

## Online Appendix A Example sentences related to GAI

Firm Ticker	Fiscal Time	Industry from Seeking Alpha	Earnings Call Transcript Related to GAI	Types of GAI-related Content
DOX	2023 Q3	IT Consulting and Other Services	As we showed in fiscal 2023, ..., added to which is the more recent potential of <b>Gen-AI</b> to further <b>improve efficiency across our business</b> .	Internal use for improving operational efficiency.
SOUN	2023 Q3	Application Software	And last month, it became the first in-car voice assistant with <b>generative AI</b> capabilities to go live in vehicles in Europe.	Internal use as a product.
SIEGY	2023 Q3	Industrial Conglomerates	The goal is to collaborate in a strong ecosystem of partners to revolutionize production in the future more efficiently, flexibly and sustainably. A key lever is applying core technologies such as artificial intelligence, <b>large language models</b> and additive manufacturing at scale.	Internal use for production.
EDU	2024 Q1	Education Services	As always, new rental plays great determination to cultivate new endeavors and are bolstered our existing capabilities simultaneously will devote reasonable resources on research and application of new technologies such as AI and <b>Chat GPT into our educational and product offerings</b> with a vision to uplift our strengths and pursue the growth and operational efficiency in future.	Internal use for production.
FOX	2024 Q1	Broadcasting	And during the quarter, Tubi introduced Rabbit AI a <b>Chat GPT four</b> powered recommendation engine, to help users navigate this incredible range of titles.	Internal use for production.

FOX	2024 Q1	Broadcasting	Digimarc Validate provides value to content creators and their consumers as well as owners of detection points <b><i>running the gamut of Gen AI engines</i></b> , e-commerce sites, network security companies and device vendors.	External use for building GAI-structured products (platform).
DOX	2023 Q3	IT Consulting and Other Services	We are working alongside several of our flagship customers ..., trying to focus on where we expect to achieve <b><i>meaningful financial and operational benefits for customers</i></b> as a result.	External use for facilitating customer relationship.
NSIT	2023 Q3	Technology Distributors	While we have been leveraging AI to support clients' needs for a long time, we are really excited about the acceleration that <b><i>generative AI</i></b> is providing to us and <b><i>more importantly to our clients</i></b> .	External use for supporting clients' needs.
SOUN	2023 Q3	Application Software	Furthermore, they need to make sure that brands are protected from the type of <b><i>misinformation and hallucinations</i></b> that occur from access to <b><i>unmanaged generative AI</i></b> .	Awareness of ethical issues of GAI.
MSTR	2023 Q3	Application Software	AI is smart, leveraging natural language generation reasoning and unstructured data to answer freeform questions and ideas. However, results can be <b><i>untrustworthy in producing determinate answers</i></b> that, are reliable and consistent enough to make informed business decisions.	Awareness of ethical issues of GAI.
GEN	2023 Q2	Systems Software	The reason why the advent of <b><i>generative AI</i></b> is such a cataclysmic moment for <b><i>cybersecurity</i></b> is that it really brings <b><i>unprecedented scale</i></b> ,	Awareness of ethical issues of GAI.

			<i><b>precision and speed benefits right to the hands of the bad guys</b></i> -- really tilting the cost benefit ratio in their favor.	
NSIT	2023 Q3	Technology Distributors	We've recently filed <i><b>Gen AI-related</b></i> patents .... These patents integrate <i><b>large language models</b></i> with third-party data ..., <i><b>reduce hallucinations</b></i> and query time, ... improve search capabilities <i><b>for customer support applications</b></i> .	Awareness of ethical issues of GAI.
INOD	2023 Q3	Research and Consulting Services	These are ... enterprise <i><b>adoption of degenerative AI</b></i> ... all successful businesses will have adopted <i><b>generative AI technologies into their products and operations</b></i> . ... Enterprise data sciences teams .... to ensure that the <i><b>LLMs are helpful, honest and harmless</b></i> .	Awareness of ethical issues of GAI.
UMGNF	2023 Q3	Movies and Entertainment	And we do think that some shoring up in terms of law, especially current legislation being considered in the U.S. with respect to a federal right of publicity could be very helpful in addressing the sort of <i><b>fake artist AI issues</b></i> that materialize. ....	Awareness of ethical issues of GAI.
NWSA	2024 Q1	Publishing	One observation about <i><b>Generative AI</b></i> . We often hear about <i><b>misinformation and disinformation</b></i> to the point where the very words become politicized and polluted.	Awareness of ethical issues of GAI.
HTHIY	2023 Q2	Industrial Conglomerates	However, we are trying to capture this as much as possible. ..., but we can now <i><b>replace some of it with the Generative AI for the white color work and the forecast prediction as well as reporting</b></i>	Internal use for replacing human work. Lack of awareness of ethical issues (Job

			<i>can be -- can utilize a Generative AI as well.</i> So increase in revenues as well as <i>decreasing in cost is what we're trying to achieve, using Generative AI.</i>	displacement) of GAI (indirectly)
WB	2023 Q3	Interactive Media and Services	First one is still we have to focus continuously on the accumulation and also the collection of data by using and applying <b>AIGC</b> , so that it is going to help those bloggers in generating the content in a <b>more efficient and higher quality way.</b>	Internal use for platform operation. Awareness of ethical issues of GAI.