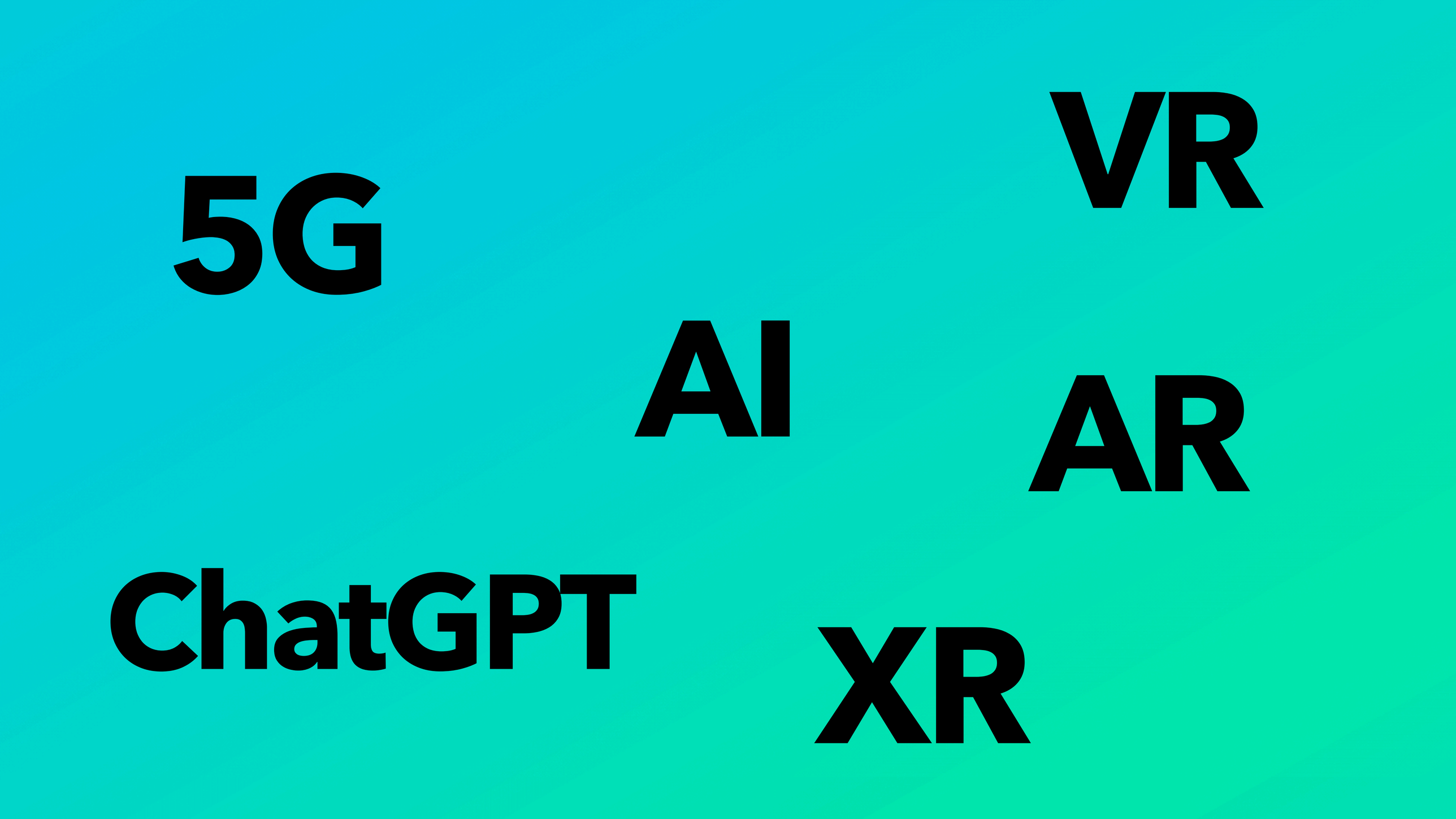
tech BUZZ WORDS

what they mean for journalism

CHECK FIRST

GUILLAUME KUSTER - CEO


5G
VR
AI
AR
ChatGPT
XR

Content creation

Content consumption

Content creation

Content consumption

5G

VR

AI

AR

ChatGPT

XR

Content creation

AI

ChatGPT

5G

Content consumption

VR

AR

XR

5G

Content creation

Content consumption

WHAT IS IT?

- Fastest wireless connectivity on the market
- Offers low-latency connections
- 1000x more capacity than 4G
- Reliable, stable connectivity

HOW DOES IT CHANGE OUR JOBS?

