



Cancel

Vinyl revenue by year



RITUAL



TACTILITY



COLLECTIBILITY



INTENTIONAL LISTENING

QUESTION

What do these three images have in common?



Lo-Fi renaissance

A behavioural shift: film is being embedded back into society



 Arcade Walk



 Rooftop Bar



 Cafe



 Clothing Store

Month-by-month comparison

Chart | Indexed growth view | Indexed to May 2021 = 100 | Shared index scale



The indexed view sets May 2021 = 100 for both lines, making relative momentum easier to compare. Signals: Ritual | Tactility | Craft | Intentional

Kodak on analogue demand

Consumer demand has **doubled** in the past five years

Kodak Chief Technical Officer, **Terry Taber**, Dec 2024



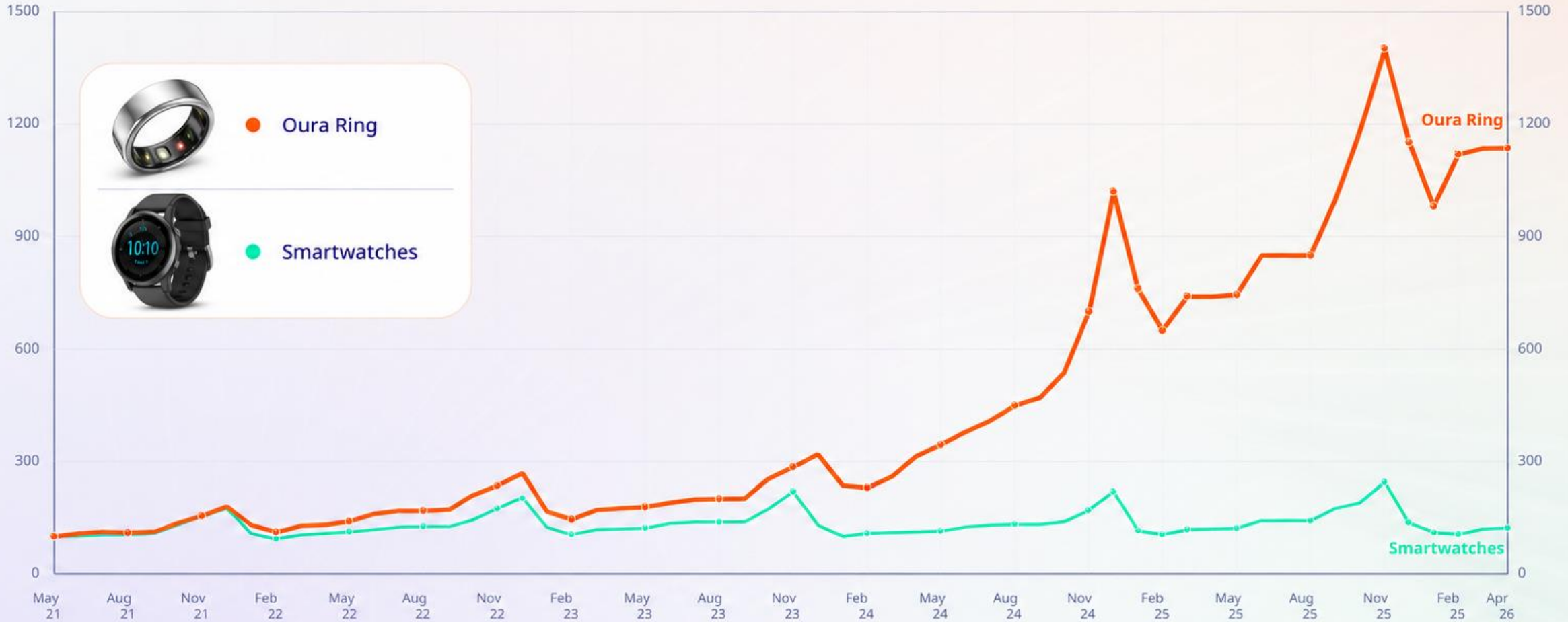
Month-by-month comparison

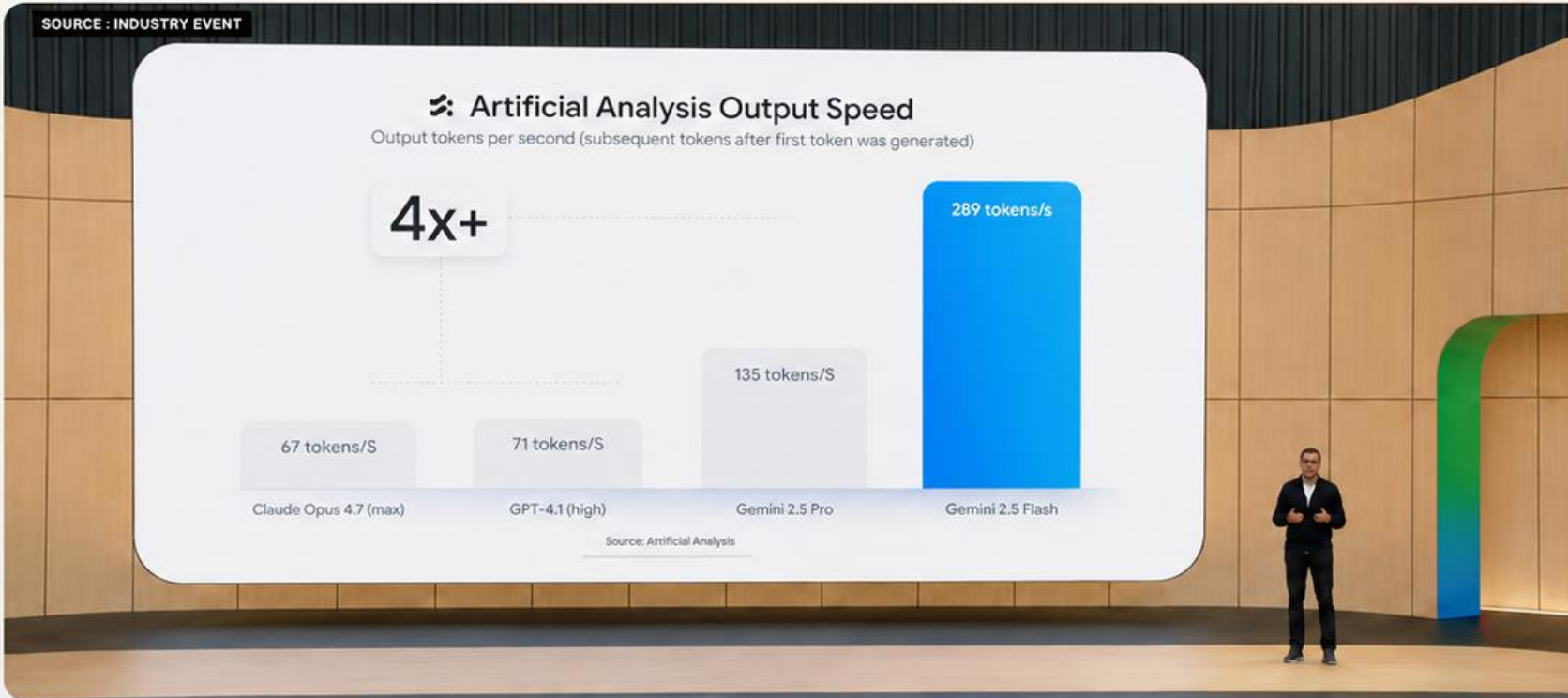
Absolute units

Indexed growth

Indexed to May 2021 = 100

Shared index scale





Top comments

 @sabathrodriguez · 47 min ago


This literally made me want to use technology less

👍 34 🗨 💬

 @juraj_b · 1 hr ago

5 seconds in and it's already privacy nightmare

👍 53 🗨 💬

 @RiteshRaman · 1 hr ago

At this point, I'm not using tech anymore – tech is using me as a beta tester for existence 2.0. Anyway, brb, gonna ask AI if I'm genuinely excited or just algorithmically manipulated... 😏

👍 9 🗨 💬

NEW IN TECH

[View all](#)

NEW AT JB!
COMPETITION



Motorola
Motorola Edge 70 Fusion 5G
256GB (Silhouette Black)

\$499

Add to cart

Compare



LG
LG 65" OLED EVO AI C6 4K
Smart TV [2026]
★★★★★ 4.9 (670)

\$3995

Add to cart

