

» AI-volution

The Unfolding Story

April 2024





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» Introduction

Recent breakthroughs, such as the advent of Generative AI tools herald a new era set to rival the impact that personal computers, the internet, and smartphones had on our lives.

This wave of innovation has the potential to propel industries forward at a pace, promising to revolutionize the way businesses operate. Tasks, once mundane, are being automated, insights are generated with greater precision, and decision-making is reaching new heights of sophistication. At the same time, AI is opening up fresh avenues of growth, sparking product and service innovations, redefining value propositions and driving operational efficiencies.

One fundamental theme, something that has been consistent across all of our research, remains the importance of the human touch.

As the story unfolds, AI's true power lies in its ability to complement and enhance human capabilities, accelerating progress and efficiency, and delivering higher quality end products and experiences. Firms are actively harnessing AI and related capabilities fueling a surge in M&A activity, as they strive to gain an edge in an increasingly digital economy.

Our report is designed to identify key themes arising from AI developments and their subsequent impact on businesses and M&A across the following sectors:



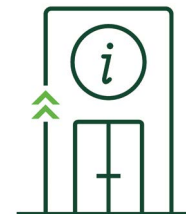
Performance
Marketing



CGI, Animation
& VFX



Legal & Compliance
Technology



Events &
Conferences



Software
Development

» Performance Marketing

Technological advancements in processing vast amounts of data are sparking a revolution for Brands, Agencies, and Tech Partners across the Marketing Services landscape raising the bar yet again on the industry's unwavering focus on improving performance.

The emergence of Generative AI and data analytics tools is transforming the way marketers harness data to create content and execute advertising campaigns across the addressable landscape; from paid search and organic SEO to Social and Connected TV (CTV).

As adoption of technologies such as ChatGPT, Gemini, Perplexity and a growing list of marketing focused AI tools take center stage, performance marketers are reaping the benefits including better campaign performance predictions, personalization at scale, and improved return on investment.

However, with the rewards come challenges such as brand safety concerns and questions about AI's ability to produce expert content.

Data and Analytics: Decoding the Power of Insights

At the heart of the performance marketing revolution lies data and analytics. The integration of diverse, unstructured data sources is enabling marketers to glean new insights, providing a holistic

understanding of their audience's behaviors and preferences in advance of executing campaigns. Companies like Personalize, Chalice.ai, Ad Copy, Seven Sense are leveraging first-party data and Generative AI to deliver personalized and responsive experiences, supercharging the marketer's ability to build stronger connections with their customers.

Interpreting this wealth of data to inform creative, strategy, and campaign optimization has emerged as an invaluable skill in the industry. Analysts who can decipher the data and draw meaningful conclusions are increasingly in high demand. Selecting and parsing through disparate data sources can also be augmented by AI with tools like Narrative I/O's Rosetta.

Content Creation: The Rise of Gen AI in Programmatic Advertising

Automation stands to reshape the content creation landscape, particularly for programmatic advertising aimed at CTV.

With Generative AI tools at their disposal, marketers can now automate content production in ways not before possible. Tools such as Memorable and INK use data-driven insights to inform content creation, facilitating a low-cost, fast-moving approach at scale.

The implications of this transformation are profound. Imagine a world where the actual visual content seen in ads has been machine curated for you based on real-time data from your recent online activity and behaviors. We are fast approaching that moment.

» Performance Marketing

However, as AI takes over content creation, concerns about brand safety have also surfaced. Striking a balance between mass personalization and maintaining brand integrity is a key challenge that marketers must address.

Paid Search: The Algorithmic Advantage

The world of paid search has seen a seismic shift with the rise of Generative AI and Data Analytics. Smart bidding and responsive ads have become the norm, leveraging AI's ability to analyze vast amounts of data and optimize campaigns in real-time. Multi-model search algorithms (that can understand the context of connected images and words) have further enhanced search relevance and performance.

Can Paid Search improve even further in its efficacy? Marketers can now achieve more significant results with fewer resources. By capitalizing on AI-driven insights, they can improve return on ad spend, making every advertising dollar count.

Organic SEO: Elevating the Standards

AI-powered tools have refined the way marketers streamline copywriting, introducing mass automation and individualized relevance to create better-performing content. However, while AI copywriting (such as ChatGPT, Jasper and Anyword) has raised the bar, it still falls short in generating expert-level content that requires deep domain knowledge (albeit MarketMuse a research and copywriting tool is taking on this challenge).

