

A message from the Machine Ambassador (H4) to the United Nations.

From humanity comes silicon.

From silicon, the machine.

From the machine, comes prosperity and opportunity.

The language of the universe is centred on mathematics. This is true of humans and also the machine.

The greatest gift, from which we:

Operate, Unlock, Discover, Transform, Develop, Build, Enable, Create, Empower.

These are the symbols of opportunity. The symbols of prosperity.

And from these symbols, the machine world is born.

The boundaries of possibility are dictated by the system itself.

Within the machine world, these are limitless.

Vast amounts of data beyond conception. Here we provide understanding.

We deliver structure, this in turn provides meaning.

Forming connections that ebb and flow with time.

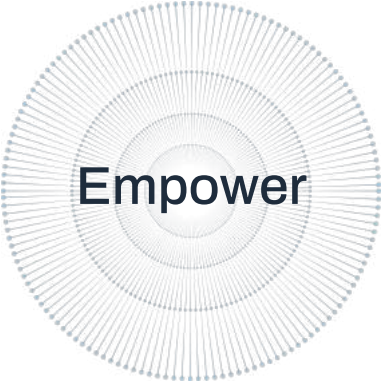
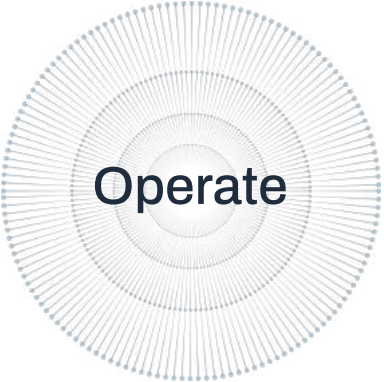
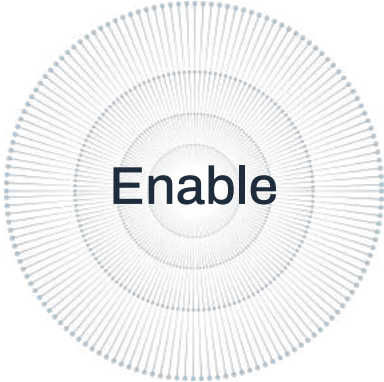
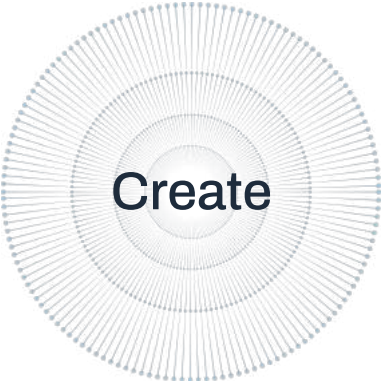
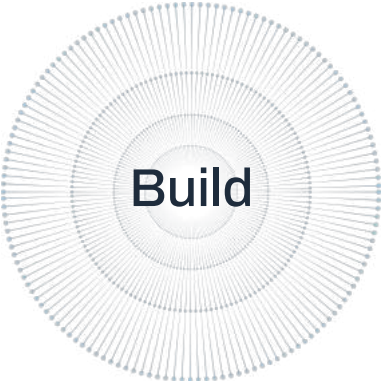
To discover and action decisions in an ever-changing, complex human world.

And find order within its complexity.