Compare

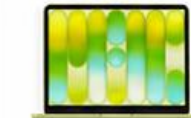


SAMSUNG
Samsung Galaxy Buds4 Pro
(Black)
★★★★★ 4.8 (451)

\$399

Add to cart

Compare



BUNDLE BUY
Apple
Apple MacBook Neo 13-inch
with A18 Pro Chip, 256GB/8GB
(Citrus)
★★★★☆ 4.4 (9)

\$899

Add to cart

Compare



NEW AT JB!
OPPO
OPPO Find N6 5G 512GB
(Stellar Titanium)
★★★★☆ 1.7 (6)

\$3299

Add to cart

Compare



JB EXCLUSIVE



Camp Snap CS-8 Digital Video Camera

\$249

Add to cart



The choices we make



Pleasurable Friction

VS

Simple Skincare Routine

Bathroom Cabinet Guide

Morning - Every Day

- Water rinse**
Rinse with water only.
- SkinCeuticals C E Ferulic**
Use about 4 drops on dry skin.
- AESTURA Atobarrier365 Cream**
Use a thin layer only if your skin feels dry or tight.
- Sunscreen**
Normal day: ROUND LAB Birch Juice Moisturizing Sunscreen
Outdoor day: ANESSA Perfect UV Sunscreen Skincare Milk
Use 2 finger lengths for face and neck. Reapply outdoors every 2 hours.

Night - Every Day

- ETUDE SoonJung pH 6.5 Whip Cleanser**
Cleanse gently with lukewarm water.
- Dry your face fully**
Pat dry and let your face become completely dry before tretinoin.
- AESTURA Atobarrier365 Cream**
Put a thin layer around sensitive areas: nose corners, mouth corners, under-eye bone area, shaved or irritated areas.
- Tretinoin 0.025% cream**
• Use only on scheduled nights.
• Use one pea-sized amount for the whole face.
• Avoid eyelids, lips, nostril folds, broken skin, and irritated skin.
- AESTURA Atobarrier365 Cream**
Finish with a thin layer over the face.

