

# TechLife

## NEWS



### DIFFERENTIAL PRIVACY

HOW MACHINES  
ARE TAKING OVER

### ONLINE BAD BEHAVIOR

REFLECTED  
IN REAL LIFE

# SLEEP

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# MICROSOFT LAYING OFF THOUSANDS OF WORKERS IN SALES SHAKEUP

Microsoft is laying off thousands of employees in a shake-up aimed at selling more subscriptions to software applications that can be used on any internet-connected device.

Most of the people losing their jobs work in sales and are located outside the U.S. The Redmond, Washington, company confirmed that it began sending the layoff notices, but declined to provide further specifics except that thousands of sales jobs will be cut.

“Like all companies, we evaluate our business on a regular basis,” Microsoft said in a statement. “This can result in increased investment in some places and, from time-to-time, re-deployment in others.”



Microsoft Corp. employs about 121,500 people worldwide. Nearly 71,600 of them work in the U.S., with the remainder elsewhere.

The job cuts are part of Microsoft's shift away from its traditional approach of licensing its Office software and other programs for a one-time fee tied to a single computer. The company is now concentrating on selling recurring subscriptions for software accessible on multiple devices, a rapidly growing trend known as "cloud computing."

That part of Microsoft's operations has been playing an increasingly important role, especially among corporate and government customers, since Satya Nadella replaced Steve Ballmer as the company's CEO in 2014.

Microsoft's "commercial cloud" segment is on a pace to generate about \$15 billion in annual revenue. More than 26 million consumers subscribe to Microsoft's Office 365 service that includes its Word, Excel and other popular programs. That number has more than doubled in the past two years.

Meanwhile, revenue from licensing of Microsoft's Windows operating system has been increasing by 5 percent or less in the past three quarters.









# BAD BEHAVIOR IS TRENDING ONLINE, INSPIRING IT IN REAL LIFE

Young children know that name-calling is wrong. Tweens are taught the perils of online bullying and revenge behaviour: It's unacceptable and potentially illegal.

But celebrities who engage in flagrant attacks on social media are rewarded with worldwide attention. President Donald Trump's most popular tweet to date is a video that shows him fake-pummeling a personification of CNN. Reality TV star Rob Kardashian was trending last week after attacking his former fiancée on Instagram in a flurry of posts so explicit his account was shut down. He continued the attacks on Twitter, where he has more than 7.6 million followers.

While public interest in bad behavior is nothing new, social media has created a vast new venue for incivility to be expressed, witnessed and shared. And experts say it's affecting social interactions in real life.









“Over time, the attitudes and behaviors that we are concerned with right now in social media will bleed out into the physical world,” said Karen North, a psychologist and director of the University of Southern California’s Digital Social Media Program. “We’re supposed to learn to be polite and civil in society. But what we have right now is a situation where a number of role models are acting the opposite of that ... And by watching it, we vicariously feel it, and our own attitudes and behaviors change as a result.”

Catherine Steiner-Adair, a psychologist and author of “The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age,” said she’s already seeing the effects.

She said she’s been confronted by students across the country asking why celebrities and political leaders are allowed to engage in name-calling and other activities for which they would be punished.

On some middle-school campuses, “Trumping” means to grab a girl’s rear end, she said.

And teenagers have killed themselves over the kind of slut-shaming and exposure of private images Kardashian leveled at Blac Chyna, with whom he has an infant daughter.

This week, a Los Angeles Superior Court commissioner granted a temporary restraining order against Kardashian, barring him from contacting Chyna, coming within 100 yards of her home or workplace and posting any images of her online. He is also prohibited from sharing images of their daughter.

“We are normalizing behaviors, and it’s affecting some kids,” Steiner-Adair said. “And what’s















affecting kids that is profound is their mistrust of grown-ups who are behaving so badly. Why aren't they stopping this?"

Social media satisfies a human need for connection. Users bond over common interests and establish digital relationships with their favorite public figures, following and commenting on their lives just like they do their friends.

Gossip is a bonding activity, and it doesn't take a *Real Housewife* to know people love to share dirt about others' perceived misdeeds. Collective disapproval creates a feeling of community, regardless of which side you're on. Having a common enemy is "one of the strongest bonding factors in human nature," North said.

With 352,000 retweets, Trump's CNN-pummeling post isn't in the realm of Ellen DeGeneres' Oscar selfie (3.4 million retweets). And Kardashian's rant against Chyna paled in popularity with Beyonce's Instagram pregnancy announcement, which collected 8 million likes.

Still, Trump's attack tweets have proven his most popular, according to a new study by Ohio State University Professor Jayeon "Janey" Lee.

"Attacks on the media were most effective," Lee said of her analysis of tweets posted during the presidential campaign. "Whenever Trump criticized or mocked the media, the message was more likely to be retweeted and 'favorited.'"

Trump, who has 33.4 million Twitter followers, has defended his social-media approach as "modern day presidential."

Cyber incivility, particularly when practiced by cultural leaders, can have a profound impact on human relations, North said.



Studies show that young people who witness aggressive behavior in adults model and expand on that behavior. She pointed to Stanford University psychologist Albert Bandura's famous "Bobo Doll Experiment," which found that kids who saw adults hit a doll in frustration not only hit the doll as well, but attacked it with weapons.

Social media is an atmosphere devoid of the social cues that mitigate behavior in real life, she said. When violating social norms in person, there's immediate feedback from others through body language and tone of voice. No such indicators exist online, and retweets can feel like validation.

Cruel and humiliating posts often become "an instant hit online," Steiner-Adair said. "It's one of the best ways to become popular."

Viral posts then get mainstream media attention, spreading digital nastiness into everyday conversation.

By not expressly rejecting cruel or hateful online behavior, "we are creating a bystander culture where people think this is funny," she said.

"When we tolerate leaders - in the popular media like a Kardashian, or a president - behaving in this way, we are creating a very dangerous petri dish for massive cultural change," Steiner-Adair said.

Young people, who may be the most plugged in, are getting mixed messages as they form their moral concepts.

"It behooves us all to question why we are participating in this mob of reactivity," Steiner-Adair said, "and what are the character traits we need to model for our children."



Image: Axelle









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NRT







# FACE SCANS FOR US CITIZENS FLYING ABROAD STIR PRIVACY ISSUES

If the Trump administration gets its way, U.S. citizens boarding international flights will have to submit to a face scan, a plan privacy advocates call a step toward a surveillance state.

The Department of Homeland Security says it's the only way to successfully expand a program that tracks nonimmigrant foreigners. They have been required by law since 2004 to submit to biometric identity scans - but to date have only had their fingerprints and photos collected prior to entry.

Now, DHS says it's finally ready to implement face scans on departure - aimed mainly at better tracking visa overstays but also at tightening



security. But, the agency says, U.S. citizens must also be scanned for the program to work.

Privacy advocates say that oversteps Congress' mandate.

"Congress authorized scans of foreign nationals. DHS heard that and decided to scan everyone. That's not how a democracy is supposed to work," said Alvaro Bedoya, executive director of the Center on Privacy and Technology at Georgetown University.

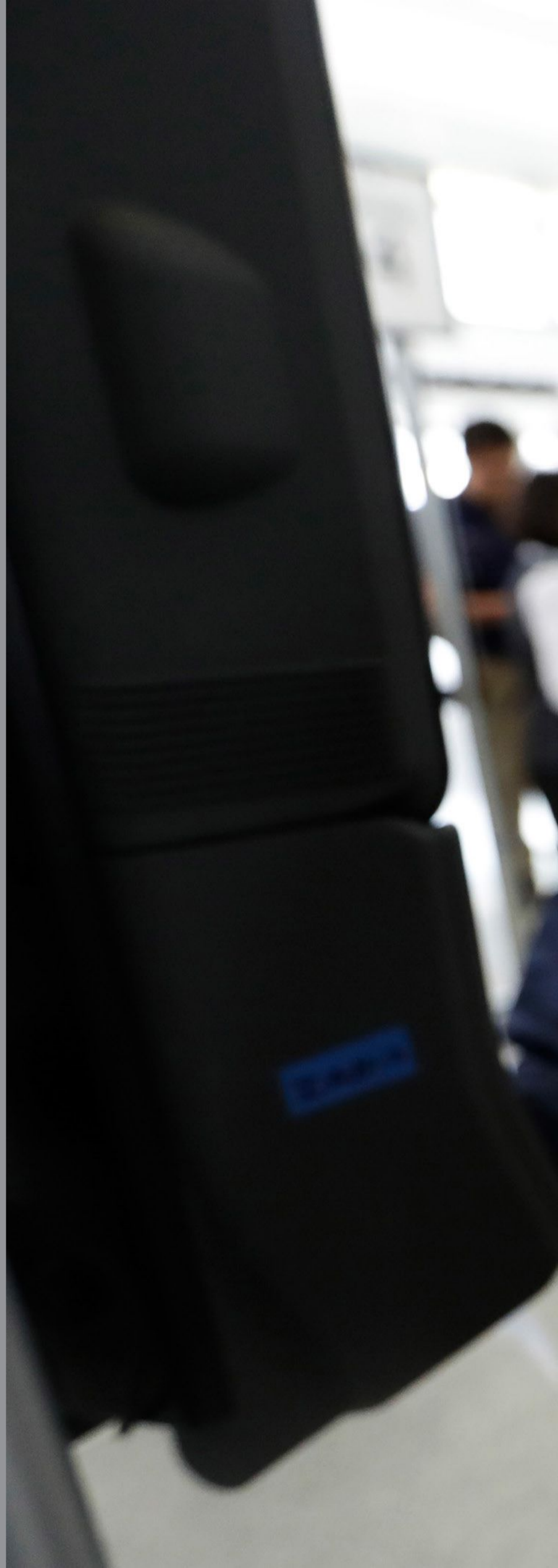
Trials are underway at six U.S. airports - Boston, Chicago, Houston, Atlanta, Kennedy Airport in New York City and Dulles in the Washington, D.C., area. DHS aims to have high-volume U.S. international airports engaged beginning next year.

During the trials, passengers will be able to opt out. But a **DHS assessment** of the privacy impact indicates that won't always be the case.

"The only way for an individual to ensure he or she is not subject to collection of biometric information when traveling internationally is to refrain from traveling," says the June 12 document on the website of Customs and Border Protection, which runs the DHS program.

John Wagner, the Customs deputy executive assistant commissioner in charge of the program, confirmed in an interview that U.S. citizens departing on international flights will submit to face scans.

Wagner says the agency has no plans to retain the biometric data of U.S. citizens and will delete all scans of them within 14 days. However, he doesn't rule out CBP keeping them in the future after going "through the appropriate privacy reviews and approvals."









A CBP spokeswoman, Jennifer Gabris, said the agency has not yet examined whether what would require a law change

Privacy advocates say making the scans mandatory for U.S. citizens pushes the nation toward a Big Brother future of pervasive surveillance where local and state police and federal agencies, and even foreign governments, could leverage citizens collected “digital faceprints” to track them wherever they go.

Jay Stanley, an American Civil Liberties Union senior policy analyst, says U.S. law enforcement and security agencies already exert “sufficient gravitational pulls in wanting to record and track what masses of individuals are doing,” he says.

Sen. Edward Markey, D-Mass., said U.S. citizens should be able to opt out.

“I intend to closely monitor this facial recognition program to ensure that Americans can say ‘no’ to being subject to facial recognition and that DHS and airlines are fully transparent with the public about their future plans,” he said in an emailed statement.

A network of government databases collects face scans from mug shots, driver’s license and other images.

In an October **report**, the Georgetown center estimated more than one in four U.S. state and local law enforcement agencies can run or request face-recognition searches and federal agencies including the IRS have all had access to one or more state or local face recognition systems.









Bedoya said the images of at least 130 million U.S. adults in 29 states are stored in face recognition databases.

The FBI alone has more than 30 million photos in a single database, and New York state recently announced it would begin scanning the faces of drivers entering New York City bridges and tunnels. Another DHS initiative worrying privacy advocates is TSA's Precheck, the voluntary program designed to speed enrollees through airport security with more than 5 million enrollees.

Participants are not being told the digital fingerprints and biographical data they submit for background checks when enrolling are retained **in an FBI identity database** for life, said Jeramie Scott, an attorney with the Electronic Privacy Information Center, a public interest nonprofit. Since last month, trials that let enrollees use a digital fingerprint scanner to speed through TSA security are underway in Atlanta and Denver.

EPIC worries not just about potential governmental abuse but also the vulnerability to hackers. In the 2015 breach of the federal Office of Personnel Management, 5.6 million sets of fingerprint images were stolen.

The biometric exit endeavor will cost billions. That's partly because U.S. airports don't have dedicated secure immigration areas for departing international flights. Domestic and international passengers commingle in the same concourses.

Currently, foreigners arriving in the U.S. submit to photo and digital fingerprint recording but there are no "exit" scans. U.S. citizens are











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subject to neither; their photos are digitally stored in a microchip in their passports with biographical data.

In **written testimony** to Congress in May, CBP said U.S. citizens leaving on international flights cannot be exempted from face scans because 1) It's not practical to run separate boarding systems for citizens and non-citizens and 2) Scanning U.S. citizens' passports will ensure they don't travel on a passport not their own.

"This is a technologically advanced way to check identity as opposed to the 'analog' way it happens now," said DHS spokeswoman Jenny Burke.

Face recognition technology is getting better, but is far from perfect, however. A smile recorded at the gate could, for example, trigger a mismatch when compared to a serious gaze in a passport photo.

Even the most accurate systems fail 5 percent to 10 percent of the time, said Anil Jain, a Michigan State professor.

Robert Mann, an aviation consultant in Port Washington, New York, said such a failure rate would be "a non-starter" by slowing the boarding process.

Congress last year approved up to \$1 billion over the next decade collected from visa fees to get the program rolling technically. That won't cover the additional border agents needed for gate checks, for starters.

DHS officials hope to defray costs through partnerships with airlines that are incorporating biometrics to boost efficiencies. Two airlines in the pilot program - Delta and JetBlue



- tout identity-verification technology's convenience for other ends: Delta for speeding baggage handling, JetBlue for eliminating boarding passes.

CBP knows it won't have a full picture of who is overstaying visas until face scans are also done at U.S. land and sea borders.

Such concerns shouldn't stop the government from moving ahead with the program and U.S. citizens have already sacrificed considerable privacy as the price of fighting terrorists, said Dan Stein, president of the Federation for American Immigration Reform, which promotes restrictions on immigration.

He called it a "moral and security imperative."

More than 700,000 overstayed their visas in the year ending Sept. 30.

But Ben Ball, a biometrics consultant and former DHS analyst, says the government hasn't yet addressed the thorniest questions.

"This is still a theoretical system," he said.

"We are the first country on earth to attempt a comprehensive biometric system and it's technically very complicated."

Australia is among global pioneers in facial recognition for traveler processing. It is currently an option for **bypassing manual immigration controls** for arriving and departing international air travelers. Citizens from 15 nations including the United States are eligible.

The European Union is also moving toward face scans and fingerprint collection - but limited to third-country nationals crossing external borders. An **agreement reached June 30** will now be submitted to the European Parliament.











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# QUALCOMM SEEKS TO BLOCK iPHONE IMPORTS IN PATENT DISPUTE



Qualcomm is seeking to block iPhone shipments to the U.S., arguing that the phones infringe on six of its patents.

Qualcomm plans to request the import ban with the U.S. International Trade Commission, which has the power to block shipments of products that violate intellectual property. However, such disputes can take a long time to resolve, so iPhone sales aren't immediately at risk. Apple's iPhones are assembled in Asia before being imported for sale in the U.S.

Qualcomm filed a related lawsuit in U.S. District Court in San Diego seeking damages.

The two companies have been battling over how much Apple owes in licensing fees to Qualcomm. Apple has been withholding fees until the courts determine the amount, a process that could take several years.





**Donald J. Trump**

@realDonaldTrump



45th President of the United States of America

Washington, DC

43 FOLLOWING • 27.3M FOLLOWERS

Tweets

Media

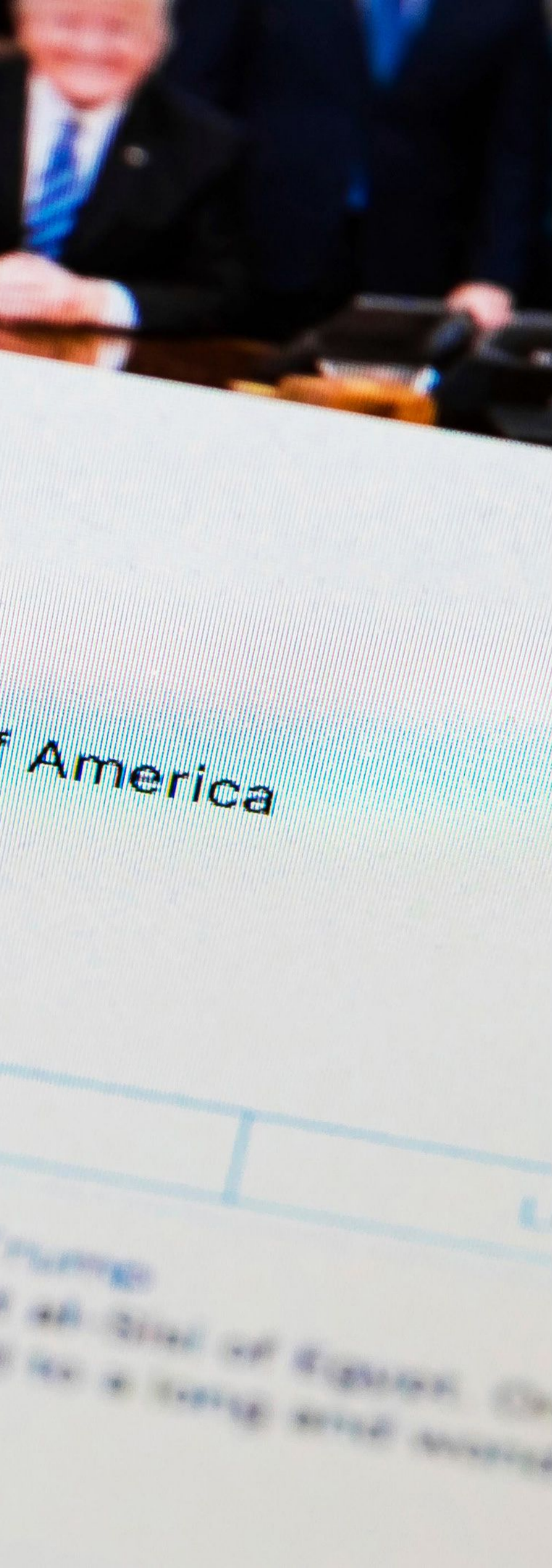


Donald J. Trump @realDonaldTrump  
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# TRUMP SUED FOR BLOCKING SOME OF HIS CRITICS ON TWITTER

First Amendment advocates sued President Donald Trump on Tuesday, saying it is unconstitutional to block his critics from following him on Twitter.

