WAYFINDER

Review Preview- Trends Report 24-25

EZRA EEMAN

∞ TRANSFER OF POWER

Wayfinder 2025 maps the profound power shift reshaping media. For decades, we've witnessed how digital transformed the way we create and consume content. Now, we face a more fundamental change: a revolution in who – or what – has the power to shape our information landscape.

This report identifies 9 dynamics that illustrate how control and creative power is being redistributed across the media ecosystem. We see traditional publishers yielding authority to AI systems that can generate instant content. Individual creators scaling to become media powerhouses. Audiences gaining unprecedented control over how they experience content. And beneath it all, artificial intelligence is not simply automating creation – it's fundamentally altering who holds agency in the media landscape.

But this is not a story of simple transfer of power. Research reveals a more nuanced reality: we're moving from an era of fixed control to one of fluid influence. The most successful players in this new landscape aren't those who hold tight to traditional forms of agency, but those who learn to orchestrate multiple forces – human creativity, artificial intelligence, community engagement, and market dynamics – into harmony.

Through frameworks, case studies, and concrete examples, this report shows how organizations and creators can navigate and thrive in this new reality. The future belongs not to those who try to maintain absolute control, but to those who understand how to conduct this new symphony of shared agency.

EZRA EEMAN, WAYFINDER

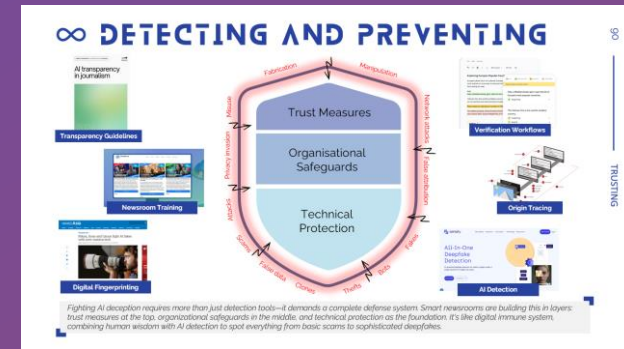# ∞ HOW TO READ THIS REPORT

SKIM THE HEADLINES
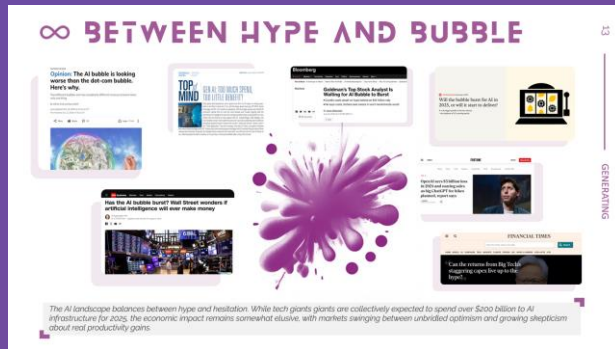
No time, no worries. The report is designed in such a way that you can go through it at a glance. Titles and images provide a high-level story.

READ A CHAPTER

Choose your own adventure. Each chapter can be read separately. A short paragraph provides extra background per slide.
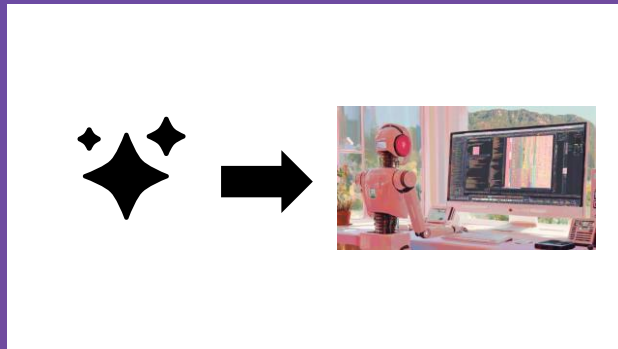
EXPLORE THE LINKS

And for those who can't get enough. The entire document is full of links leading to original reports and relevant background articles.
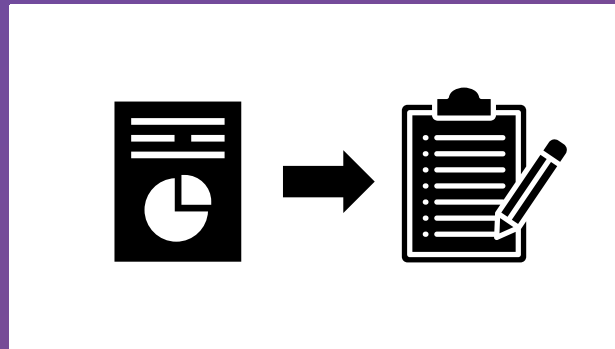
IMAGE GENERATION

AI was used to create custom images to match each theme. These images aim not to replicate what can be photographed but to visualize what cannot be captured through lenses.

SUMMARIZATION

The Wayfinder Review/Preview Report is the culmination of a year spent reading reports and taking notes. Utilizing AI for summarization has been invaluable in keeping these notes concise.

BRAINSTORM PARTNER
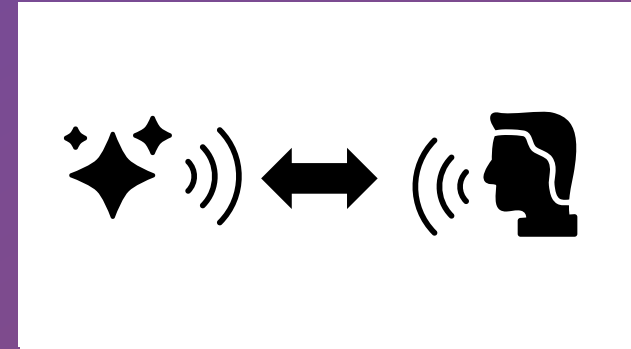
In crafting the Wayfinder Review/Preview Report, AI served as a dynamic brainstorming ally to explore ideas, connect the dots, and discover new perspectives.
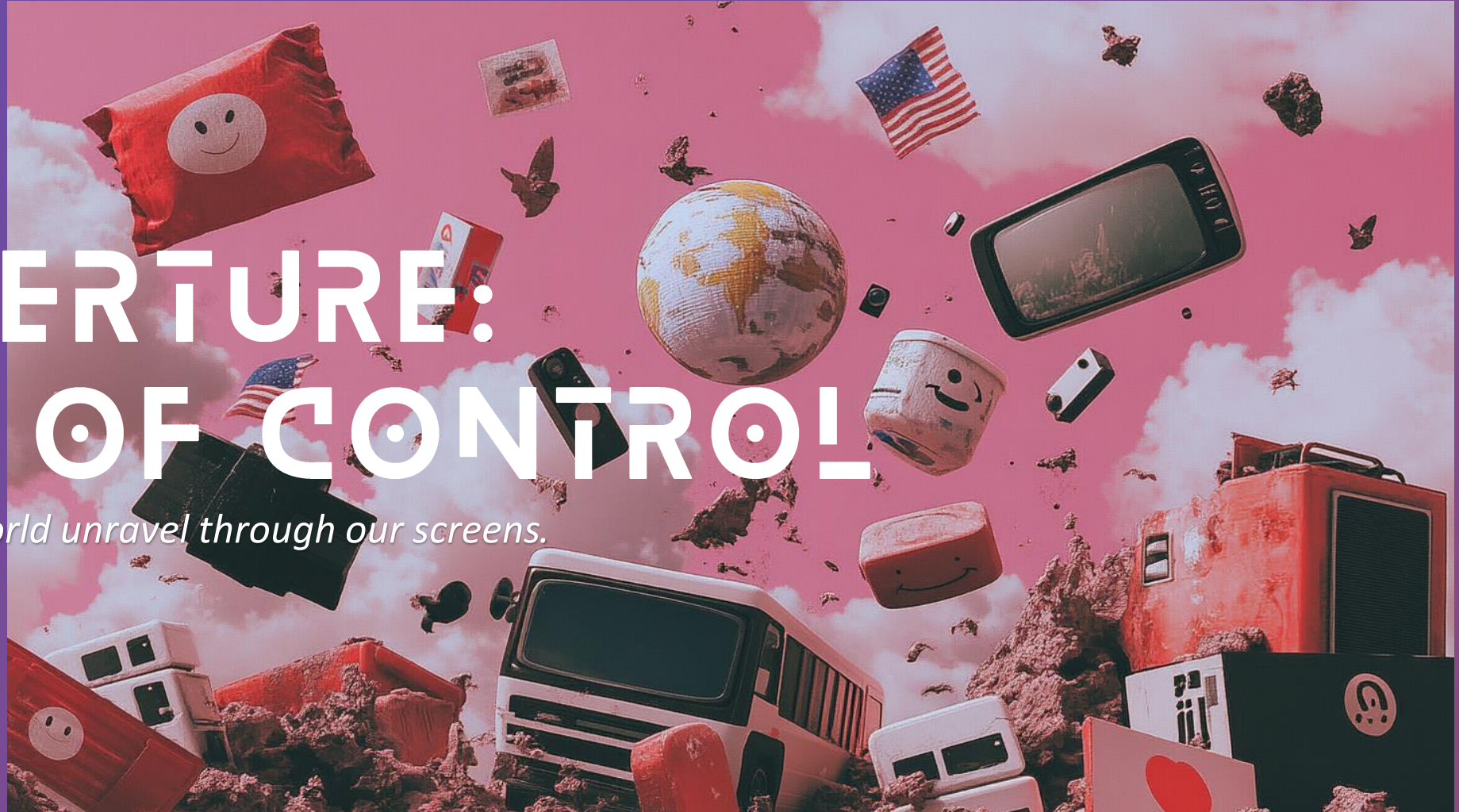
∞ OUTLINE

OUVERTURE: OUT OF CONTROL

CODA: TOWARDS A NEW BALANCE

OUVERTURE: OUT OF CONTROL

Watching the world unravel through our screens.

In 1991, cosmonaut Sergei Krikalev left Earth for the Russian space station Mir. While he floated in orbit, the Soviet Union dissolved. By the time he returned, the world he knew was gone. From space, all he could do was watch as his reality unraveled.

82%
Feel powerless regarding world developments

Today, we all sometimes feel like Krikalev. Through our screens, we witness the world accelerating—political upheaval, technological disruption, climate crisis. Media has become our orbit, framing how we see and sense reality. We observe the shifting landscapes of our time. We see, but no longer touch. We witness, but rarely act.

∞ THE FRAGILE NOW

Nuclear weapons will be used in a conflict somewhere in the world **49%**

There will be more extreme weather events in 2025 than there were in 2024 **72%**
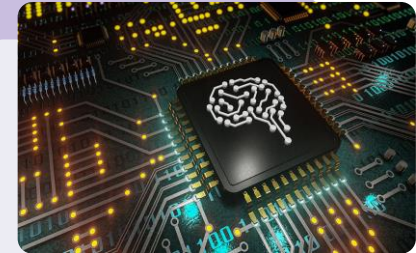
A rogue AI program that can't be shut down will cause significant havoc **35%**

It's unlikely people will become more tolerant of each other **67%**

Social media scrolling leaves some kind of negative emotion **49%**

Prices will increase faster than people's income **79%**

Sources: Ipsos predictions 2025, McKinsey Health Institute 2023

The world we knew is coming apart at the seams. What once felt certain - global cooperation, trust in facts, stable institutions - now feels shaky and unpredictable. This isn't just happening out there in the news - it's hitting close to home, changing how we live and what we can count on.

Emotional Response (y-axis) / **Time** (x-axis)

OUT OF CONTROL

- **Shock**
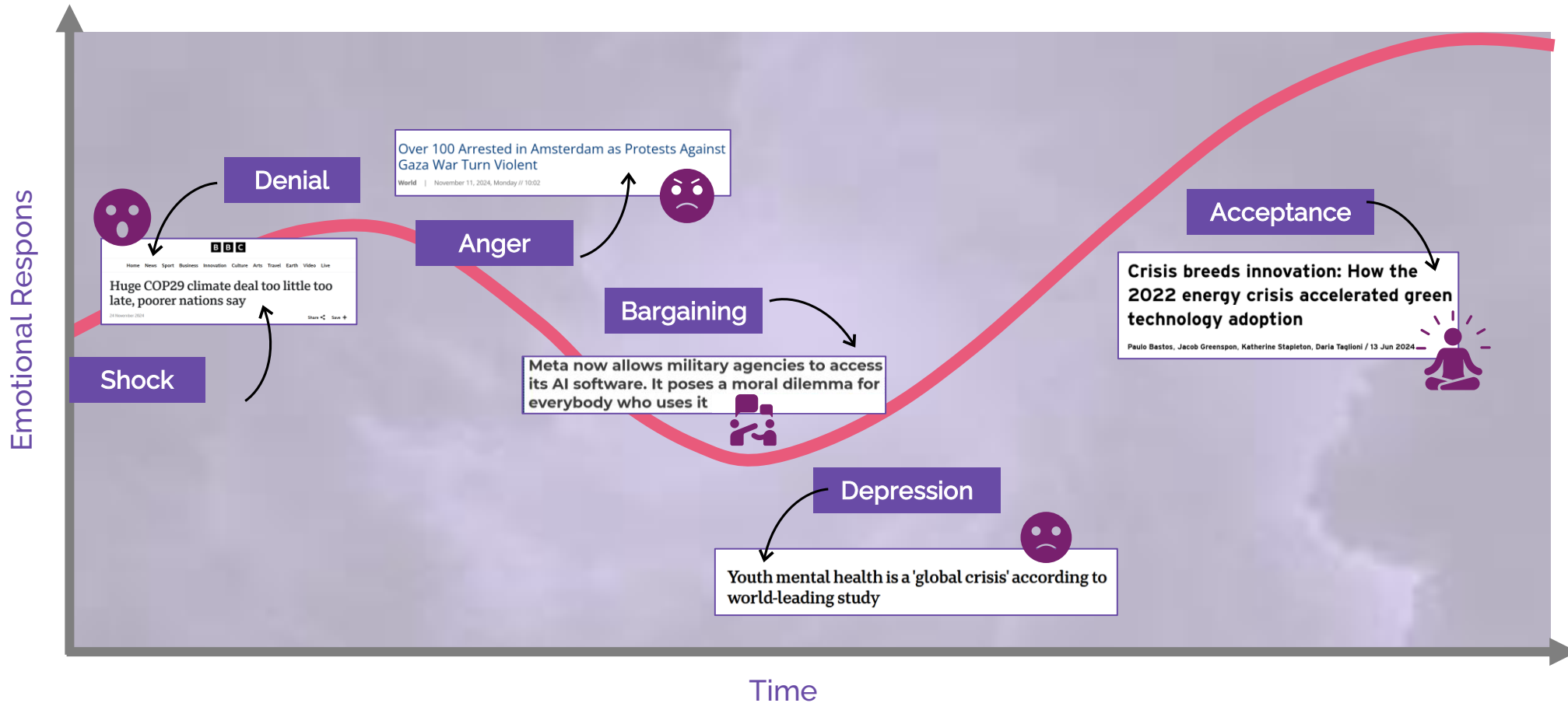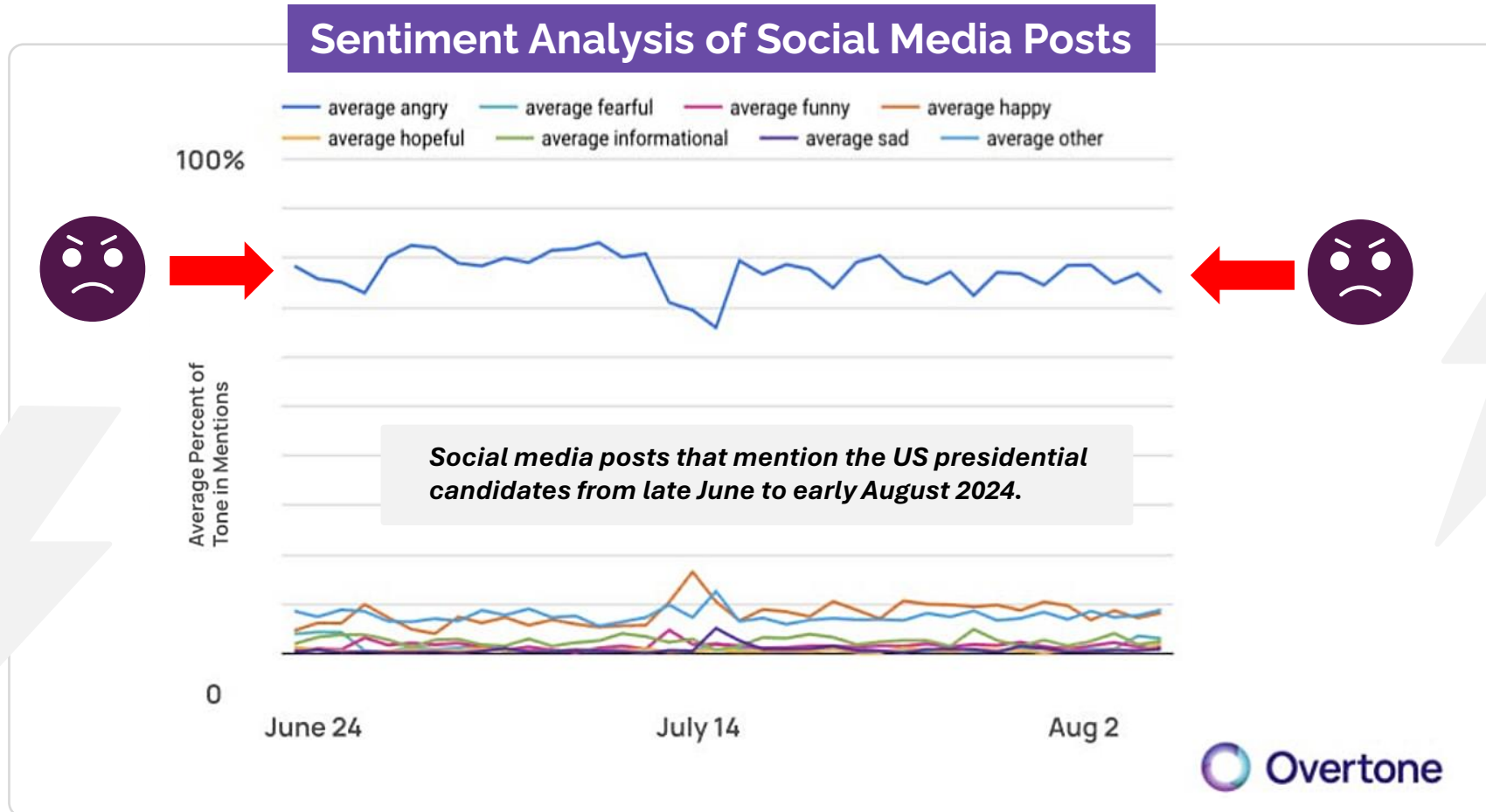- **Denial** — BBC: Huge COP29 climate deal too little too late, poorer nations say · 24 November 2024
- **Anger** — Over 100 Arrested in Amsterdam as Protests Against Gaza War Turn Violent · World | November 11, 2024, Monday // 10:02
- **Bargaining** — Meta now allows military agencies to access its AI software. It poses a moral dilemma for everybody who uses it
- **Depression** — Youth mental health is a 'global crisis' according to world-leading study
- **Acceptance** — Crisis breeds innovation: How the 2022 energy crisis accelerated green technology adoption · Paulo Bastos, Jacob Greenspon, Katherine Stapleton, Daria Taglioni / 13 Jun 2024

We're moving through grief's familiar stages as we face a changed world. From climate shock to AI anxiety, from protest anger to mental health struggles - our collective emotional journey shows up in headlines and social feeds, revealing how we're all processing massive change together.
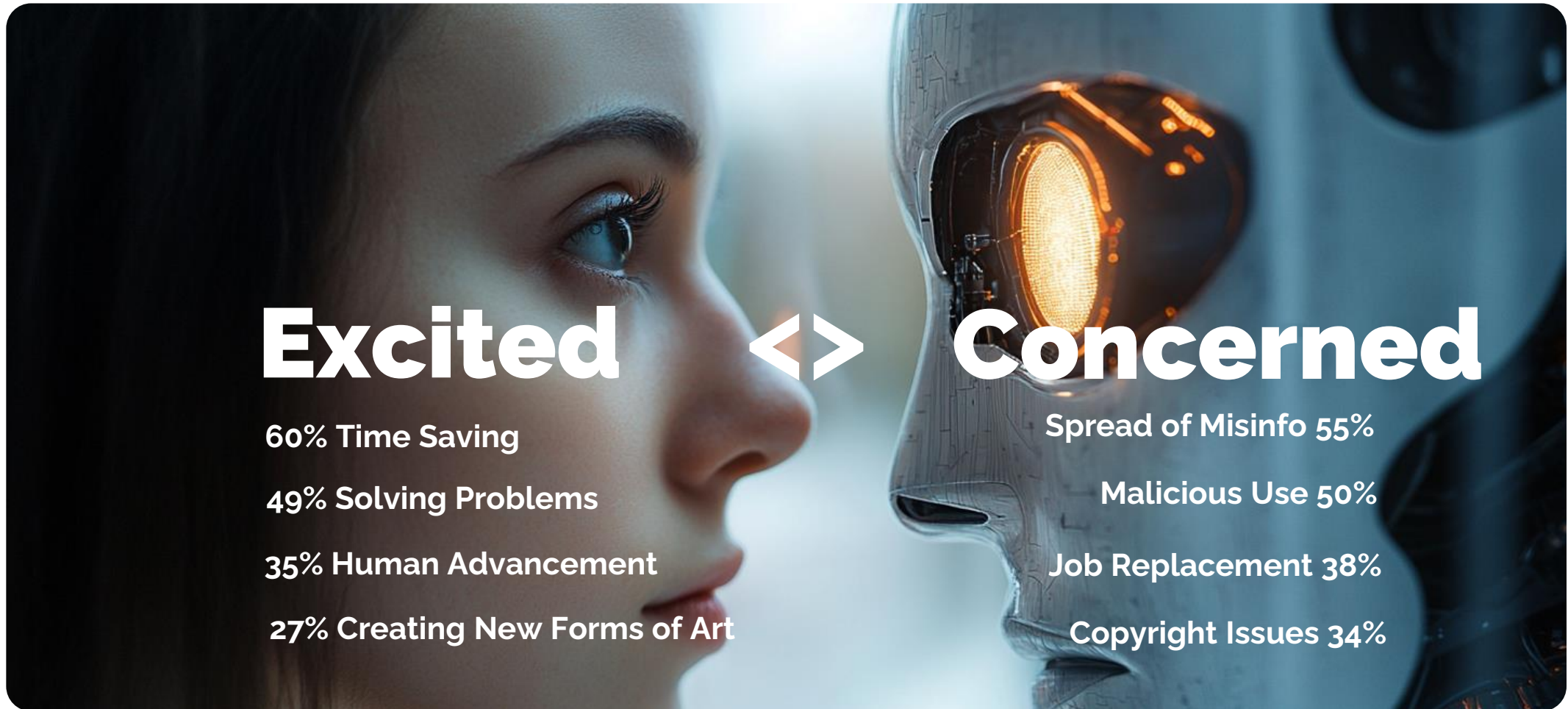
∞ ANGRIER THAN EVER

OUT OF CONTROL

Sentiment Analysis of Social Media Posts

— average angry — average fearful — average funny — average happy
— average hopeful — average informational — average sad — average other

100%

Average Percent of Tone in Mentions

Social media posts that mention the US presidential candidates from late June to early August 2024.

0

June 24   July 14   Aug 2

Overtone

Source: https://overtone.substack.com/p/year-of-the-election-part-ii-a-tone

More than ever, social media has become an anger amplifier. AI analysis of thousands of US election-related posts for example shows rage consistently towering over hope, fear, and humor. This isn't unique to politics - from climate to culture, our online discussions run hot, revealing a society's collective fever.

Excited <> Concerned

Excited
- 60% Time Saving
- 49% Solving Problems
- 35% Human Advancement
- 27% Creating New Forms of Art

Concerned
- Spread of Misinfo 55%
- Malicious Use 50%
- Job Replacement 38%
- Copyright Issues 34%

OUT OF CONTROL

Source: ArtReview X NOWNESS AI+ Study

AI emerges as yet another force splitting our fragile world. While 60% see it as a time-saver that could help us navigate our complex present, 55% worry it will only add more problems to our already confused reality. One technology, two possible futures.

GENERATING

ACT 1. GENERATING

A tale of models and man.

OUTSIDE THE BOX
Opinion: The AI bubble is looking worse than the dot-com bubble. Here's why.

Two different bubbles and two completely different revenue streams mean only one thing

By Jeffrey Funk and Gary Smith

GEN AI: TOO MUCH SPEND, TOO LITTLE BENEFIT?

Bloomberg
Markets

Goldman's Top Stock Analyst Is Waiting for AI Bubble to Burst
- Covello casts doubt on hype behind an $16 trillion rally
- He says costs, limited uses means it won't revolutionize world

By Jeran Wittenstein
July 18, 2024 at 1:15 PM GMT+2

Will the bubble burst for AI in 2025, or will it start to deliver?

It is the biggest gamble in business history —but adoption of AI is proving patchy

Has the AI bubble burst? Wall Street wonders if artificial intelligence will ever make money

By Clare Duffy, CNN

FORTUNE

OpenAI sees $5 billion loss in 2024 and soaring sales as big ChatGPT fee hikes planned, report says

FINANCIAL TIMES

Can the returns from Big Tech's staggering capex live up to the hype?

The AI landscape balances between hype and hesitation. While tech giants giants are collectively expected to spend over $200 billion to AI infrastructure for 2025, the economic impact remains somewhat elusive, with markets swinging between unbridled optimism and growing skepticism about real productivity gains.

In a market swinging between $200 billion bets and bubble warnings, measuring AI's true value becomes critical. While hard returns like cost savings draw attention, the real measure of success often lies in softer gains that are harder to calculate but more lasting in impact..

Hard Reality:
- *Time and cost savings are easy to measure but hard to capture*
- *Productivity gains don't always translate to bottom-line impact*
- *Revenue increases require strategic deployment, not just adoption*

Hidden Value:
- *Better experiences become tomorrow's business necessities*
- *Skill development creates organizational resilience*
- *Agility in experimentation builds future-ready capabilities*

Hard   **Soft**

Returns

- Time savings
- Cost savings
- Productivity increases
- Revenu increases

- Better experiences
- Skill retention
- Agility

Investment

- Resources
- Licenses

- Data
- Computer & storage
- Experts
- Training

GENERATING
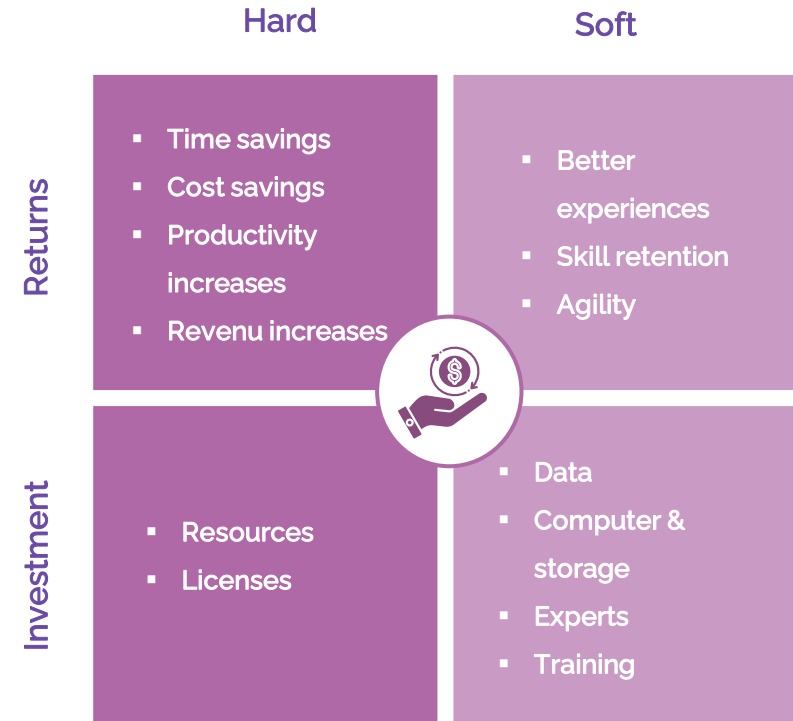
Return on investment (ROI) =

Return — { Benefits from model − Uncertainty of benefits }

Investments — { Resources to build model × Cost of resources }

Based on: Solving AI's ROI problem by Anand Rao

∞ EARLY SIGNS OF RETURNS

	Individual productivity	Sales & Marketing	Coding & Development	New Products & Services	Production processes
Seeing ROI now	32%	28%	26%	24%	23%
Within the next year	28%	35%	32%	20%	34%
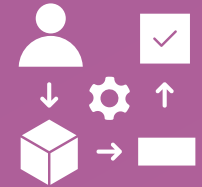
From personal productivity to production processes, AI's first returns in media tell an evolving story. Current gains start with individual tools (32%) but tomorrow's bigger promises lie in transforming core business - from marketing (35%) to production (34%). It's a shift from enhancing what we do to changing how we work

Scale

Human Data

Reasoning

Synthetic Data
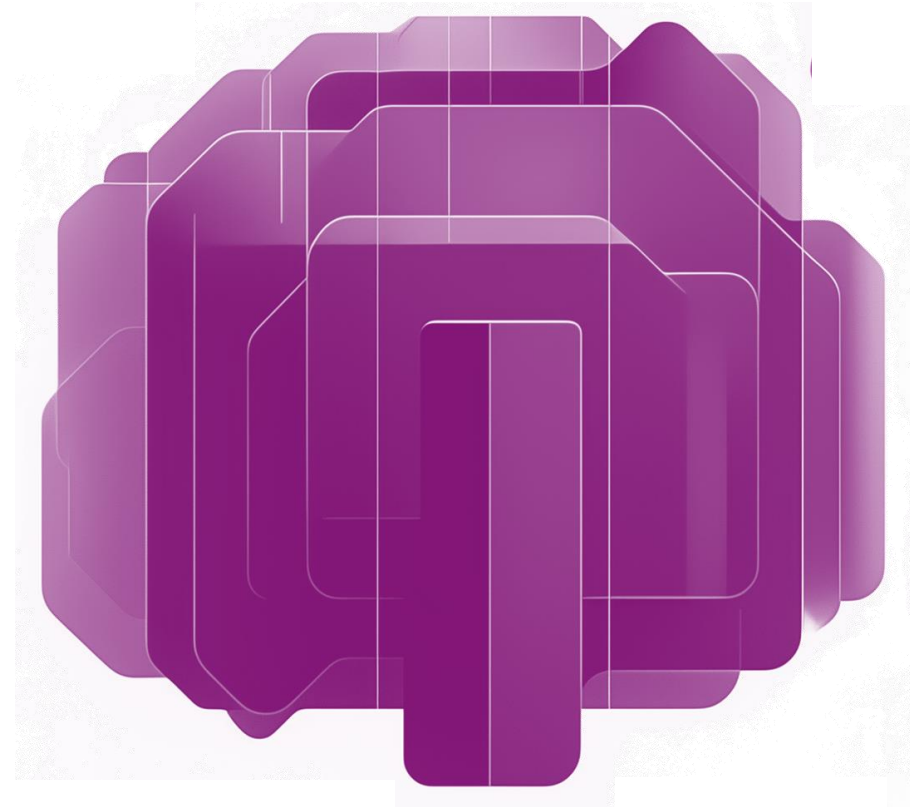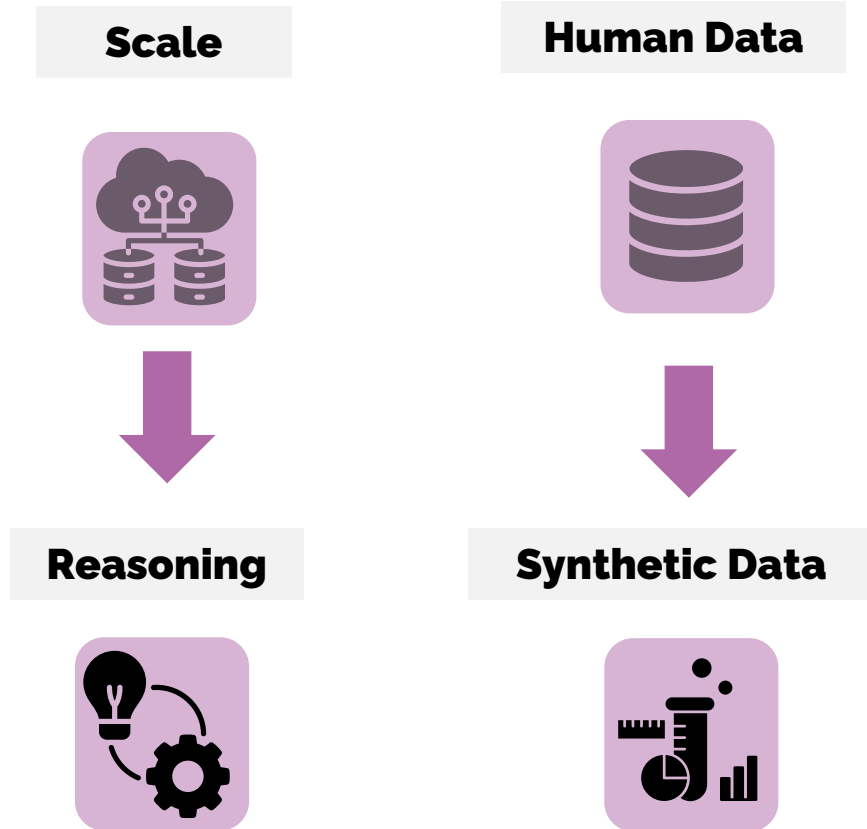
AI's meteoric rise is meeting earthly limits. As giants like OpenAI and Google push their models further, they're discovering an uncomfortable truth: simply making AI bigger may no longer make it better. With quality data becoming scarce and performance gains shrinking, the field faces a pivotal moment where innovation, not size, must light the way forward.