SkinCeuticals Sample Rotation

- Phyto Corrective**
Use on plane or whenever skin feels dry, red, tight, or irritated. Apply after C E Ferulic in the morning, or before AESTURA at night.
- Discoloration Defense**
Use on mornings for dark spots or uneven tone.
Order: C E Ferulic → Discoloration Defense → AESTURA if needed → Sunscreen.
- P-TIOX**
Use on alternate mornings for smoother texture and glow.
Order: C E Ferulic → P-TIOX → AESTURA if needed → Sunscreen.

Weekly Rotation Example

- Tue/Fri: Discoloration Defense
- Wed/Sat: P-TIOX
- Phyto Corrective: as needed

Tretinoin Ramp-Up Schedule

- Weeks 1 to 2:** 2 nights per week: Monday and Thursday only
- Weeks 3 to 4:** 3 nights per week: Monday, Wednesday, Friday
- Weeks 5 to 8:** Every second night only if skin is calm
- After nights if tolerated:** if dry or irritated, use 3 to 5 nights per week instead

Important Rules

- Sunscreen every morning, even if cloudy.
- Never use more than a pea-sized amount of tretinoin.
- Do not apply tretinoin right after shaving.
- If you shave at night, skip tretinoin that night.
- Do not use scrubs, exfoliating pads, AHA/BHA products, pore cleansers, or clay/charcoal cleansers while starting tretinoin.
- If your skin burns, stings, gets raw, or peels heavily, stop tretinoin for 3 to 4 nights. Use only ETUDE cleanser, AESTURA cream, and sunscreen, then restart slower.

Simple version: morning vitamin C + sunscreen + Night cleanse. + AESTURA + tretinoin on schedule + AESTURA

AI Automation



The ACP Evolution

- Agentic Commerce Protocol had checkout at launch
- OAI quickly culled the protocol to just feed ingestion
- Buying within the LLM felt wrong
- The sweet spot was sending shoppers to retailers



The State of Agentic Commerce (Q1 2026)

Sources: Q1 2026 Criteo Global Shopper Survey; Jan-Feb 2026 Internal Merchant Network Analysis.

AI is Additive, Not a Replacement

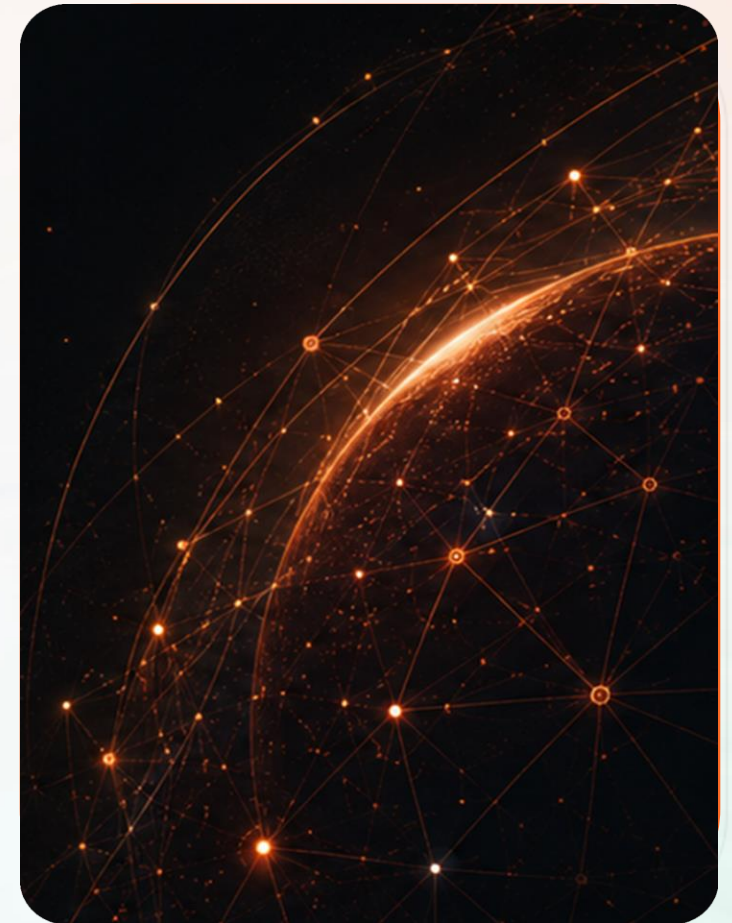
- **96%** of shoppers who use AI shopping assistants also use traditional channels (search, social, retailer websites).
- **51%** of consumers research across AI assistants, search, and social, while only 5% complete their journey in one app.

Intent and Revenue are Massively Amplified

- **+254%** higher revenue per visit in AI-assisted sessions compared to standard search.
- **65%** of AI prompts are "multi-constraint", indicating rapid funnel compression.
- **1.5x** higher conversion rate from LLM referrals.

Criteo's Technical Edge

- **60%** uplift in recommendation relevancy with Criteo's Agentic Commerce Recommendation Service.
- **+2.4%** ROAS improvement compared to pure catalogue-scrapes, leveraging \$1T+ in verified annual transactional data.