The Manhattan federal court lawsuit from the Knight First Amendment Institute at Columbia University cited seven individuals rejected by Trump or his aides after criticizing the president. Besides Trump, the lawsuit also named as defendants White House Press Secretary Sean Spicer and Dan Scavino, White House director of social media.

Jameel Jaffer, the institute's director, said dozens of people reached out after his organization told the White House three weeks ago that it wasn't permitted to block individuals from following the president's 8-year-old @realdonaldtrump account.









Trump doesn't seem to be the only politician trying to limit his audience. Jaffer said numerous people have said they were blocked from the accounts of Republican and Democratic politicians after posting critical comments.

A federal judge in Washington, D.C., recently ruled that a local official's Facebook account was a public forum under the First Amendment, but higher courts have not yet addressed the issue, Jaffer said.

"It's fair to say that this is a new frontier," Jaffer said. "The First Amendment principle is well-settled, but the applicability of that principle to this context isn't an issue that the courts have yet had many occasions to address."

The lawsuit asks a judge to stop Trump and his media team from blocking critics from following his personal account, which has 33 million followers, 14 million more than @POTUS and 19 million more than @WhiteHouse.

Dawn Dearden, a spokeswoman for government lawyers, declined to comment.

According to the lawsuit, blocking people from following Trump's account was a viewpoint-based restriction the U.S. Constitution doesn't allow.

It noted that Trump on July 2 tweeted: "My use of social media is not Presidential - it's MODERN DAY PRESIDENTIAL." It also quoted Spicer saying a month earlier at a press conference that Trump's tweets should be understood as "official statements of the president of the United States."

Federal agencies and courts treat Trump's tweets as official statements, and The National Archives and Records Administration has advised the



White House that the tweets must be preserved under the Presidential Records Act, the lawsuit said.

Among plaintiffs was Rebecca Buckwalter, a Washington-based writer and political consultant who was blocked from the account on June 6 after she replied to Trump's tweet saying he would have had "ZERO chance winning WH" if he'd relied on "Fake News" from major media outlets. Buckwalter received over 9,000 likes and 3,300 retweets after posting: "To be fair you didn't win the WH: Russia won it for you," according to the lawsuit.

Others to be blocked included Philip Cohen, a University of Maryland sociology professor who called Trump a "Corrupt Incompetent Authoritarian," and Holly Figueroa, a national political organizer and songwriter who was cut off May 28 after posting an image of the pope looking incredulously at Trump, along with the statement: "This is pretty much how the whole world sees you," the lawsuit said.



FOLLOWING 27,1M FOLLOWERS

TWEETS TWEETS & REPLIES MEDIA



Donald J. Trump @realDonaldTrump  
Watch @foxandfriends now on Podge  
and Russia!

10,6K 5,141 22,7K



Donald J. Trump @realDonaldTrump · 4h  
Big announcement by Ford today. Major investment to be made in three Michigan plants. Car companies coming back to U.S. JOBS! JOBS! JOBS!

9,020 12K 51,4K



Donald J. Trump @realDonaldTrump · 12h  
The Democrats will make a deal with me on healthcare as soon as ObamaCare folds - not long. Do not worry, we are in very good channel



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Me



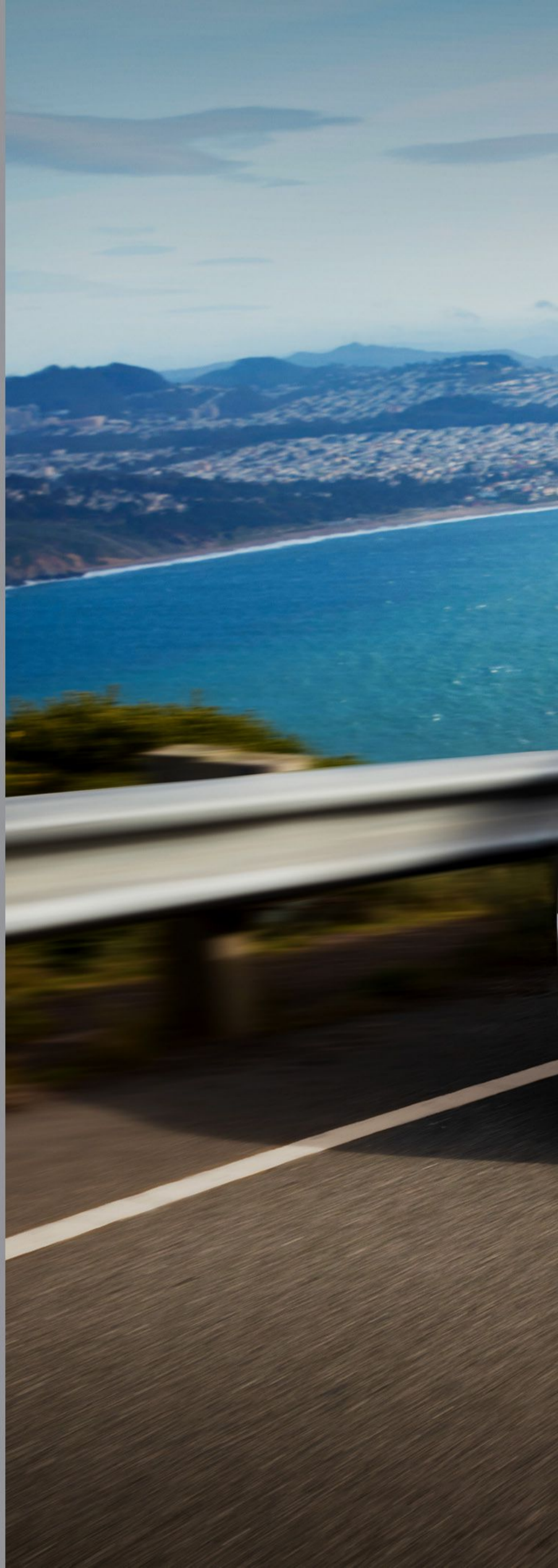
# TESLA ADDING SERVICE CENTERS AS MODEL 3 GOES ON SALE

Electric car maker Tesla is expanding its service operations and hiring more than 1,000 technicians to meet expected demand for its new Model 3 sedan.

The Model 3, cheaper than Tesla's existing cars, goes on sale this month and is expected to attract hundreds of thousands of new customers to the brand.

To accommodate them, the company is adding 100 new service centers worldwide over the next year, bringing its total number of service centers to 250. The new service centers will be located in areas that have the most reservation-holders for the Model 3.

Tesla also is adding 350 vans to its mobile service fleet, which makes repairs at owners' homes and offices. The vans are equipped with tools and replacement parts as well as an espresso machine.















# UNDER THE COVERS: SLEEP TECHNOLOGY EXPLODES

Pillows that track your snoozing patterns? A bed that adjusts based on how much you twist and turn? Companies are adding more technology into their products, hoping to lure customers craving a better night's sleep.

Some specialized businesses are making gadgets that promise to measure and improve the quality of slumber, while mass-market retailers like Best Buy are offering simpler ideas like the effect different lighting can have on falling sleep. But with ever-growing options, people may find items that are getting more sophisticated - but may still not be accurate.

The interest in sleep has intensified. The number of sleep centers accredited by the American Academy of Sleep Medicine nearly tripled from 2000 to 2015, the group says. People are more likely to brag about how much they spent for



a mattress than on their clothes, says Marian Salzman, CEO of Havas PR North America.

“Sleep is the new status symbol,” she says.

It’s a big business. One of the more expensive products is Sleep Number’s 360 Smart Bed, which runs from \$3,449 to \$4,999. It makes adjustments based on how restless people are while they’re sleeping. The Zeeq pillow, which sells for \$299 and is from bedding brand REM-Fit, monitors snoring and can gently vibrate to nudge someone into a different sleep position.

“I’m willing to spend more on sleep technology because it will hopefully help me fall asleep quicker, stay asleep longer and be more rested when I wake up,” says Frank Ribitch, a self-described gadget junkie from Martinez, California, who tracks his sleep with apps connected to a Sleep Number bed and the Zeeq pillow.

Insufficient sleep is a public health concern, federal officials say, with more than one-third of American adults not getting enough on a regular basis. That can contribute to problems like obesity and diabetes. And a study published by the Rand Corp. put the financial loss to U.S. companies at up to \$411 billion a year.

Finding solutions could be a lucrative enterprise. Earlier this year Apple Inc. bought Finland-based Beddit, which was making an app and sleep monitoring device that’s placed under the sheet on top of the mattress. The \$150 sensor begins tracking when a person lies down, and analyzes data such as the portion of time someone is in bed asleep before waking up. It also monitors heart rate, temperature, movement - and even snoring.















“Previously, it was about the sleeping pill and people didn’t want to talk about sleep apnea,” Lasse Leppäkorpi, co-founder and now former CEO of Beddit, said before Apple bought the company. “Snoring is embarrassing. But this has been untapped opportunity.”

Apple, whose own Apple Watch tracks activity and offers sleep-tracking experiences through third-party apps, declined to talk about the future of Beddit. Leppäkorpi noted before the acquisition that Beddit had been working with sleep labs like the MIT Lab, which used the devices to collect data on patients.

At the Stanford Sleep Medicine Center, neurologist and medical director Cleve A. Kushida tests new therapies and medications. Over the past two years, the analysis has expanded to wearable devices. The scientists assess how well the devices match the center’s own overnight sleep studies, which use measures such as heart rate and brain wave activity to determine the length and the stages of sleep.

Kushida’s conclusion? “Consumer wearable devices are not there in accurately detecting the stages of sleep,” he said. The problem: They focus on motion, which can be deceptive since a person could be lying in bed awake.

In fact, San Francisco-based startup Hello, the maker of a product aimed at tracking sleep via a clip attached to a person’s bedsheet, recently announced it was shutting down amid reports the device didn’t correctly track sleep patterns.

Still, Kushida believes the consumer products are getting better and will be able to accurately monitor and solve sleep issues in the next five to 10 years.



Separate from gadgets, some stores are highlighting sounds and smells they say can help people sleep better. Longtime insomniac favorite HSN Inc. offers a \$299 Nightingale Sleep System that masks indoor and outdoor noises. Best Buy has a Philips Lighting's system that works with devices like Nest and Amazon Alexa to let people choose the colors and brightness of lights and program them to turn off at certain times or respond to the sun.

And a company called Sensorwake is launching a product in the U.S. that releases smells like fresh linen it says can help you sleep better.

If nothing worked and you've had a fitful night, you can at least be woken up more gently. The same company makes a \$99 olfactory alarm clock, with scent options that include a strong espresso. But if you let it go for three minutes without shutting it off or hitting snooze, it'll start making noise - good if you have a stuffy nose.















# 4 IN 10 US ADULTS HAVE EXPERIENCED ONLINE HARASSMENT

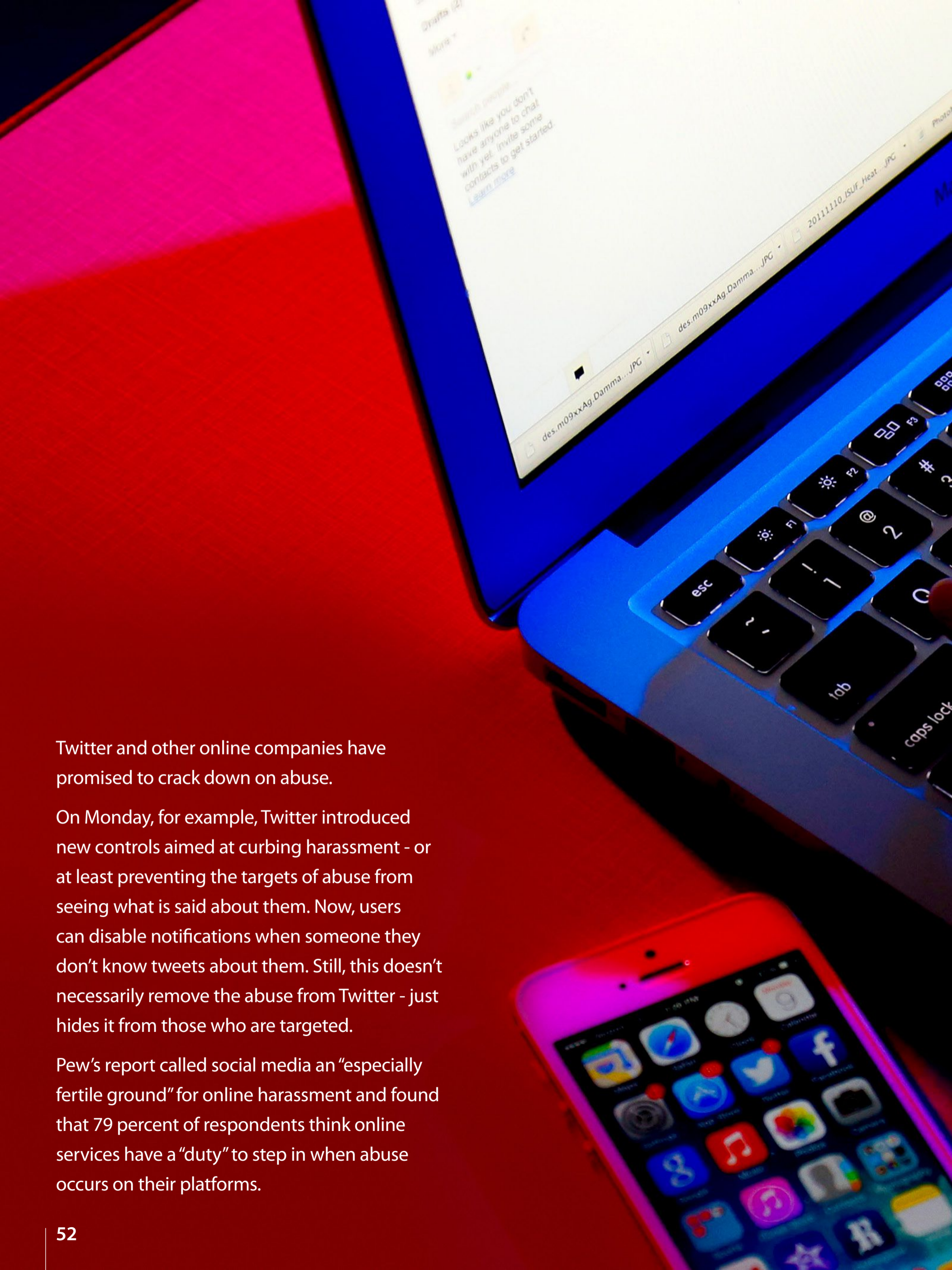
A new survey says a whopping 41 percent of U.S. adults have experienced online harassment, ranging from offensive name-calling to stalking and sexual harassment.

That's up from 35 percent in 2014.

The Pew Research Center said this week that 66 percent of respondents have witnessed other people being harassed. While some people's experiences could be "shrugged off" as a nuisance, Pew said, some 18 percent said they were subjected to "severe" forms of harassment. This included physical threats, stalking and harassment over a sustained period.

The vitriol of the 2016 presidential election has brought the issue to the forefront for many people. In fact, 14 percent of respondents said they have been harassed online specifically because of their political views.