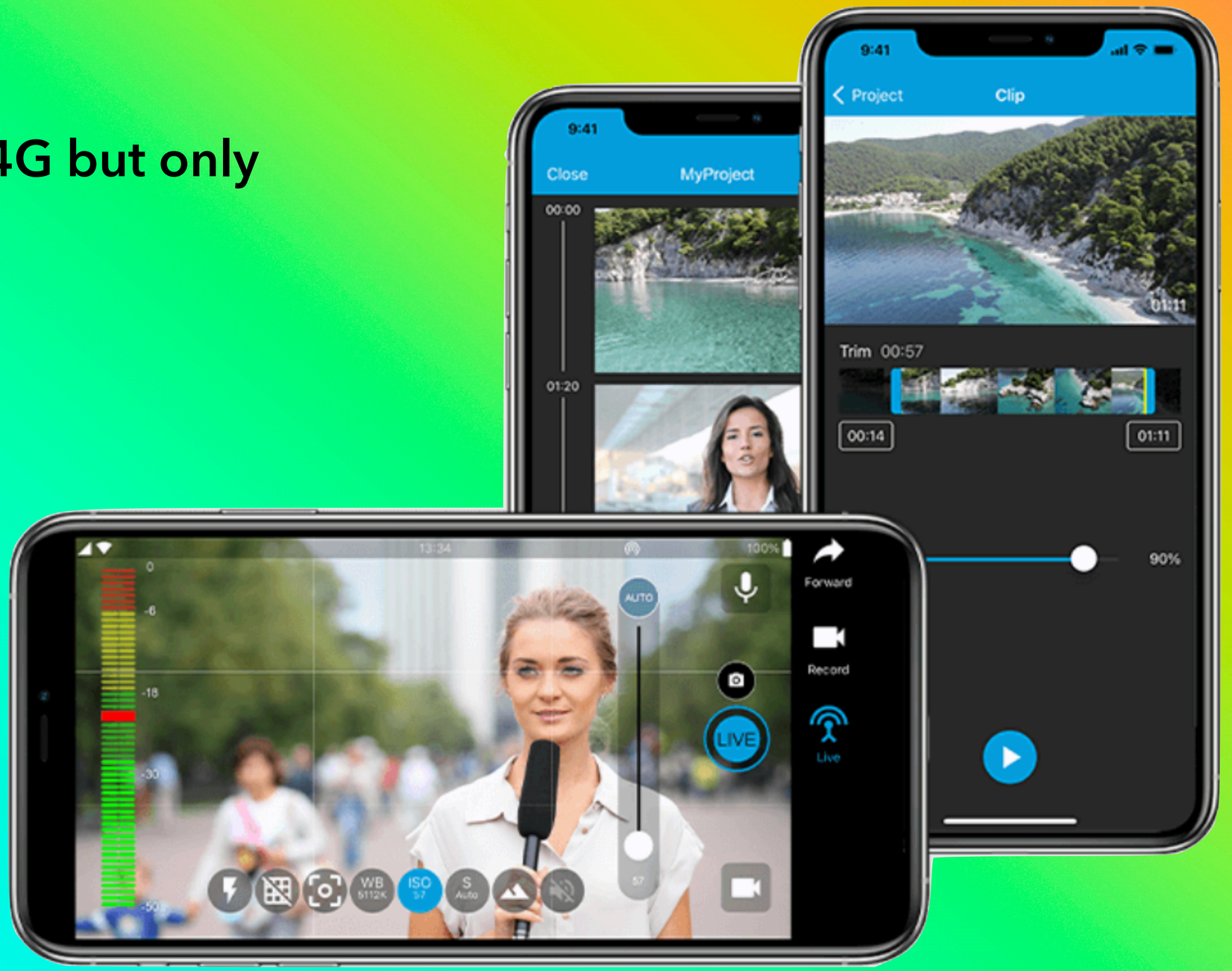
- Remote multicam production for coverage of live events at a lower cost
- Easier go-to-live scenarios for news from smartphones or transceivers

WEMBLEY
CONNECTED
BY EE
5G

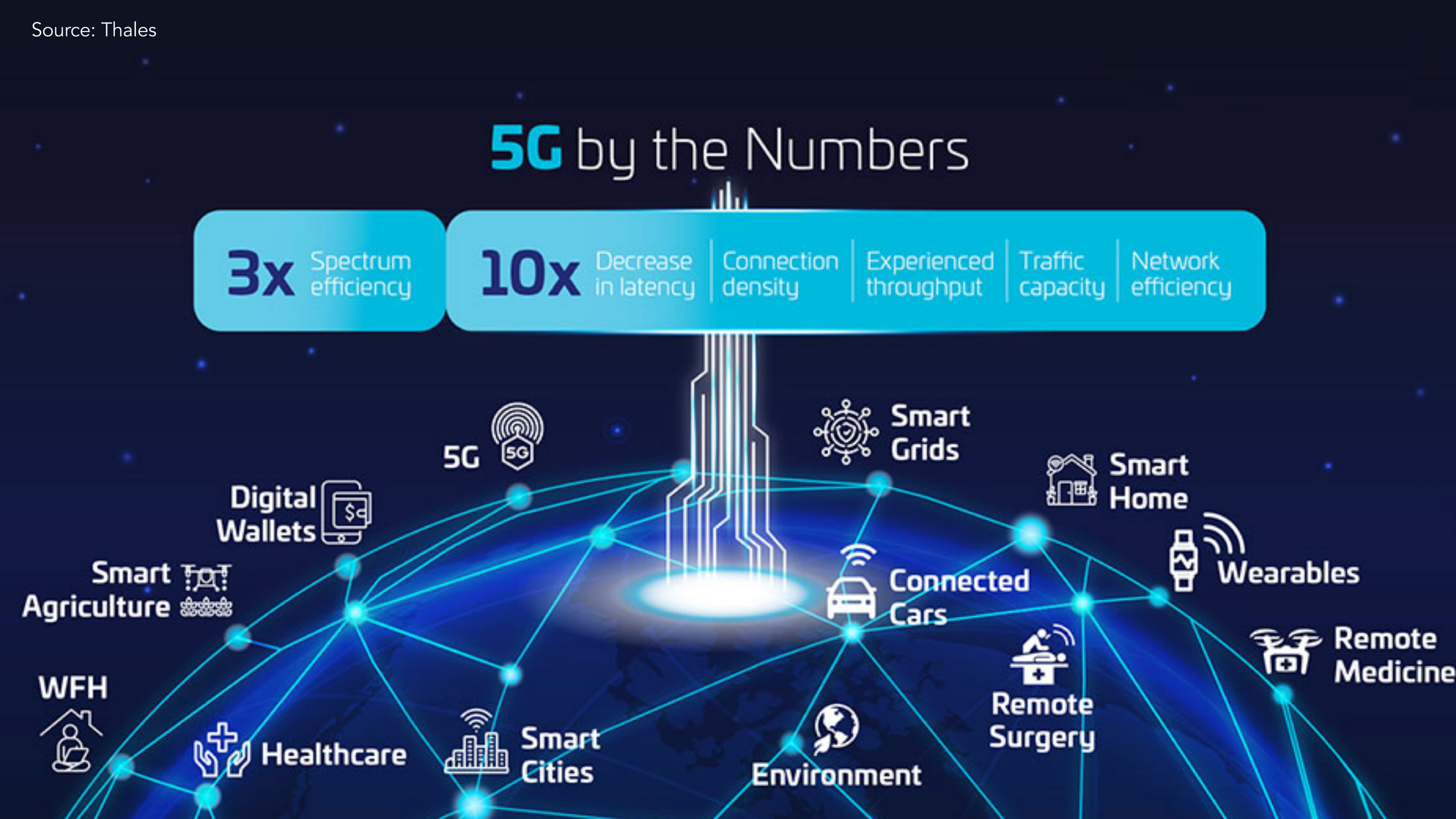
StoneX
CITY INDEX
Gallagher

16
CHARLES
LECLERC
WE RACE AS ONE

Same than with 4G but only working ;)