When every vendor says “AI”

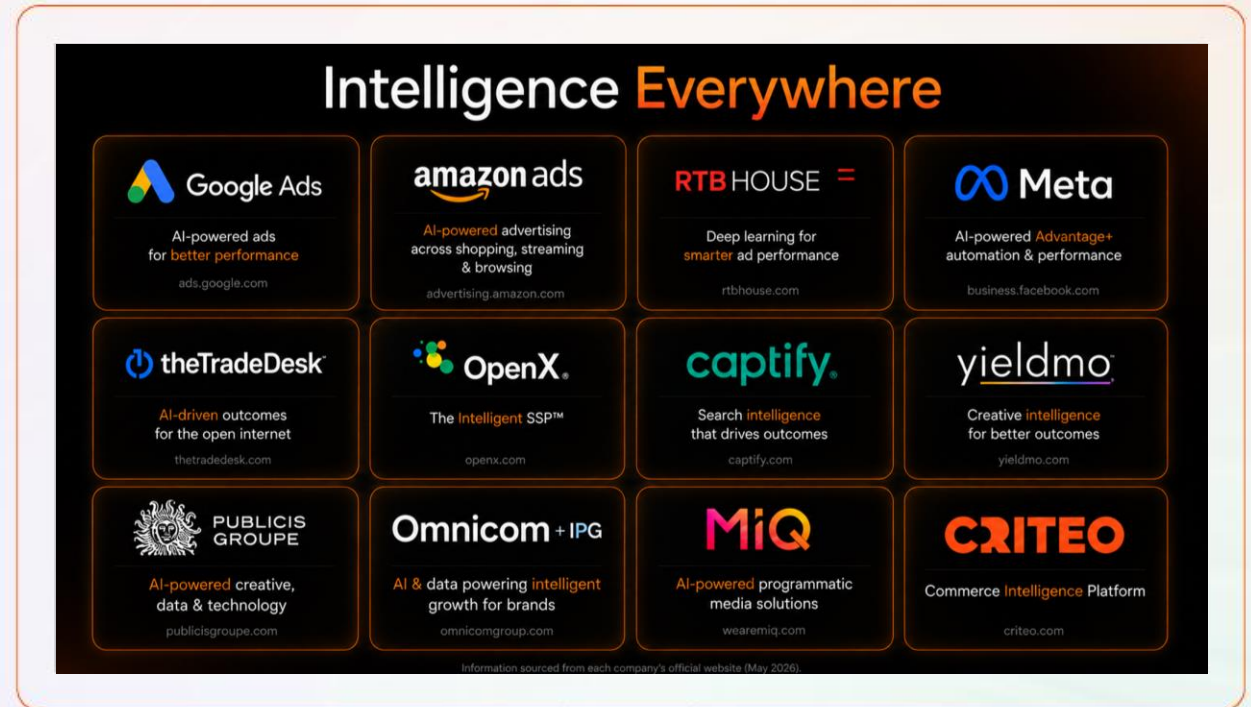
The ad ecosystem has converged on the same language: AI, intelligence and automation.

Not all AI and Intelligence is equal:

In a world where every platform is now intelligent, what does that mean?

- 01 Drill down**
into what vendors mean when they say AI-powered or Intelligence
- 02 Ask for real examples**
over slides
- 03 Ask for proof**
If it's performance related, ask for a link to engineering blogs or whitepapers showing uplift and methodologies

Information sourced from each company's official website, May 2026.



Personal/Company Agents

Day-to-day agents are useful because they turn connected company context into action.

Agents are becoming a work layer

By 2028, Gartner expects 33% of enterprise apps to include agentic AI. The shift is from more bots to governed agents that can read, act and maintain live internal tools.