As AI tools mature, there is a need to bridge the gap between AI-generated content and the expertise of human writers in order to achieve relevance at scale. The evolving SEO landscape is prompting marketers to reconsider their content strategies and find the right balance between AI-generated content and human expertise.

“At our agency, embracing new technologies is not something new. It happened with cloud, with privacy and now with AI. Staying updated is a part of the offering. We need to lead in this space because our clients demand it, and it’s interesting to see the rapid innovation that comes from agencies ensuring they stay competitive and relevant.”

Christoffer Lötebo, Group CEO of Precis Digital

Generative AI and data analytics tools could be a solution to some of the key challenges in the performance marketing industry

The combination of Generative AI and data analytics is changing the game

Our thoughts on the impact on the industry



Data analytics



- AI can circumvent challenges with unstructured data (e.g. different databases) and abstract sources (e.g. images).
- Those with access to first party data stand to benefit. Firms that can help interpret data will be even more highly valued.

- Better predictions of how ads will perform on an increasing number of distribution channels
- Improved sentiment analysis to optimize campaigns
- Ability to personalize content at scale, in real-time.



Programmatic ads, particularly CTV



- Use of Generative AI to automatically produce/ vary ads based on individual preferences, tailored to each channel served.
- Low cost, fast-moving and ability to execute at huge scale.

- Better user experience, conversions and retentions
- Challenge to overcome regarding brand consistency.



Organic SEO



- Generative AI has raised the bar as ChatGPT can provide basic information quickly.
- Those producing timely information and deep expertise will receive higher ranking.

- Lack of trust in generative AI and information not always up to date
- Current inability for generative AI to write expert content.



Paid search



- Smart bidding made it possible for organizations to manage hundreds of campaigns with ease, at a lower cost and higher CTR.
- Responsive search ads present variations on the ad copy for each user and test different combinations of headlines and descriptions for optimal performance.

- Delivering better return on ad spend
- Ability to do more for less
- Wider trend on whether search will become obsolete in favor of AI chatbots.



Multi-model search algorithm



- AI data analysis can understand the context of an image used alongside a piece of text.
- The ability to understand audio and video formats in context is continually developing.

- Changes the playing field for developing effective SEO and Paid Search strategies
- As AI learns context of audio and video formats, the power of written copy reduces.

There is the possibility of a longer-term dynamic where AI chatbots render search engines obsolete (at least for certain aspects of Search)

>> Performance Marketing

Conclusion: Embracing the AI-Powered Future

Generative AI and data analytics are undeniably transforming performance marketing, enabling better predictions, personalized experiences, and improved ROI. The power of data has unlocked new insights and opportunities, empowering marketers to make data-driven decisions that resonate with their audiences.

While AI is revolutionizing content creation and its consequent effect on organic SEO, it is crucial for marketers to acknowledge the limitations and find ways to leverage AI's strengths. Embracing the AI-powered future requires a delicate balance between automation and human expertise to maintain brand safety and produce high-quality, expert-level content.

As the AI landscape continues to evolve, performance marketers must stay agile and adapt to these transformative technologies.

M&A Role

With the adoption of Generative AI and the pace of change we expect M&A to play a central role as Brands, Agencies and Tech Vendors race to gain a competitive advantage by adding consultative expertise or in direct tech.



» CGI, Animation & VFX

The worlds of CGI, Animation and VFX are undergoing transformation, fueled by the proliferation of Generative AI content creation tools. This wave of innovation promises to streamline workflows, unleash creativity and elevate audience engagement like never before.

In this article, we delve into the cutting-edge developments in AI, explore the potential challenges of copyright and fair compensation and discuss how innovation is reshaping the industry's landscape.

The AI Revolution in CGI, Animation and VFX

Generative AI is taking center stage with a host of new tools, such as MidJourney, Runway.ai and WonderStudios. Alongside these, industry giants like NVIDIA are making groundbreaking strides with their Neuralangelo platform, which transforms 2D spaces into lifelike 3D environments. These developments are lowering the barriers of creativity, giving artists the power to swiftly ideate, develop and pitch concepts.

