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THE BOARDROOM BRIEF

Here's What Everyone
In Mass Media &
Entertainment Is Getting
Wrong About AI

23

00

Putting this report into perspective.

I have worked within some form of mass media for a couple of decades and have a unique skillset that includes expertise in television/digital production, print/digital journalism, music branding, light computer coding, corporate employment, and entrepreneurship both U.S. domestically and internationally. The thru-line has always been a focus on 18-23/34 year-olds. I have not only built my own successful businesses but have also helped create multimillions for my clients.

What I have learned is that the biggest winners in the mass media/entertainment/communications world possess the widest view!

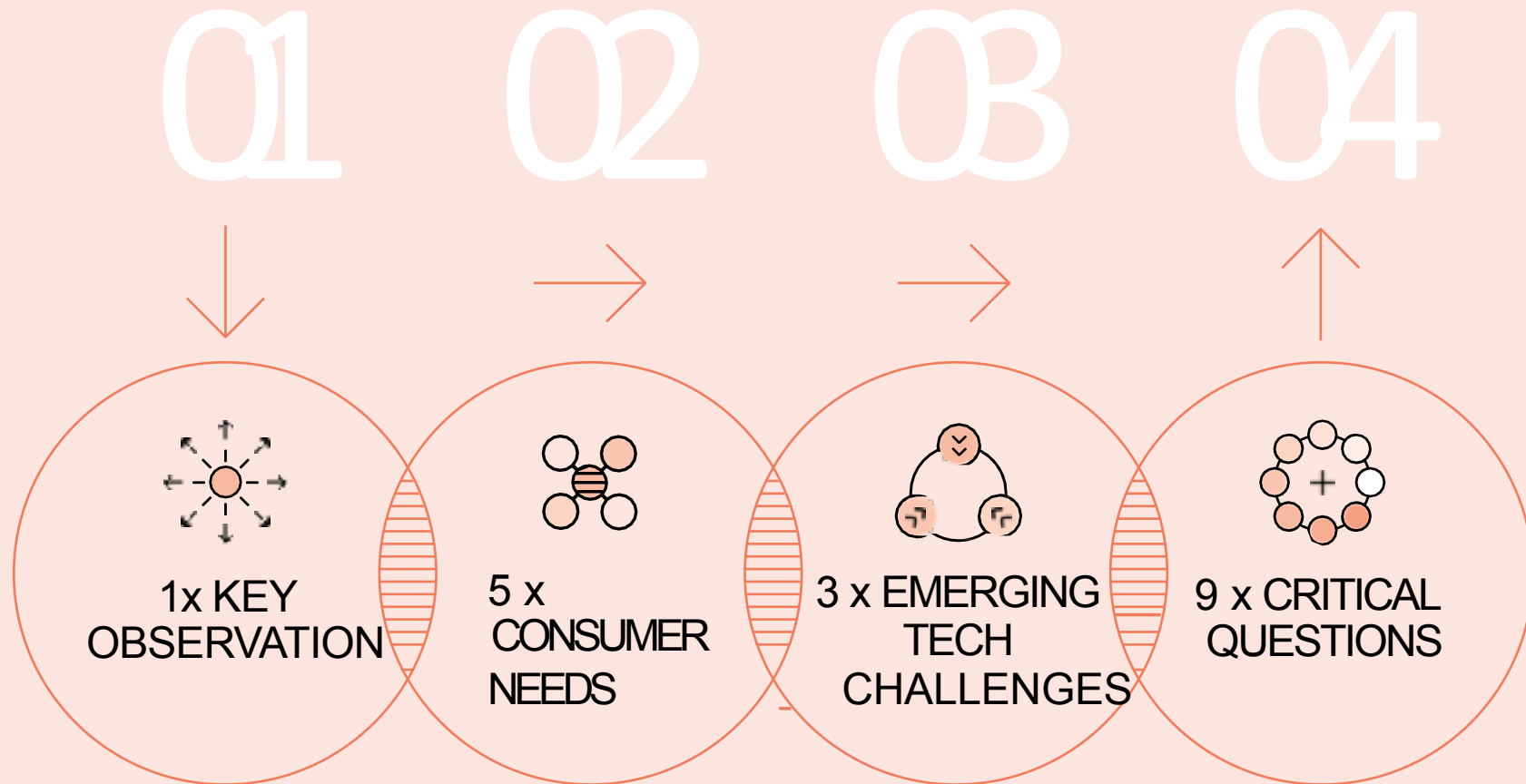
Right now too many senior leaders are allowing AI to live rent free in their minds. Many of the views tend to be myopic and absolute. They are focusing on one instrument instead of focusing on a full orchestra of emerging technology that is multiplying so quickly that by the time you even finish reading this brief, new developments will have already been announced.

