

# The Future Media Landscape *For humans empowered by AI*

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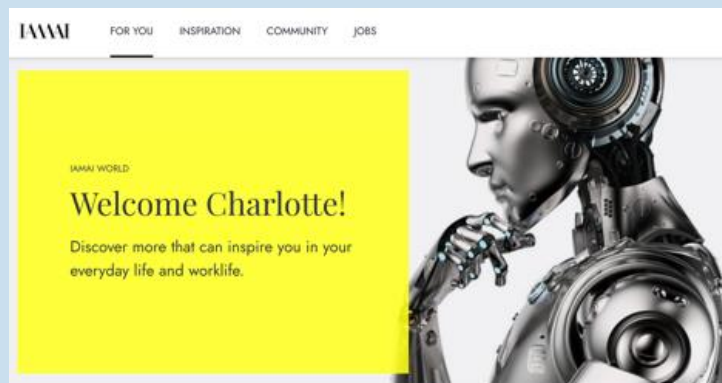




# IAMAI Hur vi samarbetar med AI

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## Look for skilled consultants!



## Future Studies



## AI Acceleration Program



## Knowledge Programs



## Streaming Knowledge Podcast





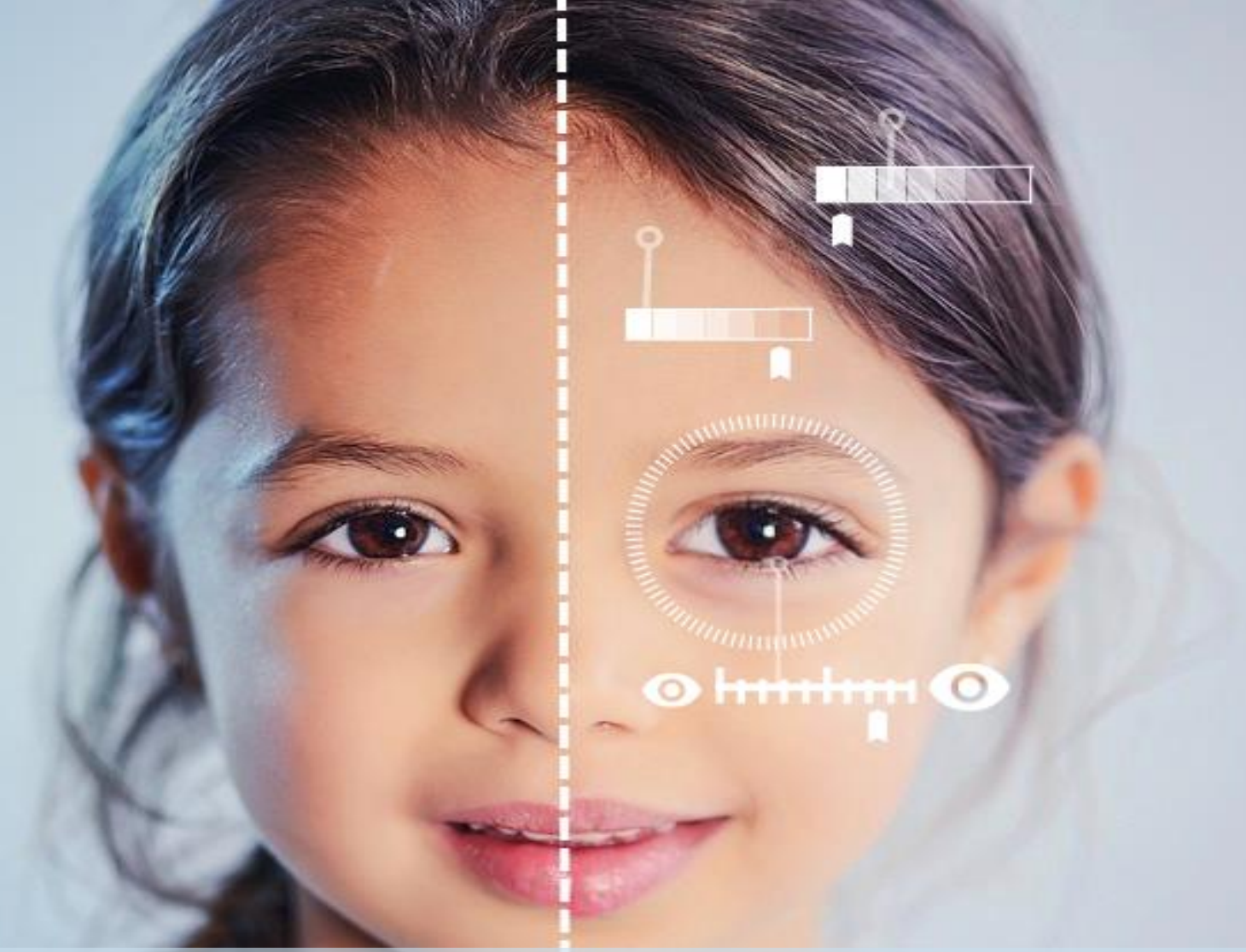


# How do we want to live our lives?



*"The best way to predict the future is to create it. What thoughts do you want to fire and wire in your brain?"*

