

# “Alexa, Turn off the Microphone” (What about Artificial Intelligence?)

**Alex Cheng**, Vice President, Baidu Search and CTO, Baidu USA

**Matthew Groner**, Vice President, Head of Product, AdTheorent; AI  
Committee Co-Chair

**Jordan Bitterman**, Chief Marketing Officer, The Weather Company, an  
IBM Business; AI Committee Co-Chair

**Susan Borst**, Deputy Director, Mobile, IAB

# Artificial Intelligence

## New Engine for China Digital Marketing

Alex Cheng

Vice President, Baidu Search CTO



# Enormous Internet Population in China

Internet Penetration (Million)



CHINA

710



INDIA

460



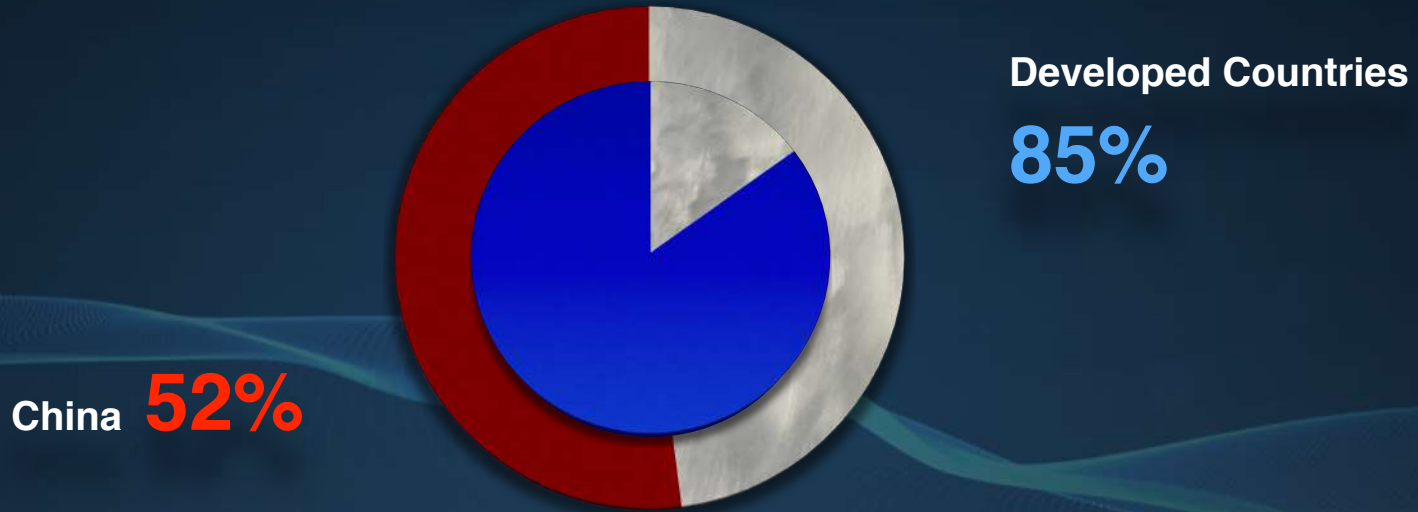
USA

290

Source: BCG Research & Baidu Internal Data

# Great Potential for China Internet Penetration

## Internet Penetration



Source: BCG Research & Baidu Internal Data

# Massive Spending in Chinese Digital Economy

Spending in Digital Economy ( Billion)



