

The image features a dark blue background with large, overlapping light blue circles and a vertical light blue bar on the right side. The EBU logo is in the top left corner.

EBU

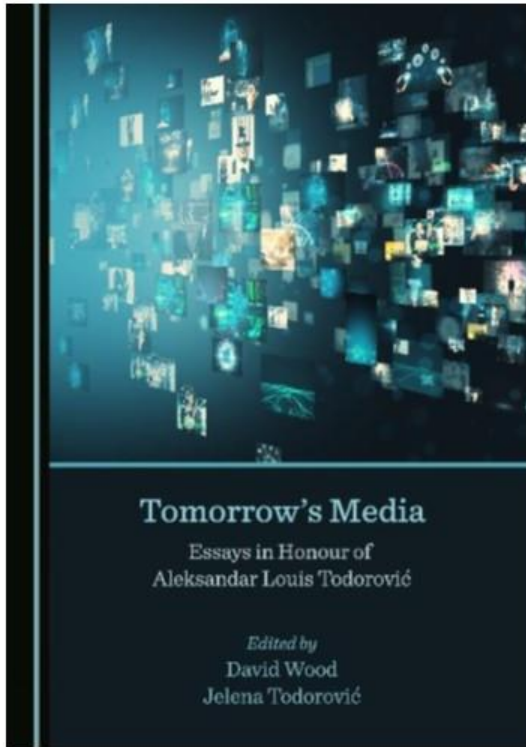
OPERATING EUROVISION AND EURORADIO

MEDIA TECHNOLOGY INNOVATION : WILL IT SINK OR SWIM?

MAY 2023

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EBU MEDIA TECHNOLOGY FUTURES GROUP

