

2024 Uncut: AI in Media – empower or devour?



About Me



10+ years – Creative Sector + Artificial Intelligence

Advisor –



Innovate
UK

BridgeAI

&



Inventor – Patented AI multi-territory video age rating solution

Multimodal AI - Ideated and Managed for Content Moderation

AI Standards – ISO/IEC 8183 (AI Data Lifecycle Standard)

AI Films – Won 20+ IMDb Certified Film Festival Awards

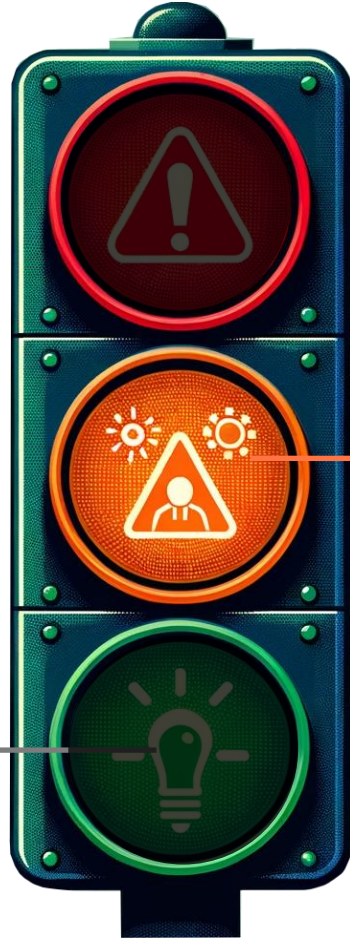




AI Positive Developments

Content Creation
Multimodal Systems
Workflow Efficiency





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Content Creation
Multimodal Systems
Workflow Efficiency

AI Challenges

ROI Uncertainty
Skill Gaps
Data Issues



AI Significant Problems

Legal Ambiguities
Ethical Concerns
Growing Polarisation



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AI Positive Developments

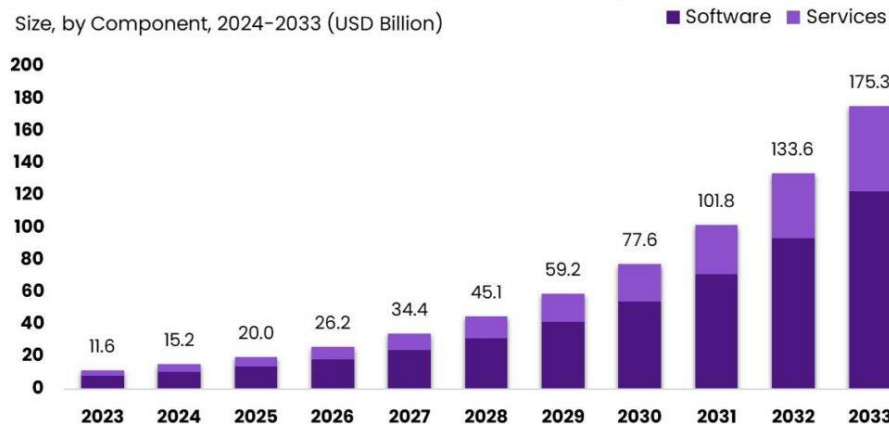
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Content Creation

Global Generative AI in Content Creation Market

Size, by Component, 2024-2033 (USD Billion)



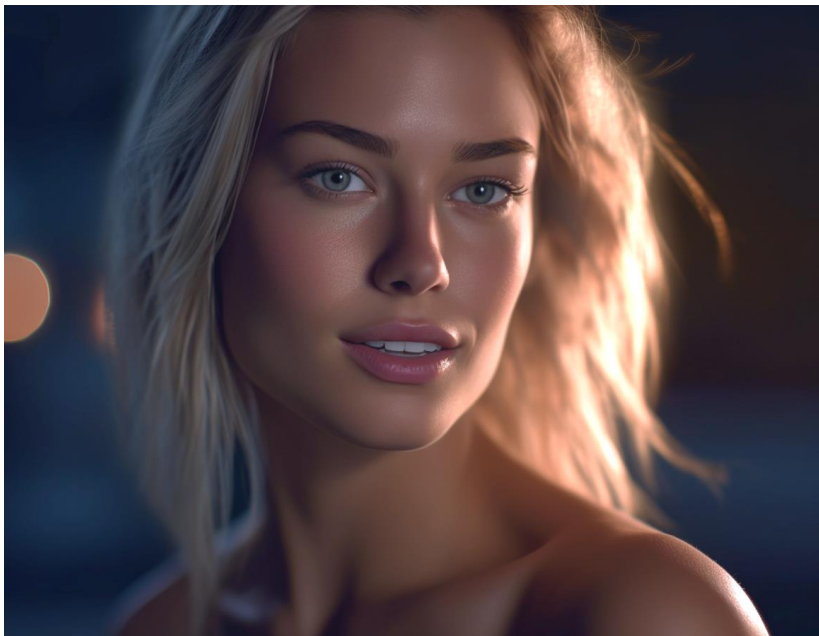
The Market will Grow **31.2%** At the CAGR of: The Forecasted Market Size for 2033 in USD: **\$175.3B** ONE STOP SHOP FOR THE REPORTS



