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Harnessing the Power of AI in Audiences and Data

Can it solve the *Speed - Quality – Price* Triangle?

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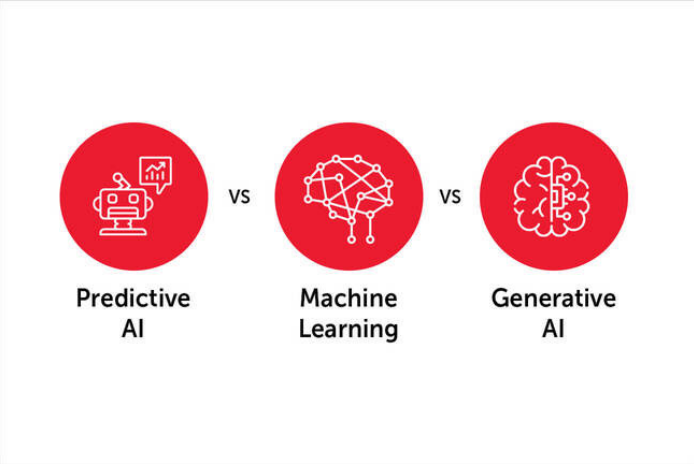
Generated by Bas. Make sure to check for accuracy.

We are all, always, asked to do things quickly, of high quality and ideally at the lowest possible price.

It cannot be done…..

Yet?

AI, what is it? If we can define?



- **Predictive AI / Machine learning** – Long time in use and improving as result of computational power.

Then STEP CHANGE as also non-data-scientist can be served…

- **Generative AI** / Large Language Models / Large Context Models
  - Am I talking to someone?
  - Super Assistants.
  - Moving to Agents speedily.

- **Cool now, is crap in 1 year** (6 months?), exponential development, use cases, embracement all over!

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So, first take-outs?

- AI **augments** human intelligence, enhancing decision-making rather than replacing it.
- Generative AI is **unlocking creativity** across industries, automating tasks, and improving efficiency.
- **Ethical AI development required** to ensure transparency, fairness, and societal well-being.

AI, so we know what it is?

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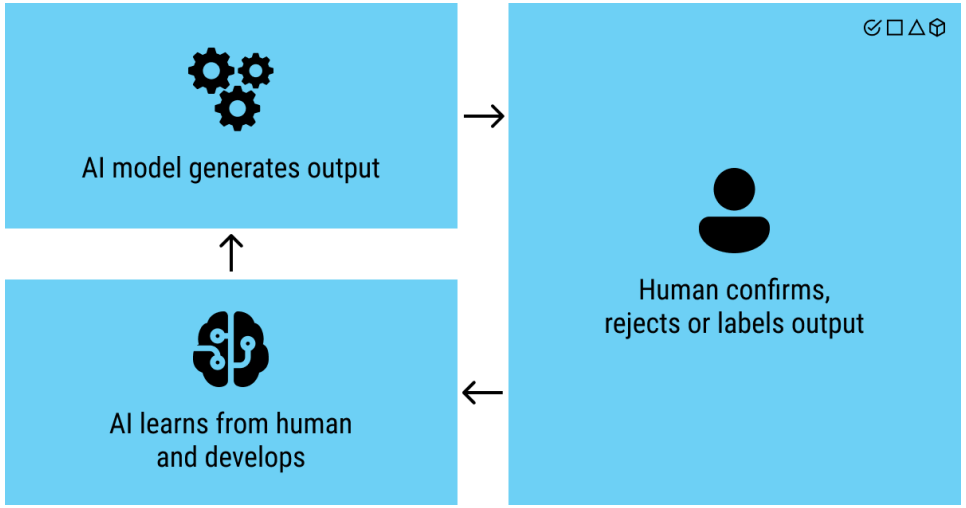
… be aware of….

1. **Human in the loop** is needed, hallucinations are decreasing. But the “computer never says no”. It’s too happy to serve.
2. **Mediocre input is mediocre output**…. There is big opportunity and pitfall in data you use.
3. **And knowledge + training base** might be too much “US, Older White Guys, conformist to mainstream views”?

Hey, I am still in **love** with it……



AI, how society impact, impacts research?