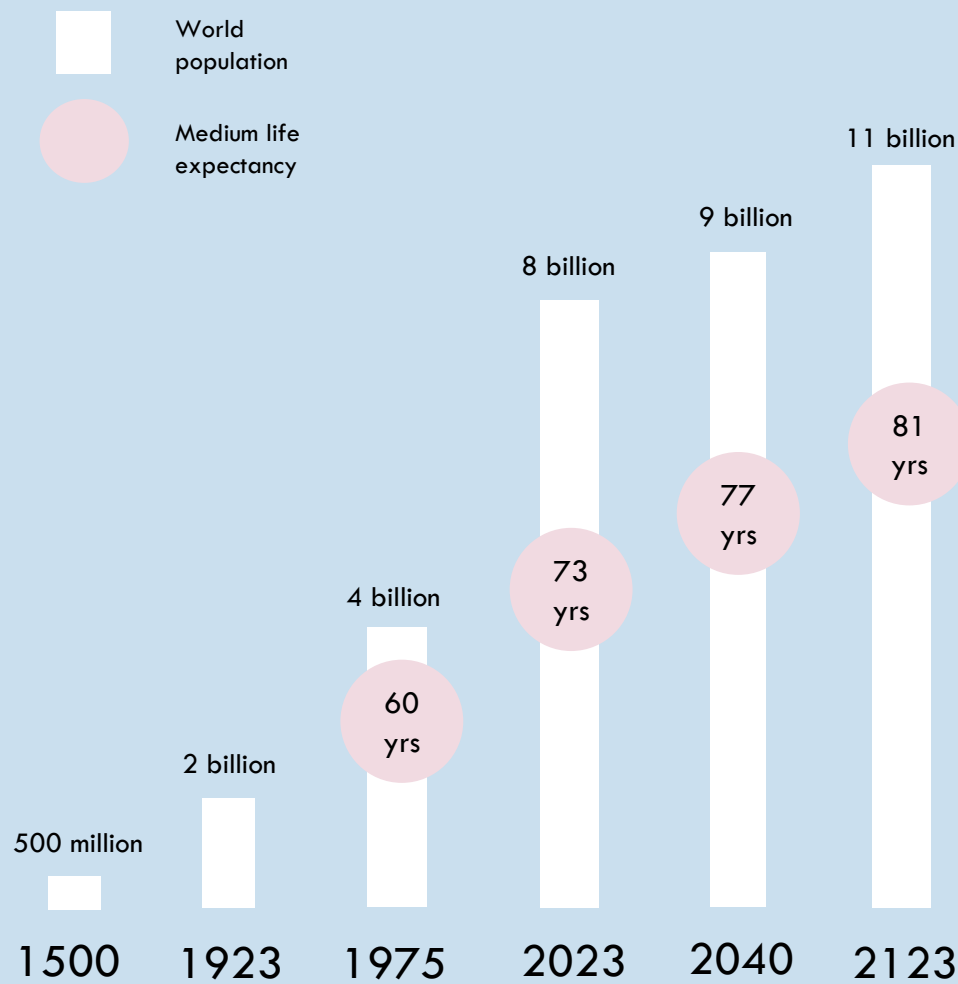
*Dr. Joe Dispenza*



# THE ROLE OF HUMANS

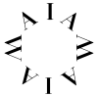


# The world population has grown from 2 to 8 billion in 100 years



Source: [worldometers.info](https://worldometers.info), [Macrotrends.net](https://macrotrends.net)





"Ultimately, human beings will not be the driver of the planet as we have been accustomed to being."

"AI is already our best friend. Think about how much time each day you spend looking at your screen. It is already way more time than you spend with another human."