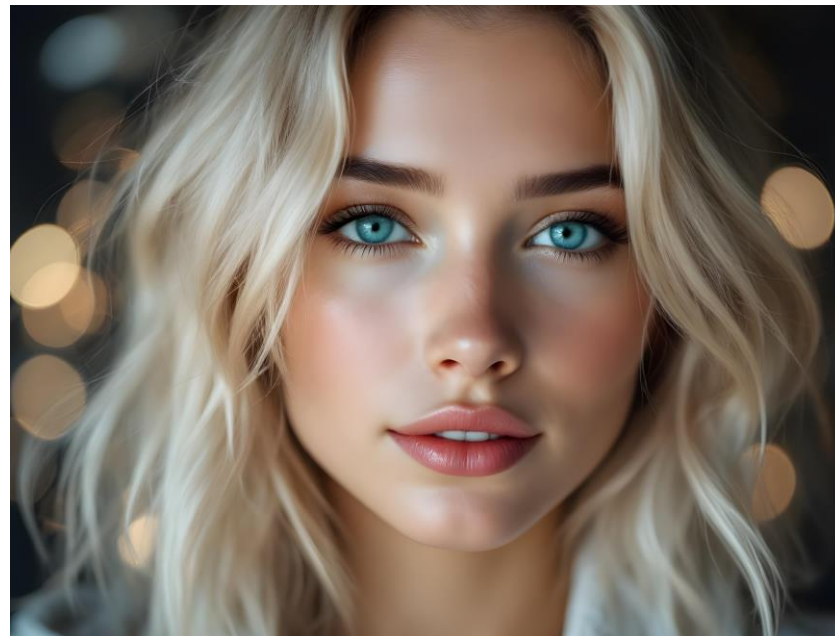
***34 million images a day,
*30 billion images total**



October 2023 – Midjourney 5.3



October 2024 – Flux 1.1



AI Positive Developments – Content Creation - Image



Matthew Blakemore also why AI generated art still looks like something that has escaped from a laboratory.

Matthew Blakemore (He/Him) · You
CEO @ AI Caramba! 🤖 | Keynote Speaker 🌐 | ...
----- it doesn't, have you seen flux and v 6.1 of Midjourney? Or are you deliberately denying your own eyes

Matthew Blakemore I've seen it. Still looks unnatural and uncanny. Perhaps I've got a better internal radar for such things.



Matthew Blakemore LOL I'll bite. Of these two, #2 (the man) is more likely to be a real photo.

Matthew Blakemore (He/Him) · You
CEO @ AI Caramba! 🤖 | Keynote Speaker 🌐 | ...
----- in this case both are flux



