

EYE-ON-AD TECH

*Text by Georg Krog
Illustrations by Hannelle Dodichen*

AD TECH HWY



STOP





ABOUT THE AUTHOR

Georg Philip Krog has written the text for the comic "EYE-ON-AD TECH". In daily life Georg is Co-founder and Chief of Legal Counsel of Signatu. Signatu is a self-serviced cloud service that provides software to monitor 3rd parties on websites and to ensure lawful and entrusted processing of end-user data. Georg has previously worked as consultant and as researcher at the Faculty of Law in Oslo and Max Planck Institut in Hamburg, and Fulbright Scholar at Harvard Law School and Stanford Law School. Signatu website: <https://www.signatu.com/>



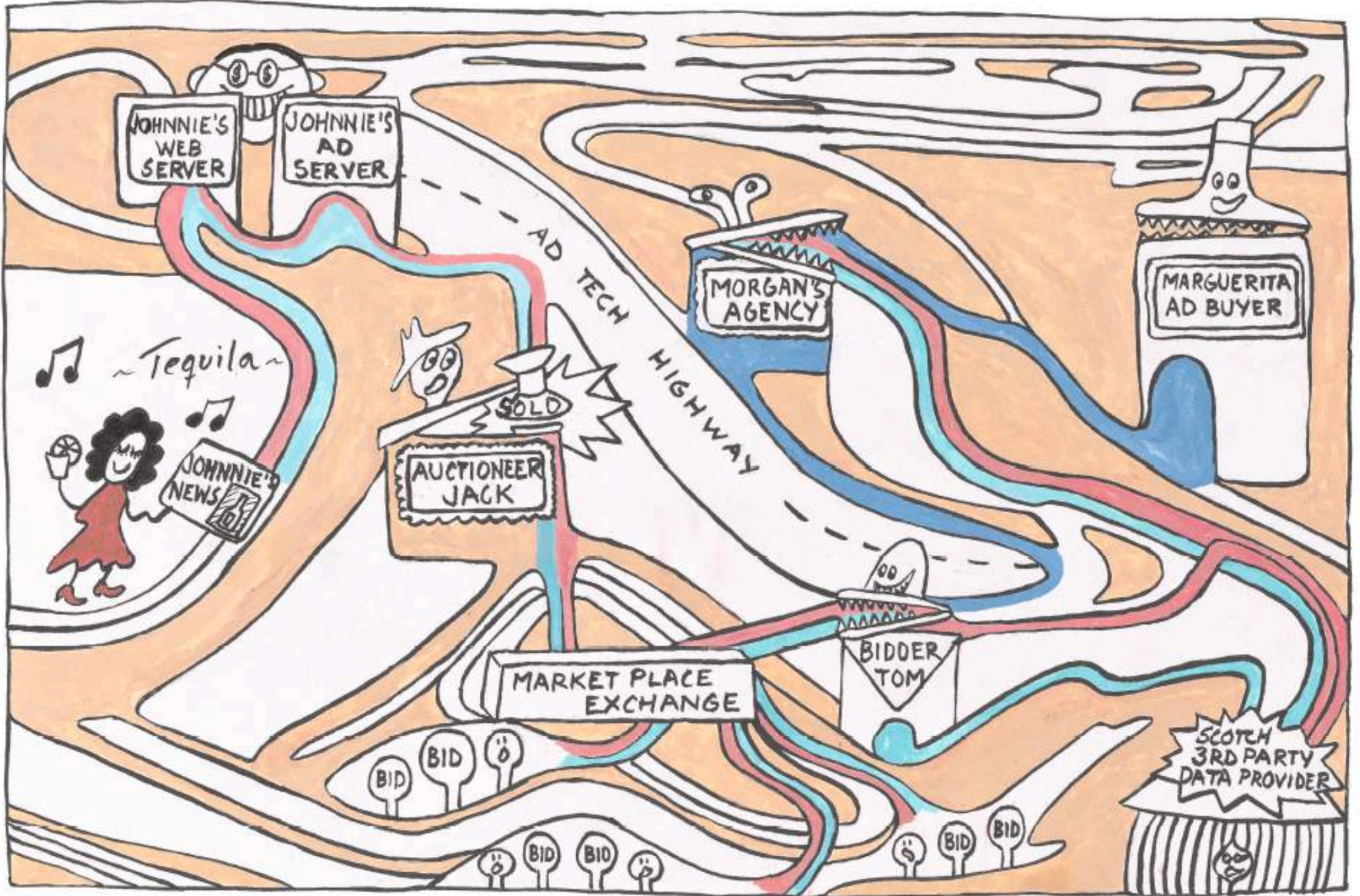
ABOUT THE ILLUSTRATOR

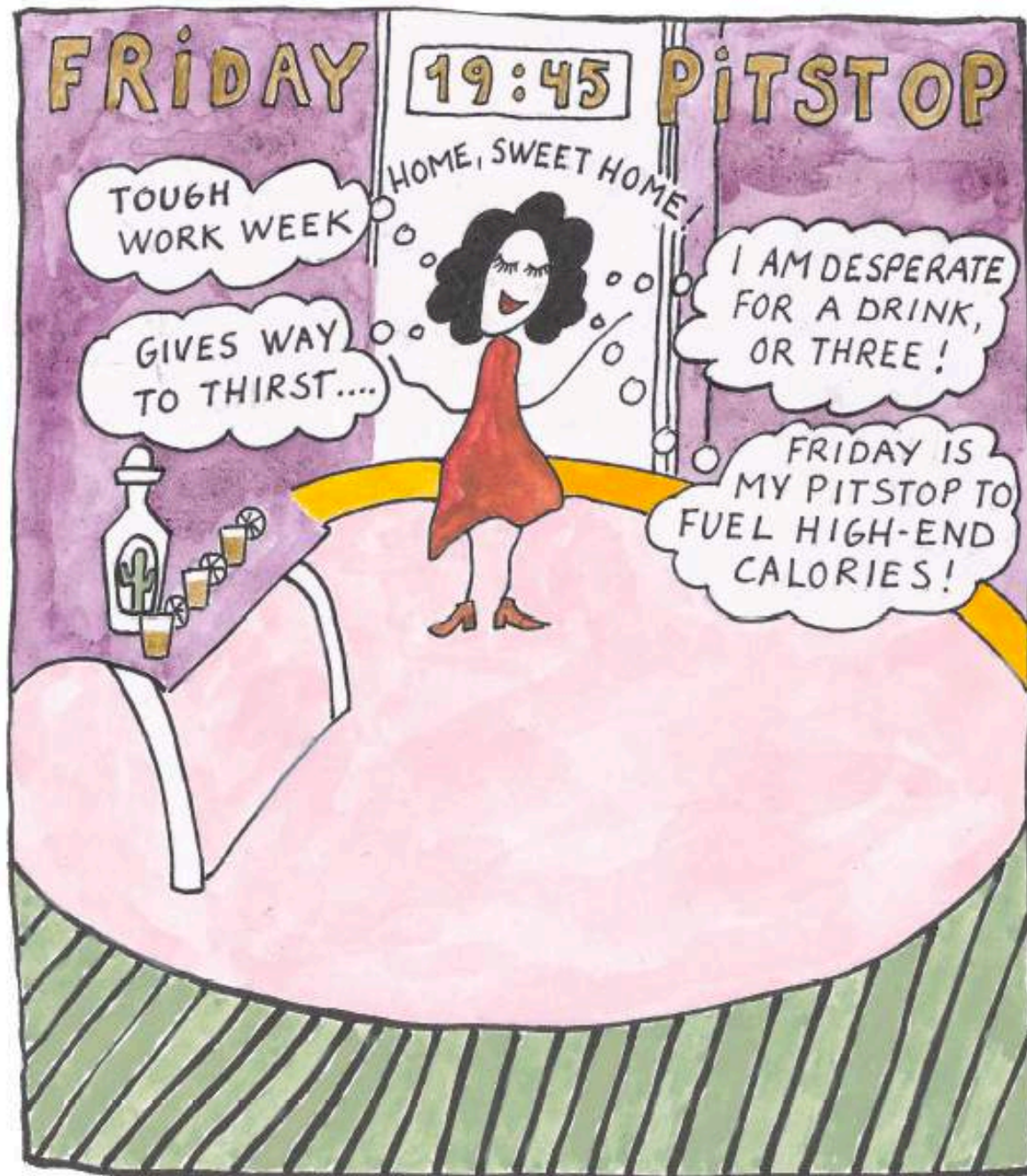
Henriette Dedichen has with great fun illustrated the comic "EYE-ON-AD TECH". When creating art and design, Henriette loves to play with references to art history, architecture, philosophy and languages. As an art historian Henriette has worked at museums, and has written and edited the books Warhol's Queens, published by Hatje Cantz and Munch/Warhol, published by Louisiana Museum of Modern Art as well as curated exhibitions around the world.



