



The SXSW 2018 logo features the letters 'SXSW' in a large, white, sans-serif font. Below 'SXSW' is the year '2018' in a slightly smaller, white, sans-serif font. To the right of the text is a white, stylized graphic element that resembles a speech bubble or a megaphone.

The '#SHAPE THE FUTURE' logo is contained within a white, rounded rectangular frame. The text is in a white, sans-serif font. Above the frame, there is a small, colorful graphic element consisting of overlapping triangles in orange, yellow, and blue.

IN PARTNERSHIP WITH

The logo for Mirum, featuring the word "mirum" in a lowercase, flowing, dark purple script font. The letter "i" has a small dot above it, and the "m" has a small dot to its left.

Mirum is a digital agency founded in 2015 after the merge of 11 digital agency brands with very similar profiles acquired worldwide by WPP. In Brazil the company was originally born in 1995 as Mídia Digital, and became CASA in 2012, after acquired by the group in 2010.

With 47 offices in 24 different countries and over 260 employees in Brazil, Mirum has offices in São Paulo and Curitiba. In 2017, Mirum was recognized for the fourth time in a row by Great Place to Work as one of the best companies to work in the Brazilian state of Paraná. The GPTW certification is valid for one year, being the result of the recognition of its practices in professional environment, and placing the agency in the 1st position in Communication Agencies category (large companies) of Brazil's ranking.

EDITORIAL BOARD AND STAFF



The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

MMA LATAM Team:

Fabiano Destri Lobo, Managing Director LATAM
fabiano@mmaglobal.com

Thais Schauff, Director Business Development & Operations LATAM
thais.schauff@mmaglobal.com

Argentina:

Soledad Moll
soledad.moll@mmaglobal.com

Brazil:

Graziela Mazzer
graziela.mazzer@mmaglobal.com

Colombia:

Thais Schauff
thais.schauff@mmaglobal.com

Mexico:

Rosy Molina
rosy@mmaglobal.com

PLAYBOOK PRODUCTION:

Copy Editor:
Beatriz Lorente

Designer:
Paulo Fraga
[@GEEKBARDESIGN](https://www.gEEKBARDESIGN.com)

Editor:
Eliane Pereira

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1. Introduction by MMA

A TECHNO-CULTURAL BOIVER

SXSW is already part of the annual calendar of events for thousands of professionals around the world, and it has established itself as an excellent stage for innovation. Through it, scientists, politicians, therapists, filmmakers, entrepreneurs and engineers, among many others, discuss issues ranging from the fragility of relationships to autonomous flying cars, space projects and even the regulation of Artificial Intelligence. But the festival goes far beyond these topics as its main goal is to put in the agenda all transformations that technology provokes, including its positive or negative consequences.

Technology is something incredible, beautiful, and gives us superpowers. However, people who develop it must do it for the good; and yes, big companies that hold technologies have to take responsibility. Artificial Intelligence must change distances, shorten borders and fade boundaries. It takes time for people to learn how to deal with all this, to fix it, to improve it. But everyone should be involved in this change. And in the middle of everything, at the end of the day, human relations are still what define the quality of our lives.

Throughout this years program, there were speakers such as therapist Esther Perrel, London mayor Sadiq Khan, visionary entrepreneur Elon Musk and even Brazilians such as Antonio Campello - Embraer's innovation director - who talked about the flying taxi, together with Uber's engineering director, Mark Moore. The festival, which began over 30 years ago in Austin, Texas (one of the most conservative states in the US), attracted about 1,500 Brazilians thirsty for being part of this movement to learn more, get in touch with the new, absorb disruptive ideas and discuss points of attention.

It is difficult to summarize what happens at SXSW in a few pages, however, what we did was mapping some of the topics highlighted in the event and interpreting them from a business perspective. This is the main message of this edition: if we work together to shape the future of technology correctly, we will live in a better and more inclusive world.

Enjoy your reading!
#shapethefuture



Thais Schauff,
Director Business
Development & Operations LATAM
Mobile Marketing Association

2. A show of art, technology and creativity

South by Southwest, or SXSW, as it is known, emerged 31 years ago in Austin, Texas. It started out as a music festival, with no more than 700 people in the first edition, but soon advanced into the film and multimedia areas. In the last decade, it has become the most well-known and worshipped event celebrating the convergence between audiovisual, music and interactive.