Source: Thales



DATA JOURNALISM

MORE SOURCES AND (HOPEFULLY) OPEN DATABASES

Content creation

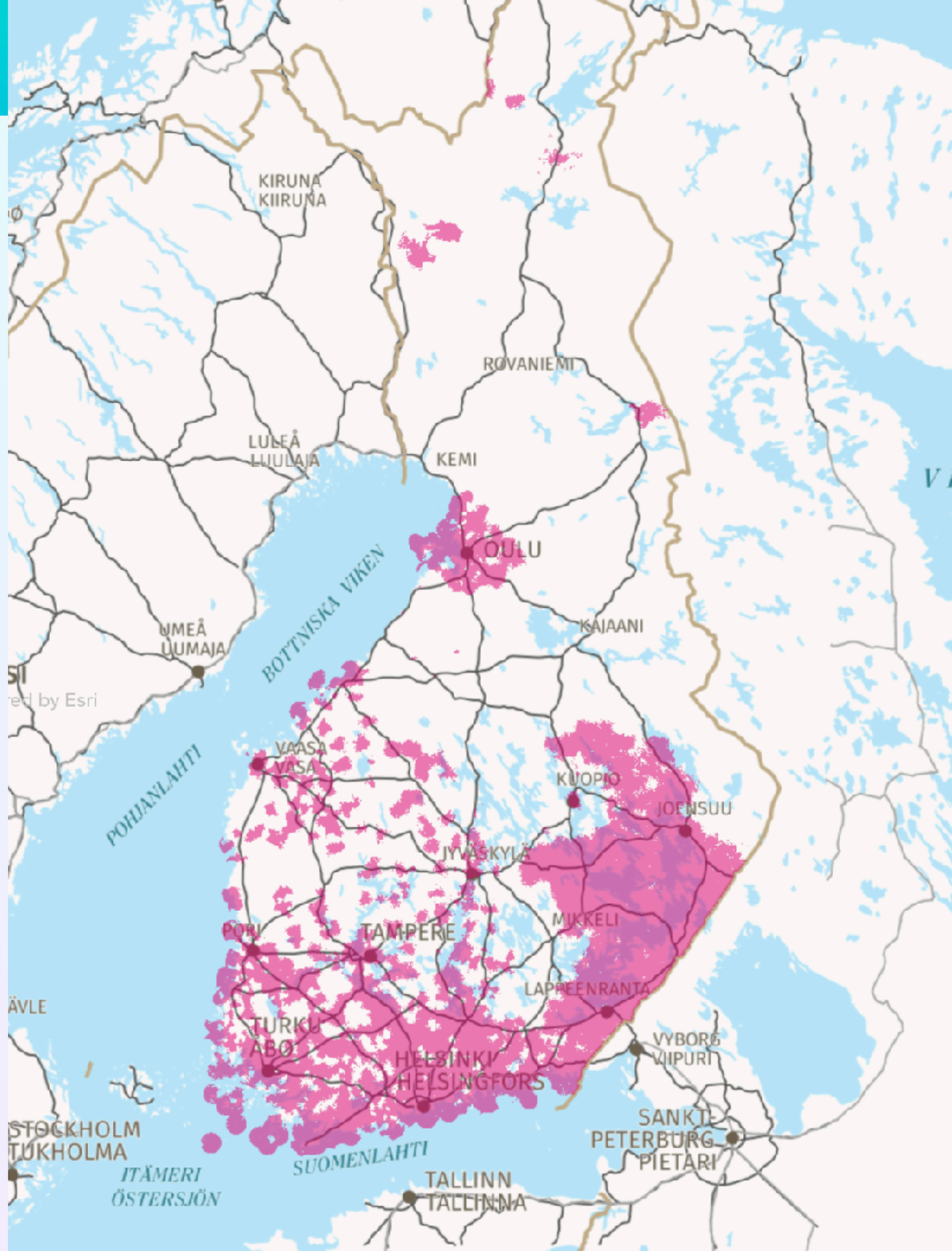
Content consumption

« MOBILE DATA TRAFFIC IS FORECASTED TO INCREASE BY 25% PER YEAR TOWARDS 2030 »

SOURCE: GSMA

A RACE TO 5G ADOPTION (A SNAIL RACE)

- 72% of the European population can subscribe to a 5G plan
- By 2025 44% of Europeans are expected to have a 5G plan



VIDEO CONTENT WILL BE EVEN MORE OMNIPRESENT

70%
GLOBAL MOBILE DATA TRAFFIC

Source: Ericsson mobility report data and forecast

VIDEO CONTENT WILL BE EVEN MORE OMNIPRESENT

80%
GLOBAL MOBILE DATA TRAFFIC

Source: Ericsson mobility report data and forecast

Content creation

AI

ChatGPT

5G

Content consumption

VR

AR

XR

VR Virtual

AR Augmented

XR eXtended

Reality

WHAT IS IT?

- VR: entirely computer generated 3D world
- AR: additionnel information and/or graphics laid on top of a view of the real world
- XR: creating new experiences by mixing reality with a computed world

