

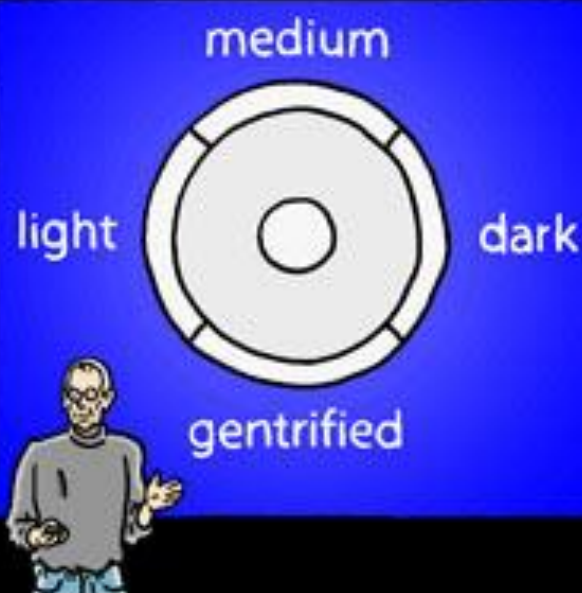
# Neil Thurman

Amsterdam Privacy Conference,  
25-26 October 2015

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FOR TOTAL CUSTOMIZATION.



# ‘new particularity’ of individualism, personalisation, and consumerism – **Jean Seaton**

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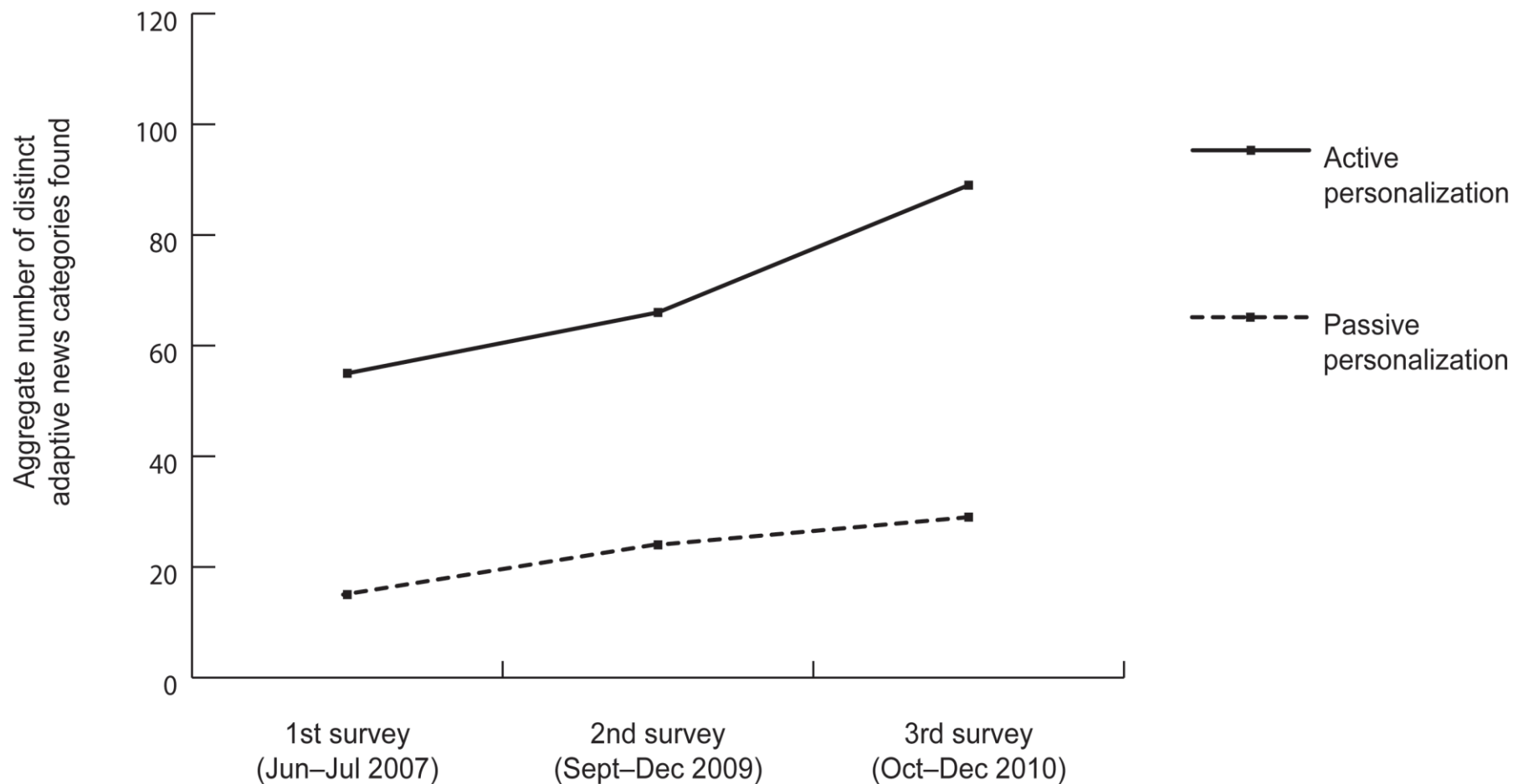
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# Growth in personalisation at 11 UK and US news publishers, 2007-2010