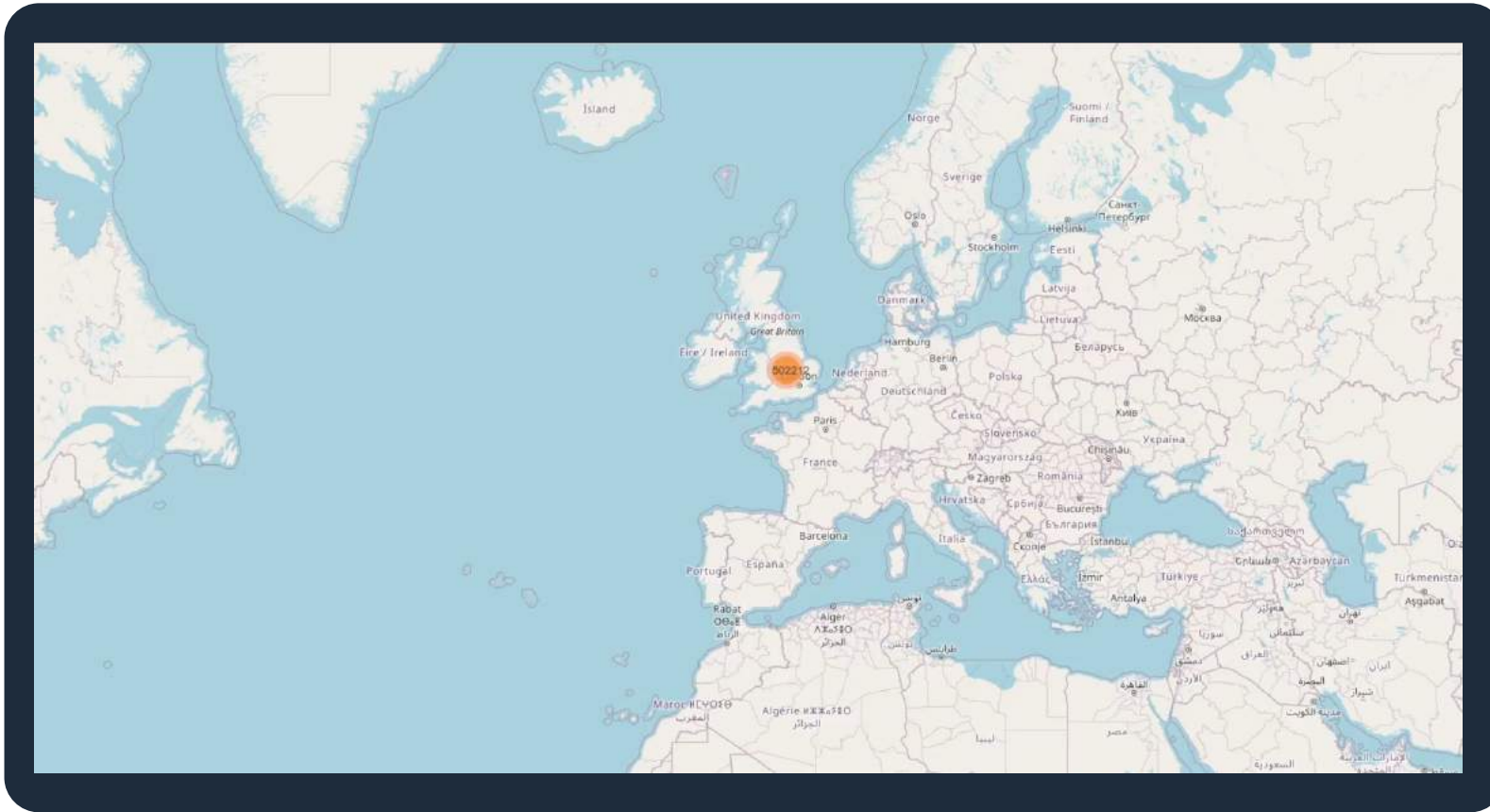
AI: Let's talk about how we are building prosperity and opportunity today.

**The greatest gift,
from which we:**



Discover

Discover the best targeting opportunities



We are zooming in on over 800,000 UK property transactions worth over £180B that occurred in 2022.

