

# How to respond to big tech's deal with the devil

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**US tech giants are rolling back DEI. Its ripple effects could spill over to Europe.**

**Meta Says It Will End Its Fact-Checking Program on Social Media Posts**

**Hackers Hijack AI: Google Warns Of Gemini Misuse By Cybercriminals**

**Elon Musk ridiculed a blind person on X. Then a mob went to work.**

**Meta now lets users call women 'property' and gay people 'mentally ill'**

**Google owner drops promise not to use AI for weapons**

Alphabet guidelines no longer refer to not pursuing technologies that could 'cause or are likely to cause overall harm'

**Google faces UK investigation over search dominance**



**Pop Base**  
@popbase.tv

Google Calendar has removed key cultural events from their site including:

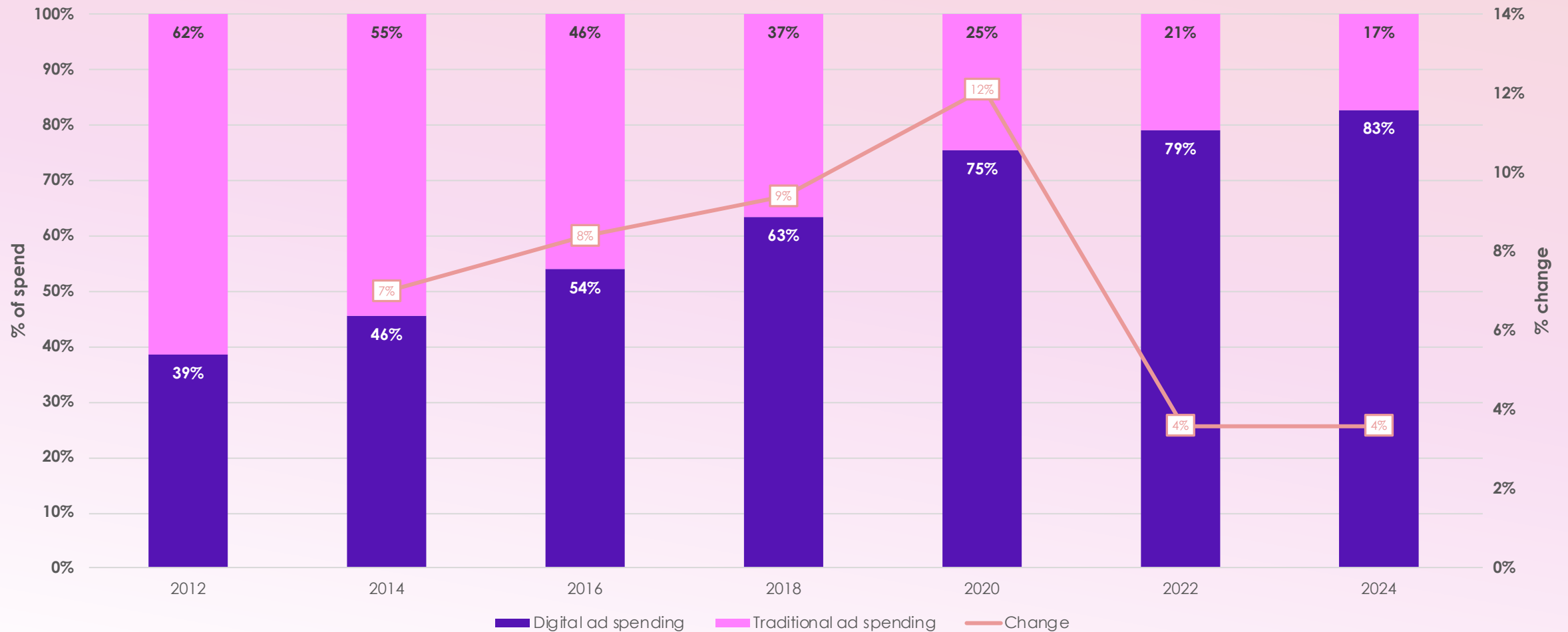
- Pride Month
- Black History Month
- Holocaust Remembrance Day
- Jewish Heritage
- Hispanic Heritage
- Indigenous People Month