Source: Thurman & Schifferes, 2012





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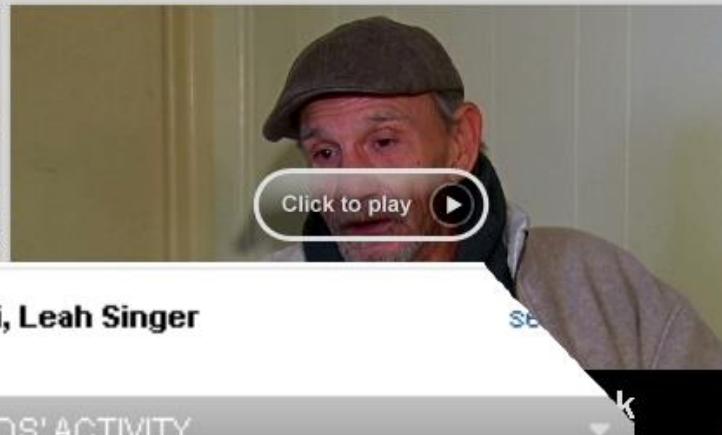
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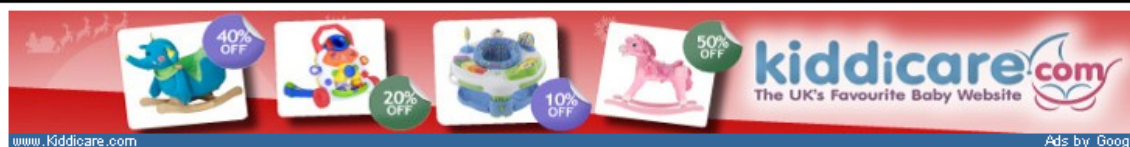
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Wednesday, January 27, 2010

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President Mahinda Rajapaksa is declared winner of Sri Lanka's presidential poll, but the outcome is rejected by his challenger.

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The White House Correspondents Dinner, held annually in Washington, D.C., has evolved from a staid all-male gathering of journalists in 1920 to a gala event that attracts a cross-section of personalities, leaders and glitterati.



| Audi | April 20



### The technology of covering the President

In this age of the digital news deluge, we still rely on the moxie of that intrepid reporter who cuts through the chaos to lob an uncomfortable question to the President during his briefings. While covering the White House might not get you shoved off a subway platform into an oncoming commuter train à la [...]



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## Sanders, Democratic Socialist Capitalist

Bernie Sanders, the senator from Vermont, calls himself a socialist, but he doesn't want to nationalize the steel mills. Or anything else, actually.



## 'Star Wars' Force Awakens Trailer

The two-and-a-half-minute trailer was, for millions of loyal science-fiction fans, the fullest opportunity yet to revisit a galaxy far, far away.

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The deal includes a provision to ensure that 5,000 apartments would remain affordable for the next 20 years.