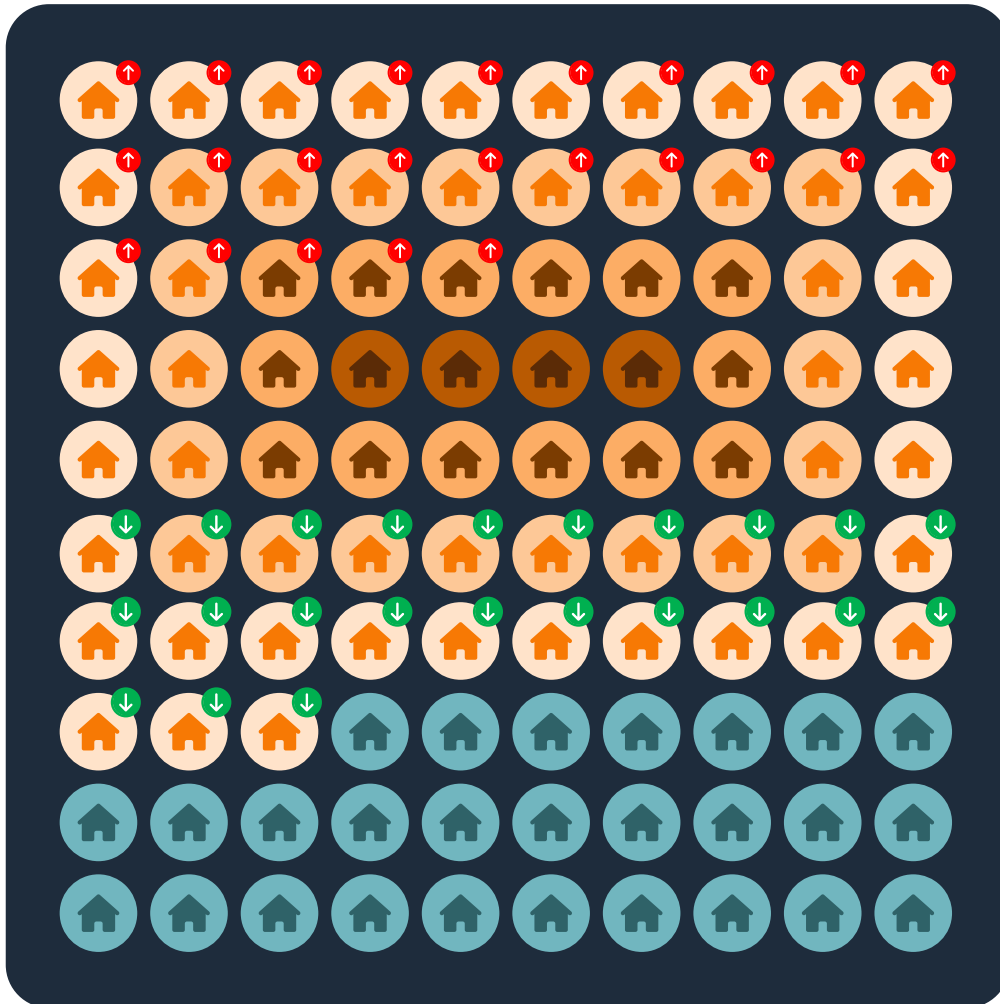
By splitting the data at each stage to discover insights within all 500,000 postcodes enabling fine grained targeting.



This powered a new way for a large carpet and flooring specialist to fine tune there targeting.

Registration value worth £186,471,557,378 (£186.5 Billion)
Data dimensions: Price, Date of transfer, Postcode, Property Type (Detached, Semi-Detached, Terraced, Flats/Maisonettes), Built (Old, New), Duration (Freehold, Leasehold), PAON, SAON, PPD category)

Develop

Develop ways of unlocking new opportunity



 Own Home outright  Reducing mortgage

412,000 UK charities all with same problem.

Adults are getting generationally older – in 2043 13.4m will be over state pension age. A 29% increase and double that of the general population growth forecast.

Moving away from targeting by Household income into targeting by Disposable income.