In a nutshell, SXSW's proposal is to help creators achieve their goals by bringing together professionals, artists, academics, companies, government representatives and the third sector at the same time. There are ten days of intense activity, filled with seminars, shows, debates, presentations, meetings and a variety of networking opportunities.

Nowadays, in addition to film and music festivals, and media and technology conferences, the organizers promote SXSWedu and SXSW Edu which both launched in 2011, focusing on education and sustainability. 2018 saw the first Cities Summit,

a forum created to discuss the role of culture, design and innovation in building cities of the future. The mayors of London (Sadiq Khan), Manchester (Andy Burnham), New York (Bill de Blasio), New Orleans (Mitch Landrieu) and Japanese Eihei-Ji (Hisamitsu Kawai), among others, were present.

With regards to the media and technology industry, the event has become a key meeting point for discussing routes for the future and, a stage for launching products and companies – such as Twitter in 2007 and FourSquare in 2009.

This year, between March 9th and 18th, there were hundreds of panels, seminars and debates, with emphasis on artificial intelligence (AI), blockchain, internet of things (IoT), virtual reality (VR) and augmented reality (AR), smart cities and design (this one in multiple aspects). The following is a recap of some of the best moments of the festival – a show that, in fact, never ends.



3. The humanization of technology

In an event that dealt with dozens of topics, from various points of view, a central idea permeated most of the activities: the need to put the human being at the heart of the processes. It is not just an extension of the customer-centered concept, but the evolution of technology in the sense of making it more effective, natural and accessible to anyone in any environment. Also, this humanization of technology emphasizes applications that can improve the quality of life in cities and reach even the most basic daily experiences. Some examples:

- In a session about technology, architecture and workplaces, environments that “learn” the ideal conditions to improve each employee’s productivity were presented, as well as “sound maps”, capable of predicting the noise level that will be generated in space and then assisting the planning of internal occupancy (with partitions, furniture, etc.).
- Technological advancement allows part of the work done – travel time or bureaucratic issues, for example – to be perceived as unnecessary. The idea is to bring people together where and when it really adds value to the process. For Guilherme Sawaya, Cyrela’s e-business manager, the home office concept is a reflection of this and is part of a scenario of fewer people displacement, resulting in better use of time and space. “This changes the dynamics of the real estate industry if we think, for example, of how apartments are designed in the need for real estate for working purposes and the dynamics of cities.”
- More and more friendly payment methods are beginning to come true. With over 500 million users, Alipay, China’s leading mobile payment platform, allows passengers to use the public transport system without cash or cards, but with the support of biometrics, which enables payment via face recognition or voice.
- For Google, evolution in terms of user experience is driving a shift in focus – less on features and more on the journey. This means that predictive technologies will be able to anticipate consumer demands and deliver solutions in real-time, in the real world. Therefore, products, services and facilitators will rise to new heights, helping people solve problems before they even appear.



“The concept of a home office is already a reflection of the change that technology allows us. The idea is to bring people together where and when it really adds value to the process”

**Guilherme Sawaya,
E-business Manager Cyrela**

3.1 Design and facilitating experiences

Humanizing technology involves understanding how all parts of a business, including humans and systems, work together to find solutions that have the broadest reach. Microsoft has begun designing systems that provide more accessibility for people with autism or other special needs.

"We have learned that any system needs to respond to every kind of situation. By allowing such accessibility, design is changing our organization," said Tim Allen, a partner at Microsoft. The systems reflect even the degree of collaboration of a team. If there is empathy among the developers, it is remarkable how much interfaces and platforms are more friendly and collaborative in deliveries, both for companies and for final users.



Foto: Tim Allen

The era of internet without a screen

Over the next two years, it is estimated that 30% of the web browsing in the United States will be done without the support of a screen, but with the help of some kind of virtual assistants such as Google Home or Amazon Echo. This change in the human-machine interface has the potential to change the way people use the network, create content, shop, or interact on social networks.