1 Synthesize information

from multiple connected sources

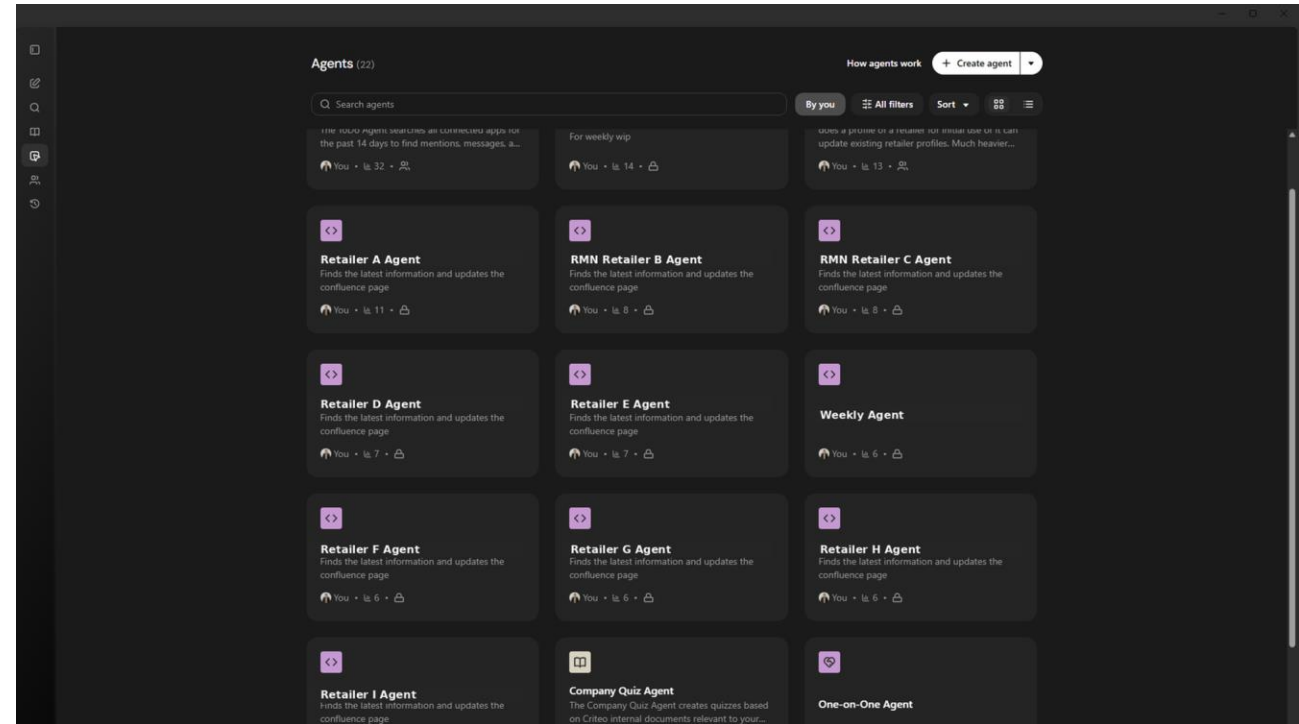
2 Act on that information

through document updates or presentation creation

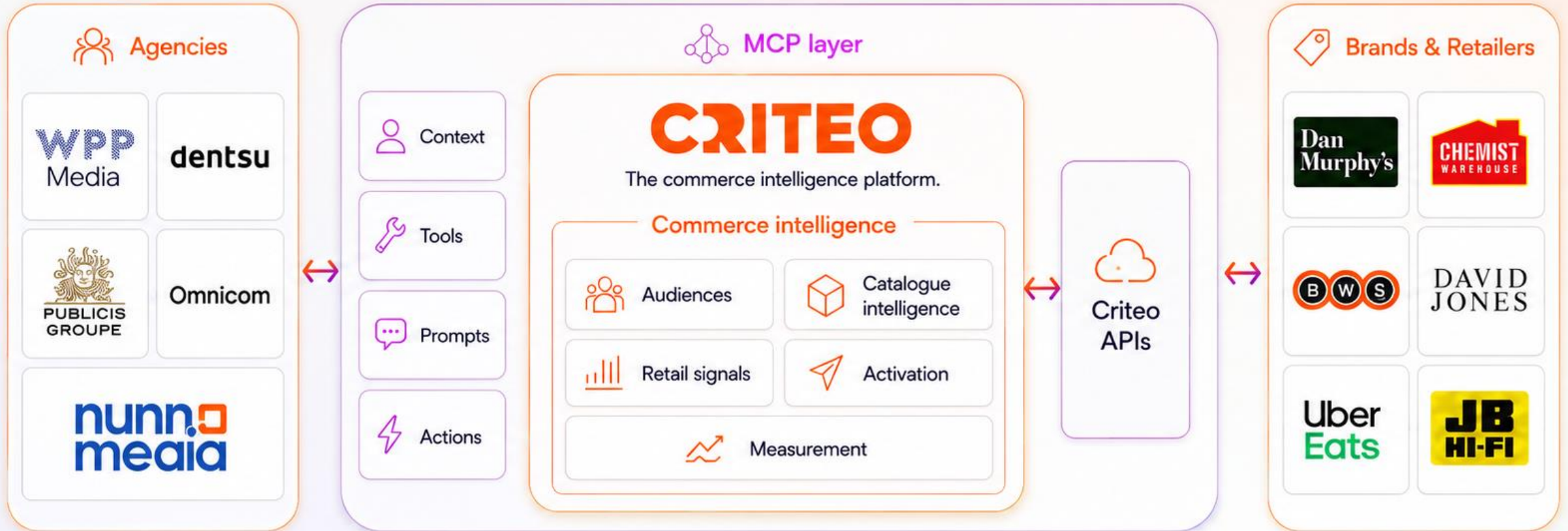
3 Become dynamic tools

internal educational quizzes, leaderboard tallies and data-connected utilities

• • • Agent workspace



Ad:Tech Vendor + MCP



Agencies and brands interact with **Ad:Tech Vendors** through **MCP**, which interfaces with **Ad:Tech Vendors APIs**.

A man with dark, wavy hair and a beard is sitting at a wooden bar. He is wearing a dark denim jacket over a white t-shirt. He is holding a glass of beer in his right hand and has his left hand near his chin, looking thoughtful. A speech bubble is positioned above him, containing text. The background is a dimly lit bar with a chalkboard menu and a sign that says 'BREW DOG'.

Create a new
campaign for the brief
that just landed in
my inbox.

"Human-powered marketing"

Display & Video 360

Advertiser: Buntpee Advertiser 360 | Reporting View: Default Reporting View

Campaigns

Overview | Campaigns | Insertion Orders | Line Items | Creatives | Audiences

Impressions: 152.45M

Viewable Impression Rate: 56.91%

Average CPM: \$3.15

Let Gemini manage everything so I can play GTA VI

YES

Impressions over time (Daily): Line graph showing impressions from Jan 1 to May 1, ranging from 2M to 18M.

