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5 THINGS WE LEARNT USING AI

ABU – Istanbul

18th Oct 2024

The AI Disruption: A Transformative Change in Media

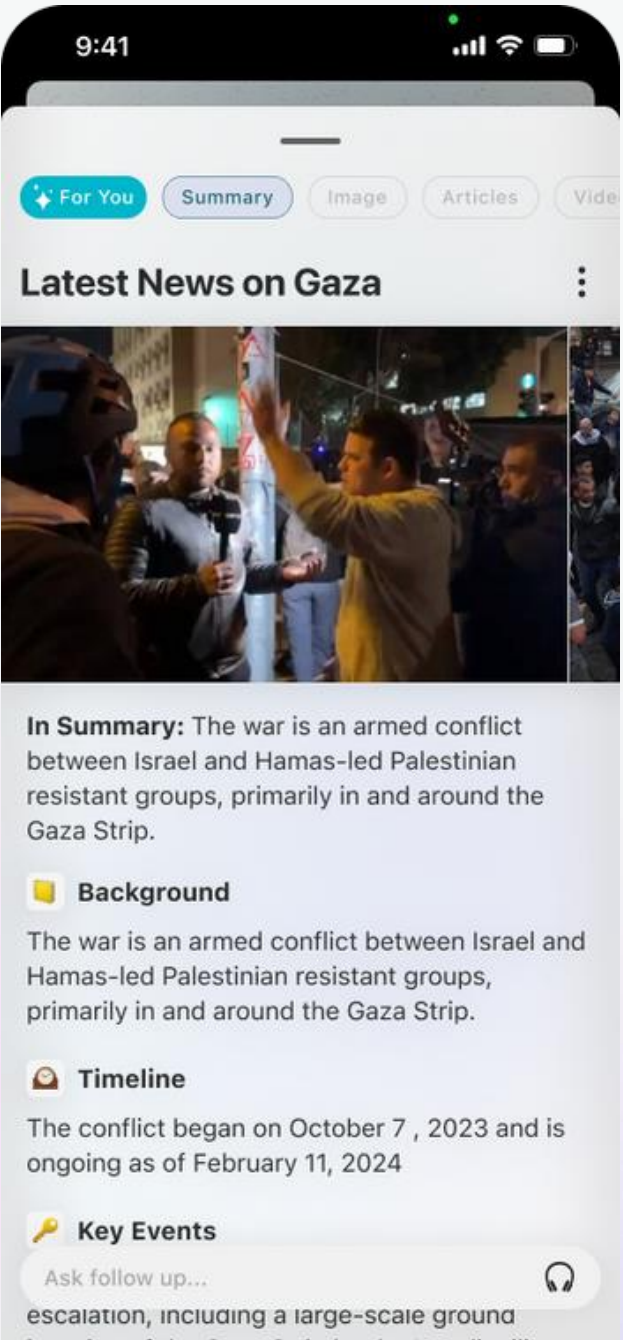
- Companies like **Google, Microsoft, ByteDance** and **Huawei** are investing billions in AI technology, competing to lead in content generation and media automation.
- **30% of companies** have already integrated AI into key business functions, driving innovation in content generation and operational efficiency. *

*McKinsey, 2023

1. **Fast Paced:** Rate of Technology Improvement

- Race by big players big and small to dominate the space
- Multiple releases of platforms every quarter
- Teams and organisations need to be nimble to change course

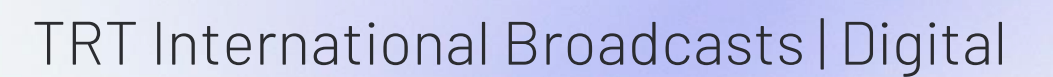
Mobile AI Search



2. GIGO: Garbage In Garbage Out

- Prompts are key and as good as the prompts
- Training data direct quality of output and editorial