**\$ 967 bn**



**\$ 1133 bn**

Source: BCG Research & Baidu Internal Data

# Rapid Growth of China Internet

CAGR **25%**

**Internet Users**  
(2002-2016)

CAGR **32%**

**Spending in Digital Economy**  
(2012-2016)

Source: BCG Research & Baidu Internal Data

# Younger Internet Demographic in China

Average Age of Internet Users



Age - 28



Age - 42

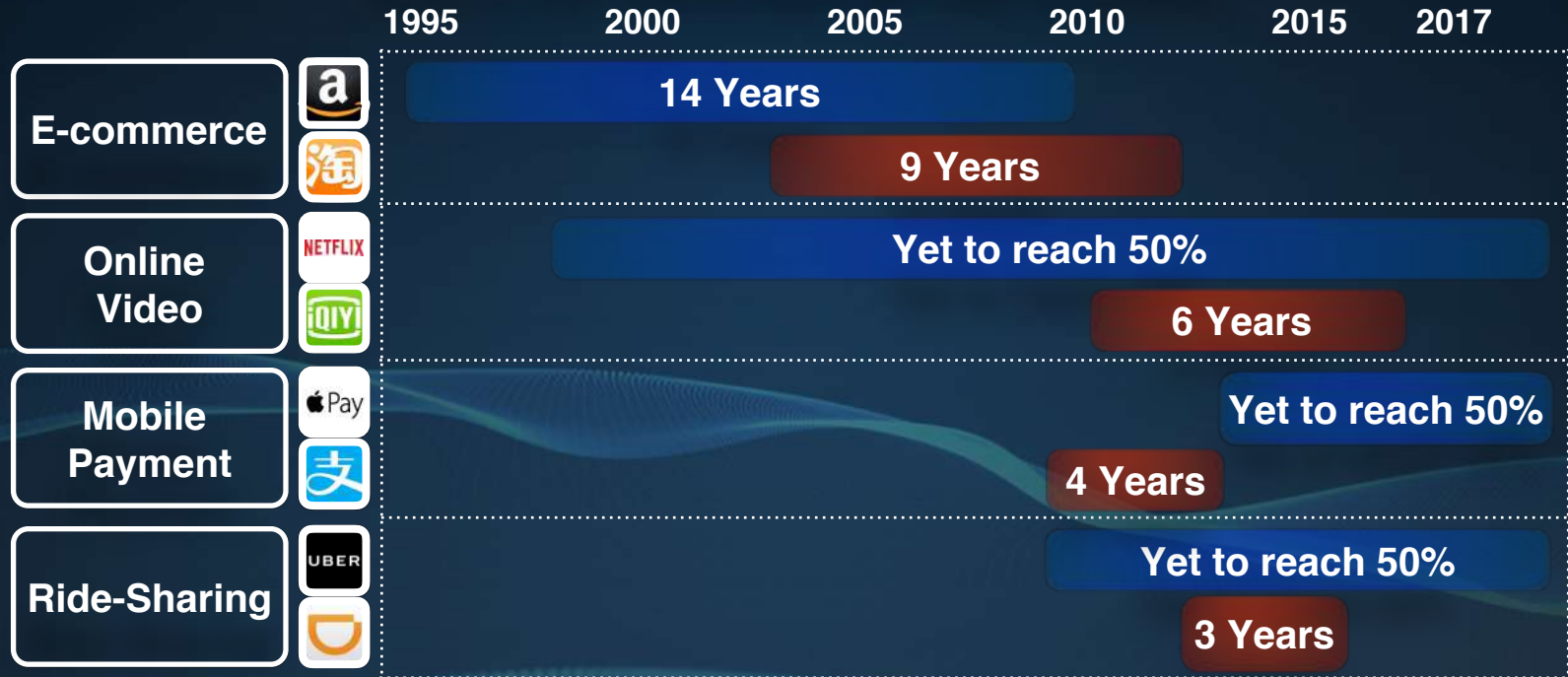
Age < 25 Internet Users  
in China

=

U.S. Population

# Rapid Tech Adoption in China

China vs. U.S.: Time to Reach 50% User Penetration





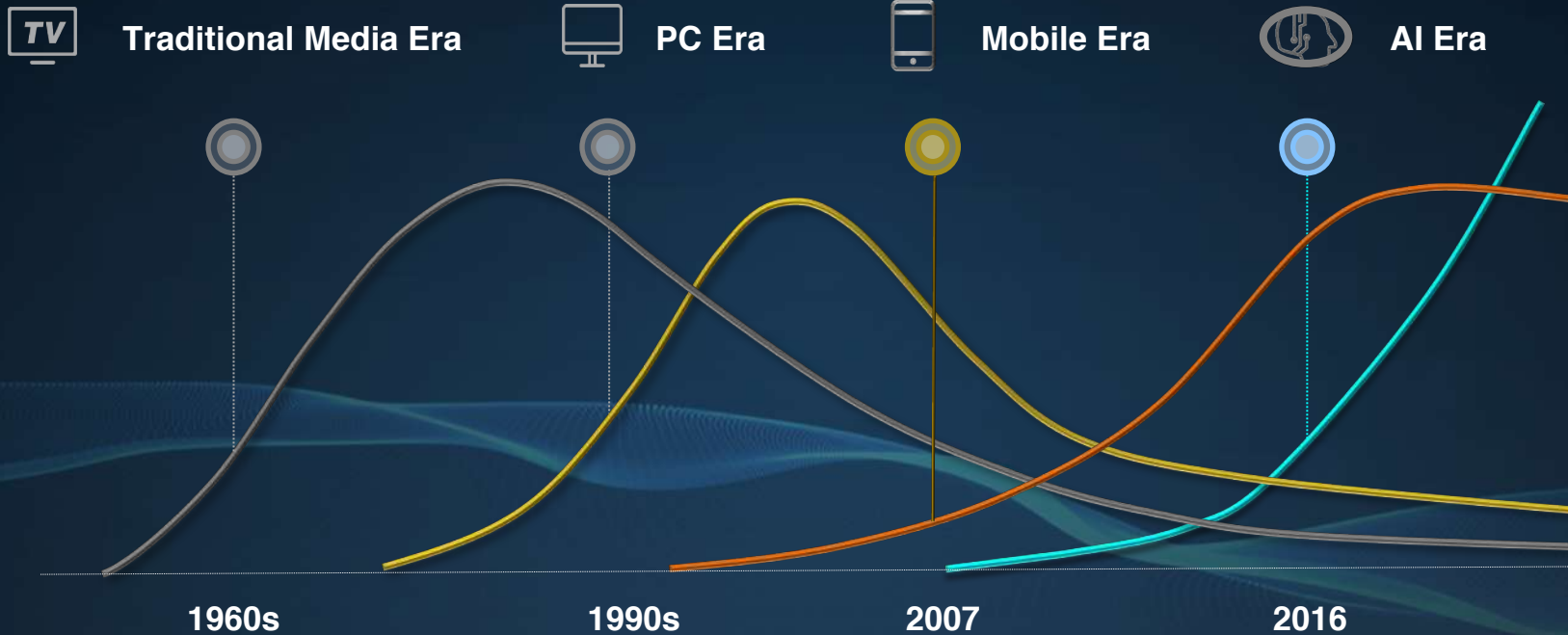
# Thriving Digital Marketing in China

Total Ad Spending (Billion)