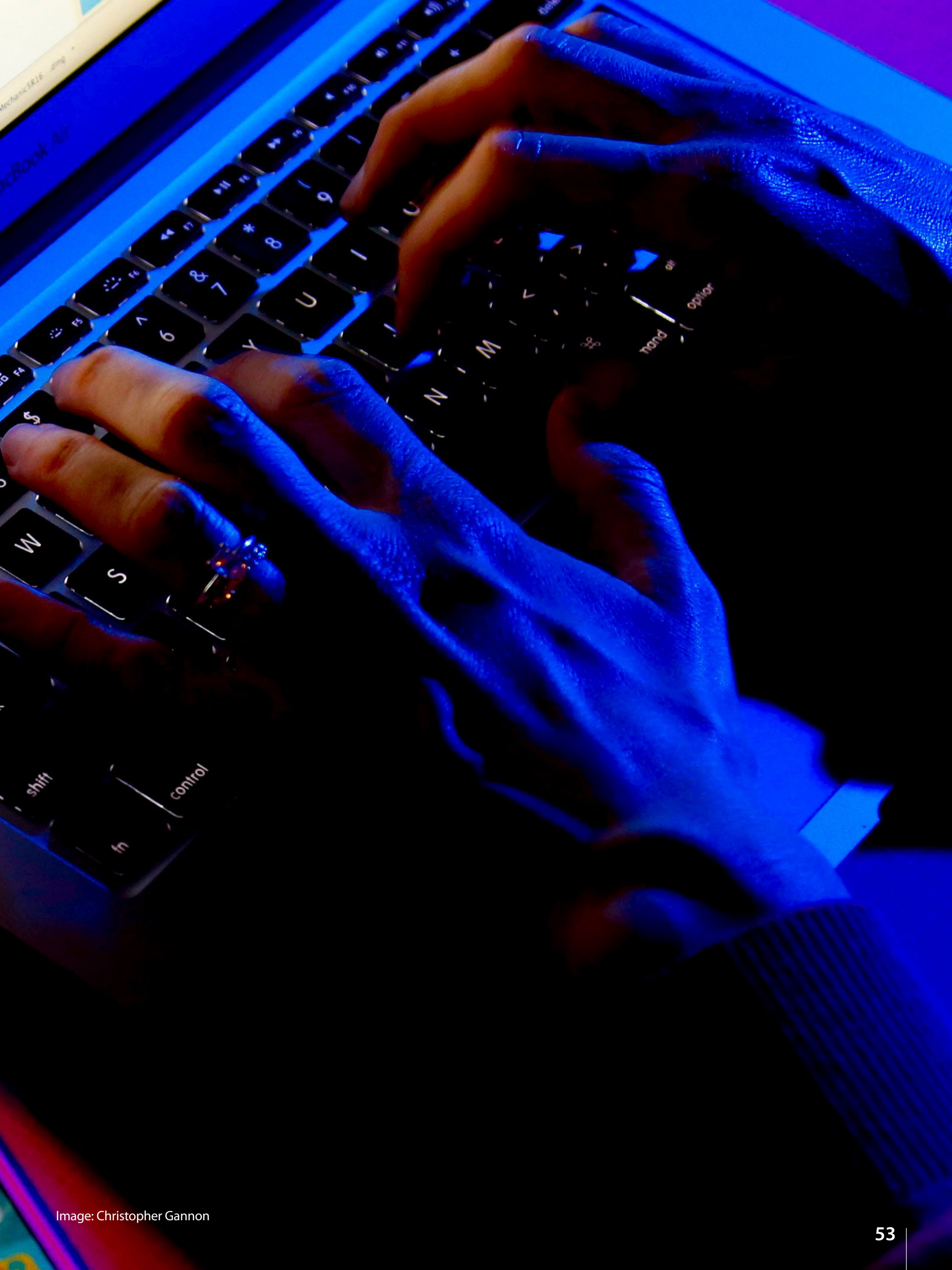


Twitter and other online companies have promised to crack down on abuse.

On Monday, for example, Twitter introduced new controls aimed at curbing harassment - or at least preventing the targets of abuse from seeing what is said about them. Now, users can disable notifications when someone they don't know tweets about them. Still, this doesn't necessarily remove the abuse from Twitter - just hides it from those who are targeted.

Pew's report called social media an "especially fertile ground" for online harassment and found that 79 percent of respondents think online services have a "duty" to step in when abuse occurs on their platforms.





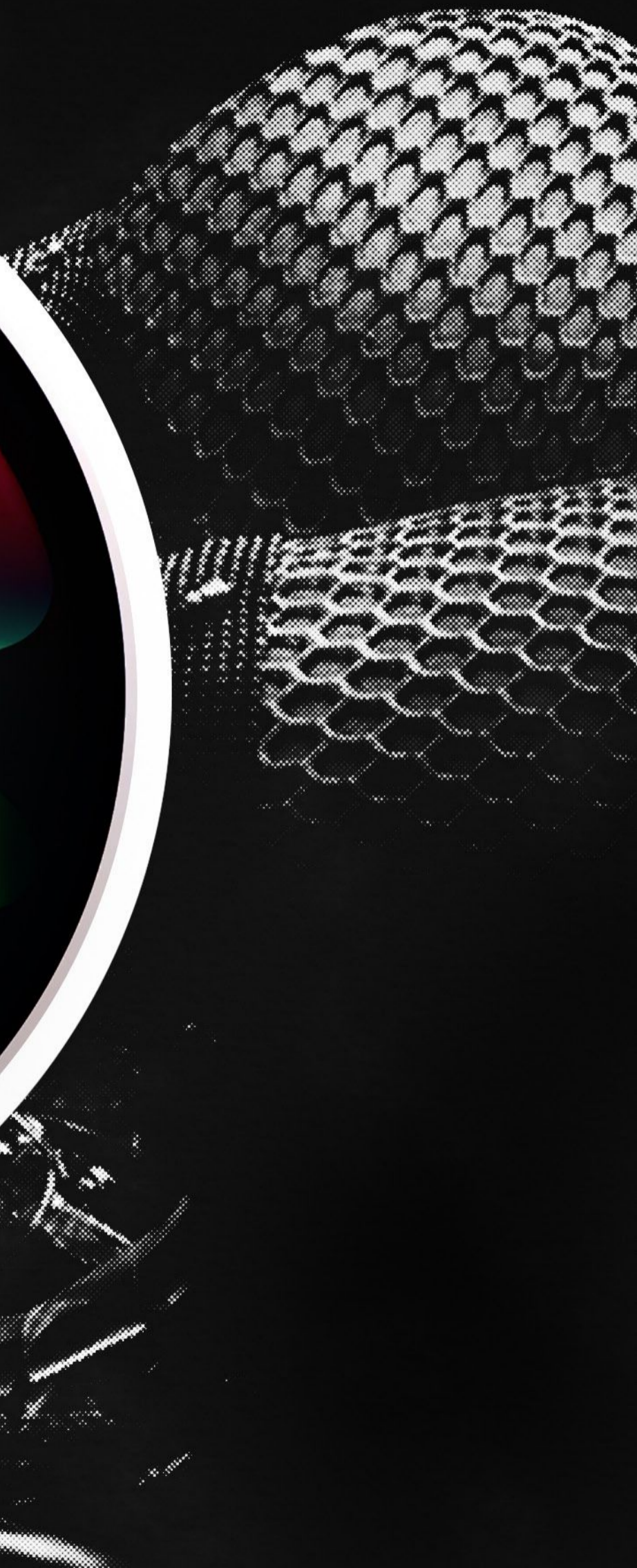


The background of the page is a halftone image of a hand holding a computer mouse. The hand is positioned in the upper left, with the index finger resting on the mouse button. The mouse is a standard computer mouse with a cord. The halftone effect creates a grid of dots of varying sizes, giving the image a textured, grainy appearance. On the right side of the page, there is a circular graphic with a white border. Inside the circle, there are abstract, colorful shapes in shades of blue, purple, and teal, resembling a stylized eye or a lens. The overall color palette is dark, with the halftone image in black and white, and the circular graphic in vibrant colors.

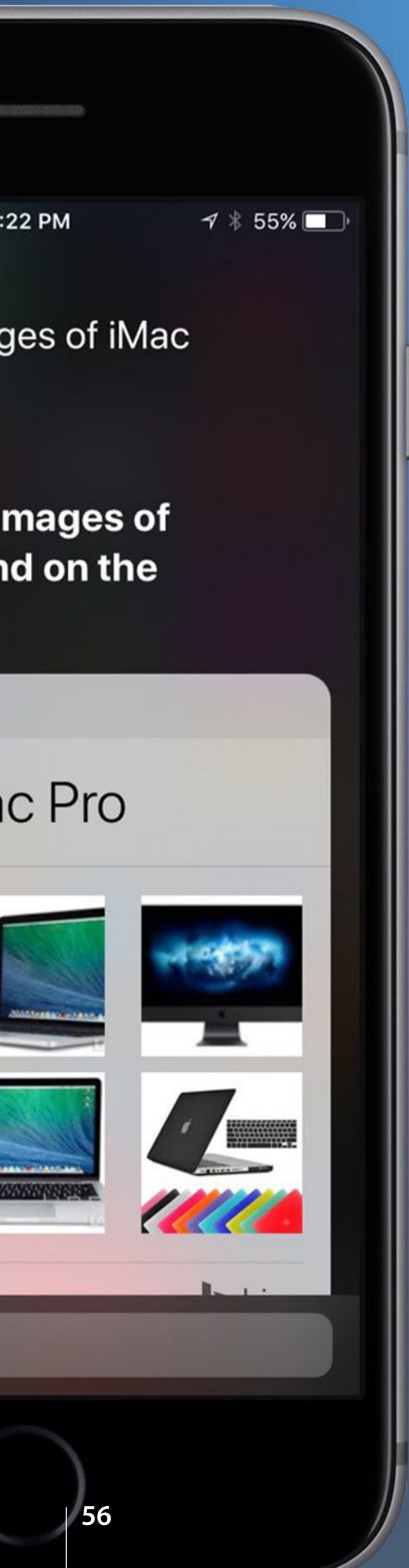
# DEEP LEARNING:

HOW MACHINES ARE  
TAKING OVER

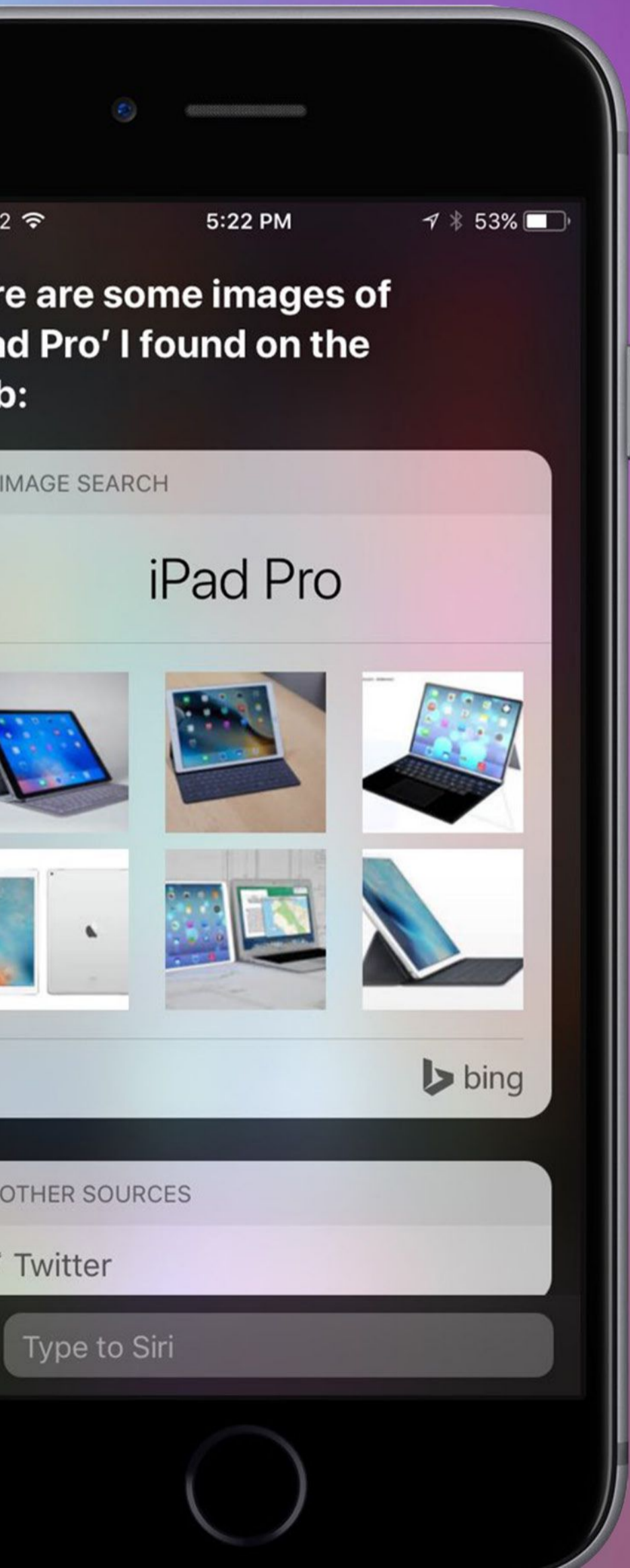








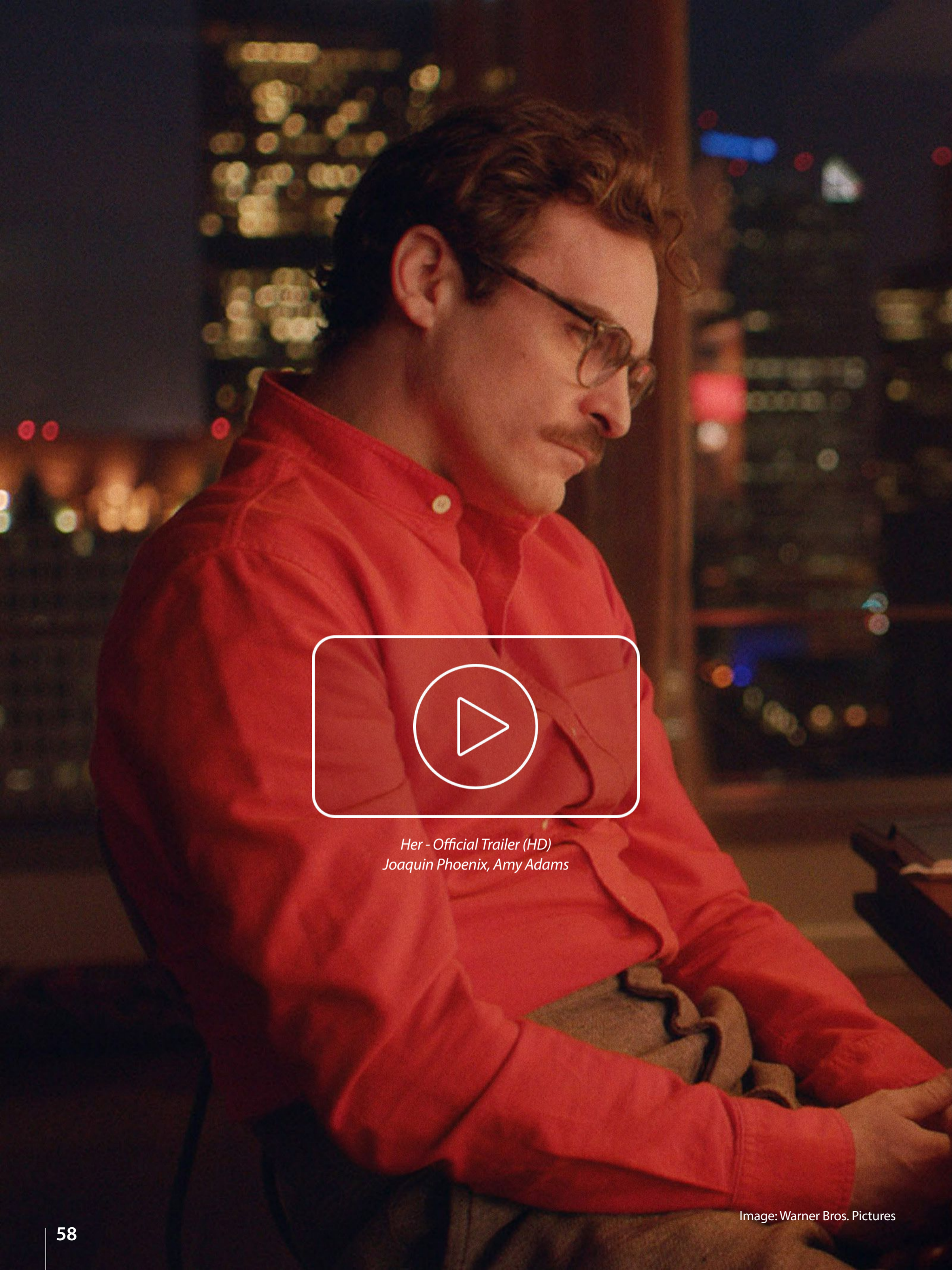




In last week's issue, we saw just how deep learning could be beneficial in a whole range of uses. Deep learning, the idea that a machine will think for itself when given access to data, rather than having to be fed information, enables a machine to learn from its mistakes and grow. It's not a new concept, but in recent years, some of the world's biggest companies, including Google and Apple, have begun to exploit the technology to improve their operations.

Elements of deep learning are already being used by Apple, with its personal assistant Siri learning from your actions and questions to develop an idea of who you are and what you like. Further afield, deep learning could be used for things like medicine and healthcare, potentially saving billions of dollars on expensive treatments and ensuring that patients are cared for correctly.





*Her - Official Trailer (HD)*  
*Joaquin Phoenix, Amy Adams*



## DEEP LEARNING: BIG BROTHER IS WATCHING YOUR EVERY MOVE

Although there are some significant benefits to deep learning, it does bring with it privacy concerns, with many suggesting that there is little limit on what companies such as Apple and Google can find out about their users. Google, in particular, keeps hold of an unlimited amount of data from its users, with the company even scanning boarding passes to give users reminders, with seemingly little warning or permission.

It seems everything we do online can be traced back to us. Search for some shoes you want on Google, an advert for them will appear on Facebook. It's the new world we live in, and it's part of deep learning and artificial intelligence – but just how far will it go?