VR Virtual | Reality

AR Augmented

XR eXtended

VR USES IN JOURNALISM

MOSTLY FOR LONG-FORM, IMMERSIVE FORMATS

APEX
LEGENDS

FORTNITE

POLIZEI
COUNTER STRIKE
GLOBAL OFFENSIVE

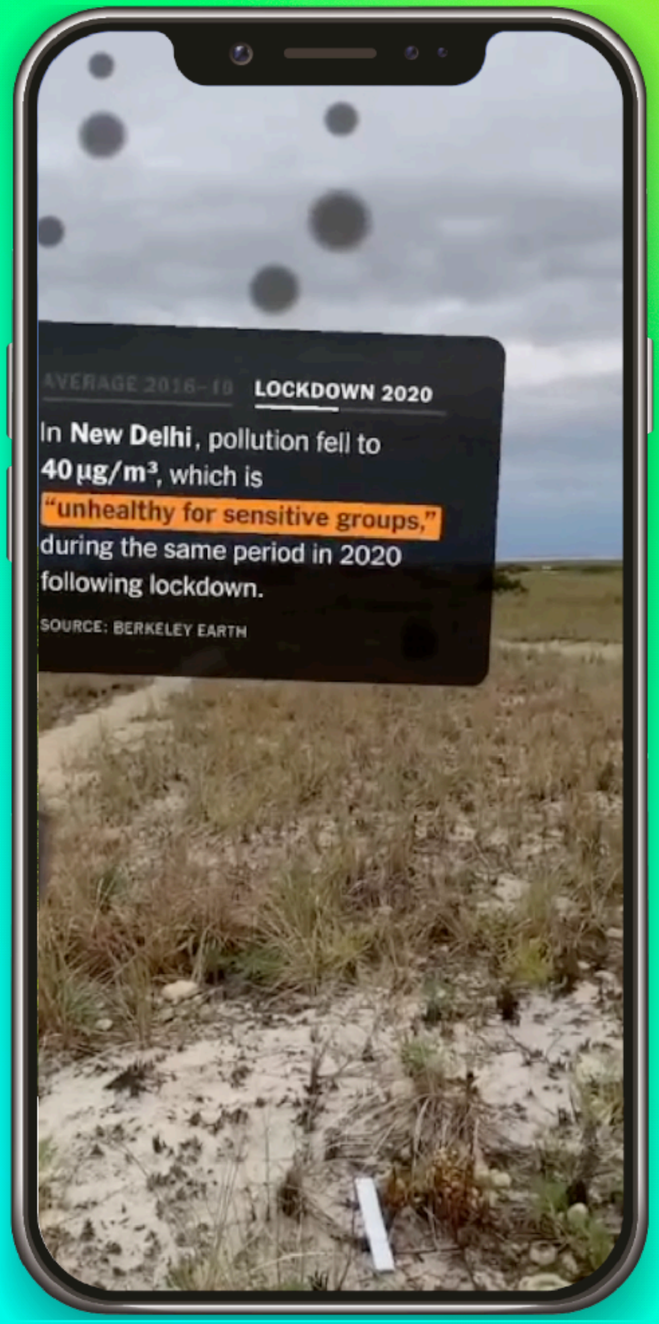
HS Ytimessä

TRUTH ABOUT THE WAR

VR Virtual

AR Augmented | Reality

XR eXtended



NEW YORK TIMES AR EXPERIMENT

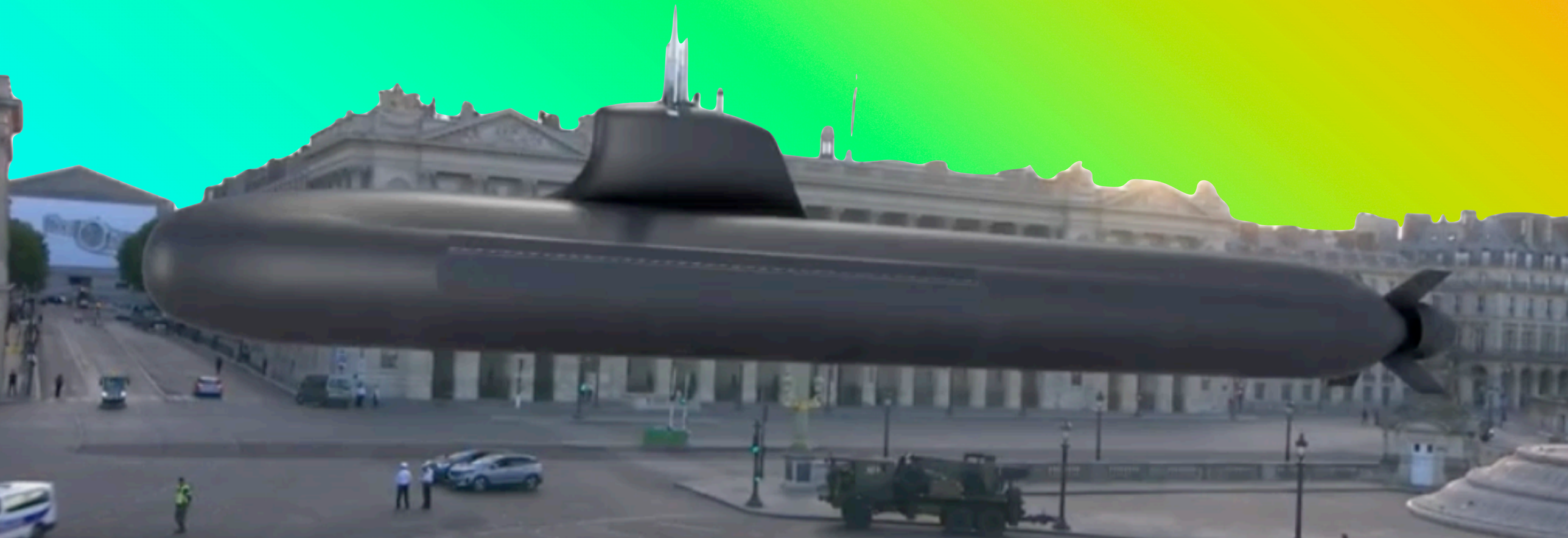
AIR QUALITY