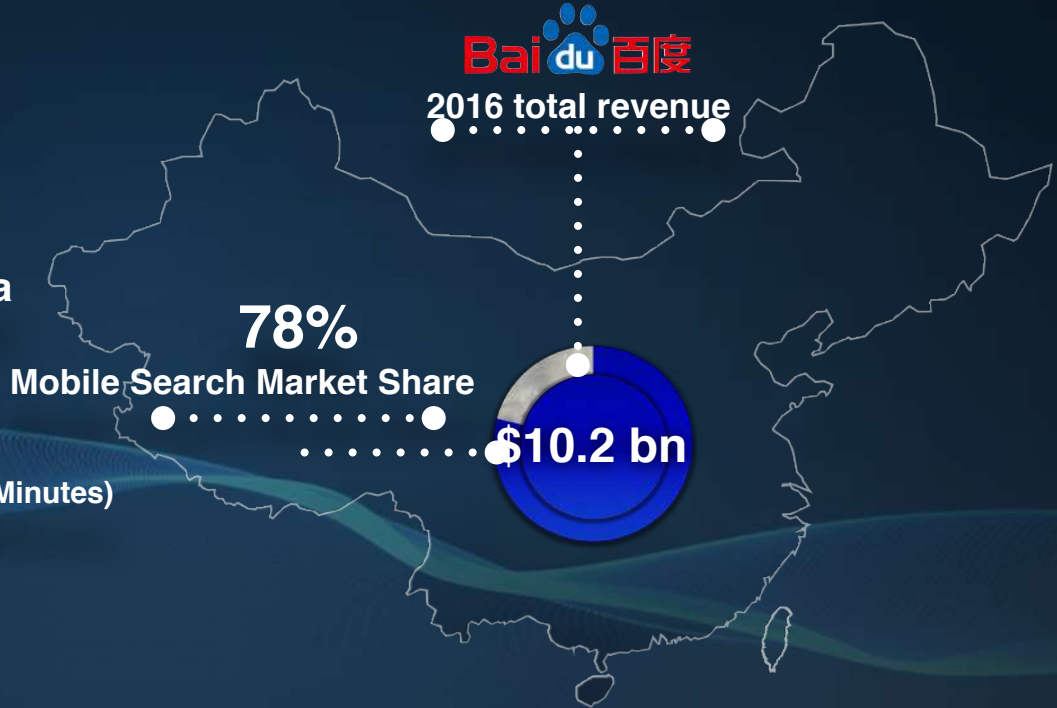
Source: eMarketer 2016 & Baidu Internal Data

# Rapid Adoption of AI in China



# Baidu Leads AI Revolution in China

- #1  Chinese Search Engine  
By #Search queries
- #1  Fastest Growing App in China  
By Y-o-Y DAU Growth Rate (15.6%)
- #1  Video Platform  
By Time Spent on PC & Mobile (Billion Minutes)  
 124:66 (#2)  383:267 (#2)



Source: Quest Mobile 2017; iResearch, based on N=400K samples, Jun. 2017

# Baidu AI Drives Information Access 2.0



**Search 1.0**

**Search + Feed 2.0**

# Baidu AI: Recognized as Technology Leader



Baidu's speech recognition technology listed as one of the top 10 breakthrough technologies of 2016 by MIT Technology Review



MIT Technology Review lists facial recognition technology as one of the top 10 breakthrough technologies in 2017, singling out Baidu as a key player



MIT Technology Review ranked Baidu second on its annual list of "world's smartest companies" In 2016



Baidu's autonomous driving technology ranked #1 on 4 out of 6 indicators on KITTI in 2016