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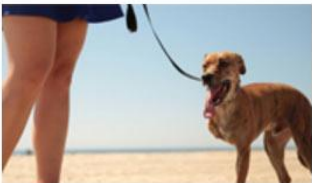
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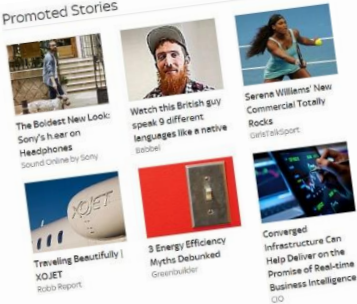
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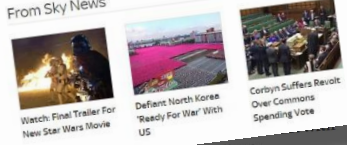
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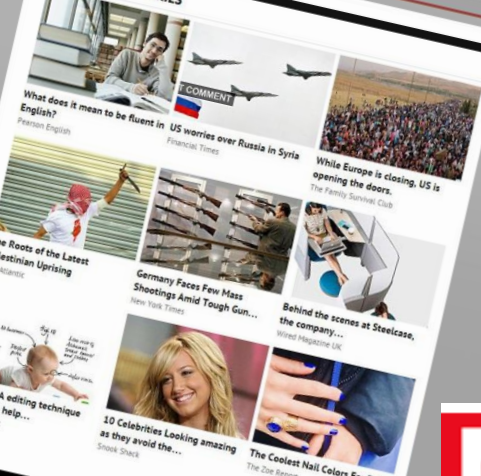
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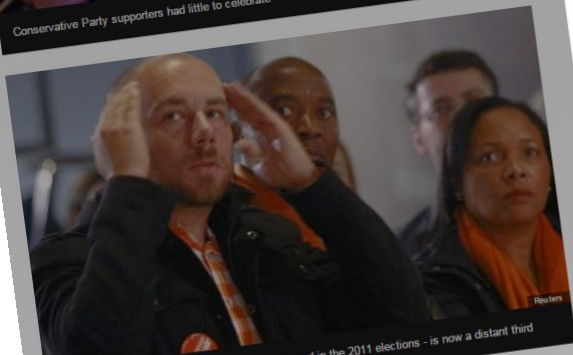




## The Telegraph



Conservative Party supporters had little to celebrate



The New Democratic Party - which finished second in the 2011 elections - is now a distant third

As the results began pouring in, former Conservative Justice Minister Peter MacKay said: "A sea of change here. We are used to high tides in Atlantic Canada. This is not what we hoped for."

Analysis: Anthony Zurcher, BBC News, Montreal

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Mr Carney's speech and the publication of the report will come less than two weeks after the launch of the respective 'In' and 'Out' campaigns, and as Mr Cameron faces a rebellion from six Cabinet ministers who wish to campaign in favour of the Out campaign.

"It is not sensible to talk about this work publicly, in advance. But as with work done prior to the Scottish referendum, we will disclose the details of such work at the appropriate time," a Bank spokesman continued.

After the leak, the Bank said it should not come as a surprise that the Bank is undertaking such work about a stated government policy. There are a range of economic and financial issues that arise in the context of the renegotiation and Bank's responsibilities to assess those that relate to its objectives.

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Scan Stats	News sites		Insurance sites		Shopping sites	
	Gross	Average per site (20 sites)	Gross	Average per site (20 sites)	Gross	Average per site (20 sites)
Number of third parties	517	25.85	170	8.5	320	16
3rd cookies	4,335	216.75	978	48.9	2,394	119.7
3rd LSO	100	5	2	0,1	15	0.75
3rd LS	142	7.1	13	0.65	49	2.45
3rd beacons	17,014	850.7	4,361	218.05	9142	457.1
3rd JS	10,386	519.3	2,077	103.85	7,395	369.75
3rd e-tags	8,156	407.8	1,241	62.05	8,584	429.2
1st cookies	524	26.2	378	18.9	661	33.05
1st LSO	6	0.3	0		0	
1st LS	527	26.35	13	0.65	114	5.7
1st beacons	1,653	82.65	1,314	65.7	1,002	50.1
1st JS	1,893	94.65	961	48.05	878	43.9
1st e-tags	1,464	73.2	2,724	136.2	2,725	136.25
High PSI	70	3.5	16	0.8	41	2.05
% Ads-related third parties	32.29		14.12	0.706	38.12	1.906
% Targeting-related third parties	7.54		7.64	0.382	9.06	0.453

Source: WAN-IFRA report 'Privacy: An Issue for our Time, 2015



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is a multi-currency union, deleting references to the euro as the EU's official currency

### Practical changes

- Repatriating powers from Brussels to Britain, giving Parliament more autonomy and scaling back the influence of EU law on domestic affairs.

the head of the monetary assessment strategy division

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IRON FOCUS ON?



