

Generative AI In The Age of Generational M&E Disruption

A CFO's Perspective

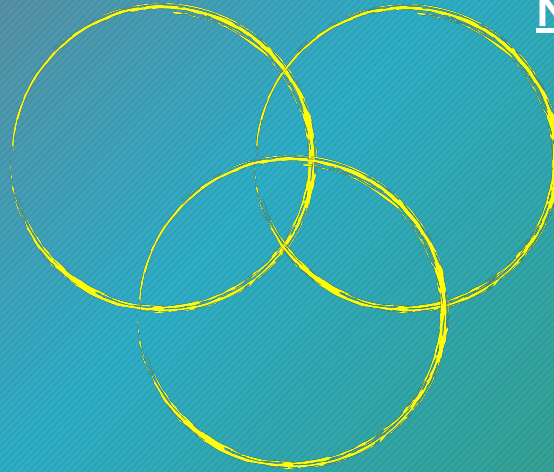
Backdrop: A Perfect Storm

Legacy Business

Declining
Core Businesses

New Distribution Platforms

Unproven Monetization
Models



Generative AI

Disruptive Tech for Content Creation
& Breakthrough Productivity

AI's Role in M&E Evolution: CFO View

New Distribution
Media Platforms

Margin Expansion

Economies of Scale

Customer Value Maximization

Acquisition & Engagement

Legacy Media
Businesses

Margin Protection

Operation Optimization

Offset/Stabilize Lost Revenue

Digital Value-Add & Migration

Operating Cost /
Capital Allocation

Revenue / Monetization

Generative AI Acceleration: M&E Supply-Side

Text

Prompt: baseball haiku

2018

“a man who’s going to lose, a man who doesn’t need to lose. he wants the people to win by doing something he wants, rather than because they’re being manipulated, they’re playing the game”

2023

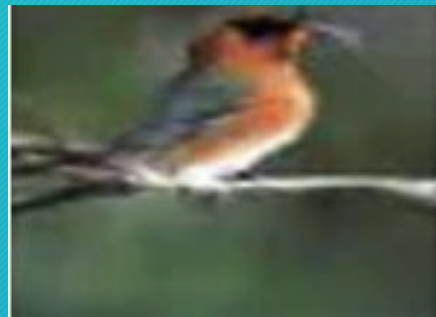
“In summer’s embrace, Bats crack, balls soar through the air, Baseball’s timeless grace”

Output: more responsive

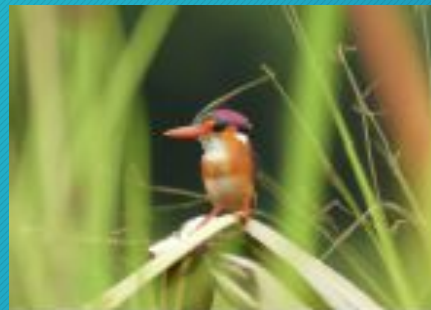
Image

Prompt: small bird

2016



2023



Output: more detailed

Audio

Evolution of deepdub.ai

Dec 2020

- 6 languages
- Exits stealth mode
- Focused on TV, film

Jul 2023

- 65 languages
- MPA TPN4 accreditation
- deepdub GO: All industries, user voices, emotional prompting

Output: more abilities & breadth

Video

Text-to-video outputs

Dec 2022



Aug 2023



Output: net new, higher quality

AI Acceleration: M&E Demand-Side

Creative

Non-Creative

Text

Image

Audio

Video

- Creative writing (e.g., books, articles, scripts)
- Copy writing (e.g., advertising)
- News synthesis and analysis

- 2D/3D asset modeling
- Concept art & storyboarding
- Editing

- Dubbing
- Editing & Restoration
- Music & lyrics
- Generation

- Editing
- Restoration & enhancement
- Generation
- VFX & other

- . Sales, Marketing, & advertising
- . Personalized recs
- . Closed captions/audio descriptions
- . Legal analysis

Currently limited by several factors



Training data quality



Output accuracy



Output realism



Output consistency



Output length



Copyright/IP restrictions

AI in the M&E Value Chain



AI Impact	<ul style="list-style-type: none"> • Efficient concept generation & management 	<ul style="list-style-type: none"> • Lower cost of production & time to produce 	<ul style="list-style-type: none"> • Reduced VFX/Editing Time & Lower Cost 	<ul style="list-style-type: none"> • Reduced publishing time 	<ul style="list-style-type: none"> • Personalized Product Experience and Ads • Reduced Promo Costs 	<ul style="list-style-type: none"> • Analytics for dynamic pricing and revenue optimization
Adoption Risks	<ul style="list-style-type: none"> • IP/Rights Management 	<ul style="list-style-type: none"> • Talent Management 	<ul style="list-style-type: none"> • Reliability & Scalability of Tools 	<ul style="list-style-type: none"> • Reliability & Scalability of Tools 	<ul style="list-style-type: none"> • Privacy & Security 	<ul style="list-style-type: none"> • Custom Solutions

Content Creation Threat to Traditional Studios

Democratization of content creation...

- Lower barriers to entry
- Higher quality content
- No guild limitations

In the next 3-10 years:

Cheaper, faster, high-quality outputs by small teams and individuals in higher volumes

...stronger competition for audiences' attention



Small studios

High-quality content on par with studio films, shows, and AAA games



Individual creators

Homemade films, shows, and games without backing of established players



User-generated social content

Interactive social media content that will capture greater share of audience screentime

AI for CFOs



Automation of Reporting



Risk Management/Internal Audits



Predictive Analytics for Forecasting & Budgeting



Cross Functional Business Intelligence & Decision Support



Strategic Planning



Shift of Time and Attention to Operating Leadership as Blended COO/CFO Roles

Co-Intelligence & Co-Habitation with AI



Crawl/Walk/Run



Training/Development



Use-Case Approach to
adoption



Cross-function /
Cross-company
learnings / Best
practices



Go slow to go fast



Checks & Balances

Closing Thoughts