ABOUT THE WORK

All the pages in the comic "EYE-ON-AD TECH" are drawn by hand and painted with tempera. Every single colour is created by hand-grinding dry powdered pigments that are mixed with egg. The whole print series or single prints are available to acquire. Interested or more info, please send an email to georg@signatu.com





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- A DAY EARLIER -

Marquerita

I'VE INVESTED A FORTUNE IN MY TEQUILA COMPANY WITH ONLINE SHOP AND ALL

MY STAKES COULD NOT BE HIGHER....

IT'S LIFE OR DEATH....

I AM SURE MORGAN CAN HELP ME GET THE MEAL-DEAL

EASY TO SPOT - EASY TO CATCH!

- While there is prey - there is hope ~

SINGLE WOMEN ARE IN MY STRIKEZONE

SURE!

HEY, MORGAN!

CAN YOUR AGENCY HELP ME CATCH MY FAVORITE CUSTOMERS - SINGLE WORKING WOMEN?



- A DAY EARLIER -

IT'S STRAIGHT FORWARD -
90% OF MY STALKS ARE SUCCESSFUL!

AD TECH WILL
WHEEL IN HERDS OF BUYERS

KEEP YOUR
NERVE!

I NEED TO DOUBLE
SALES IN 2 WEEKS!

ORGAN'S
AGENCY

I'LL EARN THE DOUBLE
IF I IN THE AD SELL AD TRACKING
TO SCOTCH

BEFORE
BIDDER TOM
BUYS AD SPACE
FOR ME..

ORGAN'S
AGENCY

- A DAY EARLIER -



YO, SCOTCH!
WANNA TRACK USERS
THAT VISIT WEBSITES WHERE
MARGUERITA'S TEQUILA ADS
ARE PLACED?

GREAT!
SHIPPIN' AD WITH
YOUR TAG OUT ON
THE AD NETWORK
TO THE BIDDERS!

\$\$\$

PRICE?

DONE DEAL!

I'LL TAG THAT AD NEATLY AND START
SWIPING CASH ON USER PROFILES

SWOOSH!

WE BUY & SELL
PERSONAL DATA!

DIPLOMA
Master
in
disguise

BARGAINS!

EXPERTS IN:
• STEALTH
• CROSS-SITE ID
• AD CAMOUFLAGE

SCOTCH
Wizard of Profiles
~ Mr. Incognito ~

Black-market non-exist tent

FOR SALE:

- BROWSE PROFILES
- COMPUTER CHARACTERISTICS
- BEHAVIOUR & PREFERENCES

QUICK WAY
TO FIND
TARGETS

-HIDE TO CATCH PREY-

SUPA BUDDIES WE ARE
.. WITH THE SAME MORALITY!
.. GETTING AHEAD BY BEING
DATA SAVAGES & MONEYIACS!!

MY SUPA GROWTH FORMULA
.. SELL TWICE
.. TO MARGUERITA & TO SCOTCH!



