

2

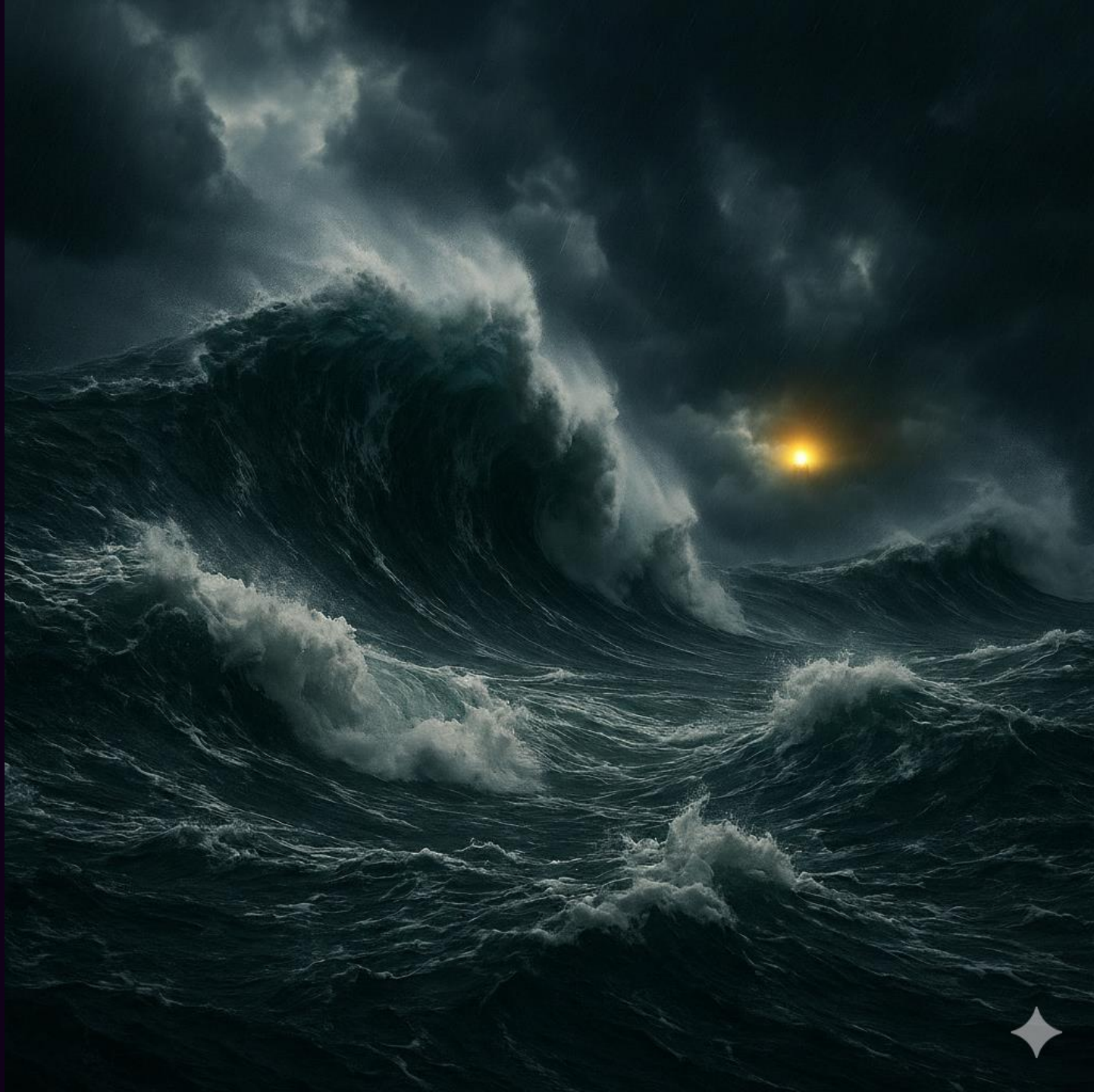
Using mapping and dreaming to tackle AI uncertainty