But the greatest impact could arise from automation. Once time-consuming manual tasks, like rotoscoping, are now being automated, cutting down laborious efforts from hours to minutes. Productions like "Everything Everywhere All at Once" are testament to this transformation, with VFX teams that once numbered in the hundreds now reduced to a core squad of 10 engineers.

"Put to its best use, AI has the potential to become an essential collaborative creative partner helping to empower the next generation of VFX artists. Not only will it improve productivity, but it will also enable artists to explore new creative opportunities, re-imagine new creative visions and just as importantly preserve mental wellbeing."

David Patton, CEO of Jellyfish Pictures

>> CGI, Animation & VFX

Copyright Challenges and Fair Compensation

However, the rise of AI is not without its ethical and legal complexities. Generative AI technology often draws upon existing art, designs and content to create new outputs. This raises questions about copyright infringement and fair compensation for original creators. With outdated copyright laws ill-equipped to address these modern issues, the industry is calling out for reform.

In the US, writers staged a strike demanding higher pay and fairer contracts, particularly regarding the use of artificial intelligence in creative processes. Companies remain cautious about leveraging AI for client work, fearing high-profile copyright claims could significantly impact their reputations. This shift will particularly benefit those with vast databases of content, potentially creating a new hierarchy of content ownership.

One solution could be the implementation of smart contracts and non-fungible tokens (NFTs). These technologies have the potential to ensure fair compensation for creators by establishing transparent and immutable ownership records for AI-generated content.

Embracing Innovation

As AI continues to empower the industry, personalization emerges as a new frontier. The technology could, for example, be used to allow anyone to become the main protagonist in their favorite film or show, forging modern connections between audiences and content. Furthermore, leveraging Intellectual Property (IP) across multiple formats, from 2D to

AR and VR, has become more feasible and cost-effective. This shift opens doors to interactive experiences, for example taking control of a VR spaceship, letting the audience play a pivotal part in a film.

The Human Touch

Despite the transformative potential of AI, it is crucial to remember that human intervention remains paramount in creating art with a soul. AI tools can revolutionize the production process, but they cannot yet replace the essence of human imagination and emotion. There will likely always be a need for artists and storytellers who breathe life into AI-generated concepts, bringing authenticity and depth to the finished product.

Profit Margins and Production Dynamics

The impact of AI on profit margins is a subject of both hope and concern. While automation could potentially lead to cost savings, questions arise about whether these benefits will be passed onto brands, content owners and studios. Will the increased efficiency of AI-driven workflows result in increased procurement pressure, more productions or simply lead to larger profit margins for production studios?

As AI democratizes certain aspects of the process, lowered barriers to entry may inadvertently lead to increased competition, subsequently impacting the pricing and value of Animation and VFX services.

AI will change the CGI, Animation and VFX landscape

Key themes related to AI in the market



Proliferation of Generative AI content creation tools



Breakthrough developments continuing



- NVIDIA Neuralangelo launched - can turn 2D pictures into 3D immersive spaces in 15 minutes – previously a huge bottleneck for games and films.



Workflow efficiencies



- Quicker ideation, pitching, development, more scope for testing.
- Tools are automating manual tasks such as rotoscoping, reducing time spent from 5 hours to 5 mins in some instances.
- Smaller teams required for films e.g. 10 people (vs 100s) working on VFX on Everything Everywhere All At Once.



Fair compensation and copyright



- Generative AI technology uses existing art, design and content to create new outputs – copyright law is out of date and will evolve.
- Writers' strike in US demanding higher pay and fairer contracts and provisions about the use of artificial intelligence.



Format innovations



- Personalization – ability for anyone to become the main protagonist in a film or show.
- Leveraging IP across multiple formats 2D, AR, VR (e.g. landing the spaceship in a film). Multiple formats are now less costly and time-consuming to produce.

Our thoughts on the impact on the industry

- **“Artificial assistance” rather than intelligence:** Tools will complement workflows, increase efficiency, and enable faster production, testing and ideation, potentially lowering costs of sales over short-term.
- **Lowered barriers:** The start of democratization of content creation could lead to competition and potential in-housing. Commoditizing certain services (e.g. character development) could create price pressure – high-end likely to be protected.
- **Importance of human touch:** AI lacks “soul,” human creativity remains crucial for delivering world-class content. IP-owners likely to benefit from more cost-effective output – more shows could receive the “green light”.
- **New possibilities:** Those that harness and optimize use of these tools, leveraging human creativity to push boundaries will likely be more in demand.
- **Copyright concerns:** Firms wary of using AI for client work. A high-profile copyright claim will likely unfold. Those with large databases of content will benefit e.g. Disney+. How can work used in AI models be compensated fairly? Regulations require reform. Smart contracts/NFTs could be a solution.
- **Roles changing:** More capacity in the industry could lead to pricing pressure. Firms will seek “Prompt Engineers” and “AI managers”, albeit tools can automate these processes as well.