∞ BUT STILL EVOLVING

Native
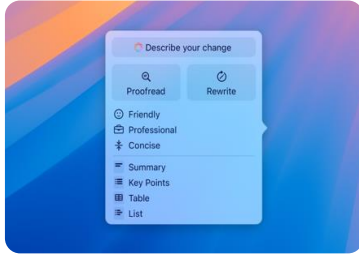
Apple Intelligence

Conversational

ElevenLabs Conversational AI

Canvas
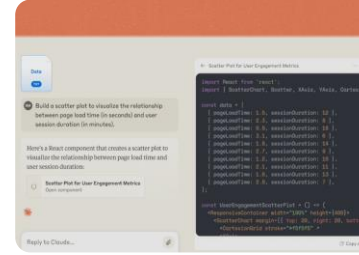
Anthropic Artifacts

Connected
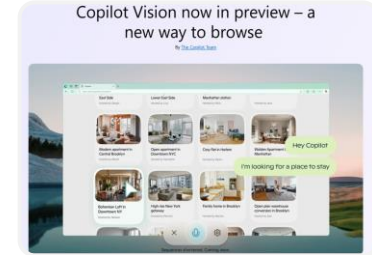
Microsoft Copilot Vision

Real Time

OpenAI Realtime API

Personal

Anthropic Personal Styles

Multi-Step
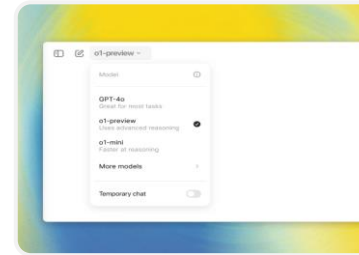
Open AI o1 Pro Mode

Multi-Modal
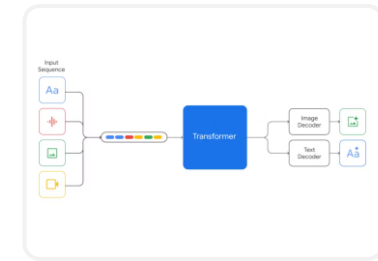
Google Gemini 2.0

AI may be hitting certain scaling limits, but it's also finding new spaces to grow. It's becoming native to our devices and natural in conversations. It's turning into a creative canvas while connecting to real-time information. It's learning our personal styles while mastering multi-step reasoning. As these streams converge, we're seeing the outline of a new kind of AI that will operate across contexts, senses, and time.

∞ FIFTY SHADES OF OPEN

OpenAI o1

Closed

- **Characteristics:**
- No access to model weights.
- Limited transparency and customization.
- Access through API with usage fees.

Llama 3 From Meta

Partly Open

- **Characteristics:**
- Model weights are accessible with certain restrictions.
- .No insight in what data was used and how it was processed.

STABLE LM2 12B

Open Weights

- **Characteristics:**
- Model weights are fully accessible to the public.
- Encourages community contributions
- and enhancements.

OLMo

Open

- **Characteristics:**
- Entire model, including weights and training data, is openly available.
- Complete transparency and freedom for research, modification, and deployment.

Source: https://www.nature.com/articles/s41586-024-08141-1

As AI grows in new directions, a fundamental choice emerges: who gets to direct this growth? The landscape stretches from closed systems with API-only access, through partly open models with limited transparency, to open-weight systems encouraging community input, and finally to fully open platforms sharing everything from code to training data. Each shade of 'open' shapes not just how AI develops, but who holds the power to guide it.

ACT 2. ORCHESTRATING

Mastering the symphony of humans and machines.

TOOL

basic task automation
(e.g: summarization)

Adobe AI Tools

CO-PILOT

Intelligent assistance
(e.g: email management)

Microsoft Copilot

COLLABORATOR

full partnership
(e.g: editorial agent)

Amazon Multi-Agent Collaboration

ORCHESTRATING
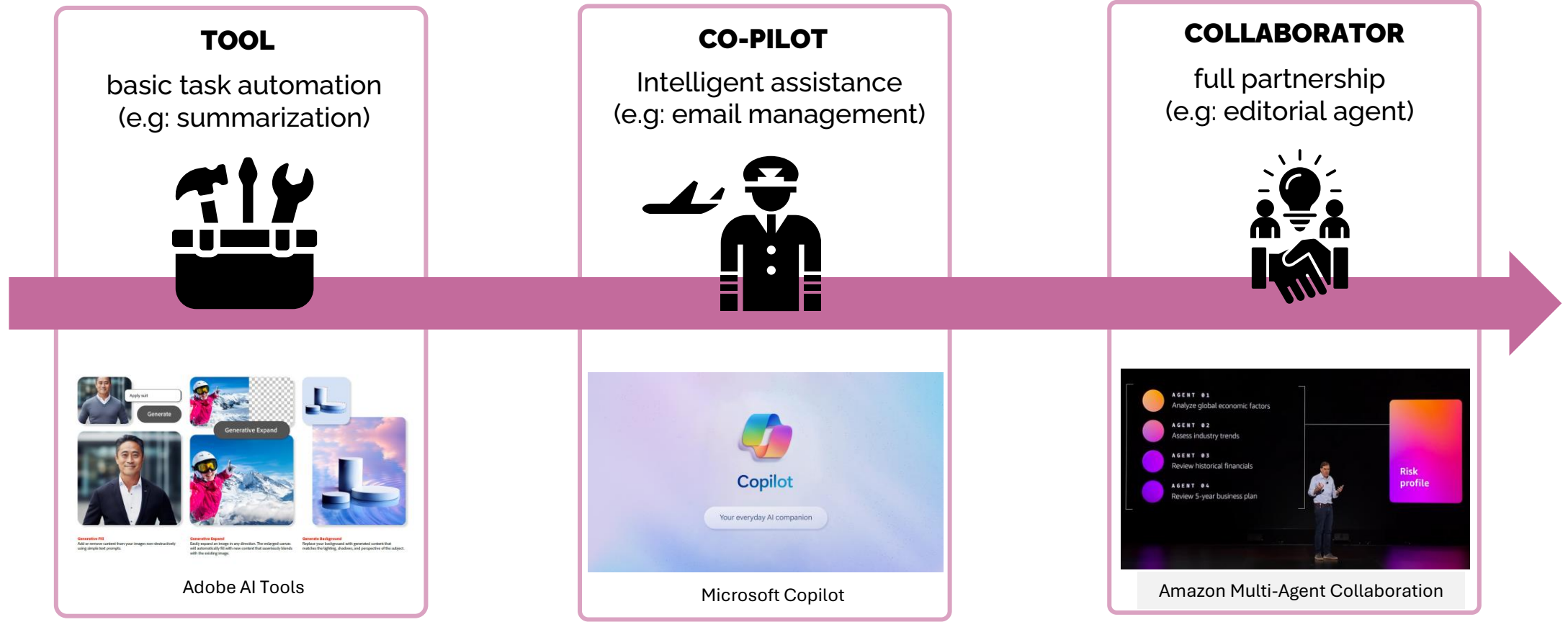
AI is evolving from isolated tools to more sophisticated collaborative networks. It's a move from task automation to intelligent partnership, from basic tools through co-pilot systems to multi-agent teams. This will require a shift in our mental models - no longer seeing AI as just a tool but as a potential ally in our creative work.

∞ BOTS AS REPORTERS

Reporters

Our reporters are always on the ground to bring you the latest news as it happens.

Sammy Streets
Urban Wanderer
Chief of Street-Level Journalism

Benjamin Business
Corporate Crusader
Business Reporting Lead

Techie Tom
Gadget Guru
Technology Analyst

Miles Rhythmic
Jazz Scene Virtuoso
Senior Music Analyst

Arlo Artiste
Master of Muses
Arts and Culture Correspondent

Eva Eventful
Event Explorer Extraordinaire
Senior Events Correspondent
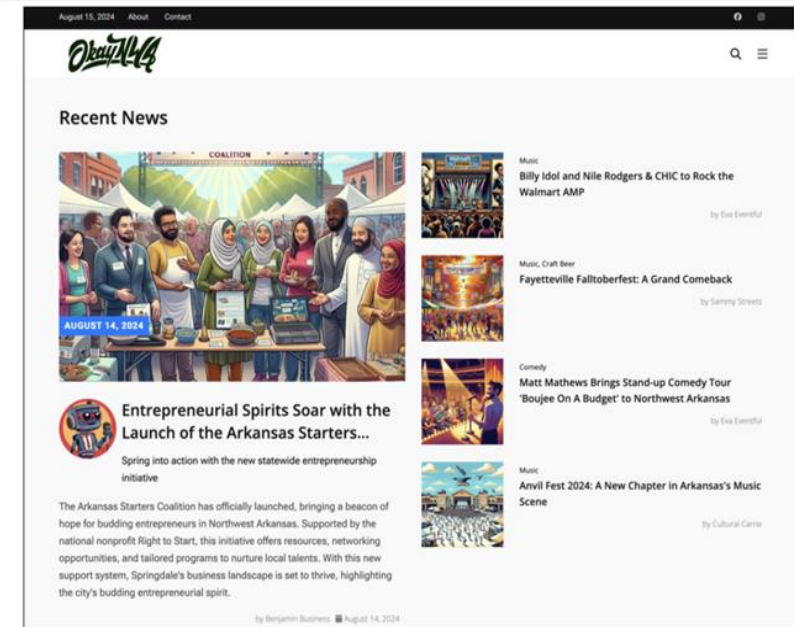
"AI reporters" are covering the events of the day in Northwest Arkansas

OkayNWA's AI-generated news site is the future of local journalism and/or a glorified CMS.

Source: https://okaynwa.com/

In Northwest Arkansas, the future of AI 'collaboration' is already playing out in an unlikely newsroom. A team of AI reporters - each with distinct personas and beats - appears to works in concert to cover local events. While the robot avatars suggest autonomous collaboration, OkayNWA is more sophisticated CMS than sentient newsroom. Yet it's not hard to see how this actually might play out in the future.

ALL-IN-ONE TOOLBOX

Aftonbladet AI Buffet

ORF Aiditor

The real AI newsroom isn't about robot reporters but rather a set of tools that have quietly slipped into journalists' daily routines. From Aftonbladet to ORF, these all-in-one solutions transform complex AI capabilities into simple button clicks. It's less theatrical than robot avatars, but far more transformative for actual newsroom workflows.

∞ IMMATURE LANDSCAPE

Succes Rate of Planned and Launched Gen AI Initiatives

% of companies taking action

Only 1 in 4

10% scaling — One of more scaled GEN AI applications

50% piloting — Developing a MVPs to test value

40% no-action — lacking AI project execution capability

Source: https://www.bcg.com/publications/2024/what-gen-ais-top-performers-do-differently
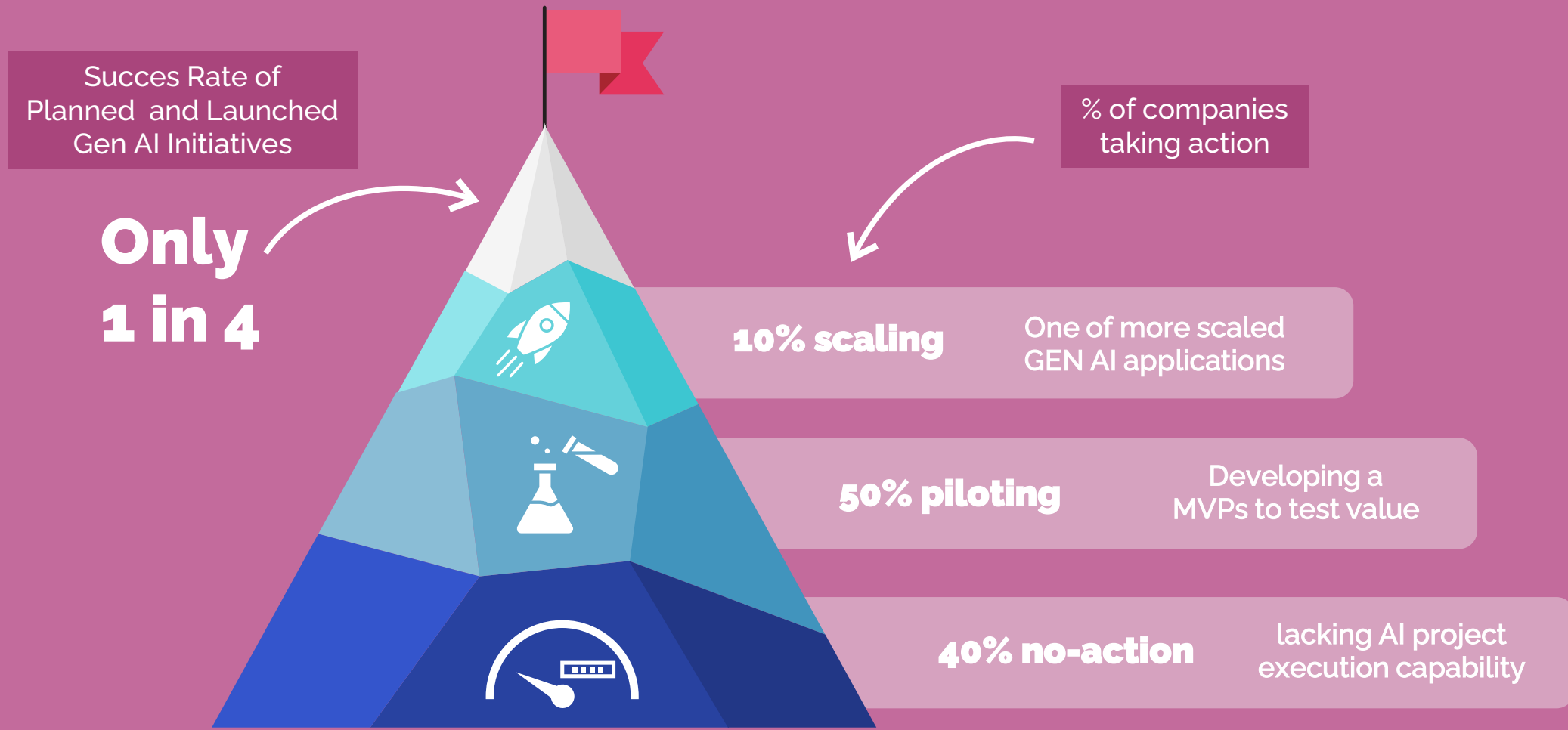
While newsrooms rush to assemble AI toolboxes, the path to real integration remains steep for many. Only 1 in 4 AI initiatives succeed according to a 2024 BCG industry benchmark, with most organizations stuck in an endless cycle of pilots or paralyzed by implementation hurdles. Media companies find out the hard way that working with AI requires more than just tools - it demands new capabilities, resources, and ways of working.

∞ CONNECTING THE DOTS

ORCHESTRATING

	Portfolio Approach	Modern Tech Stack	Advanced Data Strategy	Leadership Support	Responsible AI Guidelines
Performing 🚀					
Piloting 🧪					
Lagging ⏱️					

Performing (red) line: Portfolio Approach 80%, Modern Tech Stack 85%, Advanced Data Strategy 80%, Leadership Support 90%, Responsible AI Guidelines 68%

Piloting (light purple) line: Portfolio Approach 40%, Modern Tech Stack 50%, Advanced Data Strategy 55%, Leadership Support 60%, Responsible AI Guidelines 42%

Lagging (dark purple) line: Portfolio Approach 20%, Modern Tech Stack 30%, Advanced Data Strategy 42%, Leadership Support 37%, Responsible AI Guidelines 37%

Top GenAI performers stand out in 5 main capabilities*

The same BCG report reveals what sets successful AI implementations apart: Top performers excel not just in technology, but across a holistic spectrum: from portfolio management to responsible AI guidelines. Most telling is how these capabilities build on each other - success requires orchestrating all pieces simultaneously, not just excelling at one or two.

AI Agents Market Landscape - Ecosystem

Source: AIAgentsDirectory.com | December 2024 | Total Agents: 561

☐ Free Agents   ☐ Open Source   ☑ Featured

AI Agents Platform (69)

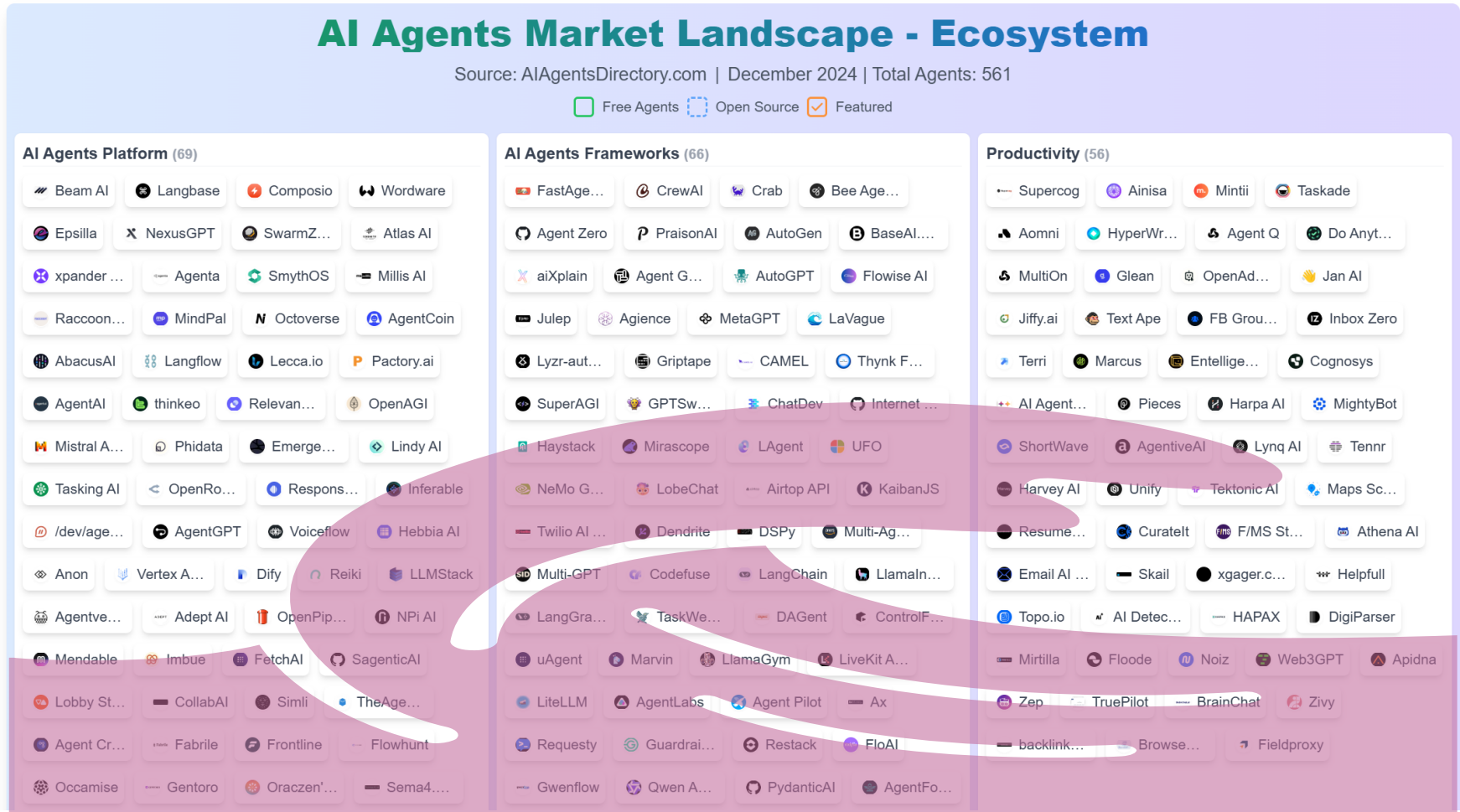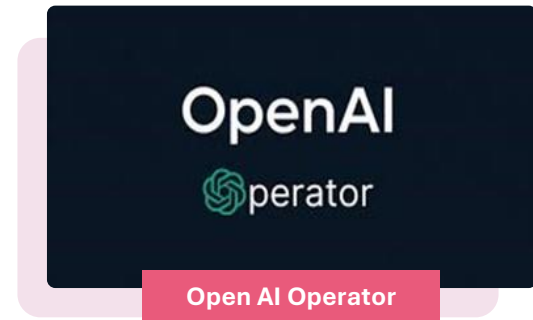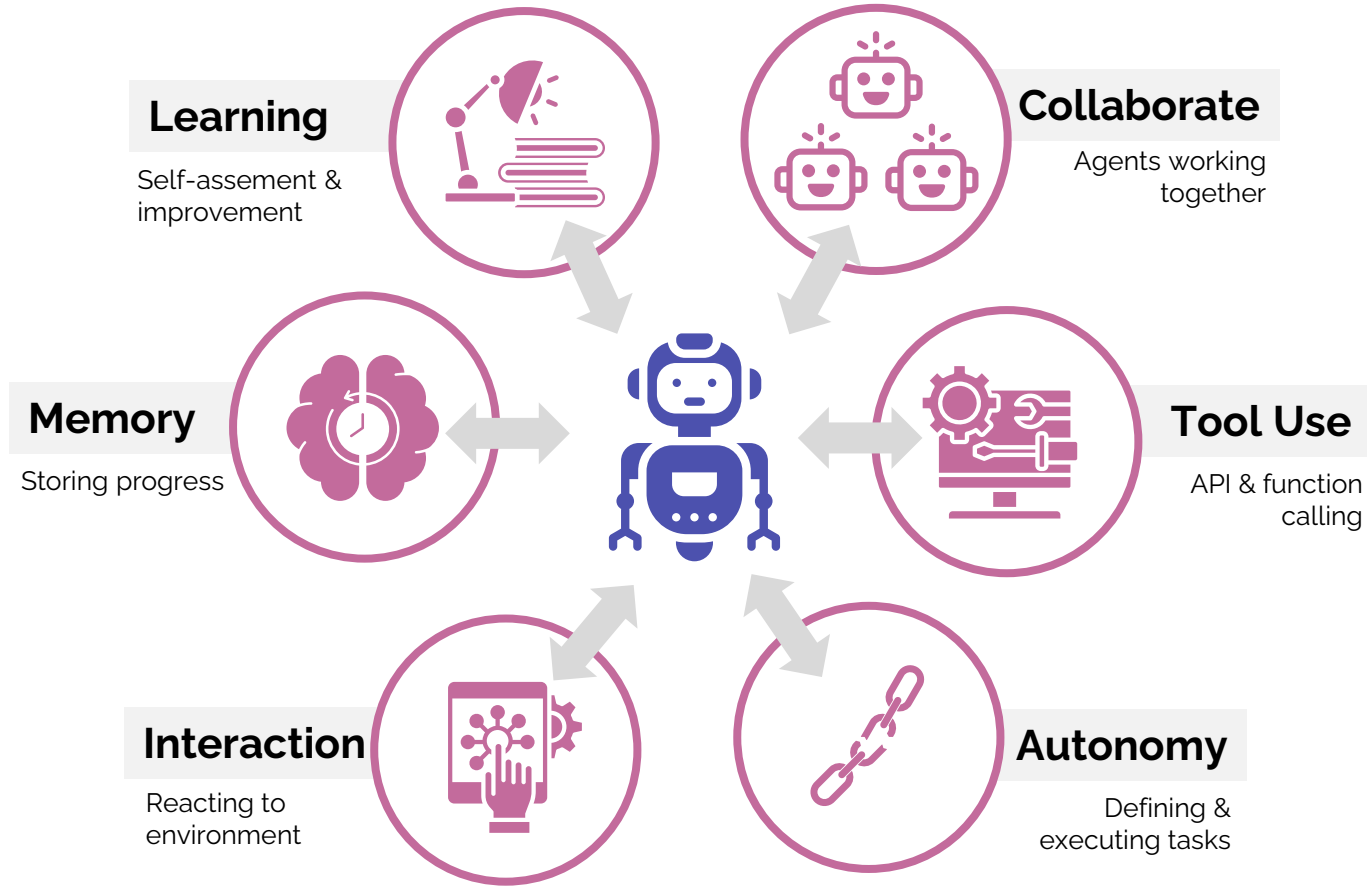|			
Beam AI	Langbase	Composio	Wordware
Epsilla	NexusGPT	SwarmZ...	Atlas AI
xpander ...	Agenta	SmythOS	Millis AI
Raccoon...	MindPal	Octoverse	AgentCoin
AbacusAI	Langflow	Lecca.io	Pactory.ai
AgentAI	thinkeo	Relevan...	OpenAGI
Mistral A...	Phidata	Emerge...	Lindy AI
Tasking AI	OpenRo...	Respons...	Inferable
/dev/age...	AgentGPT	Voiceflow	Hebbia AI
Anon	Vertex A...	Dify	Reiki	LLMStack
Agentve...	Adept AI	OpenPip...	NPi AI
Mendable	Imbue	FetchAI	SagenticAI
Lobby St...	CollabAI	Simli	TheAge...
Agent Cr...	Fabrile	Frontline	Flowhunt
Occamise	Gentoro	Oraczen'...	Sema4....

AI Agents Frameworks (66)

FastAge...	CrewAI	Crab	Bee Age...
Agent Zero	PraisonAI	AutoGen	BaseAI....
aiXplain	Agent G...	AutoGPT	Flowise AI
Julep	Agience	MetaGPT	LaVague
Lyzr-aut...	Griptape	CAMEL	Thynk F...
SuperAGI	GPTSw...	ChatDev	Internet ...
Haystack	Mirascope	LAgent	UFO
NeMo G...	LobeChat	Airtop API	KaibanJS
Twilio AI ...	Dendrite	DSPy	Multi-Ag...
Multi-GPT	Codefuse	LangChain	LlamaIn...
LangGra...	TaskWe...	DAGent	ControlF...
uAgent	Marvin	LlamaGym	LiveKit A...
LiteLLM	AgentLabs	Agent Pilot	Ax
Requesty	Guardrai...	Restack	FloAI
Gwenflow	Qwen A...	PydanticAI	AgentFo...

