

useful resources

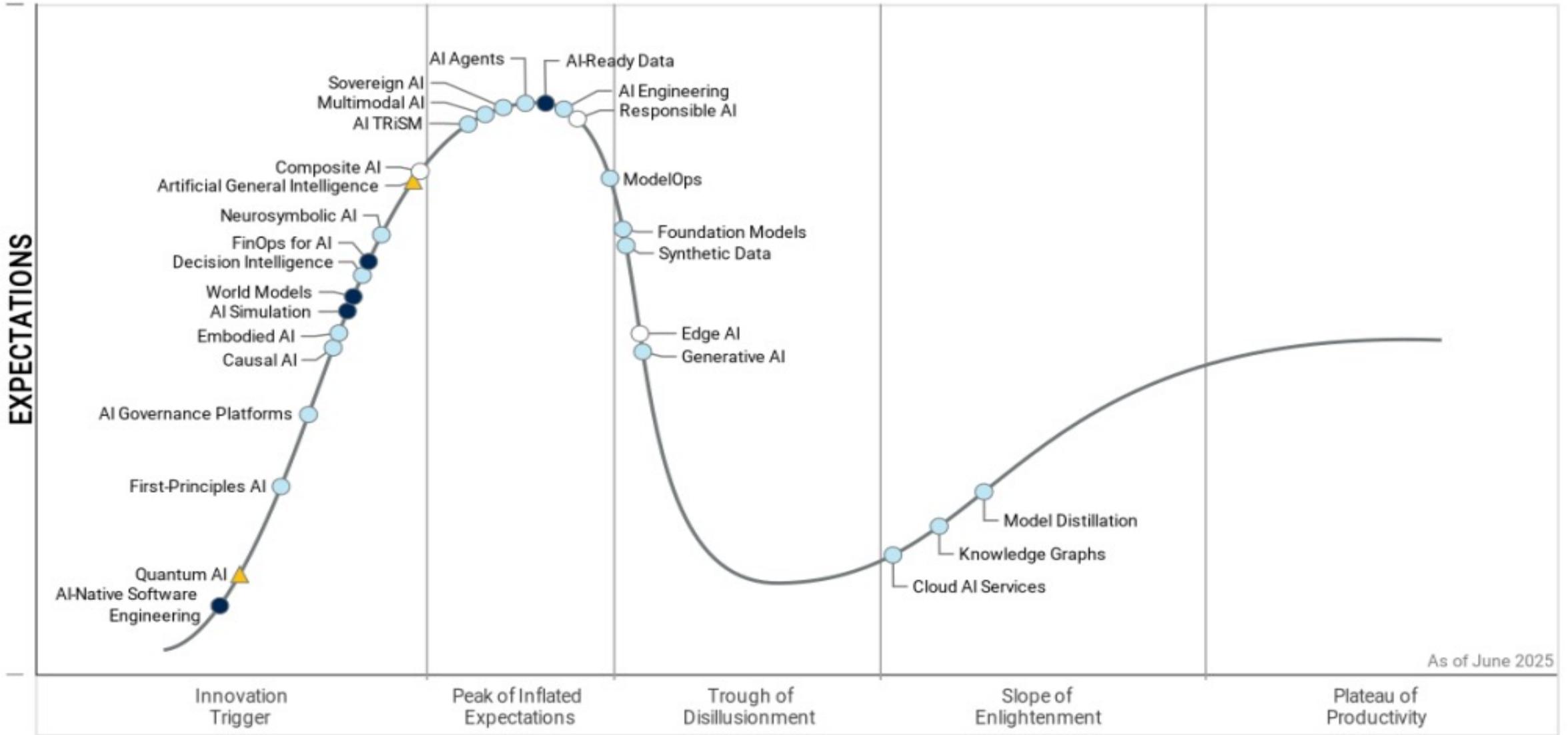




Hello, Zachary

Ask me anything

Hype Cycle for Artificial Intelligence, 2025



As of June 2025

Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

Journey to the Frontier Firm

Every organization's AI transformation will look different, but here's how we see it playing out over time.