The reason why there is a sense of urgency around AI is that many executives simply were not ready for it. Indeed, the massive shift in the industry and the new revenue streams and

products unfolding was a talking point within a private, two-day event I produced at a ski residence in Deer Valley at Sundance Film Festival 2020 right before the pandemic began (report available upon request). However, I have been tracking this area for years. I wrote about impending [AI challenges](#) for Forbes as Innovation contributor years ago. Most people in media brushed off my AI forecast believing AI was only relevant for academia or biotech. But my instinct was correct. Now I am decoding **technology convergence**. This understanding and its applications coupled with the proper cultural intelligence will create new behemoths in media/entertainment/communications while others fade away.

Here's what I know for sure: If media executives were not prepared for the advent of AI in their businesses, imagine what the response will be as AI quickly merges like an expanding amoeba with other emerging technology that is equally game-changing but not yet on their radars. **AI, 5G, VR/AR, Web3 and various matrices make up the real tool chest! Not just AI.**

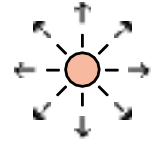
Preparing now creates competitive advantages for the next several years.



TREND

01

State of the Media observation.



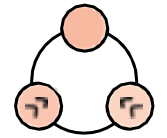
Disney Chief Bob Iger has called the present day the “Great Age of Anxiety.” To be clear, senior leaders are anxious. However, for most of your team and audiences/consumers at large, there is a deep sense of **disempowerment**. Pushback on everything from wages to pricing. This situation coupled with the advent of powerful new technologies mixed with malaise from continued rounds of layoffs mixed with a general sense of division has created a veritable tempest. And only the well-prepared will survive.

New Levels Of Innovation, Insights And Strategic Tactics Are Absolutely Critical.

Currently there is a combination of musical chairs (eye-ing partners) combined with hair on fire (do anything, fast!). If senior leaders misstep during these times, they will miss new areas of power that once set, will be set for decades to come just as when terrestrial radio, theatrical film, cable television, digital music, iPhones and more were all first introduced. Brands built over decades who didn’t prepare properly became obsolete. We are now at this same pivotal moment.

TREND
02

What Emerging Tech Is Doing To The Mass Media Business.

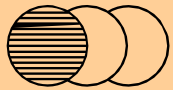


Powerful tech never exists in a vacuum. How will you prepare your team to take advantage of all the opportunities while sidestepping landmines? How can you simply become more proactive instead of RE-active? The Storyteller is currently being reinvented, re-defined, reimagined. This new human, non-human, and hybrid storyteller will rely on a combination of emerging technology and telecommunications providers to create a completely new world, ecosystem, and power dynamic, putting more pressure on systems, business models, and human capital than ever before. Why? Because...

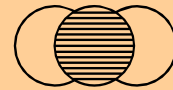
We are in a state of: EMERGENCE CONVERGENCE.

Too many have fallen into the AI vortex. AI is just ONE of the pillars in the new era for which you need to prepare.

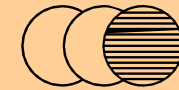
AI x 5G



To be clear, much of what is currently referred to as AI is actually machine learning. Further, AI is capable of much more than chatting and harvesting. We haven't even begun to discuss much about curation, extended predicting, and more when it comes to media, but for the sake of this brief, let's keep it simple - AI - and note that it will become an even more powerful animal as it syncs with 5G.