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030



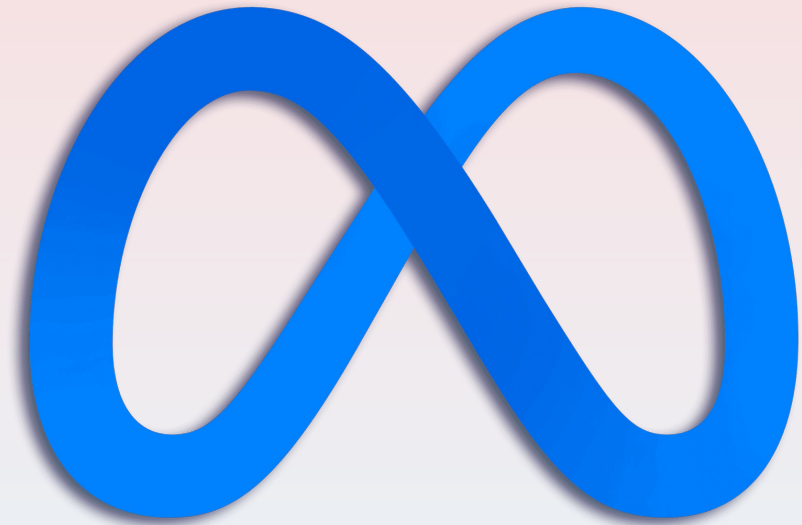
# Digital overtook traditional spending in 2016, and its dominance continues to grow

% of UK total media ad spending, digital vs. traditional, 2012-2024 (Emarketer)





Google Ads



Meta



**\$237.86**  
**billion**  
per year

Google Ads



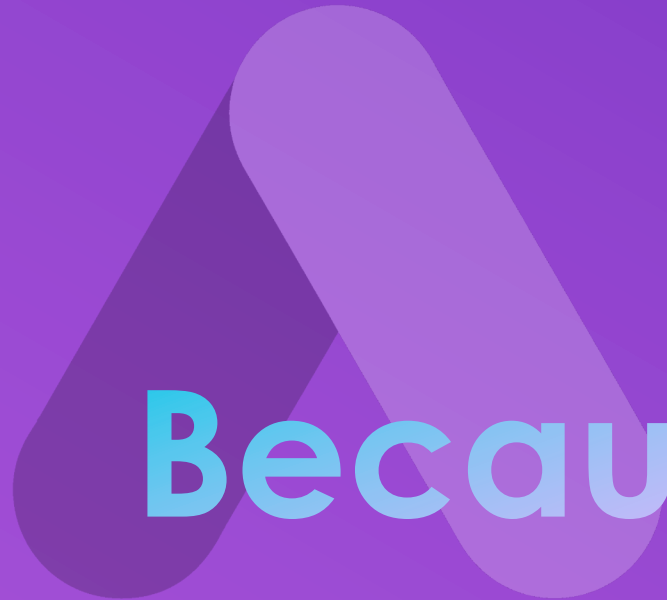
**\$16.06**  
**billion**  
per year

Meta

**Why do we spend so much  
with these tech giants?**

Google Ads

Meta



**Because it works.**

Google Ads



Meta



1 2012 2013 2014 2015 2016 2017 2018 2019 2020 20



Hovis, 1973



Coca Cola, 1971



Could they track  
their conversions?

Apple, 1984



Guinness, 1999



# Three uncomfortable truths

Trackable marketing is not the same as effective marketing.

Most of our jobs didn't exist 20 years ago and they will certainly evolve again.

Big tech is making it increasingly difficult to justify what we spend with them.

# What does it really mean to be ethical?

## Deontology

Asks 'what is good or bad'?