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What if….

- **Audience behavior changes** due to AI toolsets?
  - Google Search is being eaten by ChatGPT…
  - Recommendation engines steering preferences?
  - AI generated content. Or content summarized by AI then fed to consumer?
- **AI agents become the access point** to consumers?
  - When people start using AI as their agents…. Who will we contact?
  - Will the fieldwork agent ”talk” to the consumer agent?
  - Will households have IoT-agents that can give access to behavioral information?
- **Scaling up AI** integration into society **comes at a cost**?
  - Environmental impact of AI (and related privacy enhancing tech) will be BIG
  - Who will be the tech gatekeepers and to what extent is our EU legal framework ready for this all?

AI, and cross-media measurement?

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Some simple example use cases, where AI brings speed/quality/efficiency….

Research Supplier side:

- Operations in Audience Measurement! Faster and better.
- BIG Data usage as already done. GenAI should add even more value on top of machine learning.
- QA/QC, so critical in audience data!
- Coding, enabling agile near-located teams as you need less “bums on seats” abroad.

Research User side:

- Automating Tedious Tasks and Reporting.
- Enhanced Audience Segmentation and Behavioral Insights.
- New: Deep Research…. The perfect agent for your desk research?

AI, what if you use it for your business

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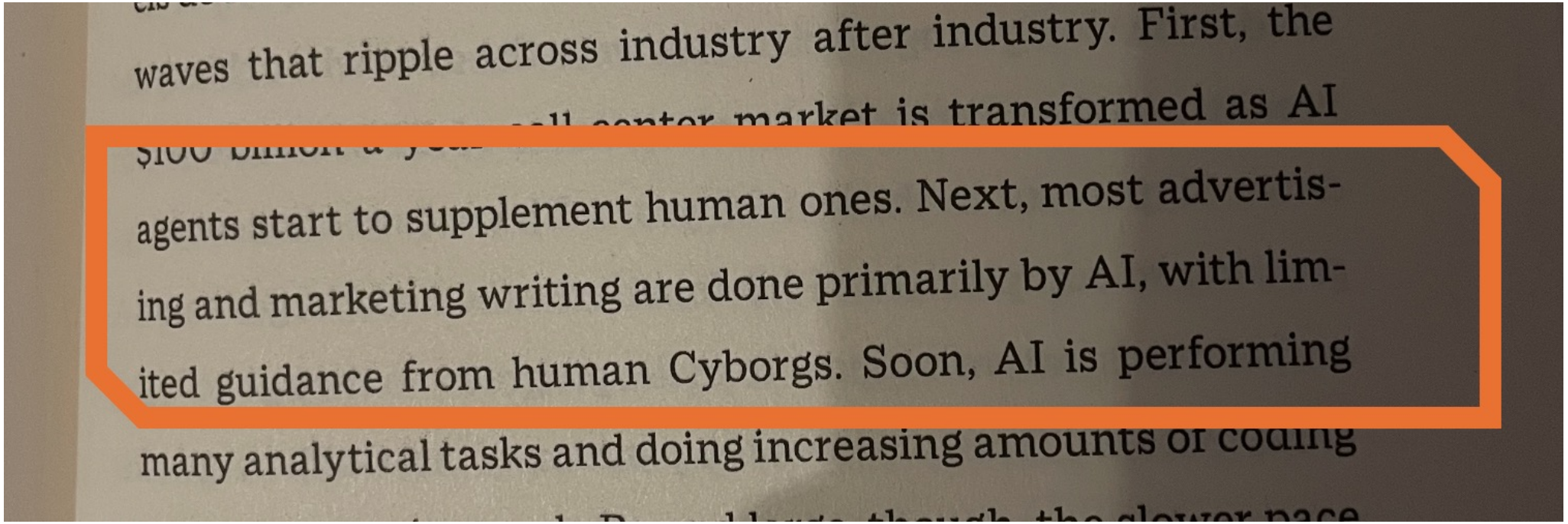
From: **Co-Intelligence: living and Working with AI,** by Ethan Mollick



waves that ripple across industry after industry. First, the

agents start to supplement human ones. Next, most advertising and marketing writing are done primarily by AI, with limited guidance from human Cyborgs. Soon, AI is performing many analytical tasks and doing increasing amounts of coding

AI, and media owner business?