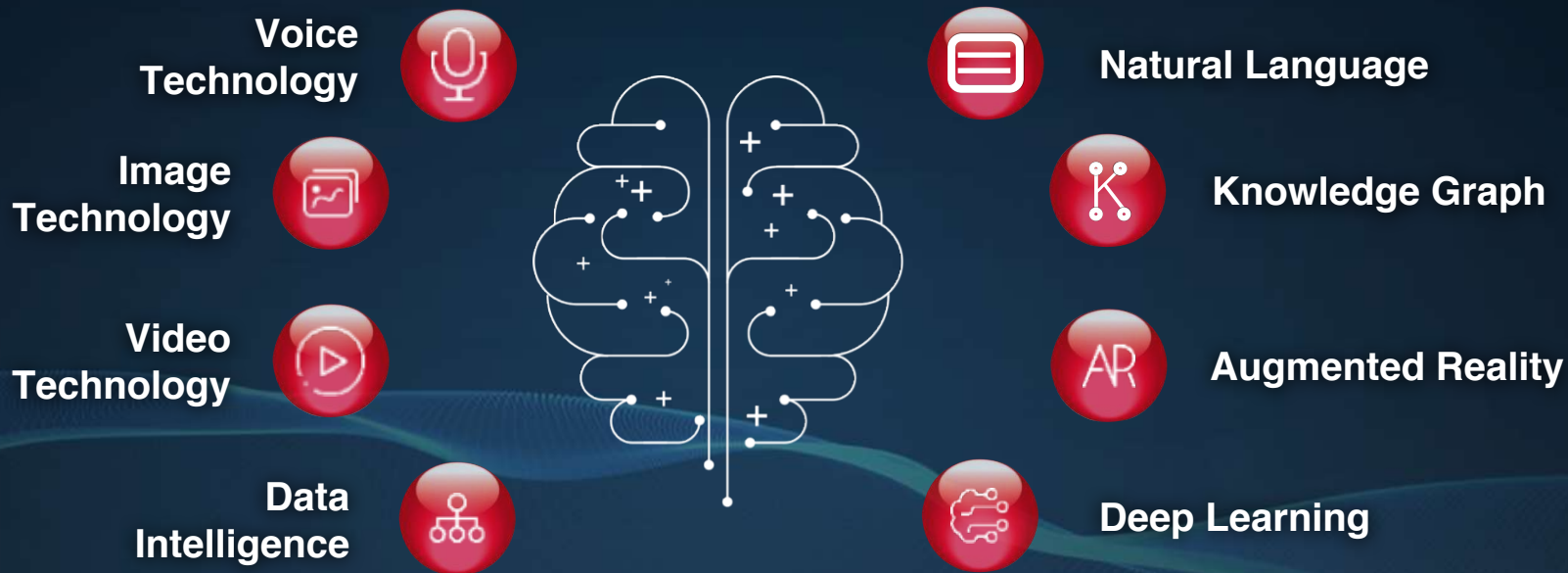


Baidu's "Little Fish" smart speaker was named one the 14 coolest products at CES 2017 by CNN



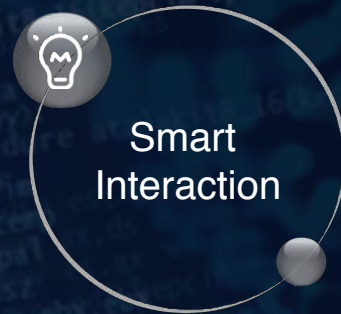
Baidu's Duer OS was awarded "2017 Product with the Most potential" at the Geek Park Innovation Festival

# Baidu Brain: Disruptive Technology



# Baidu AI Powers the Future of Marketing





.....

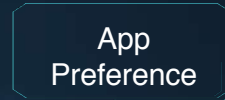
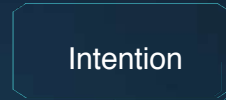
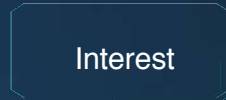
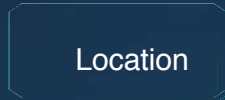
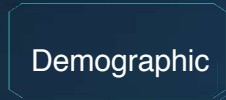