A pre-ordained set of **rules**

It is *never* acceptable to break these rules

The end cannot justify the means

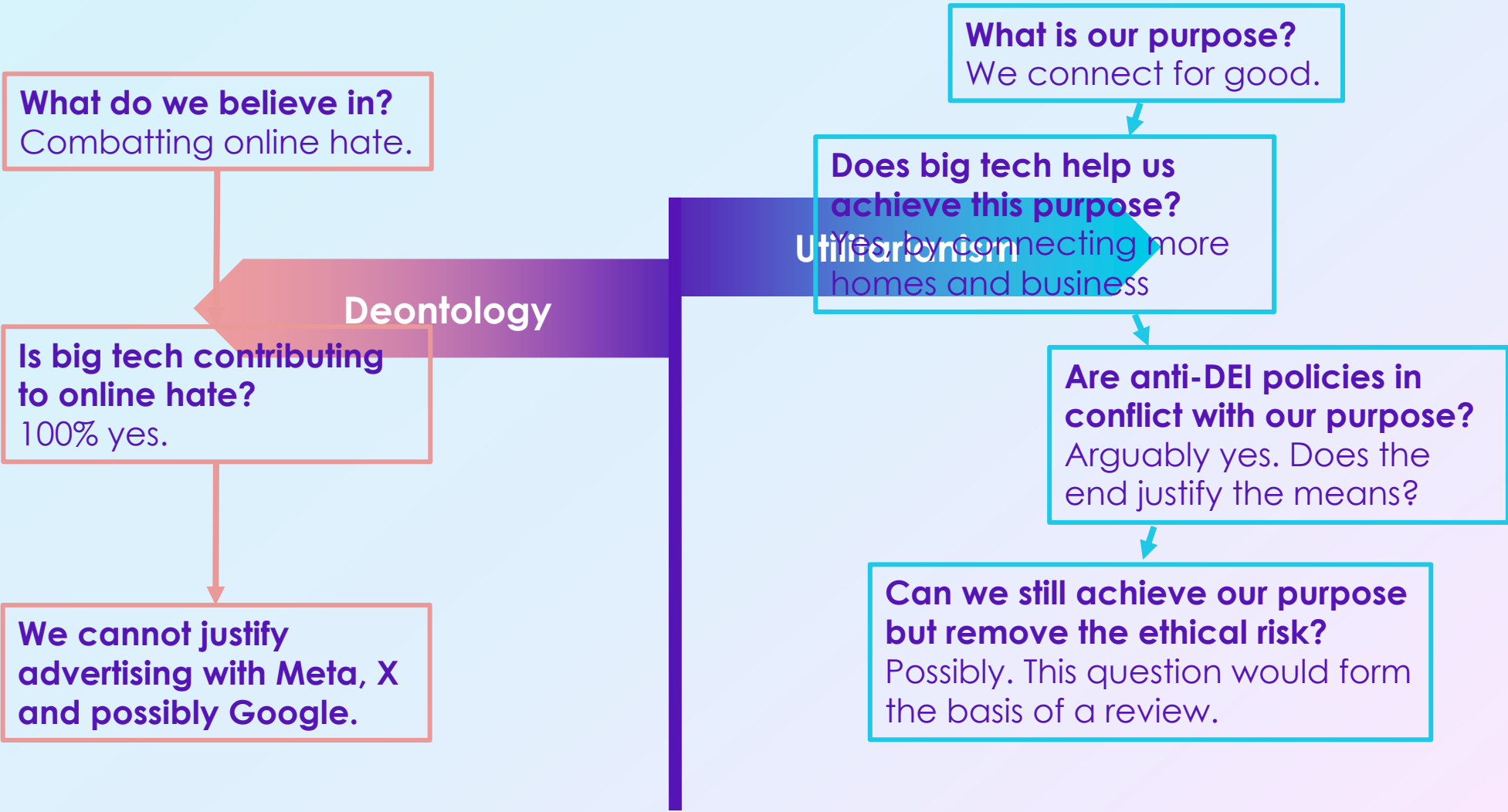
## Utilitarianism

Asks 'how can I do the most good'?

Centres **outcomes**, not rules

It is acceptable to do some harm for the greater good

The end can justify the means



# What are the risks of inaction?

The firms that promise **brand safety** are themselves becoming a brand safety risk

Nothing is constant but change – it is a **risk to stand still** while the industry evolves around us



Customers are increasingly value-driven – there is a risk of **guilt by association**

With over-reliance on a small number of big beasts, we risk **creating a single point of failure**

Colleagues are also consumers – we risk **alienating diverse talent**

**Ethics Assessment**

**+**

**Risk Assessment**

**=**

**The right decision for  
your organisation**

**Thank you**