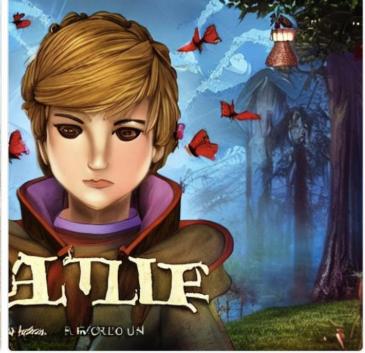


Stories we tell about GenAl

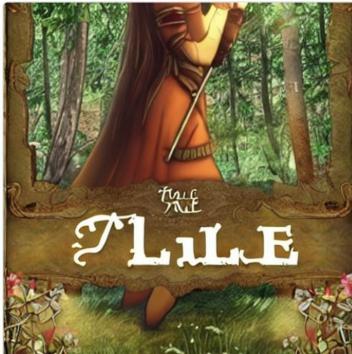
PRELIMINARY FINDINGS FROM MMA'S STATE OF GEN AI











7 stories

we like to tell about GenAl in 2023





DOUATON POLEN

dualic britis alwall our lingeron plak

manger promonders billefrancialist bar to lind

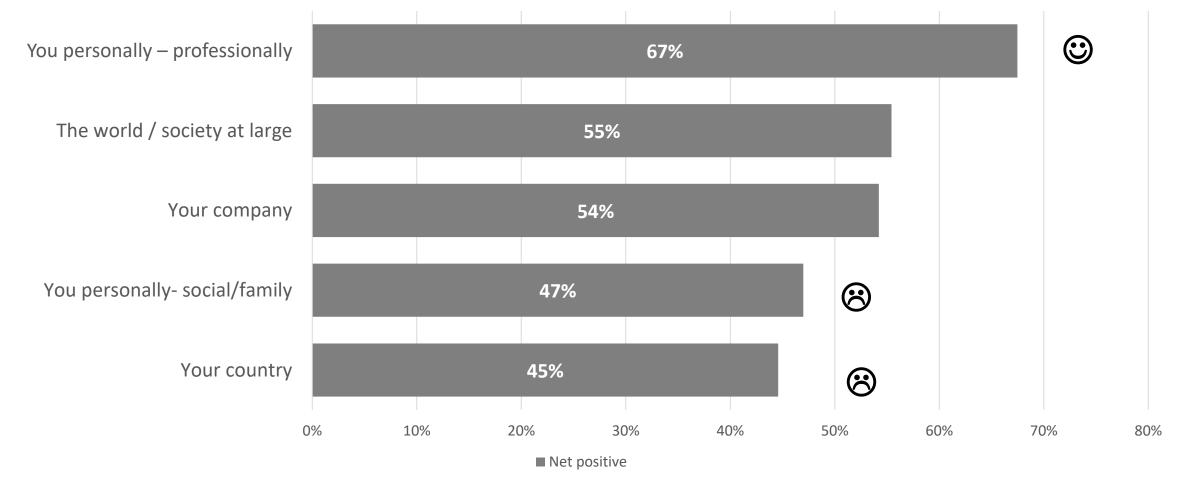
Story #1:

It's all doom and gloom: Gen Al will take your job and kill your family



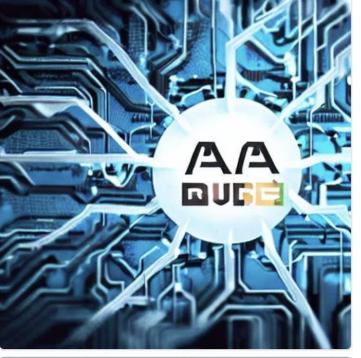
Actually, there is general sense of optimism,