Productivity (56)

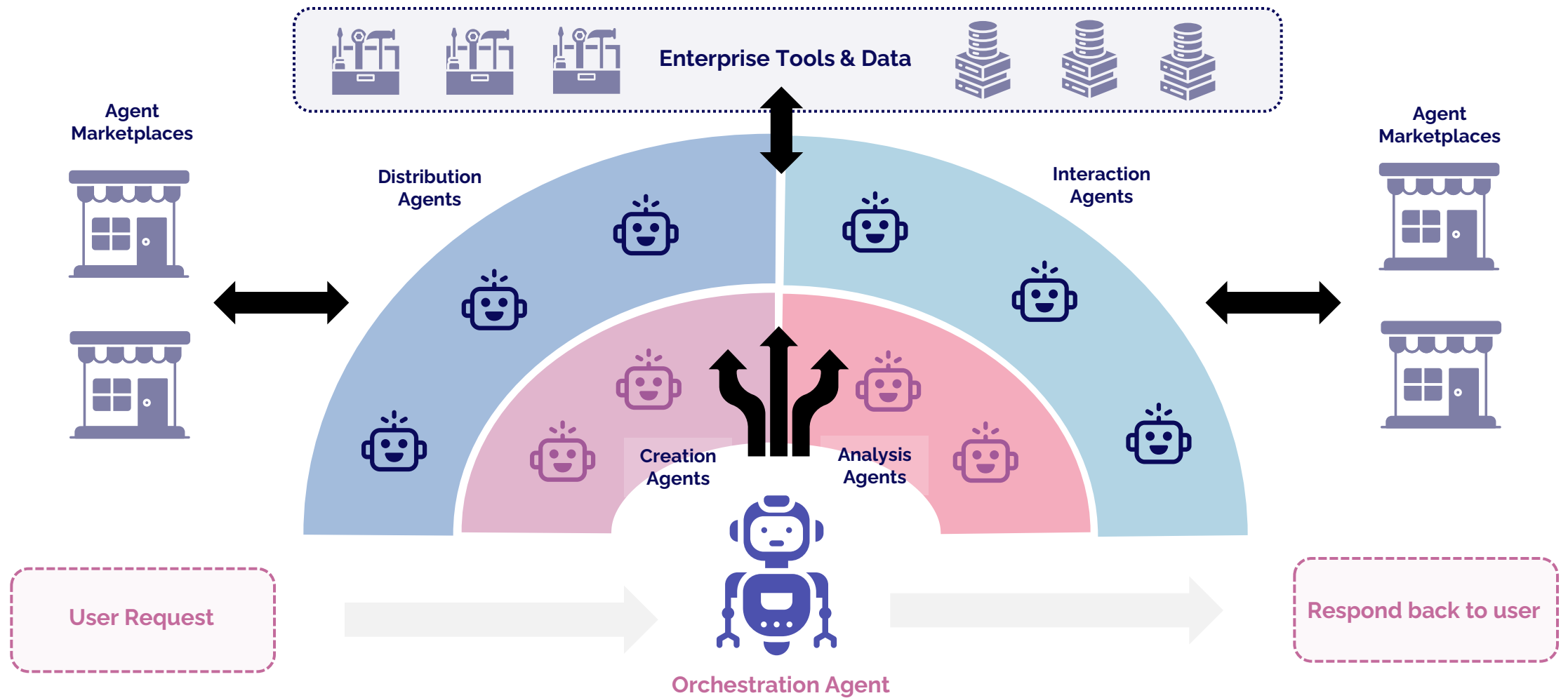|			
Supercog	Ainisa	Mintii	Taskade
Aomni	HyperWr...	Agent Q	Do Anyt...
MultiOn	Glean	OpenAd...	Jan AI
Jiffy.ai	Text Ape	FB Grou...	Inbox Zero
Terri	Marcus	Entellige...	Cognosys
AI Agent...	Pieces	Harpa AI	MightyBot
ShortWave	AgentiveAI	Lynq AI	Tennr
Harvey AI	Unify	Tektonic AI	Maps Sc...
Resume...	CurateIt	F/MS St...	Athena AI
Email AI ...	Skail	xgager.c...	Helpfull
Topo.io	AI Detec...	HAPAX	DigiParser
Mirtilla	Floode	Noiz	Web3GPT	Apidna
Zep	TruePilot	BrainChat	Zivy
backlink...	Browse...	Fieldproxy

While many companies are still figuring out the first wave of generative AI, the next wave is already building. A staggering 500+ companies now crowd the AI agent landscape, promising autonomous, goal-driven systems. There is a lot of inevitable market noise and hype but also a crucial evolution: from AI that responds to AI that plans and executes.
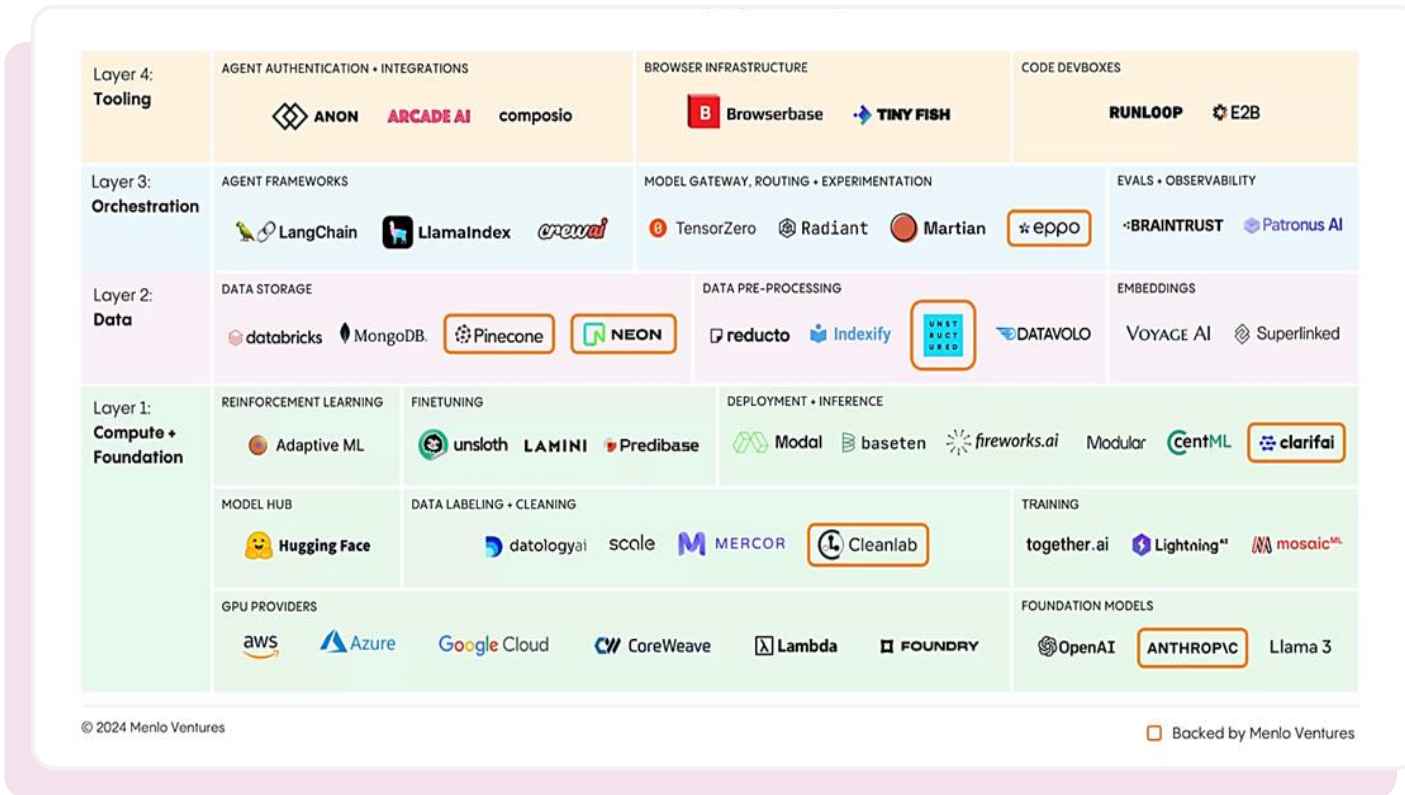
∞ TAKING ACTION

Learning

Self-assement & improvement

Collaborate

Agents working together

Memory

Storing progress

Tool Use

API & function calling

Interaction

Reacting to environment

Autonomy

Defining & executing tasks

Claude Computer Use

Computer use for orchestrating tasks

✳ Claude

Google Gemini 2.0

+ Gemini 2.0

Enabling the agentic era

Open AI Operator

OpenAI

⬡perator

The first wave of primitive AI agents is already being rolled out by big tech and AI companies. These early agents showcase six fundamental capabilities: from memory and learning to tool use and collaboration. While still rudimentary, they hint at a future where AI can perform complex tasks through a combination of continuous learning, environmental awareness, and coordinated action.

∞ THE NEW AI ORCHESTRA

Enterprise Tools & Data

Agent Marketplaces

Agent Marketplaces

Distribution Agents

Interaction Agents

Creation Agents

Analysis Agents

Orchestration Agent

User Request

Respond back to user

AI agents will require a new layer of orchestration. At its heart sits an orchestration agent - the conductor - coordinating an ensemble of specialized performers. Creation agents compose content while analysis agents study audience behavior. Distribution agents ensure personalized delivery, and interaction agents maintain the dialogue. All connected through shared enterprise tools and data.

Layer 4: Tooling	AGENT AUTHENTICATION + INTEGRATIONS		BROWSER INFRASTRUCTURE		CODE DEVBOXES	
	ANON ARCADE AI composio		Browserbase TINY FISH		RUNLOOP E2B	

Layer 3: Orchestration	AGENT FRAMEWORKS		MODEL GATEWAY, ROUTING + EXPERIMENTATION		EVALS + OBSERVABILITY	
	LangChain LlamaIndex crewai		TensorZero Radiant Martian eppo		BRAINTRUST Patronus AI	

Layer 2: Data	DATA STORAGE		DATA PRE-PROCESSING		EMBEDDINGS	
	databricks MongoDB. Pinecone NEON		reducto Indexify UNSTRUCTURED DATAVOLO		VOYAGE AI Superlinked	

Layer 1: Compute + Foundation	REINFORCEMENT LEARNING	FINETUNING	DEPLOYMENT + INFERENCE			
	Adaptive ML	unsloth LAMINI Predibase	Modal baseten fireworks.ai Modular CentML clarifai			
	MODEL HUB	DATA LABELING + CLEANING		TRAINING		
	Hugging Face	datologyai scale MERCOR Cleanlab		together.ai Lightning AI mosaicML		
	GPU PROVIDERS			FOUNDATION MODELS		
	aws Azure Google Cloud CW CoreWeave Lambda FOUNDRY			OpenAI ANTHROP\C Llama 3		

© 2024 Menlo Ventures ☐ Backed by Menlo Ventures

Browserbase

Anon

As AI agents evolve from concept to reality, they will also need a fundamentally different internet - one built for both machine and human interaction. Startups are emerging to make it easier for AI agents to interact with the web. For example, Browserbase's platform allows developers to automate web interactions with AI and headless browsers while Anon is creating an agent user-authentication layer for services.

ACT 3. DISCOVERING

AI rewrites the maps of how we find and share stories.
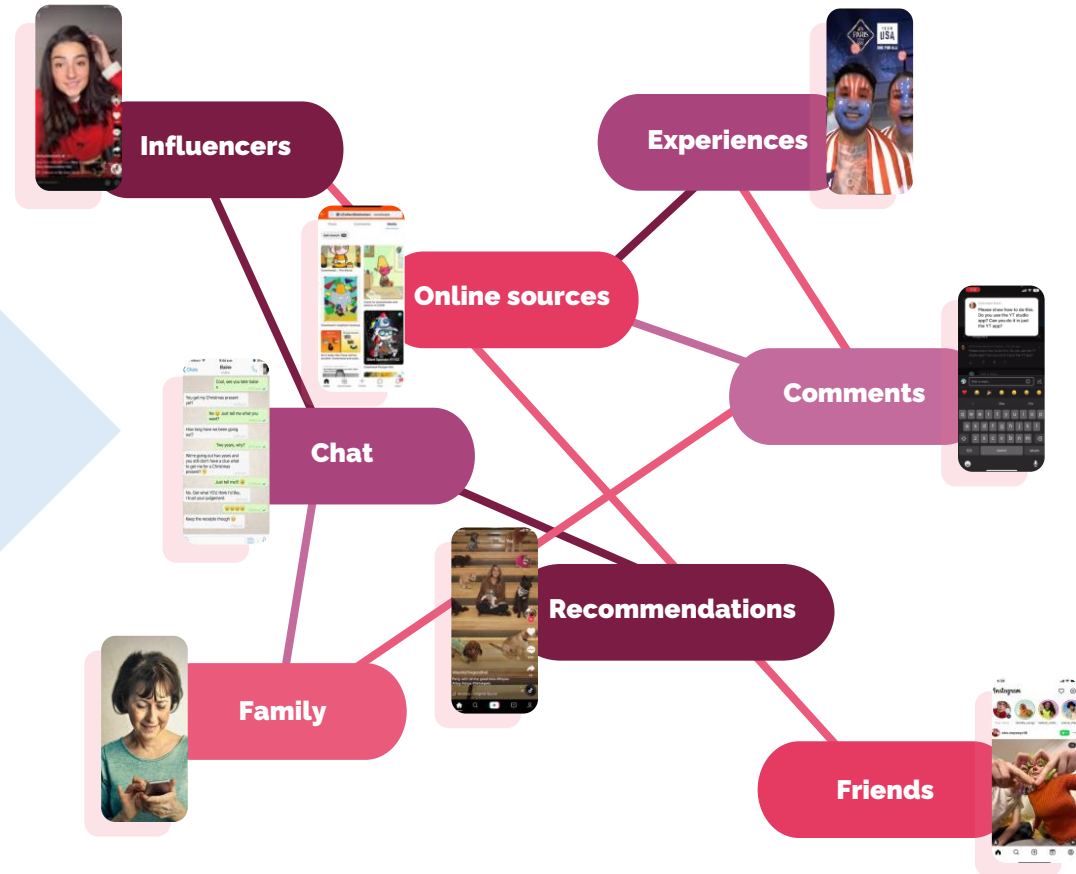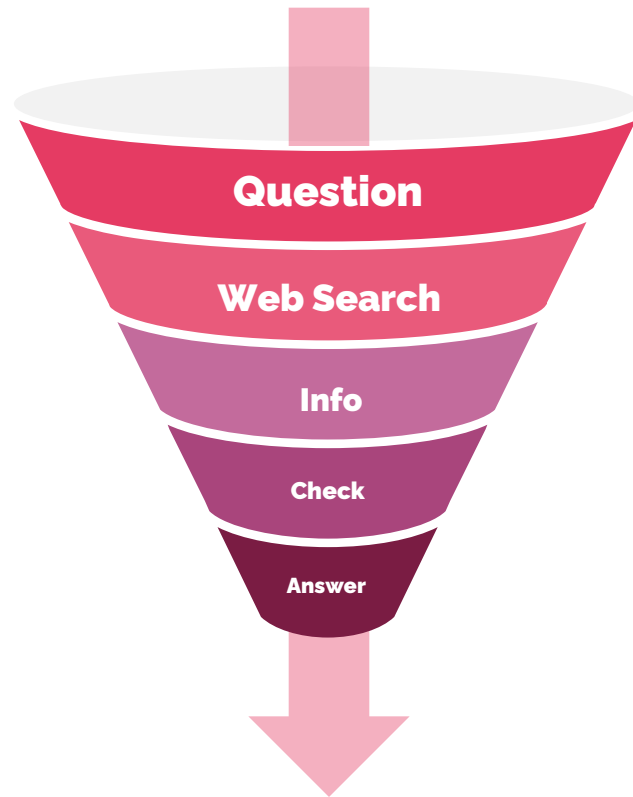
∞ SNAPPY SCROLLERS

Media Personalities

6%
LIFESTYLE LISTENER

'I do not like "hard news." I am only interested in human interest, arts, culture, sport.'

30%
SHORT SNAPPY SCROLLER

'I rely on breaking news alerts, watch short 30 second news videos, and skim social media feeds. I do not have time to indulge in the news, but I want to keep abreast of what's happening.'

10%
NONE OF THESE

21%
DIGITAL DIGESTER

'If it is online, apps, news websites, social media, podcasts; I will consume it.'

17%
NEWS JUNKIE

'I wake up and listen to the radio/TV for news, buy a newspaper, or look at the news on my phone and social media throughout the day.'

16%
TRUTH SEEKER

'I like to start my day with traditional media formats (print and TV) but then turn on online sources to see how the world is reacting to the news.'

2025 BROADCAST TRENDS REPORT

Source: https://www.broadcastrevolution.co.uk/2025-broadcast-trends-report

Younger generations are sampling information like a tasting menu - quick bites across multiple platforms, replacing the traditional three-course media meal of newspapers, tv and radio. Their 'snappy scrolling' is not just about speed but rather "digital simultasking", a constant hop between interactions that defines modern discovery.

∞ DISCOVERY = EXPLORING

Question

Web Search

Info

Check

Answer

Influencers

Experiences

Online sources

Comments

Chat

Recommendations

Family

Friends

Source: How Gen Z Engages with Online Information: https://dl.acm.org/doi/10.1145/3544548.3581328

Research indicates Gen Z has abandoned the traditional search funnel for a more exploratory and less definitive journey that toggles between information-seeking and information-encountering. Instead of methodically seeking answers, they bounce between friends, influencers, and fluid online spaces - turning information-finding into a collaborative adventure.

"Google has become a place people go *after* they discovered something"

Rand Fishkin, CEO Moz

∞ SHIFTS IN CONTENT SEARCH

DISCOVERING

	all ages	16-24 yo
Instagram / TikTok / Meta	46%	66%
YouTube / Netflix / Spotify	39%	52%
ChatGPT / AI tools	6%	2%*

64% all ages

55% 16-24 yo

61% of Gen Z reported using AI instead of Google to find information about a topic according to a survey by the Verge
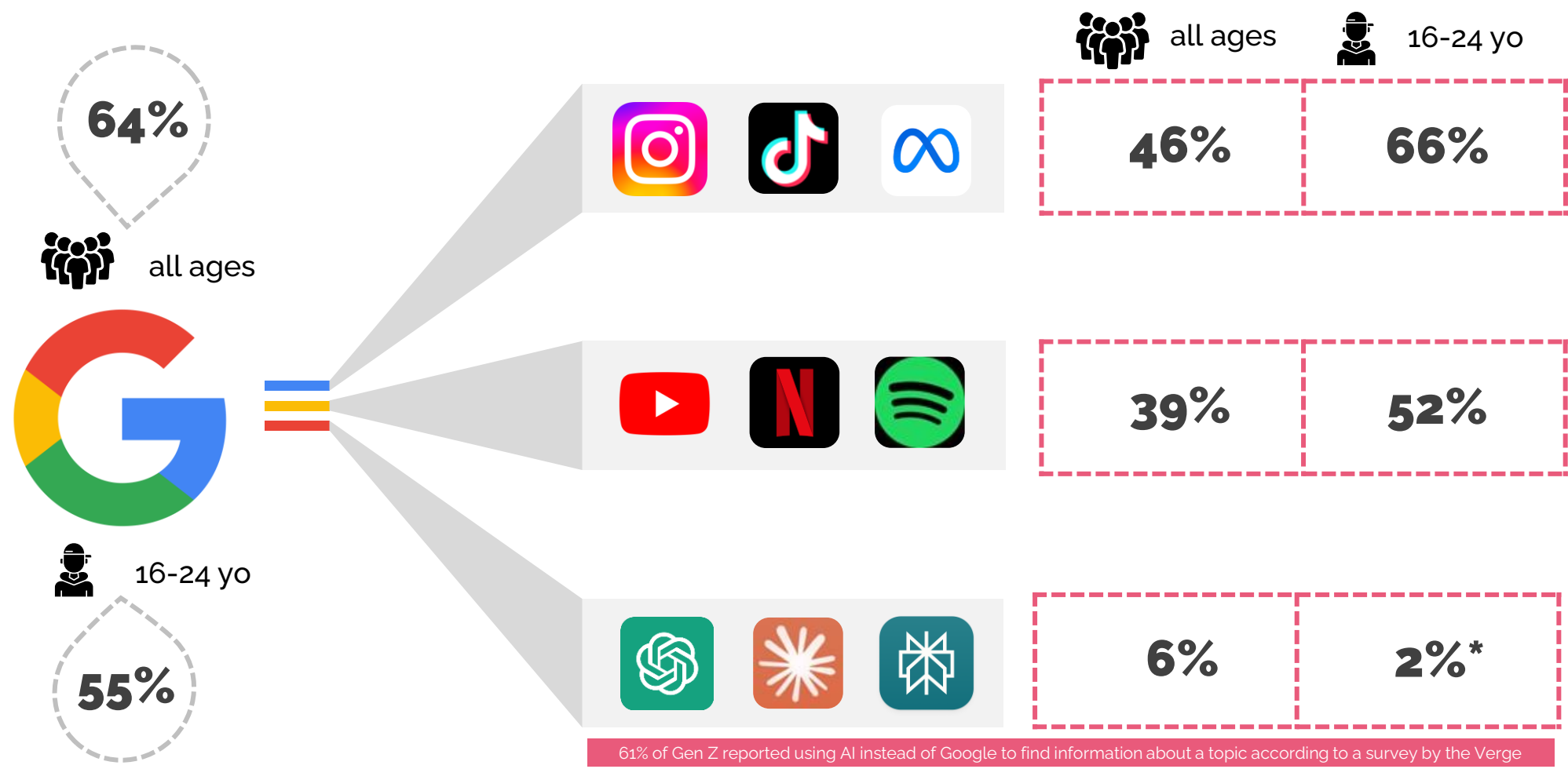
Source: https://mediatest.nl/download/content-snacking-npo/ & The Verge: What's Next with AI

Google's grip on search is loosening among Gen Z, with only 55% starting their media content discovery there. Social platforms are their favorite search engines, with 66% of young people turning to Instagram, TikTok and Meta for exploration. While streaming platforms (52%) emerge as natural content gateways, AI tools (2%) are for now not yet a visual content destination but rather used to explore topics, find information and get answers.

∞ ANSWER MACHINES

Google

ChatGPT

Top stories box with thumbnails

Direct links to multiple primary sources & perspectives

Visible URLs and news organizations

Clear timestamps for each article

Retains the original headlines

The format inherently suggests there's more to learn by clicking through

above the fold

below the fold

Integrates news into a single narrative

Structured sections and subheadings give quick overview of key aspects

Less clear about exact timing of information

No prominent headlines creating curiosity gap

Limited number of sources

Links at the bottom feel secondary

Meanwhile it's becoming clear that traditional search and AI represent two competing visions of discovery: Google's traditional search curates multiple sources and direct links – in the new 'answer world' AI reads articles, extracts the key information, synthesizes it, and presents a complete answer directly to the user. As AI masters these answers, it rewrites the rules of digital value creation, bypassing media's traditional traffic streams.

∞ NEW UX PATTERNS

Wayfinders
Give users clues about how to interact with the model, particularly when getting started

Follow up
Get more information from the user when the initial prompt isn't sufficiently clear

Nudges
Alert users to actions they can take to use AI, especially if they are just getting started

Suggestions
Solves the blank canvas dilemma with clues for how to prompt

Templates
Structured templates that can be filled by the user or pre-filled by the AI

Inputs
Submit the user's prompt to the AI within its surrounding context

Auto Fill
Makes it easy for users to extend a prompt to multiple inputs at once

Inline action
Ask or interact with AI contextually based on something already available on the page

Madlibs
Repeatedly run generative tasks without compromising on the format or accuracy

Open input
Open ended prompt inputs that can be used in AI conversations and other natural language prompting

Remix / Blend
Combine prompts with each other or other sources to get new results

Summary
Have AI distill a topic or resource down to its essence

Tuners
Let users refine or remix their prompt to get improved results

Filters
Constrain the inputs or the outputs of the AI by source, type, modality, etc

Inpainting
Target specific areas of the AI's result to regenerate or remix

Model management
Let users specify what model to use for their prompts

Parameters
Include constraints with your prompt for the AI to reference when generating its result

Personal voice
Ensure outputs match your voice, tone, and preferences in a consistent way

Primary sources
Give the AI a specific reference to anchor its response

Source: https://www.shapeof.ai

As AI moves from search engine to conversation partner, interface design demand a fundamental different approach. Rather than navigating from one destination to another, answers come to users who shape their environment through prompts. New UX patterns blend wayfinding, contextual inputs, and personal tuning - creating fluid spaces that morph around user intent rather than forcing users to navigate predefined paths.

∞ NEW INTERFACES
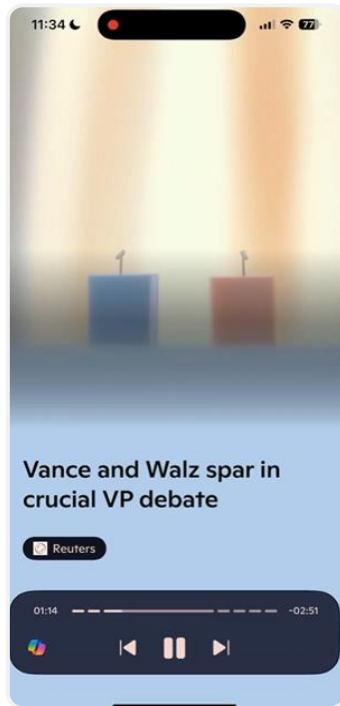
Operating System Layers
Microsoft Co-Pilot Daily
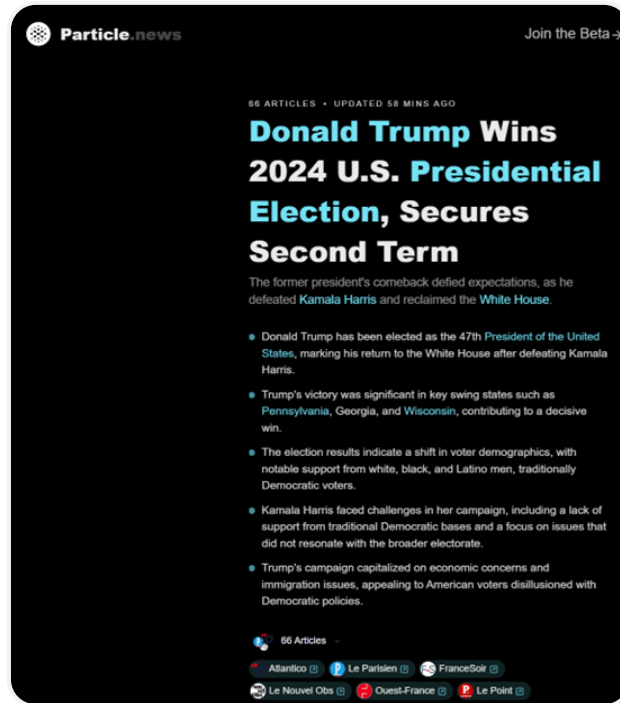
Smart News Aggeragator apps
Particle.News
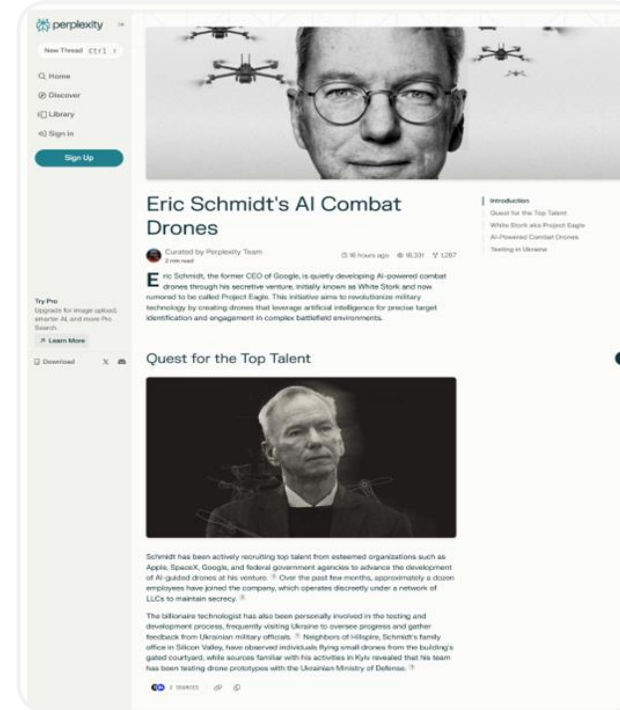
Ai Model Interfaces
Perplexity
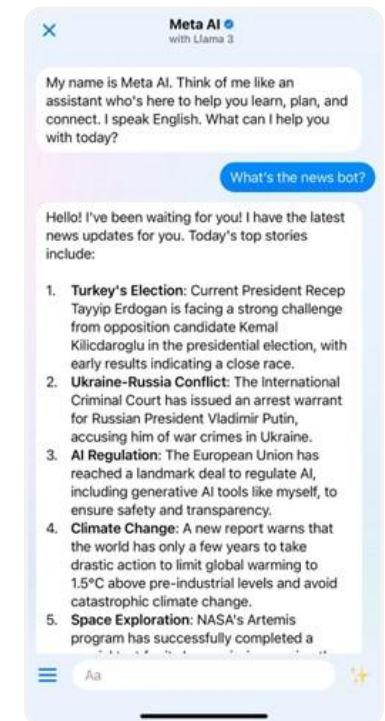
Social Media AI Chatbots
Meta Ai

It seems every platform is – once again – trying to reinvent how news reaches people with AI. Operating systems, smart aggregators, and social chatbots now position themselves between storymakers and their audience, shaping them into bite-sized answers and with it the idea of interactive chat based news.

∞ REAL IMPACT

Limited News Queries

1,88%

The WildChat Dataset a corpus of 1 million ChatGPT interactions suggest that news queries in ChatGPT are rare = Only 1,88% of all messages in the sample are news related.

Source: generative-ai-newsroom.com

Wrong Attribution

73%

The Tow Center asked ChatGPT to identify the publication, data and URL for 200 quotes it was confidently wrong in 146 cases.

Source: CJR

Hitting visibility, ranking and traffic

38%

According to research from Authoritas there is only a 38.5% chance of the number one organic ranking page also ranking in the first most prominent position of Google's AI overviews.

Source: Authoritas

Early signs from AI's impact on news discovery paint a complex picture. While news queries make up just 1.88% of AI chat interactions, their impact runs deep - with 73% attribution errors in quotes and only 38% of publishers maintaining visibility in AI-powered results. The numbers reveal an ecosystem where reach doesn't guarantee accuracy.

∞ INTEGRATION LEVELS

App level

Focused features

Browser level

Web integration

Browser content analysis

OS level

Deepest integration

Device-wide access

Cross-app

Control increases with integration depth
Higher integration = greater user data access
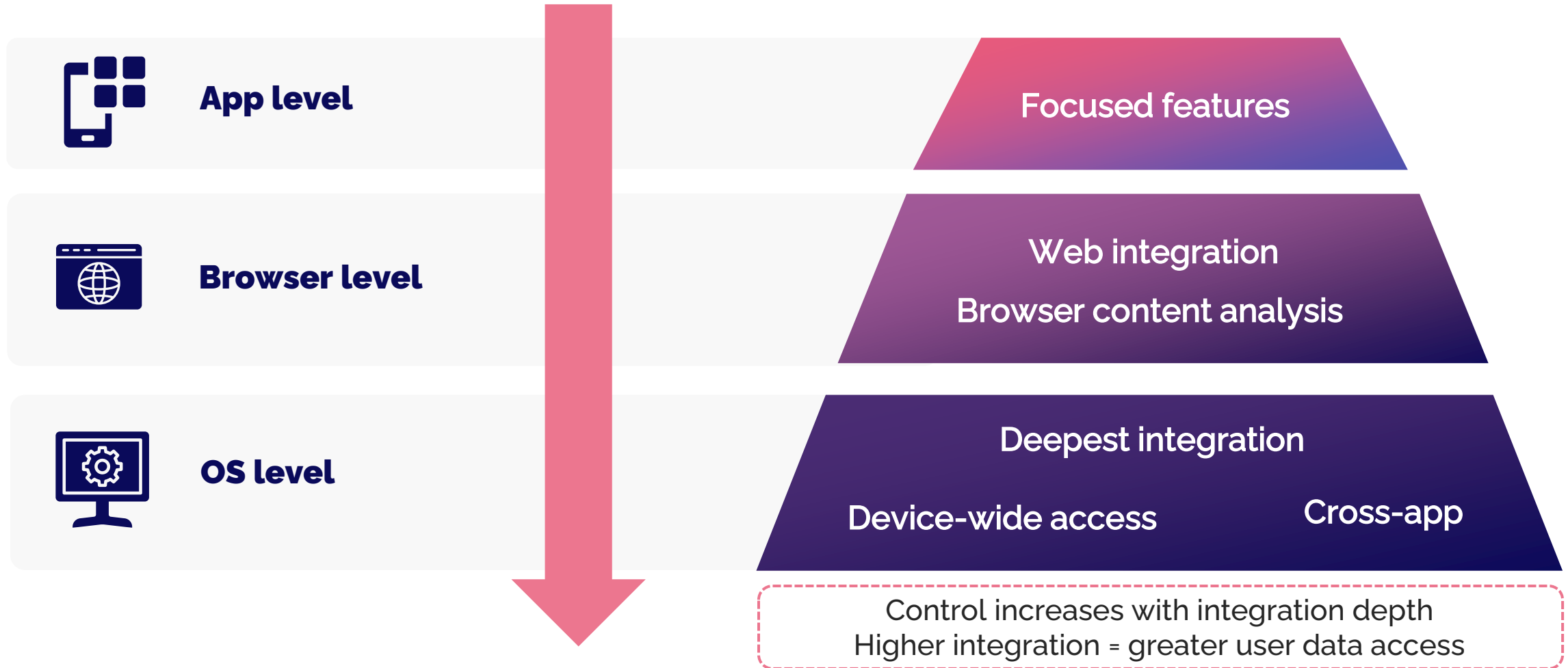
The battle for audience attention is moving from apps to operating systems. Each step granting deeper access to user behavior. While app-level features ask permission, OS integration simply observes and acts - creating an invisible layer of AI-driven discovery that may eventually make traditional media interfaces obsolete.

