

TVXNET

REMARKABLE NEWS

‘The fatal metaphor of progress, which means leaving things behind US, has utterly obscured the real idea of growth, which means leaving things inside us’.

G.K. Chesterton

An aerial photograph of a dense urban landscape, likely Hong Kong, featuring a multitude of high-rise buildings. The buildings are packed closely together, with varying heights and architectural styles. A prominent building in the center-right is covered in green construction netting. The text "HONG KONG" is overlaid in the center of the image.

HONG KONG



KYOTO



6 LEADING BRANDS

TVXNET apollo^a

FINANCEXNET EGOISTE

Sejas spooki

1

ATTITUDE



60's

We need information!



7

00's

I want attitude!

INFORMATION HAS NO VALUE SOURCE

And attitude is what counts!

2

MOBILE

**150
TIMES
PER
DAY**

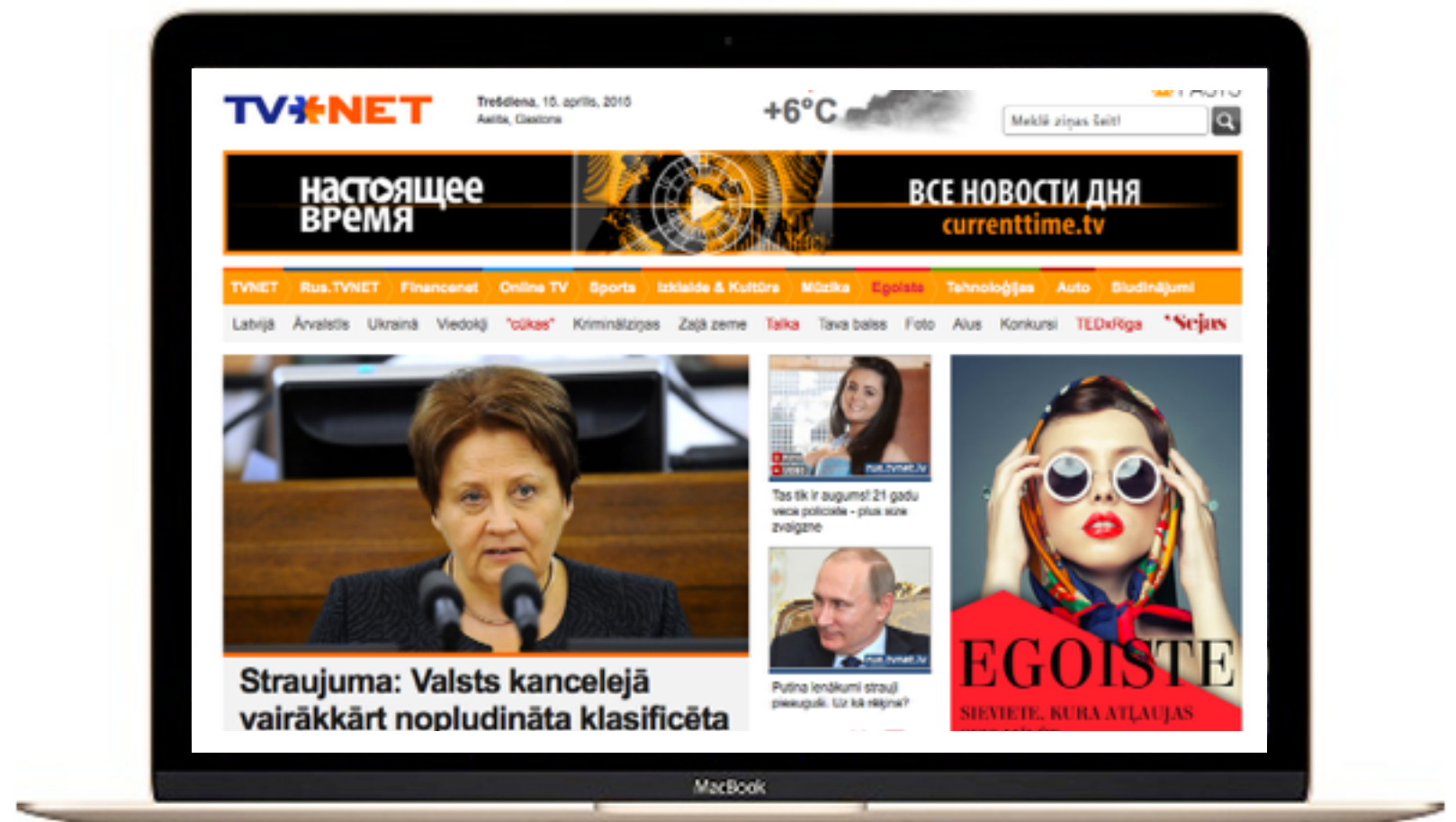
**AVERAGE MOBILE
USAGE FREQUENCY**

RAW MEAT



INFORMATION PARTICLE -
NOT ARTICLE!

