

YOU'RE SOAKING IN IT

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***You're Soaking In It* is a chilling look at advertising in the age of algorithms where Math Men are the new Mad Men (and women).**

Trailer/Promo (47MB)	https://vimeo.com/205286720	(runs 01:45)
Trailer/Promo (172MB) (same as above - higher resolution)	https://vimeo.com/205291404	(runs 01:45)
Full Length Screener	https://vimeo.com/180319368	(runs 75:00)
	Password: [REDACTED] contact info@castlewoodproductions.com	
Broadcast clip 1 (68MB) "Facial Recognition"	https://vimeo.com/205289933	(runs 00:35)
Broadcast clip 2 (87MB) "Math Men"	https://vimeo.com/205294730	(runs 00:45)
Broadcast clip 3 (105MB) "Bad Things Happen"	https://vimeo.com/205293594	(runs 01:03)

Trailer (featured SOT clips)

- Gabriel Cabbage, AdBlock
- Ethan Zuckerman, MIT
- Doc Searls, Journalist
- Terry O'Reilly, Broadcaster/Journalist
- Andrew Bruce, Publicis
- Paul Rutkowski, Varick Media
- Jaideep Mukerji, Instagram
- Paul Rutkowski, Varick Media
- Chris Jay Hoofnagle UC Berkeley

Broadcast Clip 1 "Facial Recognition"

In this clip Rana el Kaliouby, founder and CEO of Affectiva explains how her company's facial recognition coding is applied to advertising and marketing research.

Broadcast Clip 2 "Math Men"

Where once the best and the brightest tracked Wall Street, now the world's bright young brains are lured to Silicon Valley where they work as data scientists.

- Jag Duggal, Quantcast
- Ethan Zuckerman, MIT
- Jaideep Mukerji, Instagram
- Paul Rutkowski, Varick Media

Broadcast Clip 3 "Bad Things Happen"

The clip explains the potential for rogue individuals or companies to use massive amount of private personal tracking data for nefarious purposes.

- Ethan Zuckerman, MIT
- Michal Kosinski, Stanford
- Chris Jay Hoofnagle UC Berkeley