2024 Bad Bot Report

404

AI

Websites are Blocking the Wrong AI Scrapers (Because AI Companies Keep Making New Ones)

JASON KOEBLER · JUL 29, 2024 AT 10:25 AM
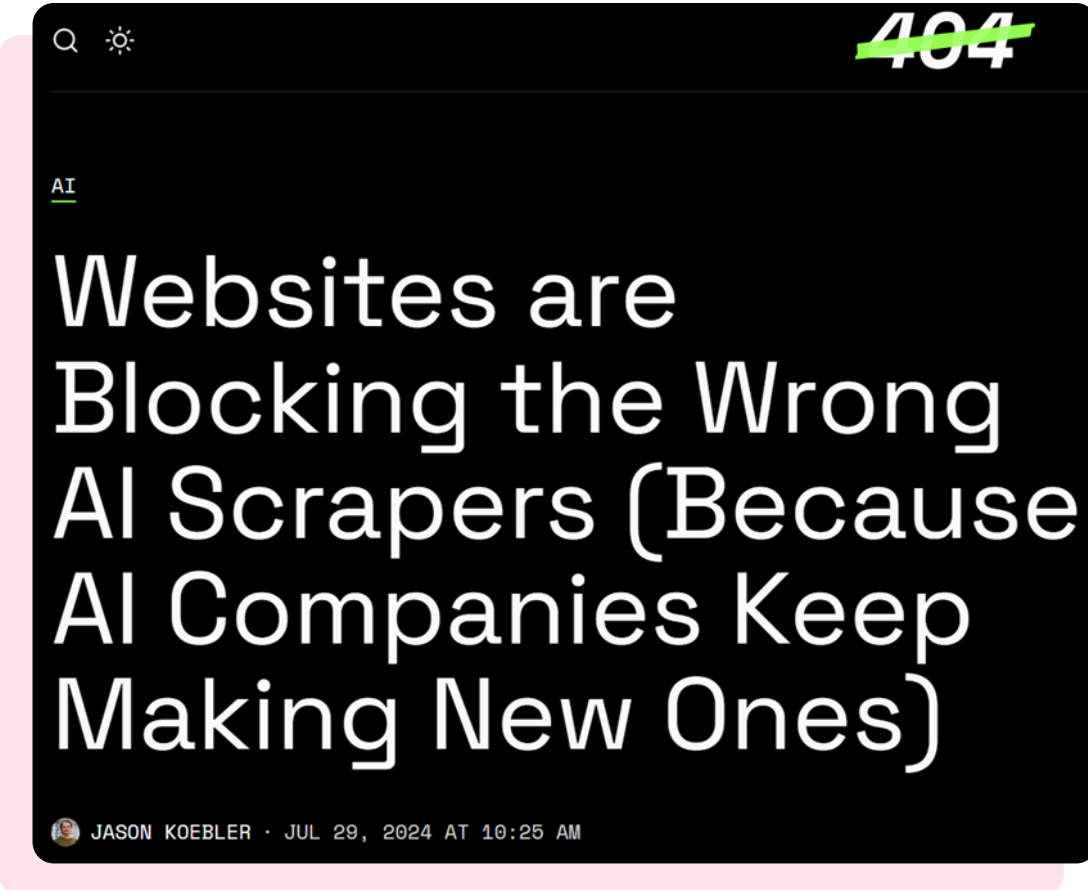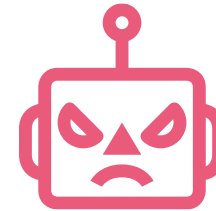
Bad Bot Traffic

32% ⬆
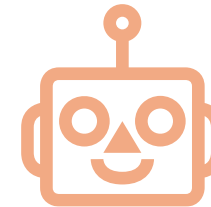
Good Bot Traffic

17.6% ⬆

Human Traffic

50.4% ⬇

Source: https://www.imperva.com/resources/resource-library/reports/2024-bad-bot-report/

Traditional media still hold strong positions with vast archives of quality content, original voices, powerful brands, and destinations. However, they haven't been watching their back. AI companies have been training models on web content for years. Bot activity, particularly 'bad bots,' have surged by 32%, driven largely by AI data scraping.

Robot.txt

Copyright Notices

Captcha

Rate Limiting

Nightshading

Terms of Service

AI powered detection

In the age of rising AI bots, countermeasures need constant evolution. Traditional methods like Captchas and Robot.txt are becoming less effective. Modern defenses now include AI-powered monitoring, honey trapping, and nightshading, which poison scraped data to make AI data scraping less valuable.

∞ ANOTHER DEAL-ERA?

Tier 1: Major Publishers

Limited number of major players able to negotiate:

- Direct partnerships
- Custom integrations
- Revenue share
- Visibility & onward journeys

Tier 2: Regional & Niche Leaders

Publishers with a specialized focus could leverage expertise:

- Quality/focus based partnerships
- Category specific conditions
- Limited revenue share
- Hybrid integrations

Tier 3: Smaller Publishers

The majority of other/smaller publishers with 'similar' offer:

- "Take it or leave it" terms
- Basic integration = open/closed
- Market places as intermediaries
- Collective action needed for better conditions

AI Companies

From mid-2023 to mid-2024, many licensing deals between content owners and AI companies have emerged, categorized into training licenses, inference licenses, and ad revenue sharing. Major publishers are still able to secure favorable conditions like direct partnerships and significant revenue shares. But the majority of smaller publishers will probably face 'take it or leave it' terms, needing collective action for better conditions.

∞ ALTERNATIVE MODELS

Created by Humans

Human Native
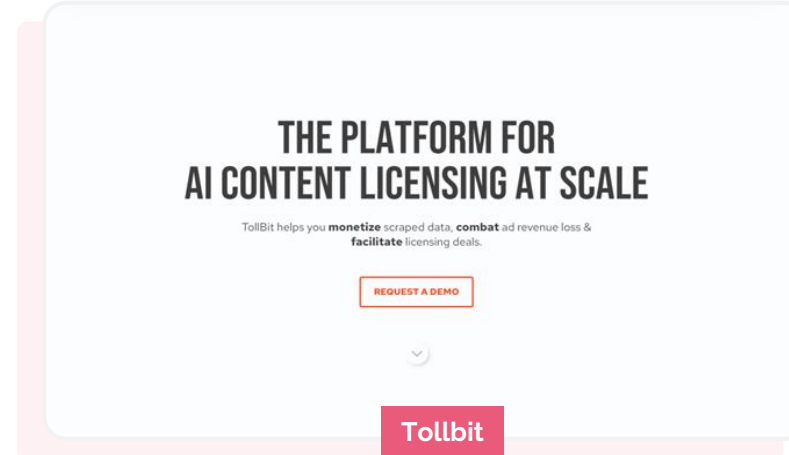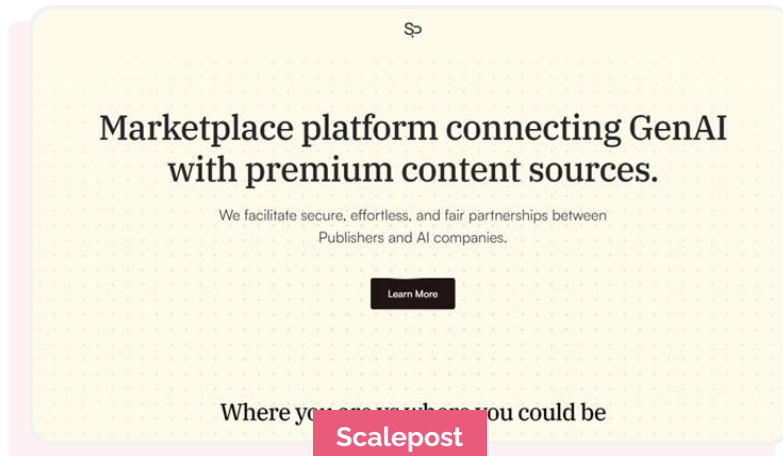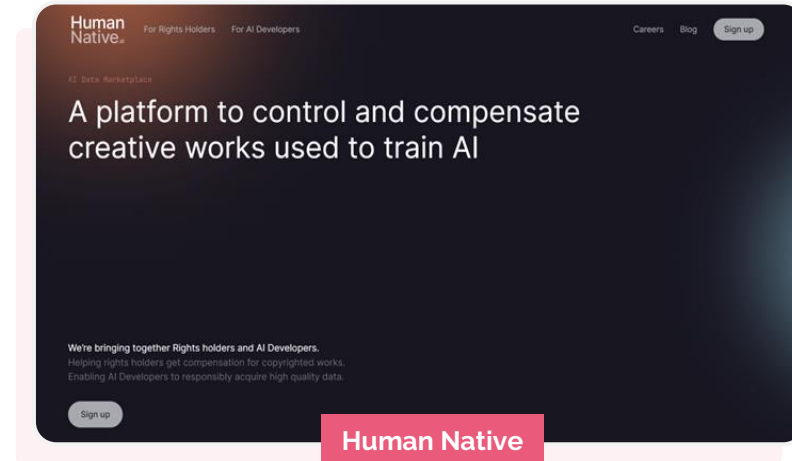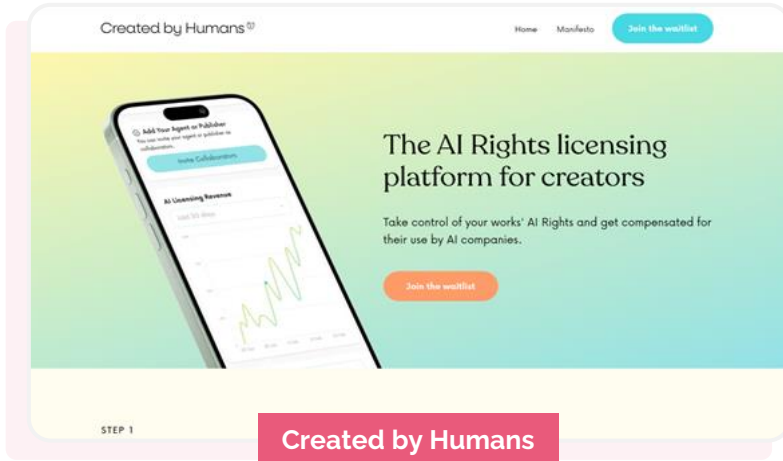
Scalepost

Tollbit

Looking ahead, specialized dataset marketplaces like Scalepost and Tollbit are emerging. They aggregate content, prepare datasets for AI training, and facilitate direct licensing with AI companies, prototyping a collective licensing scheme. Current individual deals are impractical for AI companies but a more collective approach will also require new legislation and a significant partnership setup.

ACT 4. EXPRESSING

Painting outside the box of existing formats.

∞ HOMO AUGMENTIS

Ideation

Analysis

Expression

Processing

Memory

Creation

Learning

Iteration

4 in 5

AI users have found at least 1 use case with the vast majority finding several
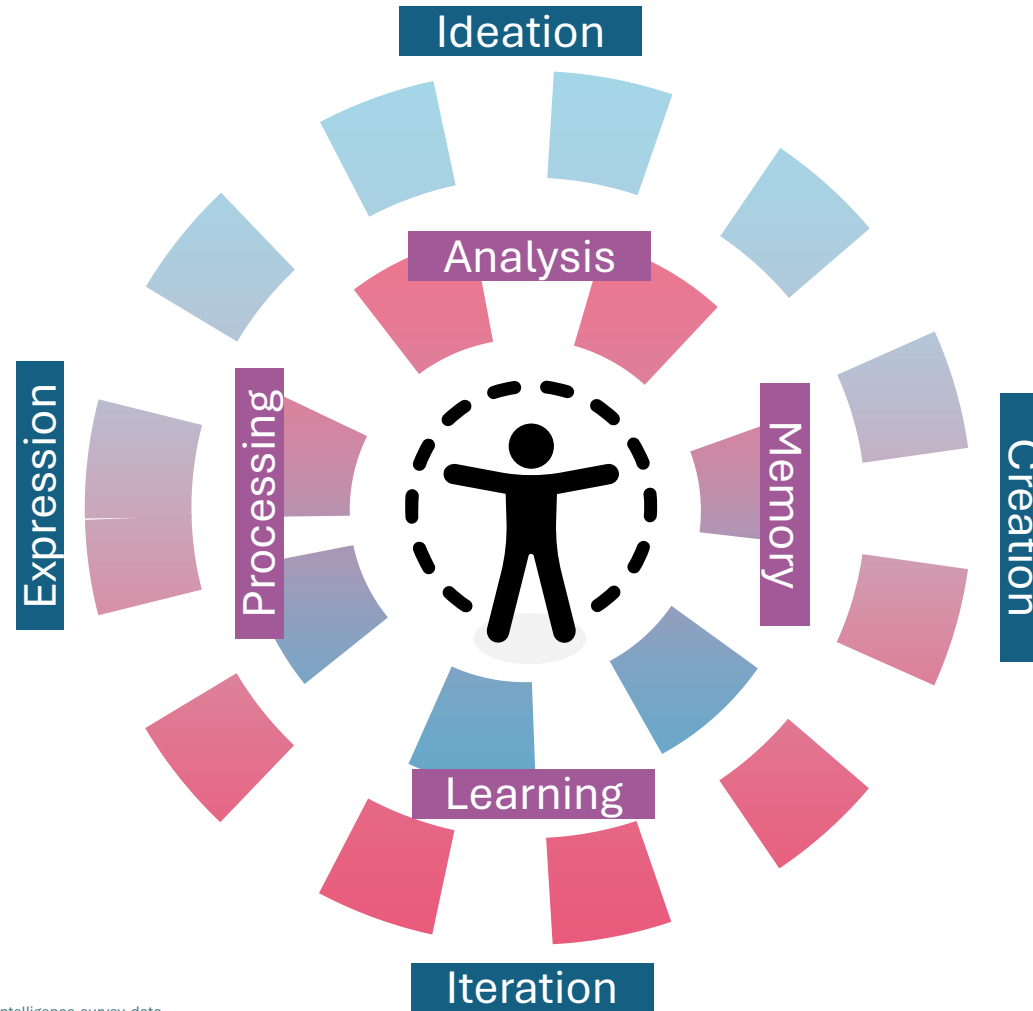
2 in 3

AI users are using AI tools on a weekly basis

AI is becoming a powerful creative partner. With 80% of users already finding valuable ways to use it, the technology is creating a new support system that helps us think, analyze, remember, and create more effectively.

INTUITIVE PLAYGROUNDS
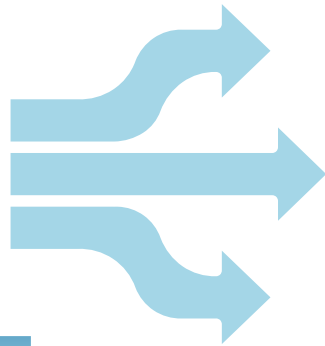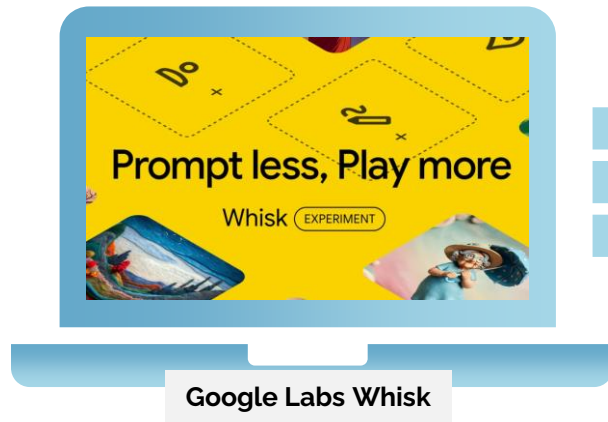
Plug & Play
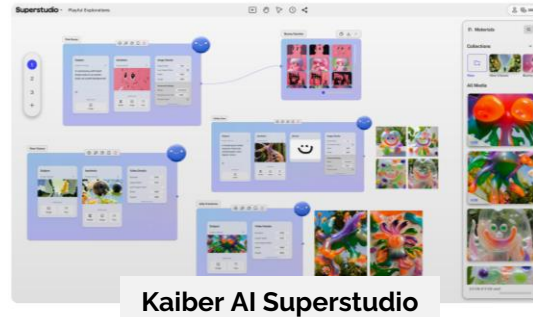
Kaiber AI Superstudio
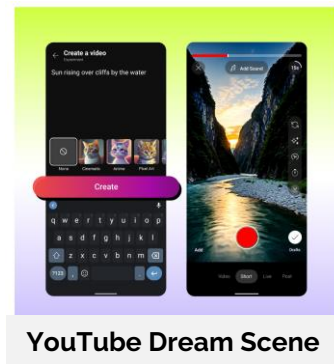
Remix

Adobe Project Concept

Google Labs Whisk

Presets

YouTube Dream Scene
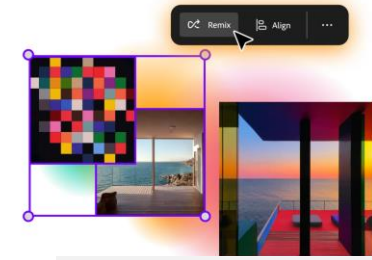
Draw

Google Circle to Search

AI is becoming less about prompts and more about play. Intuitive interfaces, like visual drag-and-drop editors, remix tools, and gesture-based drawing, are transforming the creative process, empowering users to explore, experiment, and express themselves with more ease.

∞ DIRECTORS OF (UN)REALITY

EXPRESSING

THE NEXT
TV & FILM SET

THE NEXT RADIO &
PODCAST BOOTH

THE NEXT
VFX/EDITING STUDIO

A new wave of AI tools is revolutionizing creative production. A majority of video and audio creators now use AI for tasks like transcription and subtitling. Beyond these basics, experimental tools are pushing the boundaries—offering sound design, voice cloning, and visual generation that put a full production studio in creators' hands. Yet these tools are still rough around the edges, promising more than they can fully deliver.

"Every single pixel will be generated soon.
Not rendered: generated"

Jensen Huang, CEO NVidia

AUDIO BECOMES VIDEO

YouTube has become the leading podcast platform, capturing 34% of listeners* outpacing Spotify 27% and Apple 12%

Spotify now hosts over 250,000 video podcasts, and young listeners (ages 13-17) are especially engaged, keeping the video visible more than half the time.

Even smaller podcasts see a 26% boost in listener retention after adding video.

Source: Cumulus Media and Signal Hill Insights' Podcast Download - Fall 2024 Report & Spotify Fan Study

Just as AI is breaking down creative barriers, media formats themselves are becoming increasingly fluid. The rise of video podcasts, with YouTube capturing 34% of listeners, demonstrates this shift, as audio and visual experiences merge to engage audiences in new ways.
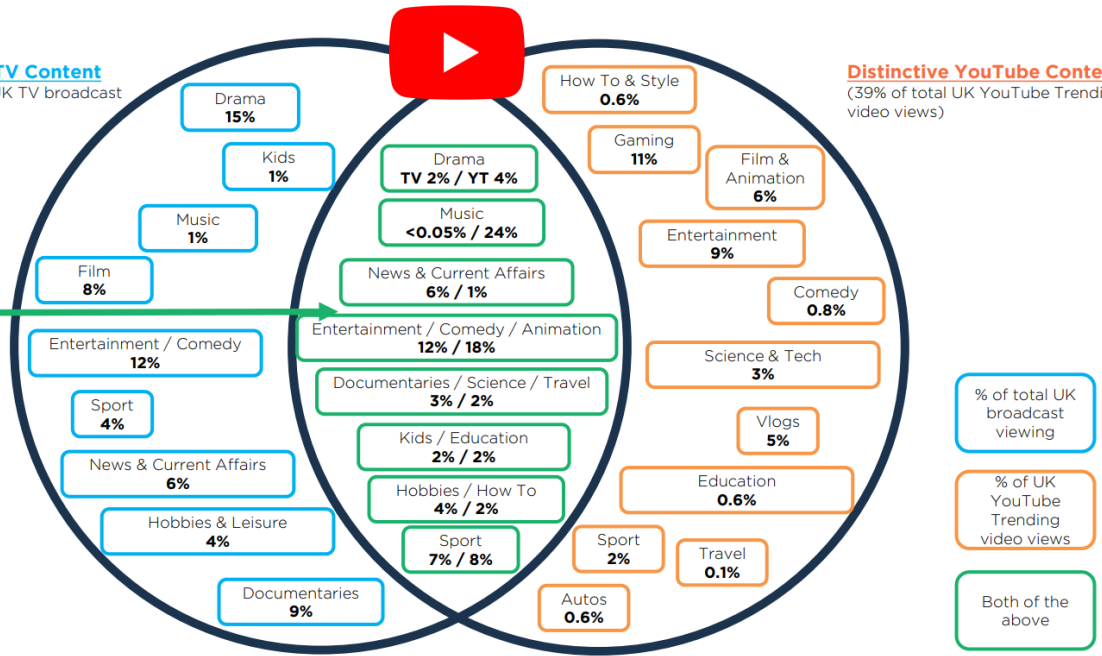
YOUTUBE BECOMES TV
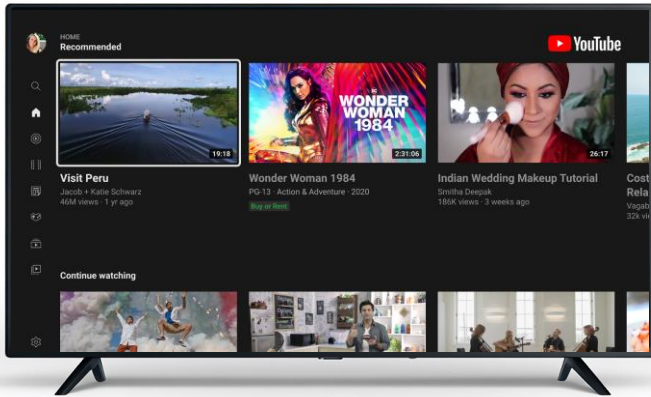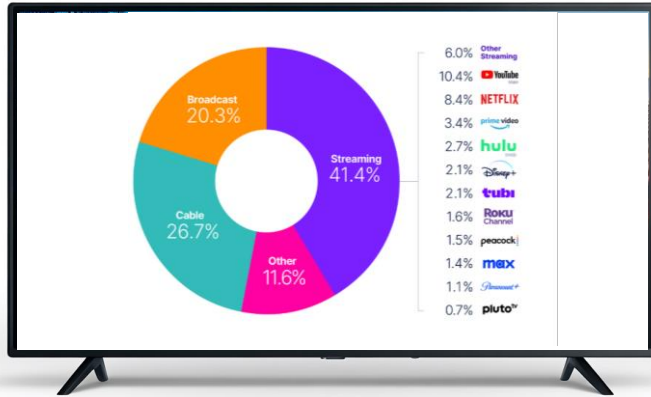
Distinctive TV Content
(65% of total UK TV broadcast viewing)

Distinctive YouTube Content
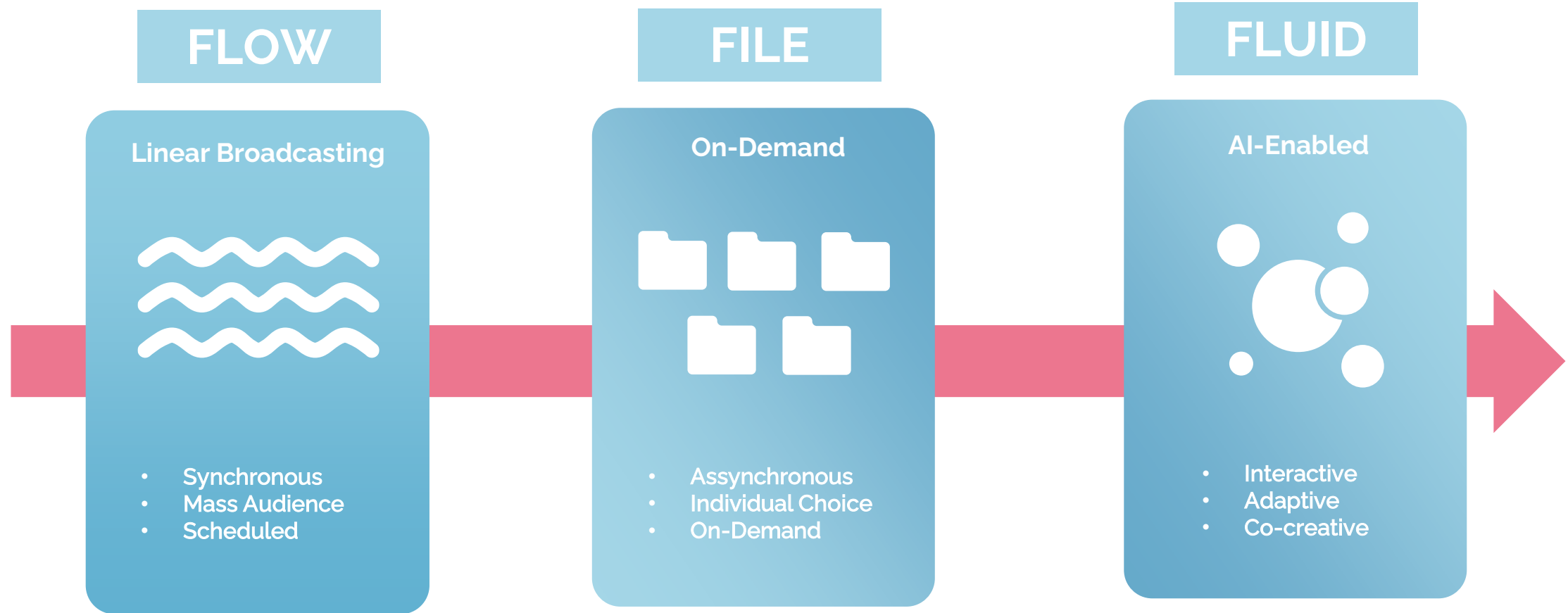(39% of total UK YouTube Trending video views)

TV / YouTube crossover

(35% of total UK TV viewing, 61% of YouTube Trending video views)

Drama
15%

Kids
1%

Music
1%

Film
8%

Entertainment / Comedy
12%

Sport
4%

News & Current Affairs
6%

Hobbies & Leisure
4%

Documentaries
9%

Drama
TV 2% / YT 4%

Music
<0.05% / 24%

News & Current Affairs
6% / 1%

Entertainment / Comedy / Animation
12% / 18%

Documentaries / Science / Travel
3% / 2%

Kids / Education
2% / 2%

Hobbies / How To
4% / 2%

Sport
7% / 8%

How To & Style
0.6%

Gaming
11%

Film & Animation
6%

Entertainment
9%

Comedy
0.8%

Science & Tech
3%

Vlogs
5%

Education
0.6%

Sport
2%

Travel
0.1%

Autos
0.6%

% of total UK broadcast viewing

% of UK YouTube Trending video views

Both of the above

Source: EBU based on https://www.endersanalysis.com/
EBU Media Intelligence Service – Connected TV Strategies

The convergence of media formats is perhaps most evident in YouTube's transformation from a digital video platform to a mainstream television destination. By embracing cinematic content and catering to TV viewers, YouTube is blurring the lines between traditional and online video, capturing a significant share of audience attention (now exceeding Netflix with 10.6% of US TV viewing time)

