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Katrin J. Yuan
KEYNOTE SPEAKER

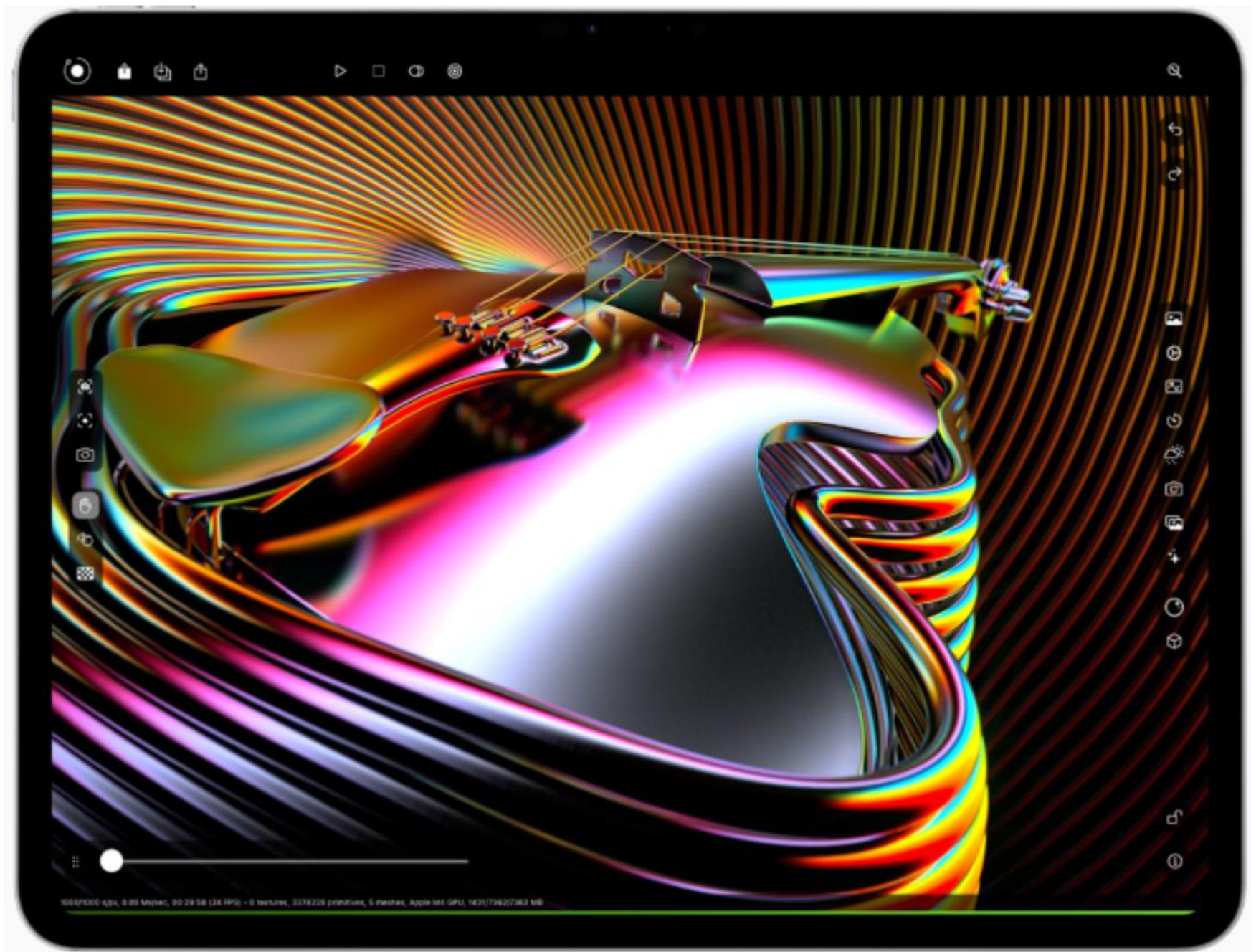


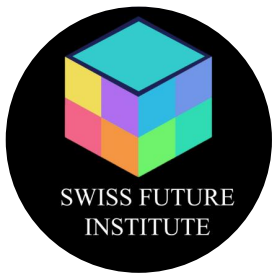
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AI FUTURE OF WORK - FUTURE OF COMMUNICATIONS
Was sind die Auswirkungen von AI für die Kommunikationslandschaft?