Some simple example use cases, where AI brings speed/quality/efficiency….

Content side:

- Optimizing Content Creation, including i.e. promo creation automation.
- Personalization, the next level?
- Scenario testing for content strategies.
- Reporting cycles, internal and external, as we do still spend a lot of time…

Advertising side:

- Operations, ad placement, segment building, placement optimization.
- Boosting Ad Revenue Through AI inventory planning (if not already, right?).
- Streamlining AdOps with AI.
  - Will a *buy-side AI-agent* place a campaign at the ‘desk’ of a *sell-side AI-agent* in due time?
- Reporting cycles, internal and external, as we do still spend a lot of time…

Humans, let's not forget about humans?

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Human in the **loop** is required:

1. To setup the required agent or task,
2. to train and correct the model and
3. to set the right priorities and constraints and,
4. to check if output makes any sense! 2 Examples…

Will we all **lose our jobs**?

1. *It's not people losing jobs to AI. It's people losing their jobs to those who incorporate AI. And,*
2. *it's not companies going bankrupt due to AI. It's them losing business to those companies that embrace AI*. (quoting Nvidia CEO)

(*and yes, it is Google search losing users to ChatGPT*…)

Humans, let's not forget about humans?

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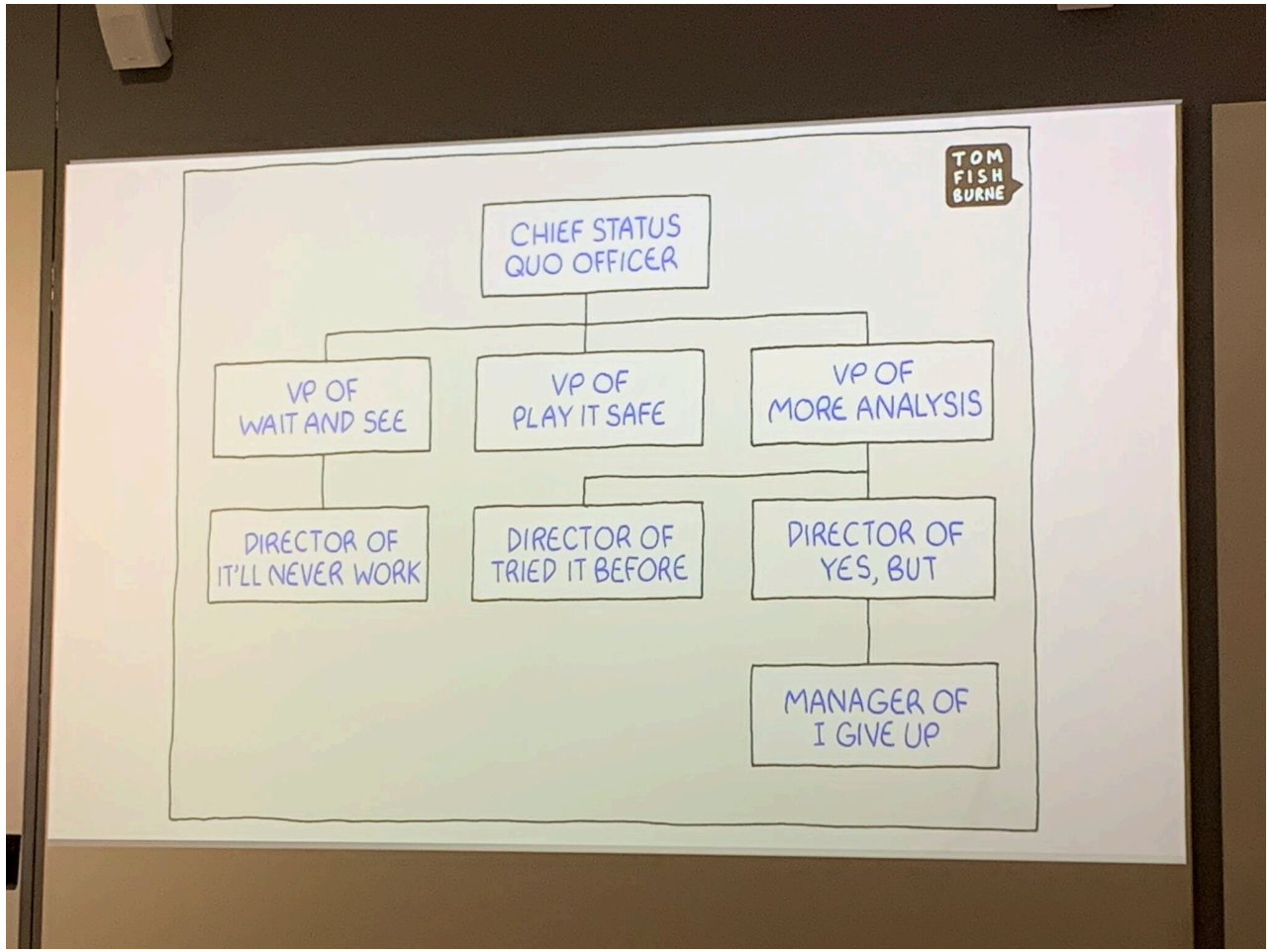
- It's **impacting the work force**, simple tasks to start with.
- AI is a **need to try, play and integrate** in the business. As it is your cheapest innovation tool you ever got.
- To get the most out of AI, **organisations** must be **ready to change** how they operate, rethink workflows, and build a culture that embraces learning and flexibility.