MY SUPA GROWTH FORMULA
.. BUY ONCE
.. TRACK EVERYONE EVERYWHERE
.. SELL THE SAME PROFILE
A TRILLION TIMES!!!

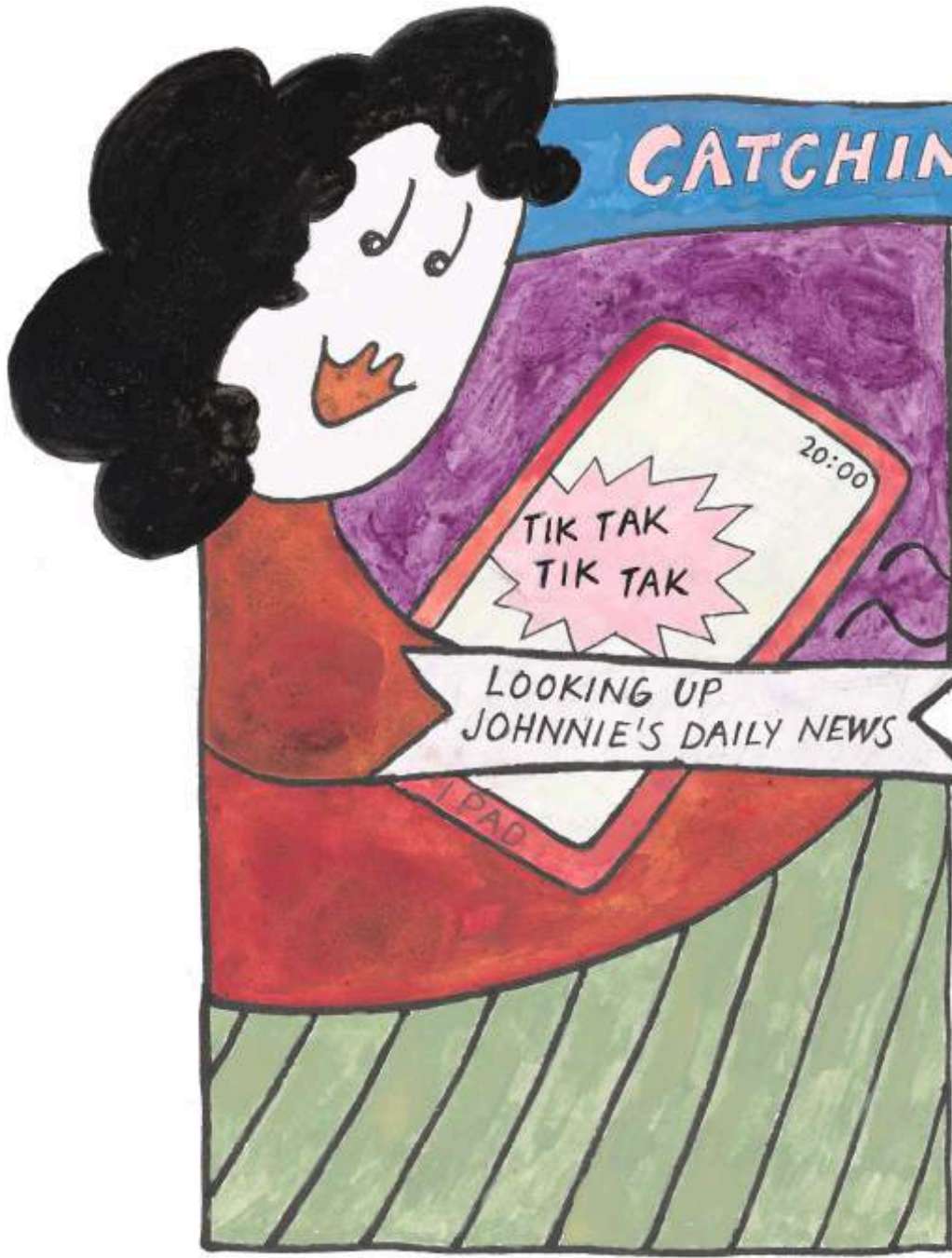


THE AD WILL COVER
MY WEB-TRACKING
... WITHOUT BEING SEEN
BY SITE VISITORS!
.. UNDETECTED BY
AD BIDDERS,
AD AUCTIONEERS
AND PUBLISHERS!!
.. I SLIP PAST .. I AMBUSH!
.. ADS ARE MY CLOAK OF
INVISIBILITY!!
... NOONE CAN BLOW MY COVER!!!
... IT'S THE PERFECT STEALTH HUNT!!!