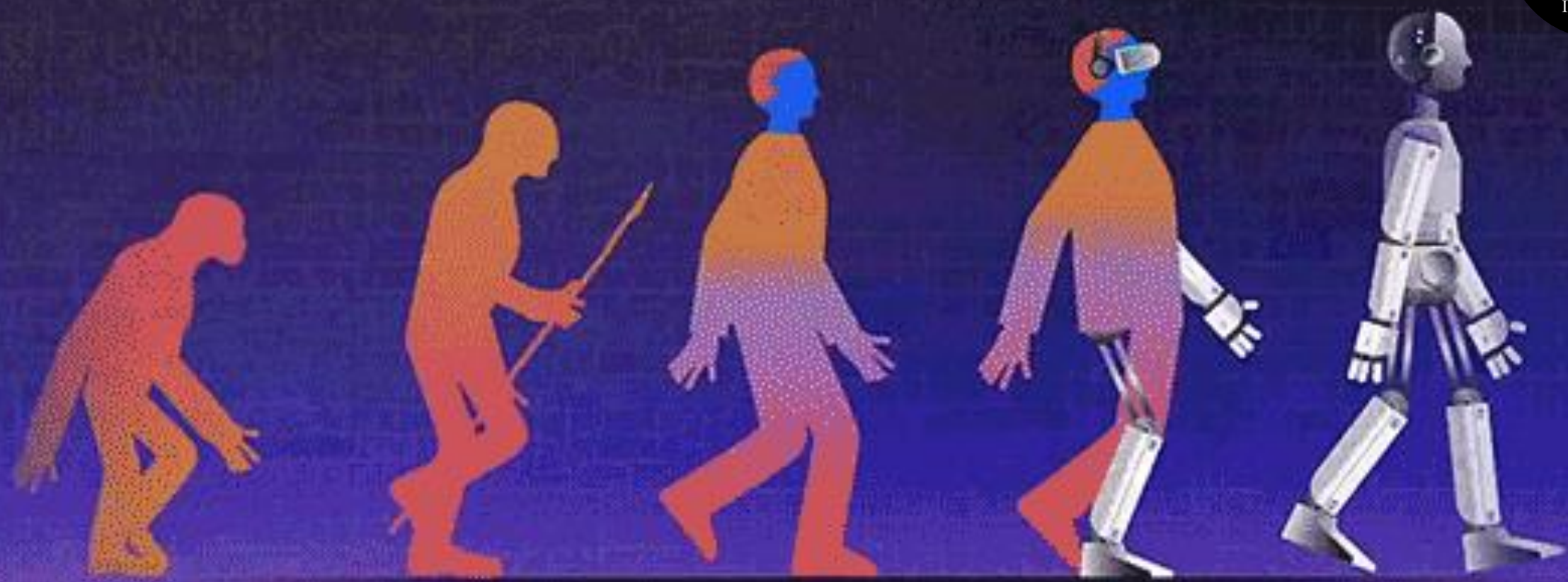
Time is running out: Emiratis want to become an AI state before oil reserves run out







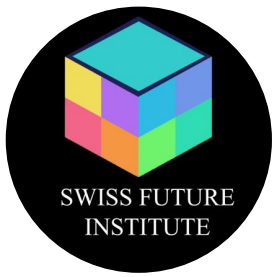
WHAT MATTERS MOST IN COMMUNICATION?