Lubos Steskal, PhD

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EGMONT

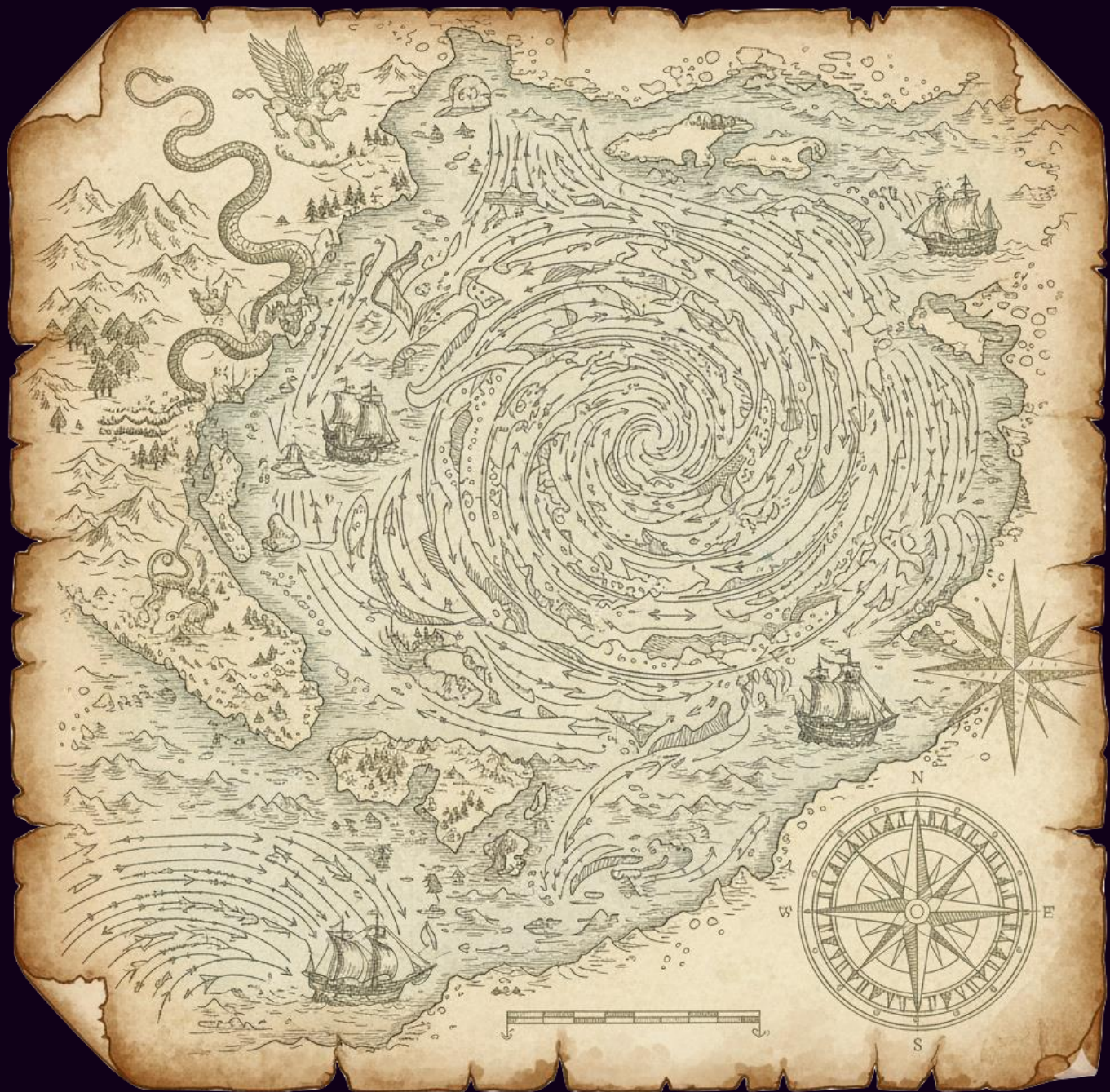




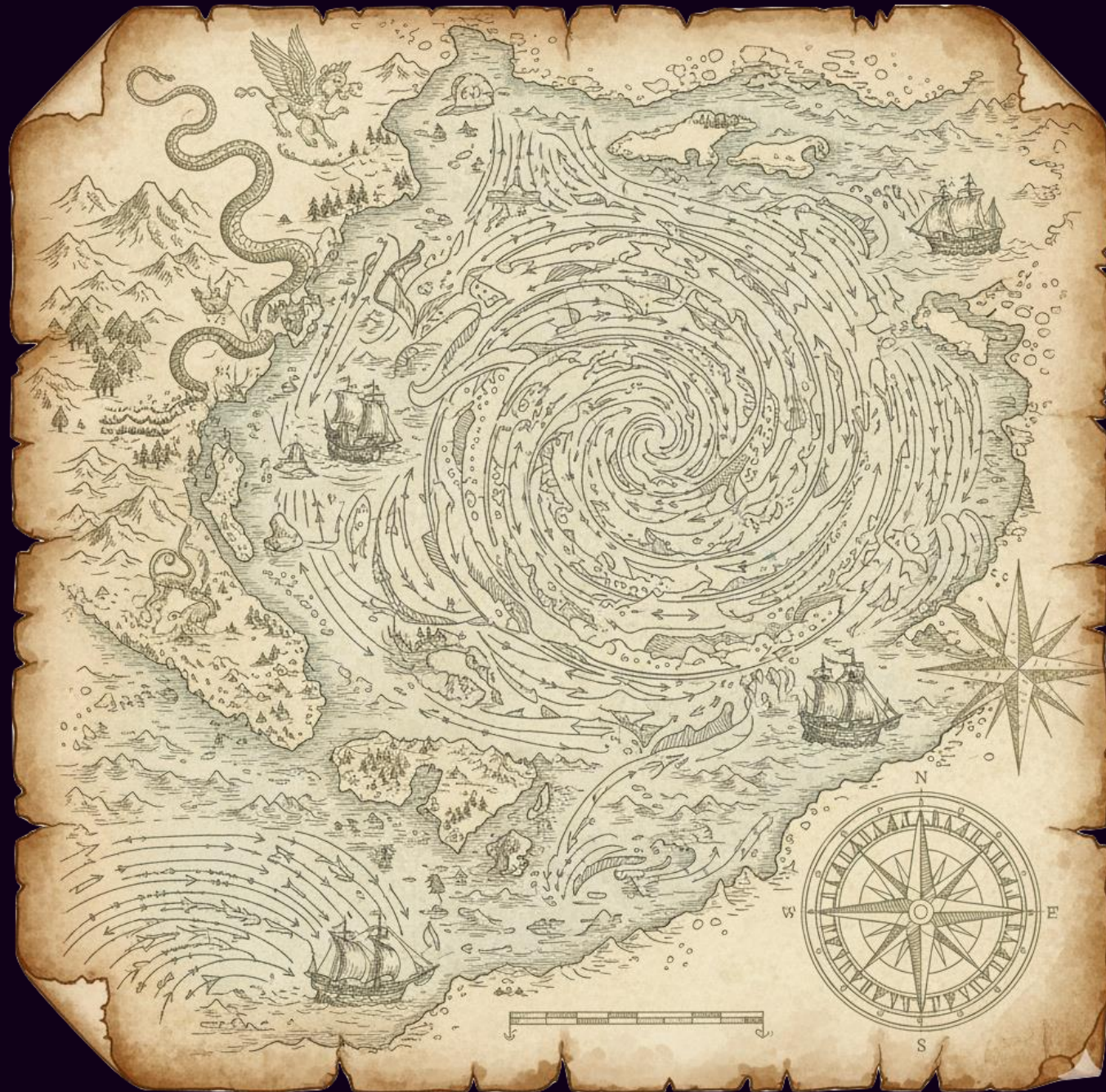








1. Wardley Mapping