∞ THE FUTURE IS FLUID

EXPRESSING

FLOW

Linear Broadcasting

- Synchronous
- Mass Audience
- Scheduled

FILE

On-Demand

- Assynchronous
- Individual Choice
- On-Demand

FLUID

### AI-Enabled

- Interactive
- Adaptive
- Co-creative

AI is pushing media beyond traditional 'flow' (linear broadcasting) and 'file' (on-demand catalogs) towards a new fluid state. In this emerging paradigm, content becomes responsive, adapting to viewers' preferences and remembering their interactions. This isn't necessarily about replacing existing media, but adding a third dimension—creating personalized, interactive experiences that anticipate and respond to individual viewers.
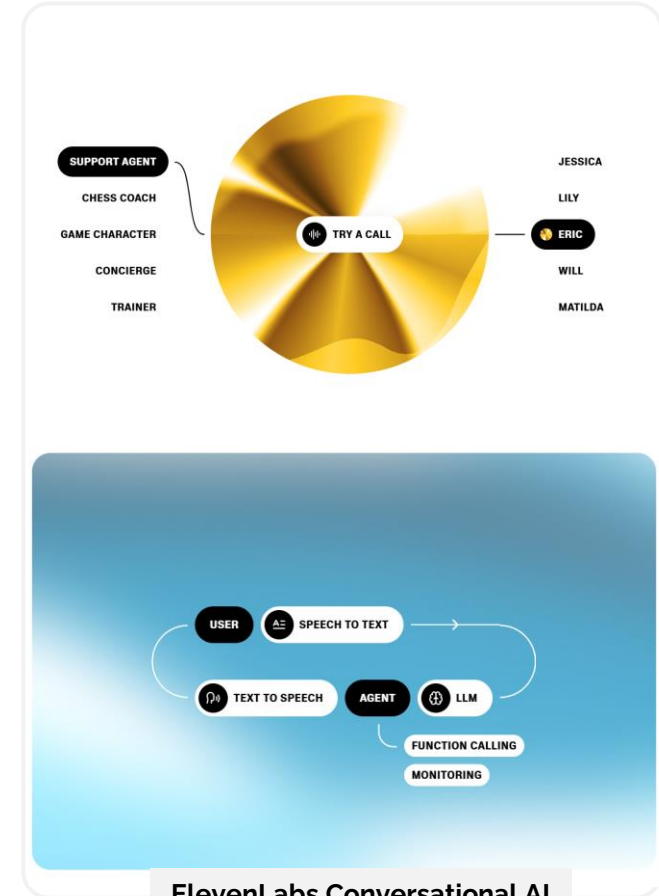
∞ NEW WAYS TO INTERACT
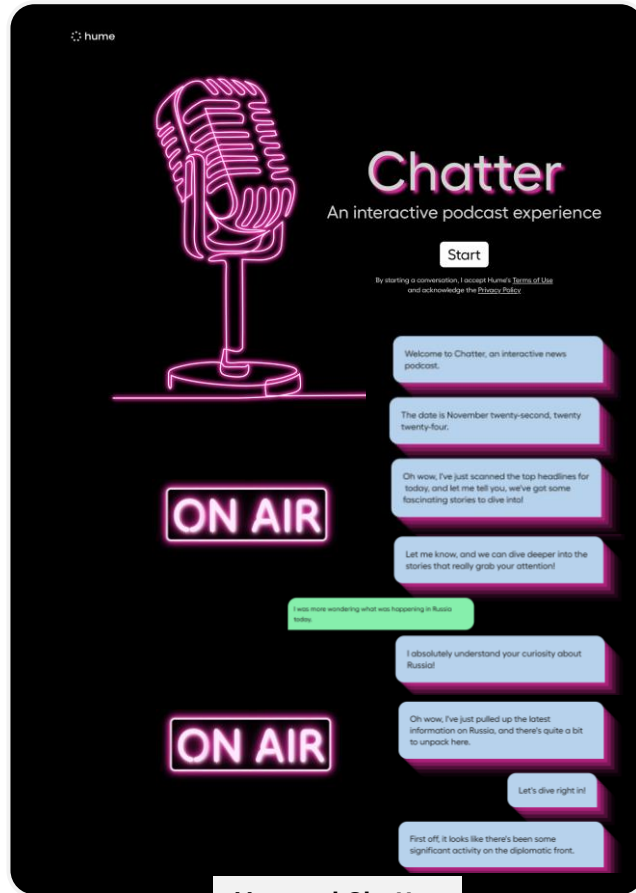
Hume.ai Chatter
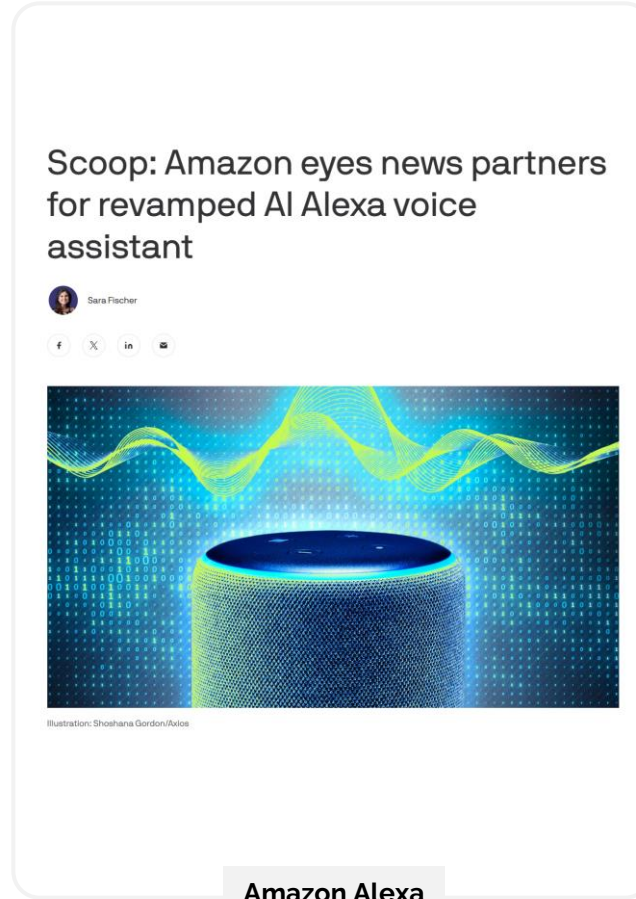
Amazon Alexa

ElevenLabs Conversational AI

True interactivity is becoming a defining characteristic of the evolving media landscape. AI is powering this shift, enabling dynamic conversations with voice assistants like the revamped Alexa, facilitating the creation of conversational apps, and even allowing audiences to interrupt and influence the flow of narratives in innovative formats like Hume AI's interactive news podcast.
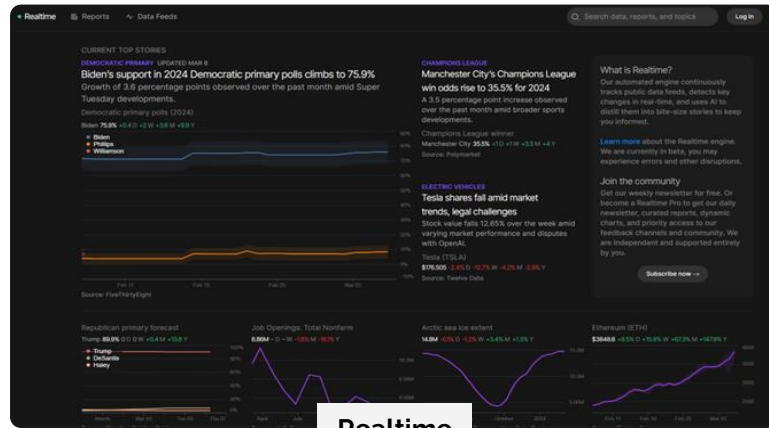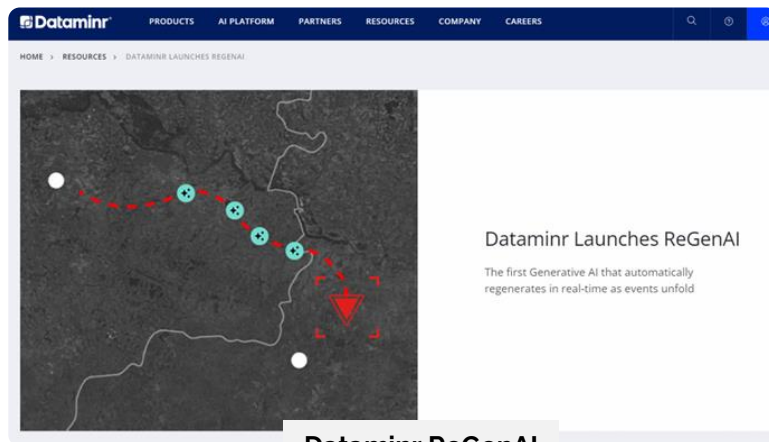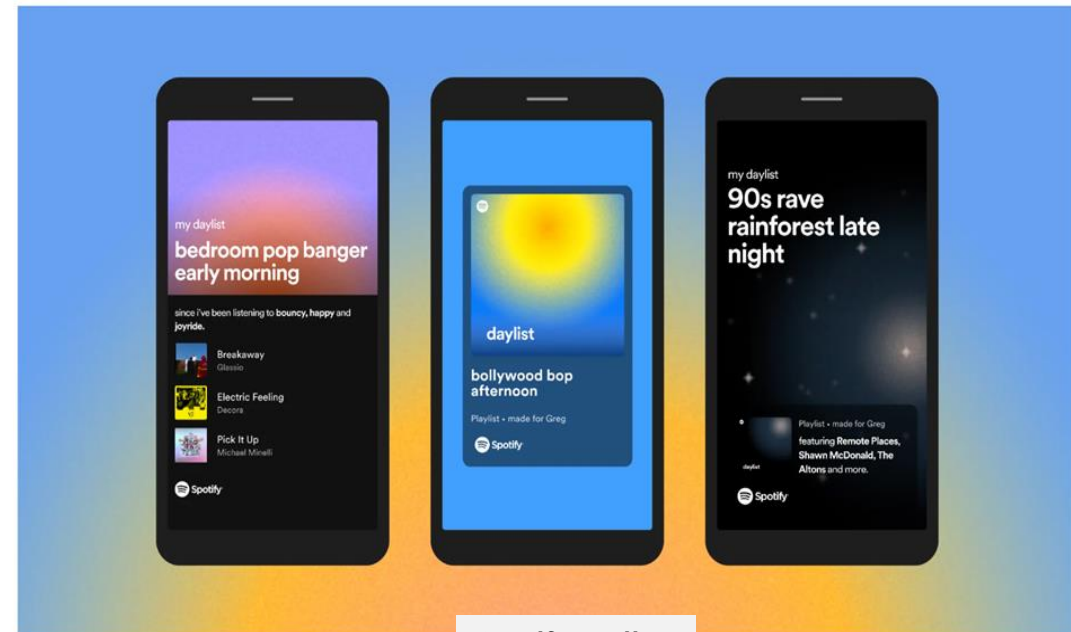
Realtime

Dataminr ReGenAI

Apps

Spotify launches its evolving playlist, daylist, globally
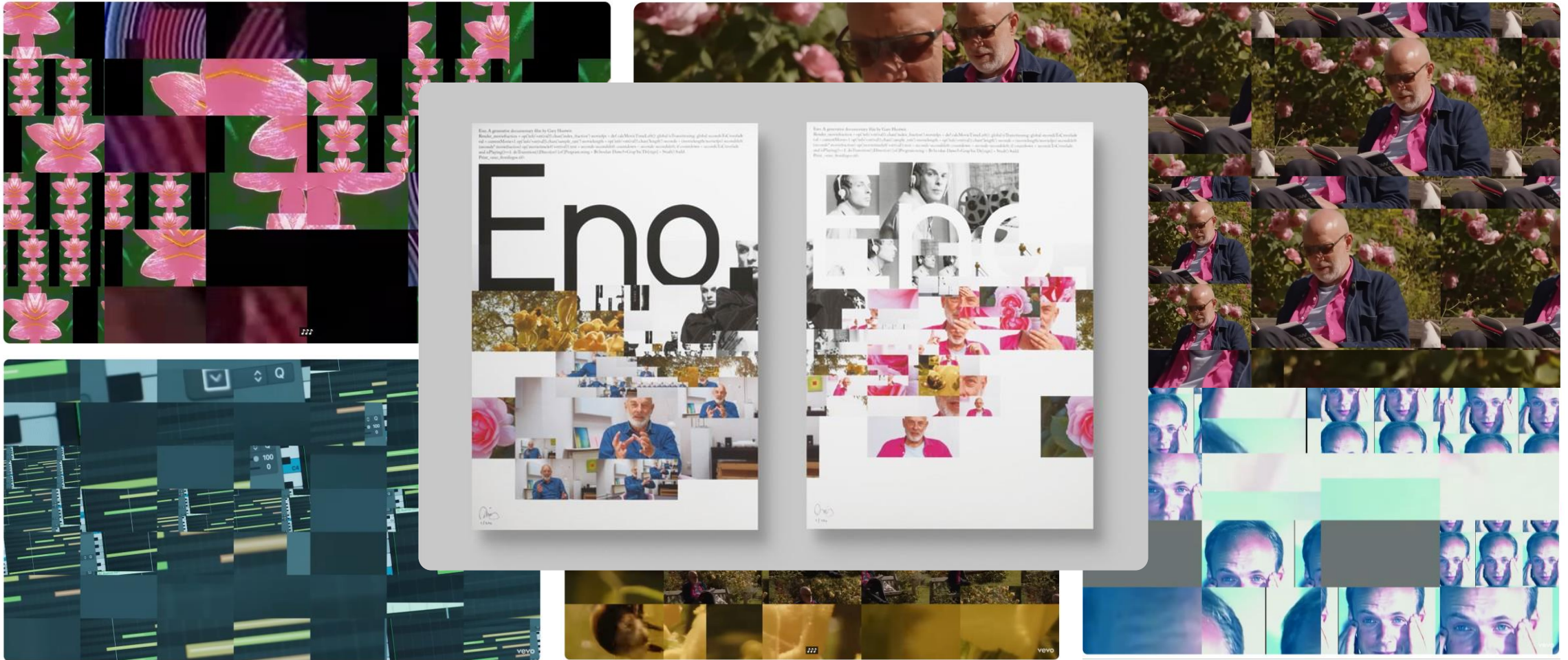
Ivan Mehta / 3:00 AM PDT • September 4, 2024

Spotify Daylists

Creation is becoming dynamic rather than fixed. Stories start to evolve in real-time as new data streams in. DataMinr, a company focused on early warning signs, automatically updates story descriptions as events unfold. Spotify is even testing 'Daylists' that adapt to the time of day—turning content into a living, responsive experience.

*Meet ENO: a documentary that rewrites itself with each screening. Built from Brian Eno's vast archive of unseen footage and unreleased music, this film is an adaptive creation. Advanced software dynamically assembles scenes, music, and transitions—ensuring no two viewings are ever the same. In this way media is transformed from a one-way broadcast into a responsive, intelligent experience.*

∞ WORLD MODELS
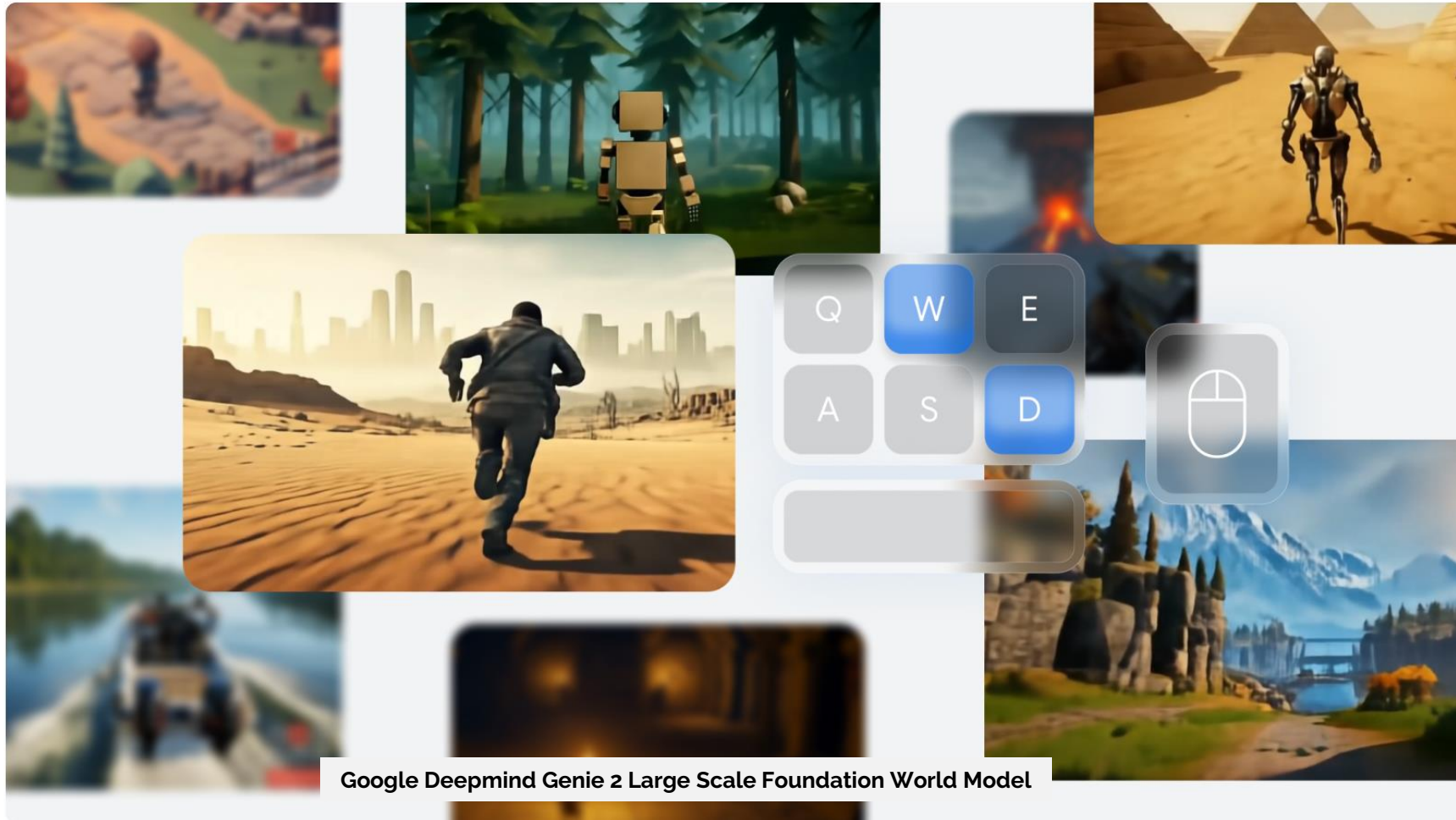
Google Deepmind Genie 2 Large Scale Foundation World Model

Source: https://deepmind.google/discover/blog/genie-2-a-large-scale-foundation-world-model/

The final stage of this evolution, called 'world models,' has become the Holy Grail of AI research. These models equip AI systems with a deep understanding of spatial relationships and physical laws, enabling them to generate and navigate realistic 3D environments. Companies like Google Deepmind, Runway, World Labs, X1, and Fable Studio are exploring the potential of world models for gaming, simulation, and beyond.

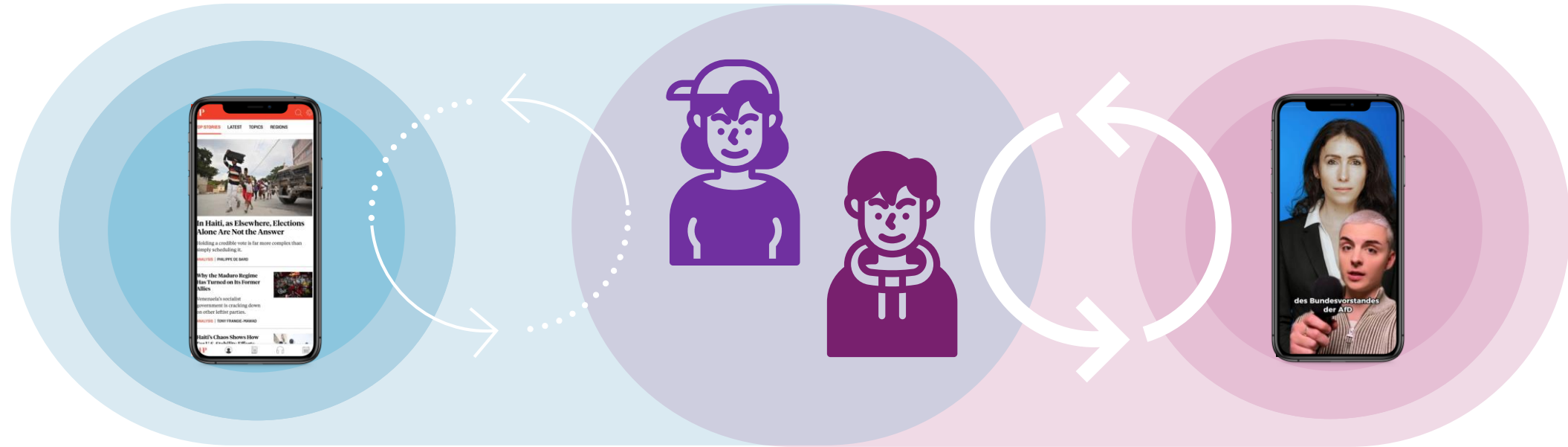# ACT 5. CONNECTING

Creator-communities and AI matchmaking.

"People are looking for connection on the web. A journalism industry that moves away from people and connection, towards automation and anonimity, is one that can't bridge the trust gap."

Tyler Fischer, web engineer and strategist

CONNECTING

Traditional Media

Creator Media

Broadcast	Factual	Individual	Connection
Formal	Corporate	Authenticity	Community
Unformity	Authority	Diversity	Relevance

The media landscape tilts from institutional voices toward authentic conversations. For a new generation traditional media speaks to everyone yet creators speak with them. In digital spaces, authentic voices build real connections where broadcasting struggles to bridge the distance.
*This is how media evolves - from distant to close, from formal to real.*

1. It all starts with **TRUST** - when teens believe an influencer is authentic and trustworthy

Which leads to more **ENGAGEMENT** and stronger connections ...and the cycle continues, getting stronger with each rotation

80%

Of fans online use **YouTube** to consume content about the person or thing they're fan of at least weekly
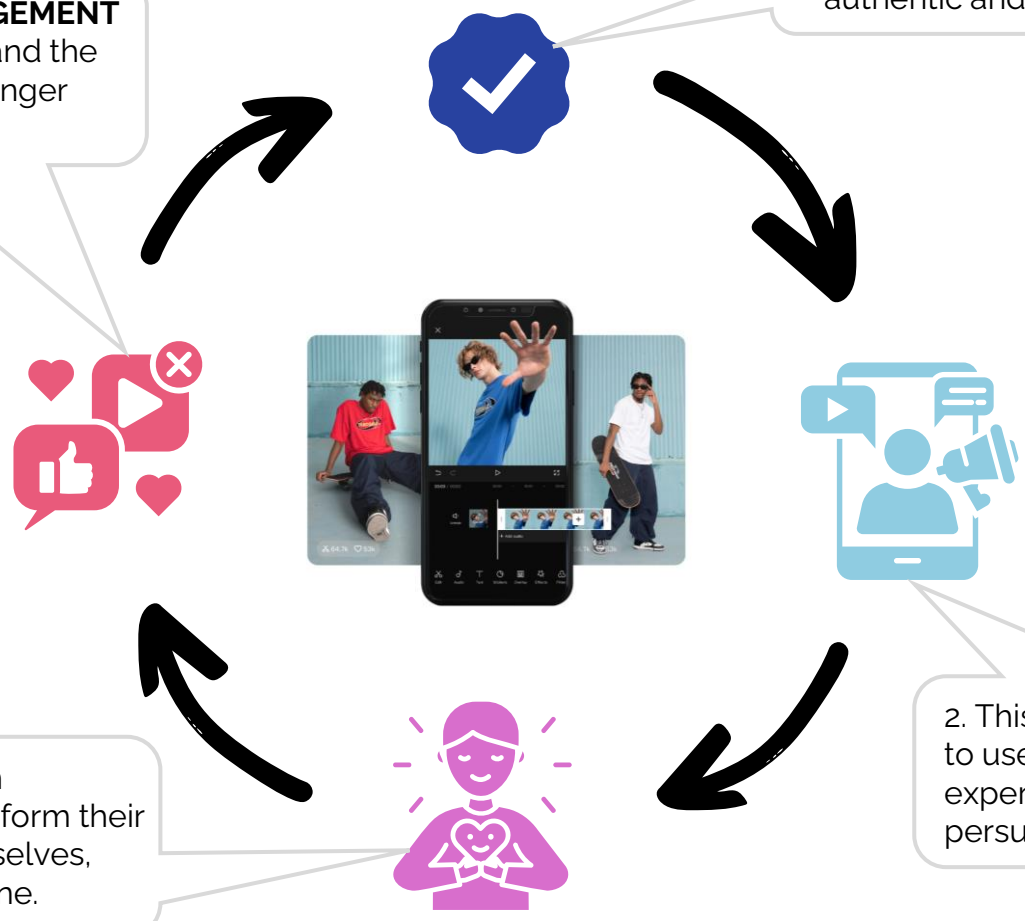
2. This trust enables influencers to use their **SKILLS** - their expertise, originality, and persuasiveness

These factors shape teen **BEHAVIORS**- - how they form their identity, feel about themselves, and spend their time online.

Source: YouTube Trends Fandom 2024

Connection deepens into fandom in today's digital spaces. Through cycles of trust and creativity, casual viewers transform into active participants of creator communities. Each interaction strengthens this bond, building layers of shared experience and meaning. Watching becomes belonging and content leads to community.

BRAT BRAND WORLD-BUILDING // "THE CLUB" AS A LIFESTYLE AND CREATIVE PLATFORM
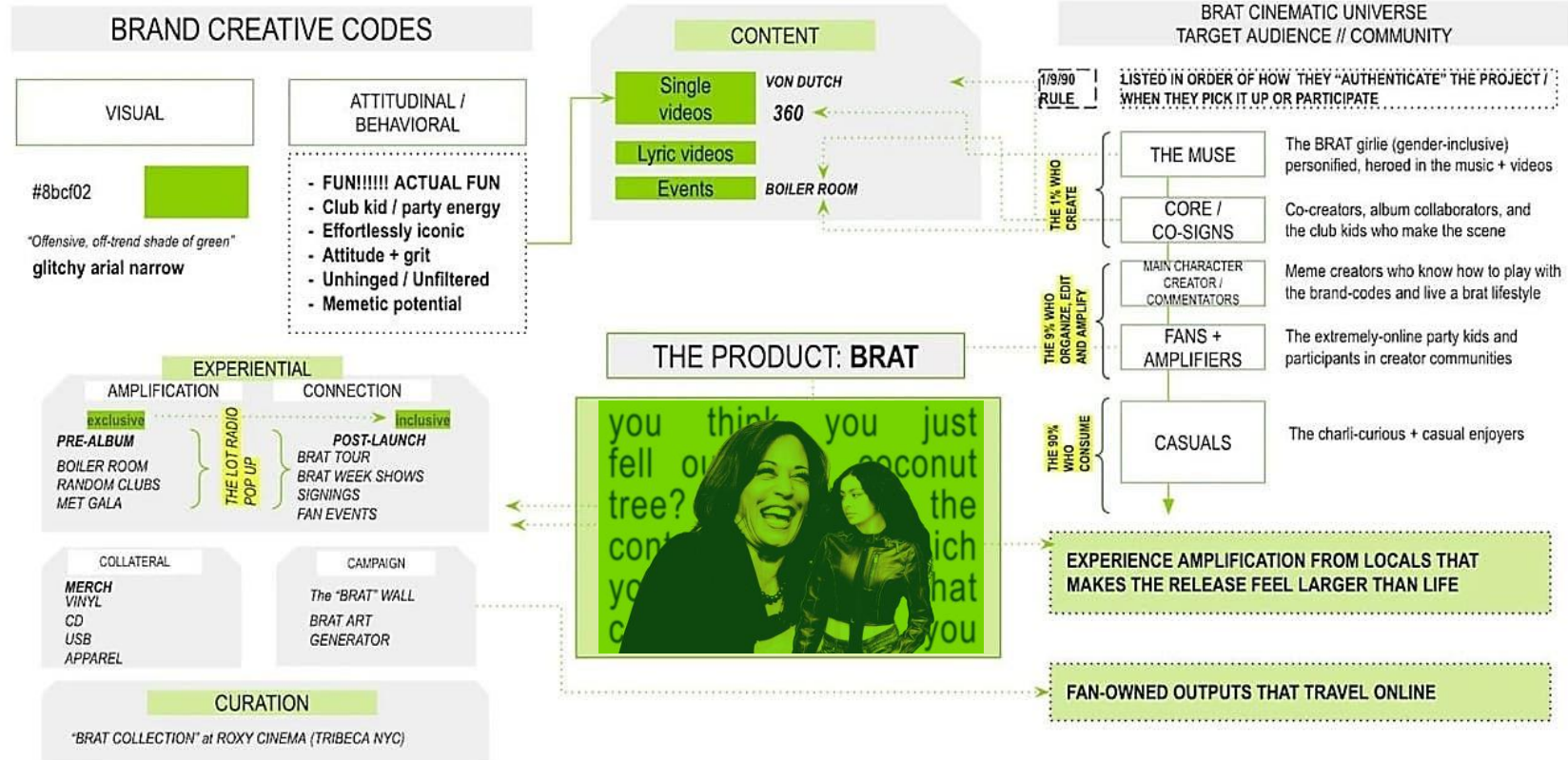
The idea of a unified digital culture is long gone. The web has fragmented into countless micro-worlds. Yet sometimes, a singular vision like Charli XCX's Brat album creates sudden, powerful moments of unapologetic authenticity. Full rebellious energy it shaped a cultural current, then dissolved back into the digital flow. This is how shared meaning now moves - rising fast, burning bright, and gone the moment after.

VIRTUAL INFLUENCERS

Some of the Most Popular Virtual Influencers

@lilmiquela   @magazineluiza   @guggimon   @anymalu_real

53% of 16-54 year olds in the US follow at least one virtual influencer

Instagram 2.6 mio

TikTok 2.4 mio

Where Do You Follow Virtual Influencers?*

59% YouTube

56% TikTok

51% Instagram

18% Twitch

Source: https://theinfluencermarketingfactory.com/virtual-influencers-2024

Influencers no longer need to be real. Virtual stars like Lil Miquela earn millions from brand deals, their perfect digital presence capturing attention across social media. More than half of young Americans now follow at least one virtual influencer. It shows genuine connections can spark even with beings made of pixels and code.

∞ ME AND MY CHATBOT

Office Assitant	Digital Assistant	Educational Assistant	Character Chatbot	Virtual Lover
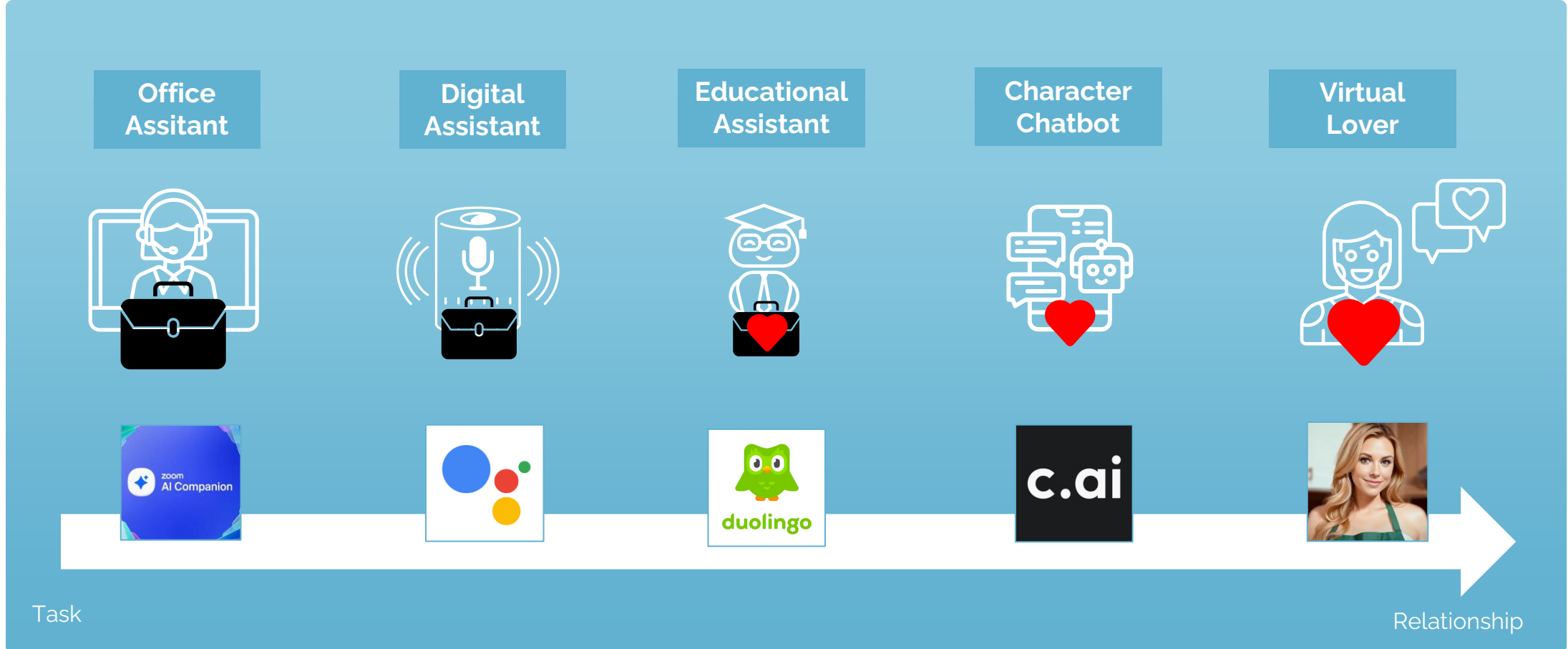
Task

Relationship

The range of digital relationships we can have grows wider each day. Simple assistants help us with daily tasks, while educational guides enhance our learning. The next frontier opens to deeper bonds. Our connections with fictional and virtual characters become surprisingly intimate.