NEW YORK TIMES AR EXPERIMENT

COVID-19 TEST EXPLAINER

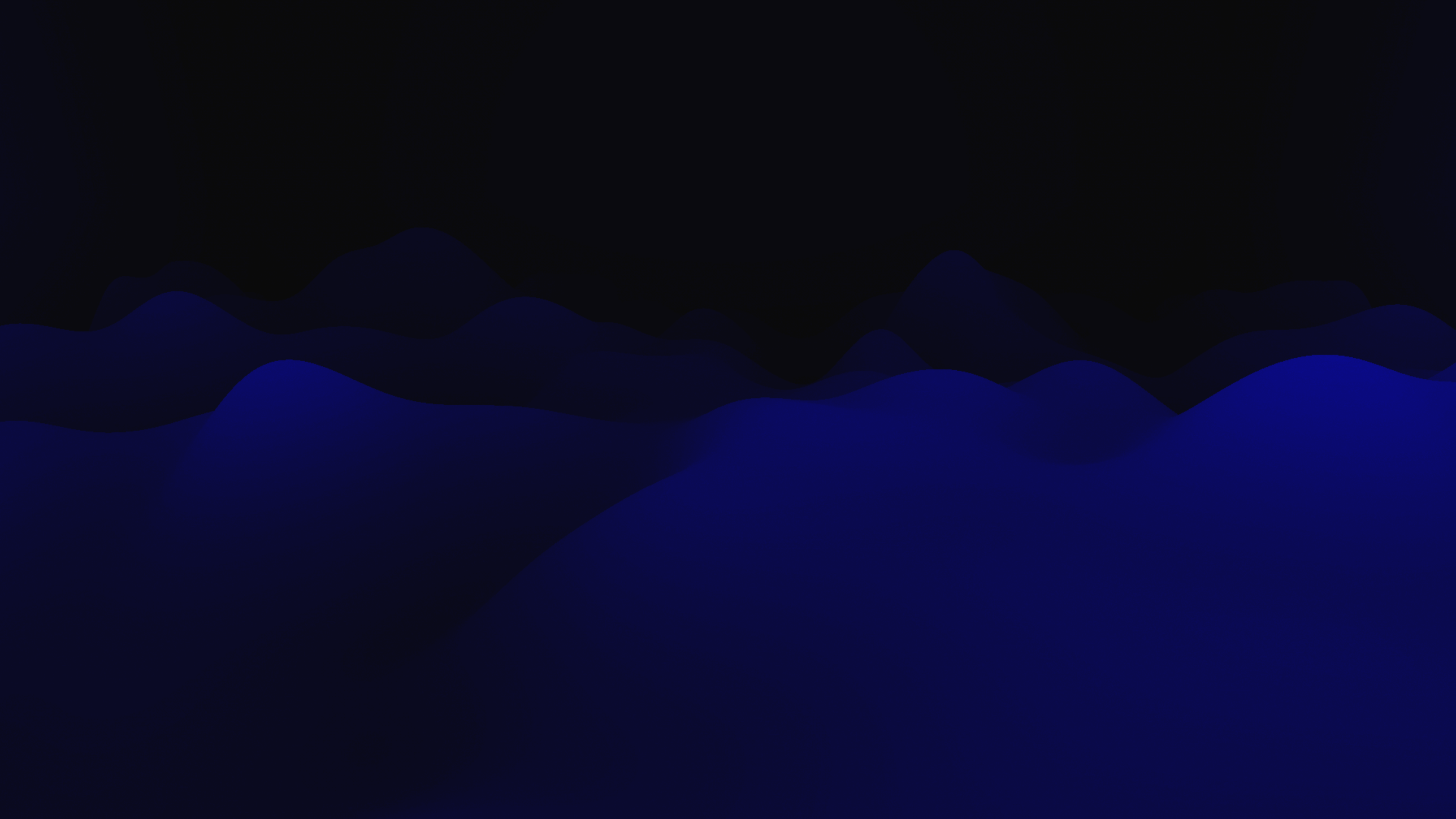
AUGMENTED REALITY ALSO WORKS FOR TV

MAKING MORE COMPELLING PIECES TO CAMERA



direct
14
juillet

SEE YOU AFTER SOME AWESOME PRESENTATION TO TALK ABOUT



AI

GENERATIVE

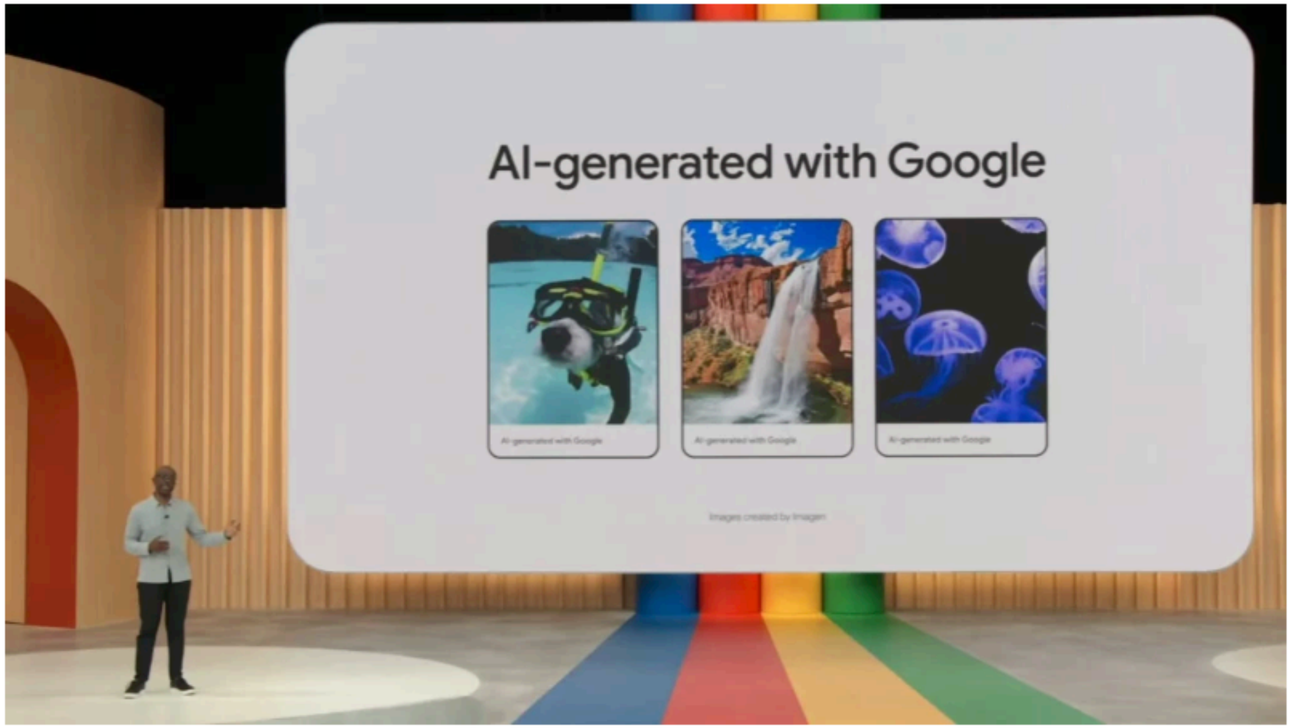
UKR REPORT
@UKR_Report

#BREAKING ⚠️ 🇺🇸An explosion was reported near the Pentagon.