Everything Evolves

Everything Evolves

Stage
Activity

1

Genesis

2

Custom Built

3

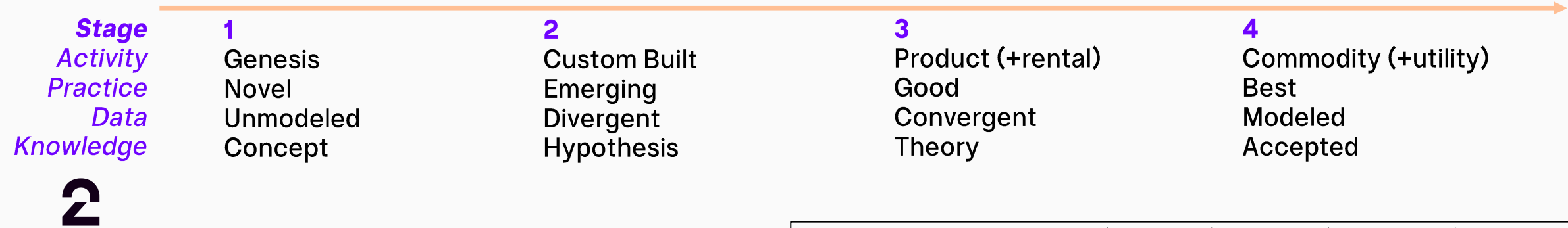
Product (+rental)

4

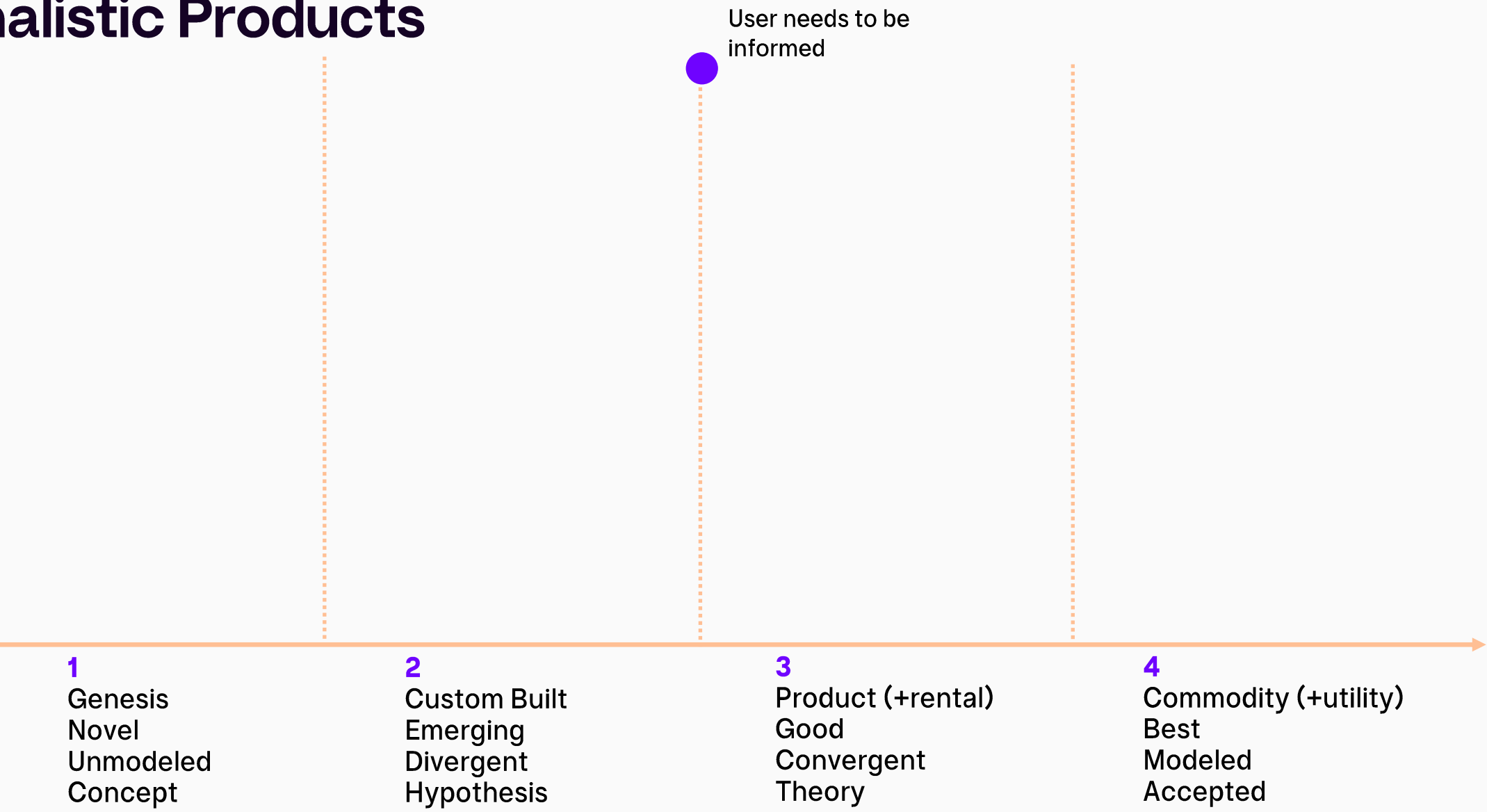
Commodity (+utility)