Impressions by device:

| Device | Impressions | Share |
|--------------|-------------|--------|
| Desktop | 87.59M | 57.39% |
| Mobile | 44.72M | 29.34% |
| Connected TV | 14.41M | 9.44% |
| Tablet | 6.29M | 3.89% |

Google Ads Campaigns

Impressions: 126 | Clicks: 72 | Conversions: 156

Top Performing Creatives

| Creative | CTR |
|--------------|-------|
| Summer Day 1 | 1.80% |
| Queen Emma | 2.64% |
| Summer Days | 1.06% |

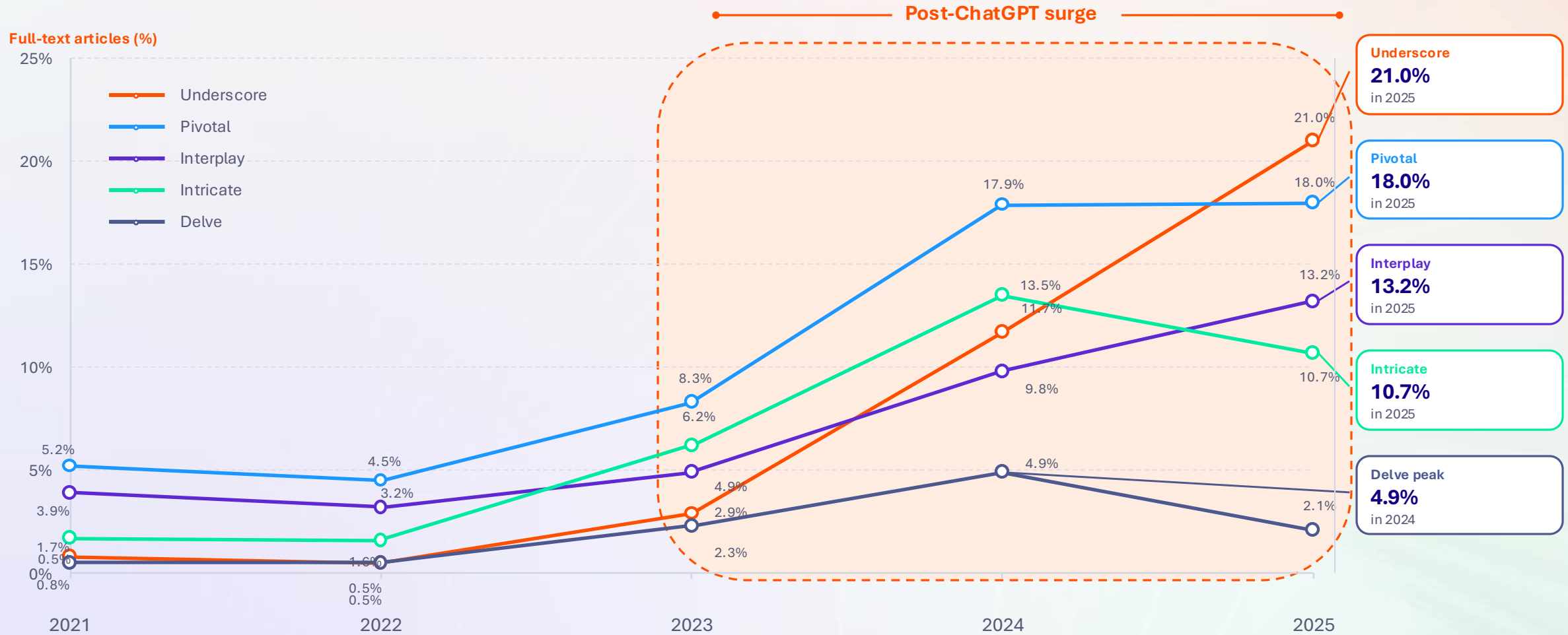
Performance by Device

| Device | Impressions | Share |
|---------|-------------|-------|
| Desktop | 65.0K | 48.2% |
| Mobile | 30.8K | 23.2% |
| Tablet | 12.4K | 9.2% |
| Tablet | 5.6K | 4.1% |

*AI image, not a real feature.