Mustafa Soleyman, Co-Founder DeepMind



# What will the media landscape look like?



HOLLYWOOD-  
PRODUCTION AT HOME &  
OUR SENSES ARE  
CONNECTED



AI-BREAKTHROUGHS,  
NEW ALGORITHMS &  
NEW DEVICES



"TASK COMPLETION  
ENGINES" - TAKES  
CUSTOMERS ALL THE  
WAY TO THEIR PURPOSE



LOCAL, NISHED AND  
PUSHING BOUNDARIES  
BETWEEN MEDIA &  
RETAILERS



WEST COPIES FROM  
THE EAST AND BUILDS  
ECOSYSTEMS

-> Flexibility, speed and new-ways-of-thinking are keys to success





# *From screens to senses*



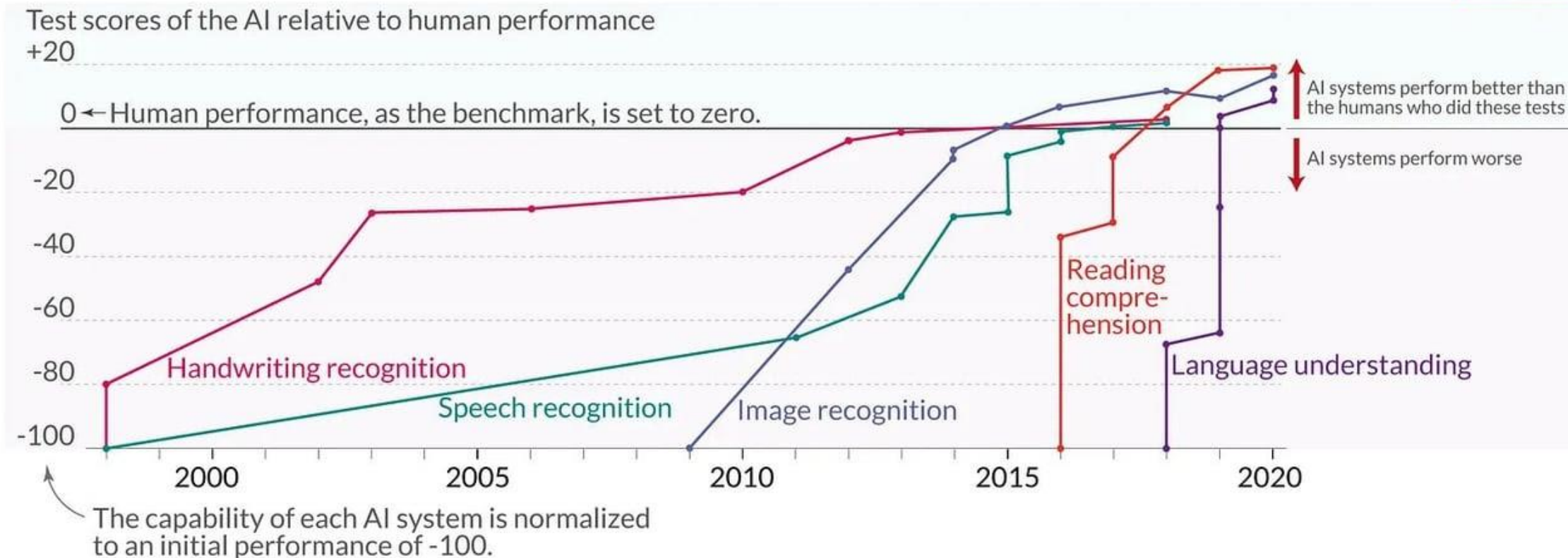




# Why all the buzz about AI right now?

Language and image recognition capabilities of AI systems have improved rapidly

Our World  
in Data

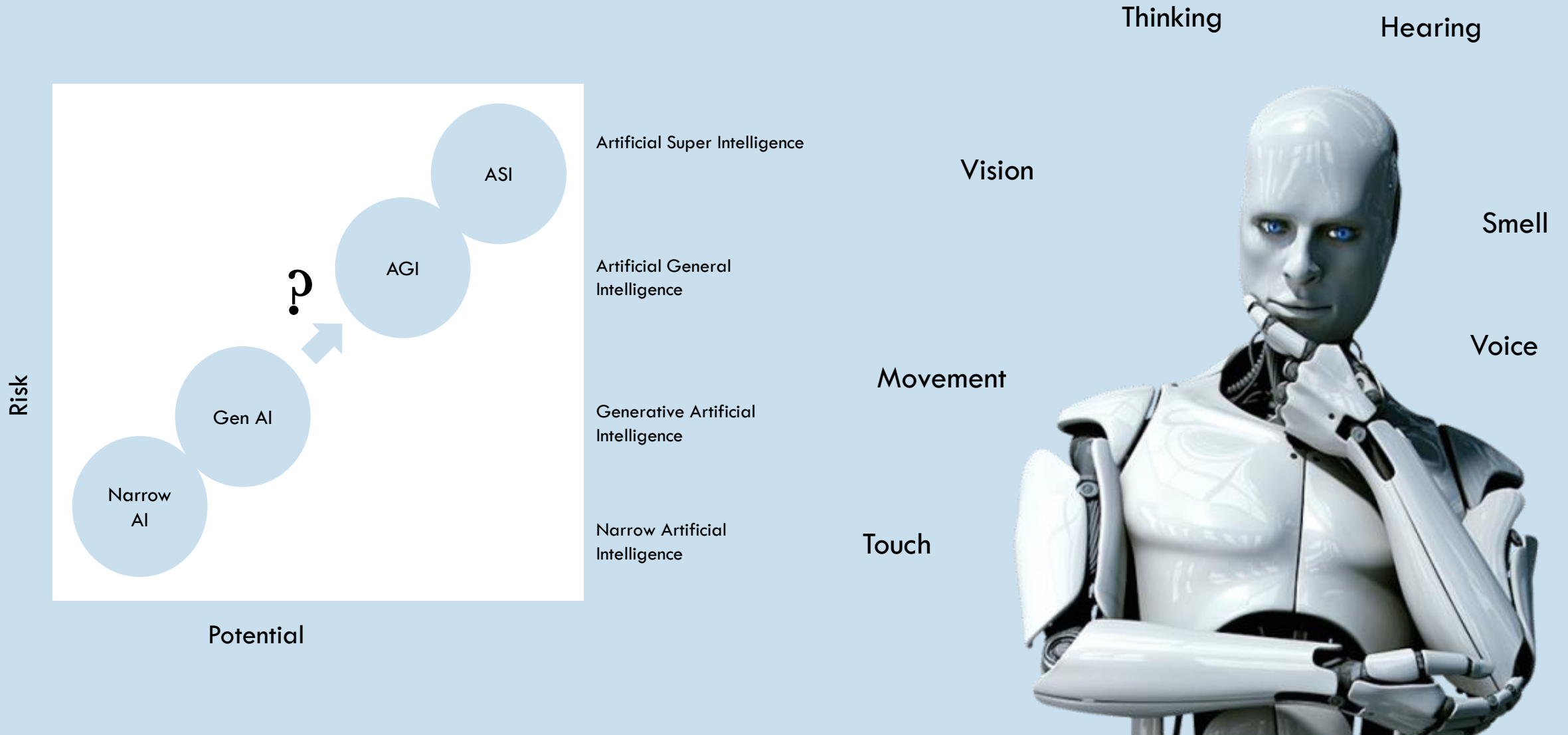


Data source: Kiela et al. (2021) – Dynabench: Rethinking Benchmarking in NLP  
OurWorldinData.org – Research and data to make progress against the world's largest problems.