2

Everything Evolves

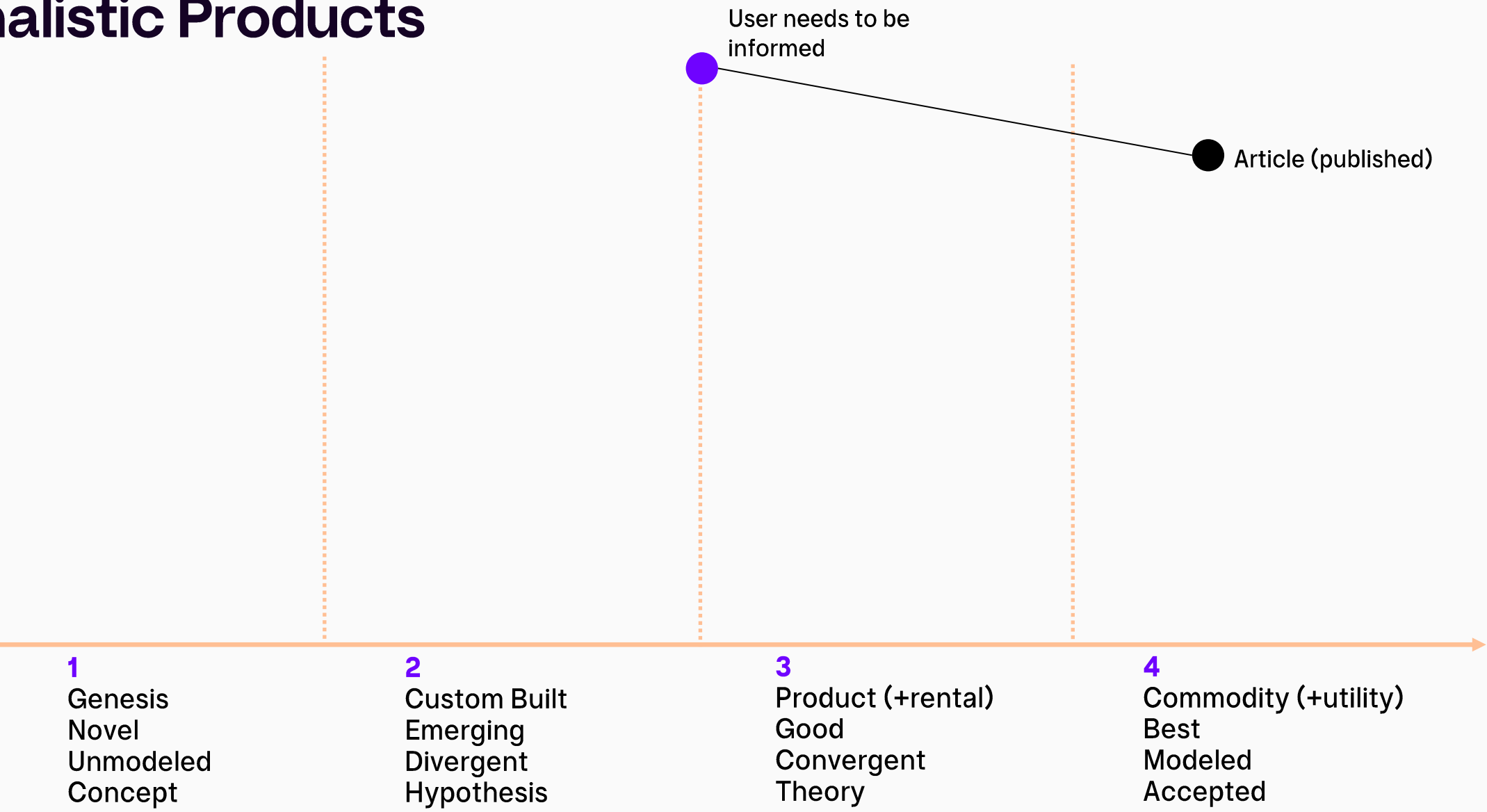


Journalistic Products

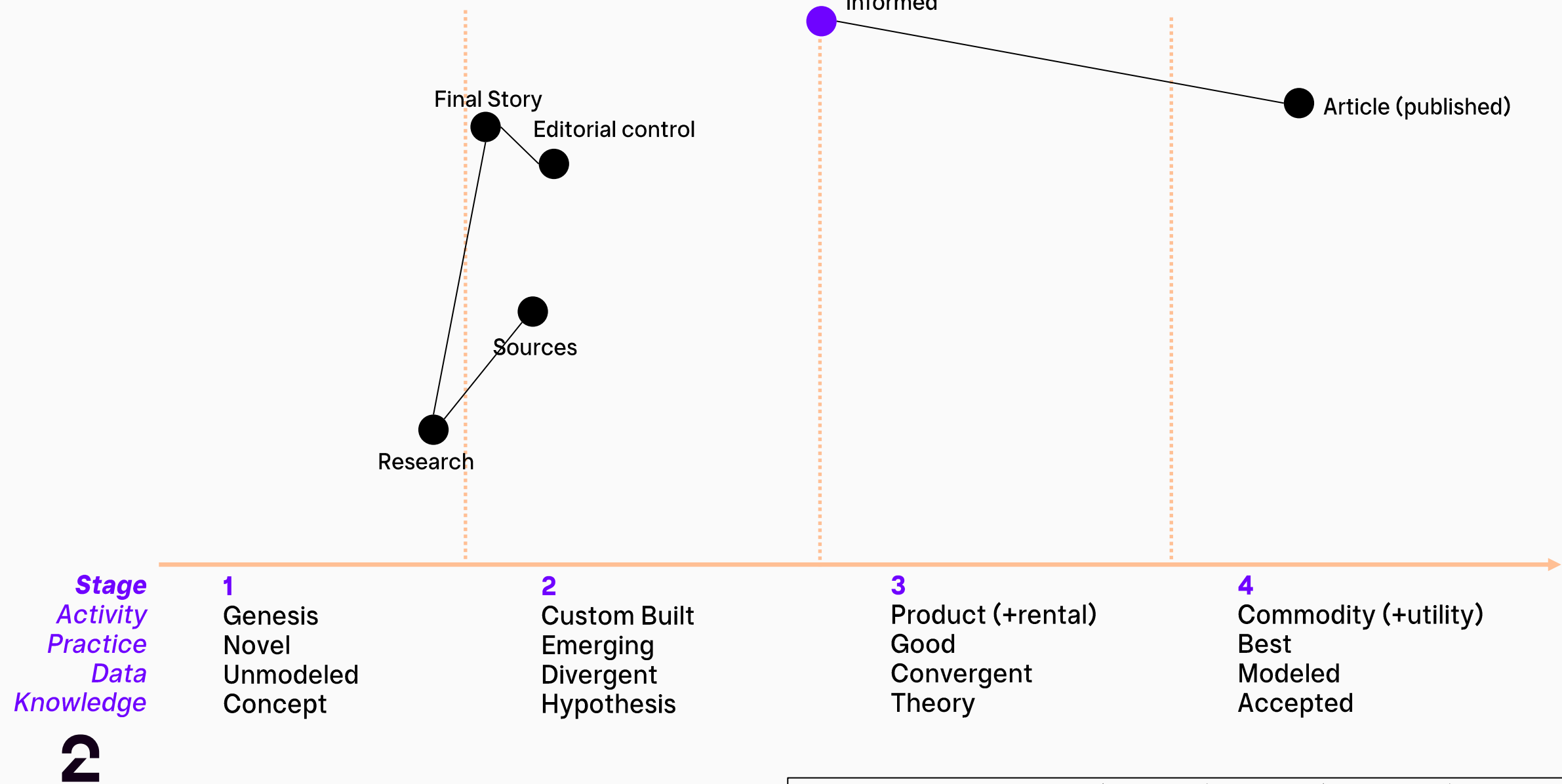