Phase 1

Human with assistant



Every employee has an AI assistant that helps them work better and faster

Phase 2

Human-agent teams



Agents join teams as "digital colleagues," taking on specific tasks at human direction

Phase 3

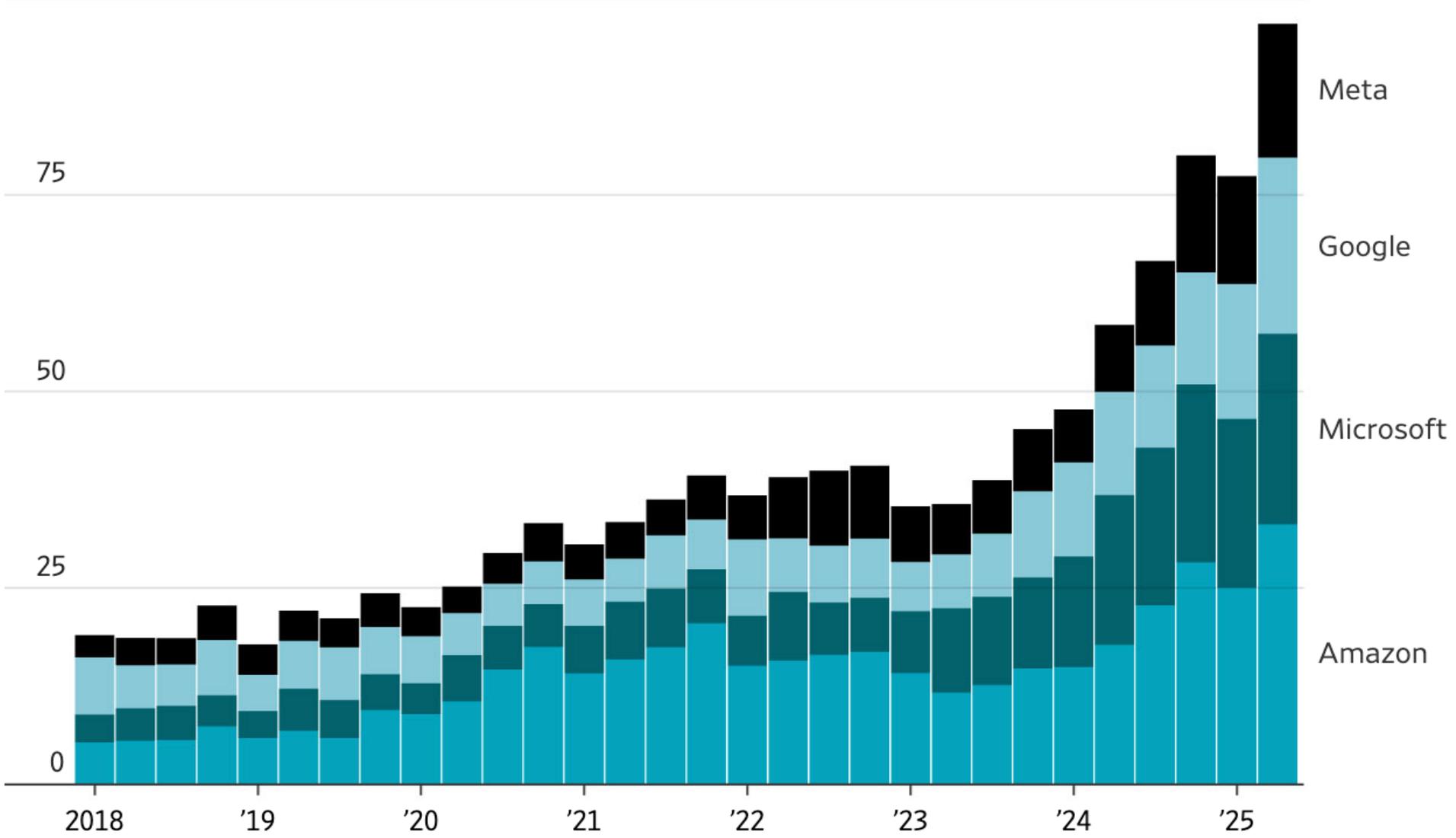
Human-led, agent-operated



Humans set direction and agents execute business processes and workflows, checking in as needed