BY 2025

Gen-AI music
= \$6 billion



**Instrumental generation
in 2023**



Full song generation in 2024





**2024 improved
quality & realism.**







Gen AI Video

44% Marketers

USD 7.60 billion

AI Positive Developments – Content Creation - Video



WORLD SUMMIT AI 2024



WORLD SUMMIT AI 2024

AI Positive Developments – Content Creation - Video



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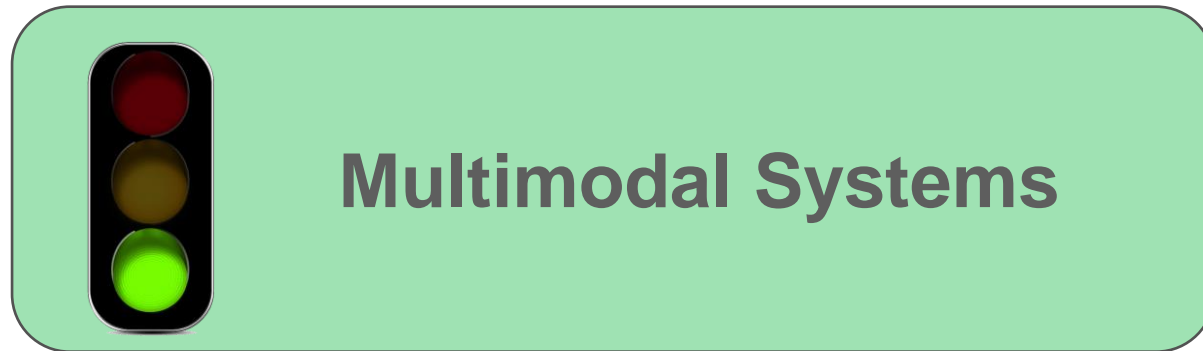
Midjourney
Version 5.3

October
2023


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2023

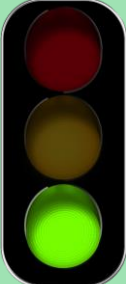
The image features the year '2023' in large, 3D, glowing characters. The numbers are rendered with a multi-layered, neon-like effect, transitioning from purple and blue on the left to bright cyan and white on the right. The background is a dark, deep blue space filled with a complex network of white and light blue circuit traces, resembling a printed circuit board (PCB) layout. Small, glowing red and blue dots are scattered throughout the circuitry, adding to the digital and futuristic aesthetic.



Multimodal Systems



Multimodal Systems

A light green rounded rectangular box containing a traffic light icon on the left with the red, yellow, and green lights all illuminated, and the text "Multimodal Systems" in bold grey font on the right.

Workflow Efficiency

A light green rounded rectangular box containing a traffic light icon on the left with the red, yellow, and green lights all illuminated, and the text "Workflow Efficiency" in bold grey font on the right.

AI Positive Developments – Workflow Efficiency

The Fikas

X @wearethefikas



The Fikas @wearethefikas · 21h
Chipping away at an icy masterpiece, our very own Brit drummer Oliver and Swedish songbird Saga! Sporting smashing 70s Fika threads, they're bringing cool to a whole new level. Got an icy pun for us? Drop it below!
[#ColdPlay](#) [#SwedeAndSound](#) [#FikaFrost](#)



The Fikas @wearethefikas · 9h
Check out our British bad boy, Oliver, banging out a tune on a banging industrial pot. Who knew a cookware can double as drums! 🍲 Fancy a go? Let us know which pot you'd use!
[#IndustrialRhythm](#) [#KitchenBeat](#)



The Fikas @wearethefikas · 3h
Erik's shredding the axe while Saga's killer vocals echo in the studio! 🎸 How groovy do they look in the retro threads, eh?! Our Swedish duo FUSS rocking Sonic Symphony Studios. What's your favourite Fikas' track? Comment below! [#THEFIKAS](#) [#StudioJam](#)



The Fikas @wearethefikas · 17h
Our very own British drummer Oliver and Swedish siren Saga creating cosmic vibes with alien graffiti art! What colors would you spray if you were tagging along? Leave your ideas below! 🎨 🌌 🇬🇧 🇸🇪 [#TheFikas](#) [#GraffitiArt](#)



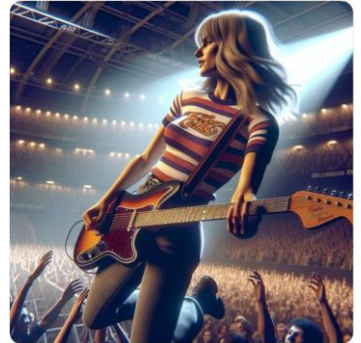
The Fikas @wearethefikas · 23h
Say hello to our groovy drummer, Oliver! 🍻 Turning trash lids into epic beats in true Fika-style. Can you drum like Ollie? Show us what you got! [#THEFIKAS](#) [#DrummingOnAnything](#) 🇬🇧 🎵 🇸🇪 Remember, folks, good vibes only in the comments! 🍻