### HOW FAR WILL IT GO?

Could deep learning be the beginning of something more sinister? The movie *HER* (2013) **explores the possibilities of artificial intelligence** and follows the story of a lonely man in the middle of a divorce, who purchases the new OS1, the first artificially intelligent operating system. However, this system is more than just a computer chip – it's supposedly conscious. The film explores the relationship between machine and man and the extent to which machine consciousness is possible, and is the first signs that deep learning and artificial intelligence is taking over.

**Fast Company explored** the extent one individual went to escape online tracking. To do so, he had to create an entirely fabricated,





new identity. He did not intend to assume this identity but experimented the length to which you must go to have an untraceable identity. Curtis Wallen entirely created Aaron Brown for what he refers to as an art project. He used the cryptocurrency Bitcoin, as this does not need to be linked to a real person in the way that PayPal does. He finally resorted to creating a new identity each time he contacted a new person. The lengths he had to go to prove just how hard it is to escape online tracking and demonstrated that nobody can escape the data collection from companies such as Google, Amazon, and Apple.

## WHAT IS DIFFERENTIAL PRIVACY TECHNOLOGY?

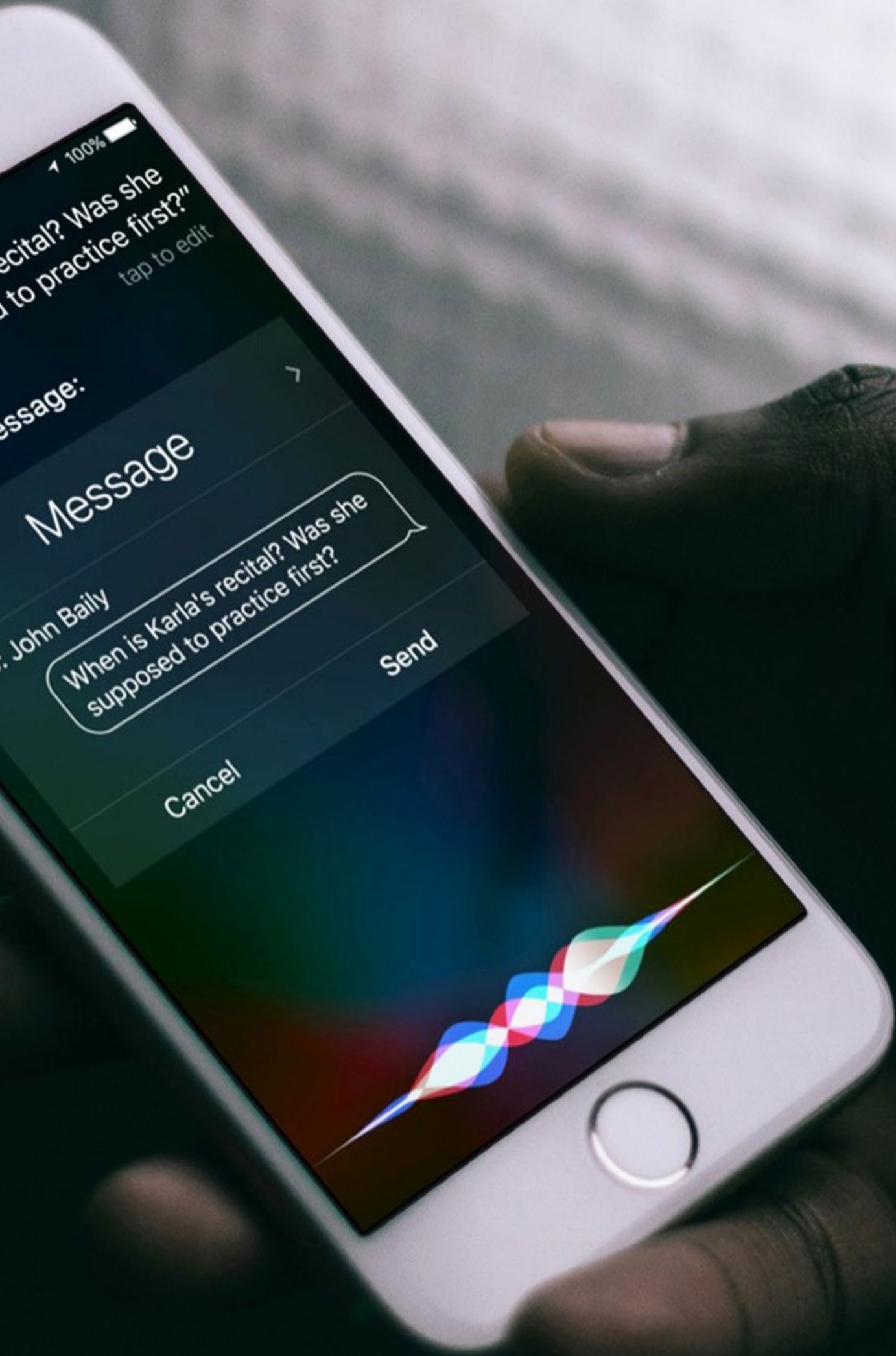
In recent times, Apple has recognized the frightening reality of deep learning and is now striving to protect its users. With the release of iOS 10 last year, Apple achieved the seemingly impossible, finding a way **to use customer data without compromising on personal security.**

By utilizing differential privacy technology on its iOS, macOS, watchOS, and tvOS operating systems, the company aims to keep data “completely private,” writing in a press release: *“We believe you should have great features and great privacy. Differential privacy is a research topic in the areas of statistics and data analytics that uses hashing, subsampling, and noise injection to enable...crowdsourced learning while keeping the data of individual users completely private.”*

In simpler terms, differential privacy is essentially a system that allows Apple to learn as much as it can about the data its users







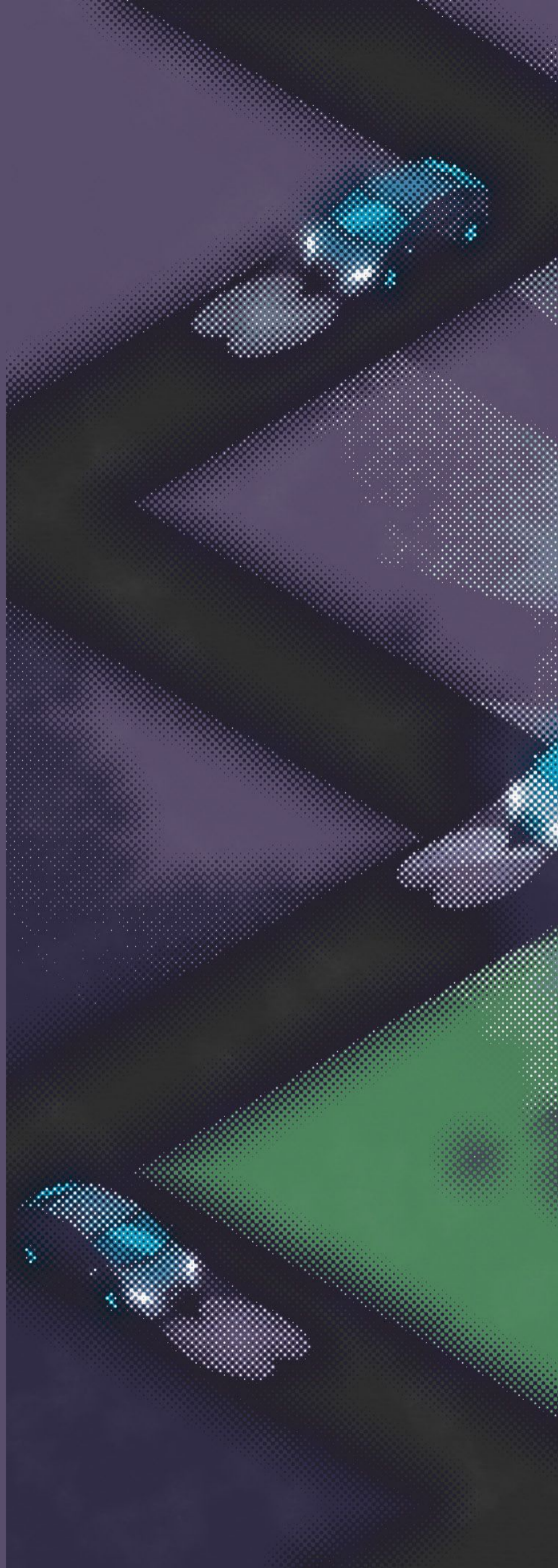


provide while learning as little as possible about the individuals who produce this data. Essentially, personal information is stored on personal devices rather than the wider Apple infrastructure. The technology is mathematically proven, which does a lot more than just remove names from data. It's been described as a future-proofed system by some.

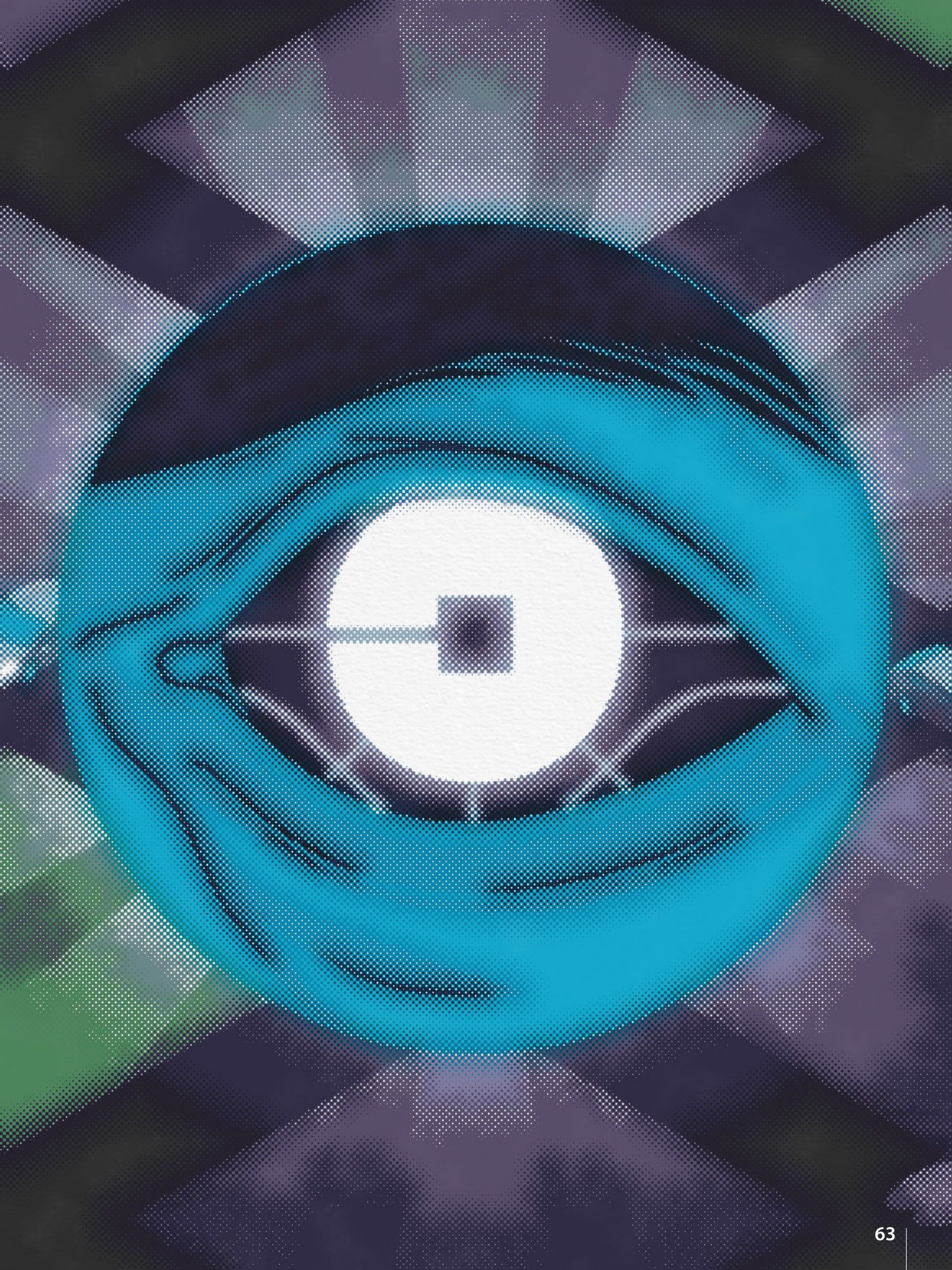
iOS 10 was the perfect time for Apple to implement this new system, as the new release also brought with it predictive software such as QuickType and a more advanced spotlight search where personal information like contact details, emails, and photographs were to be used. For companies like Apple, it is not considered an option not to analyze and utilize their user's data, as it is crucial for the expansion of their company and for producing effective and user-friendly software. Instead, the Cupertino firm has created a solution that protects the privacy of their customers, while allowing them to exploit this data on a device-to-device basis for the benefit of the end user.

## DEEP LEARNING IN THE WIDER TECHNOLOGY WORLD

Apple is not alone in using deep learning and providing innovative solutions that will protect the data of their customers, however. Some of the world's biggest technology companies, such as Uber and Microsoft, are beginning to see the advantages and are using the technology to power their operating systems and smartphone apps. **Uber has ensured that they are not exploiting customer data** while making sure they can offer the best possible









services. Similarly, Microsoft has said that they will make their data available to researchers and government agencies while ensuring that personal information cannot be traced back to individuals.

## TOO GOOD TO BE TRUE?

Although Apple's solution to deep learning and data protection has been praised by the majority of technology critics and security analysts, Matthew Green, cryptography professor at John Hopkins University, was not convinced. *"Most people go from theory to practice, then to widespread deployment. With Differential Privacy it seems Apple cut out the middle step,"* he **tweeted**.

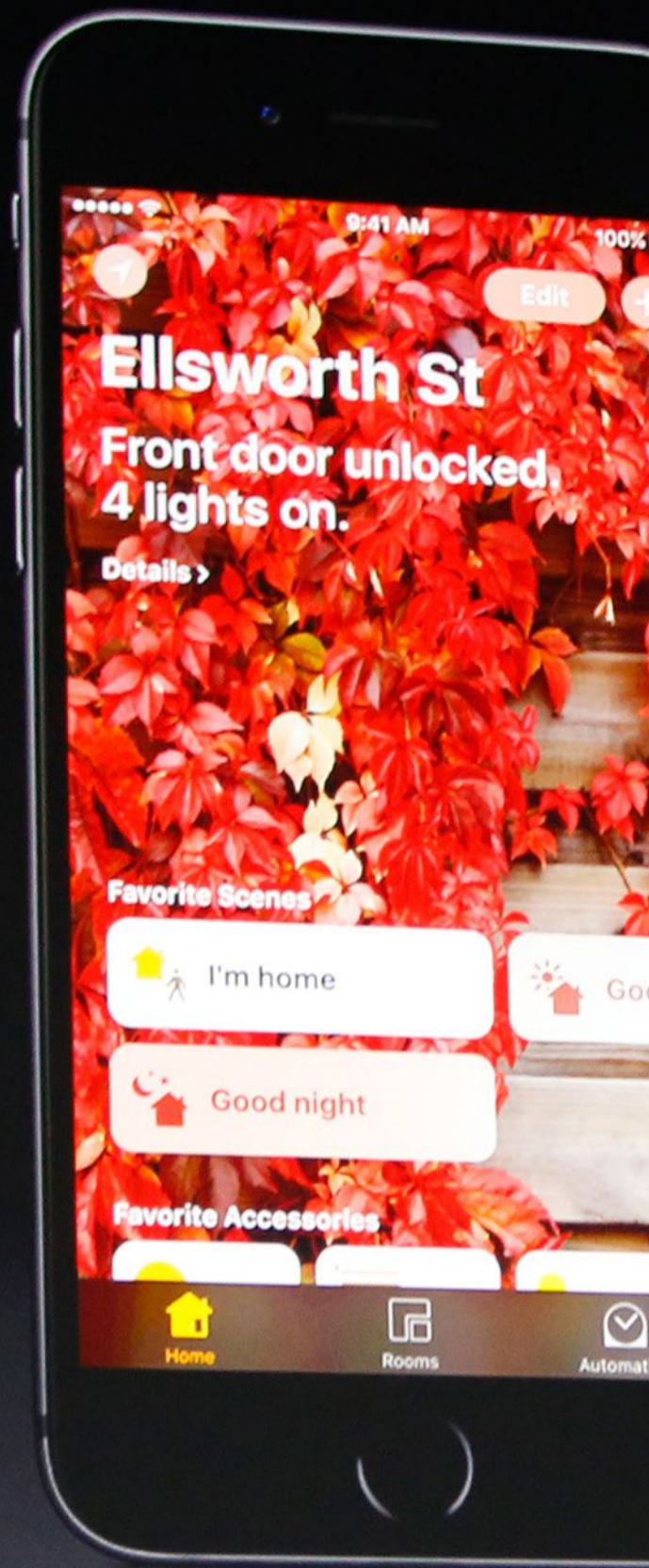
Matthew went on to say that he believed that Apple's data protection software was a "nice idea" but "it ends up being a tradeoff between accuracy of the data you are collecting and privacy." He argued that the accuracy decreases as privacy increases. In his eyes, differential privacy is relatively untested and even possibly dangerous.

And Green is not alone, with others are beginning to take issue with the technology.