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MIT's definition of AI – "How close or how well a computer can imitate or go beyond, when compared to a human being"







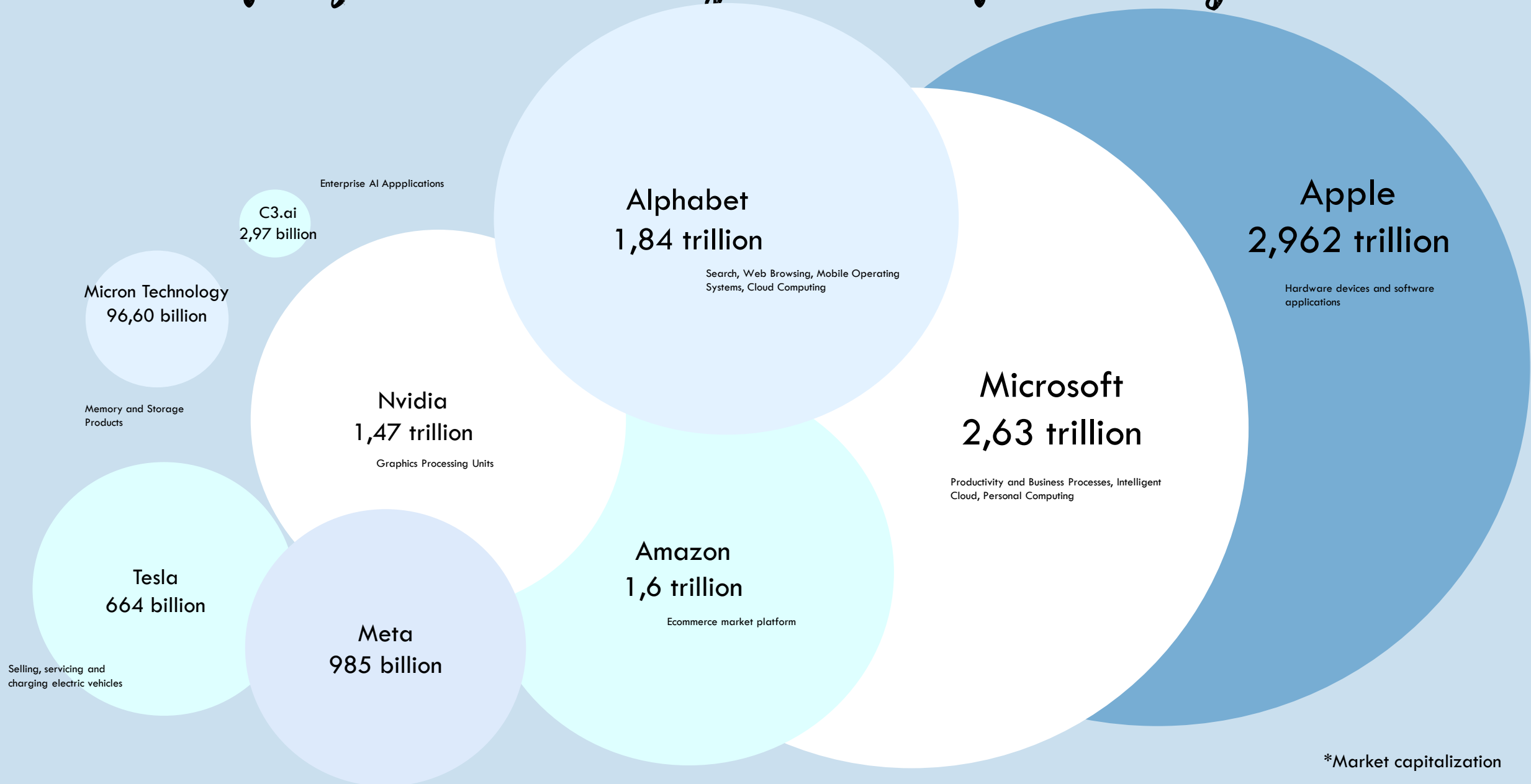
## *The two most important differences between AI and earlier technological breakthroughs*