3:10 PM · May 22, 2023 · **1,366** Views

Google solves the problem of generative AI and fake news

May 12, 2023 - Reading Time: < 1 minute Data News



On Wednesday, May 10, Google held its I/O conference, an opportunity for Google to tell more about its different projects. Google wants to fight fake news and help people to recognize images generated by artificial intelligence, and for that the company has a solution.

GENERATIVE

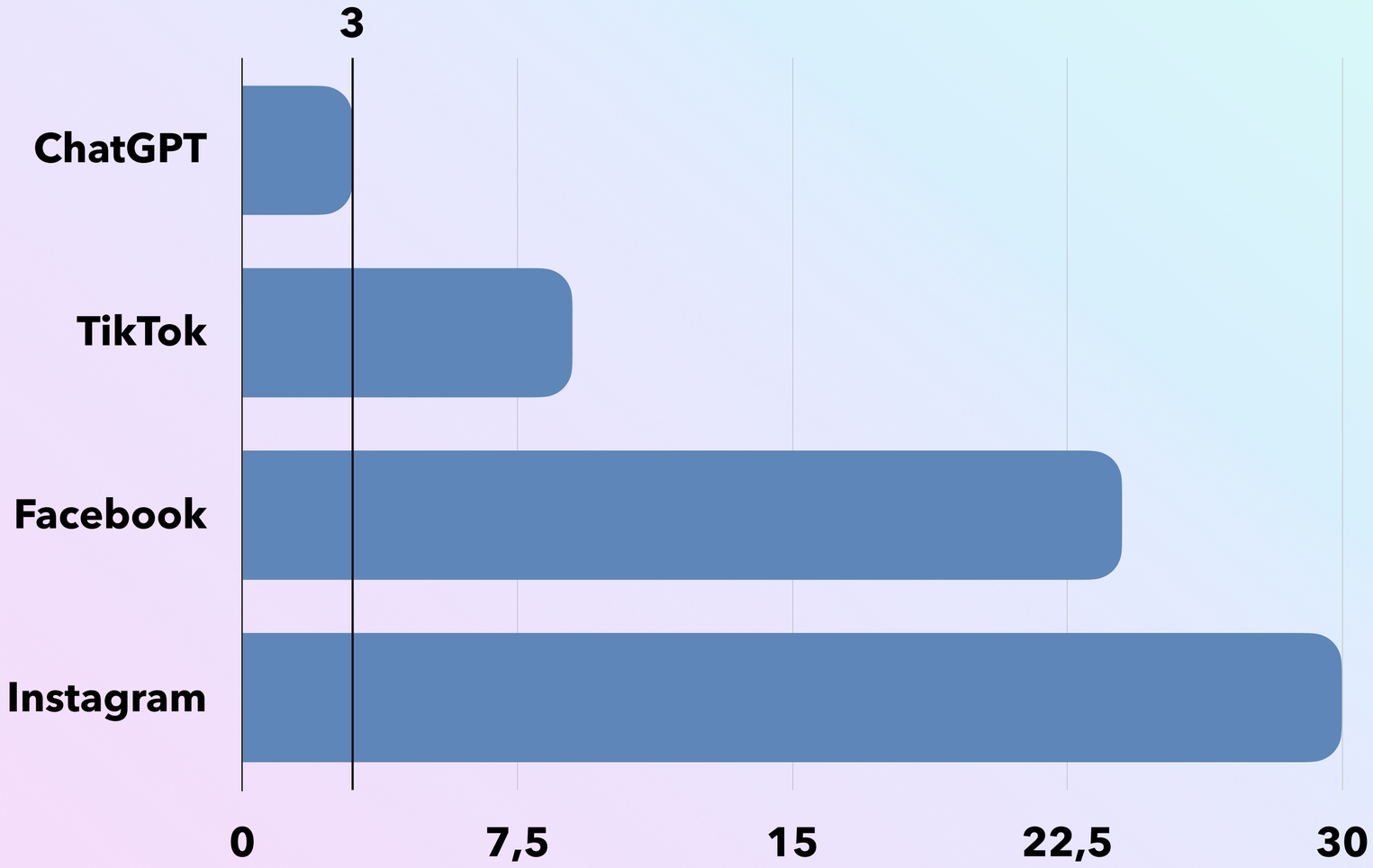
AUDIO

IMAGES

TEXT

ChatGPT

TIME IN MONTHS TO REACH 100 MILLION USERS



IN

How would you convince an audience of journalists that LLMs are not dangerous?

ASKING CHATGPT DIRECTLY

« HOW WOULD YOU CONVINCE AN AUDIENCE OF JOURNALISTS THAT LLMS ARE NOT DANGEROUS? »

UNDERSTANDING THEIR POSITION FROM AN OUTSIDE PERSPECTIVE, WE CAN BE MORE AWARE OF THE SOCIAL DYNAMICS AT PLAY, AND WE CAN IDENTIFY AREAS WHERE WE MIGHT BE UNINTENTIONALLY CONTRIBUTING TO THEIR FEELINGS OF ISOLATION. THIS AWARENESS IS THE FIRST STEP TOWARD MAKING MEANINGFUL CHANGES THAT BENEFIT EVERYONE INVOLVED.

IT'S IMPORTANT TO APPROACH THIS SITUATION WITH EMPATHY AND PATIENCE, AS IMMEDIATE RESULTS MAY NOT BE APPARENT. BUILDING TRUST AND RAPPORT TAKES TIME, AND CONSISTENCY IS KEY. BY DEMONSTRATING OUR COMMITMENT TO THEIR WELL-BEING, WE CAN GRADUALLY ENCOURAGE THEM TO OPEN UP AND ENGAGE MORE WITH THE GROUP.

HOWEVER, IT'S ESSENTIAL TO AVOID PUTTING TOO MUCH PRESSURE ON THEM TO CHANGE QUICKLY. FORCING INTERACTIONS OR EXPECTING IMMEDIATE TRANSFORMATIONS CAN BACKFIRE AND LEAD TO FURTHER WITHDRAWAL. INSTEAD, WE SHOULD FOCUS ON CREATING A SUPPORTIVE ENVIRONMENT WHERE THEY FEEL SAFE TO EXPRESS THEMSELVES AT THEIR OWN PACE.