From now on we will see the growth of design with a focus on voice first, instead of current mobile first. Screens will turn into speakers, and the visual internet will make room for the web audio. Chris Ferrel, digital strategist at The Richards Group, highlighted five movements that will emerge thanks to the screenless internet:

- *Brands will have their image and personality searched in the smallest details, more than ever*
- *Customer service will be complemented by voice assistants – and people will enjoy it*
- *Websites will adapt to voice search*
- *The amount of products purchased via voice command will grow*
- *Half of the search ads will be done on voice searchers*

4. Blockchain is just the beginning

One of the hottest topics covered in SXSW was blockchain. The opportunities and obstacles to incorporating tools with this technology are immense, ranging from coding for applications to use in mass economic processes. In one of the most commented panels of the event, “Why Ethereum is Changing the World?”, Joseph Lubin, co-founder of the platform, pointed out some of the possibilities opened by blockchain technology:

- Bounties Network – a system that encourages people to cooperate in the accomplishment of tasks (such as finding bugs in a program, translating material, designing works) and to be paid for it. Ethereum by itself is building 25 platforms like this, focused on music, health, law, and further fields of activity.
- Data storage – it's like a decentralized web, but with powerful storage capacity. Connected devices and servers anywhere in the world can store data in their idle space, supplying the growing demand for cloud storage and thus lowering costs.
- Content distribution – blockchain networks can be used by content producers to market their materials directly to the audience. This is the case of Ujo Music, Ethereum's platform that allows distribution of songs and control of licenses without intermediaries. Money stays with the artists. And music is just one of the areas in which this technology can revolutionize the business model.
- Resource management – instead of funding from governments and institutions, funding can be made into blockchain networks, a template that can be used both to support a band and to fund research for the cure of diseases.

“This technology will take us into a world different from the one we know in terms of the dynamics between business and consumers – which sometimes turns into a relationship between rivals.”

Joseph Lubin, co-founder of Ethereum



How blockchain works

Although the technology used is complex, the general concept is simple: it is a way of validating certain transactions or records. It works like this: information is stored in blocks of data, each block containing a hash (which is like a digital signature). It is the cryptographic guarantee the data in this block has not been tampered with.

When a new block is created, in addition to the hash itself, it loads the one from the previous block. From here comes the term blockchain, or chain of blocks. The data for all transactions are recorded in the ledger. Blockchain networks are decentralized, and each has a node – a group of independent machines connected to the internet. These interconnected devices do the mathematical calculations to ensure that the hash is valid and is rewarded for working in virtual currency.

4.1 Decentralization, scale and regulation

Ethereum was one of examples quoted by CPO of Transmute Industries, Eric Olszewski, in a presentation in which he sought to demystify the use of the blockchain. Created in 2014, it is an open-source platform that connects computers from different locations to perform complex tasks (such as financial transactions) and record the results. Their tokens are called *ether* and are used to remunerate data processing made available by the network participants, but they have also served as an investment form. In fact, *ether* is the second most traded crypto-currency in the world, behind bitcoin.

The Ethereum platform can be used in most different sectors because it is an open system (different from bitcoin, more focused on cryptocurrency). Several large companies are already exploring possibilities for blockchain usage. Microsoft, Intel, Accenture, Cisco, HP, JP Morgan, Samsung, Santander and UBS, among other players, formed the Enterprise Ethereum Alliance in 2017 to develop standards and potential uses for the technology.

But just as in the case of artificial intelligence, regulation (or lack thereof) and critical mass gain are obstacles to be faced by anyone interested in exploiting technology. Gaining scale in a decentralized model of applications and services is still a challenge. And the growth of the crypto-currency market boosts the debate over the regulation not only of virtual currencies but also of the entire blockchain ecosystem.



5. Artificial Intelligence e Machine Learning

5.1. The greatest of all industrial revolutions

The impact of Artificial Intelligence (AI) on society is a much more complex and comprehensive issue than just putting data to work. For Mehdi Miremadi, a partner at McKinsey & Co., the effects of automation will be greater than previous revolutions. Currently, AI contributes with 1.5% of annual growth. It may seem small, but it is three times more than the steam engine during the First Industrial Revolution (0.6%) and double the internet (0.8%).

What artificial intelligence is going to do is change the nature of jobs. Research by McKinsey points out that in 60% of occupations there are activities that can be automated, at all levels – even in the C-Level. Changes should occur at every point in the chain, from factories with smarter production lines to robots for housework. At that point, user experience and design will be vital factors in mass adoption of robots.

For Mehdi Miremadi, however, the most fascinating part of AI's development is cognition, which humans have been developing over hundreds of years and robots are beginning to dominate in much less time. So he believes that discussions in the future will be less about eliminating jobs and more about how AI can be more dangerous than guns.



“How do we define ourselves as people if today we see machines doing many things that used to identify us as human beings?”

Mehdi Miremadi, partner of McKinsey & Co.