1. AI is programmed to make decisions by itself
2. AI is creative and can come up with things humans can not foresee





# Which players are leading the development right now?



\*Market capitalization



A close-up, high-resolution photograph of a human eye. The iris is a light, hazy blue-grey color with a complex, fibrous texture. A sharp, rectangular reflection of a window or light source is visible in the upper-left quadrant of the iris. The pupil is a dark, circular opening in the center. The surrounding sclera is a pale, fleshy pinkish-white. Long, dark, and slightly curved eyelashes are visible on both the upper and lower eyelids. The skin around the eye is smooth and has a warm, reddish-pink tone.

4,3 billion





“Facebook has to play in Apple’s sandbox and it doesn’t like that”

“

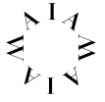
*Here we are in 2022 and all our devices are still built around apps and not people...*

Mark Zuckerberg



# Amazons everyday universe





*The fight over customers time and engagement is intensified and the goal is to win ALL their time...*

AI in screen



**HARDWARE &  
APPS**

Apple  
Xiaomi

AI ii scroll



**SOCIAL  
INTERACTION**

Meta  
Tiktok  
WeChat

AI in purchase



**E-COMMERCE**

Amazon  
Alibaba  
Walmart

AI in transactions



**TRANSACTIONS**

Paypal  
Tencent

AI i click



**SEARCH**

Google  
Baidu

AI i interest

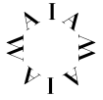


**MEDIA &  
ENTERTAINMENT**

Apple  
Disney  
Netflix

*...through AI on their own platform – “TASK COMPLETION ENGINES”*





SEO becomes AIO and the search experience is improved whilst the lock-in effect increases massively







"The last big shift for us  
was going from a  
desktop world to a  
mobile world. The thinking  
was  
'mobile first'.

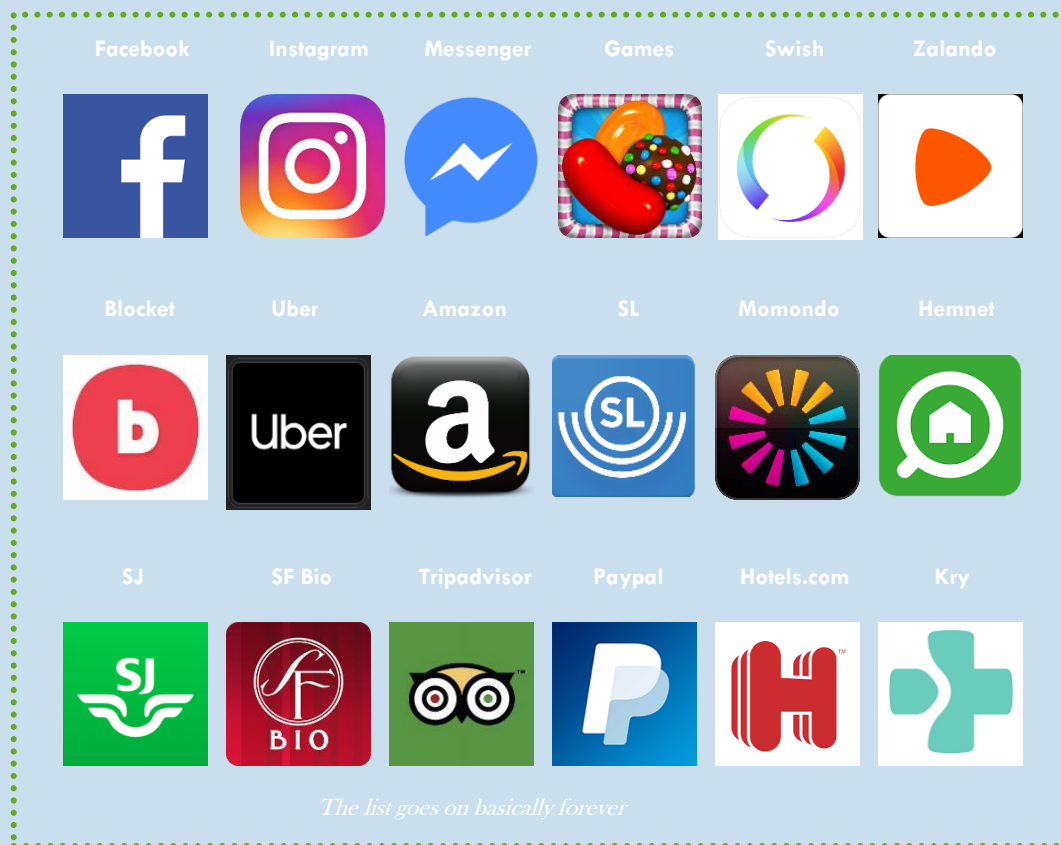
Now the thinking is  
'AI first'  
— across all our products"