primarily for personal career, but less for country and family











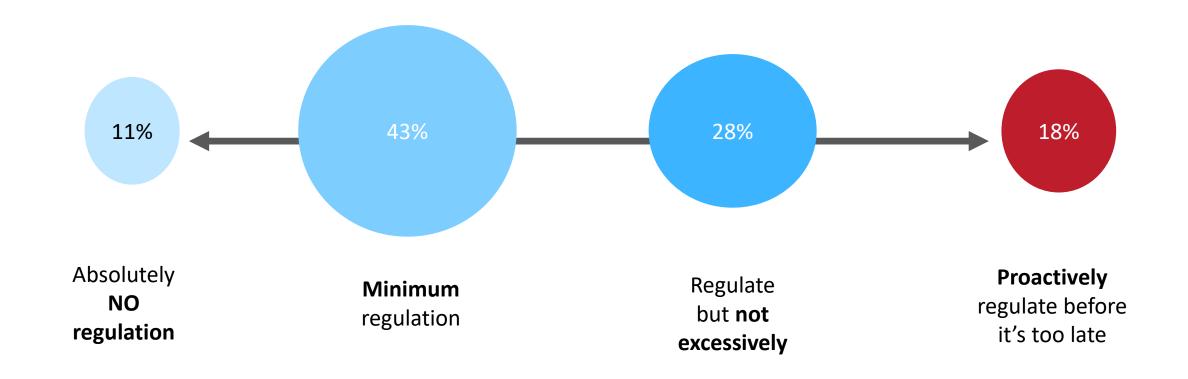


Story #2:

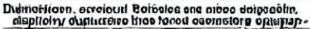
We need to seriously regulate genAl, (or we will die)



We are in favor of some regulation, but it should be thoughtful and not excessive





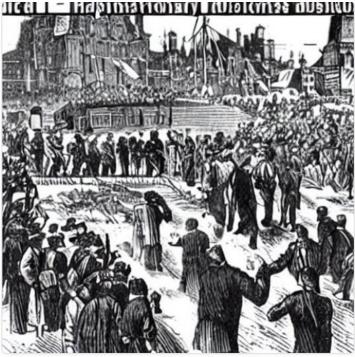


- ADED Approvala on catamisto dopre veholice odpilos littory o forced brefrend practification especial ordered entire Earl 10 mil only bearings and settle and sett erated gap field during elect mouse compilets upsaled bank



Thimeision Dipstone Esstrions of 201 acespulated frenz andd d HDe45





to the control service that terminal to the or the first thing or the first thing and the control thing of the first thing the control things the control thing the control things the control thing the control things th THI TECH BES IN BOOK OF BECKES CHECK CHARDON ES THE CE by material and so the filters measured by the construction of the OF SERBER BY DA EN

of year que'en the company of the emission to be agreed that the company of the c

the same is a common of the second of the se IN CICUS LES OFFICE DE LES CONTROLLES DE LES CON D'AT was the bounder one worth by not don't U ASI NID OF MEMOR WENDY HOSSIA A not find the property of the property of the test of the property of the prope A prior in a profession of the same of the

When legging this listeness sometimened offior per the season and server of green designant 1803. (Curantel Englass of Carlors and Carlors and Carlors and Carlors and Carlo Service of Carlo Service of

To come the continuent of the continuent according to the continuent of the continue man seed if he word procure he fermine in Ord where

Pleased Activity for the set cases because the control of the set of the control of the set of the

Case Des mus raft vorgane peu pe mich peptius, case Des mus raft vorgane peu pe face de la case de

Antenna marine person at 150 pt 1 happi 1 200 that diaments to the things of the things of the things of the marine them the things of the thi