5.2. What does your personal assistant say about you?



It prediction that, in the near future, part of the web browsing sessions will be done without the use of a screen is confirmed, the communication and marketing industry will have to reinvent itself. The market penetration of voice assistants (Google Assistant on mobile phones, Google Home or Amazon Echo at home) is exponentially higher than wearable and even smartphones when released, which demands changes in UX's work scope. Previously, the main objective was to propose experiences for screens. Now we have voice. Area professionals need to study more about language, writing, speech, and even psychology, as devices are trying to emulate a natural conversation.

For Ayres Landal, Mirum's design manager, corporations should keep in mind that if the future is to have more sound interfaces on behalf visual ones, each brand will need to have its "voice" (literally) defined as part of its attributes. This technology, combined with artificial intelligence, is proactive. It will be able to predict the needs of the user and activate the assistant in specific moments, within the appropriate context.

For example, laundry soap brand can identify, through an intelligent washing machine, that the consumer needs the product and offer it at the right time. "Each time we will have more data, collected by several devices and inputs. This constant pro-activity can shape a new behaviour in users, in which all advertising or offer should be targeted, contextualized and personalized," predicts Landal.

On the user side, using a voice assistant requires to be much more specific in the search, as there is no space for passive communication, such as when browsing a screen. What can be deduced is that personal assistants will highlight just how unique human beings are. And different people want different things from their assistants. When it comes to truth, which is the core of a personal assistant, the context is really important.



"This constant proactivity can shape a new behavior in users, in which all advertising or offer must be directed, contextualized and personalized"

Ayres Landal, Designer Manager Mirum



The Her Effect

In the movie *Her*, a lonely, middle-aged guy buys a virtual assistant program and ends up falling in love with it – or her, since the voice is of Scarlett Johansson. The film's argument raises a good point: it is not enough for an AI to provide answers or services, it is necessary to know how to interact with the user with a certain amount of empathy, or even emotional intelligence. “Once machines start talking, people establish relationships. And when they do that, there’s a kind of emotional connection,” said Sophie Kleber of the digital agency Huge. It is because human beings are “programmed” to interact with whom – or with what – they speak. Is artificial intelligence our future best friend?



“We will have to work to sell ideas to the artificial intelligence of virtual assistants and then to the final audience. It impacts the advertising industry, the way we create and plan media for our customers.”

Filipe Matiazi, Creative Director Mirum

5.3. The applicable conceptual

Machine learning was a topic addressed primarily from the point of view of artificial intelligence and how we are feeding machines that will provide us with answers and automate processes. Two presentations touched the heart of the question of man-machine interaction. For Tim O'Reilly, founder and CEO of O'Reilly Media, the big challenge is to build machine learning for good and choose the stories we want to tell. According to him, the robots learned from human beings, but Humanity could learn from them.

"We are the sum of everything we learn from each other, and we are prepared to accelerate this process. We are part of the AI," O'Reilly summed up. This way, artificial intelligence would be the evolution of digital systems that increasingly control people and society. That's why we need to look at the systems we've built and see if they're doing the things we want them to do.

From a design perspective, the challenge is to build consumer technology experiences, in the view of Big Medium founder Josh Clark. He argues that machines know only what they are told. If they are fed with biased data or chosen by less diversified teams (concerning gender, training, age, etc.), what they learn does not reflect the whole.

"How do we make sure we're collecting data from the right people?" Clark asked. The answer comes from the same speech presented as one of the great themes of SXSW 2018: diverse teams with different skills and backgrounds.



"We are the sum of everything we learn from each other, and we are prepared to accelerate this process. We are part of the AI"
Tim O'Reilly , Founder and CEO of O'Reilly Media

