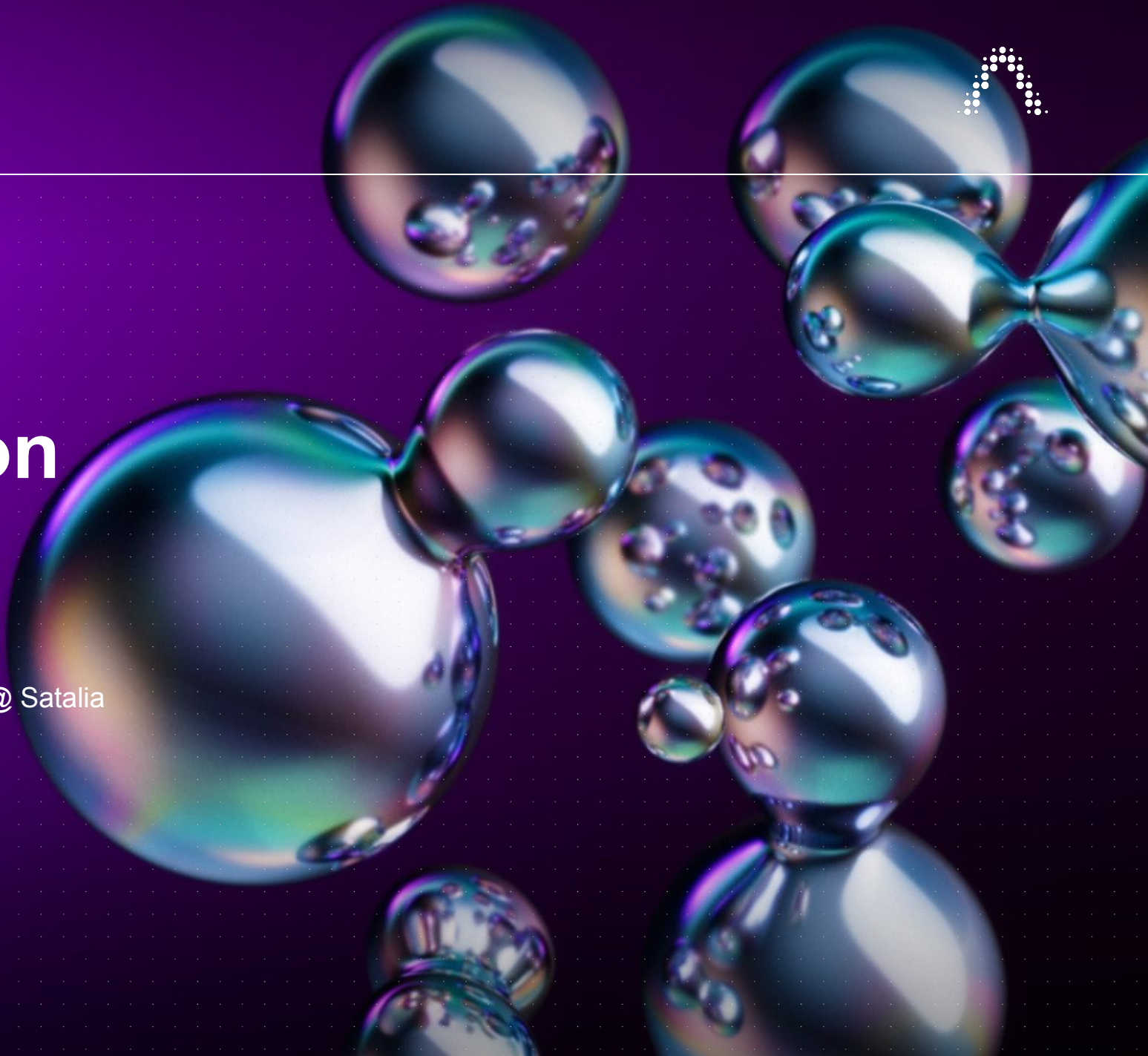




# Rethinking AI and its impact on marketing and humanity

Daniel Hulme, Chief AI Officer @ WPP & CEO @ Satalia

[daniel@satalia.com](mailto:daniel@satalia.com) | +44 777 376 5097



# About me

Entrepreneur in Residence @ UCL

Director of Business Analytics MSc

Lecturer in AI and Innovation @ UCL & LSE

Postdoc in Innovation and Technology Transfer

PhD in Artificial Intelligence