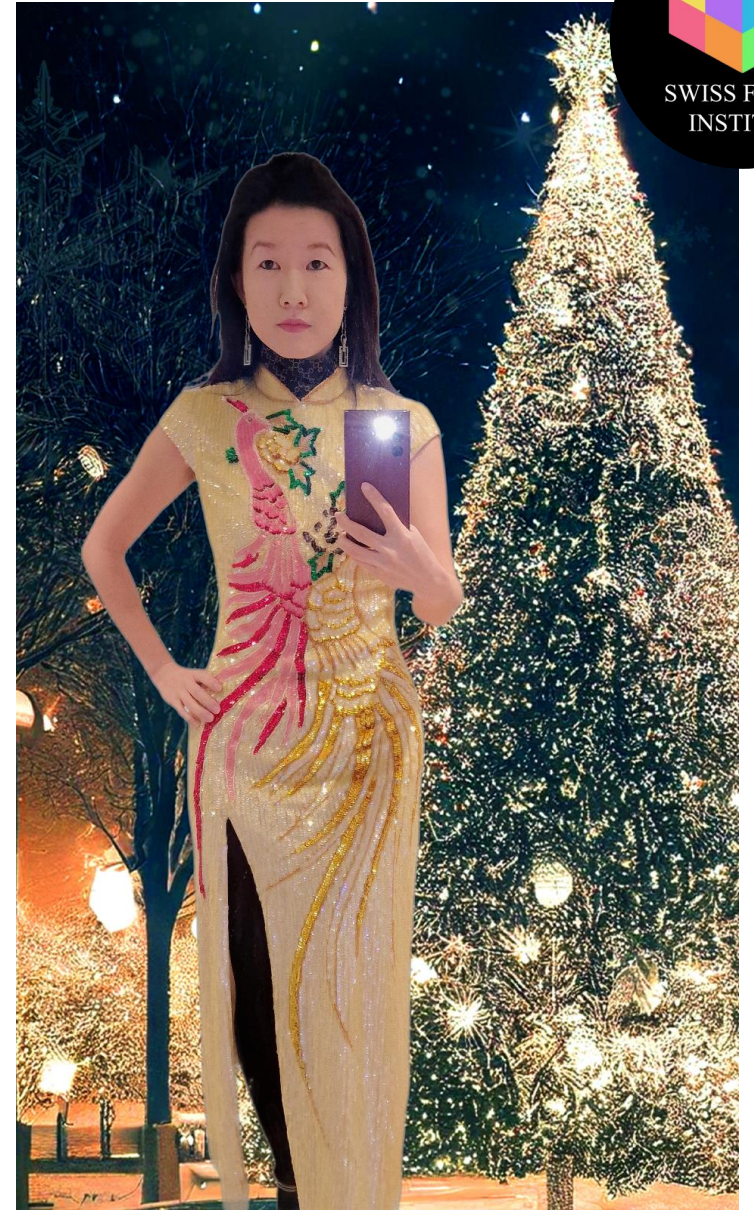


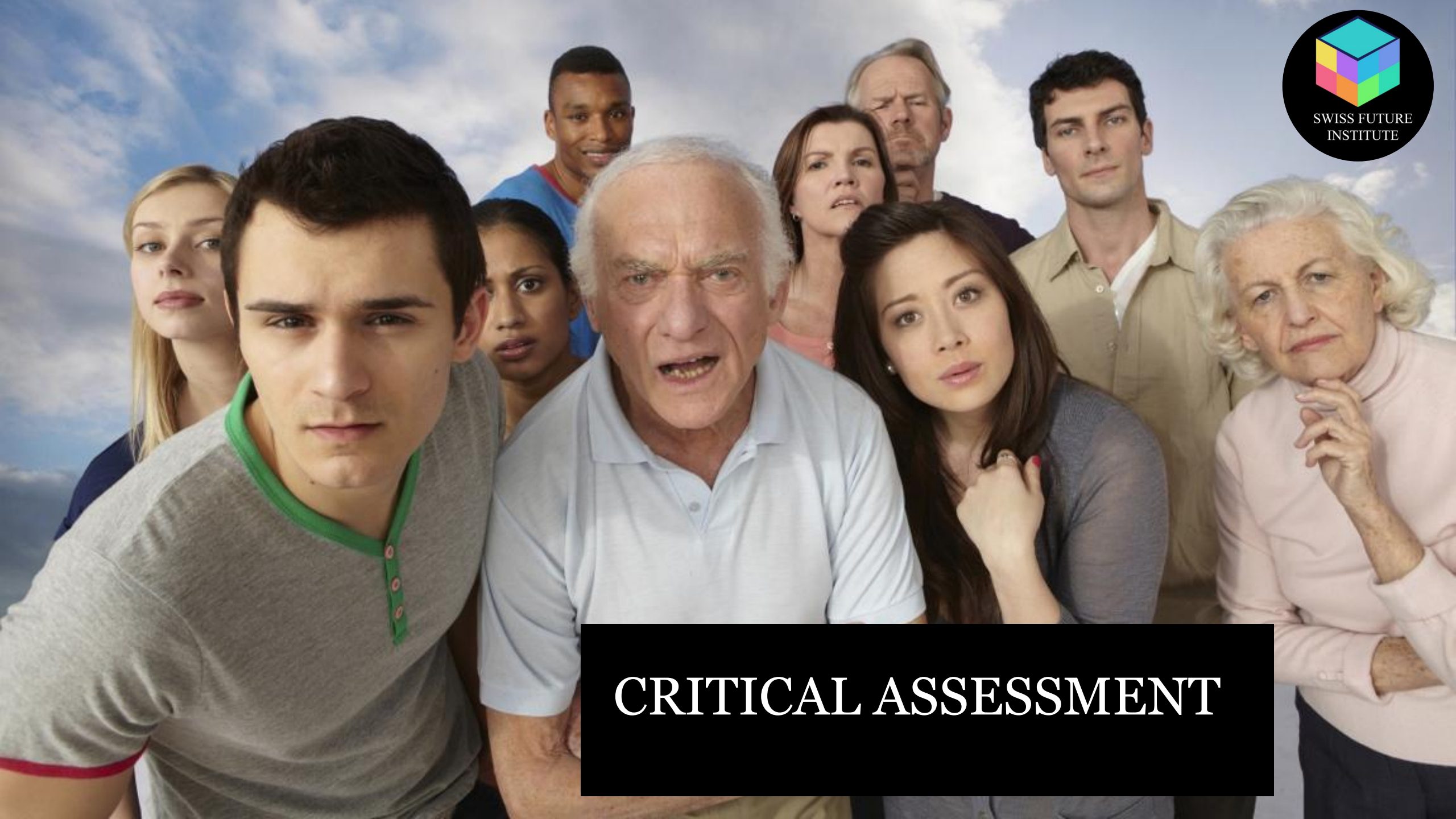
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WHAT IS PERCEPTION IN A SEQUENCE? MEET SORA