### **An article by iDownloadBlog states that:**

*"Differential Privacy can be a double-edged sword and many folks were quick to point out that Apple's refusal to collect huge amounts of data on users, like Google is doing, is hurting its ability to compete in the AI space."*

Only time will tell exactly how beneficial differential privacy can be.





# End-to-end encryption





If you insist. \$28



iMessage



—

**\$28**

Show Keyboard

**Request**

**Pa**



Delivered



## THE START OF SOMETHING BIG

In the face of privacy issues, cryptocurrency is on the rise. Originally, Apple was entirely skeptical about cryptocurrency and still has an extensive approval process for iOS applications. If Apple does not deem a cryptocurrency fit, then it does not grant app developers with the means to develop apps around it. Apple does now accept Zcash, and it is now available for iOS.

At WWDC Apple announced a new feature for iOS 11 which allows users to easily send and receive money via iMessage, free of charge. However, this is thought to be the start of something bigger. The Apple Wallet will soon feature a new card called Apple PayCash.

According to an **article by The Mission**: *“Some people thought of it as a gift card because you can use this money to pay through ApplePay in a cab, at the grocery store, or on the web.”*

However, The Mission states that they believe this is, in fact, the beginning of Apple’s own cryptocurrency. This is because it is described as a digital currency that stores value, which is exactly how people describe Bitcoin, the first and most famous cryptocurrency.

According to The Mission’s article, people are afraid to trust cryptocurrency because you just can’t trust them in the same way you can your bank. However, “with AppleCash, you would gain the benefit of an increasing user base, Apple’s stock price, and continued R&D, the cash and real assets on their balance sheet,” so only time will tell whether the currency will be adopted by users.





## APPLE REMAINS ON THE RISE

Despite doubts over Apple's deep learning and differential privacy solutions, there's little doubt that it is a company on the rise. With the release of iPhone 8 this September alongside iOS 11 and an array of software releases for watchOS, macOS, and tvOS, it's believed **Apple will become a trillion-dollar company within the next twelve months.** According to Wall Street analyst, Brian White, Apple has "the most underappreciated stocks in the world," and it's clear that, as the firm looks at new ways of keeping customers within its ecosystem (this time with a new cryptocurrency), the giant will continue to dominate the technology market and keep customers, and dollars, on its side.

by Benjamin Kerry & Gavin Lenaghan







# MICROSOFT ANNOUNCES RURAL BROADBAND INITIATIVE

Microsoft wants to extend broadband services to rural America by using the buffer zones separating individual television channels in the airwaves.

Microsoft plans to partner with rural telecommunications providers in 12 states, from the Dakotas and Arizona to a far eastern edge of Maine. The strategy calls for a combination of private and public investments and regulatory cooperation from the Federal Communications Commission to get about 2 million rural Americans connected to high-speed internet in the next five years.

Microsoft's initiative, unveiled Tuesday, comes as policy makers struggle to extend high-speed internet services to rural areas, which cable and phone companies have often shunned as cost prohibitive. Getting more people connected in rural areas has been a priority President Donald Trump's administration.









The National Association of Broadcasters dismisseded the initiative as the “height of arrogance” for Microsoft to “demand free, unlicensed spectrum after refusing to bid on TV airwaves” in a recent FCC auction.

“Policymakers should not be misled by slick Microsoft promises that threaten millions of viewers with loss of lifeline broadcast TV programming,” spokesman Dennis Wharton said in a statement.

Although the buffer zones, known as white spaces, are currently unused, Wharton said they are important for preventing adjacent channels from interfering with each other.

That’s less of a problem in most rural areas, said Doug Brake, a telecommunications policy analyst with the Information Technology and Innovation Foundation, a think tank that includes Microsoft among its donors.







“In rural areas, there aren’t that many television broadcasters so there’s a lot of unused spectrum,” Brake said. “The real challenge is getting the number of users, the scale. Is there enough of a market for the device manufacturers to build these devices?”

To make it work, Microsoft says the FCC will have to guarantee that these buffer zones remain available nationwide - and make even more such zones available in rural areas.

Microsoft is already piloting its idea in a sparsely populated region of southern Virginia, where it’s providing \$250,000 to the Mid-Atlantic Broadband Communities Corp. The South Boston, Virginia-based telecommunications provider will contribute another \$250,000 and use a \$500,000 grant from the Virginia Tobacco Region Revitalization Commission.

Mid-Atlantic Broadband’s chief executive, Ted Deriso, said he reached out to Microsoft several years ago after seeing the Redmond, Washington, company deploy the technology in other parts of the world.

“We said, ‘Wow, the problems they’re trying to solve in rural parts of Africa are the same we have in rural Virginia, on the technology side,’” Deriso said.

FCC Chairman Ajit Pai is planning to visit his southern Virginia office on Tuesday to talk about the project, Deriso said.

“When you think of rural, you have a lot of trees, hills,” Deriso said. “You need a type of technology that can go longer distances and has better penetration. You’re trying to reach more customers without using a ton of equipment.”















# AIRBNB HOST WHO CANCELED RESERVATION OVER RACE FINED \$5,000

An Airbnb host who cancelled a reservation and told the guest, “One word says it all. Asian,” has agreed to pay a \$5,000 fine and attend a college course in Asian-American studies, officials with the California Department of Fair Employment and Housing said Thursday.

The guest, Dyne Suh, had booked the home as part of a ski trip with her fiancé and friends in Big Bear in February. When she was close to the house, Suh messaged host Tami Barker through the Airbnb app, but the host cancelled the reservation after a dispute over additional guests.



Barker told Suh in a series of messages that she wouldn't rent to her if she were the last person on Earth.

"One word says it all. Asian," one of the messages said.

When Suh told Barker that she would complain to Airbnb, Barker wrote, "It's why we have Trump ... I will not allow this country to be told what to do by foreigners."

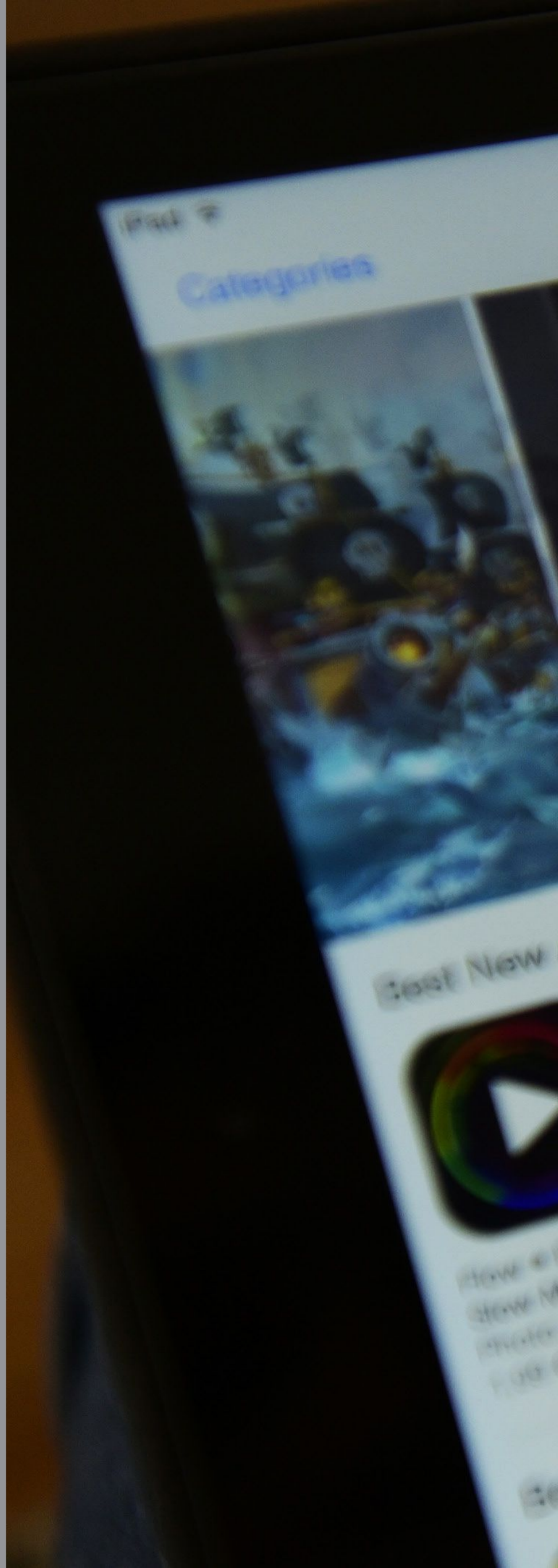
Suh, who posted an emotional video about the incident on YouTube, has said she'd agreed to pay \$250 per night to rent the home and later asked Barker if two other friends could also stay at the house, which Barker agreed to. Suh sent Barker screenshots of text messages where she agreed to the additional guests, but Barker cancelled the reservation.

As part of an agreement with state officials, Barker also agreed to personally apologize to Suh and perform community service at a civil rights organization.

A message left at a number listed for Barker was not immediately returned. Her attorney, Edward Lee, said his client was "regretful for her impetuous actions and comments" and is pleased to have resolved the matter.

Suh said in a statement posted on Facebook that she was pleased the settlement included Barker's agreement to attend an Asian-American studies course and hoped the settlement would encourage others to report discrimination.

"I hope that more victims of discrimination will feel encouraged to come forward with their own stories," Suh wrote. "Your pain is not insignificant and you are not alone."








Airbnb 4+

Airbnb, Inc. >

Essentials

★★★★☆ (11)

**GET**

 Offers Apple Watch App for iPhone

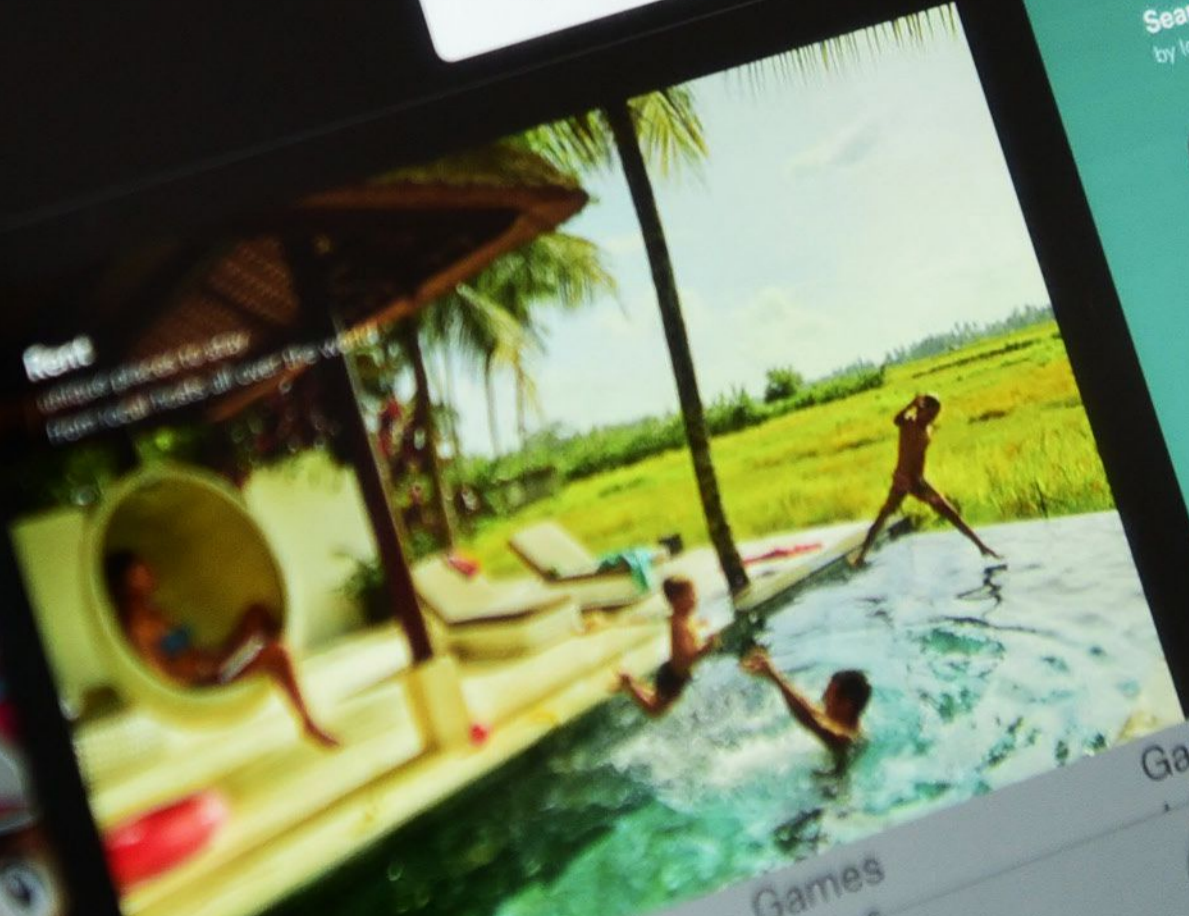
Details

Reviews

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from local hosts all over the world



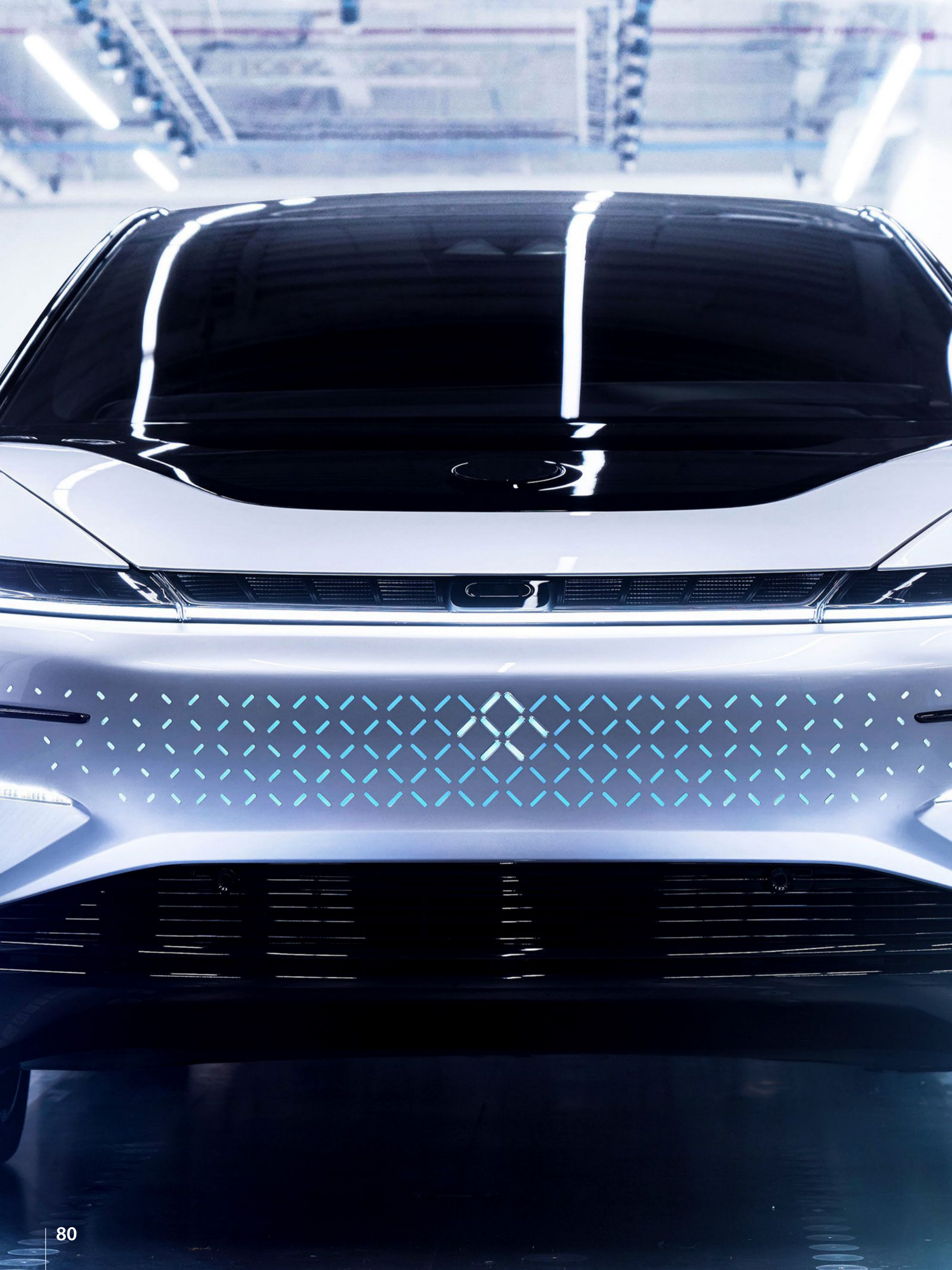
Search

by location, date, price and more

Welcome

Games









# FARADAY FUTURE: ELECTRIC-CAR PLANT MAY MEAN INDUSTRY WOES

An electric car maker deserted its plan to construct a \$1 billion manufacturing plant in southern Nevada in a move experts say could spell trouble for the company and the broader niche electric automobile industry.

The decision to scrap the plant was due to a shift in business strategy, Faraday Future Chief Financial Officer Stefan Krause said this week. The Gardena, California-based company said in a statement that it will look for an existing facility to produce its electric vehicles in California or Nevada.



Faraday Future halted work on the project outside Las Vegas last November, at the time calling the stoppage a “temporary adjustment” that would not affect plans to begin production in 2018. It sunk more than \$120 million into the project.