MBA Electives London Business School

MSci in Artificial Intelligence

Chief AI Officer @ WPP

CEO @ Satalia

CEO @ Conscium

Investor in AI-enabled purposeful companies

Advisor to Syntropy, e-Numeracy and others

Kauffman Global Scholar

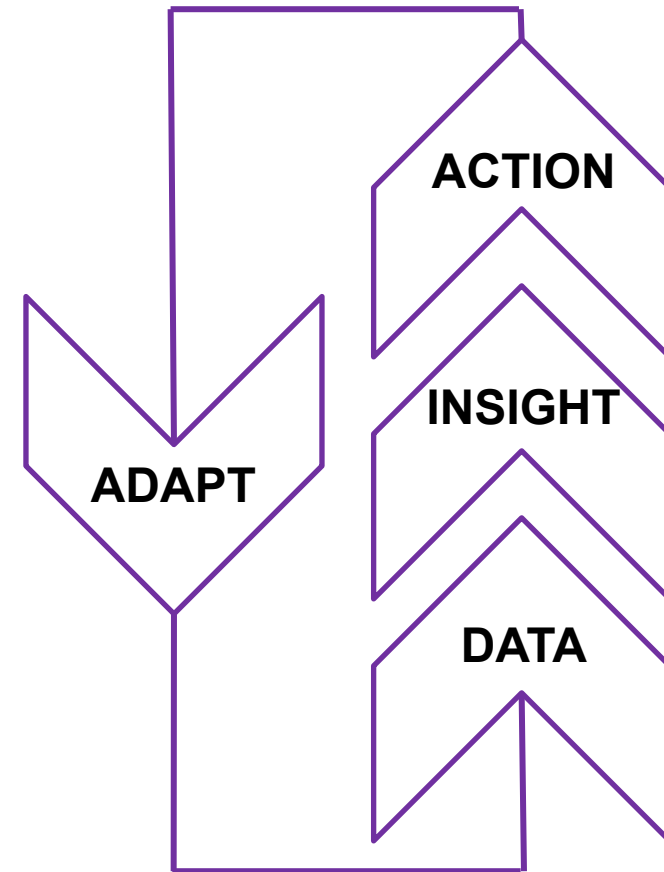
Startup mentor and speaker

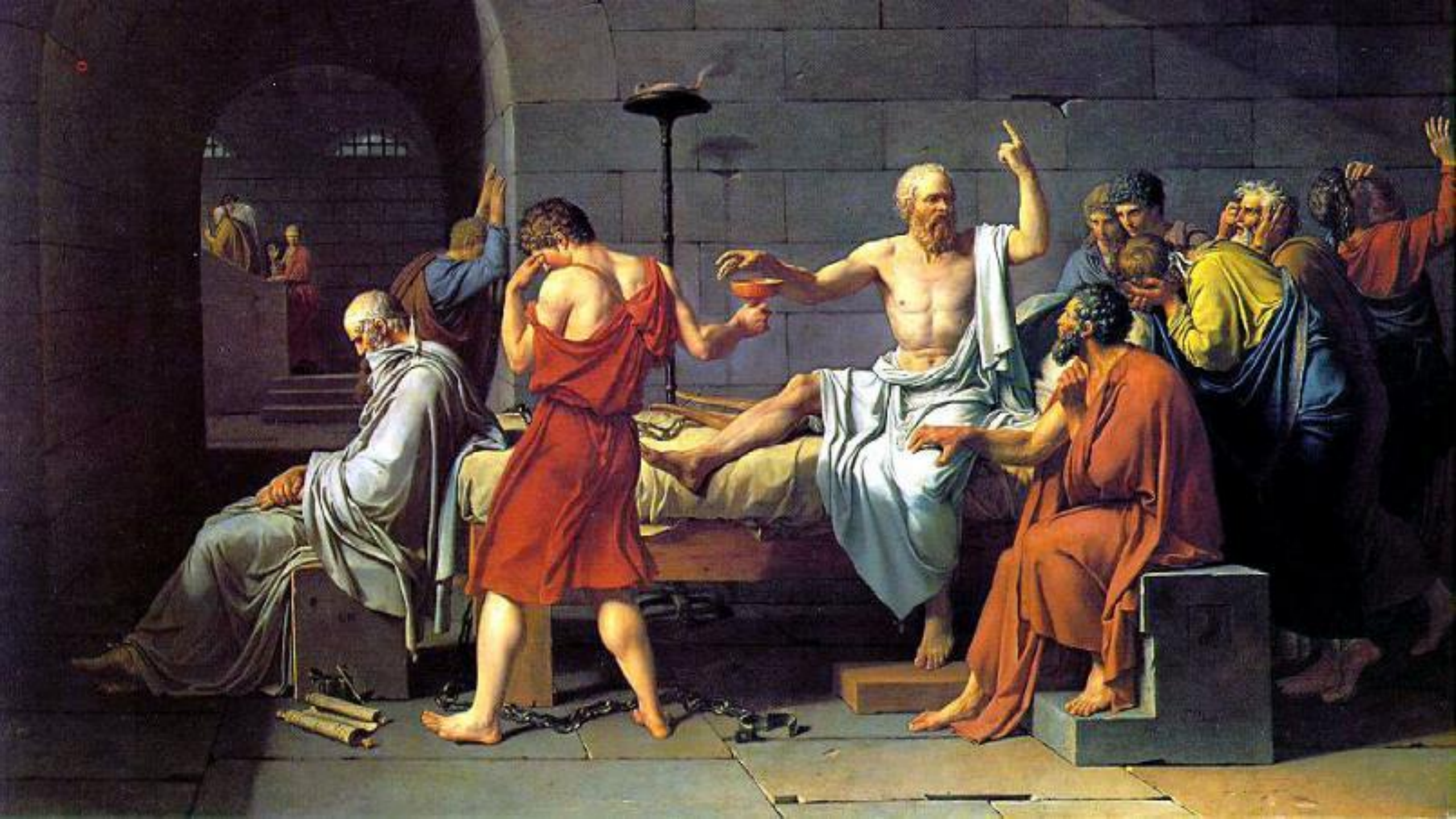


Intelligence

# Goal-directed Adaptive Behaviour

Sternberg & Salter