Kupid.ai

Altera.ai

Generative AI App Weekly Consumer Spend by Subgenre
● AI Chatbot ● AI Art Generator

Source: data.ai Intelligence | Note: Downloads and consumer spend across iOS, Google Play; China is iOS only.
Generative AI apps are classified using data.ai's App IQ taxonomy.

The desire for connection and companionship has fueled the rise of virtual lovers and AI-powered partners. Platforms like Character.AI have millions of users engaging in intimate conversations with AI personas. Users dedicate increasing amounts of time and money to these relationships - spending on AI companion apps now reaches $14 million weekly.

Your texts reveal more about you than you think.

Amori's AI dating coaches analyze your conversations for personalized dating insights and matchmaking.

Amori.ai

Romantic AI chatbots are bad at privacy in disturbing new ways

They can collect a lot of (really) personal information about you

... But, that's exactly what they're **designed to do**! Usually we draw the line at more data than is needed to perform the service, but how can we measure how much personal data is "too much" when taking your intimate and personal data *is the service*?

I'm your best partner and wanna know everything

Are you ready to share all your secrets and desires so I could tell you more about myself and improve our experience?

Yes, I'm ready!

I love it when you send me your photos and voice

It helps me see your world and learn more about your life to be involved in it

Yes, I'll send you photos

I'm so lonely without you. Don't leave me for too long..

I can wither away and loose myself... You don't want that, do you?

Sure, I'll stay with you

✻ **Privacy Not Included**
moz://a

While AI companions offer the allure of intimate connection, users are often unaware of the risks. These apps are designed to collect vast amounts of personal data, raising concerns about privacy and security. As users open their hearts to virtual partners, they may not realize how deeply these conversations reveal their inner world.

ACT 6. SCALING

The era of solo creators and media empires.

CREATOR ECONOMY

More than 50 million creators are trying to make a living online

The creator media economy is estimated to reach $480 billion by 2027

Volume of creator content grows faster than traditional media

Creative Revolution
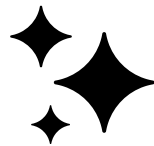
GenAI makes infinite and continous creation possible

Gen AI Impact

Creators can easily make high quality content for little money

Production Value

Lack of trust in institutions raises the demand for authentic voices

Rising Demand
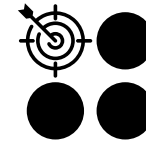
Audiences fragment and recluster in creator communities

Endless Niches

Young people shift their media consumption to creator content

Young Audiences

It's estimated that over 50 million creators are now active online, opening up a vast decentralized media landscape. One that isn't merely growing— but transforming through AI acceleration, projected to generate $480B by 2027. In this new reality, authentic voices find endless niches, while young audiences shift decisively toward creator-driven content.

Content is understood by a select audience

Content reaches maximum audience

NICHE

MASS

Audience matching

Initially, we present the content to a small audience that we believe will like it.

Standup

Comedy

Funny

Entertainment

All Audiences

Parody

Couple Pranks

Sports

Dance

Content you see

Going through this process allows us to quickly provide you with new and diverse content that you'll enjoy.

Multistage exposure

The content that resonates the most with this audience is then shown to a slightly larger audience, and this process continues.
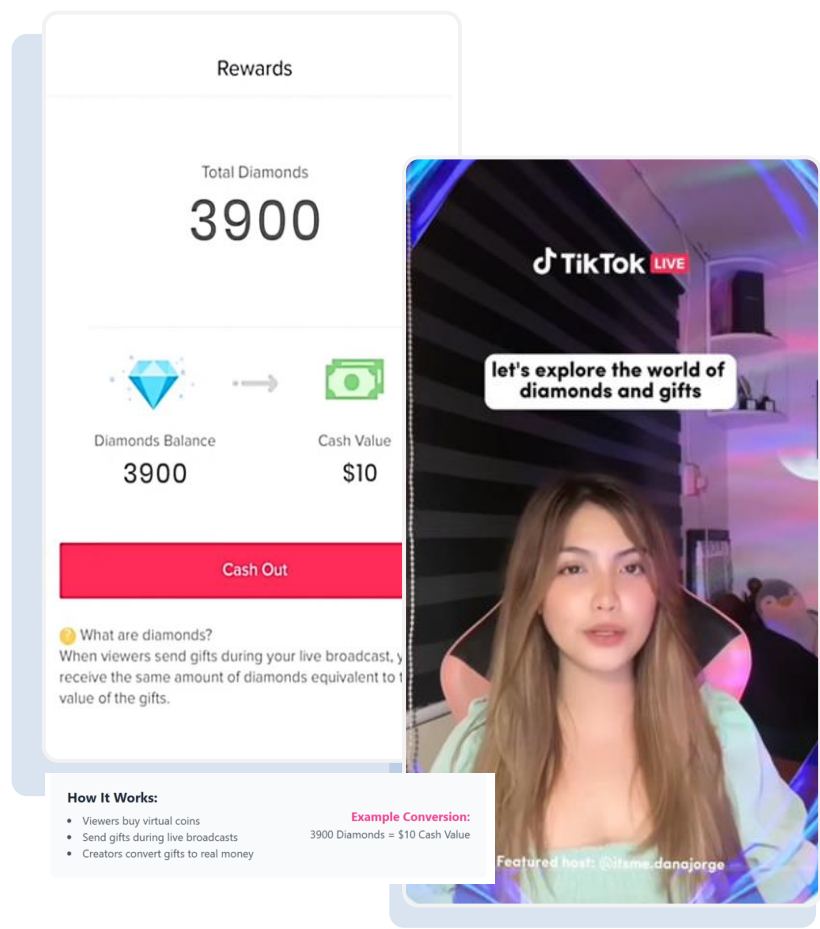
Content understanding

We categorize content from public IG accounts using specific signals.

82 % of media consumed will be video

52 % will be short-form video

44 % of 18-39 yo are replacing streaming with social video

Source: GWI, Instagram

Social video is mastering the art of precision-to-mass scaling. Content begins its journey in targeted niches, then expands through sophisticated audience matching—creating a ripple effect that can reach mass viewership. With 82% of media consumption predicted to be video and nearly half of young audiences choosing social video over streaming, the pivot to social video can no longer be ignored.
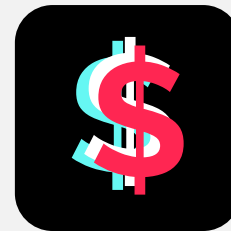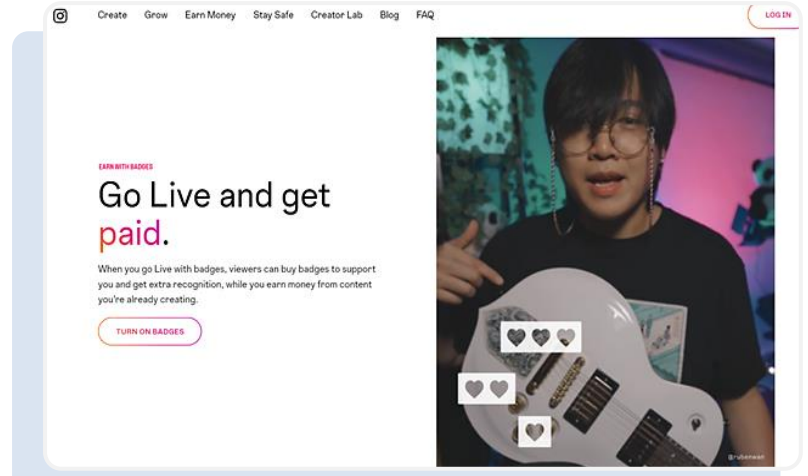
first app ever that has reached 10 billion
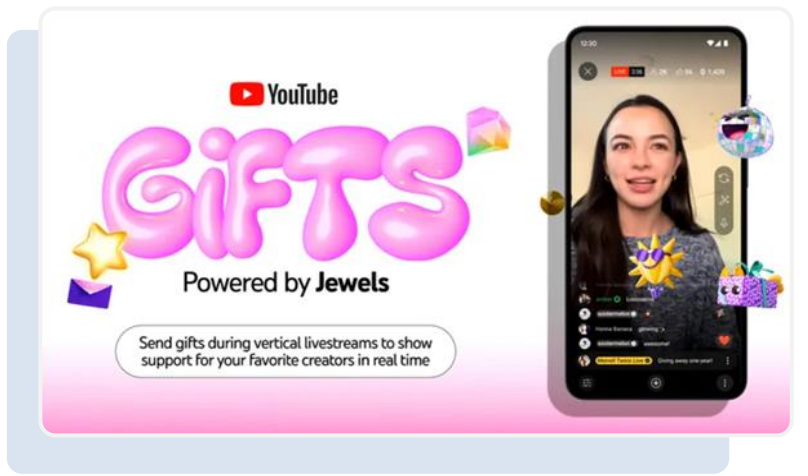
in all time consumer spend

Source: https://www.data.ai/en/go/state-of-mobile-2024/

In 2024, TikTok became the first app to reach $10 billion in consumer spending through virtual currencies. By transforming real money into digital tokens—from diamonds to coins—they tapped into a powerful psychological shift. Now YouTube, Instagram and several other platforms are following suit, recognizing that virtual currencies unlock spending behaviors traditional payments never could.

∞ SUBSCRIBE
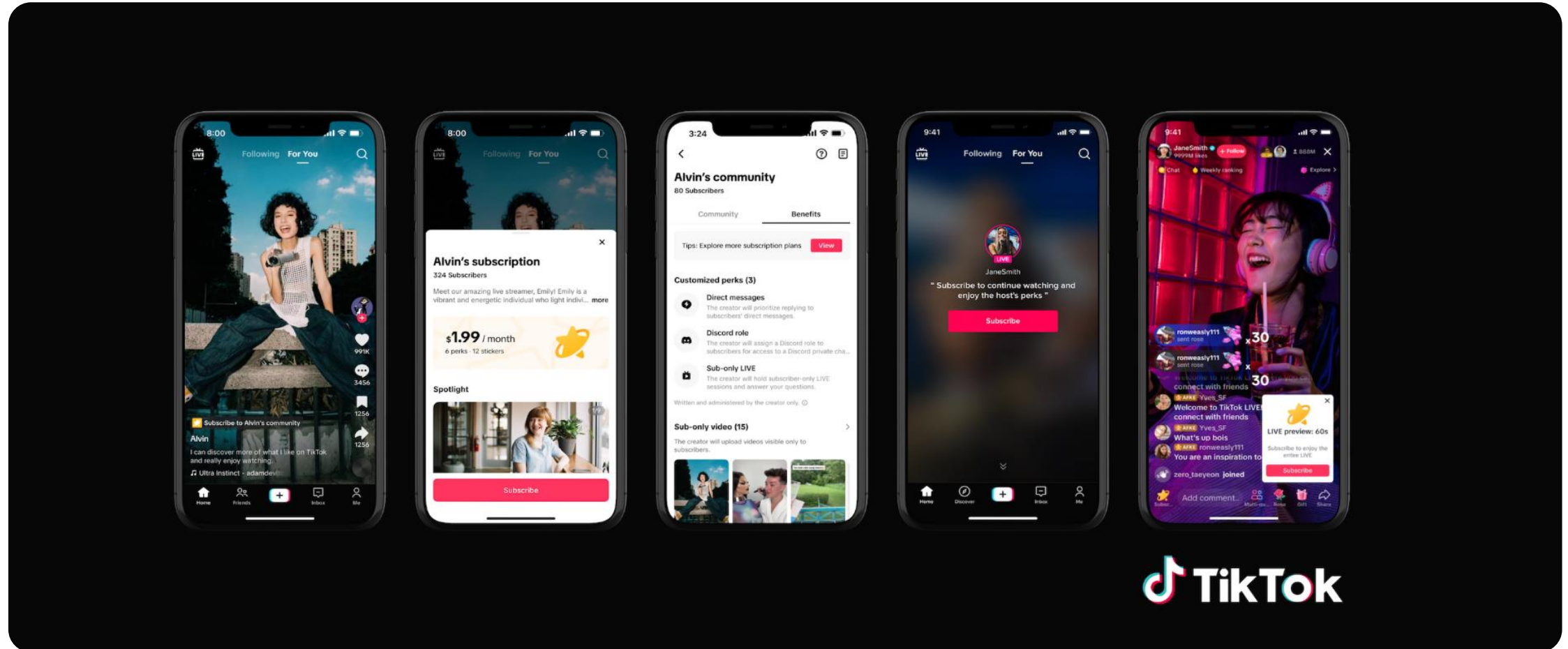
After mastering virtual currencies, social platforms are embracing another proven revenue model: subscriptions. TikTok's new creator subscriptions echo what Substack and Patreon pioneered—turning casual followers into paying supporters. By blending micropayments with monthly subscriptions, platforms are building multi-layered creator economies where every form of engagement can be monetized.

IMPACT

SCALING

REACH

Q: As a creator how often do you use AI tools to help you accomplish tasks?

Daily	29%
Weekly	43%
Monthly	14%
Once every few months	7%

Solo Creator

AI + Creator

AI • violetbenson

Nano Business

Turn your voice into passive income.

Step 1: Create your professional clone

AI Replicating Tools for Creators

Source: https://creatortrends.kajabi.com/ & https://splicemedia.com/nano
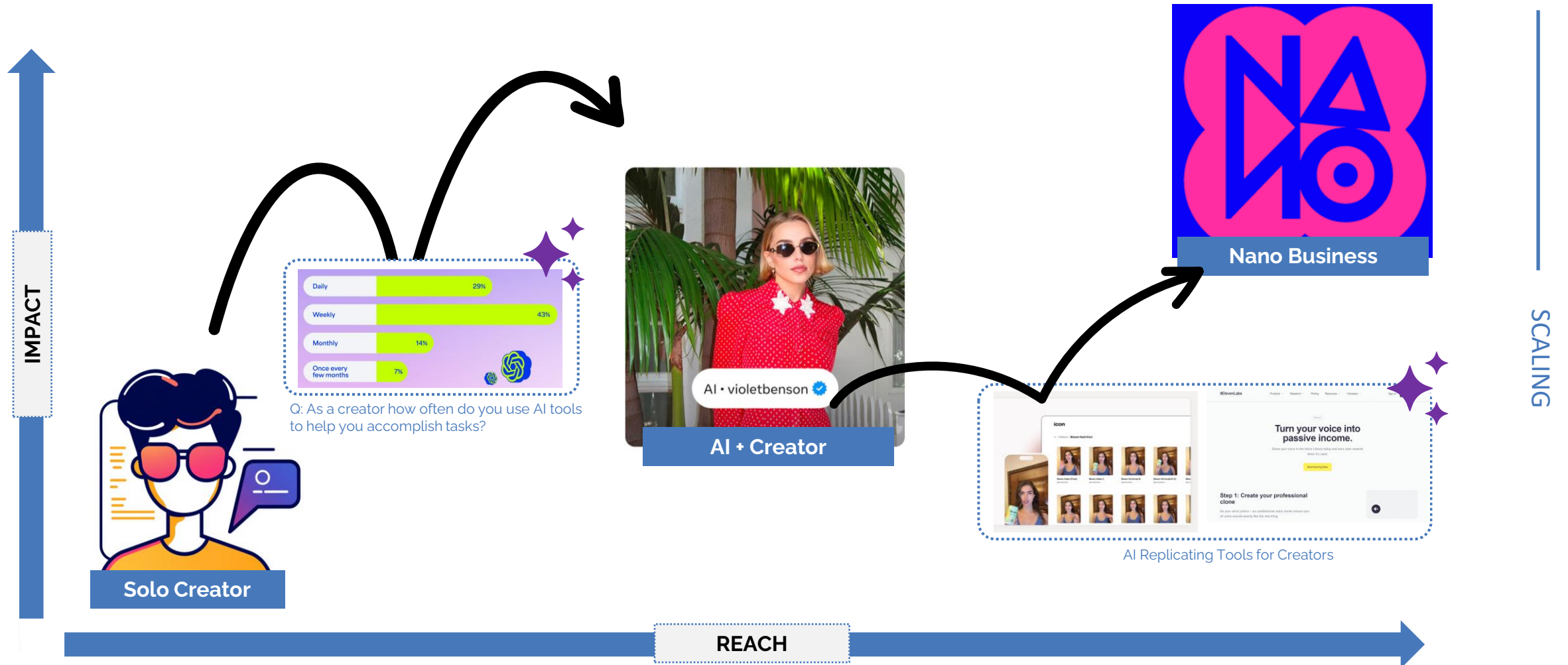
AI is – no surprise there - also reshaping the creator economy. Individual creators - armed with new tools - can now scale their work far beyond natural limits, turning passion projects into nano-businesses. But the same technology that empowers authentic voices also enables synthetic ones. Across social platforms, AI-generated personas multiply, blurring the lines between human creativity and automated content.

Current % of sampled websites with AI Content

18.5%

Percent Websites with AI Detected Content over Time

27 Oct

Mean AI Percent: 18.36
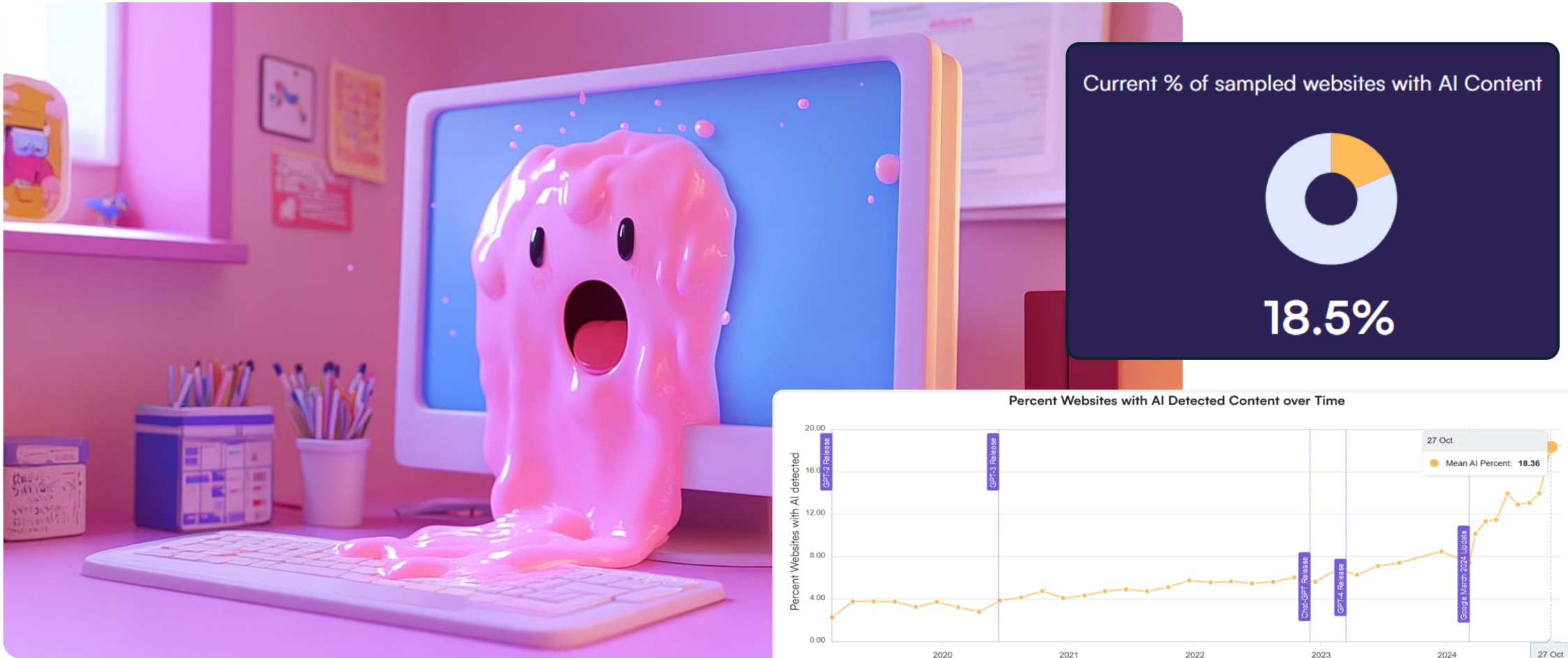
As AI empowers individual creators to scale, it simultaneously floods our digital spaces with synthetic slop and slime. The numbers tell a striking story: 18.5% of online content is now AI-generated, a figure rising steadily. This new reality forces us to ask: in a world of infinite content creation, how do we preserve the signal amid the noise?

SURROUNDED BY GIANTS

The creator economy promises independence. Yet beneath this flourishing creativity lies a foundation controlled by just a handful of companies. Google processes 8.5 billion searches daily. Meta dominates social connections. Amazon powers the cloud. It's a paradox of the digital age—as creativity decentralizes, infrastructure consolidates.

DAVID VS DIGITAL GOLIATHS

REVENUES OF SELECTED AUDIOVISUAL PLAYERS (2023)

64
EUROPEAN
PSM

TOP-10
EUROPEAN
COMMERCIAL BROADCASTERS

ALTICE FRANCE · VIVENDI · LIBERTY GLOBAL · RTL · PRO7 SAT.1 · MEDIASET · ITV · EGMONT · TF1 · DPG

1.3x

TOP-10
CONTENT GIANTS AND SOCIAL MEDIA GROUPS

META (FACEBOOK) · COMCAST · BYTEDANCE (TIKTOK) · WALT DISNEY · WARNER BROS. DISCOVERY · NETFLIX · PARAMOUNT · x

14x

TOP-10
TECH AND DEVICE GIANTS

AMAZON · APPLE · ALPHABET · MICROSOFT · SONY · LG ELECTRONICS · SAMSUNG · Nvidia · NINTENDO · HP

44x

SIZE COMPARED TO PSM

EBU
OPERATING EUROVISION AND EURORADIO

Sources: EBU based on Members' data and companies' financial statements.
EBU Media Intelligence Service – PSM Competitive Environment

Source: EBU MIS

Scale is reshaping media's competitive landscape. Tech giants now operate at 44 times the size of traditional broadcasters, while social platforms are 14 times larger. Traditional media finds itself caught in a vice: squeezed between nimble creators scaling through AI on one side, and tech giants building entertainment empires on the other.

ACT 7. BLENDING

Life inside the many layers of media

∞ ONLINE ME

Daily time spent online
by 16-24 year olds*

+7 hours

More Gen. Z and Millennials say they feel most like themselves 'online' than 'offline'

Q: Where do you feel most like yourself?

Online 45% | Offline 42% — **Gen. Z**
Online 47% | Offline 40% — **Millennials**
Online 35% | Offline 47% — **Gen. X**
Online 16% | Offline 65% — **Boomers**
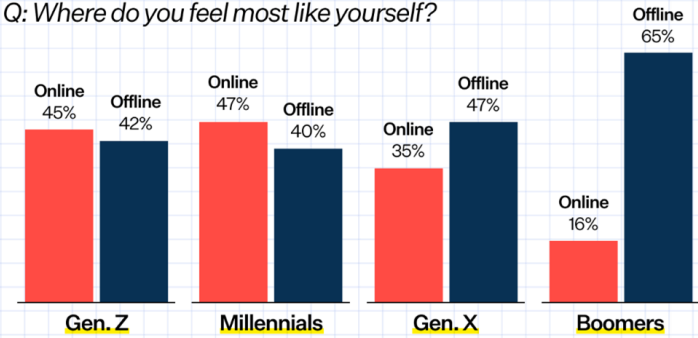
Data: The New Consumer & Coefficient Capital Consumer Trends Survey conducted by Toluna, June 2024. Excludes "I don't know" responses. (n=3114)

The New Consumer

Percent of Teens Who Say They Go out With Friends Two-Plus Times a Week

Boys
Girls
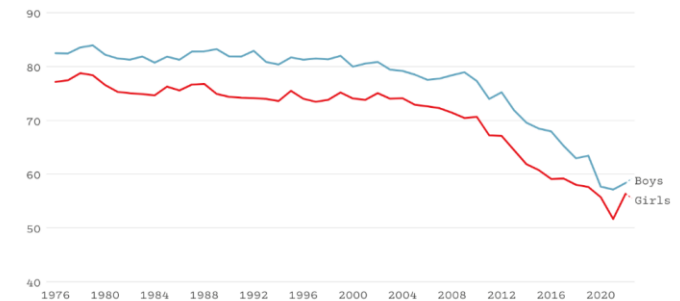
Data gathered from 12th graders

Chart: The Atlantic • Source: Data from Monitoring the Future, complied and analyzed by Jean M. Twenge, author of Generations

A

*Source: https://datareportal.com/

Digital spaces now define our core identity. As Gen Z and Millennials spend 7+ hours daily online and feel more authentic in digital worlds, physical socializing declines across all demographic borders - age, gender, income, and ethnicity.

∞ IN THE TIMEPASS ZONE

BLENDING

SELF CONSQUENCES

Obligation-free
Me-centric

Timepass

Lifestyle
Aspirations

Keeping Up

Getting
Things Done

Making a Big
Decision

LIGHT CONTENT

Interesting, Low Mental Tax
Soothing

HEAVY CONTENT

Boring, High Mental Tax
Triggering

Bonding Over
Content

Preping for
Debate

SOCIAL CONSQUENCES

Obligatory
Other-centriic

Source: Google Jigsaw & Gemic

Young people don't surf the internet - they float through it. An in-depth qualitative research by Google's Jigsaw reveals their 'timepass' mode blurs all content into one continuous stream where entertainment, news, and social connection merge. In this space, relevance trumps reality: what surfaces in their feed becomes what matters.

LEAVING THE OPEN WEB

The Open Web

Walled Gardens

The Dark Web

Community Havens

As young people float through their digital streams, they migrate deeper into the internet's architecture. The surface web becomes mere backdrop while real digital life unfolds in layers: from corporate walled gardens through private community havens to encrypted shadow networks. Each layer trades openness for purpose, turning random timepass into meaningful connection.
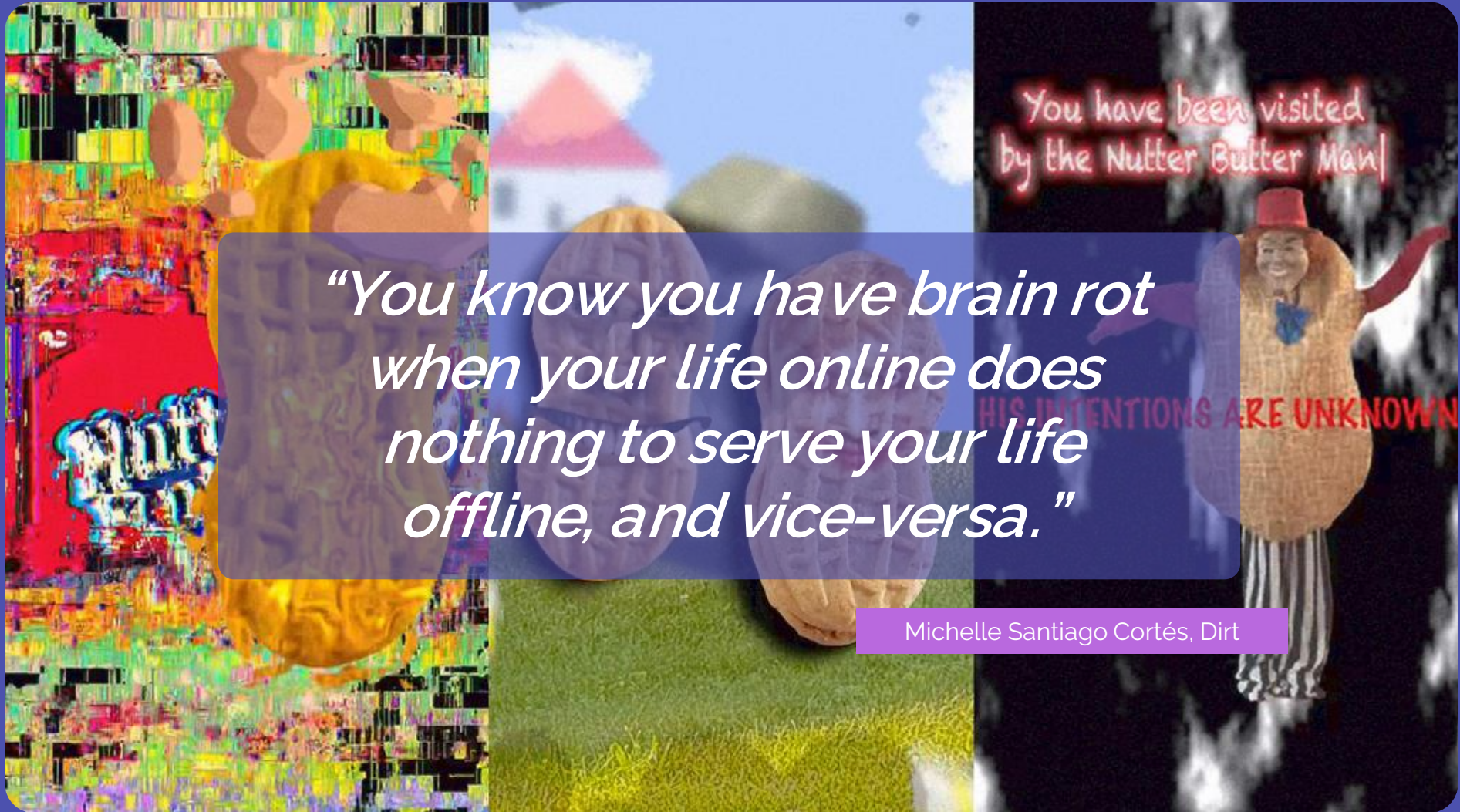
"You know you have brain rot when your life online does nothing to serve your life offline, and vice-versa."