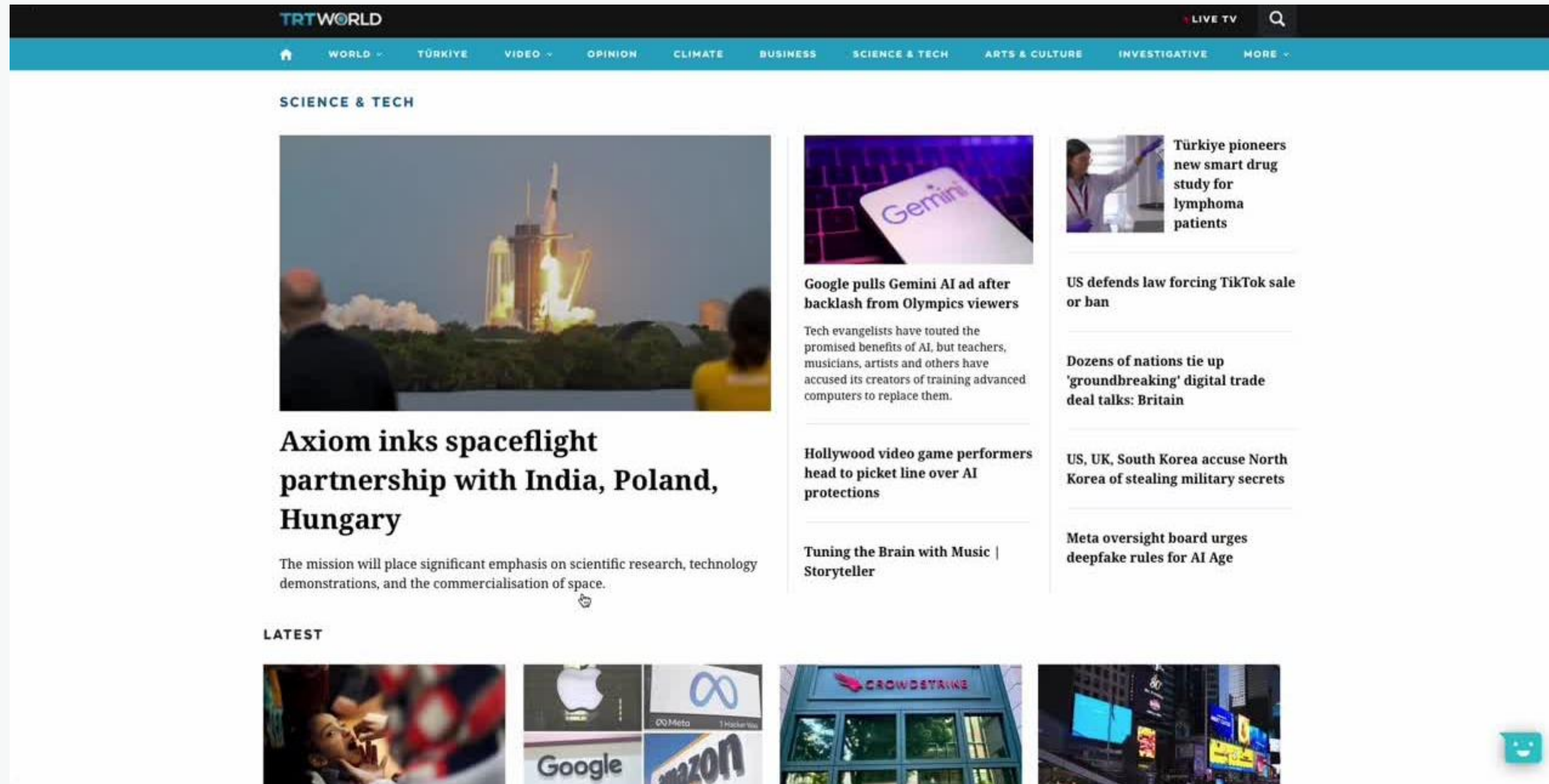
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3. Generic & Mundane: Really good at repetitive and basic tasks

- Generating boiler plate text
- Summarising, paraphrasing and reframing
- Language and grammar checking

Content Creation



4. Almost Supersonic Translations: Language crunching

- Big language base
- Context preservation
- Multiple technology options growing very fast

Content Translation

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5. Human Oversight: We still need us....

- Editorial integrity still has to be enforced with human actors
- AI can hallucinate
- Moral and ethical responsibilities