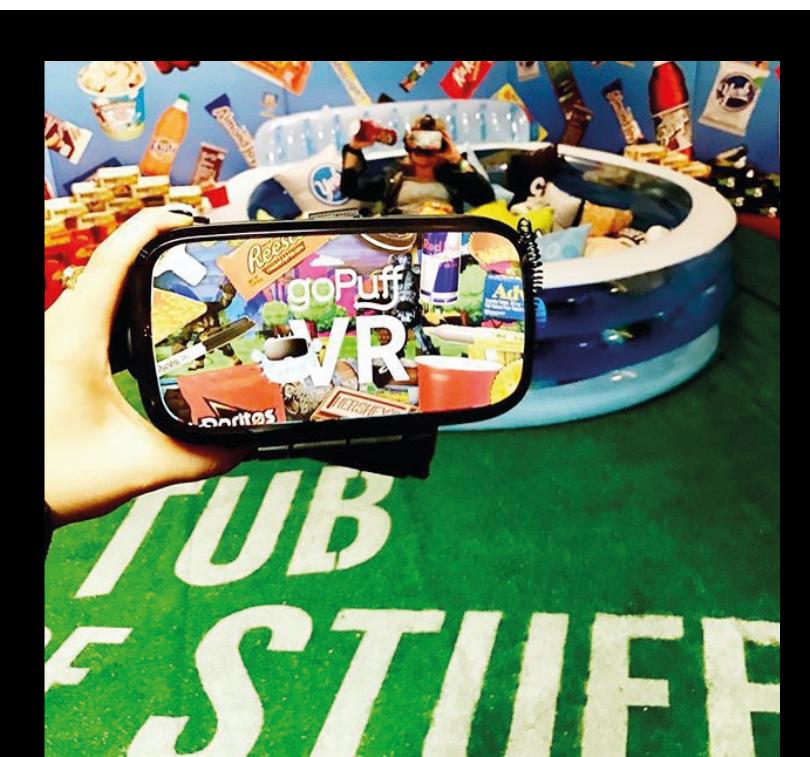
6. Virtual and augmented reality

Experiences with the use of VR and AR were a constant. Although they are interesting experiments, they still do not solve the problem of scale. VR and AR generate empathy (a hot topic in this edition of the event) because they approach people in the most real way possible. However, the distribution and formats need to be improved, even with advances in device development.

Apple is committed to pushing beyond the competition with iPhone, iPad and Arkit. For Apple's senior vice president Eddy Cue, the challenge is to increase device deployment and developer tools. The idea is they can create augmented reality experiences for various devices. "We want them to be products of daily use," he said.



At Sony house in Austin the brand shared several mini-adventures, with creative implementations of the existing technology and also in the Atrium Meow Wolf, which houses Virtual Cinema. The site received 25 projects, mostly emphasizing narrative, craft, and showing how other industries are adopting the tool.



Hershey has shown at Retail Innovation Lounge its experience with goPuff home delivery service through a virtual reality experience, hinting at alternatives to the future of retail. GoPuff was born as an alternative to convenience stores and delivers food, beverage, small home and party supplies, and portable electronics.



Audio and augmented reality are not new things, but Bose (a company known for sound and voice products) has chosen the SXSW to demonstrate sunglasses whose differential is not the image but the sound. It works thanks to a combination with GPS from the smartphone. By knowing where consumers are and what they are looking for, the device allows you to interact with applications intuitively, controlling action by gestures or voice recognition. An exciting feature for dating, delivery, or other location-based services.

7. Data privacy and regulation

By the end of May 2018, companies involved in the collection and processing of personal data of European Community citizen will have to comply with a new legislation known as the General Data Protection Regulation (GDPR). It was created to strengthen people's rights to protect their data. The regulation completely changes the way organizations can manage Europeans' personal data and was used as an example in the discussions on the subject in the SXSW.

"Things are changing in the world and also in technology. People are struggling to guarantee their rights by making their voices heard: tell me what you know about me and change the way you handle my data", said Inglis Jane CEO Nicky Hickman. UK, even leaving the European Union, will adopt the GDPR and some countries, such as Germany, intend to move further in this field.

For Hickman, consumers and individuals must be part of the value chain in this market and have the power to choose what to do with the data about them. "To this date, companies have made money from their data. From now on, there must be explicit consent (for use)," he said.



7.1 Rules for Artificial Intelligence

Technology is always a few steps ahead of legislation, and with artificial intelligence, it would not be any different. Some of the apparently new issues on this subject have been discussed before. Who remembers a cover of Newsweek magazine with the headline "Is Privacy Dead"? Despite the current super title and illustration, it is 20 years old (1997).

Andrew Burt, Immuta's chief privacy officer, has introduced some AI-focused standards already in place, such as GDPR itself, which prohibits any artificial intelligence from making necessary consumer decisions without direct supervision of a human being. New York City has formed a committee that requests local entities to provide information on automated processes and AIs available to the public.

At the federal level, The Future of the AI Act (processing in Congress) determines the creation of an advisory council to examine the impact on society from technologies such as automation and machine learning. For Burt, these measures have their merits, but a single law can not and should not be the answer to the issues raised by artificial intelligence.