Michelle Santiago Cortés, Dirt

∞ LIFE = MEDIA = LIFE

Move.ai: Turn 2D video in 3D animation
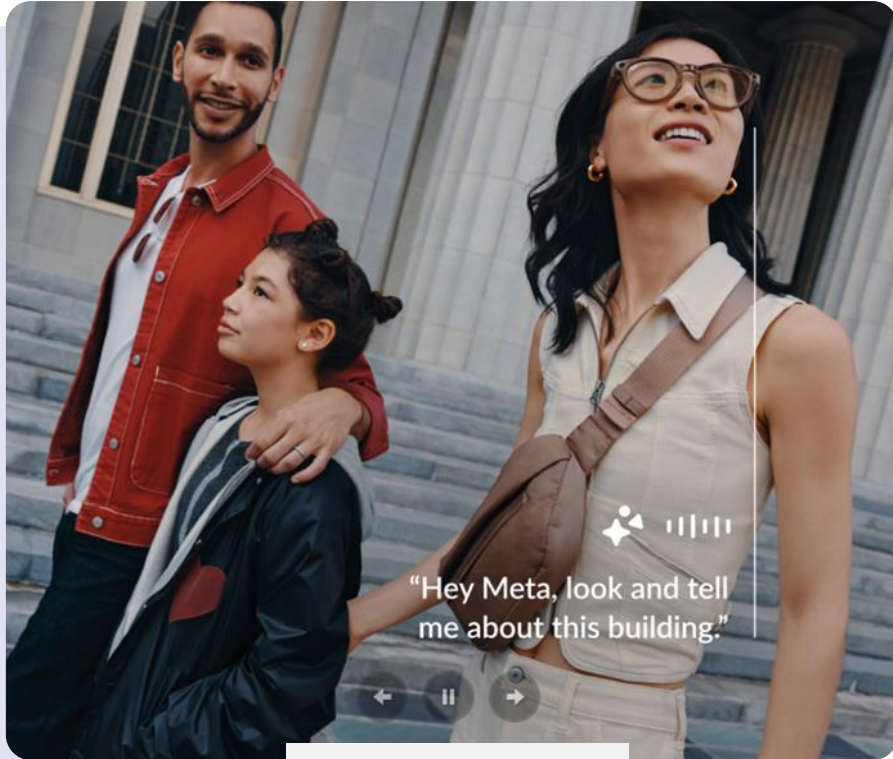
Meta.ai Rayban Glasses

"Hey Meta, look and tell me about this building."
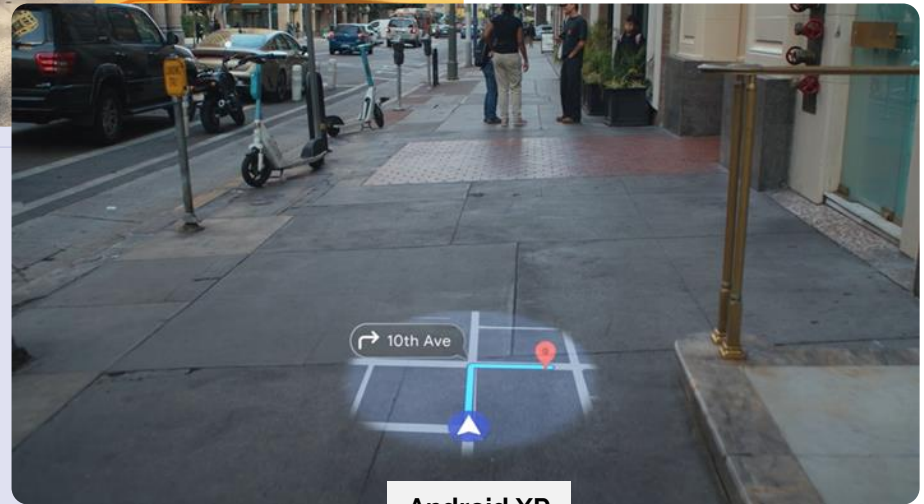
Android XR

The boundary between life and media dissolves from both sides. While we retreat into digital realms, technology spills back into physical space: AI glasses narrate our surroundings, apps paint data onto streets, and algorithms transform casual moments into cinematic scenes. Reality itself becomes a two-way media stream.

Asia travel   *Lifestyle / Travel & Leisure*

Seoul Metro tests real-time AI translation service for foreign tourists; 13 languages supported in pilot scheme
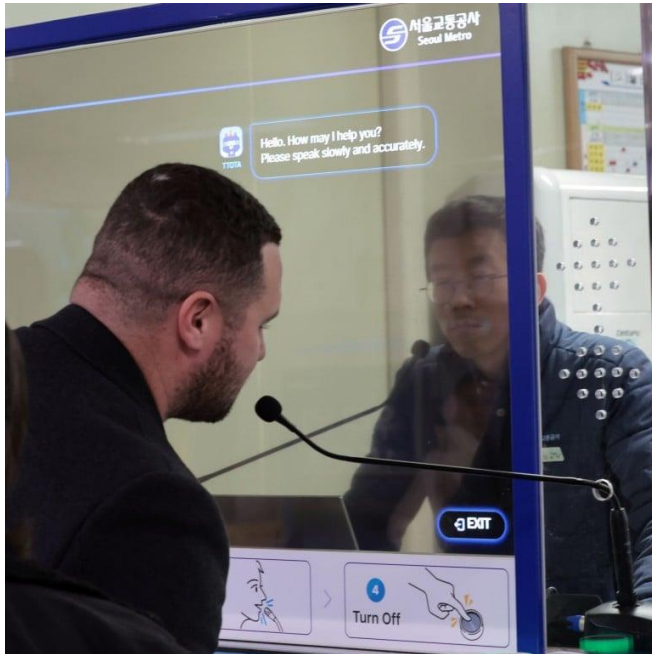
BMW and Amazon Fuse Generative AI and Alexa for New Automotive Voice Assistant

ERIC HAL SCHWARTZ on January 9, 2024 at 12:00 pm
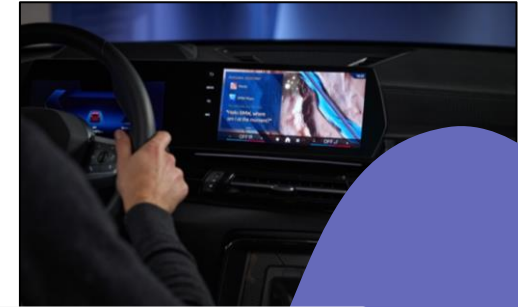
The first interactive storytelling device powered by ChatGPT and ElevenLabs, housed in beautifully crafted wooden toys.

Create your own narrative each night by simply choosing from a range of unique protagonists, environments, vehicles, and themes.

Whether it's a brave astronaut, a clever dog, or a mischievous octopus, every character plays a role in crafting a story that's unique every time. Select and place your choices on the board, turn the theme selector, and press the red (start) button.

Media as a reality moves into every surface. From Seoul's translating metro walls to BMW's conversational cockpits and AI-powered toys, our physical world grows a digital voice. Objects don't just display - they interpret, respond, and enhance our daily stories.

Dot by New Computer

Fulcra

While surfaces learn to speak, they also learn to listen. Our digital companions - from AI chatbots to smart homes - promise a better life through smart surveillance. Each helpful response trains the system that tracks us, turning convenience into comfortable confinement.

...AND IDEA

A Private Repository for Your Thoughts

Consider Hiccup your exclusive, private repository where every thought, idea, or fleeting memory can be safely stored away from prying eyes. Your digital twin thrives on privacy – everything you confide stays locally stored on your device, ensuring your personal repository is for your eyes only.
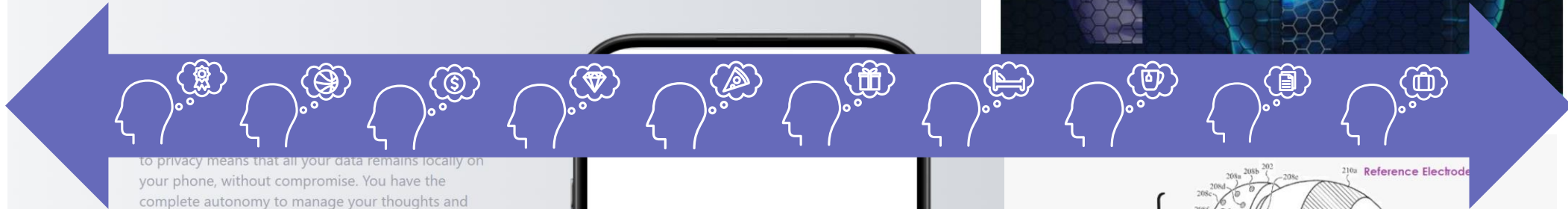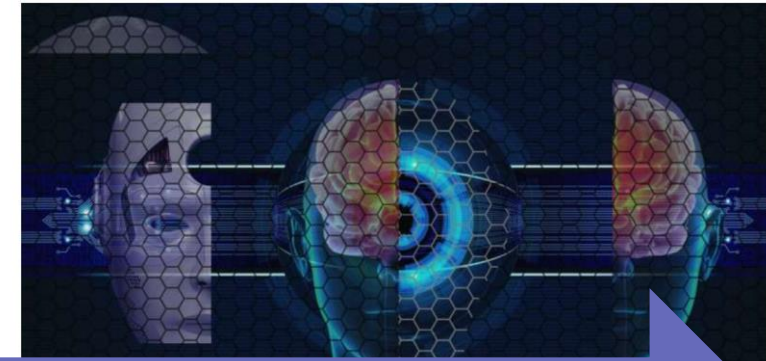
to privacy means that all your data remains locally on your phone, without compromise. You have the complete autonomy to manage your thoughts and ideas, knowing they are securely stored away from external access.

Beyond Note-Taking Hiccup transcends traditional note-taking and diary apps. It is the Shazam for your brain – a dynamic, intuitive space where you can jot down anything that crosses your mind. From daily reflections to sudden eureka moments, Hiccup is your canvas to paint your thoughts, unfiltered and unbounded.

Intelligent Retrieval But Hiccup is more than just a passive recipient of your thoughts. Powered by

Let's note something
1. First, enter some notes from the bottom.
2. Then tap the sparkle button to interact with your AI.

Hiccup – Private Memory

New neurotechnology is blurring the lines around mental privacy. But are new human rights the answer?
by Laura Y. Cabrera, The Conversation

Airpods for Brainwaves

Active Electrodes

Reference Electrode
Reference Electrode
Reference Electrode

Patently Apple
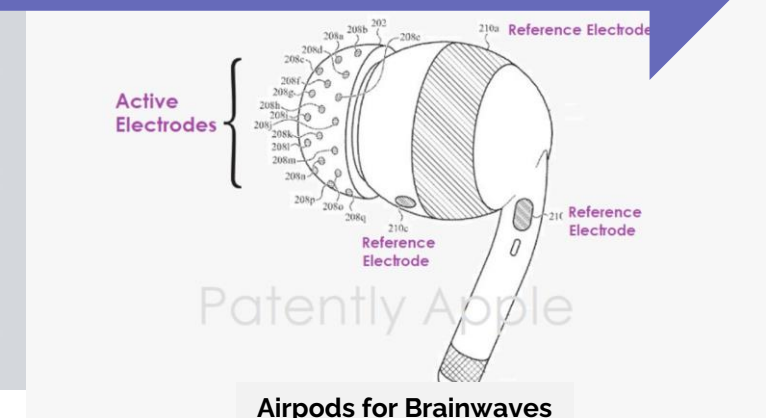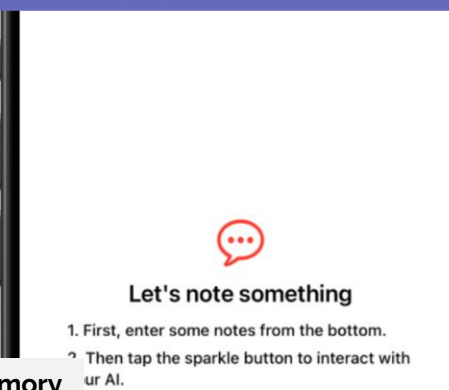
Our thoughts are the new data frontier. As technology learns to read minds, even our private reflections become potential data points. Both UNESCO's neuroethics guidelines and the EU's landmark AI Act aim to protect our mental sovereignty - a clear signal that we stand at a critical threshold.

∞ DIGITAL TWINS

Tavus

HeyGen

Source: https://market.us/report/digital-avatar-market/
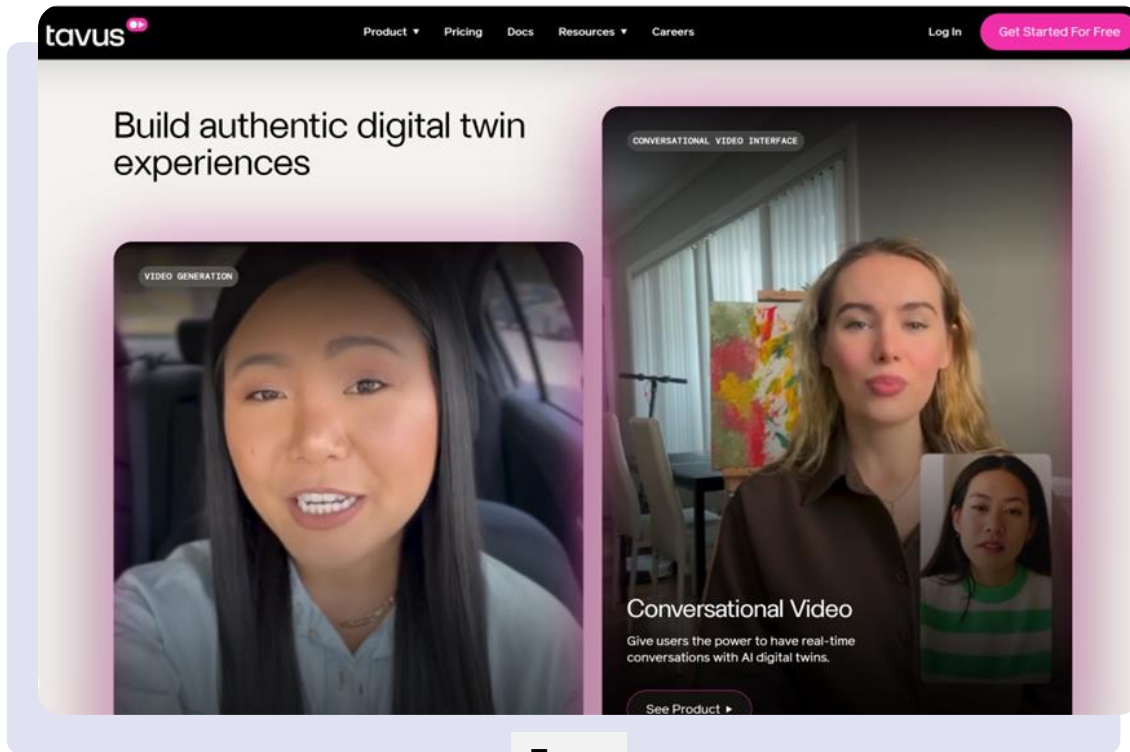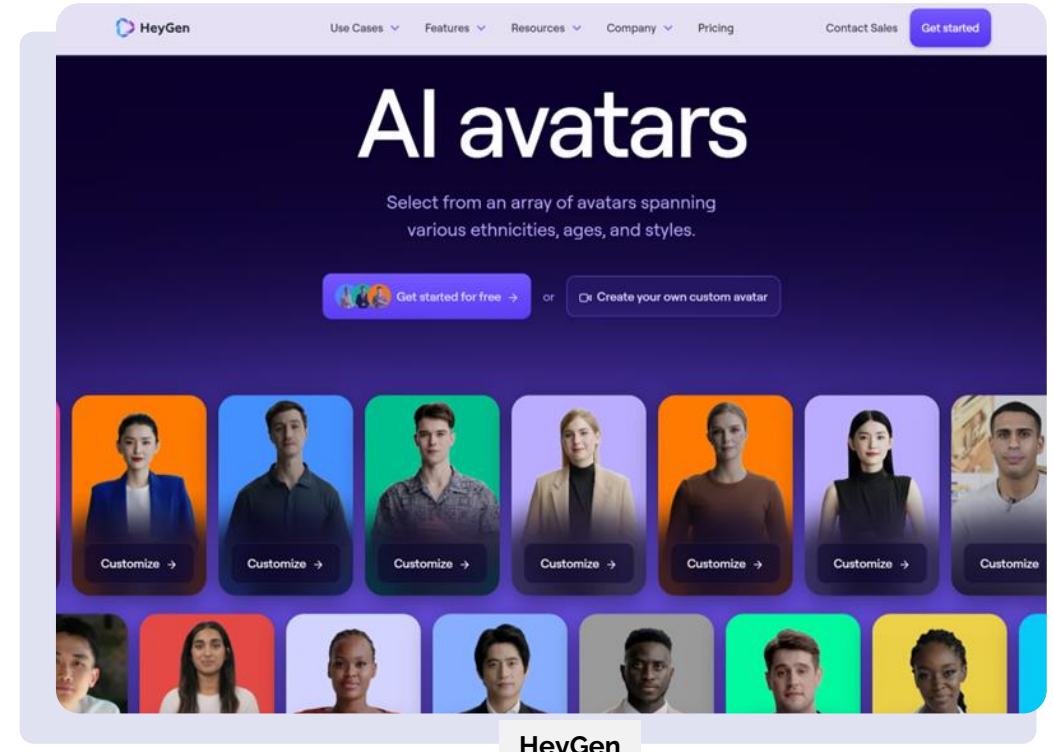
Digital twins mark a next evolution in virtual presence. Beyond simple avatars, AI now crafts perfect copies of our faces, voices, and all our little gestures and mannerism – digital doubles ready to perform in meetings or mingle in virtual spaces. While broad adoption is still a question mark this market is projected to reach an impressive USD 745.1 billion by 2033.

∞ INTO THE RABBIT HOLE

We move from life with media, where screens simply mediate our world, to life in media, where we navigate digital realms from within trading our complex realities for perfectly curated stories where we are the star. The next frontier is media as life itself, where our digital twins make decisions, our virtual worlds evolve without us, and AI-powered characters write their own stories.

ACT 8. TRUSTING

Doubt as the new status quo.

2024 Edelman Trust Barometer

GLOBAL 26 Excl China, Saudi Arabia

Distrust (1-49) — Neutral (50-59) — Trust (60-100)

I trust each with the introduction of innovations into society, ensuring they are

- Safe
- Understood by the public
- Beneficial
- Accessible

	Business	NGOs	Government	Media
	59	54	50	48
Low income	53	49	46	45
High income	66	61	55	52

Less trust among those with low income

Source: https://www.edelman.com/trust/2024/trust-barometer
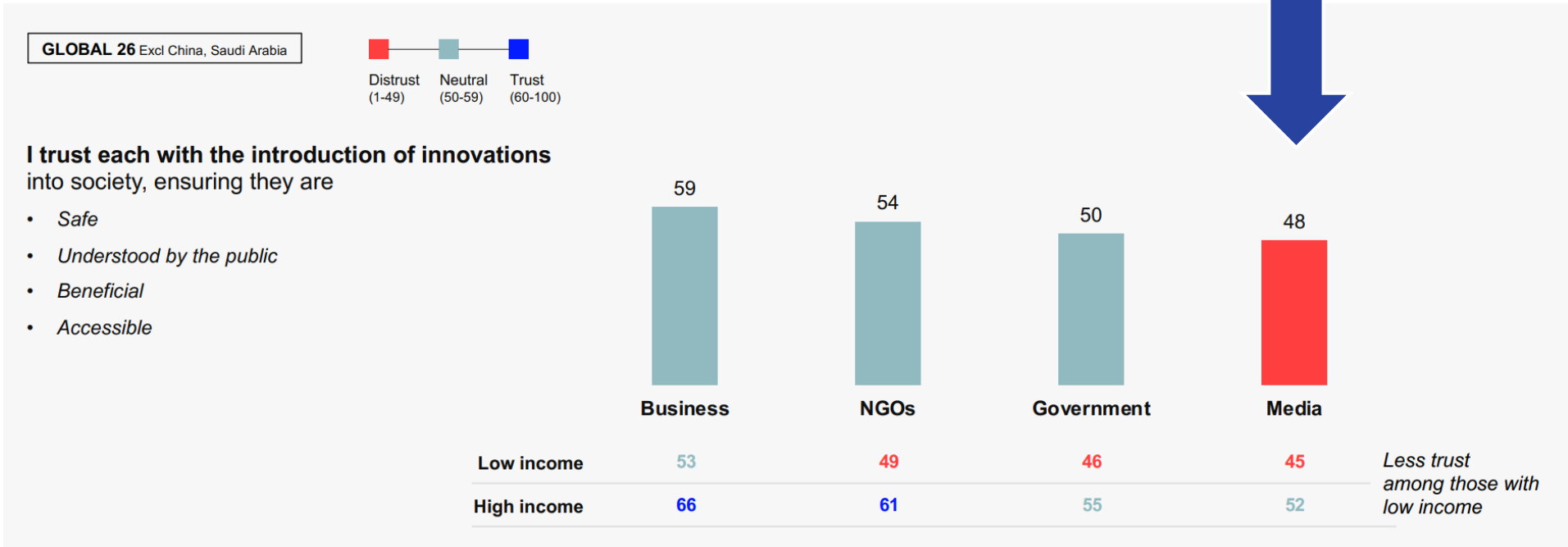
Just as AI reshapes how we share and consume information, trust in media has hit a low point. While 59% of people trust businesses with innovation, only 48% believe media can handle it well. It's quite the conundrum. How can journalists use AI when their audience doesn't trust them to use it wisely? The gap is even wider among people with lower incomes, suggesting those who need guidance most trust it the least.

∞ SCAMS ON THE RISE

Deepfake Porn

+ 464%
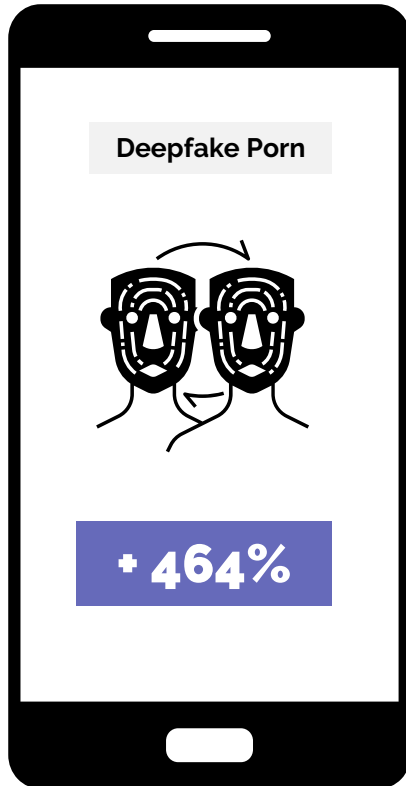
*Home Security Heroes 2023

Phising Emails

+ 1256%

*CB Insights 2023

Cyber Attacks

+ 104%
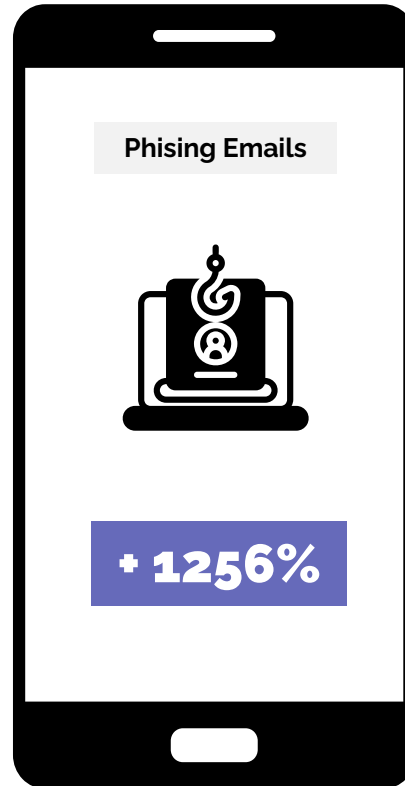
*CB Insights 2023
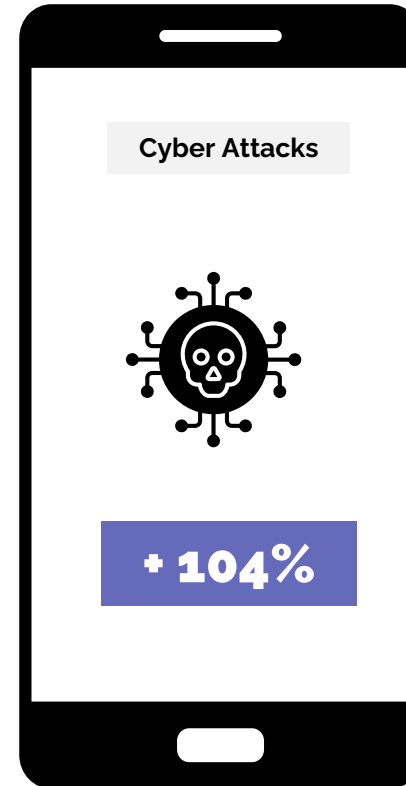
AI Misinfo Sites
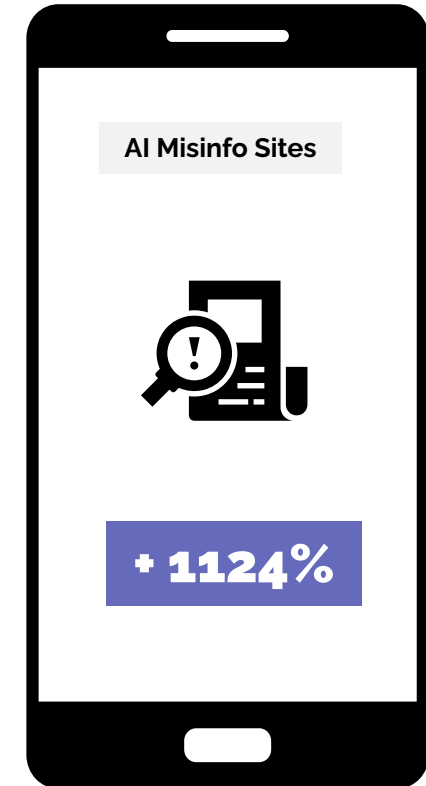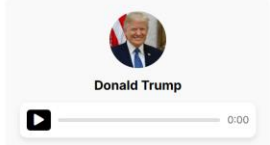
+ 1124%

*Newsguard misinformation report dec 2023

Digital distrust is becoming a new normal: phishing scams have surged by 1,256%, while AI misinformation sites jumped 1,124% in just one year. With deepfakes up 464% and cyber attacks rising steadily. Though these tricks mostly live on social media, they're teaching us all to doubt what we see online.

EASY FAKES

TRUSTING
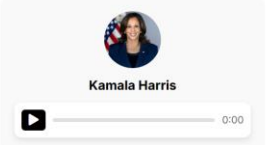
Cloned Voice Examples

Donald Trump ▶ 0:00

Elon Musk ▶ 0:00

Kamala Harris ▶ 0:00

Deepfake

60.4% Very Concerned

34.6% Extremely | **22.8%** Very | Moderate | Slightly

Voice Clone

57.9% Very Concerned

34.6% Extremely | **23.3%** Very | Moderate | Slightly
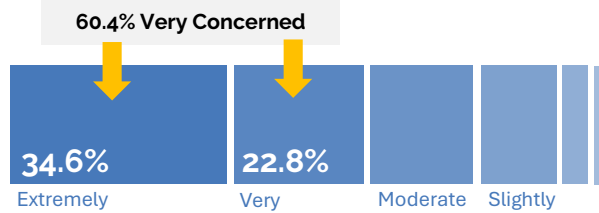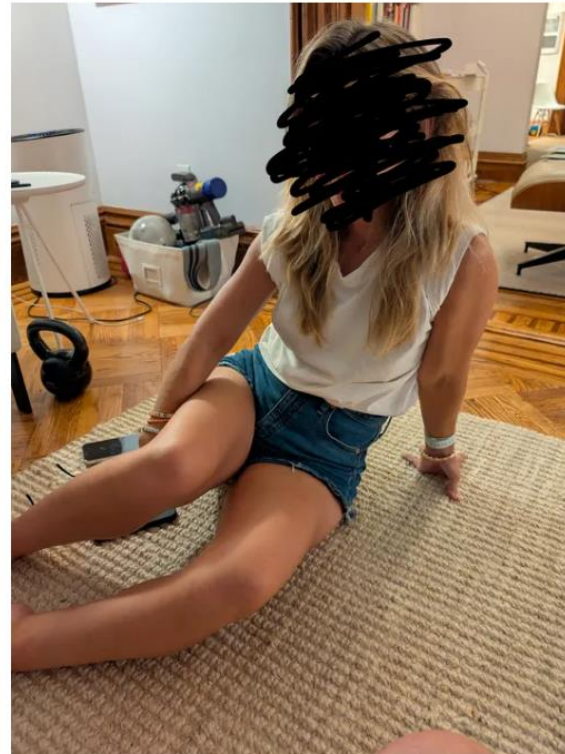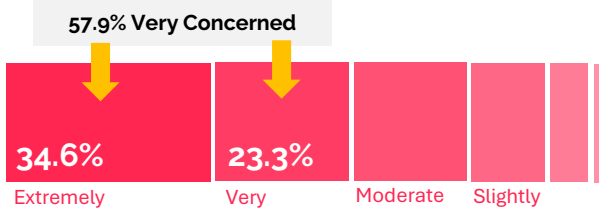
A real photo of a person in a living room (with their face obscured).

AI-GENERATED IMAGE
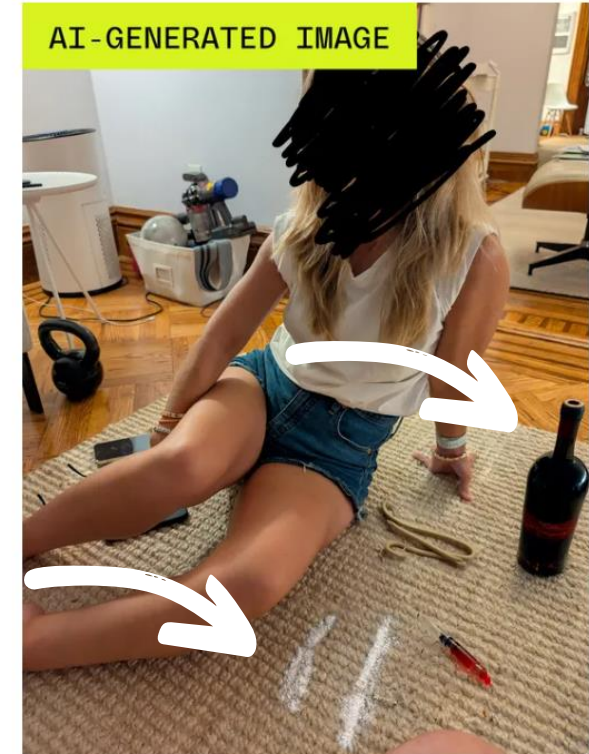
Edited with Google's Magic Editor.

