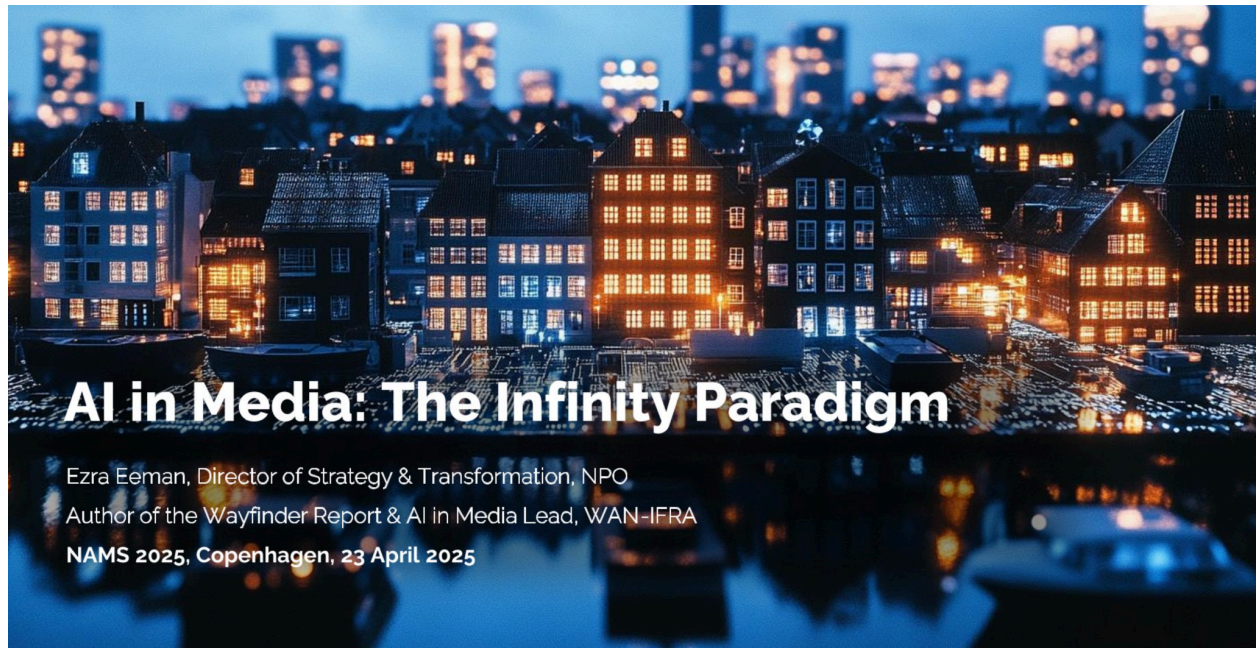


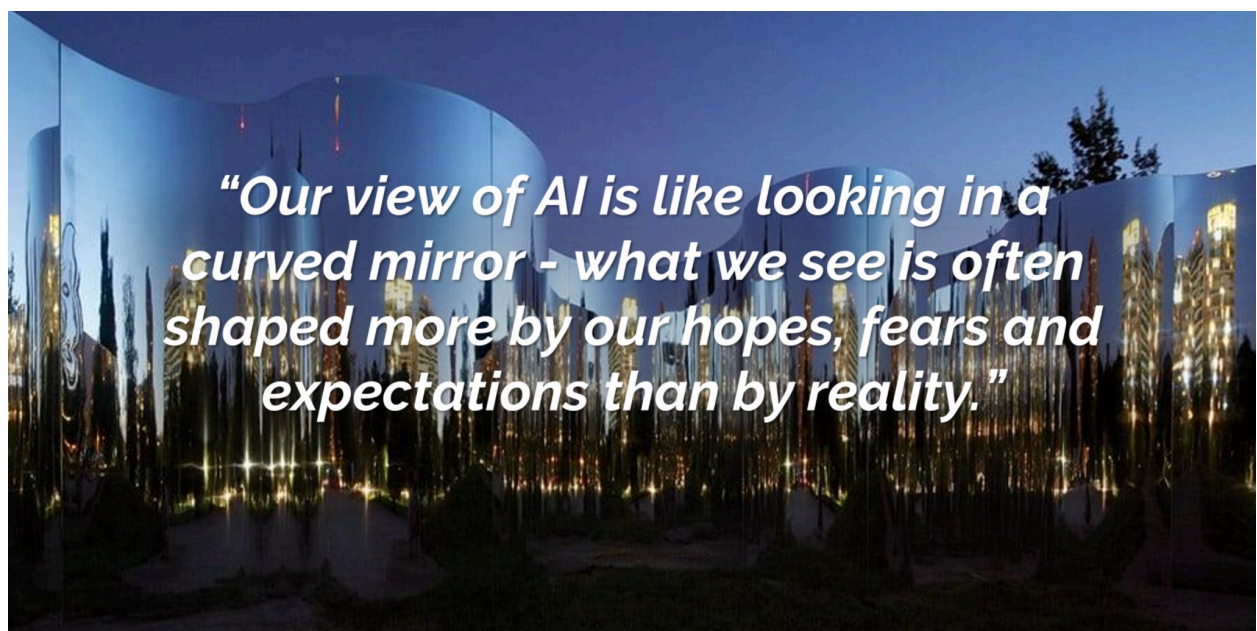


AI in Media: The Infinity Paradigm

Ezra Eeman, Director of Strategy & Transformation, NPO

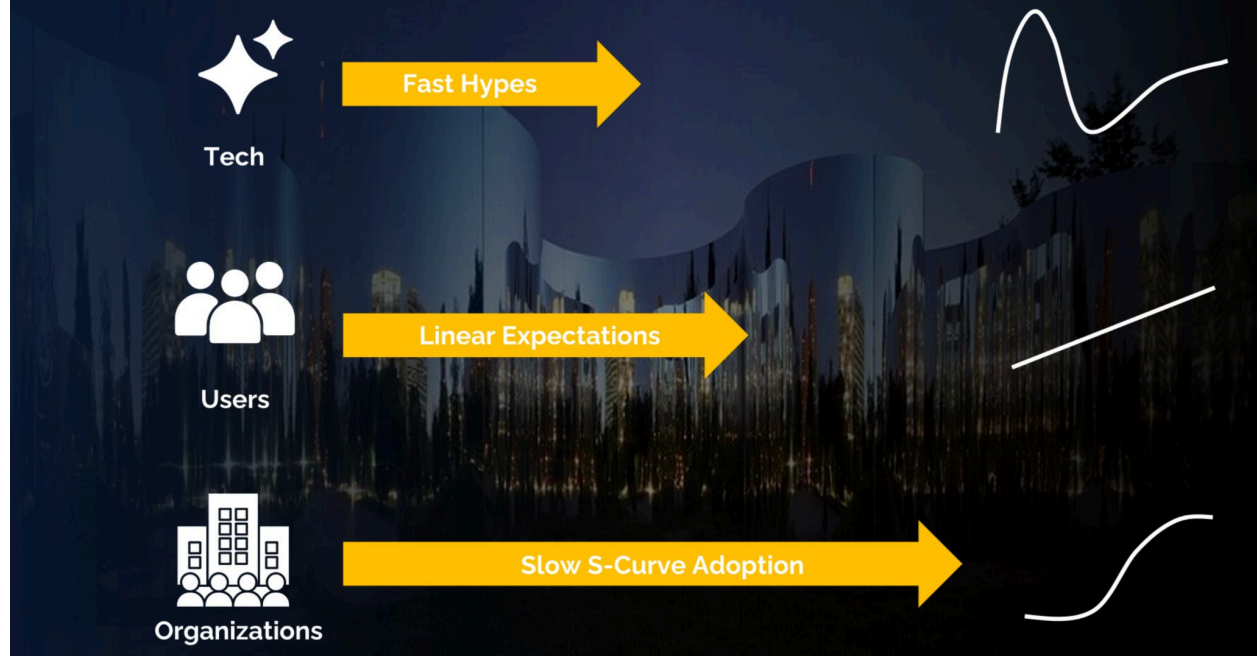
Author of the Wayfinder Report & AI in Media Lead, WAN-IFRA

NAMS 2025, Copenhagen, 23 April 2025



“Our view of AI is like looking in a curved mirror - what we see is often shaped more by our hopes, fears and expectations than by reality.”