Do not let the conservative forces win here… or join a company where they lost!



Crap data and other considerations

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Data crap, outcomes crap? And why?

- Big opportunity in using your **own knowledge base** and data.
- AI wants to ‘serve’, so feedback needs **to be checked**, assessed and optimized to serve the use case.
- Oversight or “**mentorship**” is a need.

Other risks?

- LLM’s build on open information.
  - So even using your own as input, the way it **works** with it might be **skewed**.
  - It can result in **regression to mean**, **dominant culture** preference.
- If you don’t pay for the service “**you are the product**” (aka data is out there).

AI, approach suggestions

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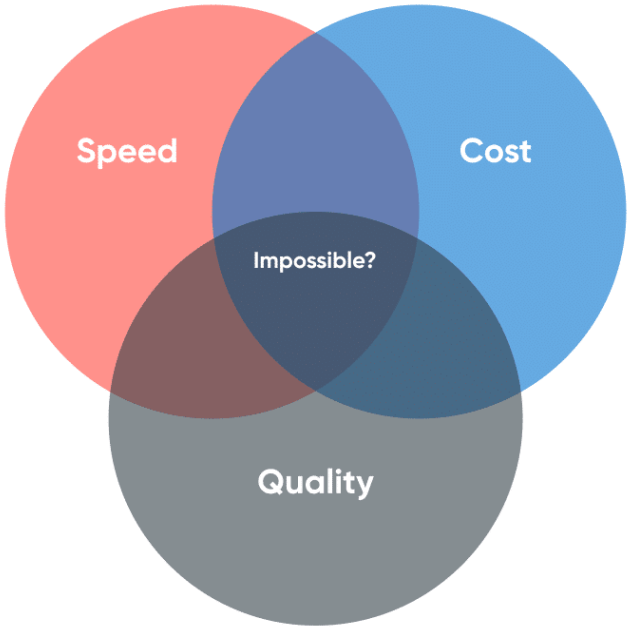
- Look at **your daily problems** first before diving in using AI in your daily routine.
  Just trying to use it because you want to use it is useless.
- Use **AI** always as a **first approach** to solving those problems.
  Because you will need to force yourself to invest time that initially will cost more than it returns.
- **Be conscious** that in setting up AI solutions, you need to be aware how basically automated, generic, and mostly US based approaches work.
  Because where they are developed, what information mainly will be used, might be very status quo and US focused! Use your own defined and ringfenced data.
- **You define how** it should work, what it should do and why.
  If you don't and just leave it to the machine you might work backwards!

And I told myself: *Don't be a conservative, change avoiding, old white man*.