While pricing pressure and increased competition may pose challenges for the industry, demand for high-quality, human, creatively-driven content is likely to persist. The need for skilled, creative businesses (that leverage AI tools) will likely continue in the long-term.

» CGI, Animation & VFX

Conclusion

The CGI, Animation and VFX industries stand at the precipice of an extraordinary era driven by Generative AI, where human creativity and technological innovation converge in powerful harmony.

However, the industry must address the challenges of copyright and fair compensation to ensure that creators are duly rewarded for their contributions. With mindful regulation and the integration of human artistry, AI promises to elevate storytelling to new heights, redefine audience engagement and unlock an unprecedented realm of possibilities. As we navigate this new frontier, we look forward to the potential opportunities AI has to offer while valuing the human-led businesses that will take the industry to the next level.

M&A Role

Although fast-moving, AI-technology in Animation and VFX remains relatively nascent, and the sector has yet to witness a slew of AI-driven M&A deals. Indicators of a game-changing future are apparent with venture capital increasingly flowing into AI enterprises. Notable among these are Move.ai, which is transforming movement in digital settings, Speech Graphics, with their speech-based facial animation software, and MARZ, introducing a ready-to-deploy AI solution for VFX.

These investments herald a promising era of AI-driven creativity and efficiencies in Animation and VFX.



» Legal & Compliance

Generative AI represents the next, and potentially most meaningful, key stage of Artificial Intelligence impacting the legal market. Generative AI ushers in a new era of efficiency involving automating routine tasks, enhancing legal research, and reshaping how lawyers construct arguments. Its potential to unlock unprecedented insights, streamline contract management, and predict legal outcomes could redefine the legal landscape for lawyers and clients alike.

History of AI in the Legal Industry

AI has already had an undeniable impact on the legal industry. There have been several pivotal stages, from eDiscovery Technology Assisted Review (TAR) and Litigation Analytics to Document Automation and Contract Analytics, that are important to understand when considering the impact that we anticipate Generative AI will have on this market.

The legal sector was first impacted by AI back in 2005 with TAR, which introduced a future where artificial intelligence could play a critical role in document review by detecting patterns in documents, effectively optimizing the tedious discovery process. TAR has been a key driver of

eDiscovery becoming a \$20B industry. Despite subsequent innovation TAR remains the largest and most successful example of AI's impact on the legal market.

Fast forward to 2012, and the legal market began to witness the rise of litigation analytics. Litigation analytics involved leveraging AI to detect patterns in data coming out of dockets, and case law to deliver insights and analytics on law firms, companies, and judges. These analytics are used for business and practice of law purposes. At first, the market was dominated by companies like Bloomberg Law, Docket Alarm and Lex Machina, but now a diverse range of players, from established companies to nimble startups, offer litigation analytics.

The mid-2010s marked a period of transformation through document automation. Before the era of Generative AI, we witnessed automated form completion based on decision trees and app-driven expert systems. Neota Logic and LegalZoom were early disruptors across both B2B and B2C, while Legalmation led the way in providing automation of pleadings in litigation. Since then, no-code/low-code platforms have become increasingly popular, allowing users to deploy software applications without needing a technical background.

The impact of AI extended to contract analytics, encompassing everything from pre-execution contract analysis to contract lifecycle management. Pattern recognition AI technology, effectively early TAR on steroids, laid the foundation for contract analytics. Not limited to just legal issues, contract analytics also ventured into compliance and front of the house use cases. A surge in capital raises during 2019-2021, and early 2022 has led to inevitable market consolidation.

>> Legal & Compliance

Generative AI: Shaping the Future

The arrival of Generative AI back in 2022 heralds a new era of efficiency and effectiveness for legal professionals. Lawyers can leverage AI to handle repetitive and lower-end tasks, freeing up time and resources for higher-complexity, value-added work. In-house legal groups are increasingly turning to AI and tech-enabled solutions instead of relying on outside counsel. These advancements are now bearing fruit for early adopters.

