THOMAS MORE

VERSION 1
APRIL 2024

GENERATIVE AI
EMPOWERMENT FOR
MEDIA & ENTERTAINMENT
PUBLISHING & EVENTS.



Substitution

Manual task replacement



Augmentation

Manual task facilitation



Modification

Rewiring & customizing methods



Redefinition

New methods & possibilities

Empowering MAKERS

Create

to **UNBURDEN**

AI acts as a direct substitute for trivial & repetitive tasks.

to **ACCELERATE**

AI inspires & guides towards more & better creative results.

to **CUSTOMISE**

AI allows for significant task redesign & bespoke workflows.

to **INVENT**

AI unlocks new workflows & creative possibilities, previously inconceivable.

Empowering AUDIENCES

Consume

to **DISCOVER**

AI helps audiences find existing content & media experiences.

to **CONTROL**

AI allows audiences to interact with existing content in their own way.

to **REMIX**

AI allows audiences to become part of the creative process.

to **DEMAND**

AI allows audiences to request fresh content & experiences on demand.

Empowering AI AGENTS

Automate

to **REPURPOSE**

AI generates derivatives based on existing content & experiences.

to **PERSONALISE**

AI curates and delivers personalised content and experiences.

to **HYPERSCALE**

AI handles tasks that exceed the scope or complexity of manual effort.

to **IMPROVISE**

AI contextually reacts to audiences in real-time.

Enhancement → Transformation → Expansion

Inspired by the SAMR model by Ruben R. Puentedura
Icons created by Andrejs Kirma, Arthur Bauer,Becris, Luis Pradon, Studio Fibonacci, from the Noun Project.

This work is licensed under CC BY-NC-SA 4.0.
To view a copy of this license,
visit http://creativecommons.org/licenses/by-nc-sa/4.0/