CRITICAL ASSESSMENT

OPEN AI OFFERS MEDIA 5Mio TO USE CONTENT

For the training of large language models

Wirtschaftsmagazin '**The Information**' (Paywall). Darin berufen sich die Autoren auf zwei Führungskräfte, die kürzlich mit dem OpenAI verhandelt haben.

Einen entsprechenden Deal eingegangen haben bereits die **Nachrichten** Agentur '**Associated Press**' und das **Verlagshaus Axel Springer**. Dem gegenteiligen Weg geht die 'New York Times' und hat OpenAI **Schadenersatz in Milliardenhöhe verklagt**.

Von Apple gibts das Zehnfache

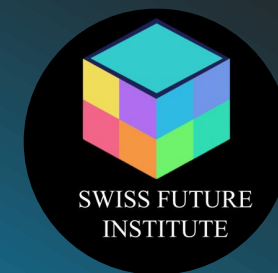
Die Höhe dieser Forderung zeigt, dass die Vorstellungen der fairen Angebot für die Nutzung des kompletten Zeitungsraums auseinandergehen. So schreibt auch 'The Information', dass es "winziger Betrag" sei, den das KI-Unternehmen biete.

Konkurrent Apple versuche ebenfalls Deals mit Medienhäusern

Source: <https://www.inside-it.ch/openai-bietet-medienhaeusern-1-bis-5-millionen-fuer-content-nutzung-20240104>

abzuschliessen, biete aber "mehr Geld" heisst es im Bericht weiter. Da





TOP 5 WHERE THE COMS LANDSCAPE WILL CHANGE



Knowledge ->
Adaptive

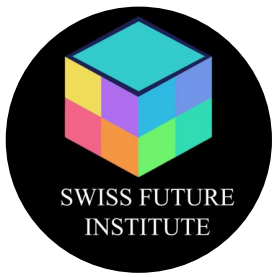
Data-Driven
Decisions
Rise of AI-
Communication Tools

Hyper-personalized
Communication ->
Engagement

Crisis
Communication ->
consequence, action,
responsibility

Culture
Curiosity
Mindset

FUTURE PREDICTIONS



The power of community and real cohesion will take center stage. The office will become a place to meet humans and build bonds.

The ability to acquire new knowledge will be more valuable than the knowledge itself -> knowledge economy to skills economy

Despite or because of technological advancements we need a new attitude that allows for more curiosity and creativity and redefine what means to create value.

Transformation needs courage and includes friction like in a tango dance building towards something new while embracing the change and appreciating the old.

HUMAN ITL



Consistency, check, responsibility



Manage things, lead people



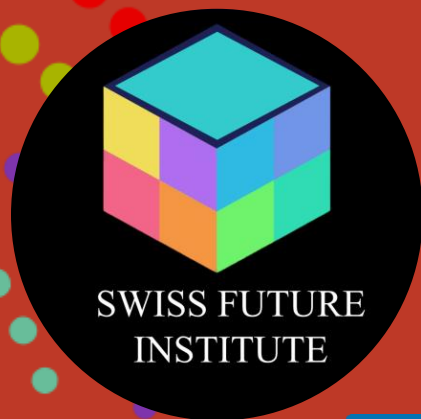
Trust

KEY TAKE AWAYS

- ✓ Who can afford to exclude AI
- ✓ It is not about more knowledge but about your speed and capability of adapting
- ✓ 90% will be substituted, the 10% are decisive and what you make out of it
- ✓ Critical assessment of AI news, biases and algorithmic discrimination and hallucinations
- ✓ How to embrace AI Future Trends and keep credibility
- ✓ The ability to acquire new knowledge will be more valuable than the knowledge itself



TODAY
IS THE
GREATEST



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