The triangle - research

Coming back to initial question… can AI help solving parts of the speed/quality/price triangle?

- Research setups get more **complex**, more data, more models. So more **expensive**. By integrating AI, they should:
  - Be of improved quality.
  - Be made cheaper at the same time.
  - Be made faster; overall speed will improve with AI.
  - **Research/data suppliers** will need to onboard now, if not already.
    - Otherwise, others will do the job in next 3-5 years.



The triangle – Media Owners

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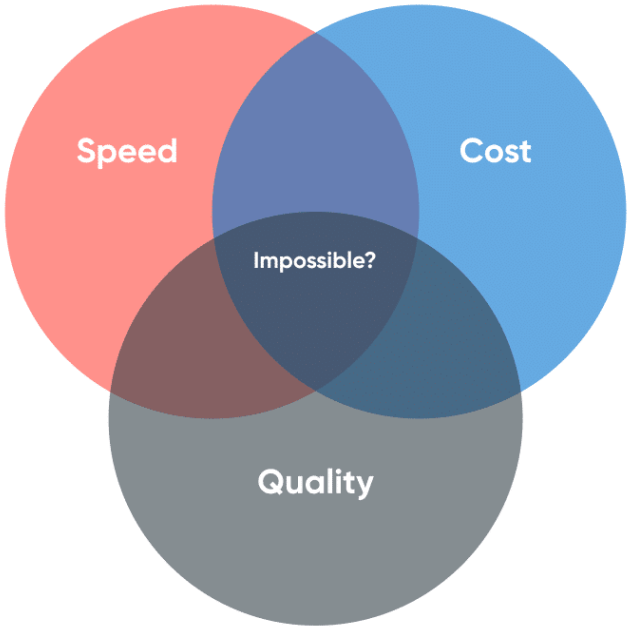
Come back to initial question… can AI help solving parts of the speed/quality/price triangle?

- Media Owners are increasingly facing **commercial challenges** and needs to **increase performance** too. By using AI:
  - Like all business': will improve operational processes.
  - Can optimize trading for growth; inventory and prcing strategies.
  - Can deliver BtoC improvements by building more knowledge out of existing data.
  - Do all those things at a faster pace.



Raising the rainbow flag

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Some more private considerations

Can we shape this technology to **improve** education, cure illnesses, solve global challenges, and improve **society?**

Especially in **medical care** and **education** there is a huge opportunity. And risk.

Or will its primary legacy be **profit-driven**, possibly reinforcing existing **inequalities**?

What is the possible impact of the current **geo-political power drama** we are in?

Will **global / big tech** own it all….. like in some other area's?

What do **you** think? Can we guide AI toward a future that serves everyone…..?

Hey, I am still in **love** with it……

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What about AI; some hands-on “tips”

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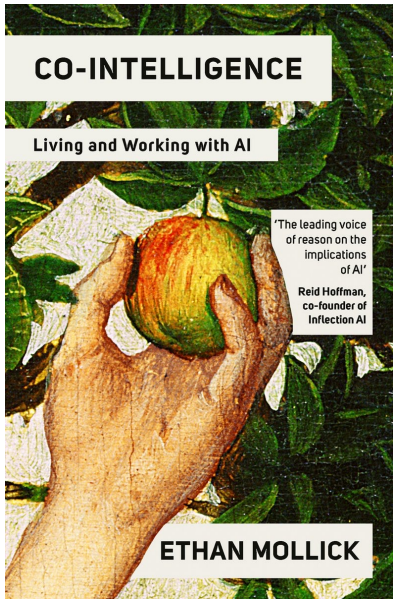
- Valid till… **keep pace** with latest innovations. And adapt your processes if needed.
- **Try different tools** / models. Some work better.
- Book -> **Co-Intelligence: living and Working with AI,** by Ethan Mollick.
- Simple use cases:
  - **Idea generation** – ask for 5 marketing strategies, pro’s and cons, steer and ask to re-do again. Use the best in your view to re-iterate.
  - **Desk research** – it’s brilliant if you are ok spending time in working “together” and instruct well.

    (And after I wrote this came **Deep Research** last week…)
- **Get experts** in if implementing for real of course ;-). *Not me*.