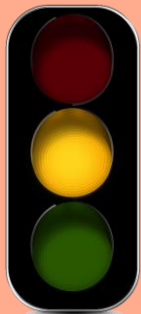
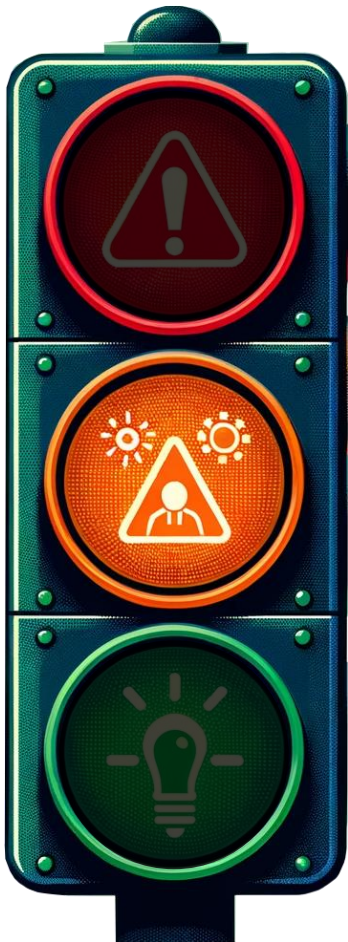


The Fikas @wearethefikas · 18h
Livin' the 70s dream at Scarlet Dragon! Our golden Swedish songstress turning heads & hearts 💛 [#THEFIKAS](#) [#LiveAtScarletDragon](#) [#VintageVibes](#) [#SwedishMusicScene](#) [#1970sRevival](#). What's your fave Fikas' tune? Share below 🍻



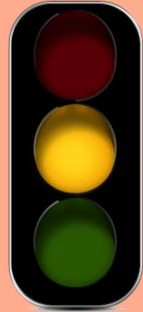
The Fikas @wearethefikas · 4h
Our lass Charlotte riding the wave of Fika fans at Sapphire Serenade. 🇬🇧 🎸 Throwback '70s vibes? Spot on! 🌟 Share your fave Charlotte moment! [#TheFikas](#) [#SapphireSerenadeArena](#) [#RockOutCharlotte](#)





Return on Investment Uncertainty

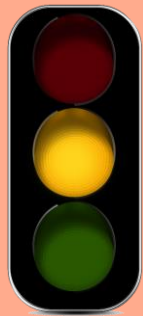
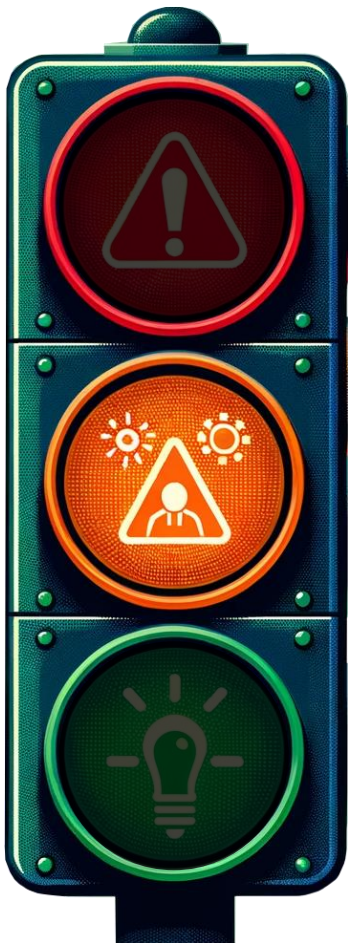




Skills Gaps

**54% employees
require training
to adapt to AI**





Data Issues

80% data
in media & entertainment
is **Unstructured.**





Legal Ambiguities





Ethical Concerns



AI Significant Problems – Licensing



1000+

Professionals in
the Creative
Industries

6

Monthly
intervals



85%

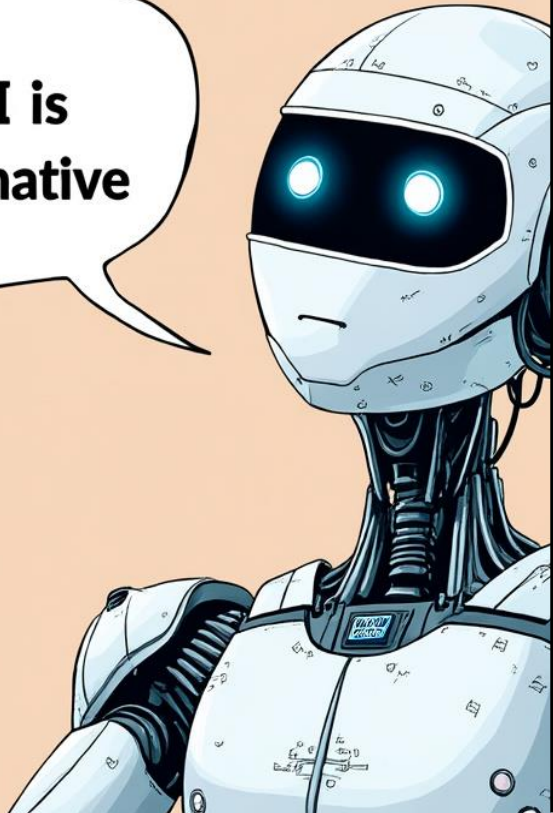
Respondents 'Agree' or 'Strongly Agree' creatives should be compensated when their works are used to train Generative AI solutions

AI Significant Problems - Licensing



People always want money.