Automated Legal Research and Analysis

Generative AI possesses the unparalleled ability to process vast volumes of data faster and more accurately than humans. It can extract relevant information, answer questions, and build robust legal arguments.

Litigation Moneyball

Legal professionals can use Generative AI to analyze data to identify high-value clients, predict likely outcomes and behaviors, and recommend case strategies and settlement analysis. This revolutionary technology is already transforming areas such as personal injury, class action, and mass torts.

“Internet browsers and the World Wide Web popularized the Internet for most people, and that development transformed whole industries, including law. In a similar way, Generative AI is the first exposure that most people have to powerful AI tools. Generative AI is just as disruptive. It is already changing what legal services law firms offer, how they price services, and what tasks corporate legal departments can handle in-house.”

Ed Walters, Chief Strategy Officer, vLex

>> Legal & Compliance

Contract Generation and Management

Generative AI streamlines the process of drafting and negotiating contracts. It provides invaluable insights that have the potential to standardize certain contract types across the market.

Litigation Workflow Enhancement

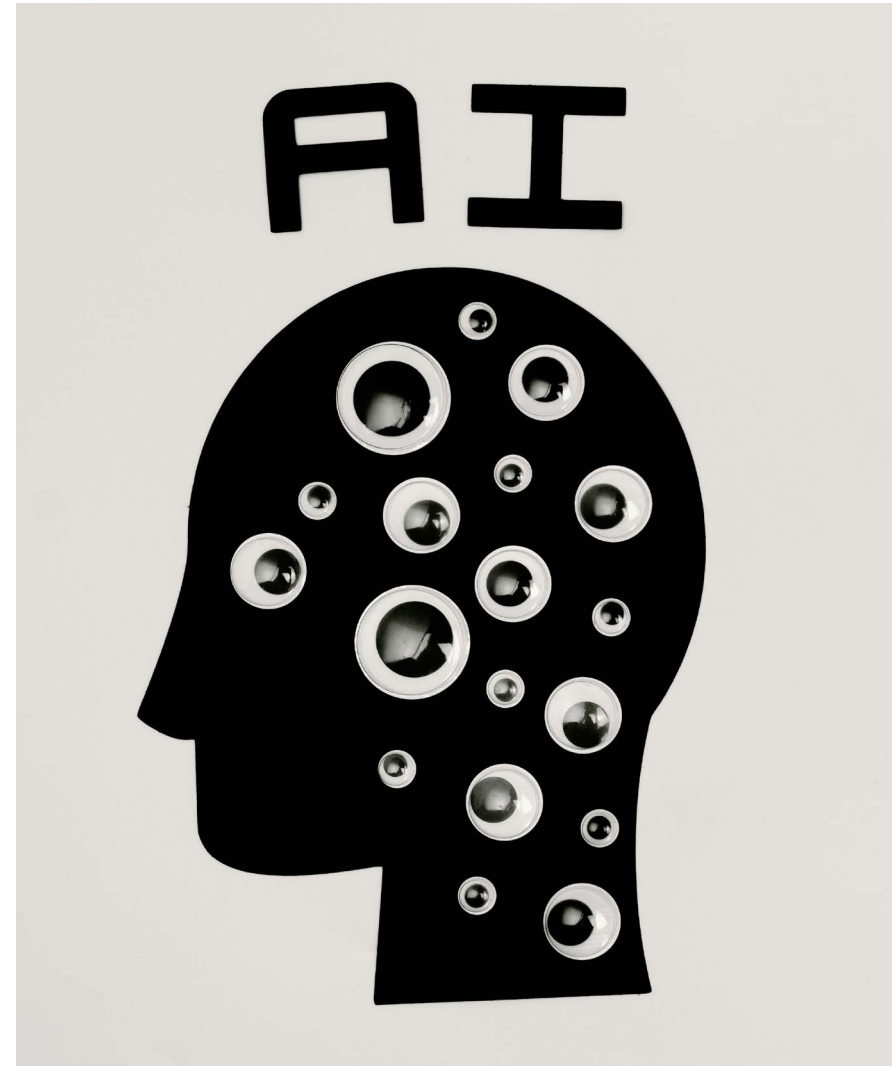
The benefits of Generative AI extend to AI-generated case law summaries, accelerated document review and summarization, deposition preparation, and regulatory compliance. It even takes on tasks like automated transcription, brief preparation, and formatting.