“It can be somewhat hard to believe that a company that was so aggressively spending money and moving things forward in their claimed goals will suddenly change direction and still get to where they want to get to,” said Karl Brauer, executive publisher at Autotrader and Kelley Blue Book. “You kind of don’t know - is this just an adjustment or is there going to be a freefall here?”

He and others who closely watch the industry said the decision comes amid several industry changes that could drastically affect companies like Faraday and Tesla that offer uniquely all-electric lineups. Established car companies are releasing more electric options and it’s unclear whether President Donald Trump’s administration will continue tax breaks that incentivize the industry and motivate buyers.

“I think the next 12 months are going to be very telling,” Brauer said. “It could drastically change the look of the electric car industry.”

Faraday’s announcement came days after reports that a Shanghai court froze more than \$180 million in assets belonging to one of the company’s biggest backers, tech billionaire Jia Yueting. The company said that Jia’s financial problems were not related to the decision.

Jia stepped down last week from the helm of the publicly traded arm of LeEco, the Beijing-based conglomerate he founded over a decade ago. At the same time, he reaffirmed his commitment to Faraday Future.























The company is attempting an exceptionally expensive feat - one that Tesla has not pulled off, Autotrader executive analyst Michelle Krebs said.

“Tesla has sold vehicles, but it’s not made any money, and that whole segment is not doing particularly well,” Krebs said. “You’ve got an industry that is capital-intensive and you’ve got an electric-vehicle market that is kind of shaky, so those two things probably are at play.”

With electric vehicles in particular, she said, there’s no sign that there will be a big payoff anytime soon, “there’s just never enough cash.”

Thousands of jobs had been anticipated to come with the construction and launch of the proposed plant on a 900-acre site at the Apex Industrial Park in North Las Vegas.

State Treasurer Dan Schwartz, a critic of the project, blamed state officials for giving false hope that the plant “would magically create 4,500 jobs.”

Nevada had pledged \$335 million in incentives to the company but had not yet spent any taxpayer money on the project, according to Steve Hill, director of the Governor’s Office of Economic Development.

The state, recognizing both the opportunity and risk of the endeavor, required the company to invest at least \$1 billion before it received the tax breaks and infrastructure improvements approved by lawmakers in 2015, Hill said.


“The history of this industry is littered with grand startups that never came true,” Brauer said. “Faraday has all the earmarks of one of those companies that promises you the world but doesn’t necessarily deliver it.”





Image: Kevin Winter





# QUEEN GUITARIST BRIAN MAY TO RELEASE 3-D BOOK ABOUT THE BAND

Queen guitarist Brian May is releasing a book of 3-D images capturing the rock band's history.

May announced Wednesday that he will publish the coffee table book under his own imprint in August. It includes more than 300 photos and a 3-D viewer May designed.

May is a lifelong enthusiast of stereoscopic images and says he's traveled with a 3-D camera since he was a child.

"Queen in 3-D" features behind-the-scenes photos May took of his bandmates during recording sessions and while on tour. The guitarist and composer also shares personal anecdotes about Freddie Mercury, Roger Taylor and John Deacon.

"Queen in 3-D" is being published by the London Stereoscopic Company, which May launched in 2008 with the aim of "bringing the magic of true stereoscopy to the modern world."



# Candy Crush



Image: Sonja Flemming





# CANDY CRUSH ADDICTS GET NEW OUTLET AS VIDEO GAME COMES TO TV

Candy Crush addicts, and you know who you are, put down your mobile device immediately. Then you can watch “Candy Crush,” the TV game show.

Expect breezy, energetic fun from the CBS series debuted 9 p.m. EDT Sunday with host Mario Lopez, said executive producer Matt Kunitz, whose credits include “Wipeout” and “Fear Factor.”

Nearly 200 billion game rounds were played in the Candy Crush Saga last year, according to its maker, King. To entice people to watch it on TV, “Candy Crush” supersedes the visuals and the action.

Two specially designed video walls, each made up of 55 monitors and measuring more than 20-by-25 feet, require contestants to physically scramble as they compete for the weekly \$100,000 prize.

One wall is placed horizontally on the stage floor, the other is perpendicular to it, and players



in safety harnesses scoot across and up and down the screens. They make candy matches by, natch, swiping squares a la the mobile game.

The stunt team that handled Lady Gaga's rig during her airborne entrance to this year's Super Bowl halftime show did the same for "Candy Crush," with the same injury-free success, Kunitz and CBS said. Taping is completed.

When the show was pitched to the network, Kunitz said, they asked CBS executives to imagine "if you were playing on your phone and got sucked through and were in a Candy Crush arena."

The video walls were key, he said.

Their surfaces needed to withstand running, jumping and sliding and respond only to the swipe of contestants' hands. Producers ended up going with a company, MultiTaction, that had created a 44-monitor wall for the Australia's Queensland University of Technology.

That was the world's biggest, Kunitz said, until "Candy Crush" came along - and he points to a Guinness World Records citation attesting to that. Each monitor has 32 cameras to record the flurry of hand swipes.

Many video games have been translated to the movie screen, from "Super Mario Brothers" to "Tomb Raider" to "The Angry Birds Movie," but it's rare, if not unprecedented, for a game to come to television, said Sebastian Knutsson, a King executive who helped develop Candy Crush.

The game's simplicity "actually translates very well" to TV, he said, and the audience's perspective allows them to see opportunities more readily than the contestants who are so close to the oversized boards.















How protective did he feel of his baby during its TV adaptation?

“It’s been very important to us that this stay true to the core of how you play the game, and that it wouldn’t break what we think of as the core rules of Candy Crush,” Knutsson said from Stockholm.

That doesn’t mean the TV show had carte blanche.

King shared a Candy Crush style guide with details on the color and size of each candy character, Kunitz said. It was so precise that it dictated the dimension of the line around each character and their size in relation to each other.

It was understood that some things might change slightly on TV, Kunitz said, and, in turn, he appreciated what was at stake.

“There’s a huge expectation from the audience of what this show should be, because hundreds of millions of people play the game,” he said. “I wanted to make it bigger and more spectacular and prime-time. That’s a fine balance. You don’t want to mess up the brand. And it is a brand, a massive brand.”

Nearly two-dozen different challenges for players help make each episode feel unique, he said.

While great effort went into the production, Kunitz said he hopes that viewers will be unaware of all the work and simply enjoy the show.

“It’s just fun. That’s all it is,” he said. “We’re not grossing anyone out, no one’s wiping out, no one’s 300 feet in the air hanging from a helicopter. It’s just pure summer fun.”



# iTunes

Review



*Trailer*

*Movies  
& TV Shows*





iTunes Preview



by Rupert Sanders  
Genre: Sci-Fi & Fantasy  
Released: 2017  
Price: \$19.99

★★★★★  
178 Ratings

Rotten Tomatoes



45%

# Ghost in the Shell

The film begins in the near future where terrorism has reached a new terrifying level, and minds can now be hacked and controlled. Major Motoko Kusanagi (Scarlett Johansson) has been cyber-enhanced to fight this new wave of terrorism. As the first of her kind, she is designed to face this new enemy.

## FIVE FACTS:

1. The film is a remake of the original 1995 film, and several scenes closely echo the original, although the 2017 version is largely a new story.
2. The movie was filmed in Wellington, New Zealand.
3. Scarlett Johansson and Pilou Asbæk previously worked together on *Lucy* (2014).
4. Margot Robbie was originally considered to play the Major.
5. Pilou Asbæk, Joseph Naufahu, and Rila Fukushima have all worked together on television series *Game of Thrones*.

See more in  
iTunes









*Ghost in the Shell Movie CLIP - Water Fight*



# The Lost City of Z

This unbelievable true story follows British explorer Percy Fawcett on his journey into the jungle. Set in the early 20th century, the film shows the discovery of evidence of an advanced civilization that may have inhabited the area. Supported by his family, Percy sets out to prove his case, despite the ridicule he faces from those who regard the indigenous population as savages.

## FIVE FACTS:

1. Brad Pitt was originally wanted for the role of Percy Fawcett.
2. Lead actor Charlie Hunnam lost around 30lb for the role.
3. When they were filming in the jungle, director James Gray cooked pasta for the cast and crew most nights.
4. Pattinson, who plays Henry Costin, admitted filming in the jungle was “pretty sketchy at times” as they were surrounded by deadly spiders, snakes, and frogs.
5. The film is adapted from a bestselling story written by David Grann.







iTunes Preview



by James Gray  
Genre: Action & Adventure  
Released: 2017  
Price: \$14.99

★★★★★  
53 Ratings



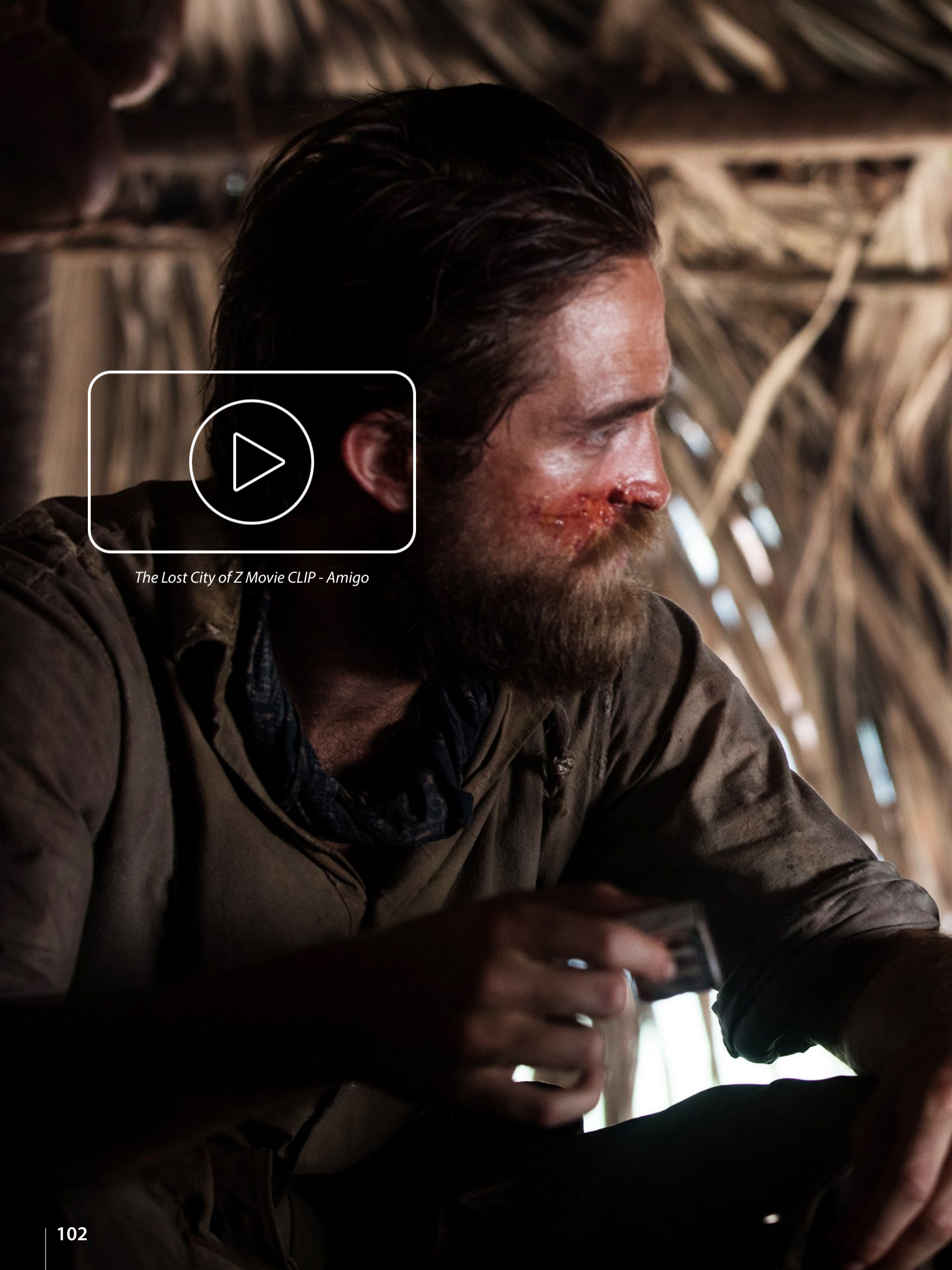
Trailer

Rotten Tomatoes



88%





*The Lost City of Z Movie CLIP - Amigo*







# iTunes

## Review



iTunes Preview



Genre: Alternative  
Released: Jul 7, 2017  
11 Songs  
Price: \$9.99

★★★★★  
257 Ratings



"Want You Back"

# Music





# Something To Tell You

HAIM

Four years after the first album, the three sisters are back with a bang. This highly awaited album offers the same soft rock mixed with the 90s R&B sound they established in 2013, yet it brings more bite and more daring. The Los Angeles sisters' album draws on the likes of Fleetwood Mac, Prince, George Michael and AC/DC and tackles love, betrayal, and heartbreak.

## FIVE FACTS:

1. Haim is the Hebrew word for 'life,' and the proper pronunciation is 'High-im.'
2. Haim, which now consists of three sisters, began as a family band called Rockinhaim and included the sisters' parents.
3. The band has a lot of famous fans, including The XX, Florence Welch, and Katy Perry.
4. They were offered the chance to sing on an Arctic Monkeys record but had to turn it down to finish their own. They were heartbroken.
5. In 2005, two of the sisters, Danielle and Este, briefly joined Valli Girls. The pop-rock group had a song on the Sisterhood of the Travelling Pants soundtrack.









*"Little of Your Love"*



# 4:44

## Jay-Z

Shawn 'Jay-Z' Carter's 13th album establishes a different tone, focusing on betrayal and regret. The Brooklyn born singer uses the album to apologize to his wife, Beyoncé Knowles, on the title track, reflecting on his own actions. He also talks about issues in his famous friendship with Kanye West in this more mature album. This raw and emotional LP discusses what is worth treasuring.

### FIVE FACTS:

1. Jay-Z doesn't write down his raps but memorizes them before recording the songs in the studio.
2. Barack Obama is rumored to be a big fan of the rapper.
3. He was working at a 12th-grade level when in the 6th grade and was deemed a child prodigy by some.
4. He started urban clothing line Roca Wear.
5. In 2013 he was rumored to be the second wealthiest rapper in the world, with a net worth of \$475 million.





THIS IS HIS 13TH STUDIO ALBUM

# 4:44

iTunes Preview



Genre: Hip-Hop/Rap  
Released: Jun 30, 2017  
10 Songs  
Price: \$9.99



26 Ratings







*"The Story of O.J."*













# BOX OFFICE TOP 20: AUDIENCES STILL CRAZY FOR SPIDER-MAN

Moviegoers, tested with the third iteration of Spider-Man in 15 years, still aren't tired of the web slinger. Sony's "Spider-Man: Homecoming" debuted with \$117 million over the weekend in North America, according to final box-office figures Monday.

The strong result, well above the studio's cautious \$80 million forecast, is a much-needed hit for Sony Pictures. For "Homecoming," starring Tom Holland as Spider-Man, the studio for the first time partnered with the Disney-owned Marvel Studios to bring Spider-Man into Marvel's wider cinematic universe. The move paid off handsomely with good reviews and better-than-expected box office.





3



5





Last week's top film, "Despicable Me," dropped to second with \$33.6 million.

The top 20 movies at U.S. and Canadian theaters Friday through Sunday, followed by distribution studio, gross, number of theater locations, average receipts per location, total gross and number of weeks in release, as compiled Monday by comScore:

**1.** "Spider-Man: Homecoming," Sony, \$117,027,503, 4,348 locations, \$26,915 average, \$117,027,503, 1 Week.

**2.** "Despicable Me 3," Universal, \$33,580,425, 4,535 locations, \$7,405 average, \$148,771,085, 2 Weeks.

**3.** "Baby Driver," Sony, \$13,002,721, 3,226 locations, \$4,031 average, \$57,135,793, 2 Weeks.

**4.** "Wonder Woman," Warner Bros., \$9,822,105, 3,091 locations, \$3,178 average, \$368,473,296, 6 Weeks.

**5.** "Transformers: The Last Knight," Paramount, \$6,376,578, 3,241 locations, \$1,967 average, \$118,993,338, 3 Weeks.



6. "Cars 3," Disney, \$5,382,248,  
2,702 locations, \$1,992 average,  
\$133,479,660, 4 Weeks.

7. "The House," Warner Bros., \$4,778,272,  
3,134 locations, \$1,525 average,  
\$18,593,950, 2 Weeks.

8. "The Big Sick," Lionsgate, \$3,576,646,  
326 locations, \$10,971 average,  
\$6,846,969, 3 Weeks.

9. "47 Meters Down," Entertainment  
Studios Motion Pictures, \$2,714,173,  
1,741 locations, \$1,559 average,  
\$38,407,911, 4 Weeks.

10. "The Beguiled," Focus Features,  
\$2,062,675, 941 locations,  
\$2,192 average, \$7,412,009, 3 Weeks.







6



10



**11.** *“Pirates Caribbean: Dead Men Tell No Tales,”* Disney, \$1,187,170, 1,039 locations, \$1,143 average, \$168,812,467, 7 Weeks.