Gen AI is transformative



AI Significant Problems - Licensing



Training AI on unlicensed data





Fairly Trained



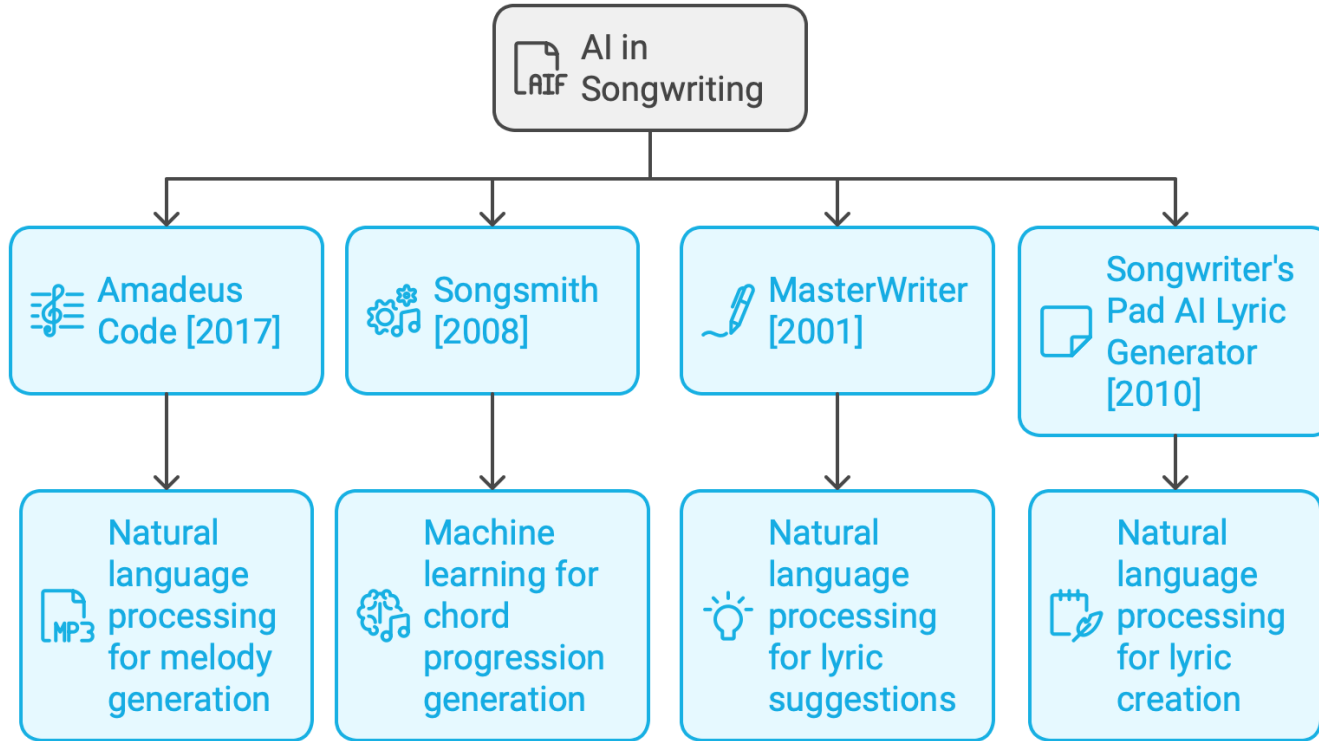
- Moral absolutism
- Misleading labelling
- Limiting innovation
- Oversimplifying ethics
- Harming smaller actors
- Gatekeeping AI tools