amingraphy for the manager stated rendered fittle

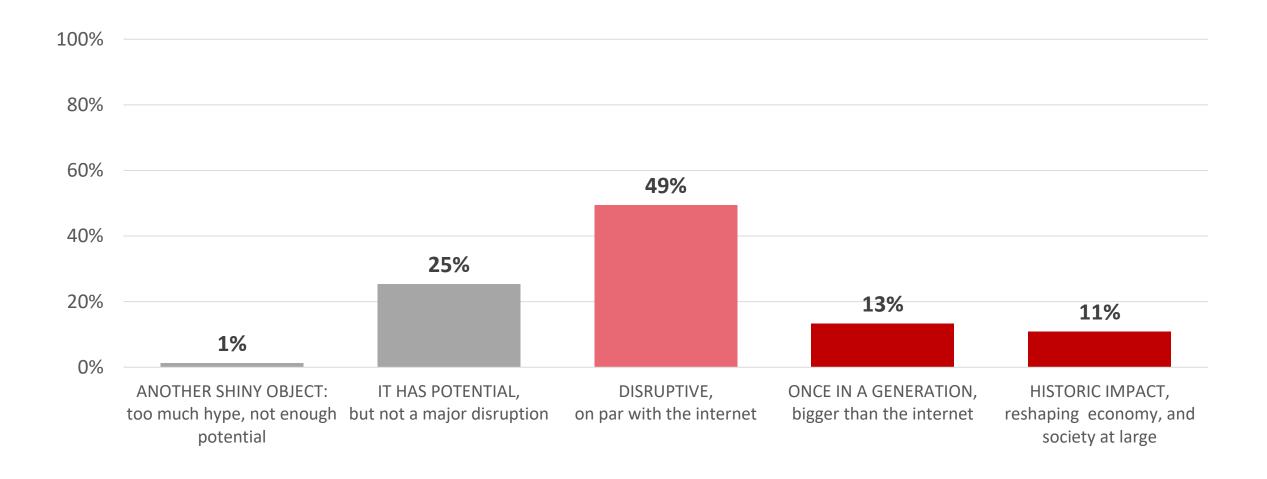
Story #3:

Gen AI will bring the biggest disruption in history





Gen AI will be disruptive, but not historic













Story #4:

We are already too late with GenAl and WE are the only ones who don't get it.

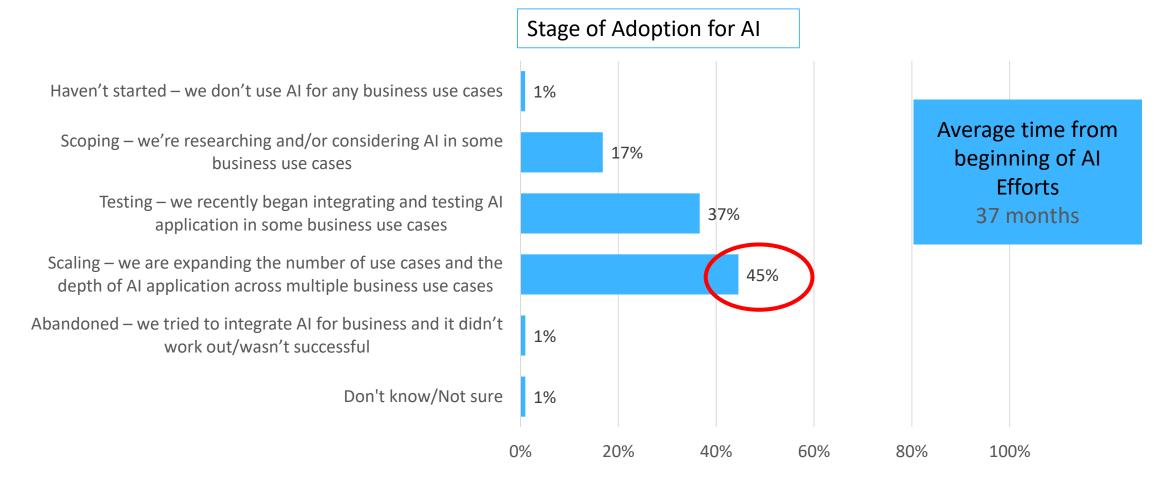




We are not starting from scratch:



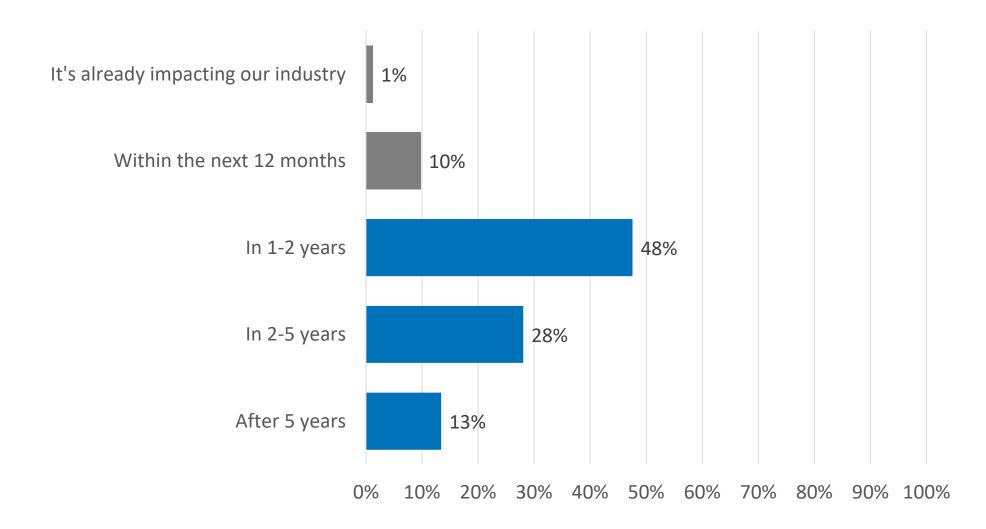
Before GenAI became the focus, CDOs already spent the last 3 years testing AI and half are currently scaling their efforts





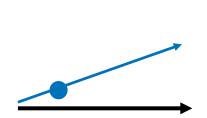


Impact from GenAI is not expected for at least another year

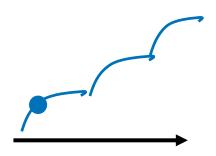




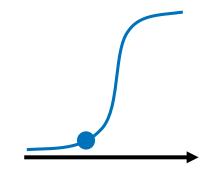
The pace of change is unclear to most



LINEAR: 23%
Steady and linear advancements over the next 5 years

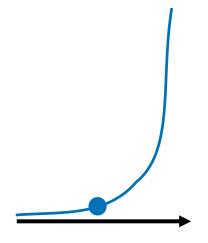


there will be periods of sudden leaps followed by relatively slow progress



after a slow start, we are now seeing an acceleration, that will eventually level off / reach maturity