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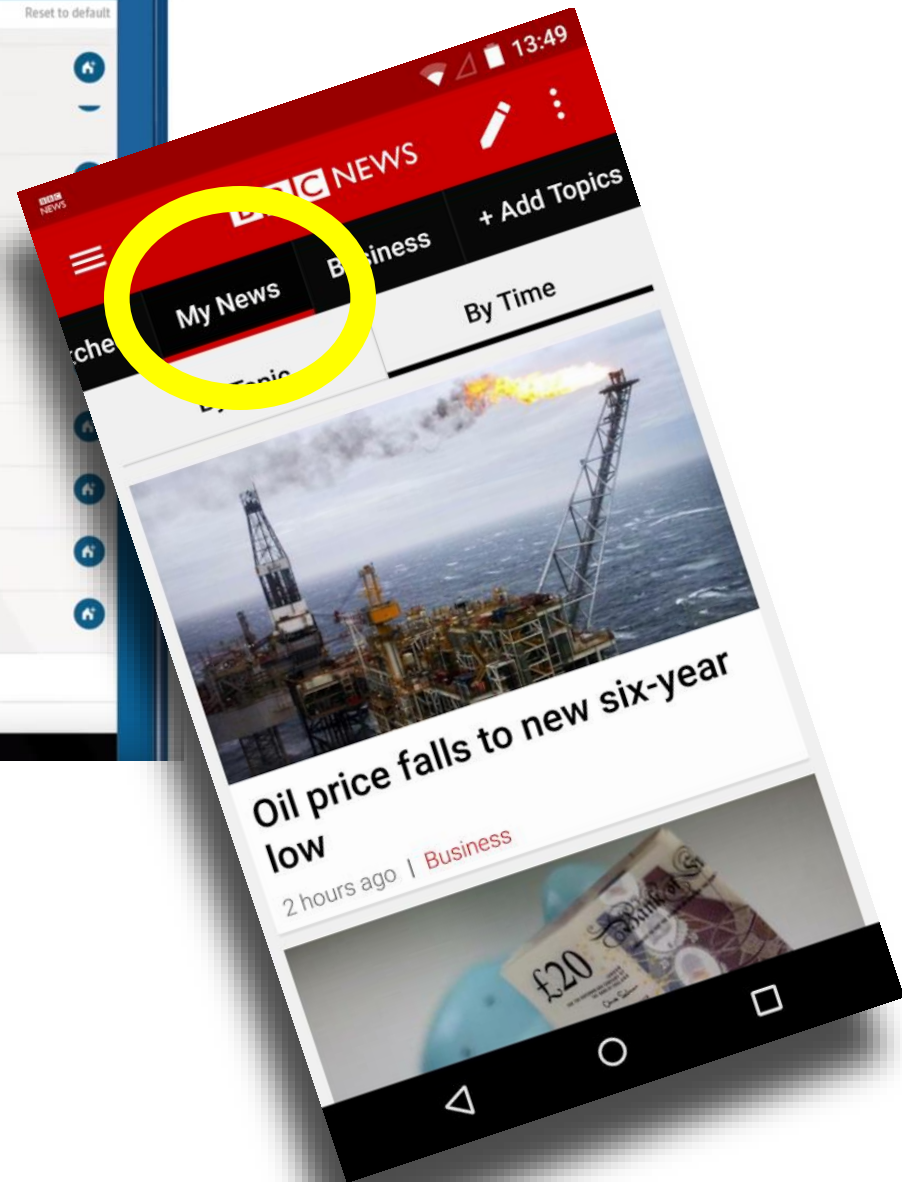
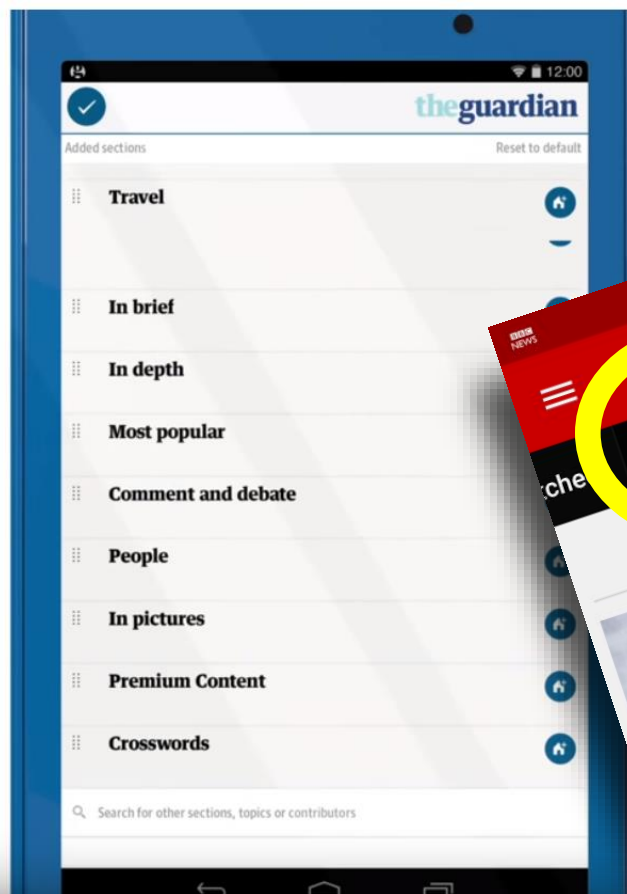