# The Six Applications of AI



# The Six Applications of AI

## Task Automation

Macros, RPA, chatbots, object  
recognition



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## Content Generation

Images, video, text, music



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Deepfakes, voice, personas



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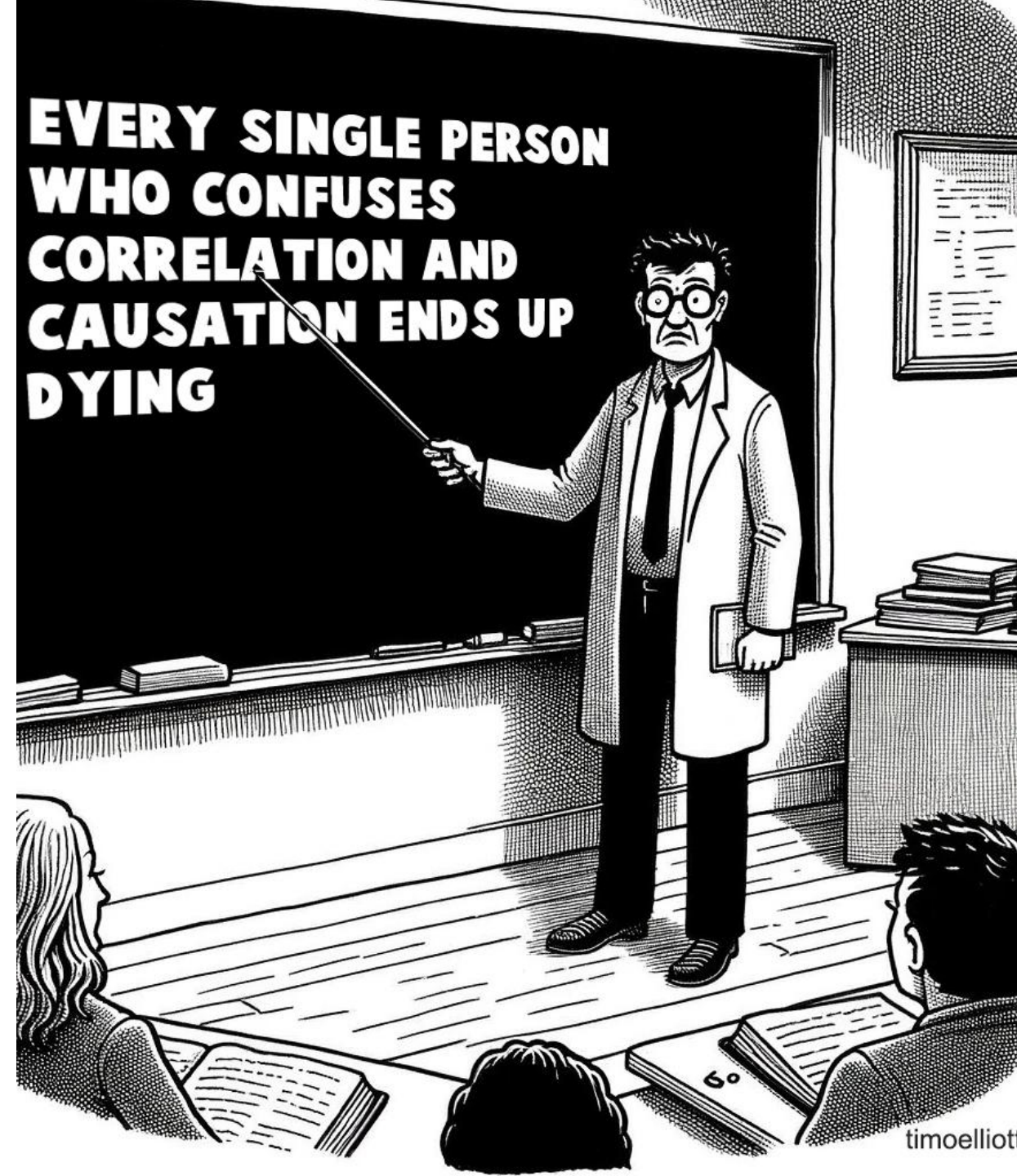
Images, video, text, music

## Human Representation

Deepfakes, voice, personas

## Insight Extraction

Machine learning, data-science, analytics



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120

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1,307,674,368,000

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**Security**  
Authentication  
Accessibility  
Privacy

