Hello.
Teads: No.1 Video Advertising Marketplace

Reinventing Video Advertising

New! Discover Teads Studio
Native Video Advertising
“Few wacky connected future ideas that may actually happen.”
Self-driving cars
Nano-bots in the bloodstream
AI chat bots

“What are you wearing”

Aluminosilicate glass and stainless steel. Nice, huh?
“What do AI bots have to do with advertising?”
Sometime during the ‘90s. Not-so-AI chat bots for trivia games.
The dream of AI bots has always been there.
Ability to learn
Access to data
Cost effective
Deep learning
Computers are now better than humans at recognising objects in images.
And they’re learning to detect objects, without any labeling or input data.
Google could be selling Boston Dynamics because even Google thinks these robots are terrifying

Posted Mar 17, 2016 by Romain Dillet (@romaindillet)
Deep learning

Very large datasets

Cheap and fast computing
Where are the bots?
Hot or bot? How to tell if your Tinder match is a real live human
850m MAU

Messaging, social, retail, media

25k chat bots
Face recognition

Screenshot courtesy of walkthechat.com
Order anything by talking to your bot

Screenshot courtesy of walkthechat.com
Real-time language translation

Chocolate
---机器翻译---
巧克力
---词典释义---
'chocolate' n. 巧克力，巧克力色；巧克力色的
---网络释义---
1. Chocolate 巧克力
2. Chocolate Love 巧克力色
3. Chocolate fountain 巧克力喷泉

Awesome
---机器翻译---
太棒了
---词典释义---
'stupendous' adj. 令人敬畏的；使人畏惧的
---网络释义---
1. Awesome 真了不起
2. Awesome Ledger 据说这样有助于思考
3. Awesome Oscillator 动量震荡指标

给力
---机器翻译---
Force
---词典释义---
awesome; it rocks; cool
---网络释义---
1. 给力 Give You Strength
2. 给力 Give You Strength
3. 给力 Give You Strength

Force it to the point
To the point

Screenshot courtesy of walkthechat.com
Gaming chat bots

Screenshot courtesy of walkthechat.com
Roses are red, violets are blue, you might be a bot but I'll speak with you.

What do you do on the weekend?

You mean the weekend?

That!

I talk with bots.

Can you speak Chinese?

Yes. Can you speak English?

What do you do on the weekend?

I'm a robot. I don't have weekends.

WeChat girlfriend

Screenshot courtesy of walkthechat.com
Facebook will announce chatbot and live chat APIs at F8

Posted Apr 7, 2016 by Josh Constine (@joshconstine), Steve O'Hear (@sohear)

Chatbots could replace 1-800 numbers, and Facebook wants them on Messenger. But most businesses don't have the resources or technical skills to build chatbots themselves. That's
Kathy, Virgin

Ok. I'm gonna pay $600 of it

Virgin America

Your booking is confirmed!
Here are the details.

Booking Number: WAFQT2

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Flight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 15, Sat</td>
<td>9:10am</td>
<td>SEA → JFK</td>
</tr>
<tr>
<td>Apr 27, Sat</td>
<td>08:10</td>
<td>JFK → SEA</td>
</tr>
</tbody>
</table>

Passengers:
John Davidson
Kathy Clark

Total: $874.00
Why should you care?
User interfaces as we know them will become obsolete
Conversational Advertising
Create, deliver & measure interactive video ads across any device
4x Interactive videos interactives get 4x brand recall

September 2015 research commissioned by Brainient and executed by Skopos Research
March 2016 research commissioned by Brightcove

+66% Engagement

+44% View-time

9% Purchase Intent
Brand engagement, today
Conversational ads in the near future