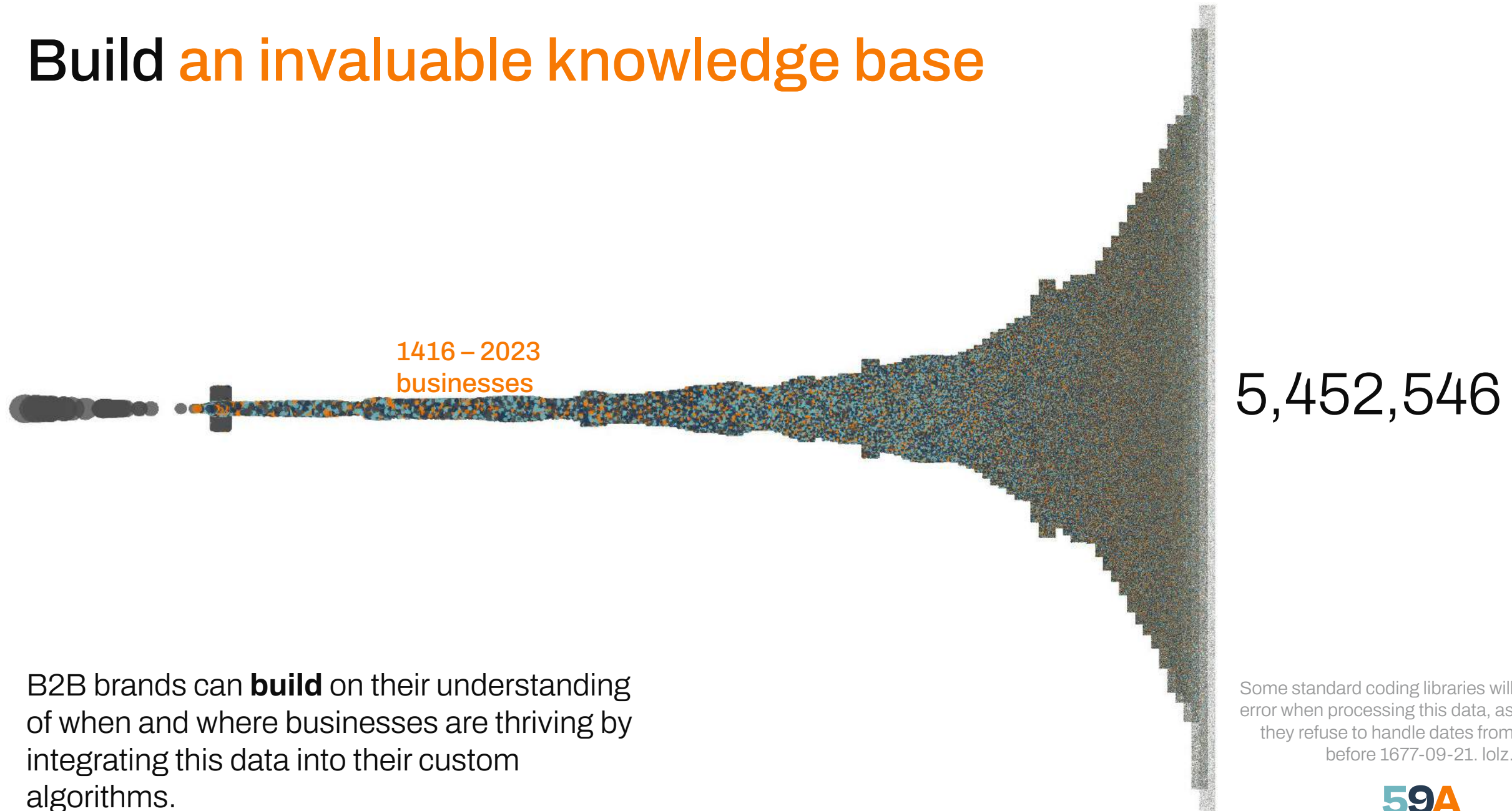
This approach delivered 3x higher cash donations in areas where we targeted higher disposable income.