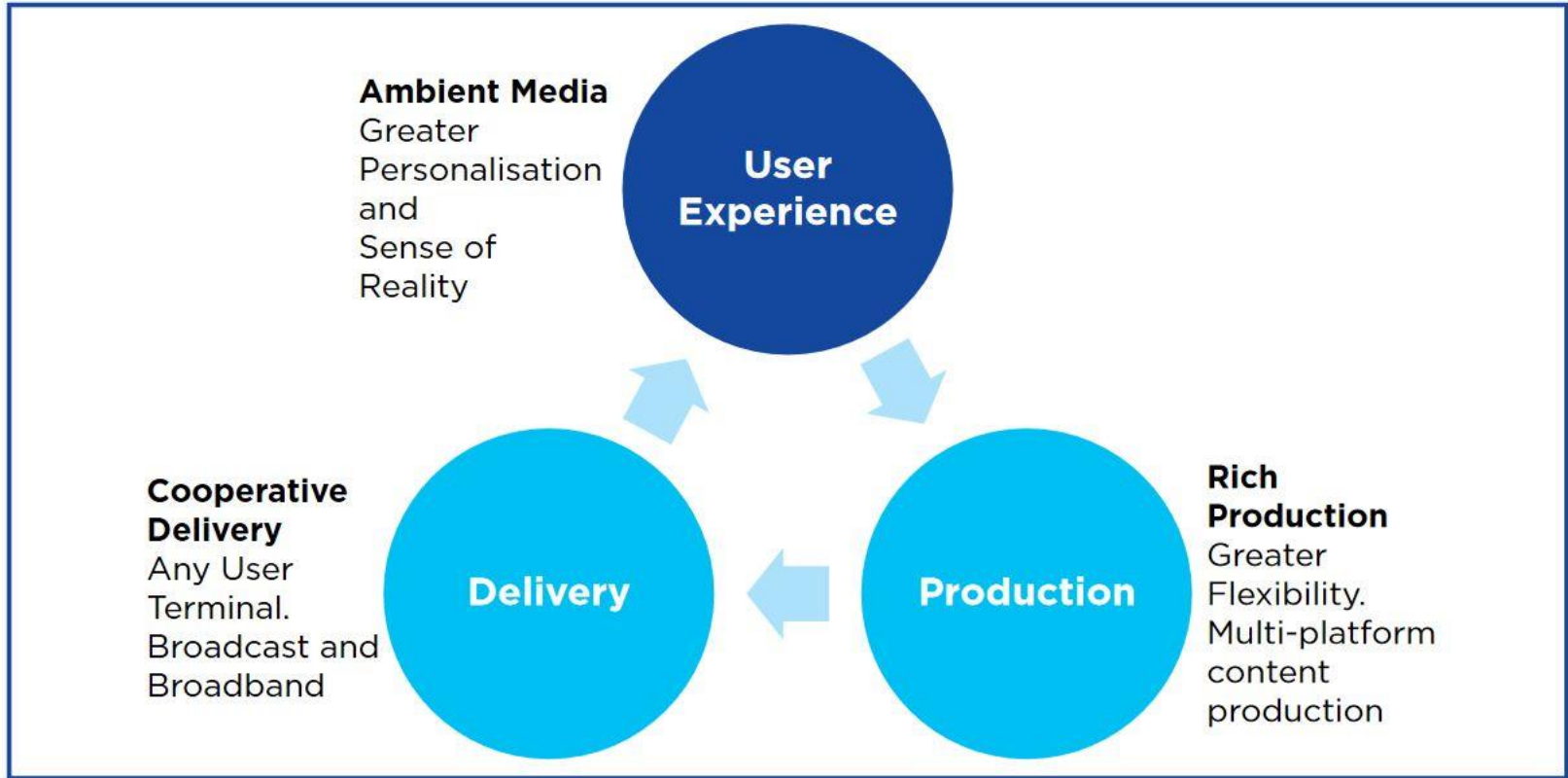
CHAIR: HANS HOFFMANN

**THE EBU IS THE
COLLECTIVE ORGANISATION
OF EUROPEAN PUBLIC SERVICE
MEDIA COMPANIES AND
ASSOCIATE MEMBERS**

**MTF BRINGS TOGETHER EBU
MEMBERS WHO CAN PARTICIPATE
IN COLLABORATIVE PROJECTS**

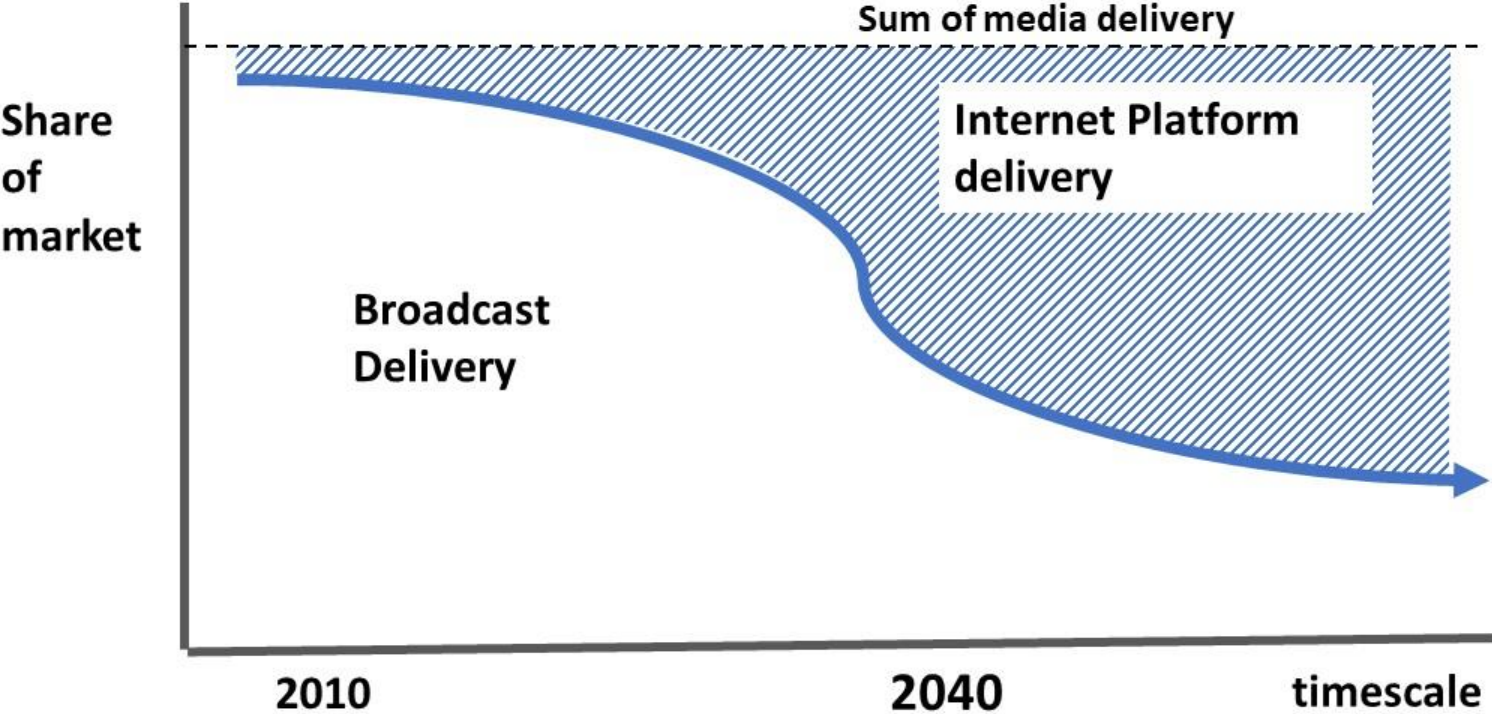


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“RUN TO MEET THE FUTURE, OR IT WILL RUN OVER YOU”

PROBABLE EVOLUTION OF MEDIA DELIVERY