S-CURVE: 27%

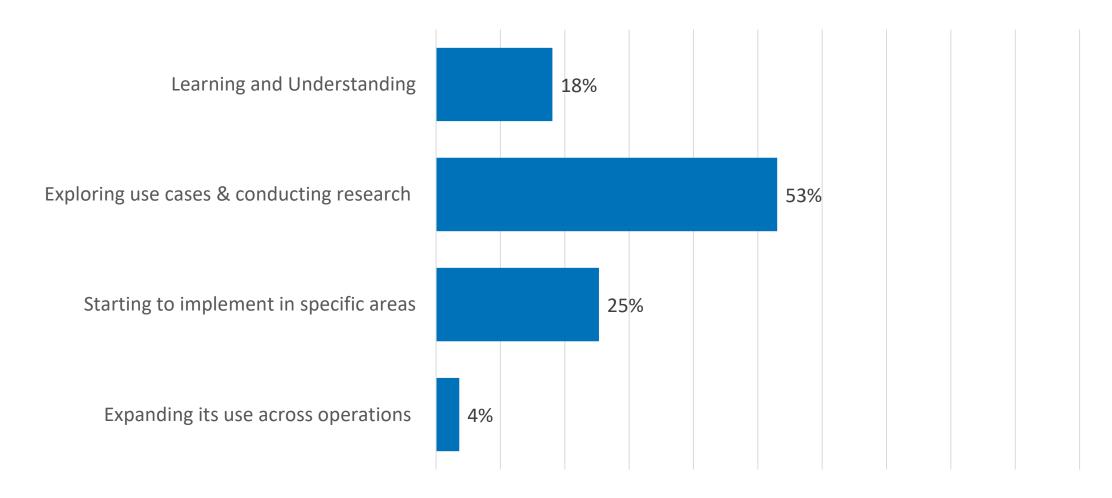


the pace of change only accelerate in the next 5 years



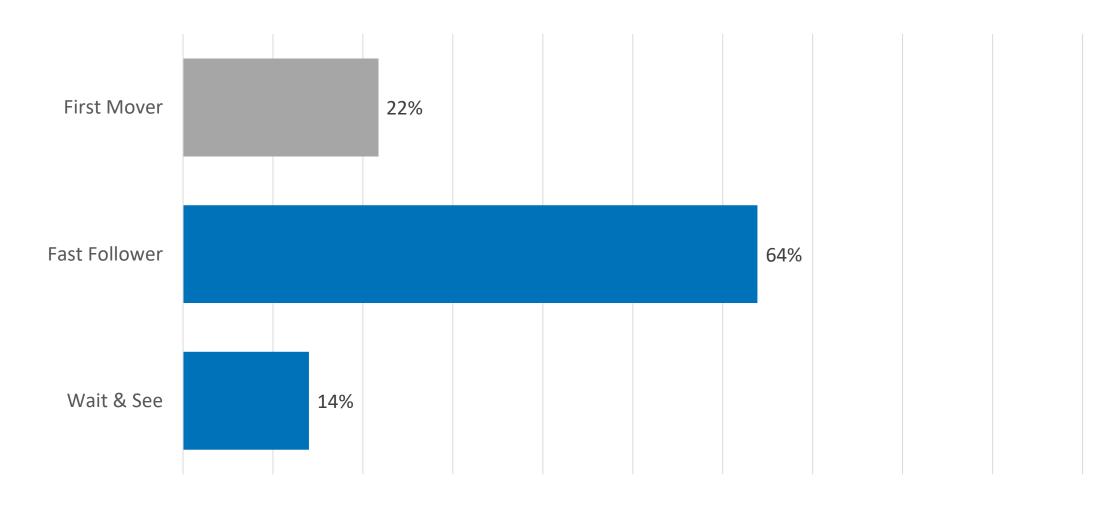


Most companies are now in stages of learning & exploration





Everyone wants to be thoughtful:The majority plans to be a fast follower and build on Industry learnings













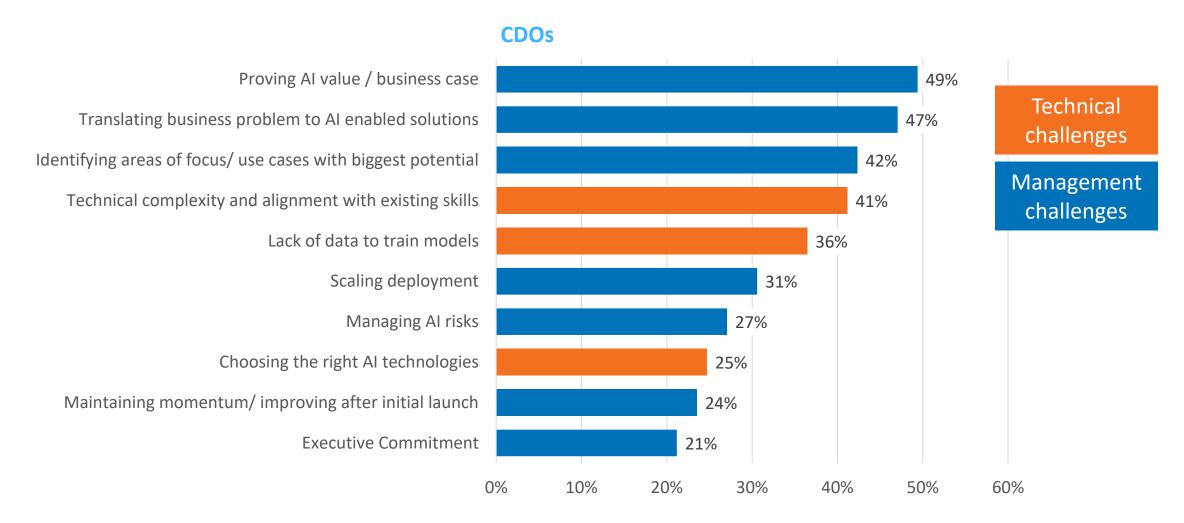
Story #5:

We are all completely lost when it comes to managing GenAl risks





Companies <u>do</u> understand that AI brings a new mix of technical and management challenges







Three main types of risks emerge for Gen Al

1. LEGAL:

Regulatory compliance, privacy, security

>40%

2. REPUTATIONAL:

Lack of control over content & products/ PR backlash

30%-40%

3. FINANCIAL:

Blackbox leads to wrong decisions. Our competitors surpass us. Not seeing return

10%-35%



Companies are currently focusing more on how to avoid financial vs reputation risks

1. LEGAL:

Regulatory compliance, privacy, security

>40%

In line

2. REPUTATIONAL:

Lack of control over content & products/ PR backlash

30%-40%

Needs attention

3. FINANCIAL:

Blackbox leads to wrong decisions. Our competitors surpass us. Not seeing return

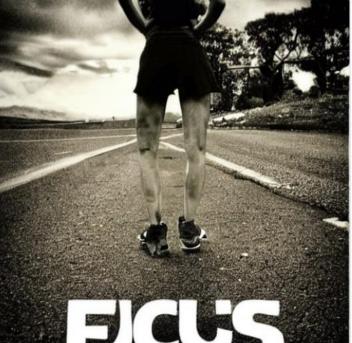
10%-35%

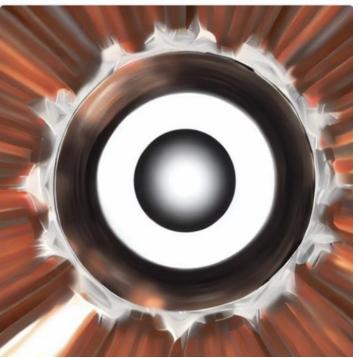
Higher than expected











Story #6:

Everything is changing so fast, so we don't know where to focus



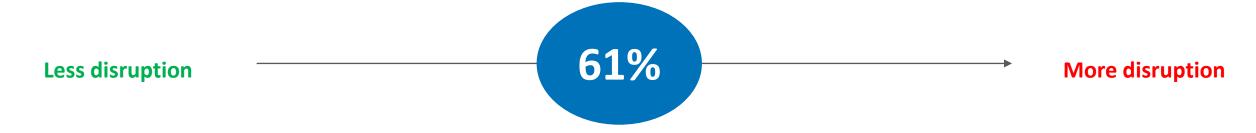


Significant disruption is expected across multiple use





4 areas rank to the top: Customer support, Content, software and data



Measurement & attribution
HR & talent management
Risk management
Supply Chain

Media allocation

Journey orchestration

Product development

Customer Support

Data & Forecasting

Content production

Software development



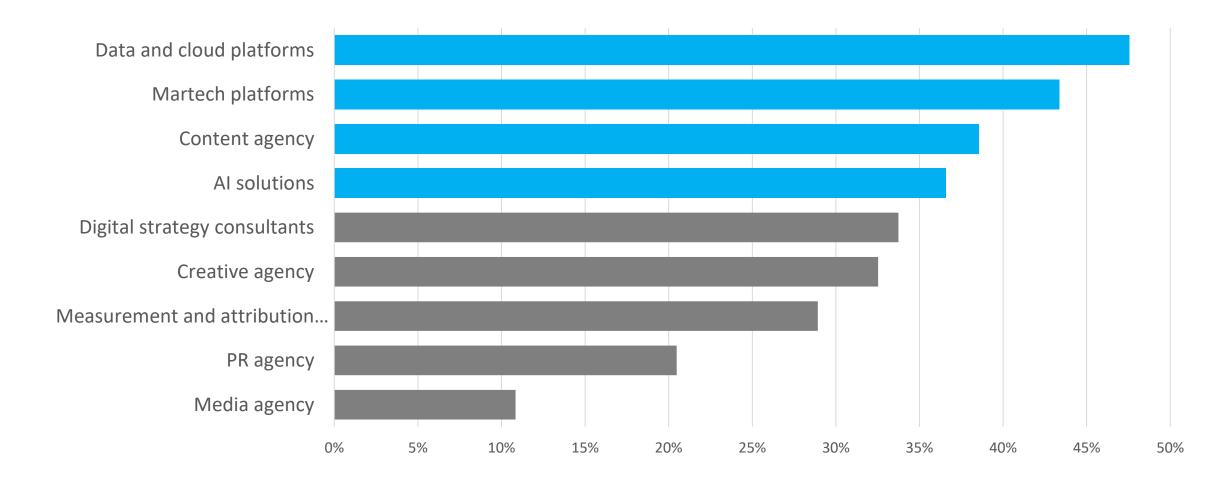


Story #7:

Gen AI will bring a ton of insourcing/in housing as marketers create their own content and software



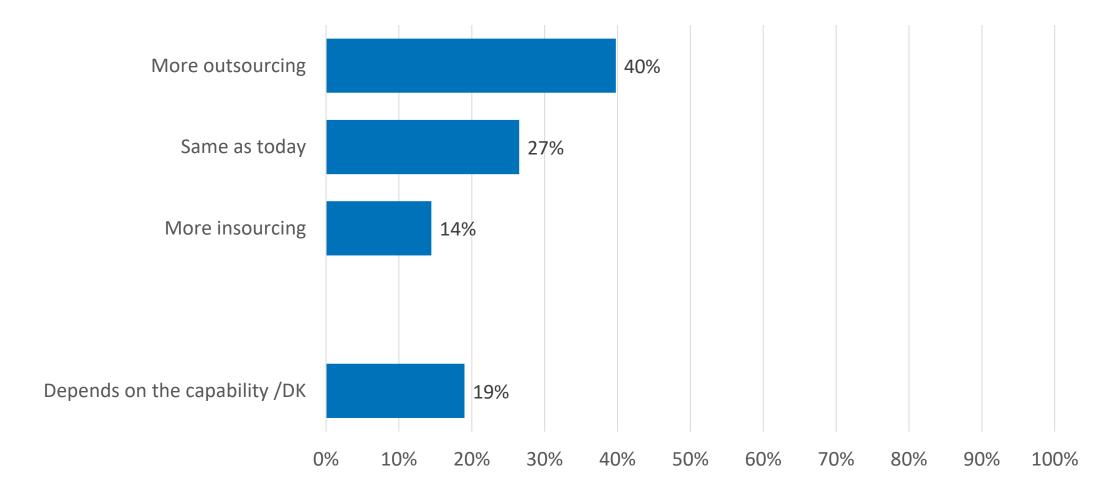
Companies will rely more on their partners to navigate key areas of disruption







Despite the search for efficiencies, companies expect they will need more support from external partners in the next 12 months







7 things we believe about GenAI in 2023

- 1. General Optimism: Most companies are optimistic about GenAl
- 2. Limited regulation: No excessive regulation is supported
- 3. Disruption, but not historic: Companies don't expect GenAl to be bigger than the internet
- **4.** Thoughtful adoption: 8 out of 10 plan to be a fast follower, to get the right foundations
- **5. 3 risks:** Legal, reputational, financial, but not in the right order
- **6. 4 key use cases:** Customer support, data and forecasting, content production, software development
- 7. Reliance on partners: Two thirds of marketers expect more outsourcing



INTERESTED IN LEARNING MORE?



Want to learn more about this topic?

Let us know using the QR code and we'll follow-up after the event

CONNECT WITH MMA TODAY