Different speeds & curves



Warped perspectives

AI 2027

Daniel Kokotajko, Scott Alexander, Thomas Larsen, Eli Lifland, Romeo Dean

We predict that the impact of superhuman AI over the next decade will be enormous, exceeding that of the Industrial Revolution.

We wrote a scenario that represents our best guess about what that might look like.¹ It's informed by trend extrapolations, wargames, expert feedback, experience at OpenAI, and previous forecasting successes.

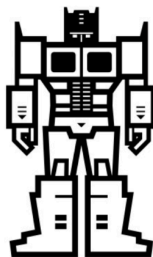
[What is this?](#) [How did we write it?](#) [Why is it valuable?](#) [Who are we?](#)

AI as Normal Technology

A new paper that we will expand into our next book

ARVIND NARAYANAN AND SAIKISH KAPOOR
APR 15, 2023

We articulate a vision of artificial intelligence (AI) as normal technology. To view AI as normal is not to understate its impact—even transformative, general-purpose technologies such as electricity and the internet are “normal” in our conception. But it is in contrast to both utopian and dystopian visions of the future of AI which have a common tendency to treat it akin to a separate species, a highly autonomous, potentially superintelligent entity.¹



5 key shifts

AI as
commodity



From linear
to loops



Fluid
Experiences



Answer
engines



Agents
taking over



AI AS A
COMMODITY

A TALE OF MODELS & MAN



We have moved beyond the hype



ChatGPT now has 800 million weekly active users & 1 billion daily queries

<https://venturebeat.com/ai/sam-altman-at-2025-inside-the-most-uncomfortable-and-important-ai-interview-of-the-year/>



68% of 18-24 year-olds are active users of AI assistants (+26% YoY)

<https://www.imc.be/nl/kennisuitwisseling/techmeters/digimeter/imcdigimeter-2024>



AI subscriptions (13.75%) exceed news subscriptions (12.25%) across US adults aged 18-54.

<https://bango.com/new-bango-subscriber-research-2025-is-the-year-of-the-bundle-economy/>

Reshaping the web

Vibe Coding: How Devs and Laymen Alike Are Using AI to Create Apps and Games

Silicon Valley's newest buzzword is spreading through developer communities like wildfire, with some hailing vibe coding as a revolution—and others warning of digital catastrophe.



By Jose Antonio Lanz

Mar 23, 2025

9 min read



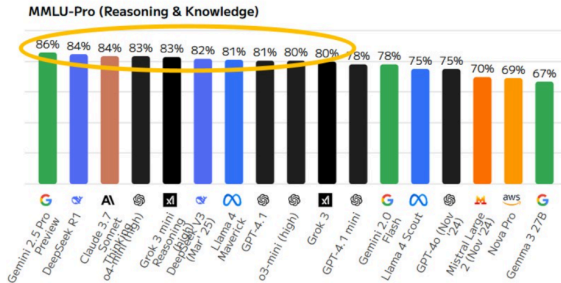
Once magic, now commodity

No Clear Winner

Private models and open-source ones are almost equally smart. No single AI is best at everything

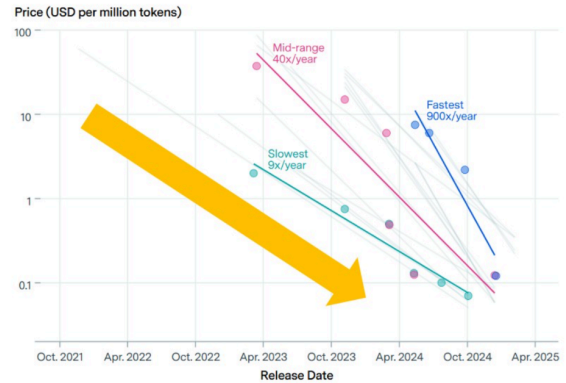
Intelligence Evaluations

Intelligence evaluations measured independently by Artificial Analysis; Higher is better
 Results claimed by AI Lab (not yet independently verified)

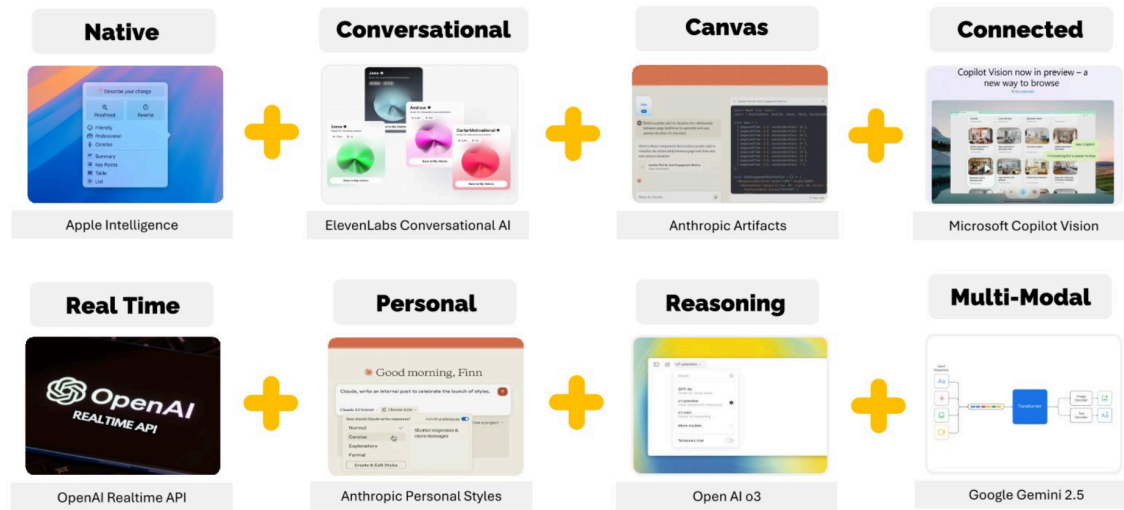


Massive Price Drops

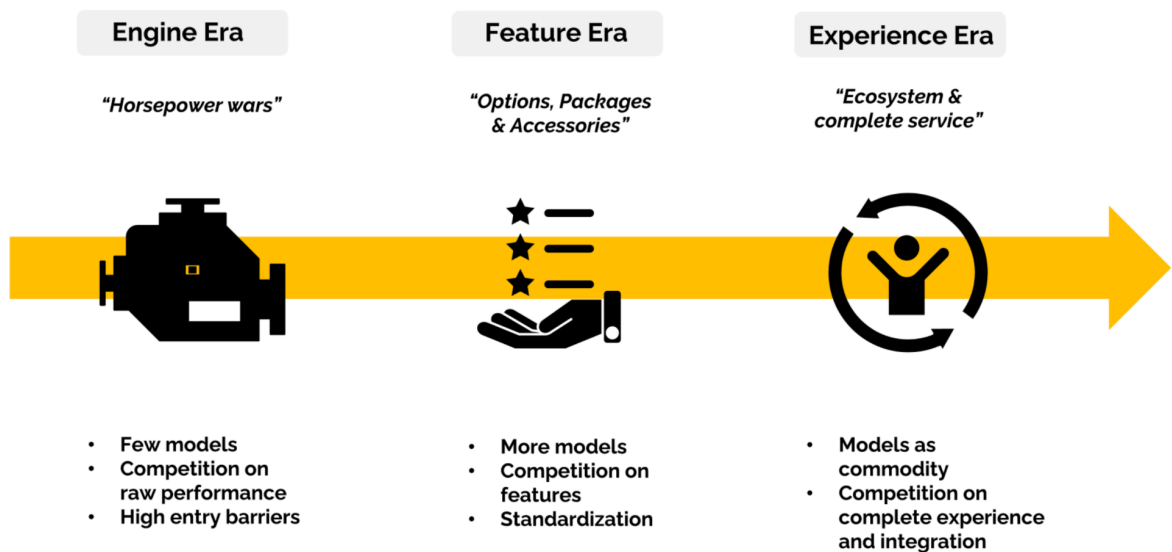
Price per million tokens has declined from ~\$50 in early 2023 to below \$0.1 by late 2024