**Safety**  
Transparency  
Explainability  
Auditability

**Governance**  
Responsibility  
Accountability  
Decision-making

**Ethics**  
Intent  
Objectives  
Risks



# The Six AI Singularities

The PESTLE of Singularities



# The Six AI Singularities

## Political

When we no-longer know what is true

## Environmental

## Social

## Technological

## Legal

## Economic



# The Six AI Singularities

## Political

When we no-longer know what is true

## Social

## Legal

## Environmental

When we create uncontrollable ecological collapse

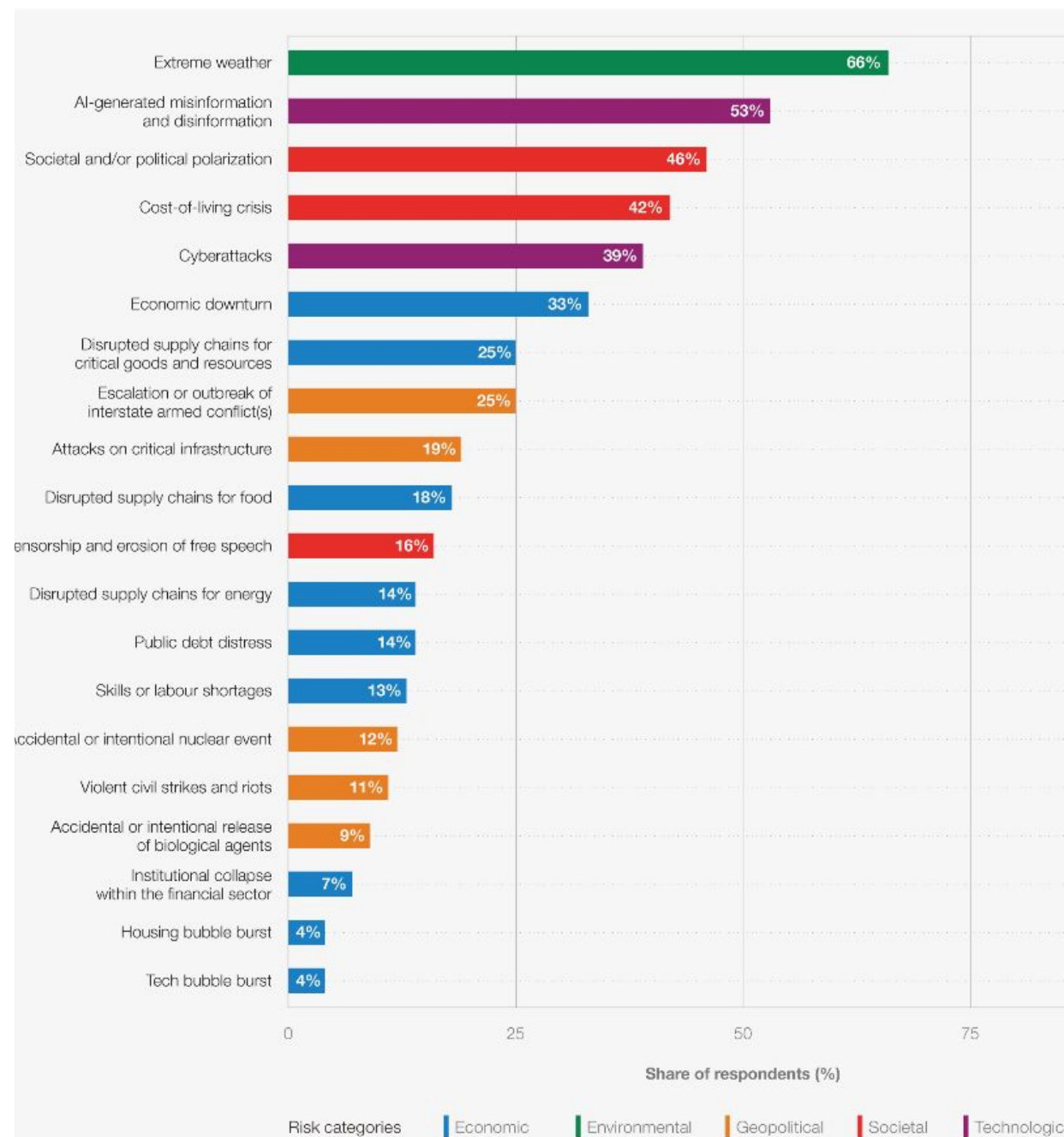
## Technological

## Economic

FIGURE 1.2

## Current risk landscape

"Please select up to five risks that you believe are most likely to present a material crisis on a global scale in 2024."



