

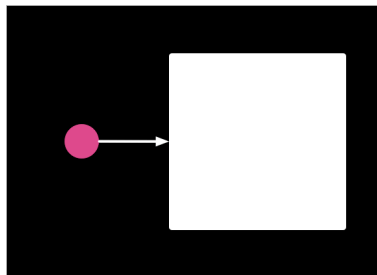
# Hacking the Media

## What is Media?

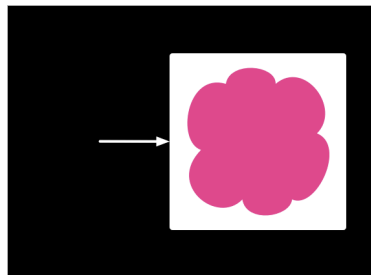
- Media are the storage and transmission channels used to store and deliver information → Your source of information you trust
- Yet another way to influence politics & Business

## Media-hacking

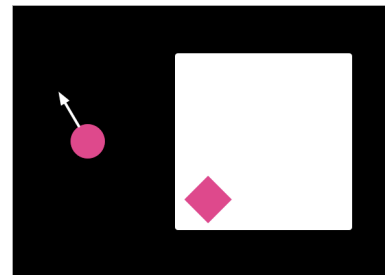
- Get a Topic - Hunt for a chance
- Investigate and prepare - Take your chance
- Reveal yourself



Penetrate



Pop up



Get out

## The Yes Men

"Sometimes it takes a lie to expose the truth"

Mike Bonano & Andy Bichlbaum

- "two gonzo political activists"
- they do "identity correction"
- Fight against Globalization & Free Market
- Beat business with it's own weapons



## "Catastrophic Loss" Conference - Global Warming and Insurance industry

The Yes Men came as representatives of Halliburton to introduce the "SurvivaBall". It bewares managers of all risks from climatic changes.

Nobody realized it was all a hoax, members even asked how the "SurvivaBall" keeps people safe from terrorist attacks...