Everyone copies everyone



From engines to experience



FROM LINEAR FLOWS TO LOOPS

REINVENTING THE NEWSROOM FOR AI



Uneven adoption

52% of large organisations have a dedicated team to drive gen AI adoption

28% of large organisations embedded gen AI solutions effectively



81% of journalists worldwide already use AI in their journalism



Only 13% have an official AI policy in their workplace



Only 23% of smaller organisations have a dedicated team to drive gen AI adoption



23% of smaller organisations embedded gen AI solutions effectively

From core toolbox to broad exploration

Välkommen till AI-buffén!

AI-buffén består av verktyg som är skapade med hjälpmedel och assistenter för Aftonbladets medarbetare. Alla verktyg byggs på OpenAI (aktuell ChatGPT) men är utvalda för att möta våra behov i det dagliga arbetet. Verktøyen är olika bra för olika typer av ärenden och behöver ibland finjustas av dig som journalist och alltid dubbelkolla. Tänk på att aldrig lägga in känsliga uppgifter

[Läs Aftonbladets AI policy](#)
[Läs mer om verktygen här](#)

Verktögsödlan

Spånbären →

Min favorit på uppgifterna på den - eller någon annans artikel

Konvertera bild till text →

Förklara vad som finns på bilden, om kan lägga till sammanhang och definiera vad du vill att AI förklarar dig att exaktas bilden bilden

TikTok-manus →

Skapa korta manus för sociala medier

SEO-titlar →

Klistra in en länk från Aftonbladet, Godare eller Livsstil artikel

Sammanfattaren →

Få en summering av en längre text

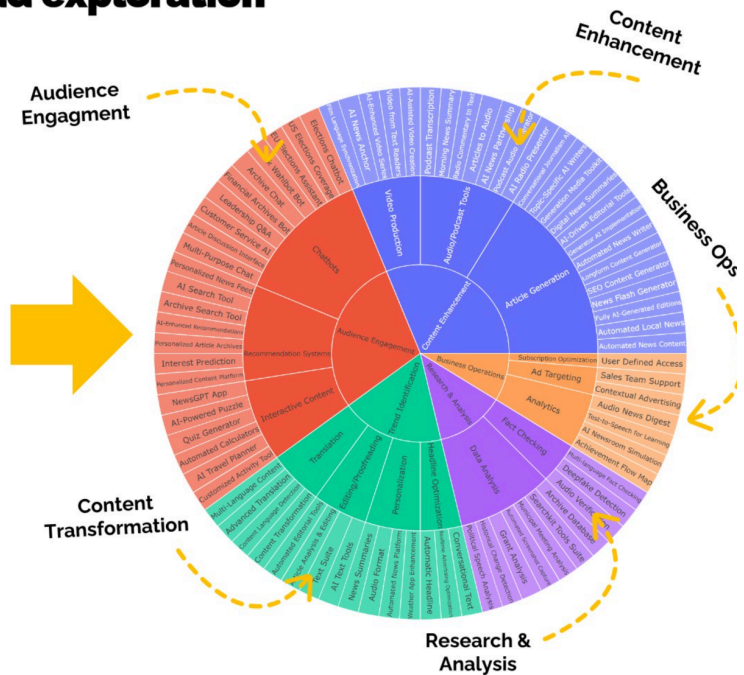
Översättaren →

Lägg in en länk till en artikel eller klistra in text och få den översatt till svenska

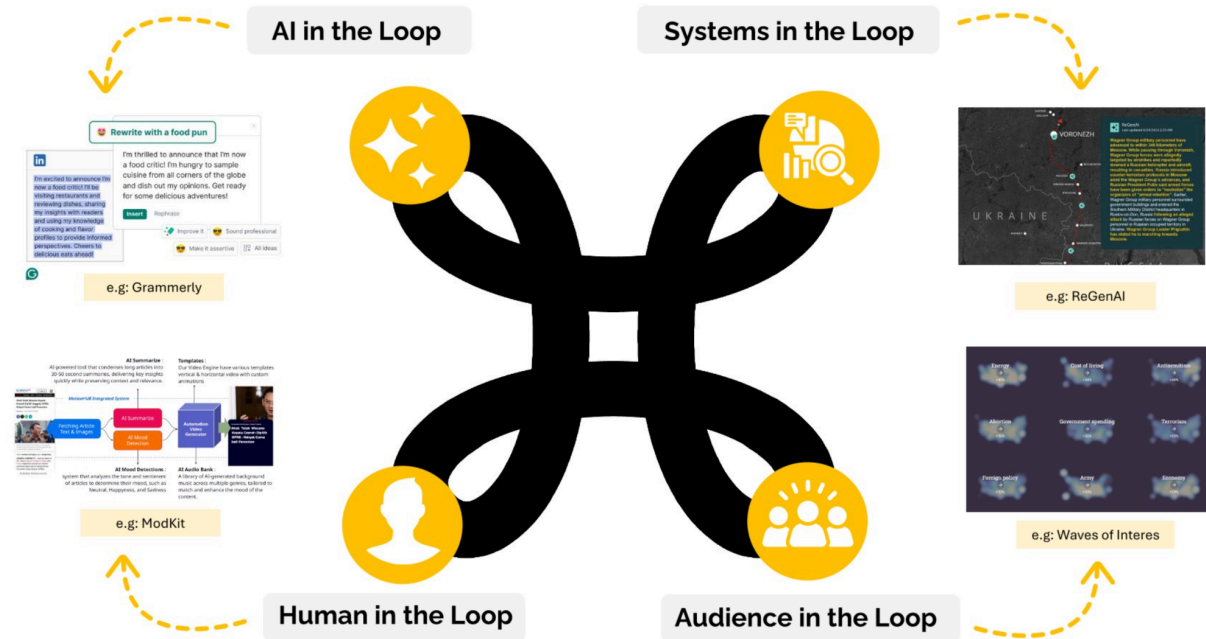
SEO Superoptimeraren →

Lägg in en länk till en artikel och kontrollera hur väl den är SEO- optimerad. Få inspiration till formuleringar

Aftonbladet AI Buffet



Working in smart loops

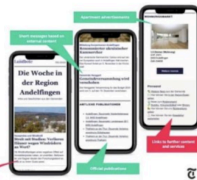


Some early results



Close to our readers with local newsletters

- Local newsletters enable **personalized and flexible distribution of local content**
- Complement national and international offering
- Local newsletters **enable external content** that significantly **reduces the production effort**



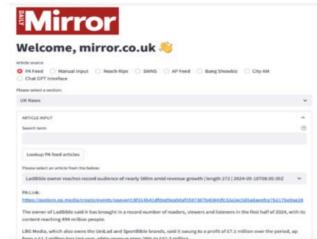
The production time of local newsletters has been **reduced by 80%**