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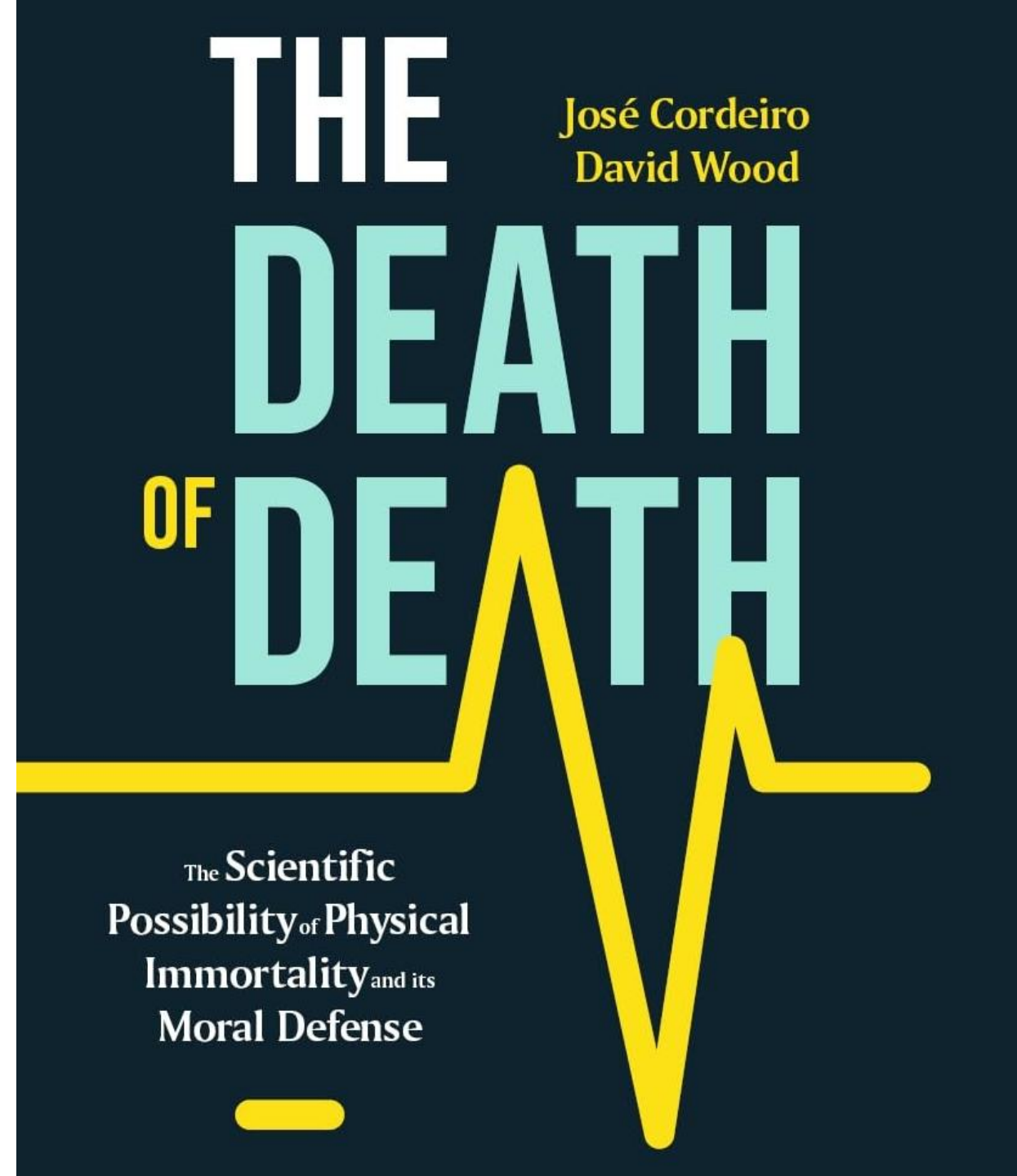
## Social