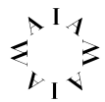
Sundar Pichai, CEO Google





Conversational user interfaces are key for maximizing AI potentials – and the aim is to never let users out the platforms





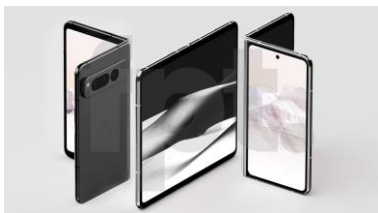
# Roadmap of Tech launches - focused on new hardware

2023

2024

2025

GOOGLE  
Foldable displays



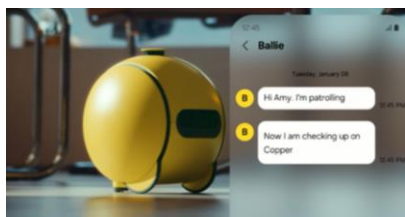
META:  
Smart glasses



AMAZON:  
Smart glasses



SAMSUNG  
Ballie



BMIND:  
Baracoda



AMAZON:  
Echo Pop Kids



HUMANE:  
AIPin



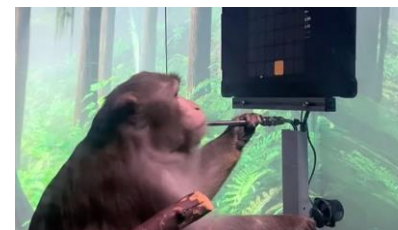
RABBIT:  
Rabbit R1



SWAROVSKI:  
AX Visio



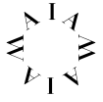
NEURALINK:  
Neuralink



META:  
Neural wristband







# *Intention steers our devices*

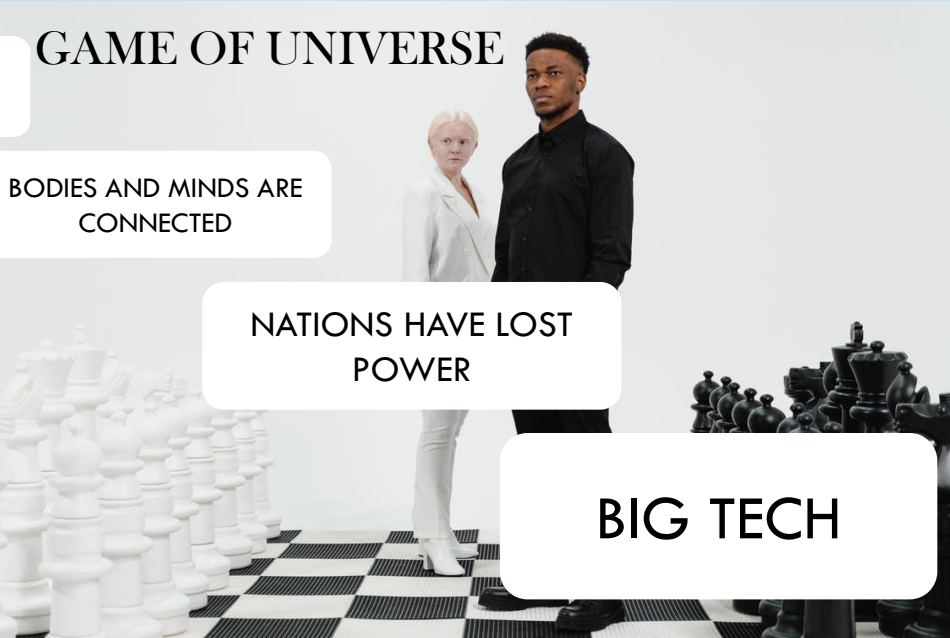