WHAT ABOUT 'AI'?

The term 'Artificial Intelligence' sounds rather frightening. Maybe a better name would be something like 'statistical probability analysis'?

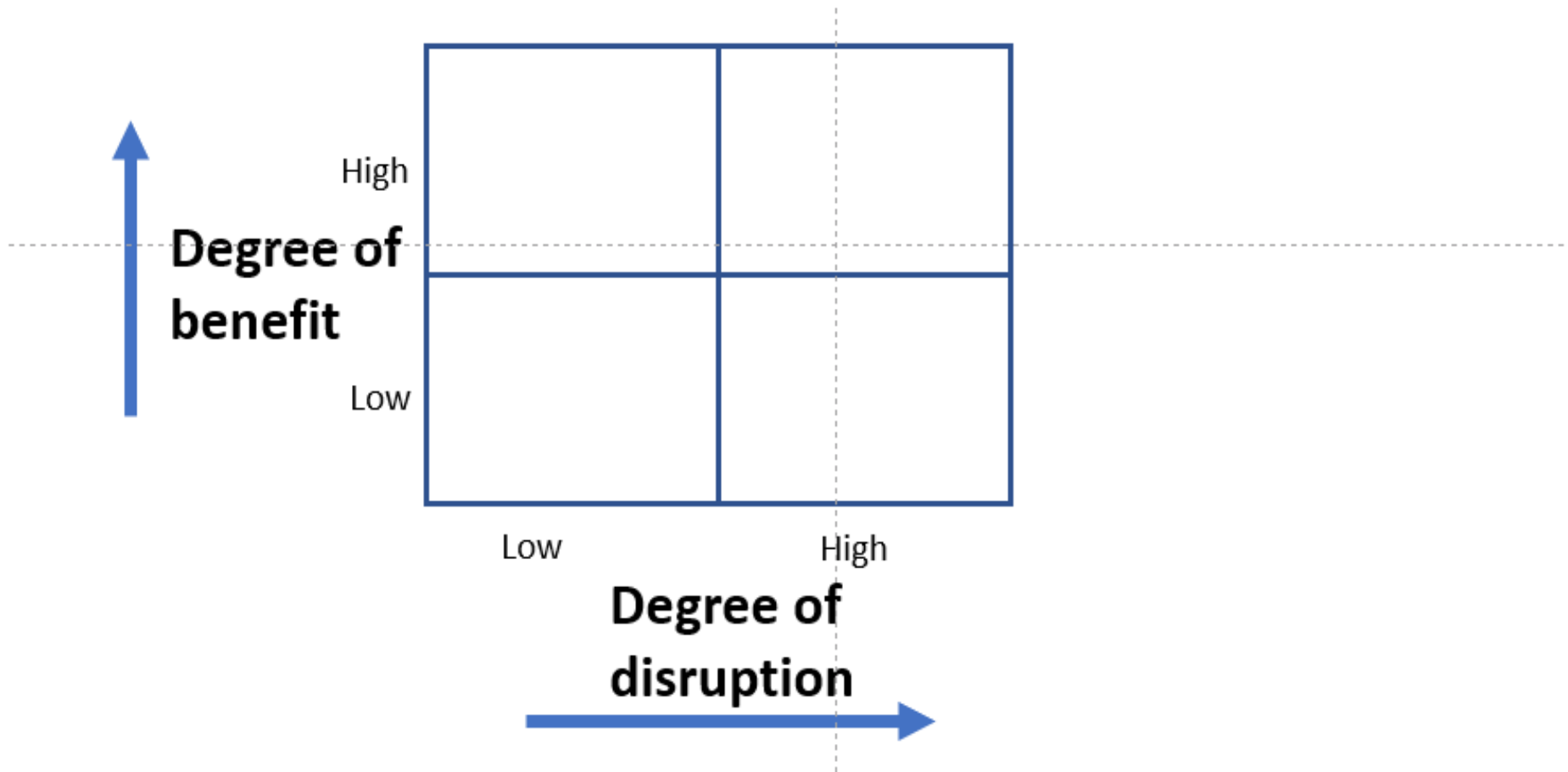
AI may be useful initially for the creation of accessibility services such as subtitling, clean audio, and sign language interpretation

In general, AI may be useful for production, for enhancements of image and sound quality and for the media experience.

