



The challenges of perceptive media

As old as civilization itself, storytelling has acquired a new relevance in the world of digital media, helping brands to connect with consumers and create compelling relationships with their customers.



Digital innovation is now enabling organizations to tell their stories in increasingly immersive, interactive and personalized ways. Media is becoming intelligent and perceptive. Each person may consume content in a unique way and enjoy a dynamic and customized experience.

Brands will be able to use insights gained from user behavior, social media, contextual information, AI and even biometrics to create emotionally aware content. In a simple example, the music played in a commercial may change depending on the targeted customer's mood at the time.

However, the arrival of the age of hyper-personalization will create a series of ethical challenges. How much can or should media companies know about you? How much should they be allowed to use such information to influence their customers?

To realize the full potential of this paradigm shift, customers need to be able to consent to this customization. The basic appeal of perceptive media is that it allows the end-user to take control of their media experiences.

If that sense of control is undermined by unethical use of user data, perceptive media may be a non-starter. In exchange for the use of personal, intimate information, content creators and brands need to make sure that the end-user always feels in control. A culture of compliance and an ethical framework which puts humans at its heart will be essential to the success of the perceptive media revolution.

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