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CATCHIN UP ON NEWS



HERE COMES SHIRLEY ON MY SITE!

I'LL ASK "AUCTIONEER JACK" TO AUCTION AD SPACE TARGETED AT HER 1ST PAGE VIEW AND AUCTION HER IDENTIFIERS



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PACK OF HEADS OUT FOR PREY



HEY, JACK!

I'M SELLIN AD SPACE AND
SITE VISITOR DATA TO TARGET
A SITE VISITOR WITH ADS.

CAN YOU AUCTION
THIS FOR ME?

SURE!

SEND 'EM OVER
AND I'LL START
THE BIDDERY
CONTEST!!!

SWISH



AUCTIONEER
JACK

SKEEE

NEXT LOT UP FOR SALE IS

A FAT AD SPACE AT
JOHNNIE'S DAILY NEWS SITE
FOR A VISITOR'S 1ST PAGE VIEW

MINIMUM
PRICE IS
\$\$\$

ANY BIDDERS?

THE VISITOR'S IDENTIFIERS ARE
COOKIE ID
APPLE ID
LOCATION
IP ADDRESS

AD EXCHANGE

BID REQUEST
DATA
TRANSACTION
DOMAIN



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COOKIE ID MATCHER

FOR MARGUERITA, I NEED TO BUY ADS ASP!

I'LL CHECK WITH SCOTCH IF THE SITE VISITOR LIKES TEQUILA

HEY, SCOTCH!

CAN YOU TELL IF BUYING A TEQUILA AD TO THIS SITE VISITOR IS ANY WORTH?

SCOTCH

Wizard of Profiles
~ Mr. Incognito ~

SURE!

SEND OVER THE COOKIE ID AND I'LL SYNC IT WITH THE PROFILE I HAVE ON THE USER

MY DATA SAY THIS VISITOR IS A FEMALE, LISTENS TO THE TEQUILA SONG AT 19:50, BUYS TEQUILA ONCE A WEEK AND HAS AN INCOME OF \$\$\$\$\$