Schibsted



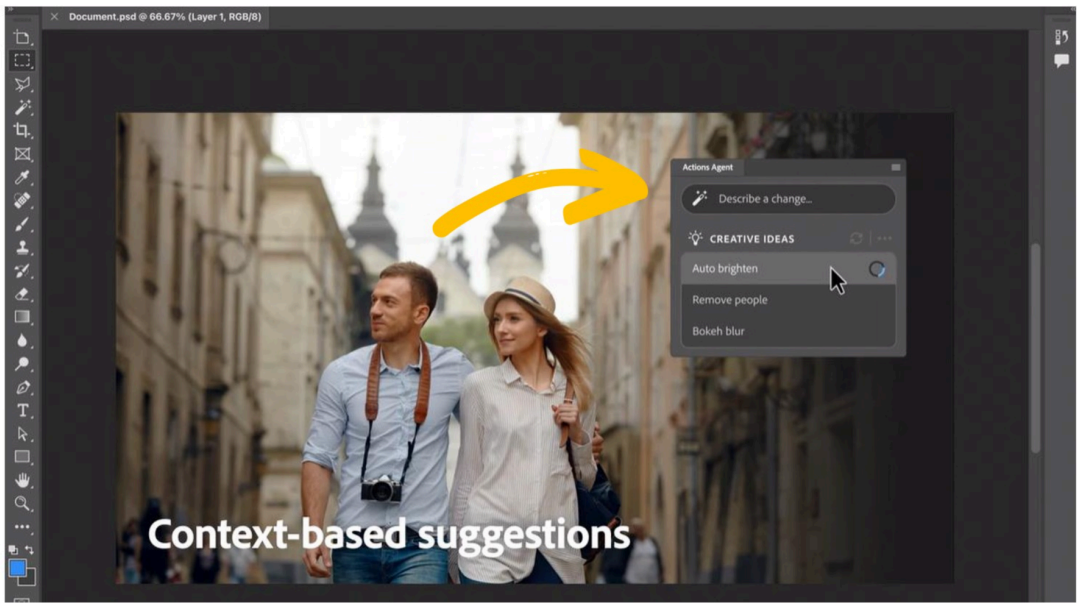
A transcription tool called JOJO has helped to save **nearly 20,000 hours of journalists' time**

Reach



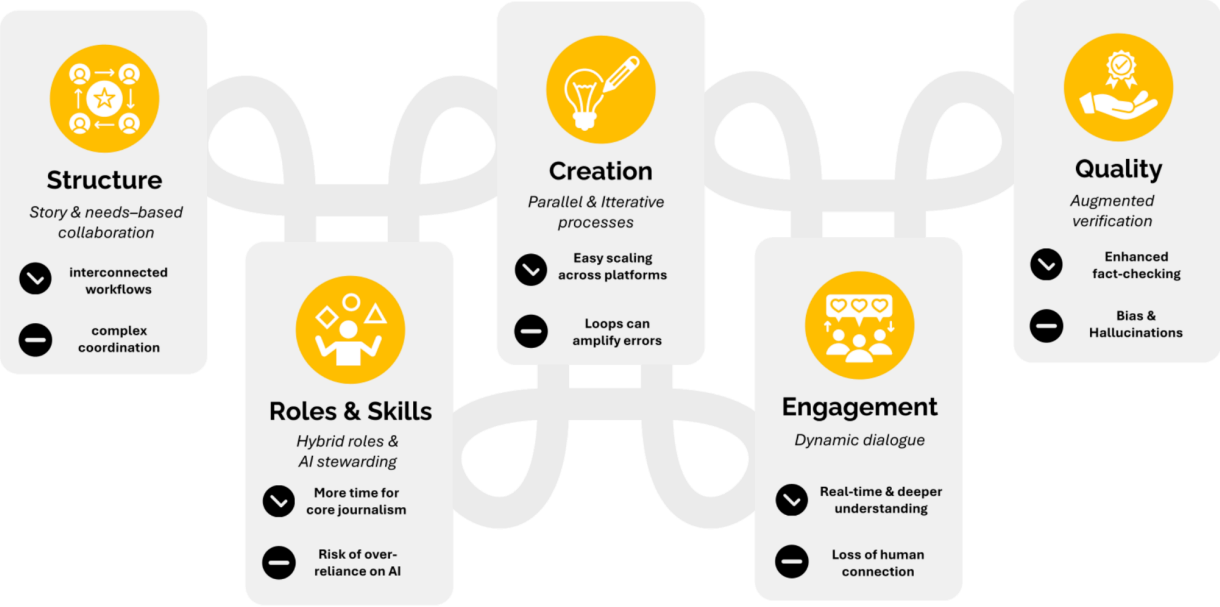
The speed of publishing breaking news has dropped **from 9 minutes to just 90 seconds**