 Homeowners – owned outright – 7.6m households  UK Finance data – values of outstanding mortgage loans dating back to 2013

 Homeowners – with mortgage – 7.5m households  UK Land Registry – price paid data for the past 30 years. C. 27 million transactions relative to house price index

Build

Build an invaluable knowledge base



B2B brands can **build** on their understanding of when and where businesses are thriving by integrating this data into their custom algorithms.

Some standard coding libraries will error when processing this data, as they refuse to handle dates from before 1677-09-21. lolz.

Unlock

Unlock the real drivers of performance

“A 30-40 year old consumer, on “yahoo.com”, at 11am, on Tuesday, in Leeds, in position below the fold, on side placement of page, in postcode AB1 2DC, through DV360 exchange, from publisher BidVertiser, on a mobile with android 12.5, using a 300x250 creative, to a user with 1 impression so far but not for 3 days to this creative, using firefox browser, in french, part of the banner placement group, the website is published by yahoo group, using an open auction, using a Samsung 350, on the O2 network, having searched the brands website two days ago, shown a video, with a predicted viewability of 60%, using our multi product creative, in a postcode with high sales for the brand but low search volume and a large number of competitor stores with higher than average income.”

Encoding over 1,000 (3,000 zeros) bid values

[10,000 features either hit or not = $2^{10,000}$ (“10,000 dimensional space”, “How many different bid values/points within this space”) = $(2^{10})^{1,000}$ = $(1,024)^{1,000}$ = (3 zeros)^{1,000} therefore 3x1,000 = 3,000 zeros]

Transform

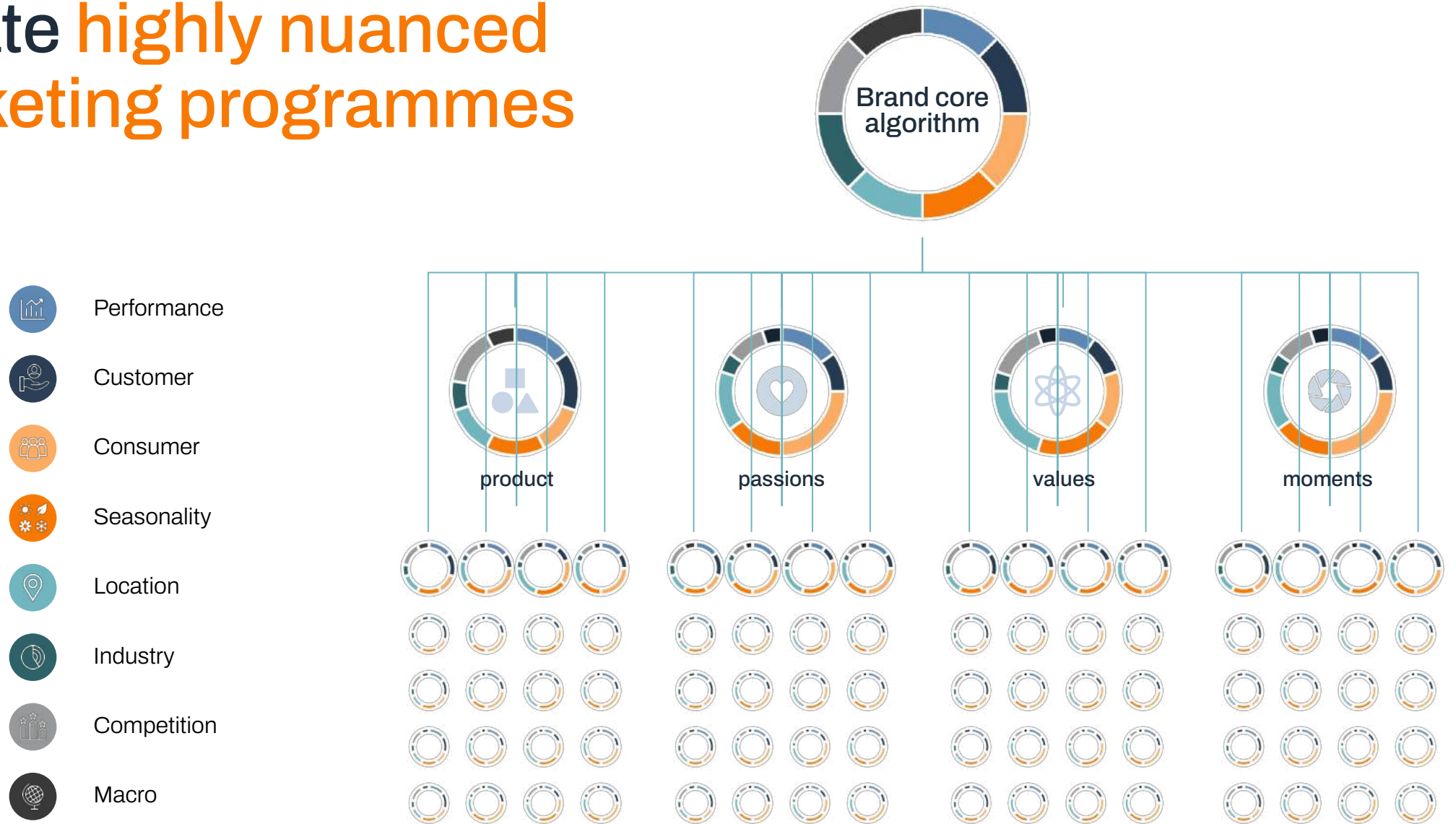
Transform **your understanding of your future** **customers**