Cookie id

VROOOM

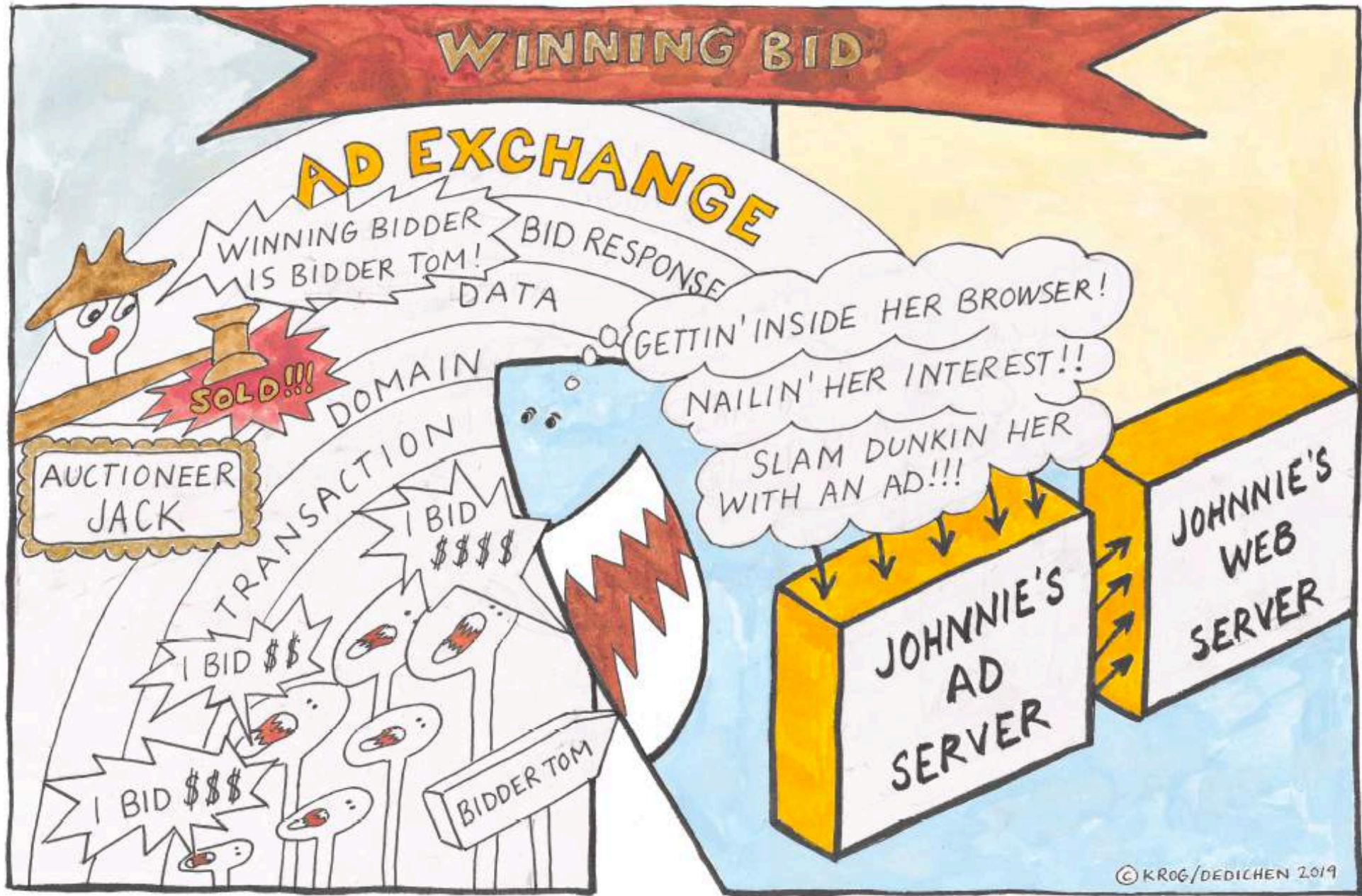
CHUNKA

CHUNKA

CHUNKA

DING!

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PUT ON EDGE!

WHAT'S THIS?

I'M LISTENING TO
THE TEQUILA SONG

I'M DRINKING TEQUILA

I'VE EMPTIED MY
TEQUILA BOTTLE

I'M THINKING I MUST
BUY A NEW TEQUILA BOTTLE

AND THEN A TEQUILA AD
POPS UP!!!

www. Johnniesdaily.news 20:01

Johnnies daily news

ELECTION RIGGING

BUY TEQUILA ONLINE!
DELIVERED WITHIN THE HOUR GUARANTEED!

Margarita Tequila

JOHNNIE'S
WEB
SERVER

POP!

BEING ADBUSHED DRIVES ME NUTS!

ARE INVISIBLE EYES PREYING ON ME?

OUT OF SIGHT DOES NOT MEAN OUT OF MIND!

BEING PROFILED, AUCTIONED, BID ON, PLOTTED AGAINST AND TRICKED WHEN NEEDY DRIVES ME NUTS!!!

ADBUSHERS ARE SCOUNDRELS!

CAN'T WAIT TO GET MY HANDS ON THEM!!

BUT WHO IS PREYING ON ME?

BEING ADBUSHED IS UNFAIR, FILTHY, ROTTEN AND LOW DOWN!

CALLIN' THE SHERIFF!

HEY, SHERIFF! THIS IS WHAT HAPPENED.....

GATCH'M AND
BAN'M ALL!!!

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EYE-ON-AD TECH

TO BE
CONTINUED....