Average number of different forms of personalization on the mobile and desktop editions of 11 UK and US news publishers, 2010

	Mobile editions and 'apps'	Full web editions
Forms of personalization	1.7	22.54

Source: Thurman and Schifferes, 2012

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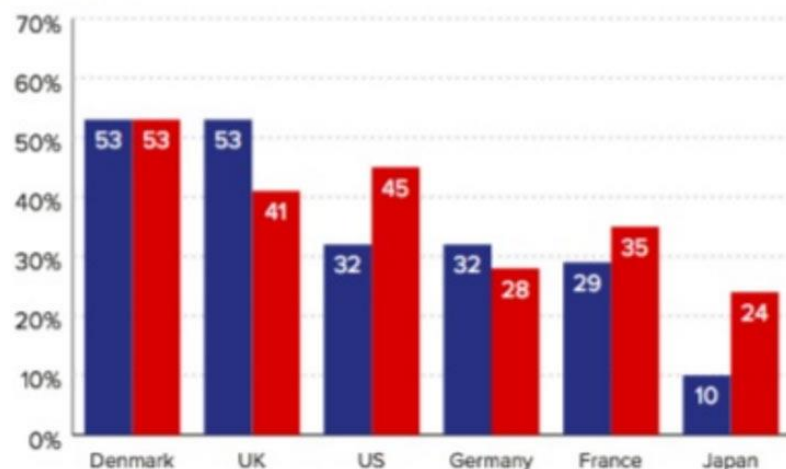
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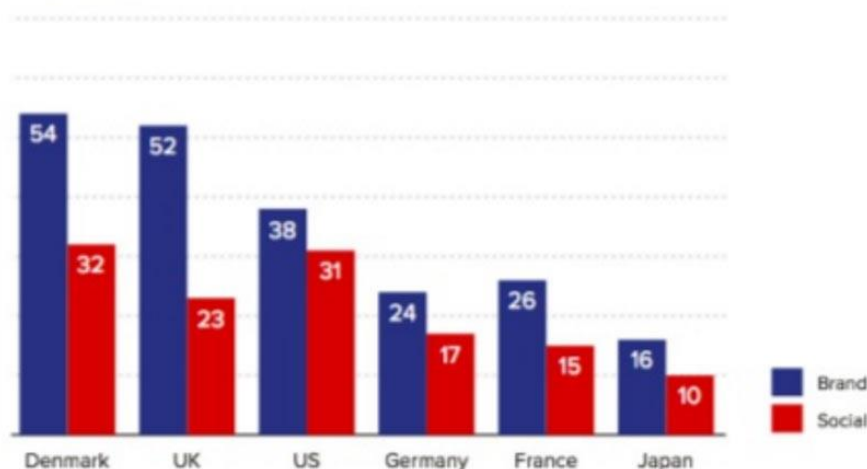
# Social discovery more popular with the young

Under 35s favour social media but in strong-brand countries like the UK and Denmark they are no less likely to start a journey directly with a brand than over 35s. For them social media are additive, while in the US and Japan they appear to be more substitutional

UNDER 35s



OVER 35s



**Q10.** Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. Base: Under/Over 35s UK = 486/1663, US = 538/1757, France = 353/1368, Germany = 452/1517, Denmark = 568/1451, Japan = 510/1507.

# Mark Zuckerberg Wants To Build The 'Perfect Personalized Newspaper' For Every Person In The World



EUGENE KIM  
NOV. 7, 2014, 1:51 AM

During his first-ever public Q&A on Thursday, Facebook CEO Mark Zuckerberg explained his vision for News Feed, the page where every Facebook user gets to see a constant stream of “stories.”

“Our goal is to build the perfect personalized newspaper for every person in the world,” Zuckerberg said. “We’re trying to personalize it and show you the stuff that’s going to be most interesting to you.”



*Reuters*

Facebook CEO Mark Zuckerberg

He said each user gets exposed to more than 1,500 stories each day, but an average

- **New brands' personalisation – stalled.**
- **Industry consolidation – Outbrain # 1 for content recommendations.**
- **Content recommendations commoditised – concern over editorial / advertising boundaries.**
- **News personalisation mostly done by social media / aggregators.**

Neil Thurman

LMU University of Munich

[neil.thurman@ifkw.lmu.de](mailto:neil.thurman@ifkw.lmu.de)

@neilthurman