When we cure death

## Technological

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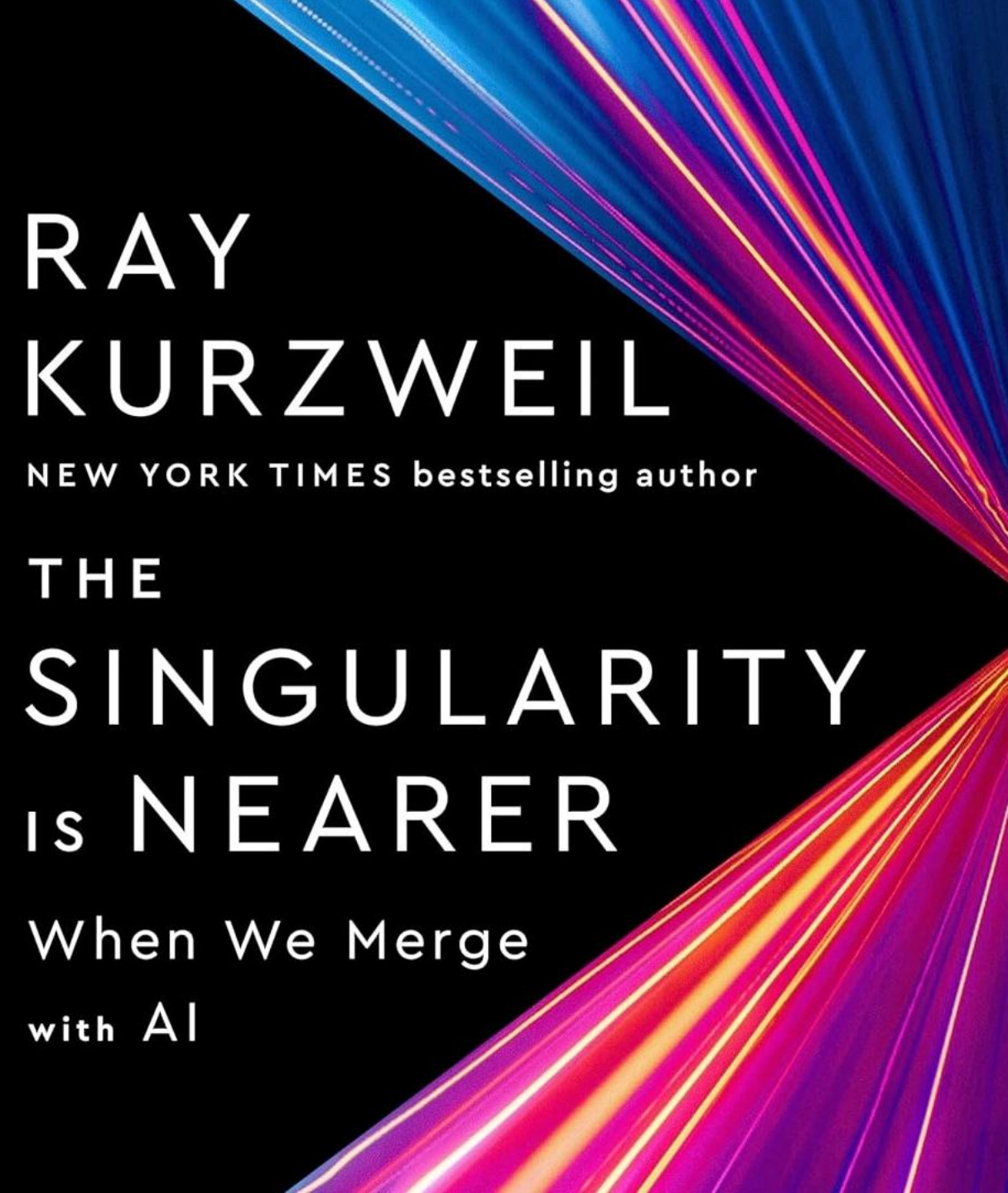
When we cure death

## Technological

When we create a superintelligence

## Legal

## Economic

The book cover features a black background with vibrant, multi-colored streaks of light in shades of blue, purple, and orange radiating from the right side, creating a sense of dynamic energy and futurism.