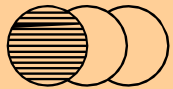


Think, 3D [on your phone](#) and holograms developed via AI. As latency and bandwidth issues begin to subside, a new dimension of [media/entertainment](#) will arise that is easily portable.

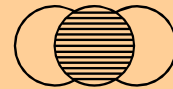


Advertising content will take on an entirely new level. Sound/music will offer the option to experience an immersive version of its traditional format. How will you create strategy for this arena?

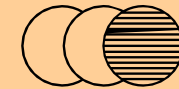
AI X Web3



The old Web is dying and a new one is being born. This new version is about community, stories, and brands. It's about owning one's data, facilitating micropayments between each other with digital currency, and so much more thanks to Blockchain technology.

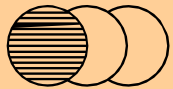


AI will help police the area of and get rid of bots but it will also enable the development and distribution of AI-generated content in a more underground manner. Just how will you police copyright in a [Discord](#) type of environment that is collaborative, mutable, and accessed via invitation-only, for example?

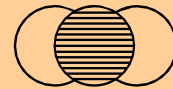


Indeed, blockchain behemoth Polygon will announce news about a partnership with a streaming company soon. And all this and more is just the tip of the iceberg.

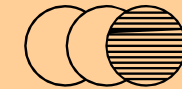
AI x AR/VR



Since at least 2008, hype has surrounded AR/VR with little mass adoption, but now with Apple and Samsung jumping into the fray, and lightweight glasses resembling Oakley now in the making, this could be the sea-change that will impact media companies.



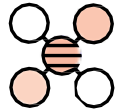
These glasses will, naturally, be AI-infused, scanning the user's home (or other place of use) in order to map it out for programmed experiences. There will be new revenue streams created where AI will be used to green light projects even more severely than now, approve editorial for news programs, and more.



Depending on whether you are the buyer or the seller, are you prepared to come to the table with your own AI analytics and overall strategy for this new hybrid platform? *even though this is not all being called the "metaverse" at present but instead "glasses," that's kinda what this is but kinda not. You are watching concepts morph and expand in real time. They are never really "over." They transform. This is why it's important to not over-react with "Chief Metaverse Officers" nor under-react with "that's completely dead now." Tech doesn't operate with this mindset. It **mutates**.

Bonus: Consider AI x IoT (yes, IoT is still simmering in the background), AI x Social Media Portability will be explosive. TikTok charts are only the beginning. RadioGPT could change the game for music media companies.
Landmines? Face Mapping, Voice Cloning, and, oh, so much more!

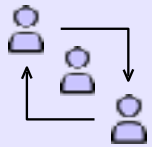
Consumers/ Audiences want it all!



Yet understanding the Emergence Convergence is nothing without understanding the audience/consumer, particularly the **GenZ/Millennial** demographic because this group is driving most of the trends. The Tech + the Cultural Intelligence are the two bookends for power. Context for technology is everything.

Here are the top 5 of many key insights about your target demographic that you may have missed to date ...

What Gen Z/Millennial mass media consumers want in 2023 ...



ONE

Edge. Although it is rarely discussed, it is no coincidence that hip hop culture continues to lead adoption of emerging tech behavior. This is where pop culture takes its cues.

Video

Note: Curiously the business side of hip hop typically lags a bit behind its artists and culture



TWO

Voice. Initiated earlier but accelerated during the pandemic, much of this demo is adamant about “sovereignty,” being heard, creating and owning their own spaces. There is also a hypersensitivity to sound/text diversity when voice takes a written form. A vital sub-category here is Autonomy: disdain for gatekeepers who diminish voice in any way, shape, or form. Concerns around voice as it pertains to Social Impact will expand.



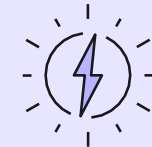
THREE

Community. Traditional types of outlets are okay, but the desire for new platforms that offer not only intimacy but acknowledgment are the golden ticket.



FOUR

Speed. FOMO rules. Thus the need to know, see, share first is paramount because it provides social capital as well as an air of stability in an unstable world. Speed of connection, exchange, delivery. Get it to me now.