Proactive & agentic



Adobe Action Agents

The next newsroom transformation



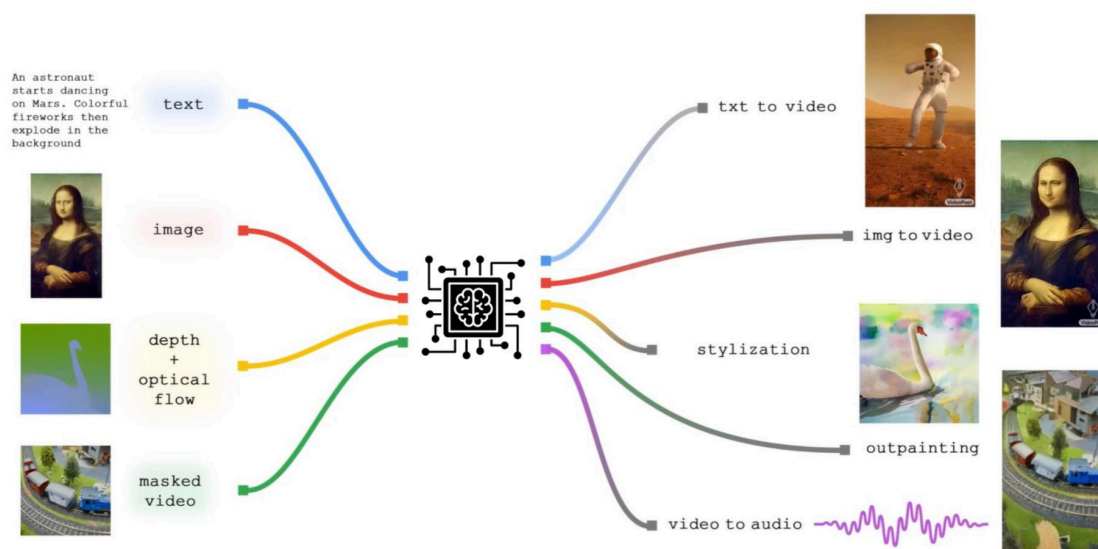


FLUID EXPERIENCES

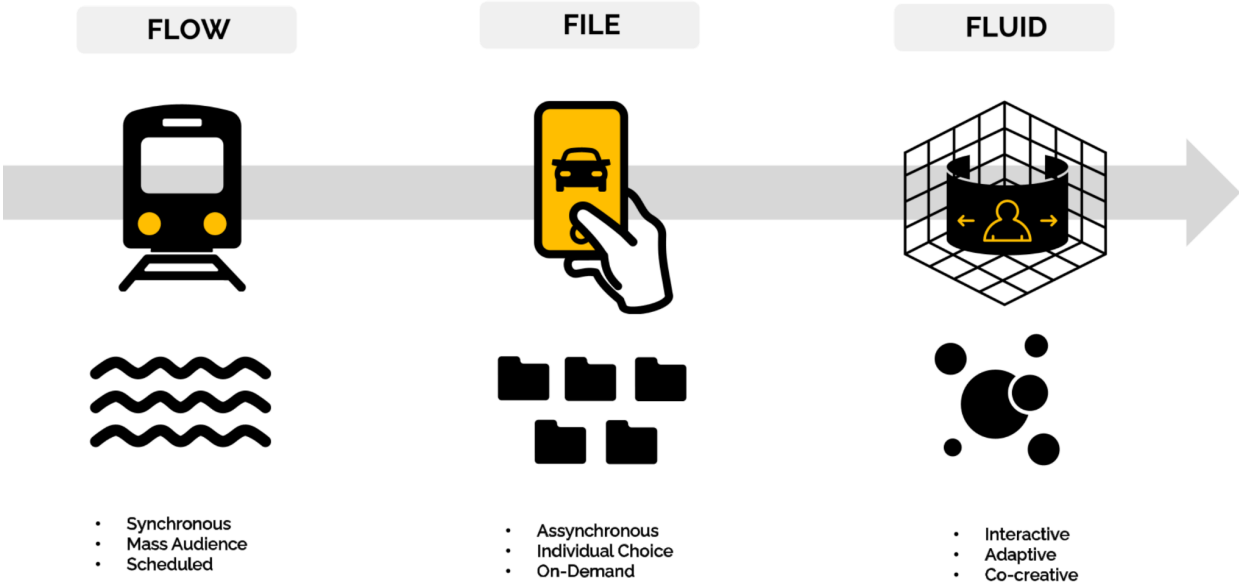
ADAPTING TO USER NEEDS & CONTEXT



Liquid formats



The next wave of media is fluid



Articles become alive

PCU **#PHOTO**

Edgar Matobato at the Dambana ng Paghilom, a memorial to extrajudicial killings at the La Loma Catholic Cemetery. Before he fled the Philippines, he met with families of EJK victims and promised to help give them closure. Photo by Vincent Go

HUMAN RIGHTS

The Making of Edgar Matobato

BY SHEILA S. CORONEL
JANUARY 17, 2025

AI LONGFORM ADAPTION BY [JAEMARK TORDECILLA](#)

ElevenLabs

Francesca

A young adult female voice with a hint of mid Filipino-American accent. Soft-spoken, confident, bright, and conversational perfect for social media, narration, and audiobooks.

Professional Voice Clone 2x 80 days Young Female English

Narration & Story

A DESCRIPTION OF THE FRANCISCA VOICE FROM ELEVENLABS.

voice generation

Midjourney

AN IMAGE FROM MIDJOURNEY WITH THE PROMPT "A PHOTO OF LONE MAN SITTING AT A SMALL WOODEN TABLE LATE AT NIGHT, A GUN RESTING NEAR A HALF-EMPTY BOTTLE. HIS HEAD BOWED IN ANGUISH, HIS EYES REDDENED BY CRYING, HIS HANDS SHAKING IN THE STYLE OF A CLASSIC NOIR FILM."