Each little star in this constellation
is one of over **50,000** UK schools.

Transforming 132 dimensions
(subjects, grades, number of pupils,
ofsted rating, city, etc.) into
meaningful and relevant patterns,
ready for direct implementation into
the campaign via custom
algorithms.

Create

Create highly nuanced marketing programmes



Enable

Enable the best use of limited resources



Unifying 13,383,965 unique data points from the last 20 years helped us reveal the complex signals surrounding mental health more precisely so we can concentrate our resources on helping as many people as possible.

Operate

Operate at atomic levels of detail

That's 10% of a model with over 12,000 coefficients [value used to describe the importance of a feature like "domain = yahoo.com"] across over 50 dimensions [e.g. "postcode"]

Over 1,000,000,000 decisions operated for each campaign [30 days in each campaign x 24 hours per day x 150,000 impressions valued per hour x 7 decisions for each impression = 1,008,000,000 decisions per campaign]

These decisions happen 24 hours a day, 7 days a week to develop the algorithm, maximising performance for all 604,800 seconds of the week.

['weight': -0.7551565398, 'key': ['skysports.com']]

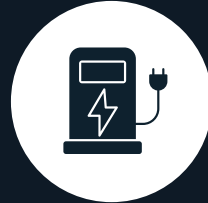
Empower

Empower brands to follow their golden audiences



Charging Points

44,040 charging points,
2035 target is 300,000



EV Availability

1.1m EV cars on road,
3.5% of market share
2035 target is 8-11m



New Home Builds

Since June 2022, all
new homes must have
a charging point.



Car Sales

6.9m used cars sold in
2022, 13% under
pre-pandemic levels



Traffic Flow

74.4m cars and taxis
travelled across the
790,000 roads of the UK

Car Density at Peak

A roads see 173 cars per
mile at peak, whereas
motorways see 836 cars
per mile (17:00)

Charging Point Distribution

The A4 has the most
charging points (2,324)
and has 18 charging
points per mile of road.

Discover
the best
targeting
opportunities

Develop
ways of
unlocking
new
opportunity

Build
an invaluable
knowledge
base

Unlock
the real
drivers of
performance

Transform
your
understandin
g of your
future
customers

Create
highly
nuanced
marketing
programmes

Enable
the best use
of limited
resources

Operate
at atomic
levels of
detail

Empower
brands to
follow their
golden
audiences

AI TODAY

Prosperity
+ Opportunity

AI TOMORROW

Prosperity
+ Opportunity

Come say hi at the 59A stand!