# CONTROL MACHINES WITH YOUR THOUGHTS



MEANING IN FOCUS



GAME OF UNIVERSE

EVERYTHING AS-A-SERVICE

BODIES AND MINDS ARE CONNECTED

NATIONS HAVE LOST POWER

BIG TECH



HUMANITY EMPOWERED

PEACE-BY-SOLUTION

RAISED CONSCIOUSNESS

OMNI-WIN VALUE SYSTEMS

HUMANITY



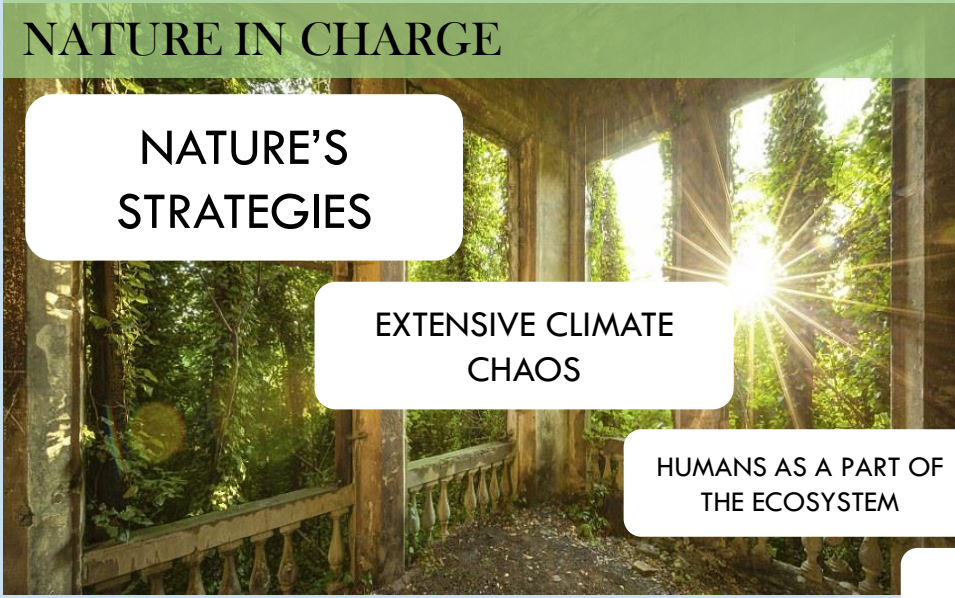
AN ARTIFICIAL PLANET

SCIENTIFIC SUPERMINDS

ARTIFICIAL REGIONS & BABIES &...

LONGEVITY

SCIENCE-FOR-ALL



NATURE IN CHARGE

NATURE'S STRATEGIES

EXTENSIVE CLIMATE CHAOS

HUMANS AS A PART OF THE ECOSYSTEM

CIRCULAR & NATURAL

MATTER IN FOCUS

EXPONENTIAL GAPS

REDISTRIBUTION OF RESOURCES





*What role do humans have in all this?*



*Thank you!*

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