image generation

SpeedPaint

image to animation

Everything becomes visual

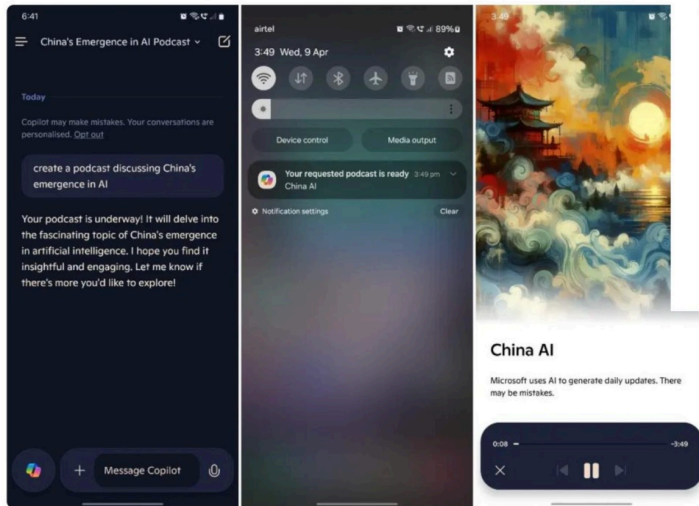


ChatGPT Create

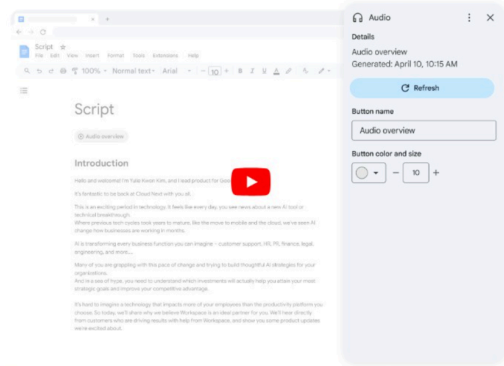


ChatGPT Create

Everything becomes auditive



Microsoft Daily Updates



Google Docs Audio Overviews

■ Real time, interactive and evolving

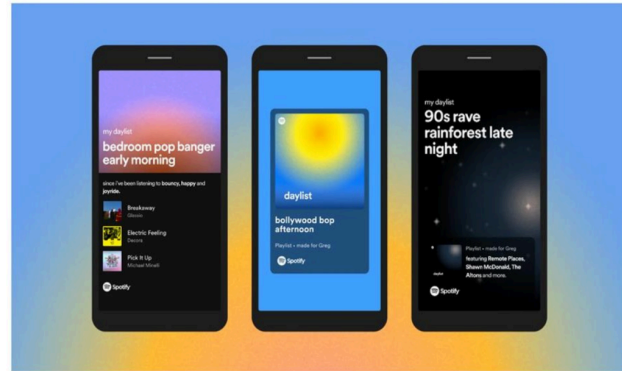


Apps

Spotify launches its evolving playlist, daylist, globally

Ivan Mehta / 3:00 AM PDT • September 4, 2024

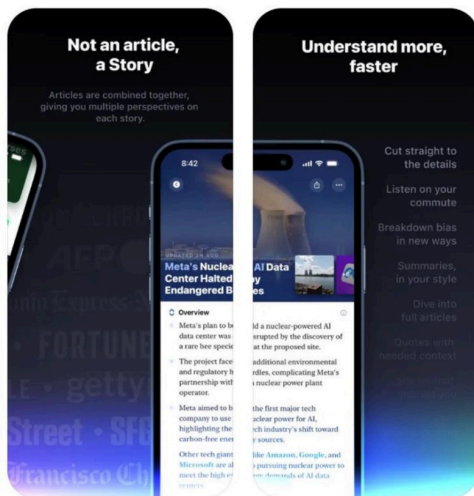
Comment



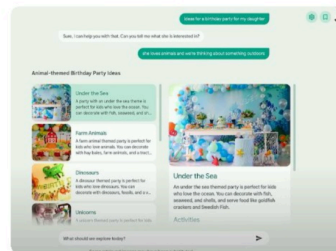
Spotify Daylists



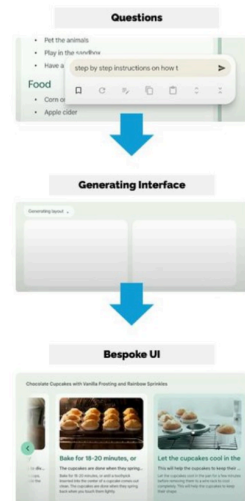
Need-based experiences



Particle News



Google Bespoke UI

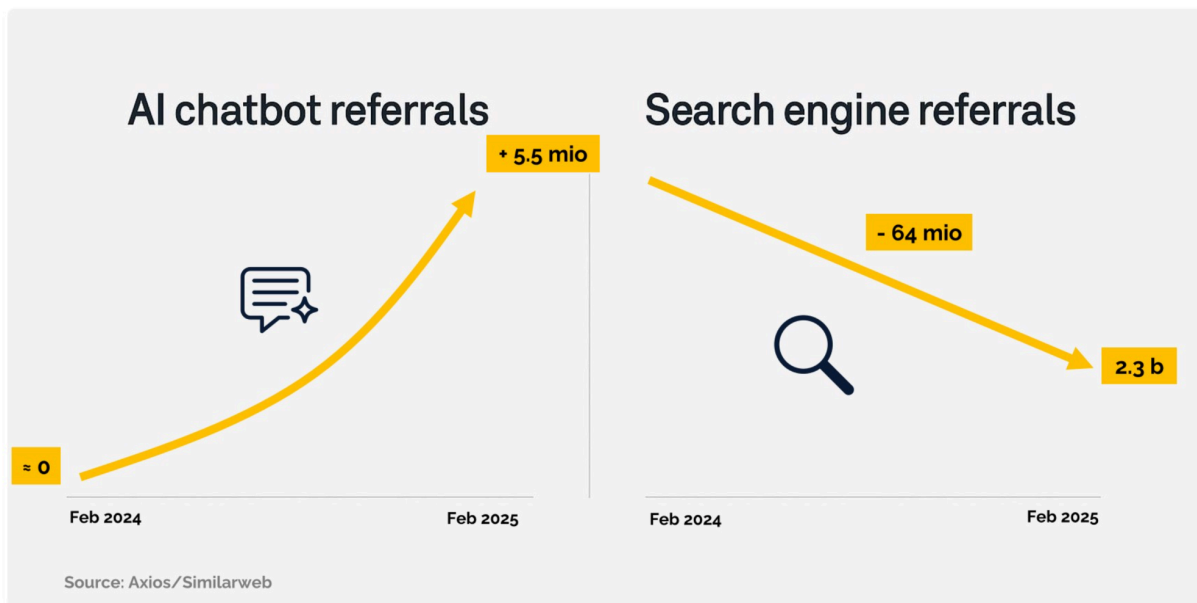


ANSWER ENGINES

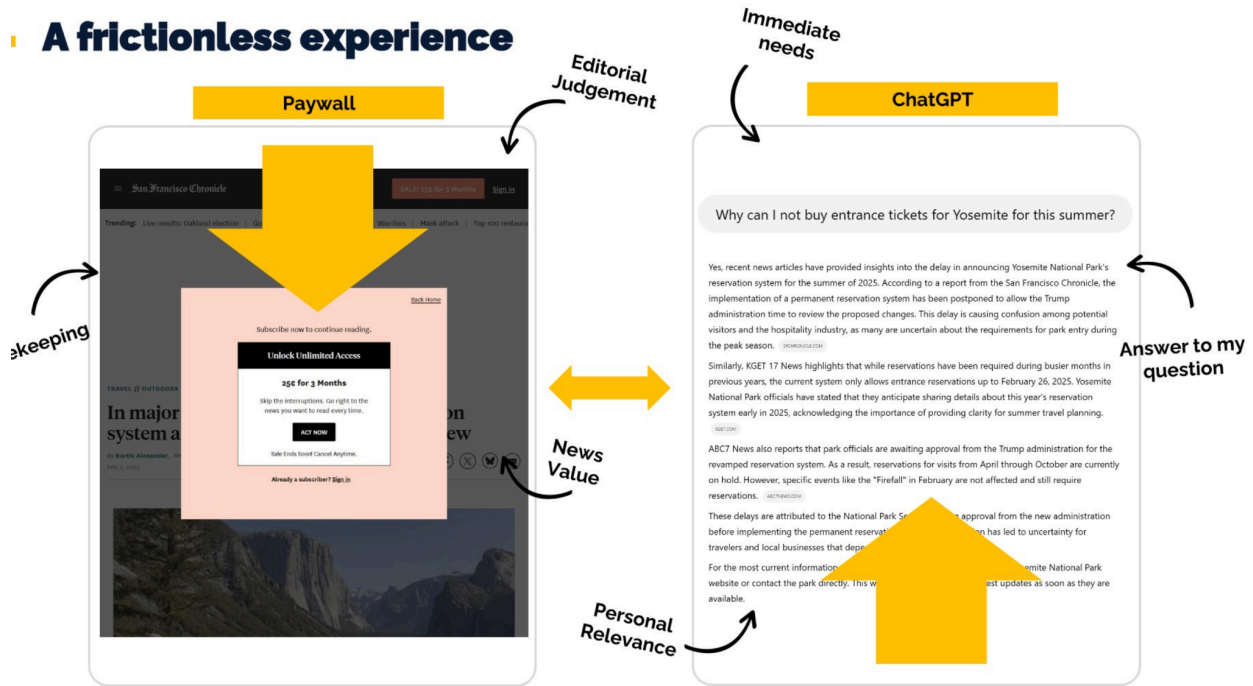
A DIFFERENT KIND OF DESTINATION