AI may be useful for Journalists and creative staff.

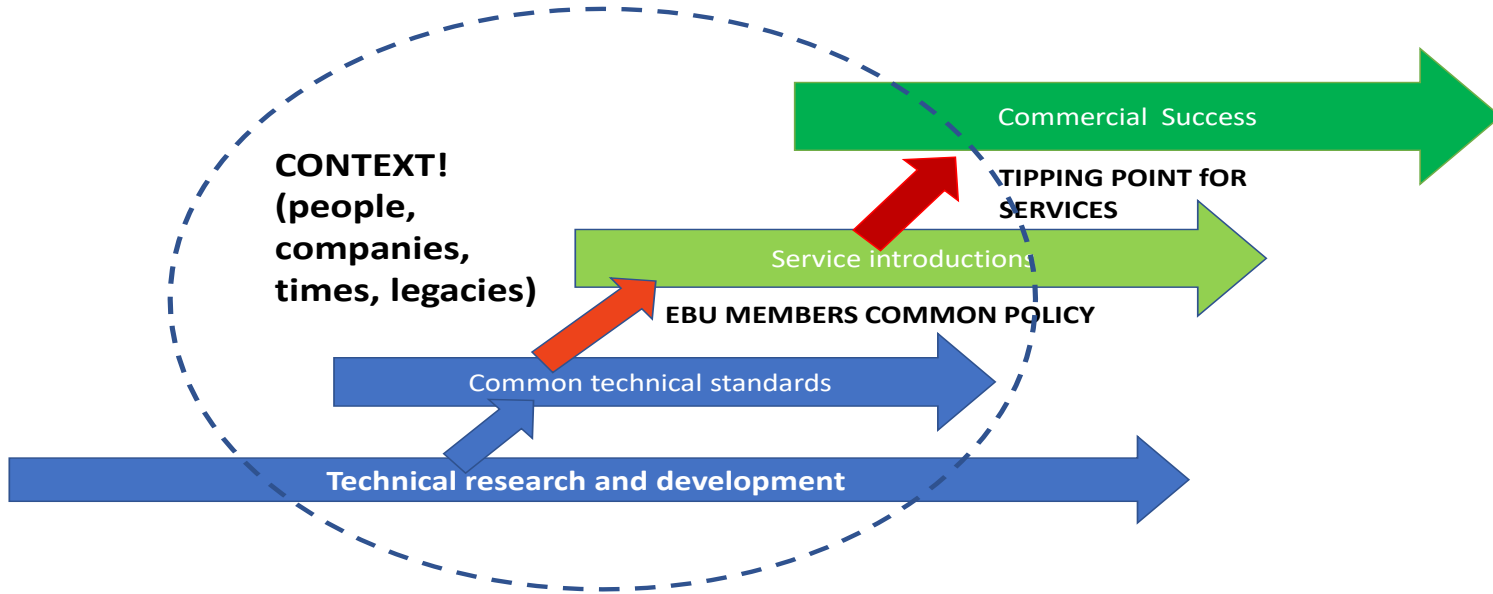
WAYS TO JUDGE IF A SYSTEM IS GOING TO SUCCEED OR FAIL

- **Examine the relationship between degrees of benefit and disruption**
- **Examine if the means will be available to take all the steps needed to move from idea to widespread use**
- **Examine if the system would be between ‘too early’ and ‘too late’.**
- **Examine if you have the capacity to run the service.**



HOW TO GET TO THE TIPPING POINT?

What needs to be true for the Common Policy and Tipping Point to happen?



Preparing a Company
‘Capability Map’
may help to understand
what you can do and what is needed

Conclusions

The future of media technology will depend first and foremost on the relationship between the degree of benefit and the degree of disruption of a new system.

Those with high benefit and low disruption will be the first to be widely used.

But there are many steps to climb and needs to fulfil before a system is in widespread use.

There is a lot more to it than just the new technology.

Thank you for listening!