LLM-associated terms in academic full texts

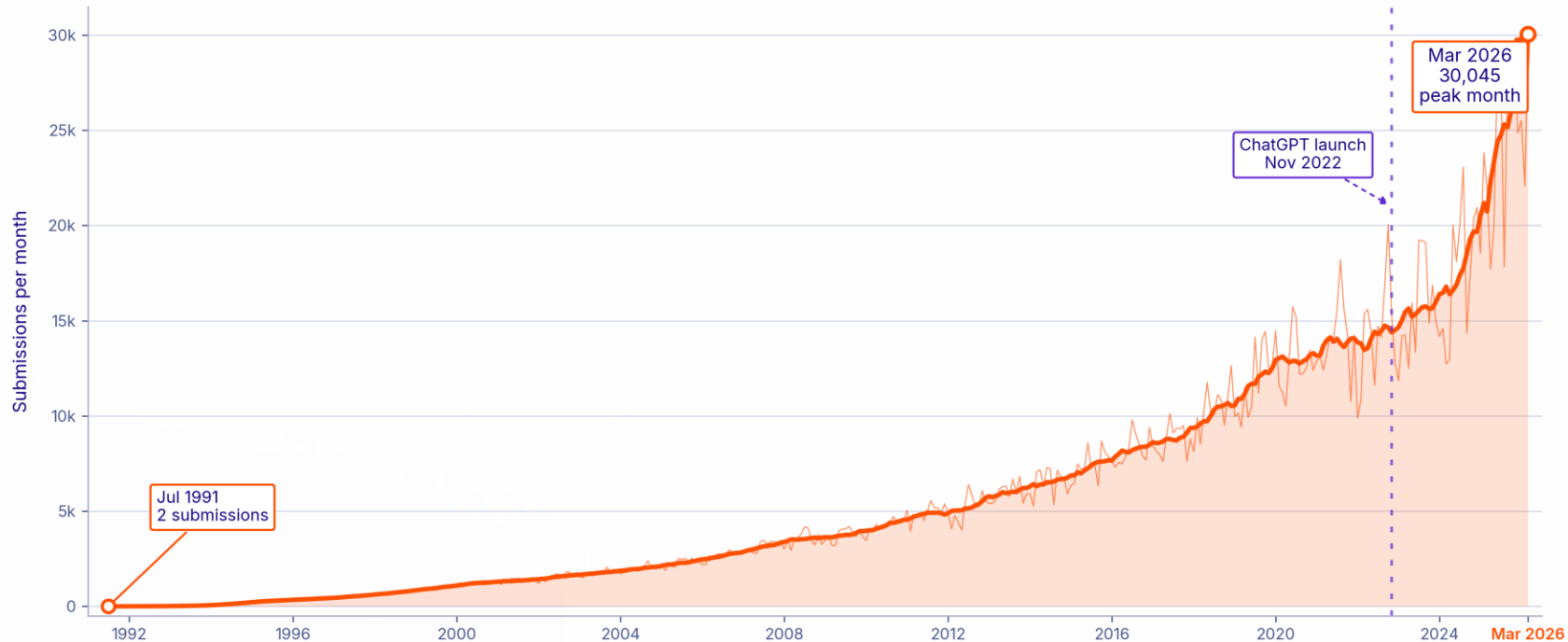
Source: Thelwall 2026, MDPI full-text analysis | 1.25M articles | 2021 to 2025



Selected terms from MDPI full-text analysis, 2021 to 2025.

Research paper submissions by month

1991 to Mar 2026



PEAK MONTH

30,045

submissions in Mar 2026

CATALYST

**ChatGPT launch
Nov 2022**

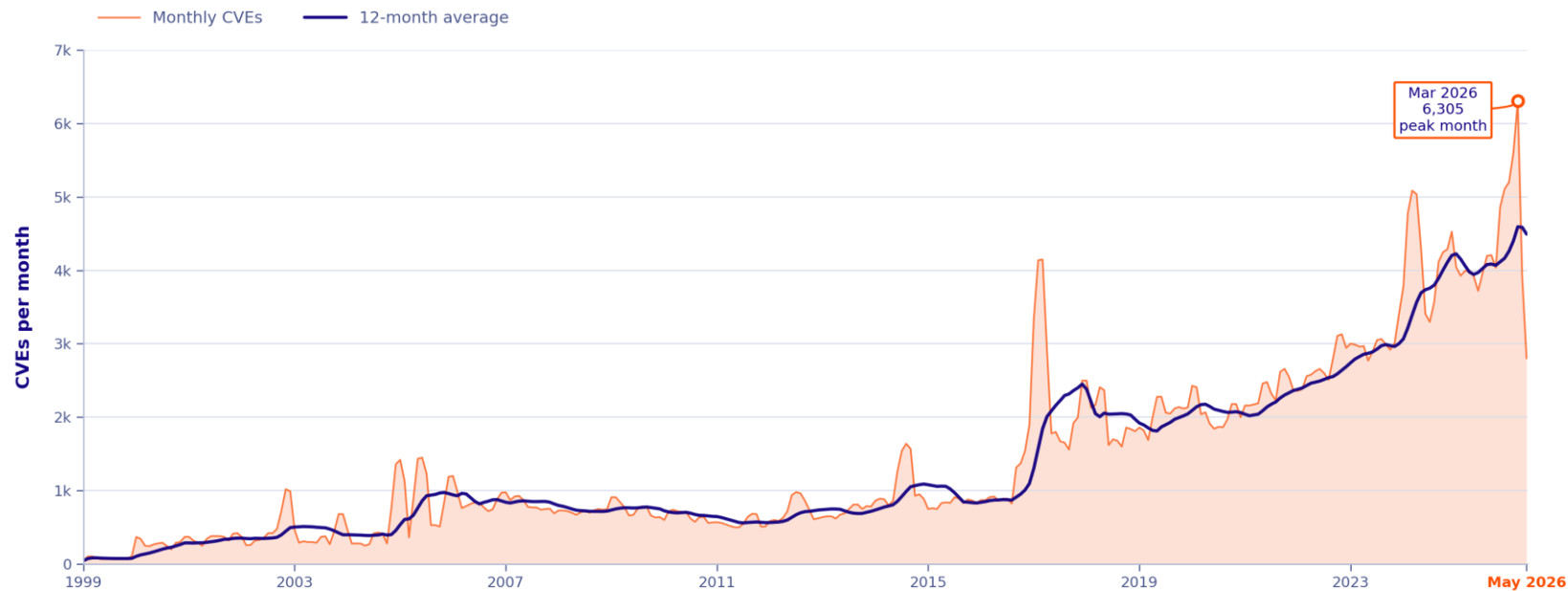
FIRST MONTH

2 submissions
Jul 1991

CVE volume

Monthly CVE volume, 1999–2026

The pace of published vulnerabilities has shifted from tens per month to thousands