COOKED STEAK



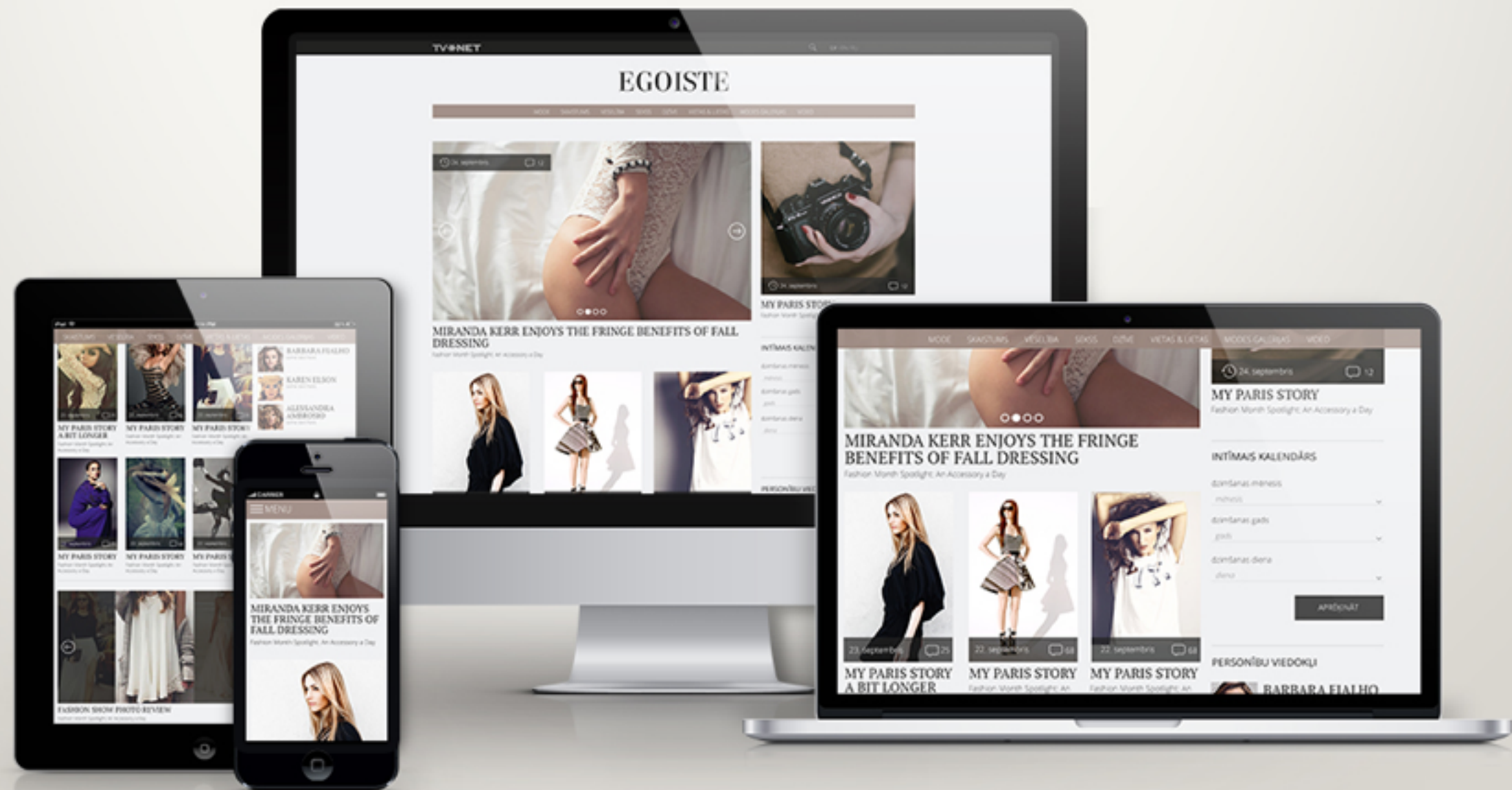
LONG READS

DEVELOPMENT: NEW WOMEN SITE “EGOISTE”

WOMEN SITE WITH NEW SENSE OF STYLE.
AIMED AT NEW CITY GENERATION.



NEW WOMEN SITE “EGOISTE”



RESPONSIVE UNIFIED ALL IN ONE DESIGN

3

INFORMATION WAR

**CLEAR VISION
BACK TO
YES / NO
TYPE OF
INFORMATION**

**UKRAINIAN TROOPS?
NATO / USA TROOPS?
NOT TRUE**



**MEDIA BRANDS
GREATEST CHALLENGE**

**INFORMATION
WAR**