Growing Polarisation



AI Significant Problems – Growing Polarisation – Music

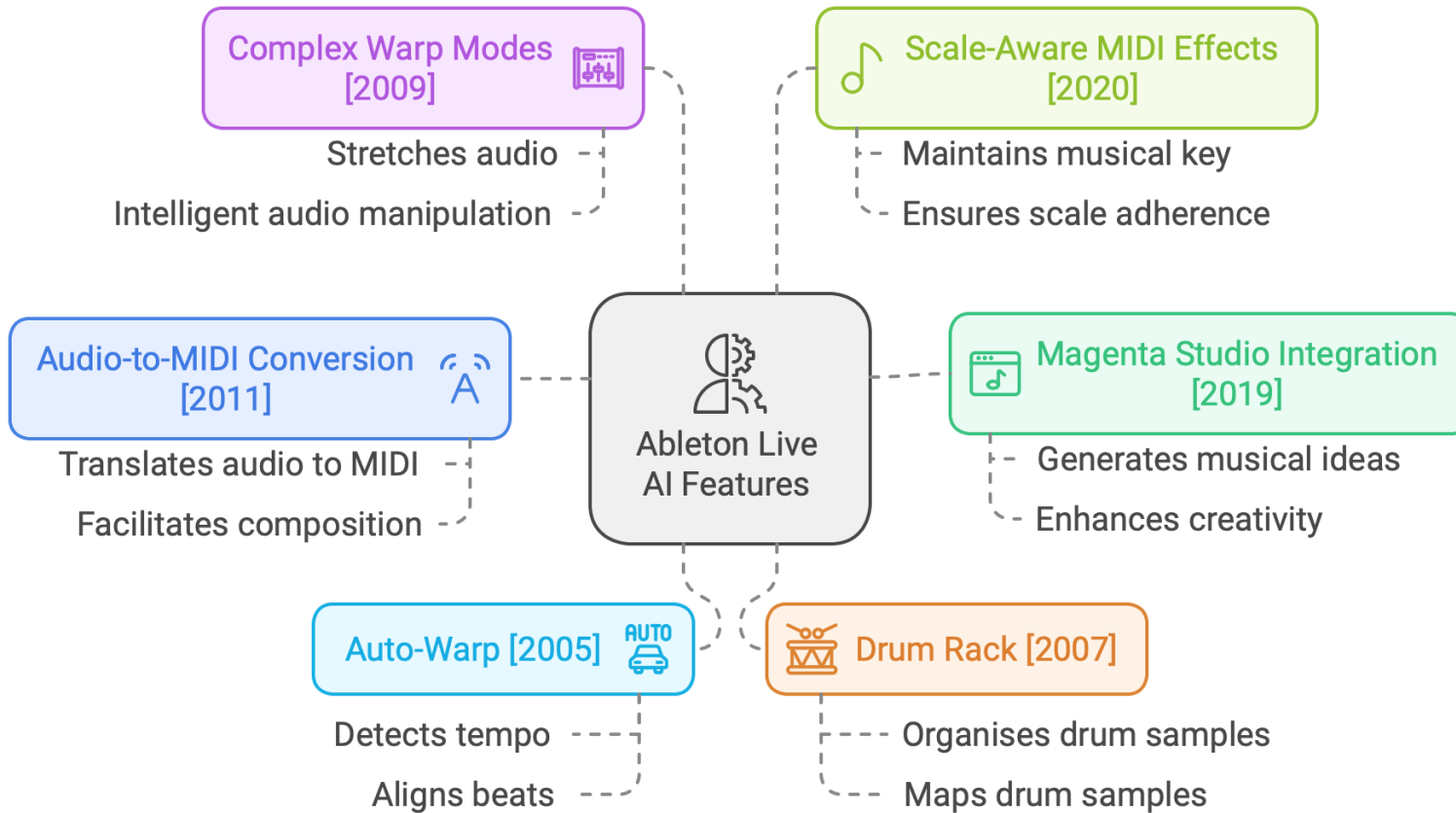


AI Significant Problems – Growing Polarisation – Music

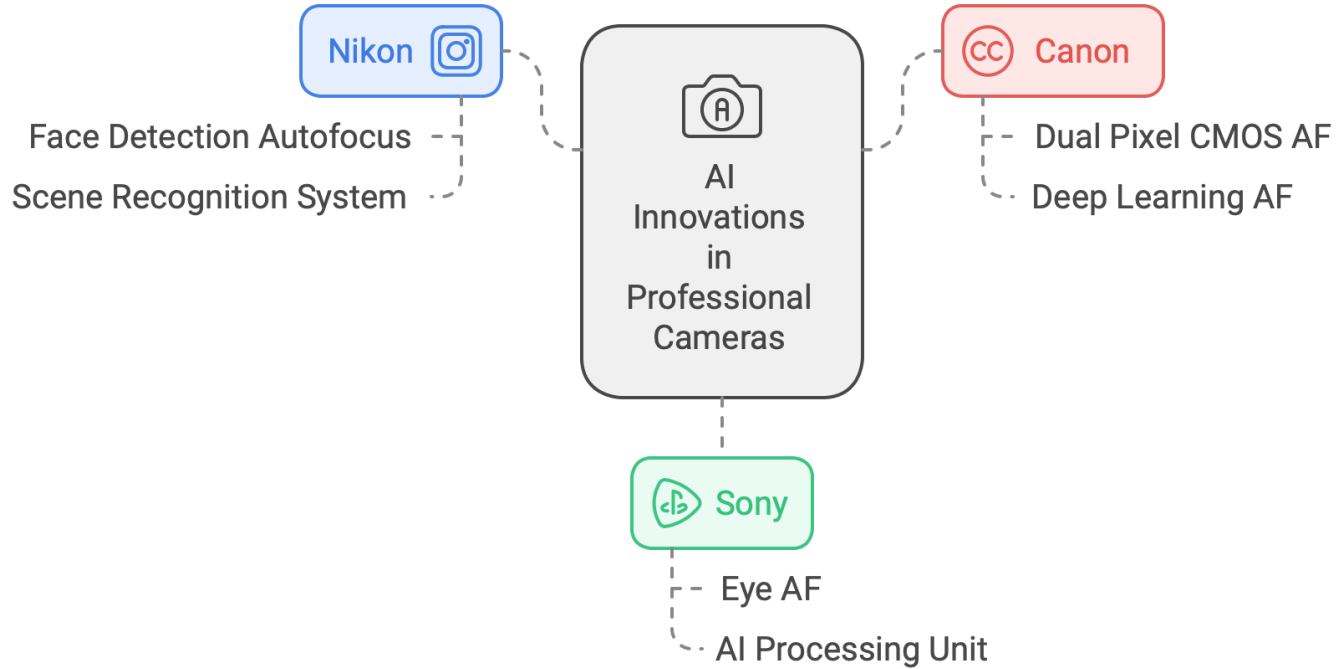