Stage
Activity
Practice
Data
Knowledge

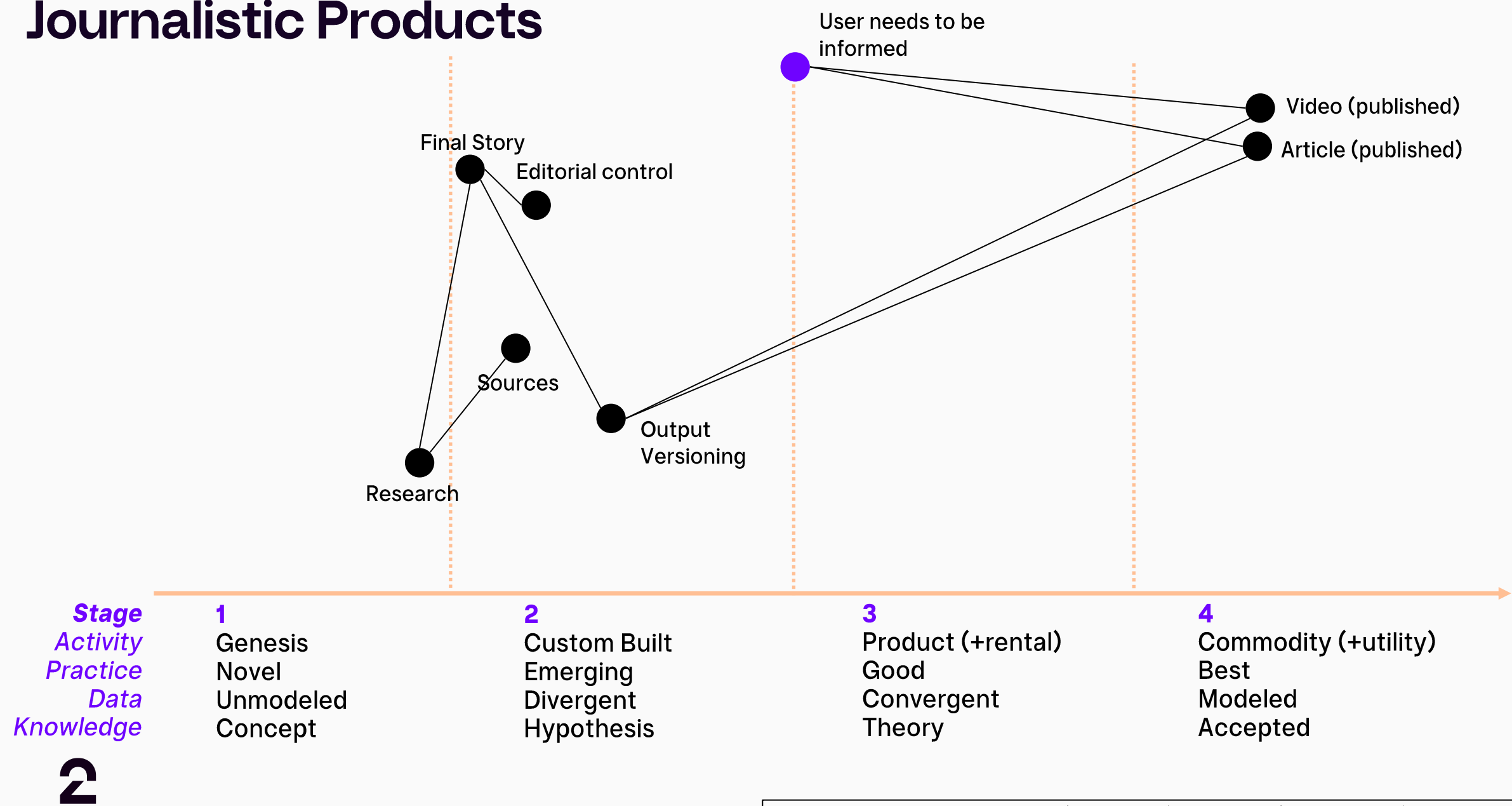
Journalistic Products



Journalistic Products