Capital expenditures, quarterly

\$100 billion

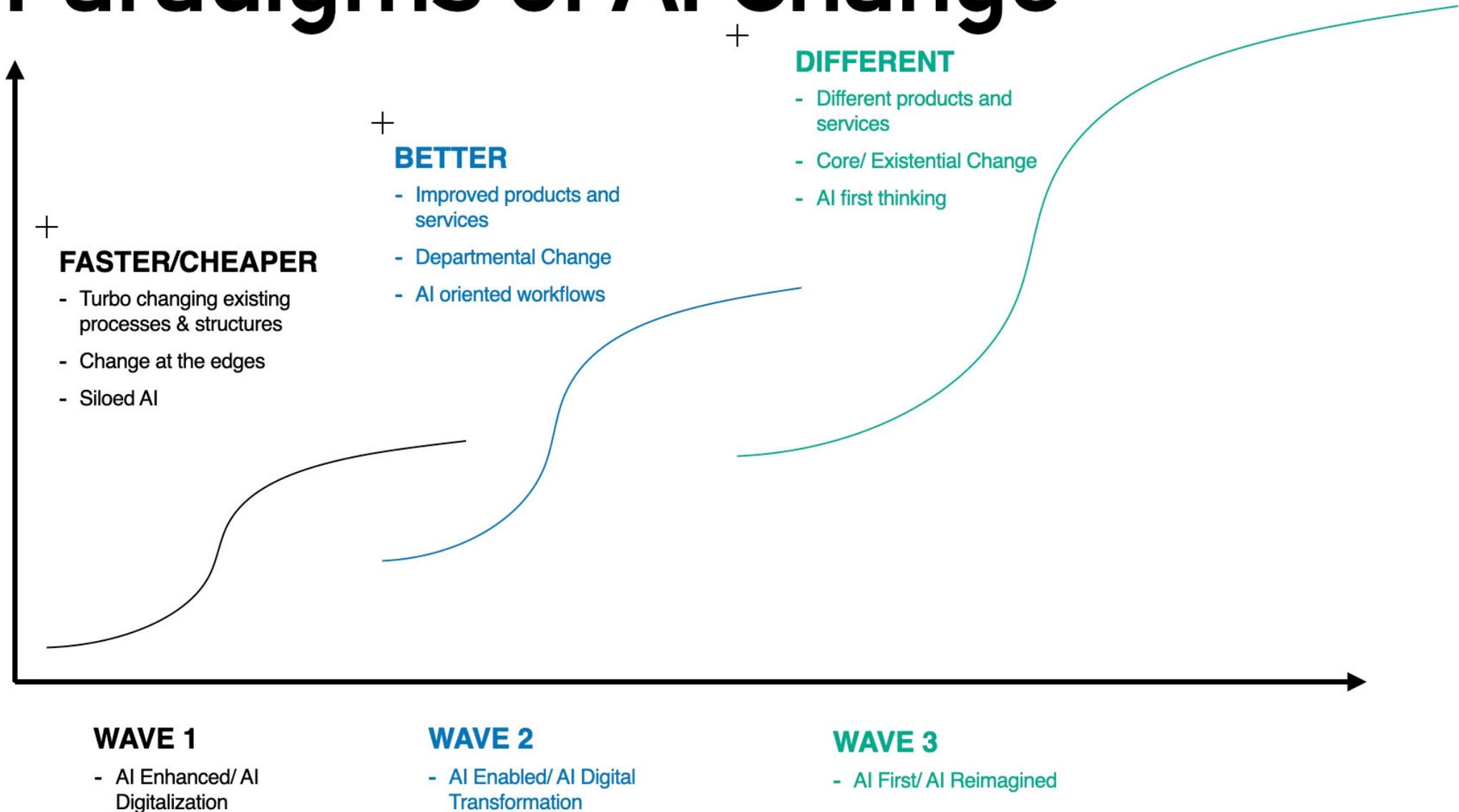


Note: Data are for calendar quarters and include finance leases.

Source: the companies

3 Paradigms of AI Change

ALL WE HAVE IS NOW



APRIL 2025



Pixels, Data Clean Rooms, Digital Advertising and Martech and Adtech Privacy Compliance

Peter Leonard, Data Synergies

This paper considers how the Australian Privacy Commissioner is interpreting existing provisions of the Privacy Act 1988 (C'th) (**Australian Privacy Act**) in relation to digital advertising, and in particular, the Commissioner's new enforcement stance in relation to martech and adtech deployment of pixels.

OUR PRIVACY
POLICY HAS
CHANGED

Accept

WHACK
-A-
**CONSENT
NOTIFICATION**

AGREE TO
OUR TERMS
OF USE

Accept

WE STORE
COOKIES

Accept

WE SHARE
DATA WITH
THIRD PARTIES

Accept

THERE IS ALWAYS HOPE

