



VISIONARIES UNITE: SHAPING THE MEDIA LANDSCAPE OF TOMORROW

Arian Okhovat Alavian, Co-Founder and CEO



PANTA RHAI combines human creativity with (generative) AI technology to develop innovative solutions for media companies and beyond. Our expertise ranges from AI strategy consulting to the development of specialized AI models.

Together with our partners, we conduct research and work towards the meaningful and responsible use of artificial intelligence in the media industry and more.

Partners include:





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oder verwenden Sie
den Link, um
teilzunehmen



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0 Antwort übermittelt

What is the first thing that comes to mind when you think of AI integration in the media industry?



Warten auf Antwort...

Antworten werden als Wortwolke angezeigt

Wordcloud

Alle Antworten



1 von 2





0 Antwort übermittelt

How prepared do you feel for it?

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2 von 2





EVOLUTION OF THE MEDIA LANDSCAPE

**GLOBAL AND REGIONAL TRENDS &
KEY DRIVERS OF CHANGE**



GLOBAL AND REGIONAL TRENDS I

87%

of publishers plan to **invest in AI** and **data analytics** to enhance content creation, personalization, and distribution.

66%

of **global advertising budgets** were allocated to **digital channels**, like social media, search, retail, display, or classified ads.

49%

of **total revenue** for the median company in 2023 came from **consumer revenue**, making it the largest revenue source.

11%

of the **revenue** came from sources other than circulation or advertising with publishers **diversifying revenue streams**.



GLOBAL AND REGIONAL TRENDS II

Economic Pressures

Economic instability challenges, including inflation and **reduced advertising budgets** result in **revenue pressures**.

Declining Referral Traffic

Algorithm changes and the phasing out of third-party **cookies** as well as **conversational AI** and **generative search**.

Combatting Misinformation

60% of global consumers believe news organizations frequently **report false stories**.

Focus on First-Party Data

With the **decline of third-party cookies**, publishers are focusing on first-party data collection.



KEY DRIVERS IN CHANGE

1

AI in Content Creation and Personalization

.....

is significantly **boosting user engagement**. Gannett and Mediahuis reported **engagement increases of 60% and 23%** respectively, through algorithm-driven personalization.

2

AI in Automation

.....

enhances **news production, paywalls, and targeting**. AP **boosted their output** from 300 to 3,700 articles per quarter, while The New York Times and Dagbladet use AI-driven paywalls.

3

AI in Data Analysis

.....

deciphers **audience behavior, predicts trends**, and **refines content strategies**. Bloomberg's "Cyborg" analyzes financial reports quickly, while AI tools track social media trends at scale.



KEY DRIVERS IN CHANGE

4

Data-Driven Decision Making

uses analytics to optimize **content strategies**, **boost engagement**, and **drive growth**. AI enables **real-time campaign optimization** and limitless **A/B testing**, reducing manual efforts.

5

Broader Innovation Toolkit

includes **AI, AR/VR**, and **blockchain**. Near-term: generative AI, AR/VR. Midterm: blockchain, immersive experiences. Long-term: multimedia, decentralized platforms, advanced AI.



New Storytelling Formats:

Video and Interactive Content:

Platforms like YouTube and TikTok are leading the charge in video content, while interactive digital stories and immersive experiences (AR/VR) offer new ways to engage audiences.

Podcasting Growth:

Podcasts continue to gain popularity, offering a convenient and intimate medium for storytelling and information dissemination.



AI Avatar Generator by captions



RECOMMENDATION: STRENGTHEN TRUST WHILE LEVERAGING AI.

Together with the University of Hamburg and the University of Rostock, PANTA RHAI is conducting research on the acceptance of AI among German news readers.



Universität
Rostock



Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

Interest in AI-Generated Content

Consumers show a general interest in AI-generated content in newspapers.

.....

No Direct Negative Impact

The introduction of AI-generated articles does not directly diminish the attractiveness of the articles or reduce consumers' willingness to read them.

.....

Skepticism Regarding Credibility

There is some skepticism about the credibility of sources when AI content is introduced, potentially lowering attractiveness and reading willingness.



LEADING WITH VISION: THE HUMAN ELEMENT

**EMPOWERING THE NEXT GENERATION OF TALENT &
FOSTERING A CULTURE OF INNOVATION**



„If we use generative AI responsibly, it will mark the beginning of a new era of creativity and innovation.“

Thomas Rabe,
Chairman and CEO of Bertelsmann



EMPOWERING THE NEXT GENERATION

Encourage experimentation and innovation within teams. Create an environment where **new ideas are welcomed** and rewarded. Provide **ongoing training** to keep employees updated on the latest **digital skills**.

- 1 Foster a Culture of Continuous Learning
- 2 Embrace Agile Methodologies
- 3 Leverage Emerging Technologies
- 4 Prioritize Data-Driven Decision Making
- 5 Encourage Innovation and Risk Taking



INNOVATION HUBS & LABS



Research & Development



AI + Automation Lab



Media Innovation Lab



Generative AI Initiative



Project



UPSKILLING & TRAINING

“Only **1 in 20 European** companies has trained more than 25% of workers on AI, which is the **lowest rate globally**”

**axel springer _
academy**
of journalism & technology

.....

Started in **February 2023**, with training **from basics to advanced applications** like personalized AI assistants, journalistic research, fact-checking, and deepfake detection.



.....

The “**AI Challenge**” has engaged **700+** employees, covering from AI basics to tools and use cases, with Alma Media aiming for **company-wide AI experimentation by 2024**.



CALL TO ACTION

01

EMBRACE INNOVATION

02

INVEST IN TECHNOLOGY

03

ESTABLISH ETHICAL GUIDELINES

04

EMPOWER THE NEXT GENERATION



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What's the first concrete step you'll suggest your team on Monday based on what you've heard this week?



Warten auf Antwort...

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1 von 1





PANTA RHAI

Thanks for Your Attention & Let's Get in Touch!

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