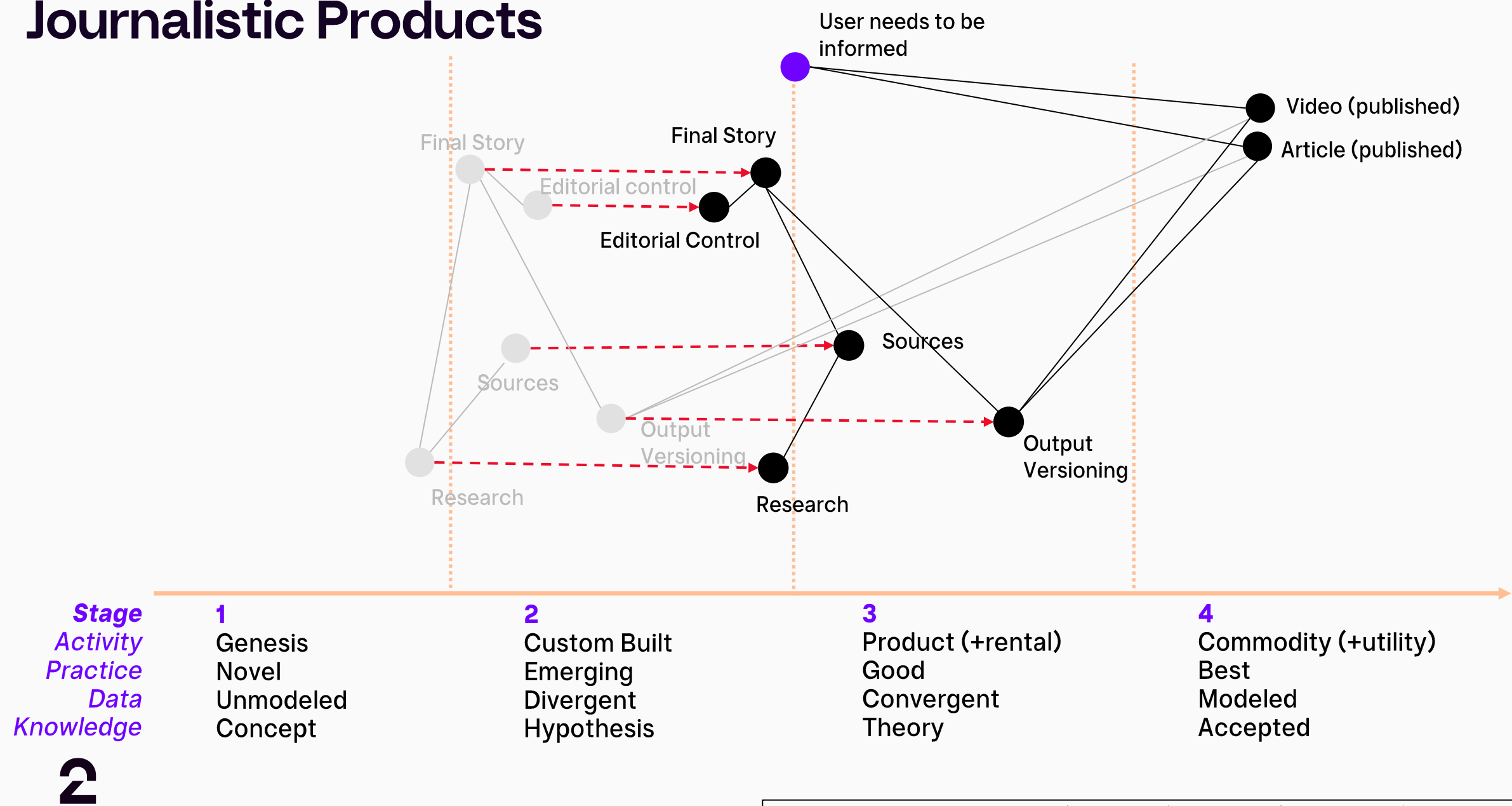
Journalistic Products



Stage
Activity
Practice
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