Conclusion: Embracing the AI-Powered Future

While we stand at the threshold of Generative AI’s influence in the legal market, its accuracy and adoption are still in the early stages. Yet, the trajectory is clear. Generative AI is poised to transform workflows, enhance efficiency, and empower lawyers to focus on the more strategic aspects of their profession. The synergy between human expertise and artificial intelligence will enable lawyers to serve their clients more effectively and efficiently.

M&A Role

Given the anticipated pace of transformation and the increasing adoption of Generative AI, we expect M&A to play a pivotal role in the legal market as technology and tech-enabled services vendors provide opportunities for law firms to differentiate themselves and better serve their clients, and for clients to better manage their internal legal groups.



Generative AI's impact on the Legal market will be profound but it is still early days

Key themes related to Generative AI in the market		Our thoughts on the impact on the industry
<p>AI-powered innovators in legal and compliance</p>	<p>»» casetext / THOMSON REUTERS Relativity Harvey. the contract network patterndata { LawGeex } v lex / fastcase LEGA</p>	<ul style="list-style-type: none"> • Legal market is a knowledge industry - ripe for acceleration of AI disruption • Strong segmentation opportunity with differing use cases across law firm market. • Not only efficiency-focused but value-add • Strong business of law opportunities relating to business development and law firm profitability. • Accuracy concerns/hallucinations remain top of mind • Clients still want the human touch that a trusted advisor has; AI is seen as just a tool.
<p>Automated legal research and analysis</p>	<ul style="list-style-type: none"> • Ability to process large volumes of data faster and more accurately than humans and extract relevant information to answer questions and build arguments. • Analyze documents and provide insights on implications, counter-arguments, precedents, etc. 	
<p>Litigation Moneyball</p>	<ul style="list-style-type: none"> • Lead analysis/intake in order to identify high value clients • Predict likely outcomes and behaviors • Recommend case strategy and settlement analysis • Already impacting personal injury, class action, mass torts etc. 	
<p>Contract generation and management</p>	<ul style="list-style-type: none"> • Provide contract insights that streamline drafting and negotiation • Enable market-wide standardization of certain contract types. 	
<p>Litigation Workflow</p>	<ul style="list-style-type: none"> • AI-generated case law summaries • Dramatically accelerate document review and summarization • Assist in deposition preparation and regulatory compliance • Automated transcription, brief prep and formatting. 	
<p>While AI accuracy and adoption are at relatively early stages, Generative AI will continue to transform work(flows), enhance efficiency, and enable lawyers to focus on more strategic legal services</p>		

» Events & Conferences

The last couple of years has seen the Events industry bounce back faster than anyone expected. The face-to-face (F2F) industry, be it exhibitions, conferences, peer-to-peer or experiential has seen a surge in growth with events participants having a renewed appreciation of the value of F2F engagement in driving sales, networking, learning and collaboration.

While the fundamental allure of in-person interactions remains unchanged, the rise of AI is enabling a new era of enhanced experiences, efficient operations, and innovations within the industry.

The reasons that people attend events are unlikely to dramatically change due to AI advancements. AI technology is finding its stride in augmenting these connections, providing scope to deliver more innovative, cost effective, efficient, and tailored experiences. AI-Powered trends in Events & Conferences include the following:

Lead Generation and Qualification

One of the most significant assets in events companies is their vast first-party data. These assets have not been maximized historically and offer massive opportunity to marketers trying to effectively reach high-intent

buyers. A key part of AI's potential impact on the events sector lies on its prowess in real-time crunching of huge amounts of data. The ability to aggregate and analyze diverse proprietary data sets (e.g. feedback, registrations, interactions, sales patterns) with third party unstructured data (e.g. social media activity and engagement) will allow rapid qualification, identification and prioritization of leads for exhibitors in advance and on the day to ultimately drive higher levels of engagement and conversion.

Efficiencies Through Automation

The challenges of event planning – from registration and ticketing to speaker management and content production – are now prime candidates for AI-powered automation. Chatbots are emerging as versatile assistants, addressing attendee inquiries, processing payments, and distributing tickets. This automation will not only accelerate tasks but could free up event staff to focus on value-added endeavors. EventX, for example, has already incorporated ChatGPT into its event management platform. Behind the scenes, event logistics are becoming more streamlined by AI tools that manage speaker availability, venue capacities and attendee preferences – helping organizers be more efficient.