# Extensive User Profile via Millions of Tags

**Vertical Profile**  
Industrial Application

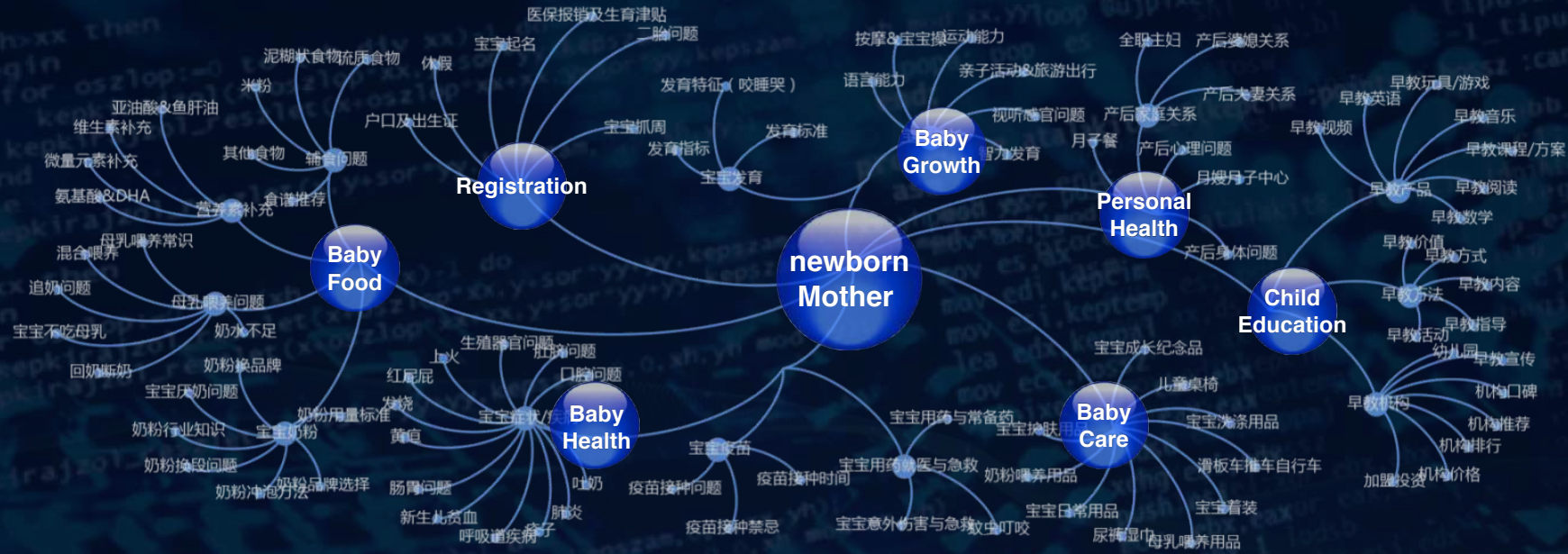


**General Profile**  
Personal Application



**Dynamic Study of 400 Million DAU  
by 10 Million Tags**

# User Intention based Knowledge Graph



Covering 32 Industries, 127 sub-industries



User Insight

Cross Media Reach

Smart Interaction

# Online to Offline Cross Media Tracking



# Interlinking Consumer Decision Journey



New Born Mother

Online to Offline Consumer Decision Journey

Cross Media Reach



# AI Robots: Lead Generation and Customer Interaction





广东话

Cantonese

HELLO!





Alzheimer's  
Disease  
China

PRESENTS

2017 Cannes Lions Festival of Creativity Silver Winner

# Know You Again

AI glasses that help Alzheimer's patients recognize their loved ones

Supported by **Baidu** 百度

## Background

The number of Alzheimer's patients in China is the highest in the world - 9 million and counting.

# 9 MILLION

**Bloomberg** THE LANCET

## Idea

Alzheimer Disease China created glasses for Alzheimer's patients to help them recognize family members, pets and the people that matter most in their lives. The AI glasses use Baidu's Deep Learning Network to identify faces and speech biometrics. The precision rate of face recognition is 99.77%.

MIT  
Technology  
Review

"Baidu's Face Recognition Listed in  
10 Breakthrough Technologies 2017"

## Result

Recommended by Alzheimer's Disease China for use by Chinese patients.