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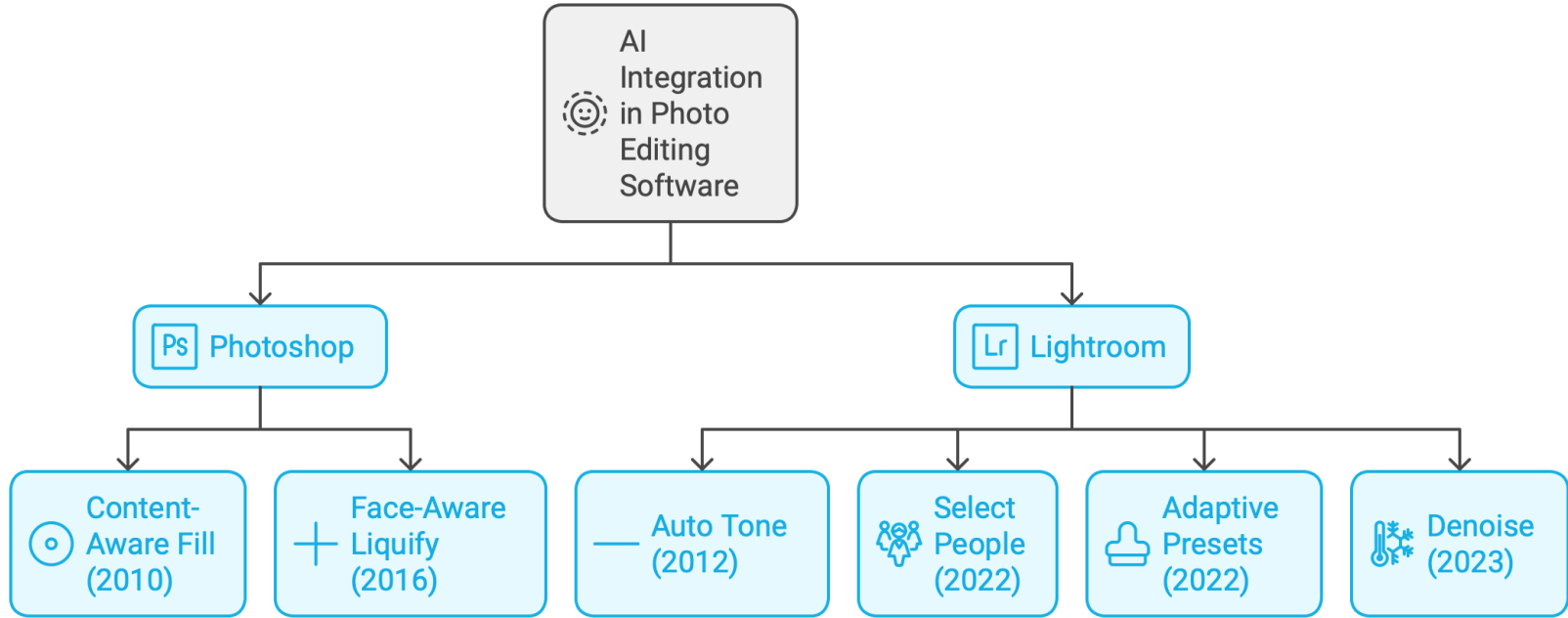
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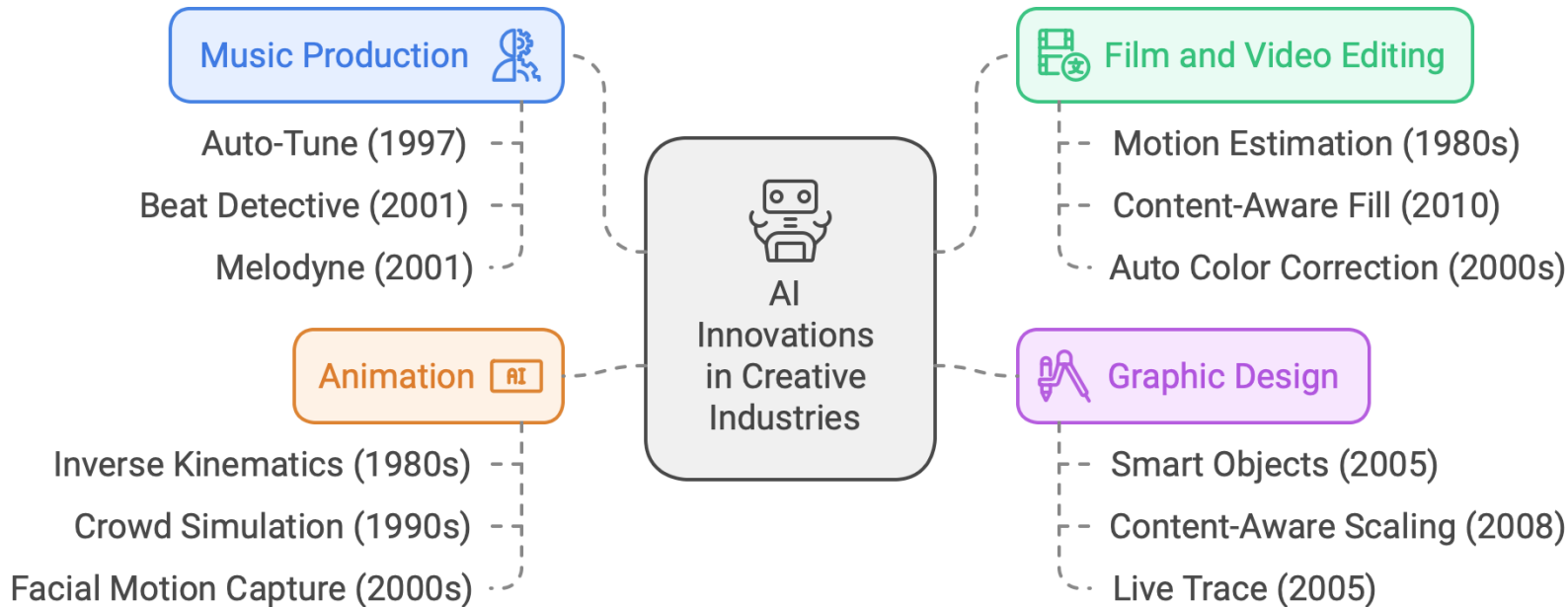
AI Significant Problems – Growing Polarisation – Photography



AI Significant Problems – Growing Polarisation – Photography



AI Significant Problems – Growing Polarisation – Creativity





Thank You For Joining Me!



Join the latest Creative Industry AI Study – <https://ciai.study>



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