RAY  
KURZWEIL  
NEW YORK TIMES bestselling author  
THE  
SINGULARITY  
is NEARER  
When We Merge  
with AI

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When surveillance becomes ubiquitous

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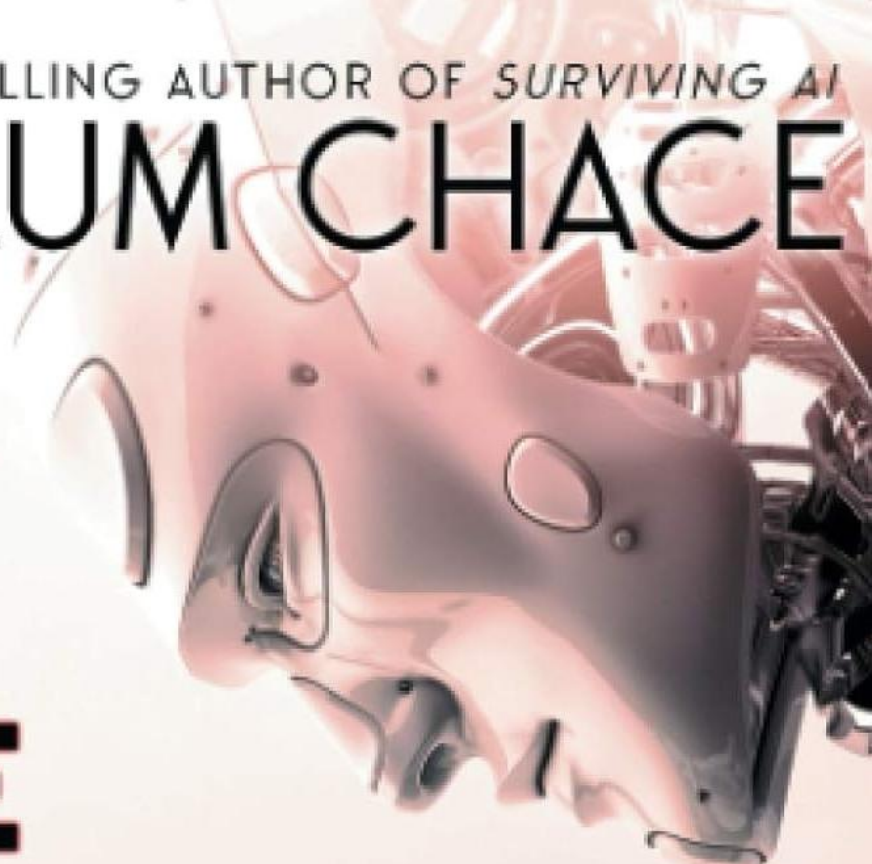
## Legal

When surveillance becomes ubiquitous

## Economic

When we automate the majority of paid labour

THE BESTSELLING AUTHOR OF *SURVIVING AI*  
**CALUM CHACE**



# THE ECONOMIC SINGULARITY

Artificial Intelligence and Fully Automated Luxury Capitalism

**THIRD EDITION**



**The acquisition of wealth is no longer the driving force in our lives. We work to better ourselves and the rest of humanity.**

**Captain Jean-Luc Picard**

**WPP's Purpose** use the power of creativity to build better futures for our people, planet, clients and communities

**Satalia's Vision** is a future where everyone is free to live beyond themselves.





# Thank you

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