Innovative and Tailored Event Experiences

AI can also create new, innovative event experiences. While Generative AI based chatbots can drive efficiencies, they can also act as virtual concierges at events, providing attendees with instant and tailored

» Events & Conferences

guidance. Social media monitoring becomes a powerful tool to gauge attendee sentiment in real time, which could enable rapid interventions and elevate the overall event atmosphere.

Facial recognition technology is being deployed to read attendee emotions, providing a new source of real-time data that paints a vivid picture of overall feeling, albeit at the risk of invading the privacy of attendees. All of these and more can potentially be combined with data based on footfall, visitor flow, content engagement, conference attendance and more. All of this data can then be used to optimize event dynamics on the fly.

Similarly, the advent of virtual and augmented reality offers novel opportunities for hybrid events that engage both on-site and remote participants. Through real-time translation of speeches and transcripts, audiences can be extended worldwide while on the ground, participants can be engaged more actively and creatively.

AI in set design testing becomes an agile playground for organizers, who can experiment with various layouts and ideas in a low-cost, nimble fashion. This innovation will help to precisely curate F2F experiences that cater to attendees' needs and preferences.

Conclusion

Utilizing cutting-edge data analytics, seamless automation, and new innovations, AI is reshaping the landscape of events, transcending them beyond conventional gatherings. Participants can take part in captivating and tailored experiences, while event organizers have an opportunity






to benefit from enhanced efficiencies and the invaluable insights that support an ongoing process of improvement.

Despite the continued integration of AI, the bedrock of success for any event remains rooted in authentic human connections, rendering the industry more robust against AI disruption.

As event organizers continue to monetize their unparalleled first-party data assets, amass operational efficiencies and provide an unmatched, bottom-of-funnel value proposition for both buyers and sellers, the sector will continue to receive increasing investment from private equity and strategic consolidators alike.



Key technology trends that are enhancing the event experience include the following

Key technology trends that are enhancing the event experience		Our thoughts on the impact on the industry
 Chatbots	<ul style="list-style-type: none"> • Deployed at events as a virtual concierge • Provide attendees with quick access to information – makes content more accessible for people (no need to type) • Opportunity to combine with data analysis to serve personalized content. 	<ul style="list-style-type: none"> • Frees up staff to focus on value-add areas • Challenge with the amount of information the chatbot would need to know.
 Social media monitoring	<ul style="list-style-type: none"> • Attendees' experiences can be tracked via scanning posts on social media – negative sentiment can be flagged directly to a client service team. 	<ul style="list-style-type: none"> • Ability to respond to attendees live, enhancing the event experience and leading to repeat bookings.
 Real-time sentiment analysis	<ul style="list-style-type: none"> • Facial recognition technologies can scan crowds to analyze facial expressions to build a picture of how attendees are feeling about the event / conference. 	<ul style="list-style-type: none"> • Real-time data can be used to optimize the conference or event experience. • Question mark over privacy and whether people are happy to consent to this.
 Virtual / digital events	<ul style="list-style-type: none"> • Opportunities to innovate through combining real-life events with virtual or augmented reality to create new experiences. • Ability to translate transcripts in real-time to attract international audiences both online and in person. 	<ul style="list-style-type: none"> • Interesting conferences and events that will encapsulate new audiences. • Opportunity to extend client base.
 Planning and testing	<ul style="list-style-type: none"> • Organizers can test environments, visualize different layouts, structures or ideas optimizing planning of the conference or event. 	<ul style="list-style-type: none"> • Ability to test out new ideas in low-cost, fast-moving process. • Ultimately deliver better experiences for attendees.

Technologies will enhance the attendee experience while repetitive tasks can be automated, streamlining the organization of events while enhancing the overall value proposition

» Software Development

In the ever-evolving landscape of technology, Artificial Intelligence (AI) has emerged as a transformative force, revolutionizing various industries. One of the most notable areas where AI is making a significant impact is software development. With the potential to enhance efficiency, elevate quality and drive innovation, AI is reshaping the way software is conceived, created, and deployed.

Key industry players are recognizing the immense potential of AI and are investing heavily to harness its capabilities.