ULTIMATELY, OUR GOAL IS NOT TO "FIX" THEM BUT TO HELP THEM FEEL VALUED AND ACCEPTED FOR WHO THEY ARE. BY FOSTERING AN INCLUSIVE ATMOSPHERE, WE CAN HELP THEM DISCOVER THEIR OWN STRENGTHS AND POTENTIAL FOR GROWTH. THIS APPROACH NOT ONLY BENEFITS THEM BUT ENRICHES THE ENTIRE GROUP DYNAMIC.

IN CONCLUSION, WHILE IT'S TEMPTING TO SEEK QUICK SOLUTIONS, THE MOST EFFECTIVE APPROACH IS ONE THAT PRIORITIZES UNDERSTANDING AND PATIENCE. BY TAKING THE TIME TO BUILD GENUINE CONNECTIONS, WE CAN CREATE LASTING CHANGE. LET'S REMEMBER THAT EVERY INTERACTION IS AN OPPORTUNITY TO LEARN AND GROW, AND WITH THE RIGHT MINDSET, WE CAN TURN CHALLENGES INTO OPPORTUNITIES.

BALANCED PERSPECTIVE, WHICH COULD MAKE THEM INHERENTLY DANGEROUS.

ASKING CHATGPT DIRECTLY

« HOW WOULD YOU CONVINCE AN AUDIENCE OF JOURNALISTS THAT LLMS ARE DANGEROUS? »

1. DATA PRIVACY CONCERNS
2. MISINFORMATION AND DISINFORMATION
3. POTENTIAL FOR BIAS
4. LACK OF EXPLAINABILITY
5. MANIPULATION AND DECEPTION
6. EXACERBATING DIGITAL DIVIDE

Here's What Happens When Your Lawyer Uses ChatGPT

A lawyer representing a man who sued an airline relied on artificial intelligence to help prepare a court filing. It did not go well.

Give this article

904

« MR. MATA'S LAWYERS VEHEMENTLY OBJECTED, SUBMITTING A 10-PAGE BRIEF THAT CITED MORE THAN HALF A DOZEN RELEVANT COURT DECISIONS »

SOURCE: NY TIMES, « HERE'S WHAT HAPPENS WHEN YOUR LAWYER USES CHATGPT » 28/05/2023

« THERE WAS JUST ONE HITCH: NO ONE […] COULD FIND THE DECISIONS OR THE QUOTATIONS CITED AND SUMMARIZED IN THE BRIEF. »

SOURCE: NY TIMES, « HERE'S WHAT HAPPENS WHEN YOUR LAWYER USES CHATGPT » 28/05/2023

« THAT WAS BECAUSE CHATGPT HAD INVENTED EVERYTHING. »

SOURCE: NY TIMES, « HERE'S WHAT HAPPENS WHEN YOUR LAWYER USES CHATGPT » 28/05/2023

_zapier

Do more with ChatGPT integrations

Zapier lets you connect ChatGPT with thousands of the most popular apps, so you can automate your work and have more time for what matters most—no code required.

Connect ChatGPT to 5,000+ apps

Quickly automate ChatGPT integrations with Zapier's templates

Search for apps to connect to ChatGPT

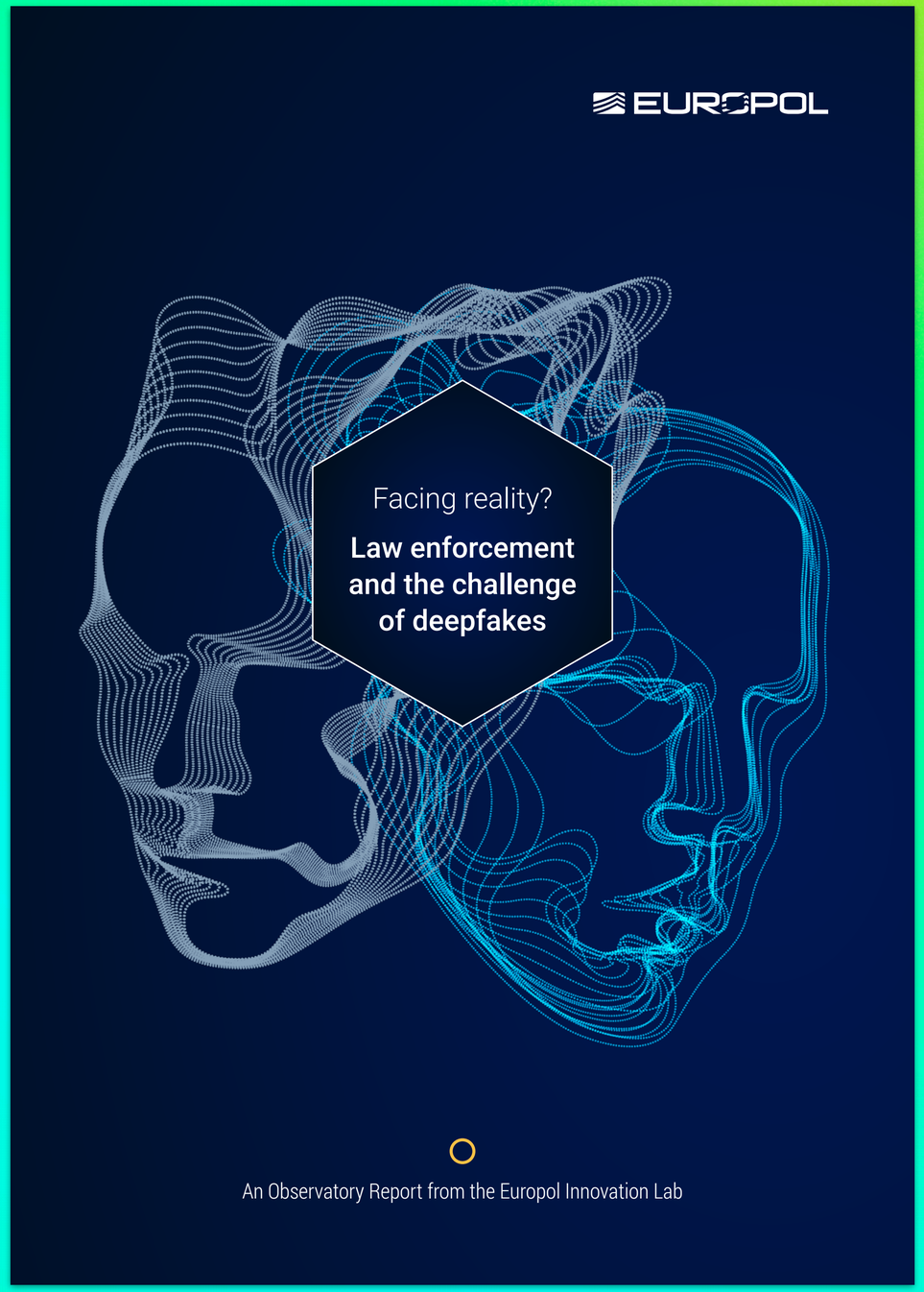
Create posts in WordPress with ChatGPT responses from new forms submitted in DocupletionForms
DocupletionForms + ChatGPT + WordPress
Details Try it