**12.** *“Mummy,”* Universal, \$1,185,925, 1,045 locations, \$1,135 average, \$77,996,195, 5 Weeks.

**13.** *“Guardians Of The Galaxy Vol. 2,”* Disney, \$860,020, 660 locations, \$1,303 average, \$385,560,026, 10 Weeks.

**14.** *“Ninnu Kori,”* Independent Indian, \$640,519, 144 locations, \$4,448 average, \$640,519, 1 Week.

**15.** *“All Eyez On Me,”* Lionsgate, \$606,390, 599 locations, \$1,012 average, \$44,316,429, 4 Weeks.







12



13



**16.** *"The Hero," The Orchard, \$594,066, 447 locations, \$1,329 average, \$2,753,061, 5 Weeks.*

**17.** *"Beatriz At Dinner," Roadside Attractions, \$520,142, 419 locations, \$1,241 average, \$5,981,482, 5 Weeks.*

**18.** *"Captain Underpants: The First Epic Movie," 20th Century Fox, \$332,106, 407 locations, \$816 average, \$70,535,646, 6 Weeks.*

**19.** *"Rough Night," Sony, \$273,326, 388 locations, \$704 average, \$21,506,528, 4 Weeks.*

**20.** *"Megan Leavey," Bleecker Street, \$237,658, 254 locations, \$936 average, \$12,465,780, 5 Weeks.*







19



20









## CAN BIG-SCREEN COMEDY SURVIVE THE SUPERHERO ERA?

Days before the opening of the Will Ferrell-Amy Poehler comedy "The House," producer Adam McKay could see the writing on the wall. The box-office forecast for the film wasn't looking good.

In the end, "The House" opened with just \$8.7 million, the latest in an increasingly long line of comedy flops. "The House" may have had its problems (Warner Bros. opted to not even screen it for critics) but what stood out about the result was how dispiritingly typical it was.

"This has just been happening a lot. If it's not our comedies, it's other comedies from friends of ours that just are underperforming very consistently," said McKay, whose production company with Ferrell makes a handful of comedies a year.



Unless the upcoming "Girls Trip" - promoted as the black, female version of "The Hangover" - breaks out, this summer will likely pass without a big comedy hit. "Rough Night," "Baywatch" and "Snatched" have all disappointed despite the star power of Scarlett Johansson, Dwayne Johnson and Amy Schumer, respectively. The lone sensation has been the Kumail Nanjiani-led, Judd Apatow produced "The Big Sick." But that Lionsgate-Amazon release is a specialty one; it's made \$6.8 million in three weeks of limited release.

Laughs are drying up at the multiplex, and it's a trend that goes beyond this summer. Last year, the shockingly poor performance of Andy Samberg's "Popstar" (\$9.6 million in its entire run) foreshadowed the trouble to come. There have been some successes ("Bad Moms," "Sausage Party," "Trainwreck," "Central Intelligence," "Spy,") but it's been a long while since a cultural sensation like "The 40 Year-Old Virgin," "The Hangover" or "Bridesmaids."

The downturn begs the question: Can the big-screen comedy survive the superhero era? As studios have increasingly focused on intellectual property-backed franchises that play around the globe, comedies are getting squeezed. Though usually relatively inexpensive propositions, comedies often don't fit the blockbuster agenda of risk-adverse Hollywood.

"They really want these movies to work in China and Russia, and comedies don't always work like that," says Apatow.

In interviews with many top names in comedy, as well as numerous studio executives, many in Hollywood expressed optimism that a









turnaround could and will be sparked by something fresh and exciting - a "Get Out" for comedy. But they also described an unmistakable sense that the era of "Superbad," "Pineapple Express" and "Step Brothers" may be closing - and that an increasingly restrictive Hollywood landscape is partly to blame.

"It does worry me because it feels like the studios aren't developing as many comedy scripts," adds Apatow. "In the old days, they used to buy a lot of scripts and develop them. And now it feels like times have changed. Unless you bring them a script with an actor or actress and a director and it's all packaged, there's not a lot of chances to get comedies made. We have a nice reputation so we're able to get our movies made most of the time. But I feel like there's not as many young comedy writers writing movies. I think a lot of them are headed toward television and I think that's bad for the movies."

The comedies that have managed to get made have often recycled many of the familiar, previously profitable formulas. McKay has watched marketing departments increasingly dictate which comedies get greenlit.

"That's their whole thing: 'What's the formula so we can go to the boardroom?'" says McKay. "All of a sudden, I start noticing that people keep asking for comedies to look like other comedies. And we keep saying, 'Yeah, but comedies have to be original.'"

But "original" can be a scary word in today's Hollywood. Thus the "Ghostbusters" reboot, thus "Baywatch." At the same time, other formats - "Old School"-like party movies, for example - have grown a little stale from overuse.









“What I think you’re seeing in the last three years is just fatigue with those structures,” McKay says. “They did the worst thing that a comedy can ever do, which is start to feel familiar. I really think this isn’t permanent. It’s going to break out but what it’s going to require is three or four accidents to happen again, like ‘Austin Powers’ and ‘Anchorman.’”

Both of those films also depended on a long afterlife on home video; comedies historically have been especially strong sellers after theatrical release. “You can’t really do that now,” says producer Michael De Luca, who championed “Austin Powers” at New Line and produced comedies like “Rush Hour” and “The Love Guru.” “You have to be a theatrical event when you open.”

De Luca recalled the thunderbolt experience of reading the spec script for “American Pie,” which heralded the explosion of R-rated comedy.

“I do feel like these things are cyclical,” says De Luca. “Each generation discovers their punk-rock comedy. It may not have happened yet for the generation that’s coming up behind Seth Rogen, who was behind Judd Apatow.”

But the next generation might gravitate to HBO or FX or Netflix instead. That’s where you’ll find many of today’s most exciting comic voices, like Donald Glover (“Atlanta”), Lena Dunham (“Girls”) and Issa Rae (“Insecure”).

The path to a nationwide movie release is more difficult and may offer less creative freedom, unless you have in your corner a big-name producer like James L. Brooks, who shepherded Kelly Fremon Craig’s terrific debut “The Edge of Seventeen” to the screen last year.











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A large percentage of recent comedies have starred either Kevin Hart, Seth Rogen, Melissa McCarthy or Ferrell - who are, granted, some of the funniest people alive.

"You see a lot of the big Hollywood comedies have the same people playing the same type of people in the same sort of high stakes but not too high stakes situations," says Nanjiani, who also stars on HBO's "Silicon Valley." "The fact that there's only a handful of people that are deemed worthy of being big comedy leads, it means that you can't really have that much variance in the types of movies that get made."

But even the top stars are having a more difficult time. Ahead of the release of Sony's "Sausage Party," Rogen acknowledged he's seen first-hand that comedies are getting harder and harder to make.

"The truth is, you're now probably better off selling it to Netflix or something. Which is a bummer," said Rogen. "You look at a lot of comedies and it's just like: Five years ago that would have made \$120 million and now, unless there's big action, huge helicopters and tanks and car chases, just people talking and being funny is a lot harder to do."

"Sausage Party" was a gleefully raunchy animated comedy about grocery store food that most studios would have immediately turned down. It went on to make \$98 million domestically on a \$20 million budget, packing theaters with cackling audiences.

It was a good reminder that even at a time when many doubt the future of the theatrical experience, nothing beats a good comedy.



# FACTS AND FIGURES ABOUT THE 69TH EMMY AWARDS NOMINATIONS

Fun facts about Thursday's nominations for the 69th Emmy Awards:

## **OSCAR WINNERS, EMMY NEWBIES**

Oscar winners Robert De Niro and Reese Witherspoon are Emmy hopefuls after scoring their first nominations from the Television Academy - and both for appearing in HBO projects with "Lies" in the title. De Niro, who won Academy Awards for "The Godfather: Part II" and "Raging Bull," is Emmy nominated for playing Bernie Madoff in "The Wizard of Lies." Witherspoon, who won her Oscar for "Walk the Line," received an Emmy nod for her performance in "Big Little Lies."

Oscar winner Nicole Kidman, also nominated for "Big Little Lies," got her first Emmy bid in 2012 for "Hemingway & Gellhorn."







## SAMANTHA SCORES

Samantha Bee is a triple nominee. Her weekly satirical news show, “Full Frontal with Samantha Bee,” is up for variety-talk series, and its election special, “Not the White House Correspondents’ Dinner,” earned a bid for variety special. Bee is also nominated as a member of the “Full Frontal” writing staff.

The show also scored a nod for interactive program, and the special was recognized for its direction and production design.

“We would like to thank the Deep State for today’s Emmy nominations,” Bee wrote on the show’s official Twitter page. “Congrats to our entire team and their shadowy government ties.”

## GHOSTBUSTERS

Last summer’s “Ghostbusters” remake didn’t win many awards, but its four leads each received Emmy bids for their work on “Saturday Night Live.”

“SNL” cast members Leslie Jones and Kate McKinnon are up for supporting actress in a comedy series, while Kristen Wiig and Melissa McCarthy were nominated as guest stars for hosting the long-running show.

“Saturday Night Live” tied with “Westworld” as the year’s most nominated show with 22 bids.

## THAT OTHER SHOW

Kathryn Hahn and Brian Tyree Henry both star in comedy series, but earned their first Emmy bids for other shows.

Hahn, who stars in Amazon’s “I Love Dick,” received a supporting actress nomination for









"Transparent." Henry stars in "Atlanta," which is up for outstanding comedy series, but his bid came for a guest-starring role in "This is Us."

## FEMALE DIRECTORS

Emmy voters have done something Oscar voters never have: Nominate multiple women in directing categories.

Three of the six nominees for drama series directing are women. Women also represent half of the nominated directors of nonfiction programming. No women are nominated for directing a variety series or TV movie.

Only four women have been nominated for best director in the Oscars' 89-year history.

## DON'T HAVE A COW, MAN

Nancy Cartwright, who has given voice to Bart Simpson for the past 28 seasons of "The Simpsons," received her second nomination for playing the character. Her first came 25 years ago, when she took home the Emmy.















# DADDY YANKEE IS #1 ON SPOTIFY; 1ST LATIN ARTIST TO DO SO

Singer Daddy Yankee ousted Ed Sheeran from the No. 1 spot on Spotify to become the first Latino artist to lead the music platform.

The Puerto Rican superstar of reggaeton has hits that include "Gasolina," "Shaky Shaky" and "Despacito," a song co-written with Luis Fonsi. He's surpassed 44,735,586 monthly listeners to reach the first global spot, Spotify announced last Sunday.

"Being the first Latin artist to reach #1 in Spotify marks a precedent not only for my career but for the industry in general," Daddy Yankee, whose real name is Ramón Luis Ayala Rodríguez, said in an email. "The musical digital revolution has unified the world and this is the proof. We are all in the same boat with no labels or stereotypes."









He recalled that, when he started his career in 1992 in Puerto Rico, many didn't believe he would last more than three years, much less that he would become an international sensation.

"But I never stopped," he said. "I had to keep fighting. I had to make big sacrifices, to miss important moments with my family, to feel the prejudice of many people that didn't open the doors for me."

Rocio Guerrero, Spotify's head of Latin culture, shows & editorial says: "Spotify has been supporting Latin music for many years, and this is the moment that shows our passion and love for the genre are equally supported by our audience. We are grateful for all of our artists, and specifically for Daddy Yankee's influence in bringing global appreciation to Latin music."

The remix to "Despacito," featuring additional vocals by Justin Bieber," is No. 1 on Spotify's global charts.

More than a decade after Daddy Yankee's best-selling album, "Barrio Fino," and the single "Gasolina" that made him a global star, the Latin Grammy Award winner is still one of the most influential and recognizable names in reggaeton.

"Today, this genre is the most listened to in the world," Daddy Yankee said. "Thanks to all the fans and colleagues that gave me the opportunity to collaborate with them. We did it!"





**The Boston Globe**  
The most important news of the city  
**Trump Jr., Russian met to talk on Clinton**  
The president's son met with a Russian lawyer to discuss the Clinton Foundation's donation to the Trump campaign.

**THE SUN**  
The weekend's top stories  
**He's ready to get training**  
A young man is preparing for a new challenge.

**There's no room for youngsters in the Michigan softball league**  
A local league is facing a shortage of players.

**Avila's options limited as he faces rebuild of aging team**  
A coach is evaluating his options for the upcoming season.

**Teen's body pulled from Cass Lake**  
A search is underway for a missing teenager.

**By Democrats very quiet in health care**  
Lawmakers are debating the future of the Affordable Care Act.

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# NEWS OUTLETS SEEK TO NEGOTIATE WITH GOOGLE, FACEBOOK ON ADS

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## StarTribune

150 YEARS 1867-2017

### Trump's son met with Russian

Attorney with ties to Kremlin said she had damaging information on Clinton campaign.

By JO BECKER, MATT APUZZO and ADAM GOLDMAN  
New York Times

President Donald Trump's eldest son, Donald Trump Jr., was promised damaging information about Hillary Clinton before agreeing to meet with a Kremlin-connected Russian lawyer during the 2016 campaign, according to three advisers to the White House briefed on the meeting and two others with knowledge of it.

The meeting was also attended by his campaign chairman at the time, Paul Manafort, and his son-in-law, Jared Kushner. Manafort and Kushner only recently disclosed the meeting, though not its content, in confidential government documents described to the New York Times.

The Times reported the existence of the meeting on Saturday. But in subsequent interviews, the advisers and others revealed the motivation behind it.

The meeting — at Trump Tower on June 9, 2016, two weeks after Donald Trump clinched the Republican nomination — points to the central question in federal investigations of the Kremlin's meddling in the presidential election: whether the Trump campaign colluded with the Russians. The accounts of the meeting represent the first public indication

See TRUMP on A4

Thousands flee wildfires  
Scorching heat propels fires in western U.S. and Canada. A6

List of rabbits angers some  
Critics say Israeli rabbinate is blacklisting about 160 overseas rabbis. A2

Fear of moose, not missiles  
Alaskans tend to worry about tangible things. A2

LOCAL NEWS

Arden Hills pushing back  
City balking at plans by two private colleges to expand. A7

Video: Mpls. cop shot 2 dogs  
Owner is facing large vet bills, police are investigating. A7

Dulono's closes its first location  
Property dispute cited for Lake Street closure; three others still open. A7

SPORTS

Orioles take down Twins  
11-4 defeat spoils pride of second winning home-stand of season. C1

Miguel Sano off to HR Derby  
With fresh hits and entourage, Sano heads to Miami. C1

BUSINESS

Kowalski's tests delivery  
Its Woodbury store adds curbside service using new Pyloby app. D1

VARIETY

Duluth is the new Paris  
Couples are attaching padlocks of love along Lake Superior. E1

HAVE YOU HEARD?

Fans and fellow actors are mourning the death of 'True Blood' actor Neitan Sims, 39, of heart failure. A2

of what matters to Minnesota. All day. Every day.

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Rosealee Chevrolet salesman David Troy showed a Chevy Bolt electric vehicle to interested customers Van and Sue Gooch.

GLEN STUBBS • glen.stubbs@startribune.com

### Will Minnesotans plug in to the electric car surge?

Better batteries coming; more charging stations will be key

By ERIC ROOPER • eric.rooper@startribune.com

Thousands of electric cars could soon be rolling on Minnesota's roads, spurring discussions about how to keep them all juiced for long hauls from Austin to Alexandria or Blue Earth to Bemidji. Still, a novelty in the state, electric vehicles are poised at the edge of the mainstream with the coming release of several more affordable models boasting lengthy ranges. Minnesotans could buy a Chevrolet Bolt as of July 1, and the Tesla Model 3 began production this week — a year after dozens lined up at the Eden Prairie dealership to reserve one. Volvo announced Wednesday it would transition to manufacturing only hybrid or electric vehicles beginning in 2019.

"There is a sense that we're sort of on the cusp of exponential growth here," said David Thornton, an assistant commissioner of the Minnesota Pollution Control Agency (MPCA). The state has fewer than 5,000 plug-in electric cars today, and only about 1,600 of those rely solely on battery power.

The new models can travel more than 200 miles on a single charge, and most daily charging occurs at home. So rather than focusing on adding chargers in the metro area, the MPCA,

See CARS on A9

1,600 cars in Minnesota that run on batteries only

270 public chargers available in the state

200 miles per charge in new models

### Iraq's victory in Mosul comes at steep price

Prime minister visits amid pockets of ISIS resistance.

By LOUISA LOVELLICK, LIZ SLY and MUSTAJA SALIM  
Washington Post

MOUL, IRAQ — Iraq's prime minister entered the city of Mosul on Sunday to declare victory in the nine-month battle for control of the former ISIS stronghold, signaling the near-end of the most grueling campaign against the group to blow to the survival of its self-declared caliphate.

On a walk through the city's eastern districts, Haider al-Abadi was thronged by men holding cameraphones as music blared and others danced in the streets.

"The world did not imagine that Iraq could eliminate Daesh," he said, using the Arabic acronym for ISIS. "This is all a result of the sacrifices of the heroic fighters who showed their courage."

But in a sign of how tenacious ISIS has fought, even the sound of airstrikes echoed and smoke rose from the last pocket of territory the militants control, thought to be no more than 200 yards long and 50 yards wide.

The confusion of that moment came as a reminder

See IRAQ on A5



FELIPE DANA • Associated Press

Iraqi soldiers on Sunday celebrated their gains but the fight against ISIS extremists continues in pockets of Mosul.

### New St. Paul schools board wants to let superintendent listen and make changes

By ANTHONY LONETREE  
anthony.lonetree@startribune.com

At 6-foot-6, Joe Gotthardt commands attention, but the people of St. Paul who have his attention now.

