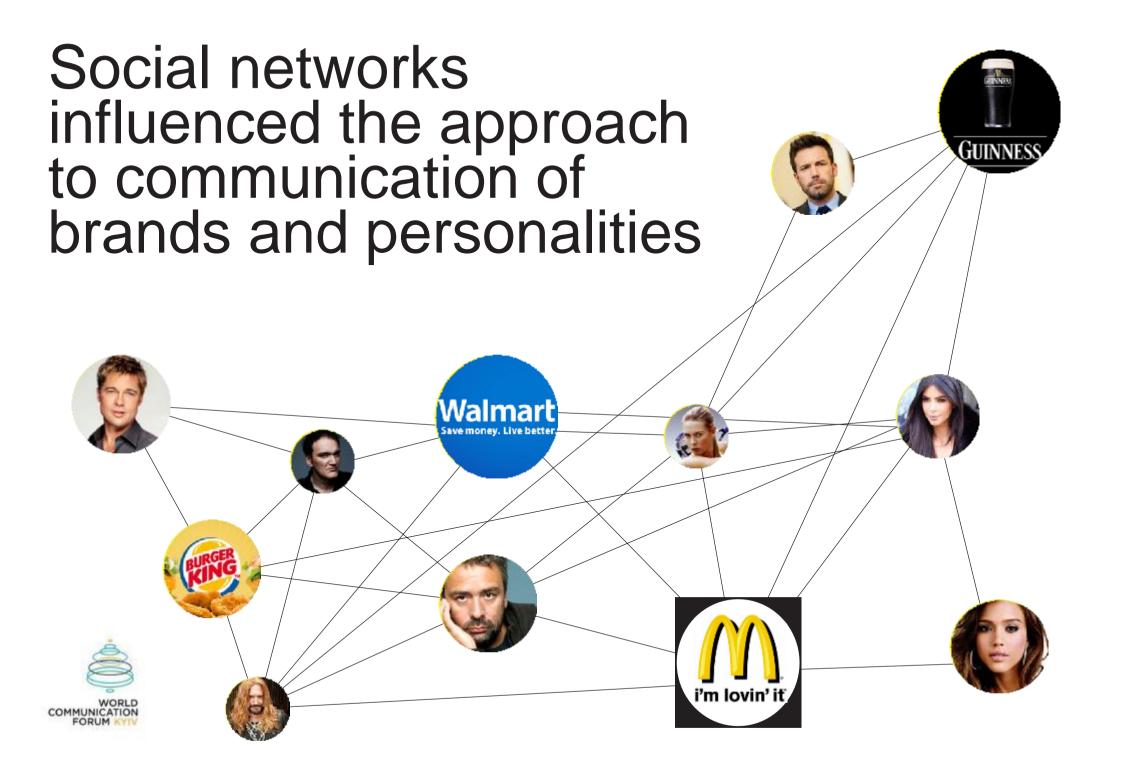
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#### **Truth Verification Filter**







### 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





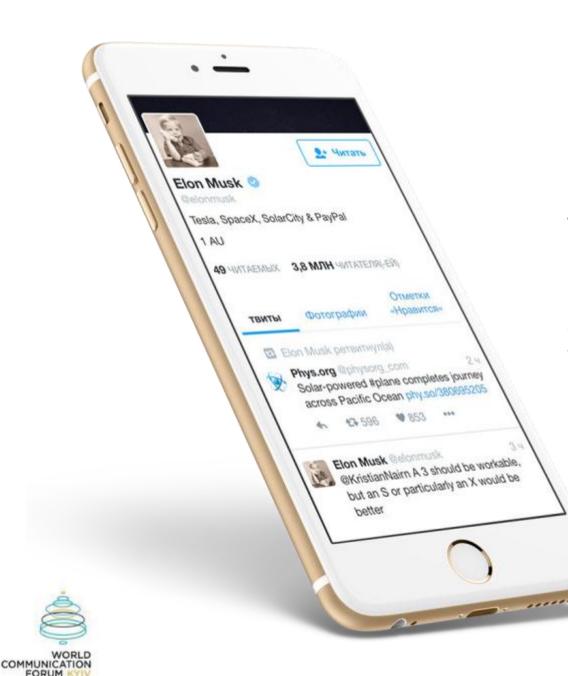
#### Richard Branson 65 Sir, Found of Virgin Group, Forbes listed business magnate



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, cochairman 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.







#### **Pavel Durov**

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







#### Mark Zukerberg Founder FB



## IQ and sex





#### Changing approach From apocalypses to routine

















## Hollywood

### **Peep Show**









## Monica Levinsk

#### first victim of cyberbulling and online harassment

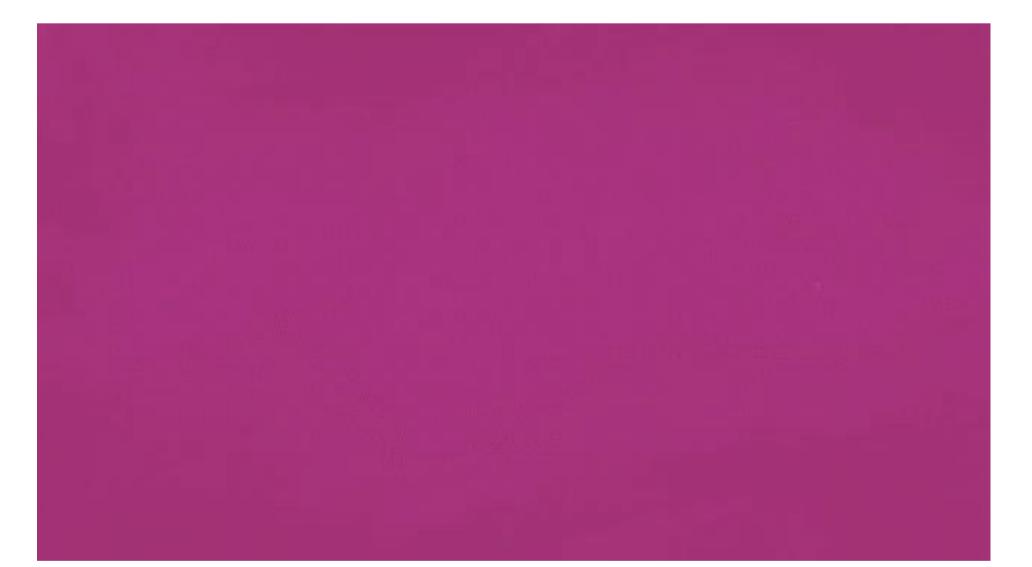


## Monica Levinsky

Public without context Public without consent Public without compassion







### SelfPaparazzi









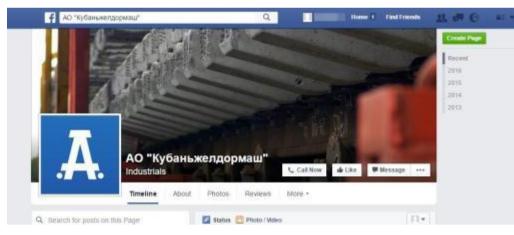


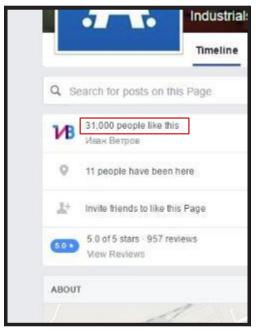
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# Thank you for your attention

Galina Panina VBlogger Casetv.eu Director PR&GR Leroy Merlin