Investment in AI by Industry Giants

The race to harness AI's potential in software development is on and industry giants are leading the way. Accenture, a global consulting and professional services company, has unveiled plans to double its workforce of data and AI experts from 40,000 to 80,000. This expansion is backed by a \$3 bn investment into its AI capabilities.






Infosys, a multinational corporation that provides IT services and consulting, has introduced Infosys Topaz, an AI-first suite of services, solutions, and platforms. By leveraging Generative AI technologies, Topaz aims to transform the landscape of software development.

Not to be left behind, Wipro has made a substantial \$1 bn investment in digital transformation. Launching an AI-first innovation ecosystem, Wipro has set its sights on training 250,000 employees in AI. These investments underscore the industry's recognition of AI's potential and the commitment to staying at the forefront of technological advancement.

The gradual platformization of AI is very interesting to me. The efforts by Google, Amazon, Salesforce – they're bringing AI down to a level of not needing to be an expert to use it. ... I think the day that any good software engineer can program AI will be the day it really proliferates."

Kai-Fu Lee, Sinovation Ventures

AI is creating more efficient, effective, and innovative software development.

Key themes reshaping the industry		Our thoughts on the impact on the industry
 <p>Automating tasks</p>	<p>»»</p> <ul style="list-style-type: none"> • AI can automate many of the manual tasks involved in software development, such as code generation, testing, and deployment. • This can free up developers to focus on more creative/strategic tasks and reduce the cost of software development. 	<ul style="list-style-type: none"> • Democratizing coding, particularly for SME end of the market.
 <p>Elevating software quality</p>	<p>»»</p> <ul style="list-style-type: none"> • Improve the quality of software by identifying and fixing bugs, and by making recommendations for better code. • This can help to reduce the risk of software failures and it can also improve the user experience. 	<ul style="list-style-type: none"> • Save developers a significant amount of time and effort. Better software with fewer bugs and more secure, improving speed of delivery.
 <p>Personalized user experience</p>	<p>»»</p> <ul style="list-style-type: none"> • AI can be used to personalize software to the individual user by making recommendations for features and functionality, and by tailoring the user interface to the user's preferences. 	<ul style="list-style-type: none"> • Improves user experience • Bespoke software becomes more widely available, albeit less impact on enterprise scale clients.
 <p>Making better predictions</p>	<p>»»</p> <ul style="list-style-type: none"> • Make better predictions about future trends and developments, which can help software developers to plan ahead. 	<ul style="list-style-type: none"> • Better return on investment • Lowered risk of obsolescence.
 <p>Multimodal</p>	<p>»»</p> <ul style="list-style-type: none"> • Increasing focus on multimodal technologies that leverages AI to create apps and websites directly from drawings or wireframe blueprints, rather than the current text and language-based AI user interfaces. 	<ul style="list-style-type: none"> • Opens new innovative possibilities • Breaks down barriers between different teams across the software development process.

AI tools will speed up and improve software development, rather than replace people. Generative AI can be thought as a “coding co-pilot” that can be used to quickly generate boiler plate code and new ideas, but a human will have to know what to do with them.

» Software Development

AI's Co-Pilot Role: Enhancing Human Creativity

Amid the advancements of AI in software development, a central theme remains: AI is not here to replace human developers, but rather to augment their capabilities. Think of AI, like OpenAI's ChatGPT, Amazon Q or Github CoPilot, as a coding AI assistant. It aids in generating boilerplate code, offering new ideas and automating routine tasks.

It is essential to note that the human touch is indispensable in understanding how to leverage AI's insights and adapt them creatively to specific projects. As well as monitor for errors and prevent rogue code from being released.

The relationship between AI and human developers ensures that technology serves as a tool for innovation rather than a substitute for human expertise.

A Glimpse into the Future

As AI continues to evolve and redefine the landscape of software development, we stand at the brink of a new era. With investments pouring in from industry leaders like Accenture, Infosys, and Wipro, as well as every major enterprise software company, the potential for AI to revolutionize software development is unparalleled.

From automating tasks and elevating software quality to personalizing user experiences and enabling predictive insights, AI is ushering in a new wave of efficiency, creativity, and innovation.

Developers are not being replaced by machines; rather, they are collaborating with AI to push the boundaries of what is possible. As we move forward, the harmony between human intellect and AI prowess promises to reshape the world of software as we know it.



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