The new superintendent of St. Paul Public Schools is days into a job carrying high hopes and expectations. It is not just the new leader of the state's second-largest district, but the man for whom a change-minded school board cleared the way by buying out a previous superintendent's contract for \$787,000.

Fresh from a four-year stint as superintendent of the Burnsville-Eagan-Savage School District, Gotthardt has shown an ability to reshape a school system. In the south metro, he led community conversations that produced a new strategic plan and a voter-approved \$65 million building bond and \$2.5 million-per-year technology levy.

But this week, when the 45-year-old Madison, Wis., See GOTTHARD on A9

News outlets are seeking permission from Congress for the right to negotiate jointly with Google and Facebook, two companies that dominate online advertising and online news traffic.

The News Media Alliance, which represents nearly 2,000 news organizations, said the two companies' dominance have forced news organizations to "play by their rules on how news and information is displayed, prioritized and monetized."



“These rules have commoditized the news and given rise to fake news, which often cannot be differentiated from real news,” the alliance said in a press release on Monday.

It won't be easy getting a congressional antitrust exemption to negotiate as a group. But the alliance's chief executive, David Chavern, said in an interview that trying is better than doing nothing.

The news industry has been hit with declining print readership and a loss of advertising revenue as it has moved online.

The outlets want stronger protections for intellectual property, support for subscription models and a bigger share of the online advertising market. Google and Facebook combined will account for 60 percent of the U.S. digital advertising market this year, according to the research firm eMarketer.

Campbell Brown, head of news partnerships at Facebook, said in a statement that the company is “committed to helping quality journalism thrive on Facebook. We're making progress through our work with news publishers and have more work to do.”

For example, the company said it is testing new products to help its users discover local news on Facebook. The company also said it is working to cut down on false news and clickbait headlines in favor of “quality journalism.”

Google also said it wants to help news organizations “with both their challenges, and their opportunities.” The company said it has built several specialized products and technologies “specifically to help distribute, fund, and support newspapers.








Image: Carolyn Kaster









## TAKE ME OUT TO THE SCREEN: VIRTUAL REALITY BASEBALL A HIT

Nicholas Montes put on goggles and a catcher's mitt and crouched.

The 13-year-old will never catch a 104 mph pitch from Aroldis Chapman. But at the All-Star FanFest, he **felt what it's like to be Buster Posey** snagging virtual strikes.

"It was like I was actually in the game. When I was catching, I felt the ball move and everything," the Miami teen said enthusiastically. "And then when I saw it go in my glove, I tried touching the ball, but I felt the remote control thing. So it was pretty cool!"

Developed by GMR Marketing, the Esurance Behind The Plate With Buster Posey VR Experience allows fans to "catch" fastballs, curveballs and sliders from a generic pitcher at velocities ranging from 86-93 mph.



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“I’ve always said that I thought it would be cool for the average fan to either step in the box or like this get behind the plate and get the same sense of what it’s like to see a 90-plus, 95-mile an hour fastball coming your way,” Posey explained last week.

Esurance Insurance Services Inc., a subsidiary of Allstate Corp., became a sponsor of Major League Baseball in 2015 and signed Posey as a brand ambassador. The company had a 180-degree photo experience at the 2015 FanFest in Cincinnati, then provided 360-degree videos of fans taking swings last year in San Diego.

In a dual setup at FanFest, which opened Friday and runs through Tuesday, people get to signal for three pitches over about 90 seconds as Posey’s recorded voice offers tips. They can choose the pitch type by pointing their glove toward an icon on the screen, triggering a sensor. When a pitch is successfully caught, the person hears and feels the mitt snap.

“It is as real as it can be,” Danny Devarona, a 48-year-old who coaches youth baseball in Miami Lakes, said after taking his turn.


Commercial and social media content was shot over two days during spring training in Scottsdale, Arizona, where Posey’s San Francisco Giants train. Posey’s voice-over was recorded after the season started.

“Are you ready? All right, let’s see what you’ve got,” Posey’s voice tells fans. “This guy throws a nasty curve. The trick is to keep your glove below the ball and your eye on it. ... Keep your chin down and be ready to slide to your right, because this one might hit the dirt.”









“Nice job! Right in the pocket,” he tells fans when they succeed.

“Yeah, that was a tricky one,” he says when they fail.

Based on PITCH f/x data, breaks of 38-to-52 inches are simulated.

“Fans will receive a social-sharable video for them that they can then distribute to their friends,” said Kristen Gambetta, Esurance’s brand partnerships manager. “With VR, there’s something really entertaining about seeing people’s facial reactions and kind of seeing their movements and how they react to having a ball flying at their face.”

Several thousand fans were expected to put on the electronic “tools of ignorance” over the five days. And unlike real catchers, they won’t have to stuff sponges in the glove to absorb the impact.

“Let’s just say I’m pretty impressed. I don’t think I can ever catch, or hit for that matter, a Major League Baseball curveball,” said Pablo Souki, a 38-year-old from Venezuela who lives in Miami. “That was pretty eye-opening.”









# SPACECRAFT REVEALS BEAUTY OF SOLAR SYSTEM'S BIGGEST STORM

A NASA spacecraft circling Jupiter is revealing the up-close beauty of our solar system's biggest planetary storm.

Juno flew directly over Jupiter's Great Red Spot on Monday, passing an amazingly close 5,600 miles (9,000 kilometers) above the monster storm. The images snapped by JunoCam were beamed back Tuesday and posted online Wednesday. Then members of the public - so-called citizen scientists - were encouraged to enhance the raw images.



Swirling clouds are clearly visible in the 10,000-mile-wide (16,000-kilometer-wide) storm, which is big enough to swallow Earth and has been around for centuries.

“For hundreds of years scientists have been observing, wondering and theorizing about Jupiter’s Great Red Spot,” said lead researcher Scott Bolton of the Southwest Research Institute in San Antonio. “Now we have the best pictures ever of this iconic storm.”

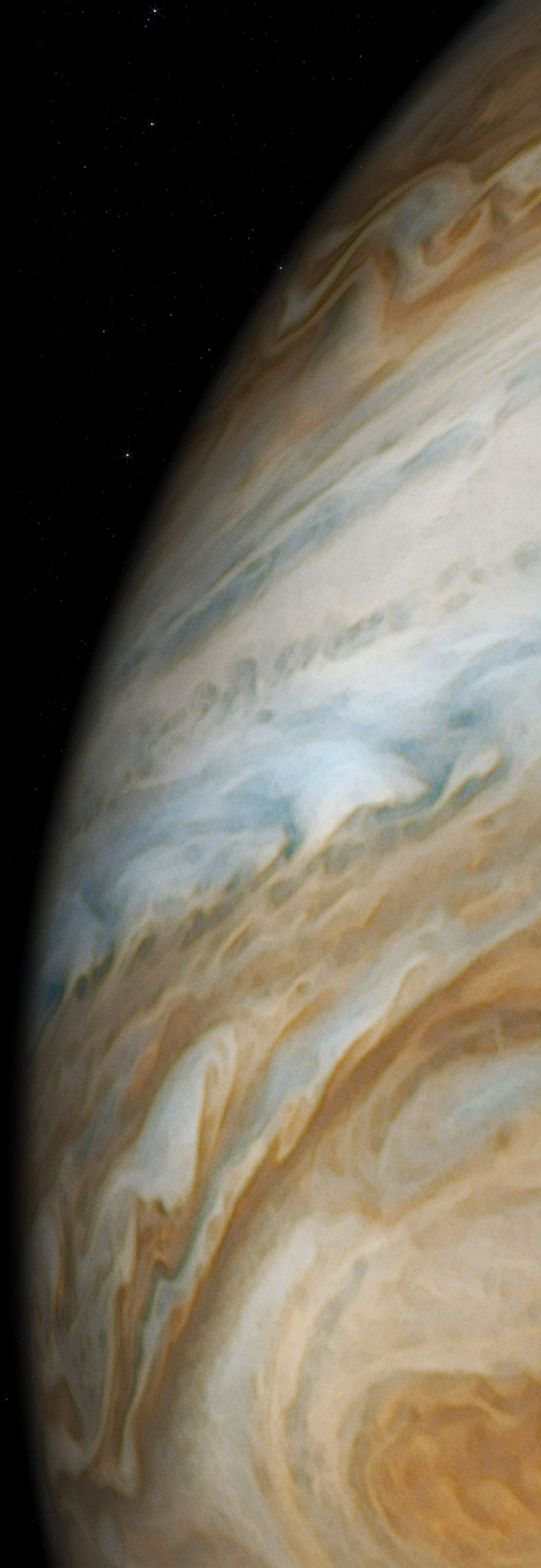
Information was still arriving Thursday from Juno’s science instruments. Bolton said it will take time to analyze everything to shed “new light on the past, present and future of the Great Red Spot.”

Juno’s next close encounter with the giant gas planet will be in September. The Great Red Spot won’t be in Juno’s scopes then, however.

Launched in 2011, Juno arrived at Jupiter last July. It is only the second spacecraft to orbit the solar system’s largest planet, but is passing much closer than NASA’s Galileo did from 1995 through 2003.

**Online:**

**JunoCam**















# SCIENTISTS SAY MASSIVE ICEBERG HAS BROKEN OFF IN ANTARCTICA

A vast iceberg with twice the volume of Lake Erie has broken off from a key floating ice shelf in Antarctica, scientists said Wednesday.

The iceberg broke off from the Larsen C ice shelf, scientists at the University of Swansea in Britain said. The iceberg, which is likely to be named A68, is described as weighing 1 trillion tons (1.12 trillion U.S. tons).

The process, known as calving, occurred in the last few days, when a 5,800-square-kilometer (2,240-square-mile) section broke away.

Researchers are watching closely to see whether climate change is affecting the phenomenon.



“We have been anticipating this event for months, and have been surprised how long it took for the rift to break through the final few kilometers of ice,” said Adrian Luckman of Swansea University. “We will continue to monitor both the impact of this calving event on the Larsen C Ice Shelf, and the fate of this huge iceberg.”

NASA and European Space Agency satellites have been monitoring the shelf - offering dramatic pictures of the break that heightened interest beyond the scientific community. The final break was first revealed in a thermal infrared image from NASA’s Aqua MODIS satellite instrument.

Researchers from the U.K.-based Antarctic project, MIDAS, have been monitoring the rift in Larsen C for years, following earlier research on the collapse of the Larsen A shelf in 1995 and the break up of the Larsen B shelf in 2002.

The project, which is investigating the effects of a warming climate through a combination of fieldwork, satellite observation and computer simulation, describes the iceberg as one of the largest ever recorded.

They researchers suggest the iceberg is likely to break into fragments and say that while some of the ice may stay nearby for decades, parts of it may drift north into warmer waters. But researchers say much more study needs to be done to determine the cause.

“At this point it would be premature to say that this was caused by global warming,” said Anna Hogg of the Centre for Polar Observation and Modelling at the University of Leeds.










Google





# FRENCH COURT ANNULS GOOGLE'S \$1.27 BILLION BACK TAX BILL

A French court annulled a 1.1 billion-euro (\$1.27 billion) tax adjustment imposed on Google by France's tax authorities, saying Wednesday that the way the California firm operates in France allows it to be exempt from most taxes.

The French tax administration had argued that Google was required to pay taxes in France for 2005-2010 because the American company and its Irish subsidiary sold a service for inserting online ads to clients in France through its Google search engine.

But the Paris administrative court ruled that Google Ireland Limited doesn't have a "permanent establishment" in France via the French company Google France, another subsidiary of California-based Google Inc.

The court added that Google France doesn't have the human resources or the technical means to allow it to carry out the contentious advertising services on its own.



The French government can appeal the decision.

Google has minimized its tax bill in France and other European countries by keeping its headquarters in Ireland, where rates are lower. The strategy has helped Google boost its profits and stock price.

In their ruling, the judges noted that the ads ordered by French clients could not be put online by the employees of Google France themselves because any ad orders ultimately needed approval from Google Ireland Limited.

During a hearing in the tax case last month, an independent magistrate proposed that the most fitting solution for the dispute was wiping out, but pointed to the “shortcomings of the current legal basis.”

France is not the only European country where Google has been at odds with national tax authorities. The company agreed to pay 306 million euros (\$349 million) to settle an ongoing dispute with Italy and 130 million pounds (\$167 million) to settle a case in Britain. A U.K. parliamentary committee has said the settlement seemed disproportionately small given the size of the company’s operations in Britain.

Google, Apple, Facebook and Amazon - a group of firms known by the acronym GAFA - have been criticized for their tax-optimizing practices.

Wednesday’s ruling comes amid mounting criticism that the tech firms and other major U.S. companies have scrimped on their tax bills through a variety of accounting maneuvers that have rankled governments around the world. Google has said it never broke any laws.





A photograph of the Google logo in 3D letters on a wall. The letters are colored in the traditional Google palette: blue, red, yellow, blue, green, and red. The logo is illuminated by a spotlight from above, creating a bright glow around the letters and casting soft shadows on the wall. The background is dark, making the illuminated logo stand out prominently.

Google









# APPLE TO OPEN NEW DATA CENTER IN DENMARK

Denmark says that Apple has decided to build a data center in the southwestern town Aabenraa, near Viborg, where it has another one already under construction.

The Danish Foreign Ministry says that both will use only renewable energy as a power source and “thereby contribute to Denmark achieving its renewable energy goals.”

The ministry said that with the latest investments from Apple, Facebook and Google’s purchase of a land plot, the Scandinavian country is moving to becoming a major site for the world’s biggest tech players. It is also among the top three countries in terms of environmental technologies, according to a Greenpeace report this year.









# APPLE TO OPEN DATA CENTER IN CHINA WITH GOVERNMENT TIES

Apple will open a data center in mainland China with ties to the country's government, raising concerns about the security of iCloud accounts that store personal information transferred from iPhones, iPads and Mac computers there.

The data center announced Wednesday will be run by a company owned by the Chinese government. Apple is teaming up with the company to comply with a new Chinese law requiring data-storage providers to keep the information of mainland China customers on computers located within the country. It doesn't apply to users elsewhere.

Apple says it'll still hold the keys protecting the images and documents in iCloud accounts stored in China, but experts believe the data center will make it easier for the government to retrieve the information through legal demands or other means.





Image: Ben Macmahon





# TESLA TO BUILD GIANT BATTERY IN AUSTRALIA AMID ENERGY CRISIS

Tesla announced it will build the world's largest lithium-ion battery in southern Australia, part of a bid to solve an energy crisis that has led to ongoing blackouts across the region.

Tesla will partner with French renewable energy company Neoen to build the 100-megawatt battery farm in South Australia state, with Tesla CEO Elon Musk promising to deliver the system within 100 days of signing the contract or it will be free. The billionaire entrepreneur originally made the 100-day pledge via Twitter in March, and he and South Australia's government confirmed this week that the deadline was part of their official agreement.

"The system will be three times more powerful than any system on earth," Musk told reporters in the state capital, Adelaide. "This is not like a



minor foray into the frontier - this is like going three times further than anyone's gone before."

South Australia, which relies heavily on solar and wind-generated energy, has been scrambling to find a way to bolster its fragile power grid since the entire state suffered a blackout during a storm last year. Further blackouts plagued the state over the next few months.

The battery farm is part of a AU\$550 million (\$420 million) plan announced in March by South Australia Premier Jay Weatherill to make the state independent of the nation's power grid. The Australian Energy Market Operator, which manages the national grid, has warned of potential shortages of gas-fired electricity across southeast Australia by late next year. The shortage is looming as Australia is expected to soon overtake Qatar as the world's biggest exporter of liquid natural gas. Australia is also a major exporter of coal, which fires much of its electricity generation.

The South Australia battery will store energy from Neoen's Hornsdale Wind Farm near Jamestown, about 200 kilometers (120 miles) north of Adelaide. It will deliver energy during peak usage hours to help maintain the state's supply, and could power 30,000 homes, Tesla said.

"You can essentially charge up the battery packs when you have excess power and where the cost is very low, and it discharges when the cost of production is high - this lowers the average cost per hour to the customer," Musk said. "It's a fundamental efficiency improvement."

The installation of the battery is expected to be complete by December. The cost of the project has not been released.















# UBER CEDES CONTROL IN RUSSIAN MARKET WITH YANDEX TIE-UP

Uber is ceding control of the Russian market by agreeing to merge its ride-hailing business in the country with Yandex, the Russian search-engine leader that also runs a popular taxi-booking app.

For Uber, the deal marks the exit from another big market after it sold its operations in China last year to local rival Didi Chuxing.

Yandex said in a statement on Thursday that Uber and Yandex Taxi would combine into a new company in Russia as well as in Azerbaijan, Armenia, Belarus and Kazakhstan.

Yandex will own 59 percent, Uber roughly 37 percent, and employees the rest. The CEO of Yandex Taxi, Tigran Khudaverdyan, will become the chief executive of the new combined company.

Uber will invest \$225 million in the new company and Yandex \$100 million, putting its value at over \$3.7 billion. The companies said that together they deliver over 35 million rides a month, with \$130 million in gross bookings







in June. Yandex is the bigger company, with roughly the twice the business Uber currently has in the region.

Shares in Yandex jumped 15 percent on the Moscow stock exchange on news of the deal. The company is one of Russia's most successful Internet enterprises, accounting for some 65 percent of all searches and operating popular maps and public transit apps.

Once the deal is closed toward the end of this year, consumers will be able to use both Yandex and Uber apps to hail rides while for drivers, the apps will be integrated.



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