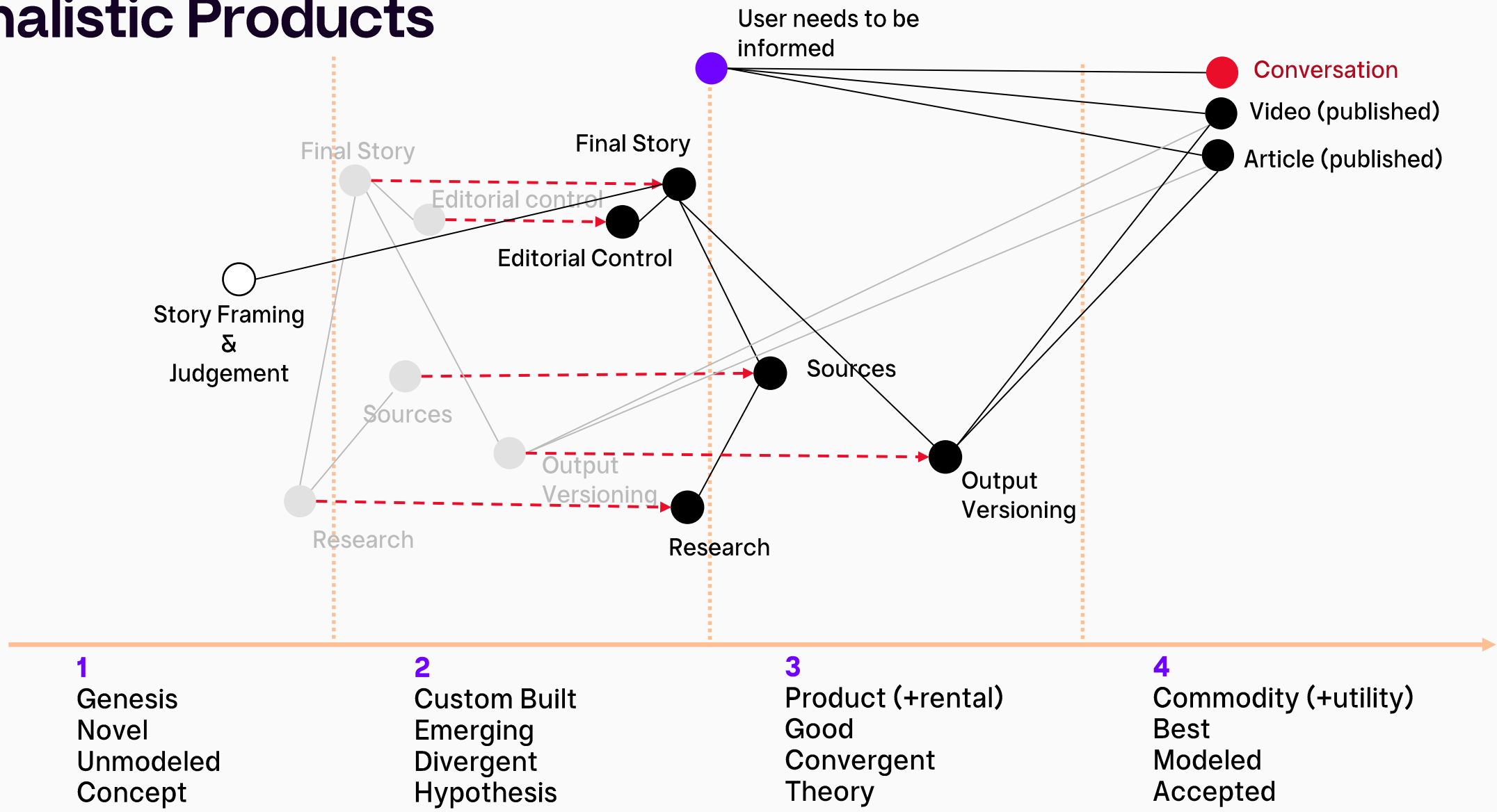
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Journalistic Products