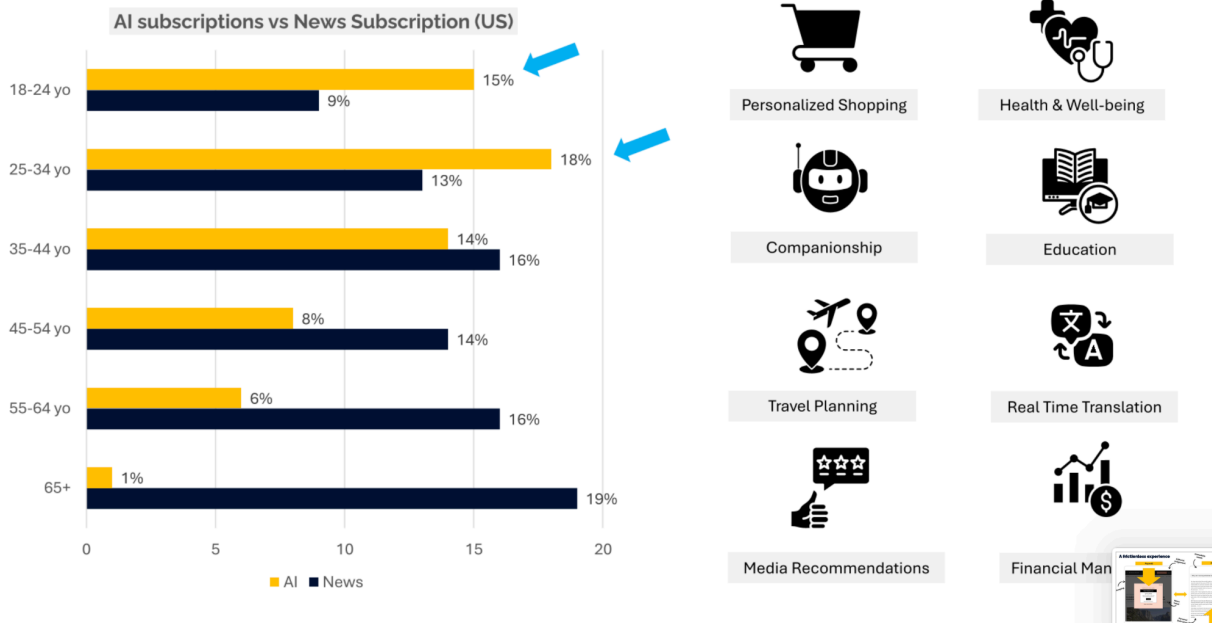
Shifts in search



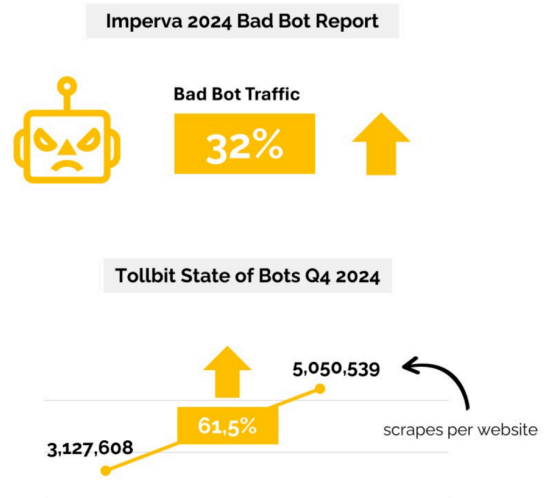
A frictionless experience



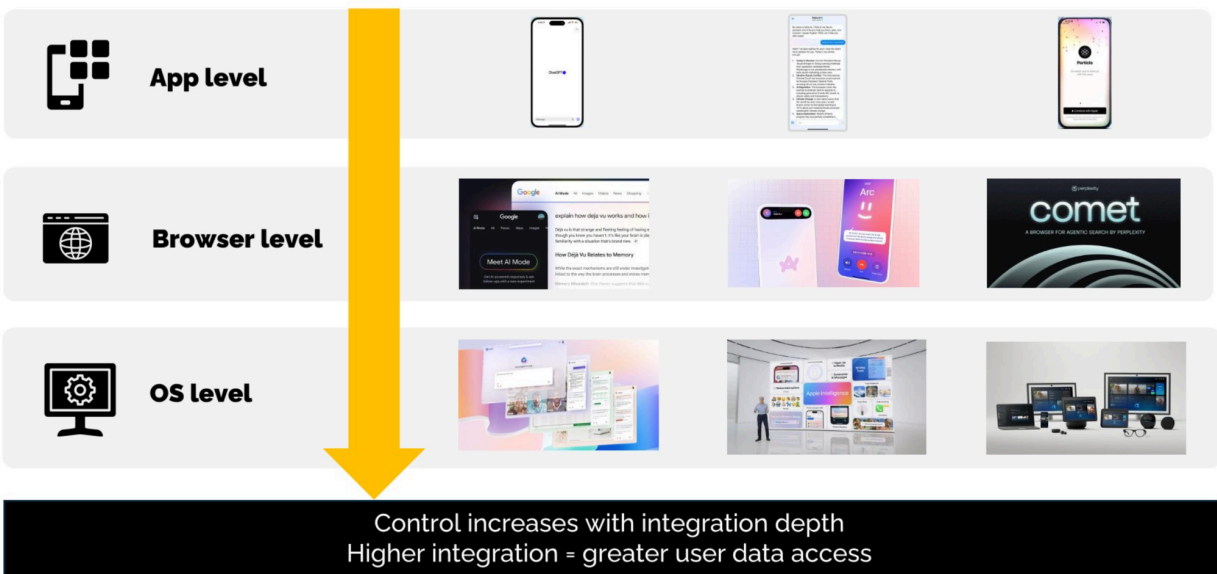
Addressing a wide(r) range of needs



Strong data – weakly defended

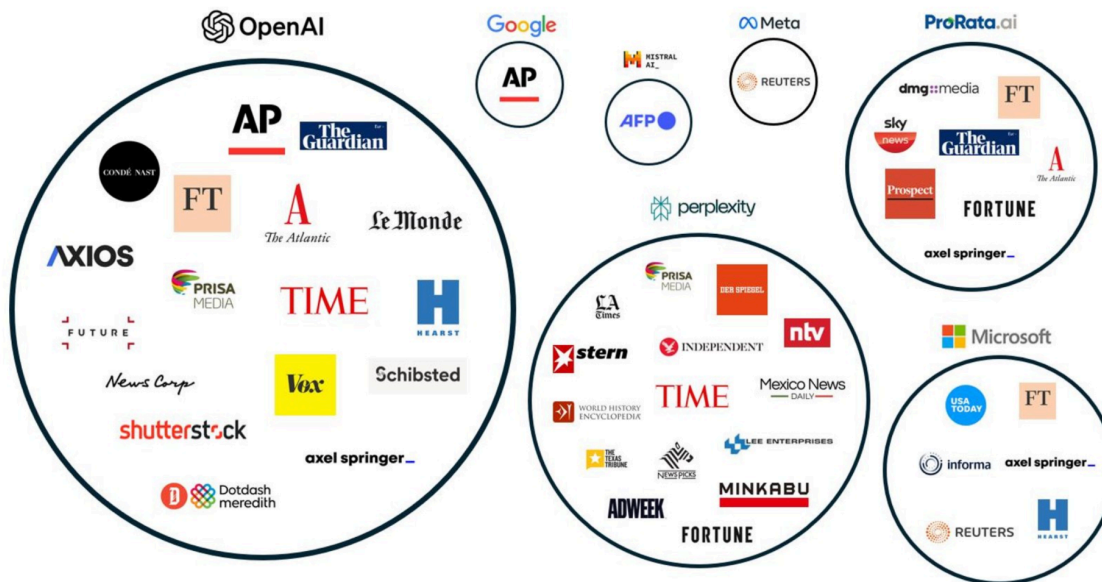


The battle for the interface

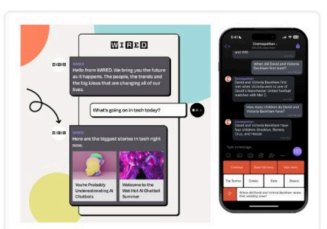
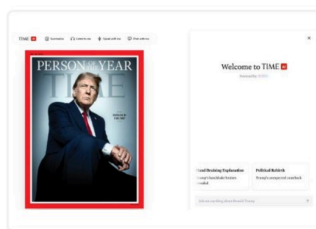
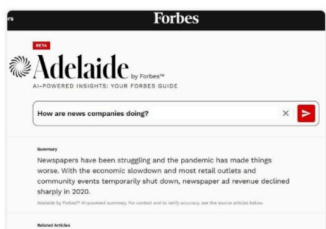
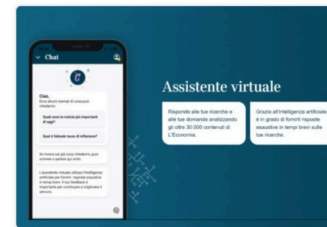
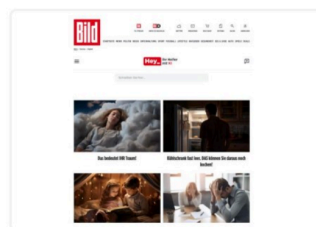


Partnership dynamics: major league

Status Feb 2025



Building our own answer engines



A smart flywheel



A new funnel

Answers is a Subscription Funnel

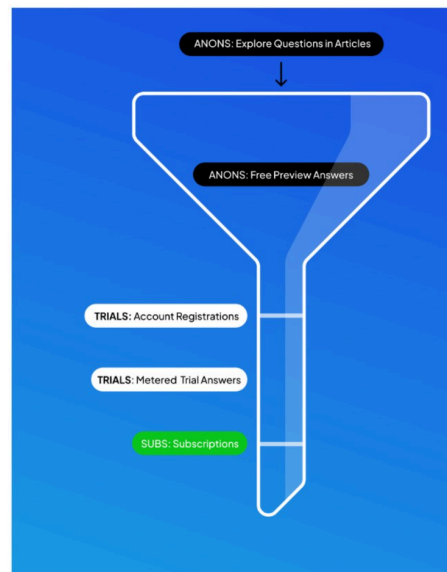
Constructing Answers as a funnel can directly drive search engagement, registrations, and subscriptions.