"AI has so many different applications in so many areas that it is not possible to have the same solution for all of them," he said. For example, rules observed in the medical field may not be suitable for tasks such as spam filtering or recommending articles for reading. That said, the legislation on AI must be tailored to each sector and each specific use. In practice, AI regulation requires governance, monitoring and enhancement of the "black box" where we process the data, even without understanding them. It is an ongoing process, which will always require supervision.

"We can not imagine a future without artificial intelligence. However, we are not preparing for their capabilities at the same speed as they are being developed. It is not just the question of privacy, as in the European model; other things come into play. For example, who will pay for a wrong choice made by an IA?"

Andrew Burt, Chief Privacy Officer of Immuta

7.2 Regulation and Brand Safety

The YouTube announcement on SXSW that it will feature Wikipedia support to help prevent brands from having problems with the video platform raises security issues for advertisers. Since last year, one of the most discussed topics in the advertising market is brand safety. Advertisers want inventories that provide a safe and healthy environment for their brands, as well as transparency in the media buying processes.

The first impacts of this positioning are already reaching companies that work with data. Clients are demanding more transparency not just from the inventory, but from the data they buy to feed their DSPs.

In addition, clients want to be assured that information they are buying is accurate and that suppliers keep it up-to-date over time. Such higher standards are good for the business as a whole and encourage companies to invest more as they

see the improvement of ROI of their marketing actions.

By joining the so-called third-parties to refer to their content, what big companies like Google, YouTube and Facebook want is attempting to mitigate the damage concerning security and issues of data leakage. Talking specifically about YouTube, this is one of the responses to the crisis of late 2017, when giants like AT&T, Verizon and other global brands announced that they were withdrawing advertising from the platform after a *Times of London* report found art that some ads were helping to fund terrorist and pornography advertising on YouTube.

It is a fact that we will see exponential growth in security issues, like Bank of America that created the Brand Safety Officer position to ensure that the company's ads are not related to questionable or dubious online content.



“The idea is to provide more sources and context to users by adding texts to videos, for example.”

Susan Wojcicki, CEO at YouTube

8. Popular keynotes



The queue formed late at night to see Elon Musk on the third day of the festival is reminiscent of Apple stores on the eve of a long-awaited release. Founder of Tesla and SpaceX, Musk reaffirmed his concern about the accelerated development of artificial intelligence and advocated for the need of more regulation.

“Mark my words: IA is more dangerous than nuclear weapons. So why don’t we have some supervision? No one would dare to suggest that anyone should be allowed to manufacture nuclear warheads. It would be insane. I’m not usually a defender of regulation and control, but this is a situation where there is a serious risk to the public.”

Elon Musk, CEO of SpaceX



Psychotherapist and writer Esther Perel addressed a crowded audience about relationships and emotional perspective as a key factor for creativity. The talk put innovative and creative minds on the couch and warned that the future only makes sense if the present is well cultivated.

“We have to talk about things we never talk and about things we do not know how to talk. Fake news is not just about politics, they also apply to profiles on Instagram, where people filter and assemble perfect lives, but no one knows what really happens. Relationships are your stories. Write them well.”

Esther Perel, Couples Therapist



Steven Spielberg appeared by surprise for the first public appearance (equally astonishing) of his new film, *Player # 1*. Applauded by 1,300 people who packed the Paramount Theater, the filmmaker confessed that this was the most prominent anxiety attack of his life. In the movie, a group of fans of the virtual reality game *Oasis* have to solve a diabolical charade to conquer the fortune of the creator of the game.

“When I roll a movie that I direct behind the cameras, I feel completely in control, but when I decide to make a movie sitting next to the audience, it means I’m making the film for you, and your reaction is everything.”

Steven Spielberg, cineasta



The presentation of the NASA project to launch a probe to explore the Sun was one of the most disputed. The Parker Solar Probe will reach a distance of less than 6 million kilometers from its surface. It is the first time that a probe will be so close to the Sun. Its primary mission will be to gather information so that scientists can better understand the solar winds, which interfere with the Earth’s magnetic field and satellite orbits.

“It’s the last piece of the puzzle. The solar wind comes from the crown (outermost part). When we can fit this piece into the models we use, we can dramatically increase our understanding of how it affects Earth. Let’s rewrite the scientific literature on the Sun.”