Based on Template Courtesy of: Ben Mosior (@hiredthought) Sue Borchardt (@contemplatethis)
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Journalistic Products



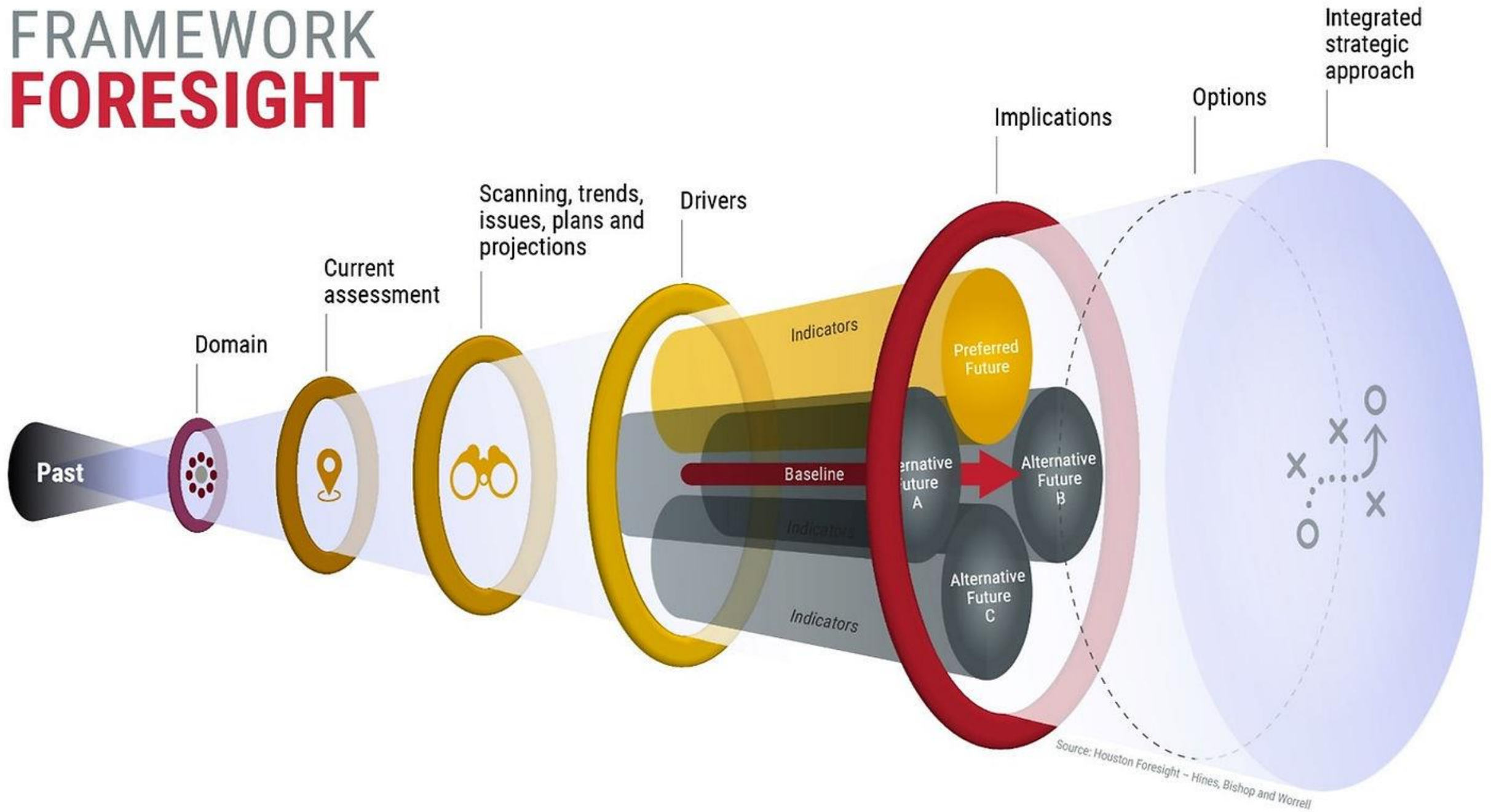
Stage
Activity
Practice
Data
Knowledge

2

2. Fortune telling



FRAMEWORK FORESIGHT



Foresight example

Domain – news and media

Drivers

- AI&ML development
 - Automation of many cognitive tasks
 - Automation of multi-model content generation
 - Data -> Algorithms
 - Extreme cost for frontier models
- Platform dominance



Foresight example

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Futures

One "AI" to rule them all

An effective monopoly for user interaction for their needs. Monolithic UX. Think movie Her. News and media companies only as suppliers of information and content, that is then further adapted by the "AI" – the new information gatekeeper

A consolidated ecosystem and market for Agents and virtual personas

(Media) companies will be able to provide their own branded interfaces and solutions within a "new internet"

AI as normal technology

Internet will not change dramatically, content creation will be democratized, but capital investment will dictate who owns what share of attention and market.

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Implications

- Highly dependent on platform provider
 - Potential loss of common truth and reference frame
 - New business model needed
-
- Ensure data and content ownership
 - Foster trust and brand identity
 - Invest in technological capabilities
 - New business model needed
-
- Maintain brand position
 - Focus on efficiency
 - Identify key technological competencies

2