## How it works





**Baidu AI in Marketing:**

**Consumer Insight**

**Cross Media Reach**

**Smart Interaction**

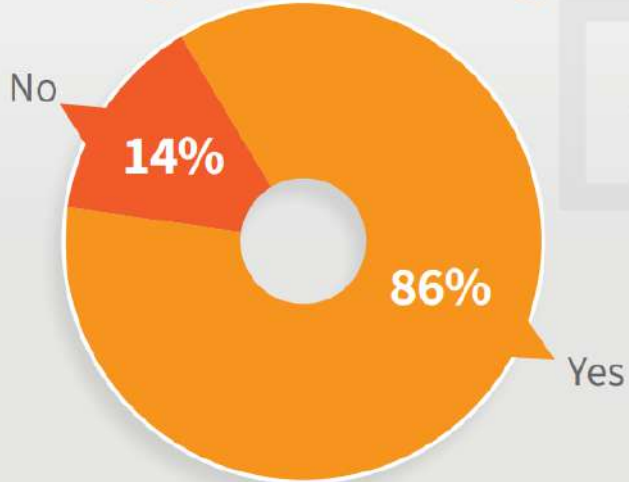
**.....AND WHAT'S MORE?**

**iab.**

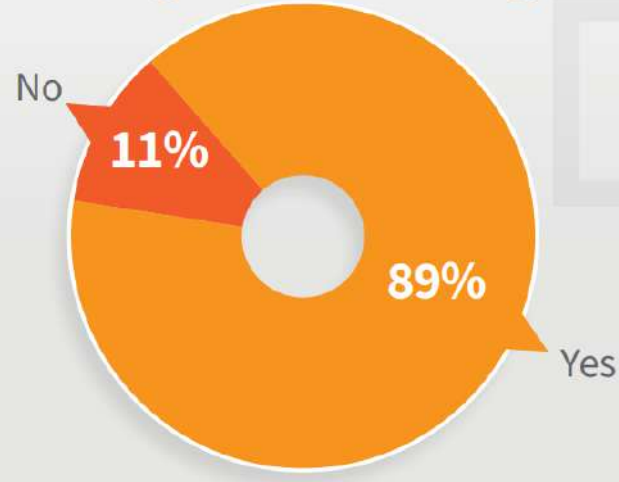


# Content Marketing is here to stay

Percentage of B2C Marketers Using Content Marketing



Percentage of B2B Marketers Using Content Marketing



Source: Content Marketing Institute

# IAB Content Studio Showcase – 2017 Presenters

RYOT

 CBSi  
STUDIO 61



2 3  
S



HEARST  
digital media



 BrandStudio

storyful.

pandora®

  
REFINERY29

 FOUNDRY

# IAB Content Studio Showcase – 2017 Presenters



**Otto Bell**  
Chief Creative Officer  
Courageous



**Rick Cortaville**  
Vice President, Product Marketing  
CBS Interactive



**Amy Emmerich**  
Chief Content Officer  
Refinery29



**Martin Glenn**  
Executive Producer  
Studio 61



**Eliso Harman**  
Vice President, Content Development  
The NBCU Content Studio



**Chris Harcik**  
Senior Vice President of Creative +  
Content  
The Foundry @ Time Inc.



**Ko Im**  
Content Editor  
Studio 61



**Brad Jakeman**  
President, Global Beverage Group  
PepsiCo



**Katie Kulik**  
Global Senior Vice President of Sales  
and Marketing  
CBS Interactive



**Karina Montgomery**  
Vice President, Strategic Sales  
Development  
Pandora



**Lydia Pang**  
Creative Director  
Refinery29



**Ravi Pillai**  
Global Vice President, Media  
Partnerships  
Storyful



**Dan Reynolds**  
Vice President, Digital Media, Disney  
Digital Network  
Disney Consumer Products and  
Interactive Media



**Michal Shapira**  
Senior Vice President of News Content  
Partnerships  
Turner Ignite



**Lee Sosin**  
Senior Vice President  
Hearst Magazines Digital Media



**Josh Stinchcomb**  
EVP, Chief Experience Officer  
Condé Nast



**Molly Swanson**  
Co-Founder and Head of Brand  
RYOT



**Sebastian Tomich**  
Senior Vice President, Advertising and  
Innovation  
The New York Times Company



**Wendy Wildfeuer**  
Senior Vice President  
The NBCU Content Studio

# IAB Content Studio Showcase – Registered Brands

Registered Brands Include:





# IAB Content Studio Showcase – Key Themes

- 1. Publishers know their audience best and can prepare content in a way that they know will resonate with their audiences.**
- 2. Publishers are in the content business. They have top notch creative access to execute with excellence.**
- 3. Publishers are adept at distributing content on both their owned and operated properties, as well as on paid distribution platforms, usually on social media sites.**



# IAB Content Studio Showcase – Best Practices

Resist the urge to sell.



Brand/publisher collaboration is key to success.



# IAB Content Studio Showcase – Special Guest Speaker

**SPECIAL GUEST**



**Brad Jakeman**  
**President**

**PepsiCo Global Beverage Group**

**Session:**

**The Content Conundrum.**

**Making it fast, making it inexpensive and making it great.**

**The quest to get all three.**