10x Search Engagement

3% Explore Questions CTR

2x Registrations Lift

10% Subscriptions Lift



miso

■ Answering the right questions

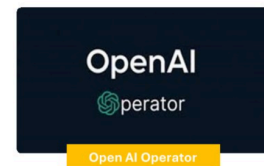
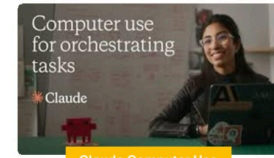
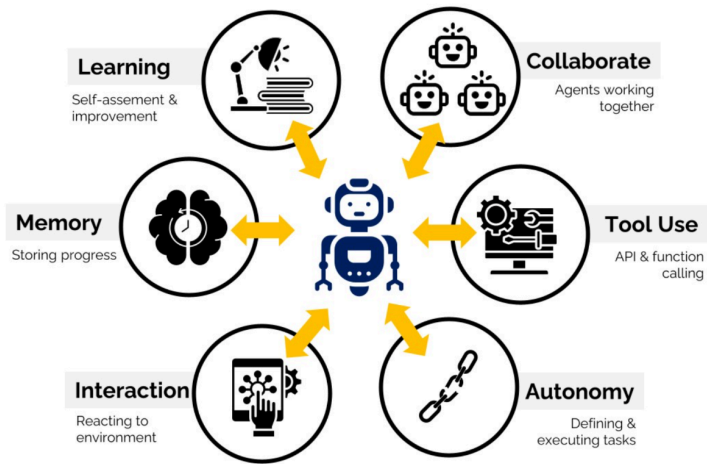


AGENTS TAKING OVER

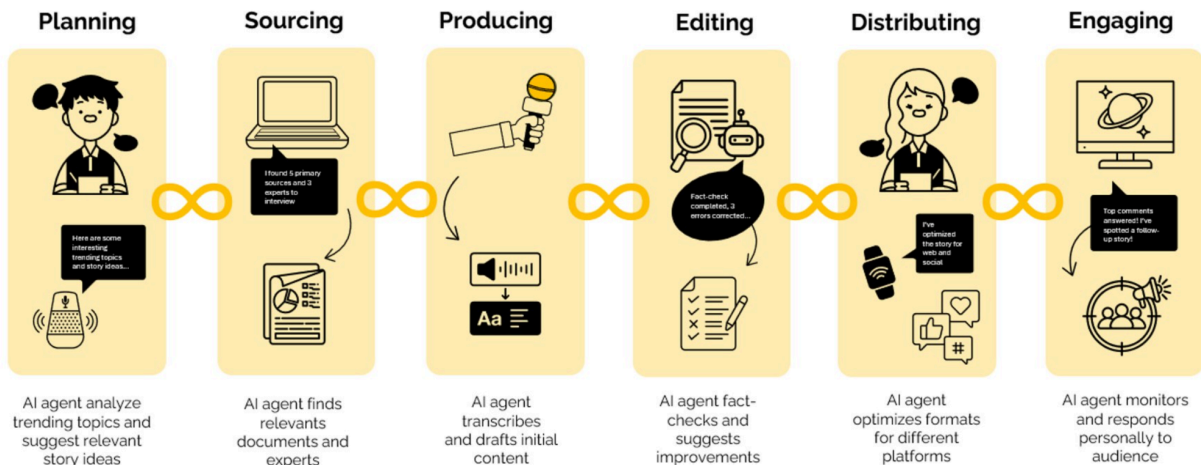
MASTERING THE AI-VALUE CHAIN



■ The agentic future



■ Hybrid flows



Machines reading machines

Find and book me the highest rated one-day tour of Rome on TripAdvisor.

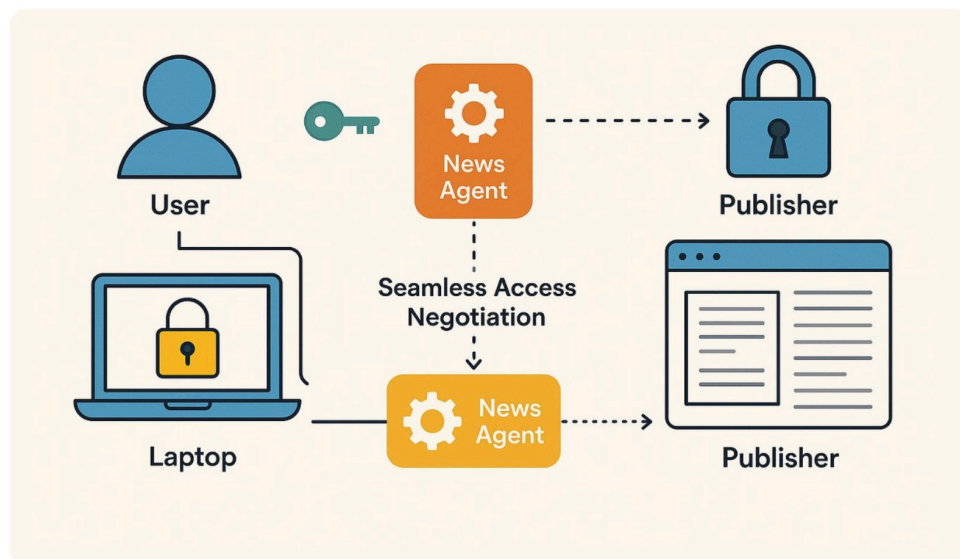
I'll search for the highest-rated tour of historic Rome on TripAdvisor. Once I find a suitable option, I'll provide you with the details. Let's begin.

Worked for 2 minutes ^

- Navigating to TripAdvisor website
- Selecting "Things to Do" category
- Searching for historic Rome tours
- Closing pop-up, continuing tour search
- Searching for Historic Rome tours
- Exploring all historic Rome tour options
- Closing Colosseum tab, resuming tour search
- Closing tour pop-up, tab afterward
- Exploring options for top-rated tours
- Sorting results by tour ratings
- Exploring filters for top-rated tours
- Scrolling for sorting options, finding tours

The screenshot shows the TripAdvisor website for the 'Rome: Colosseum, Roman Forum and Palatine Hill' tour. The page includes the TripAdvisor logo, search bar, and navigation tabs. The tour is listed as a 'BEST SELLER' with a 5-star rating and 5,220 reviews. The main image shows the Colosseum.

A new marketplace?

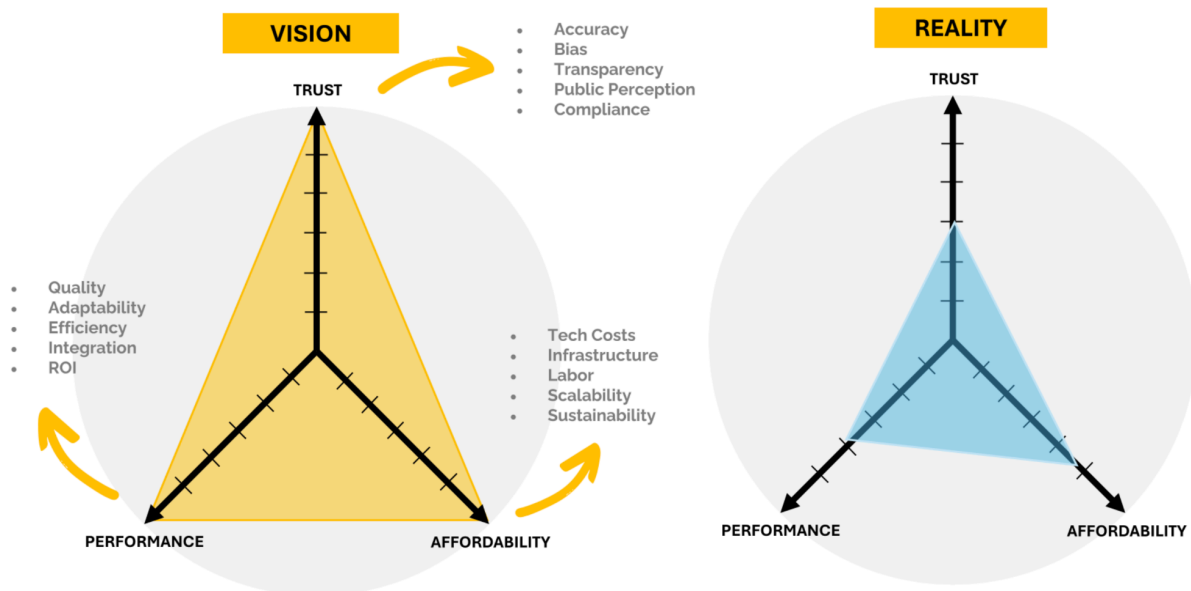


THE BIG GAMBLE

NAVIGATING UNCERTAINTY



— Closing the gap



— Considering where to play