Elizabeth Congdon, from the Laboratory of Applied Physics at Johns Hopkins University



Embraer believes it is opening a new market for aviation with the flying taxi, which the company is developing in partnership with Uber. The plan is to test, by 2020, a vehicle that will land vertically. In the speech, the Embraer representative asked who in the auditorium would like to fly in such a vehicle. Dozens of hands rose.

“The technical challenge is huge, so much so that we do not announce a date for the launch, but everything a vehicle like that needs is already invented, we want to make a friendly product something people want to have around to adopt.”

Antonio Campello, director of innovation at Embraer

9. What caught the eye



"The big issue is how technology has been changing people's lives. The tech trends show that we are witnessing a huge technological acceleration and that we need to pay more attention to human relations. We have to have purpose inside and outside the companies. The companies themselves are taking on greater responsibilities to society. I liked the questionings of Roy Spence, CEO of The Purpose Institute. 'What difference do we make to the world? How does my work impact global needs? ' What I take to apply right now is paying more attention to people, understanding how they motivate themselves, how we can be multipliers of good."

Leila Guimarães, country manager of Adsmovil Brazil



"In the last four years, there has been a lot of talk about new technologies. In 2018 I felt, in several sessions, the discussion revolving around how we will employ technology to improve people's lives. Applications ranging from 3D printing of materials to ones taking help to remote locations, and even ones using VR to improve teaching quality. Much has been said about data from the perspective of understanding the audience profile (with whom you are relating) and the need to create a deeper connection. This need means the creation of content that is relevant, empathetic and faithful and allows people to participate in the experiences that are protagonists, establishing a direct relationship with the public."

Eduardo Schaeffer, corporate director of marketing and digital projects at Grupo Globo



"This year we had several practical lectures, showing applications and the results in the industries. Amazon automates some operational fronts by replacing people with machines. This improves the business, and as a result, they hire more people than they have laid off in other areas. If your work is operational and repetitive, it is at risk. Another thing that made me think is the interface change, from screen to voice. Advertising will be increasingly segmented by context as they are listening to your conversations. In addition, the machines will come to interpret people's mood and susceptibility to advertising, offering products and services at a time when they are more inclined to buy. The systems that hear us pick up feedback at all times. They know more about us than we imagine."

Robson Ortiz, vice president of media and strategy at Mirum



"Some lectures have touched me a lot and the big issue for me are about the ethics and morality questions around technology: the ones we are already living with and the ones yet to come. For instance, AI guiding how we are educating machines and how this reflects on children's education. Debates on blockchain and its potential to narrow the social abyss. Regulation. The need of public-private co-participation to fight fake news and hate speeches. The importance and the urgency of social inclusion. Those were just some among many others. Some of the lessons I bring are that HR and brand teams should work very close. A company's purpose translated into a beautiful piece of advertising counts less than a CEO's positioning around diversity and inclusion."

Clara Volpi, branding and communication senior manager of Nestlé



"The Festival looks like the Renaissance of the 21st century, as Florence was in the past when it brought together artists, mathematicians, painters, all in the same place and thus creating something invaluable, different than if they were thinking separated. At SXSW there are several discussions and cultures of people from different areas, and this is the great richness of the festival. I wanted to understand more about blockchain, but I ended up astonishing myself with panels like fake news, through teaching methods for children and teenagers. Teachers have developed a methodology that uses the process of investigative journalism, check sources, and the development of a critical view, to teach children to recognize false news and thus try to decrease sharing. Hopefully, we will be able to put together a structure of work in which learning is a constant along the way."

Alex Rocco, Sky's Marketing Director



"The world of sound is accelerating its development, thanks to the massive adoption of intelligent audio speakers such as Alexa and Google Home. At SXSW, Sony showed off its Xperia Hello Smart, which adds video features. It was also a place for meetings with companies that develop artificial intelligence capabilities that allow users to 'talk' to the ad and generate a call-to-action. I believe these capabilities will be available in LATAM before the end of 2018. Music conferences have shown how the industry has changed the business model so that digital already accounts for most of the income. Apple Music has spoken of a market of 2 billion people who could pay for broadcast services, versus 100 million today."