FIVE

Nostalgia: Rediscovery of recording artists, clothing brands, and more. The “throw back” doubles down and is demonstrated by renewed interest in tactile items such as print magazines and more.

04

What do you need to do differently in 2023/24?

The said battle is to be over information. This is only partially true. The real battle will be over *verification* and *decentralization*. And this is all happening at such a fast pace that in only 6 months' time, there will be new tech developments, deals, and dilemmas. Here are 9 questions for you to ponder as you prepare for the new era ...

1. What will your **company's role** be if you package, produce, create, and/or manage current creators? Especially if AI "[safe haven](#)" becomes a reality?
2. How are you organizing your teams, market research, partners, and insights across multiple **disconnected departments** or if a small business, ensuring you have consistent info and a **wide view**?
3. Do you need to re-evaluate your **inter-departmental collaboration** system so that the right emerging tech is threaded throughout the product(s) to generate maximum revenue?
4. How is your team tracking and engaging cutting edge **youth culture trends & behavior** to remain ahead of the curve?
5. What **resources** are you relying upon to vet emerging technology developments and partnerships?
6. How are you ensuring that forecasts from such resources are **reliable**?
7. Are you prepared for **DEI biases** that may be complicated by AI usage such as those experienced by [various brands](#) that may intersect with your product/content?
8. How are you testing your emerging tech **strategy** against the larger cultural narratives and fast-changing norms here & abroad?
9. How are you hedging against **threats and crises**?

05

Trend report conclusion.

The good news is, there is opportunity everywhere, but in order to stay ahead of the curve in today's marketplace, senior leaders are going to need a powerful roadmap.

By understanding how the industry is changing by ensuring a 360 view and adapting their business model and product offerings accordingly, they can ensure they remain relevant and profitable in the years to come.





06

About the author, Lauren deLisa Coleman, Future Media Innovationist.






Lauren deLisa Coleman has become a leading voice in Future Media. In the past 20 years Lauren has become a successful tech-media entrepreneur, journalist, author, and professional speaker. A graduate of Columbia University, Lauren's started her first company not long after her tenure at MTV Networks. Over a successful 10-year period, Lauren created Punch Media which had offices in New York, Los Angeles, and Paris, France. When projects for clients from Snoop Dogg to Ice Cube to 20th Century Fox to Microsoft sought to leverage emerging tech at that time to connect with youth markets and drive sales, Lauren was there. Indeed, her strategy out of the company's Paris office for Jay Z's Rocawear helped lead to its sale to Iconix Brand for a record \$160. Her book "Rise of the Smartpower Class" was selected as one of Amazon's Best New Media studies when it was first released. The book's most recent update, "America's Most Wanted: How to Quad Decode And Trend Forecast" has achieved critical acclaim. She has also successfully completed the Management Development for Entrepreneurs Program at UCLA's Anderson School of Business.

Lauren has captured editorial merit with her perspective on Innovation for outlets from Forbes to cnbc.com. As an international keynote, she has spoken at such organizations as Nokia and the NASDAQ Foundation. She has appeared on MSNBC, Cheddar. Lauren is a new member of the Recording Academy and a new Innovation contributor for NASDAQ News and Markets. She recently created GameChange a 501c3 social impact initiative to support women of color in Future Media. Currently she is developing an AI-driven media with a Web3 component concept as she runs her strategy company [Lnk Agency](#) and is completing study at Harvard Business School. More about Lauren at [ultralauren.com](#)

Lauren helps senior executives in media/entertainment/communications do 3 things:

-  Leverage their current assets to generate new revenue streams.
-  Decipher cultural intelligence trends
-  deepen product experience and market share
-  Decode authentic D2C applications of emerging technology

Whenever you are ready, there are 5 ways to sync with Lauren...

-  [Subscribe](#) to her weekly podcast tracking deals, power in emerging tech, mass media through a youth culture lens.
-  Connect and receive weekly insights via her LinkedIn newsletter
[Click Here](#)
-  [Request a complimentary copy of my book](#)
Email: connect@ultralauren.com
-  [Schedule a Brainstorm session where Lauren will share 3 specific ideas for you.](#) Email connect@ultralauren.com
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Thank you

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