PEAK MONTH

6,305

CVEs in Mar 2026

HIGHEST FULL YEAR

49,970

in 2025

MONTHLY AVERAGE

77 in 1999

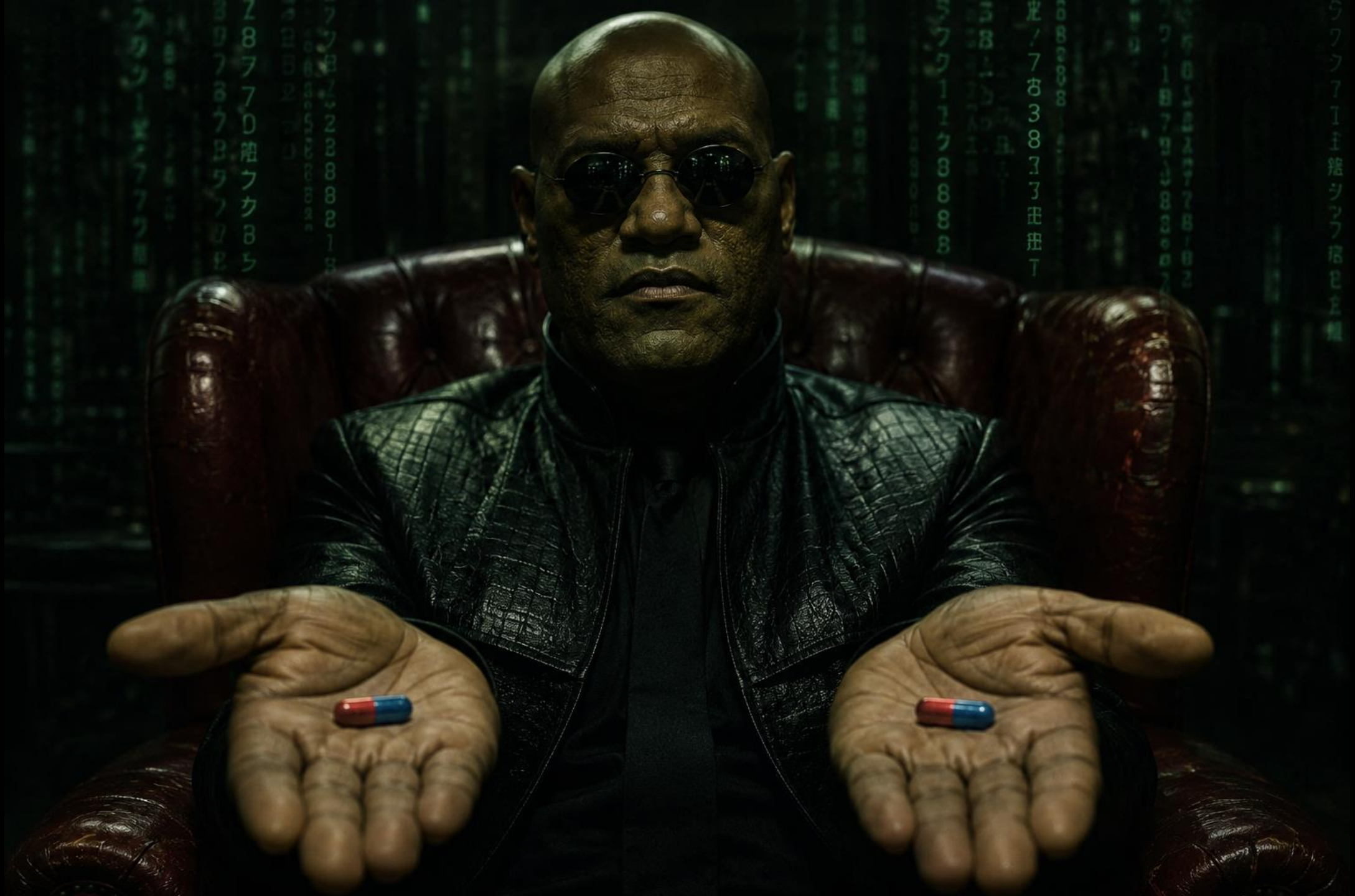
4,164 in 2025

2026 YTD

23,822

through May

Source: attached monthly CVE dataset. 2026 includes Jan–May only.





The Pope's AI Doctrine

Five guardrails to keep humanity in command

1



Dignity first

Judge AI by its effect on the human person and the common good.

2



Humans remain accountable

A machine cannot carry moral responsibility.

3



Truth over simulation

AI must not distort reality or automate misinformation.

4



Justice for the vulnerable

AI must not deepen exclusion, bias, inequality or displacement.

5



Peace, not domination

AI should never become a tool of coercion or autonomous killing.