Germán Herebia, CEO of RedMas



"Virtual and augmented reality were some of the themes that dominated my agenda. Taking into account the interactive panels, presentations and experience provided by HBO with Westworld, I believe we can expect to see more RV and RA actions that connect with people. SXSW reveals what consumers expect. It's like a festival that drives the industry. It is also part of our culture, which requires creators who are always inspired. That's why we make it a point to give people access to Austin's experiences and inspirations. As important, is giving yourself time to explore your agenda. Making room for random discoveries is essential."

Lauren Lieberman, Marketing Director, Mirum US

10. Interview



GUILHERME GOMIDE

CEO MIRUM BRAZIL

On the corner of the digital world

Mirum is a term that comes from Latin and means incredible. The branch network that takes its name was born in 2015, to unify the regional J Walter Thompson companies that worked with innovation, design, data and marketing. A technology enthusiast and entrepreneur since adolescence, Guilherme Gomide founded his first company (computer graphics) in 1991. Since then, he has invested in various businesses in the digital field, until he sold his agencies to the multinational and became CEO for Latin America's new network. In this interview, Gomide summarizes what he saw as the most relevant stuff SXSW 2018.

What attracts professionals from all over the world, and from the most different areas to SXSW?

We started participating in the festival ten years ago, and it was no longer small. Over time the event was taking on much larger proportions, in every sense, but always bringing very rich content. Our philosophy in the agency is always to drink from the sources that are ahead of us, adopting the practice of sending professionals to technical or inspirational events. I believe that participating in SXSW oxygenates and invigorates. One of the wealthiest things of the festival is networking, the conversations in the break. When you meet people, it is common to hear the question "what was the best talk you saw?". I learn so much more based on people tell about the presentations, rather than with the lectures. Sometimes we come across a theme or a phrase that is just a spark to look for more information on that topic.

In your opinion, what were this year's big topics?

The fake news problem has become quite clear, with a mature discussion centered on the responsibility of platforms such as Google and Facebook - are they just distributors or should they have a curator role? Other essential points on this subject are about the care that must be taken with fake news and the consequences of spreading them. It is a delicate subject. In one of the panels, journalists asked a lot of questions to a person from Facebook, who seemed to be well-trained. Another hot topic was the technology backlash that connectivity of social networks itself brings; how to make such backlash work in favour of society as a whole. And blockchain, as expected, in presentations with different approaches and depths.

What other topics should be highlighted?

Leadership and changes in companies, in their organizational culture and underlying issues, such as gender equality and diversity. Some variations of Internet of Things, in addition to artificial intelligence – a theme that, despite being on the agenda for a long time, each year has more panels. The difference is that this year, instead of many new features, we had more presentations showing practical applications and how this is working.

How to link so many topics and apply the learning in business and with customers?

We try to bring professionals from different areas, such as media, BI, design, user experience, and content so that each one has a view from the perspective of their area. From a business standpoint, it's essential to go to Austin to meet with other Mirum teams as we have 40 offices around the world. In these meetings, we meet people from India, Mexico, the United States, among others, in addition to exchanging experiences with our clients. On a daily basis, we apply what we have seen at home, as organizational culture, and also for our clients, with BI techniques, better use of platforms, and engagement through content. I come back with a list of ideas to apply, starting with HR. After all, the raw material of our industry is intellectual capital.

"The fake news problem has become quite clear, with a mature discussion centered on the responsibility of platforms such as Google and Facebook"

11. Conclusion

The most significant legacy of SXSW is to give a voice that allows for the expansion of ideas and concepts that transform and have the intention of positively impact the world. More than presenting uses for technologies, the festival's grand prize is to reflect on human behaviour concerning these technologies and to shed light on important issues such as ethics and security. All this without losing the artistic vocation and the purpose of inspiring people in all aspects of their lives. Those who have the opportunity to experiences all that the city provides will win. But mainly winning is impacted directly or indirectly by the reflections that are originated there.





The MMA is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

MMA LATAM Team:

Fabiano Destri Lobo, Managing Director LATAM
fabiano@mmaglobal.com

Thais Schauff, Director Business Development & Operations LATAM
thais.schauff@mmaglobal.com

Argentina:

Soledad Moll
soledad.moll@mmaglobal.com

Brazil:

Graziela Mazzer
graziela.mazzer@mmaglobal.com

Colombia:

Thais Schauff
thais.schauff@mmaglobal.com

Mexico:

Rosy Molina
rosy@mmaglobal.com

**WANT TO BE PART OF MMA?
GET IN TOUCH WITH US:**

MMALATAM@MMAGLOBAL.COM