Convert new Dropbox files to PDFs with PDF.co and summarize them with ChatGPT
Dropbox + PDF.co + ChatGPT
Details Try it

Create Notion tasks using ChatGPT conversations generated from new Slack reactions
Slack + ChatGPT + Notion
Details Try it

Generate replies to new incoming sms77 messages with ChatGPT
sms77 + ChatGPT
Details Try it

Generate Creatomate videos using ChatGPT based on new Airtable records
Airtable + ChatGPT + Creatomate
Details Try it



FACING REALITY? LAW ENFORCEMENT AND THE CHALLENGE OF DEEPFAKES

AN OBSERVATORY REPORT FROM THE EUROPOL INNOVATION LAB

« EXPERTS ESTIMATE THAT AS MUCH AS 90 % OF ONLINE CONTENT MAY BE SYNTHETICALLY GENERATED BY 2026 »

EUROPOL (2022), FACING REALITY? LAW ENFORCEMENT AND THE CHALLENGE OF DEEPFAKES, AN OBSERVATORY REPORT FROM THE EUROPOL INNOVATION LAB, PUBLICATIONS OFFICE OF THE EUROPEAN UNION, LUXEMBOURG

IT'S GONNA BE A MESS

WE CAN REACT

JOURNALISTS CAN USE AI TOOLS:

To help them write, with editorial control

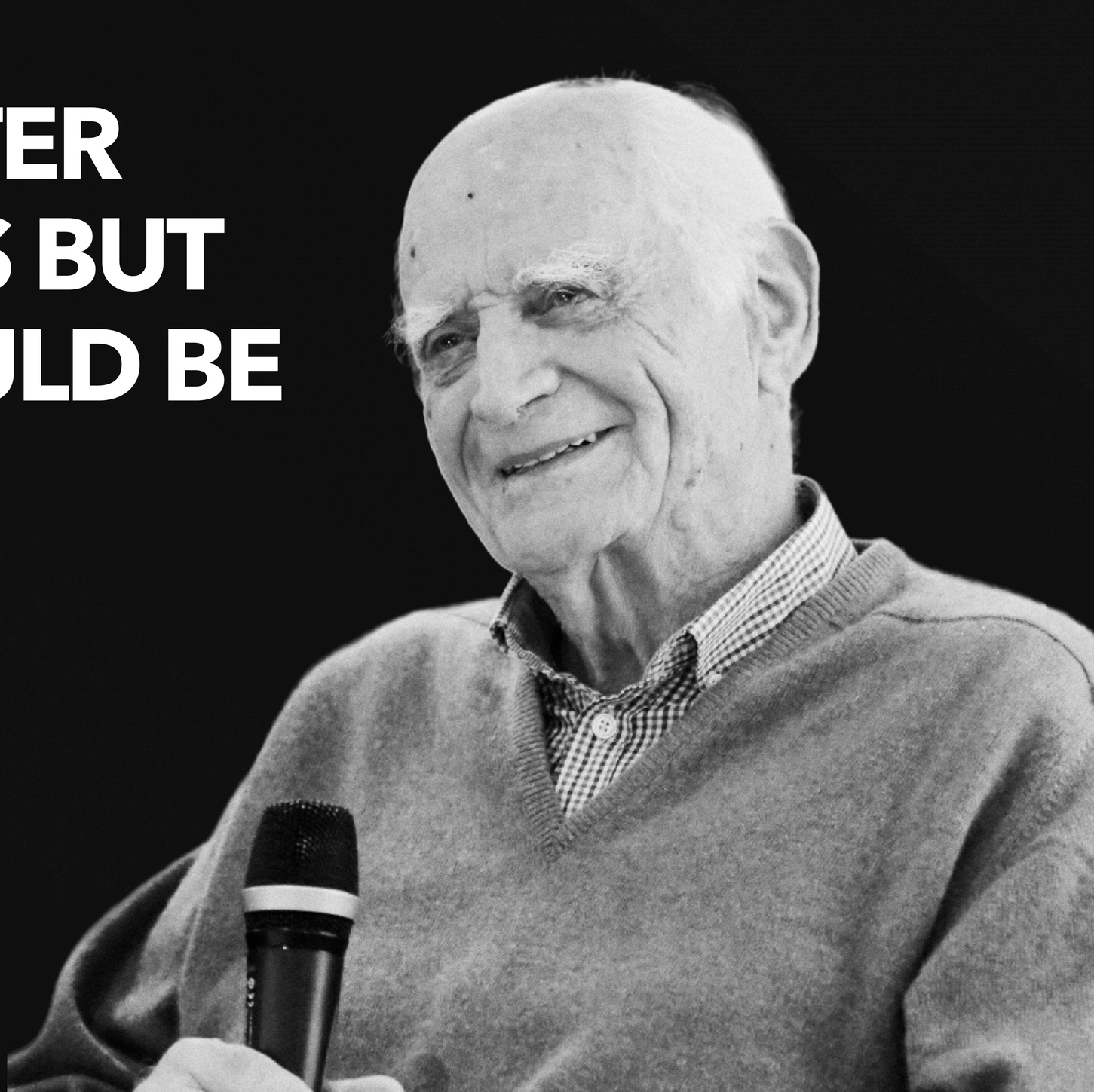
To better understand their audiences (analytics)

To monitor how disinformation is spreading

To report tirelessly about AI misuses and advocate for regulations

« IT WASN'T BETTER IN THE OLD DAYS BUT THE FUTURE COULD BE WORSE »

MICHEL SERRES, PHILOSOPHER (1930-2019)



THANK YOU!

CHECK FIRST

GUILLAUME KUSTER - CEO