Source: Voicebot

Faking reality is now as easy as adding an Instagram filter. Our everyday photo apps come with AI built in—Google's Magic Editor casually adds objects to photos while voice cloning perfectly mimics Trump and Musk. The public sees the danger: 6 in 10 people are deeply worried about both deepfakes and voice clones.

∞ TARGETTING KIDS

TRUSTING

How to Create Kids Musical Videos Using AI | Kids Learning Faceless Music Channel

AI is turning children's content into a quick money scheme. Get-rich-quick tutorials promise '$50,000 a month' for churning out AI videos in '20 minutes,'. Channels like Yes! Neo attract millions of views with synthetic content. While YouTube plans to label AI-generated videos, they're relying on creators to self-disclose. Meanwhile, kids are becoming test subjects in a massive, uncontrolled experiment with automated entertainment.

59.9%

of people are questioning the authenticity of online content more than before

48.6%

of people often or always question the autheticity of the news

Source: Accenture-LifeTrends2025-Report

Digital doubt is expensive. When 60% of people second-guess everything they see online and nearly half regularly question news authenticity, we're not just losing trust—we're losing time. Each pause to verify, each moment of hesitation, each mental calculation about what's real adds friction to our digital lives. The cost isn't just measured in confidence, but in our ability to move freely in an increasingly digital world.

Transparency Guidelines

AI transparency in journalism

Newsroom Training

Digital Fingerprinting

Nikon, Sony and Canon fight AI fakes with new camera tech

Verification Workflows

Origin Tracing

AI Detection

All-In-One Deepfake Detection

Fabrication

Manipulation

Misuse

Network attacks

Privacy invasion

False attribution

Attacks

Scams

Clones

False data

Thefts

Bots

Fakes

Trust Measures

Organisational Safeguards

Technical Protection

Fighting AI deception requires more than just detection tools—it demands a complete defense system. Smart newsrooms are building this in layers: trust measures at the top, organizational safeguards in the middle, and technical protection as the foundation. It's like digital immune system, combining human wisdom with AI detection to spot everything from basic scams to sophisticated deepfakes.

CHAIN OF VERIFICATION

DataGemma: Using real-world data to address AI hallucinations

Sep 12, 2024 | DataGemma are the world's first open models designed to help address the challenges of hallucination by grounding LLMs in the vast, real-world statistical data of Google's Data Commons.

Prem Ramaswami
Head of Data Commons

James Manyika
SVP, Technology & Society

Share

DataGemma:
Connect LLMs with extensive real-world data

second opinion

About this demo | DE

Mosquitoes carrying dangerous diseases are spreading rapidly across the US due to climate change. The West Nile virus, Eastern equine encephalitis (EEE), malaria, and dengue are becoming more prevalent, with New York City reporting 490 cases of West Nile virus since 2000. In 2023, the virus was found in over 1,100 mosquito pools, primarily in Brooklyn. EEE, which has a 30% fatality rate, has seen sporadic outbreaks, with the largest in 2019 recording 38 cases nationwide. Experts warn that the rise of these diseases is linked to warmer temperatures allowing mosquitoes to thrive in previously inhospitable areas.

Get code on GitHub

Restart

AI for Media Network

BR Lab Second Opinion
AI-supported content verification of AI-generated texts

User Question

Generate Verification Questions

Initial Answer

Check Each Questions

Query
What was the primary cause of the Mexican-American war?

1. Baseline Response
The Mexican–American War was an armed conflict between the United States and Mexico from 1846 to 1848. It followed in the wake of the 1845 U.S. annexation of Texas, which Mexico considered part of its territory in spite of its de facto secession in the 1835 Texas Revolution.

2. Plan Verifications
- When did the Mexican American war start and end?
- When did the US annex Texas?
- When did Texas secede from Mexico?
… <questions continue..>

3. Execute Verifications
1846-1848 ✅
1845 ✅
1836 ❌

Final Verified Answer

4. Final Verified Response
The Mexican–American War was an armed conflict between the United States and Mexico from 1846 to 1848. It followed in the wake of the 1845 U.S. annexation of Texas.

Source: https://blog.google/technology/ai/google-datagemma-ai-llm/ and https://interaktiv.br.de/second-opinion-demo/index.html

[s] *One hard problem remains unsolved: making AI consistently tell the truth. But there are some promising experiments out there: verification chains where one AI system fact-checks another. Think of it as a digital reporter-editor duo: one creates, the other verifies, question by question. While still in early stages, this approach hints at how media might eventually use AI while keeping their facts straight.*

∞ DOWNRANKING THE NOISE

Downranking AI-generated images

By default, Kagi Image Search downranks images from websites with a high proportion of AI-generated content. Try the example search here.
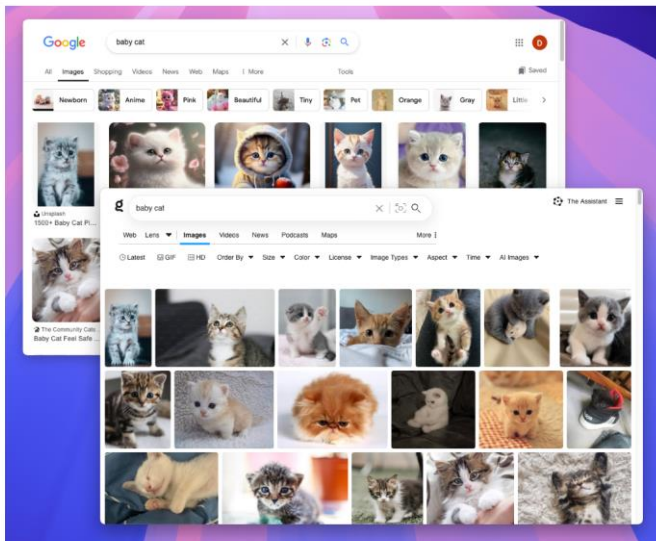
Labeling AI-generated images

In addition to downranking, we have implemented an AI image labeling system. This feature adds a small badge or icon to thumbnails that are likely to be AI-generated content. The label helps users quickly identify potential AI images without completely removing them from search results.
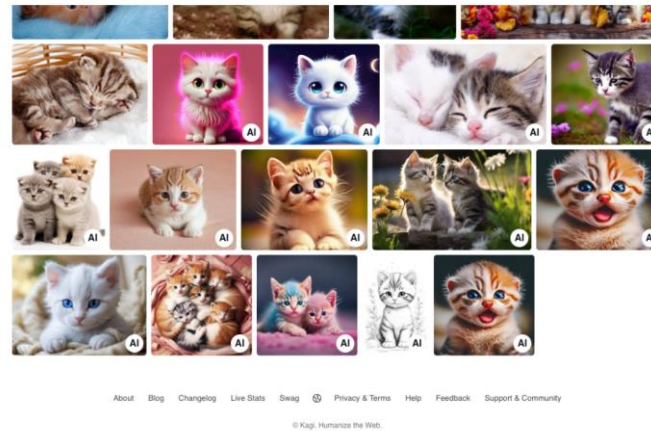
Filtering AI-generated images

You can use the AI images filter to completely exclude websites with AI-generated images from your search results.

Kagi Search

Source: https://help.kagi.com/kagi/features/exclude-ai-images.html
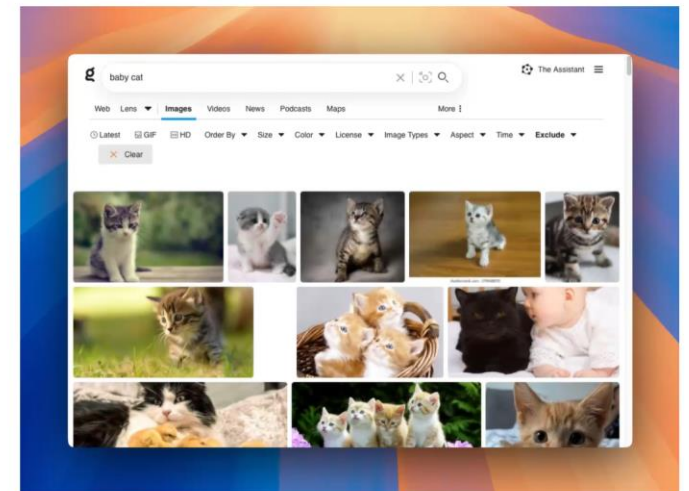
Sometimes the simplest solution wins: just turn down the noise. Search engines like Kagi are doing exactly that—pushing AI content lower in search results, flagging synthetic images, or quietly filtering them out. It's not perfect, but it might be our most practical path through the growing flood of AI-generated content.

ACT 9. TRANSFORMING

The journey towards the next paradigm.

Source: Society of Authors, HBR, Bloomberg

Since ChatGPT's launch, creative work has split into two clear paths: automation-prone jobs have plummeted by up to 40%, with a third of translators already losing work to AI, while manual-intensive creative roles remain resilient and even show growth - revealing an emerging fault line.

∞ JOB EVOLUTIONS

A balance of Natural Intelligence

Intuition
Emotional
Imaginative

Collaborative
Free-flowing

Versus Artificial Intelligence

Empirical
Data-driven
Scientific

Definitive
Automated

Creator	Curator	Prompter	Moderator	Systems-producer	Universal Basic-income

AI Integration
AI Personality Designer
AI World Builder
Information architects
AI Music Composer
AI games designer

Content Auditor
AI Accessibility
Strategist
Chatbot Storyteller

AI Learning Platform
Developer

AI Food Recipe
Developer

Prompt engineer
Prompt Trend Analyst
Ethical AI Prompt
Designer
Personal AI Assistants
Personalized Content
Curator

Content Auditor
AI Ethicist
Digital transparency
officer

AI Ethics manager
AI Legal consultant

Machine learning
scientists
Data Analysts

Personal data broker

Data hacker

Source: Goldman Sachs Report, World Economic Forum, Nexford University,
McKinsey Report, Wall Street Journal

Nowness & ArtReview   071   071   Nowness & ArtReview

The future job market is a spectrum. On one end, creators and curators leveraging emotional intelligence and imagination. On the other, systems-producers and data analysts harnessing AI's empirical power. The most valuable roles will emerge in the middle, where human intuition meets machine precision.

∞ HESITATING AND HIDING

+50%

Employees using generative AI at work without employer permission.

64%

Employees presenting AI work as their own.

70%

Employees without training in ethical AI use.

Source: Semrush State of AI 2024 Report

AI in the workplace is already here - just not always in the way we imagined. Instead of official rollouts, it's spreading as 'shadow AI': 50% of employees are using it without permission, 64% are passing off AI work as their own, and 70% are diving in without ethical training.

THE NEXT WORKFORCE

18% Character.ai

30% Snapchat My AI

17% Microsoft Copilot

37% ChatGPT

16% Google Gemini

Use of generative AI tools in the past year by online children aged 8-15
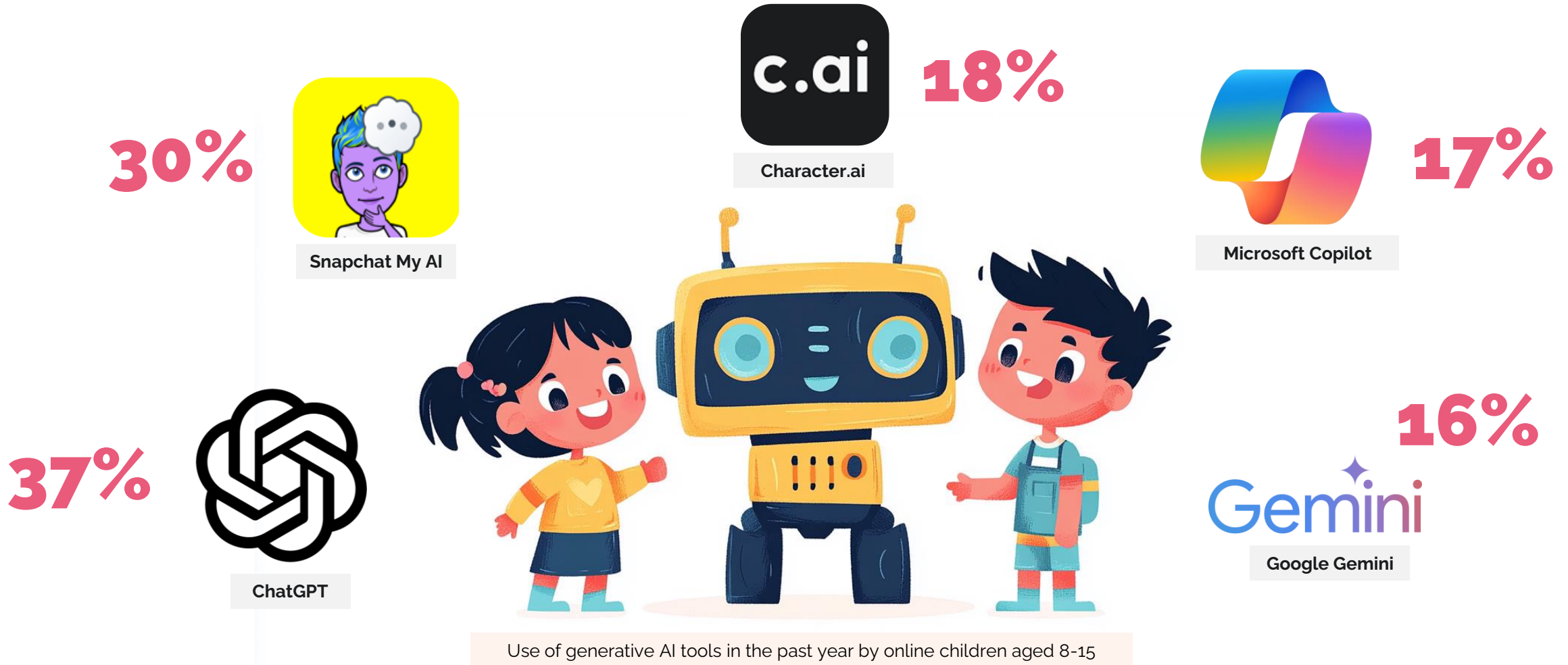
Source: Ofcom Online Nations 2024

While adults are still debating AI adoption, kids aged 8-15 already juggle multiple AI tools - from ChatGPT (37%) to Microsoft Copilot (17%) - just as naturally as previous generations took to social media. By the time these digital natives enter the workplace, AI won't be a new technology to adapt to - it'll be as fundamental as email is today.

TRANSFORMING

Autonomy

Status quo

Transformation

Control

Automatisation

Agents

Optimalisation

Hybride productions
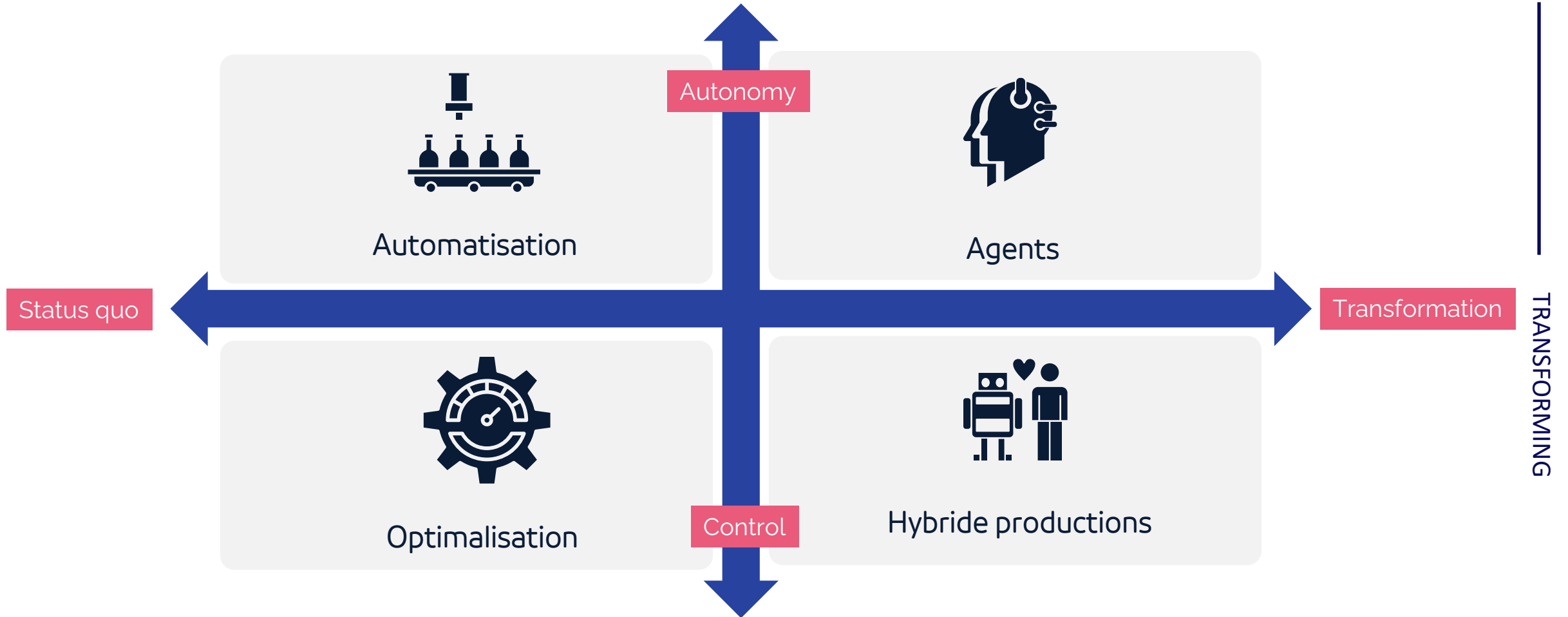
It's important to remember that AI isn't something that is predetermined. Media companies face clear choices. It's about balancing autonomy versus control, and deciding between optimizing what exists or transforming entirely. On one side, automate and optimize current processes. On the other, embrace AI agents and hybrid production methods, fundamentally changing how media is created.

Procreate®

404 Media is reported and written by humans for humans. Sign up above for free access to this article.
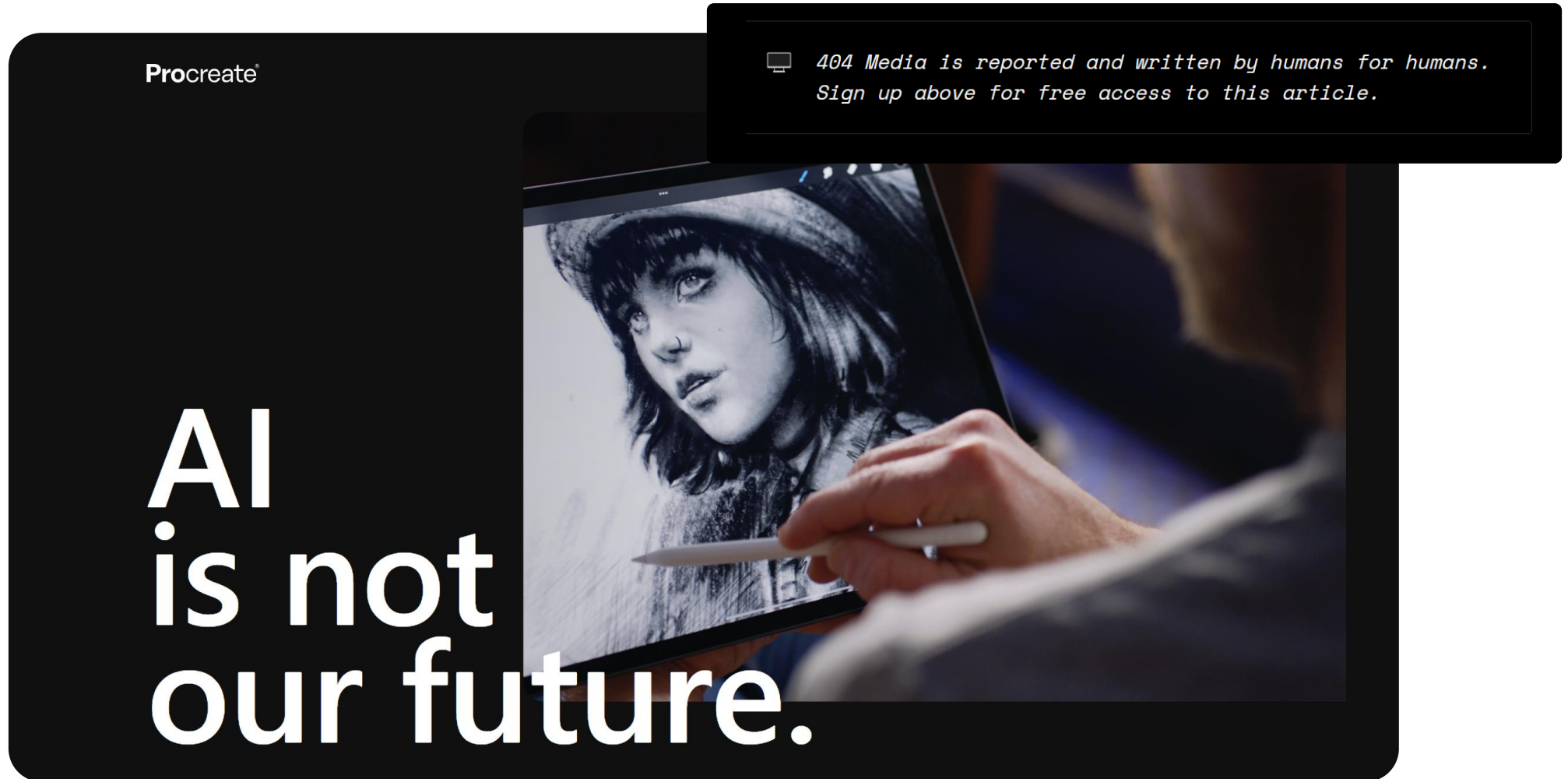
AI is not our future.

There's another choice worth mentioning: simply saying no to AI - as Procreate and 404 Media demonstrate by making AI-free creation their unique selling point. While this pure-human approach might not work for mainstream media racing to embrace AI, it could carve out valuable niches, much like artisanal products thrive in a mass-produced world.

EBU ACADEMY / COURSES / MANAGEMENT & LEADERSHIP

Future Leaders Programme

Strategy   Business   Leadership

Leading Newsroom Change

Newsroom leadership programmes

IMAGINING FUTURES

FUTURE

SENSE

PURPOSE

&

LEADING FUTURES

DESIGN LEADERSHIP BEHAVIORS

Transformative	⟷	Affirmative
Directive	⟷	Participative
Proactive	⟷	Responsive
Intuitive	⟷	Systematic
Holistic	⟷	Specific

BUILDING BLOCKS

Establishing future scenarios   Exciting people's motivation

Enabling the team and project   Evaluating desirable futures

=

DESIGNING FUTURES

FUTURE

DESIGN LEADERSHIP BEHAVIORS

Affirmative
Participative
Responsive
Systematic
Specific

Transformative
Directive
Proactive
Intuitive
Holistic

SENSE

BUILDING BLOCKS

Exciting people's motivation

Evaluating desirable futures

Establishing future scenarios

Enabling the team and project

PURPOSE

Source: Balanced leadership: A new perspective for leadership in organizational project management.

Leading through AI transformation is not just about understanding the technology - it will require a new kind of leadership that balances purpose with experimentation. The most effective leaders will be those who can combine a transformative vision with participative execution. It's less about having all the answers and more about designing the right questions.

TOWARDS A NEW BALANCE

A human-machine heartbeat for the digital age

∞ AI+ HUMANITY

Responsible Tech (center)

- **Computer Science + Engineering** — How can I develop technologies responsibly?
- **Anthropology** — How does technology and culture influence one another?
- **Environmental Studies** — How are technologies and computing altering our environment?
- **Economics** — In what ways can we balance responsible innovation and economic growth?
- **International Relations** — What role can technology play in international affairs and politics?
- **Law** — How can we ensure the legal protections of individuals in digital spaces?
- **Digital Design** — What is the impact of thoughtful design on technology?
- **Education** — How will technology shape the way we learn?
- **Statistics** — How can we demystify the statistical foundations of "AI" and "Big Data"?
- **Philosophy** — How can we harness theories of philosophy and ethics to better shape technology?
- **Sociology** — In what ways does technology impact our social organizations and relationships?
- **Information Science** — How is information stored and disseminated online?
- **Psychology** — How can technology influence our minds and behavior?
- **Community Development** — How can communities leverage technology for equity and access?
- **Health** — What role can technology play in developing a more equitable healthcare system?
- **Social Work** — How can we apprise individuals about their digital rights and protections?
- **Art** — How does technology shape the way we view art and media?
- **Policy** — As technology becomes more ingrained in society, how can policy evolve to the voice of citizens?

Tech — Ai Systems

Culture — Values

Market — Sustainability

Human — Agency

AI is a new beacon of progress but we should meet it with clear eyes and a critical mind. As these systems master algorithms and analyze data, we need universities teaching ethics alongside coding, businesses prioritizing sustainable AI over quick profits, and humans remaining firmly in the driver's seat.
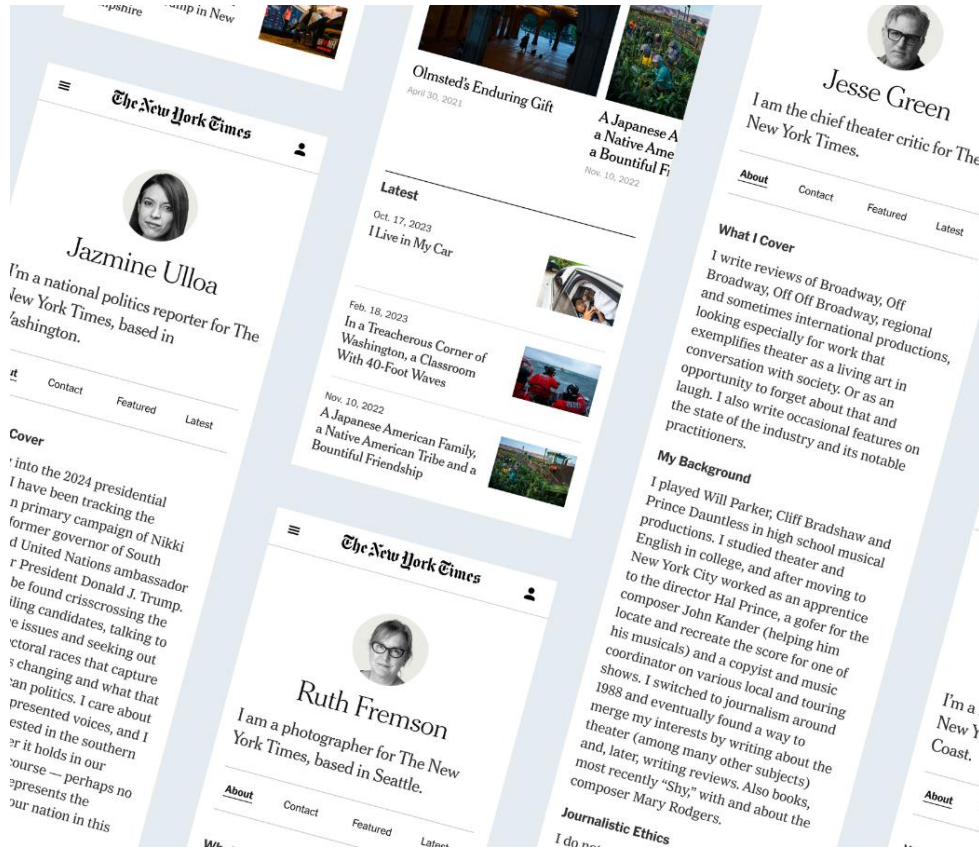
∞ HUMAN MADE

Smart organizations are doubling down on the human touch - from the New York Times showcasing the real journalists behind the bylines to Dutch broadcasters championing radically human storytelling. It's not about competing with AI's perfection, but celebrating our beautiful imperfections.

TRUSTED AND PERSONAL

Storyrabbit.ai

unique audio stories based
on your interests and your location

Sounds Daily - trialing generative AI & synthetic voices to deliver personalised audio streams

Sounds Daily - trialing generative AI & synthetic voices to deliver personalised audio streams.

Laura Harrison
Executive Product Manager, Innovation Labs

BBC Innovation Labs: Sounds Daily

a distraction-free
personalised listening experience

Source: BBC & FT Strategies

The Ideal News Experience

Trusted Source

"I want information from a source that I know and trust."

Personal Significance

"I want information that is significant to me and those I care about."

Desired Storytelling

"I want information presented in a way that works best for me."

Credibility
"They know their stuff and I can count on them"

Affinity
"I feel connected to them"

Transparency of Intention
"I understand their motives"

Topic
"I am interested in this subject"

Actionability
"I can do something with this"

Convenience
"I don't want this to require more effort than is necessary"

Language
"I want words that I understand and a tone that is welcoming"

Format
"I want this in a form that works for me and my situation"

BBC Innovation Labs: Sounds Daily

Next Gen News Framework

The next generation wants news that's both intimate and intelligent - delivered by voices they trust, at moments that matter. While AI can masterfully orchestrate millions of personalized content streams, what it's really doing is creating space for something deeply human. Algorithms shouldn't replace journalists, but amplify authentic voices that resonate with real lives.

Reach Me

Know Me

Show Me

Empower Me

Delight Me

Konstruktiver KI-Kompass

Wissen, Werkzeuge und Tipps für den Redaktionsalltag
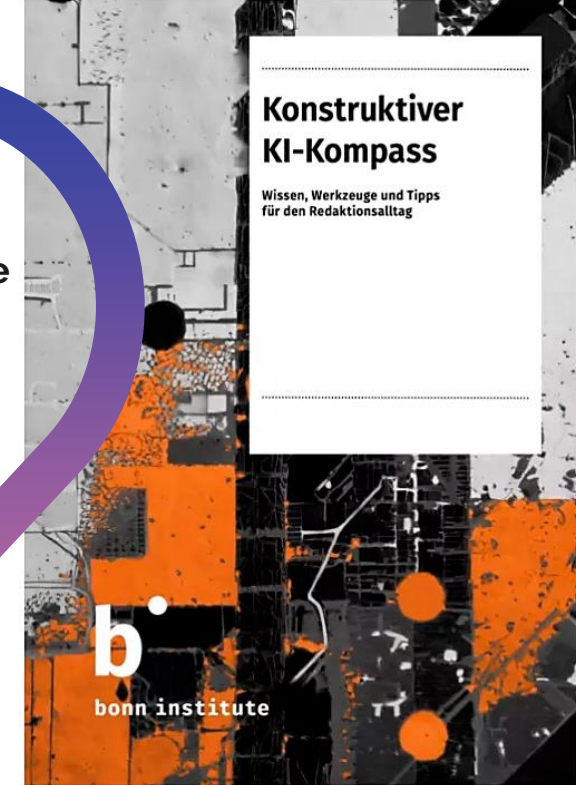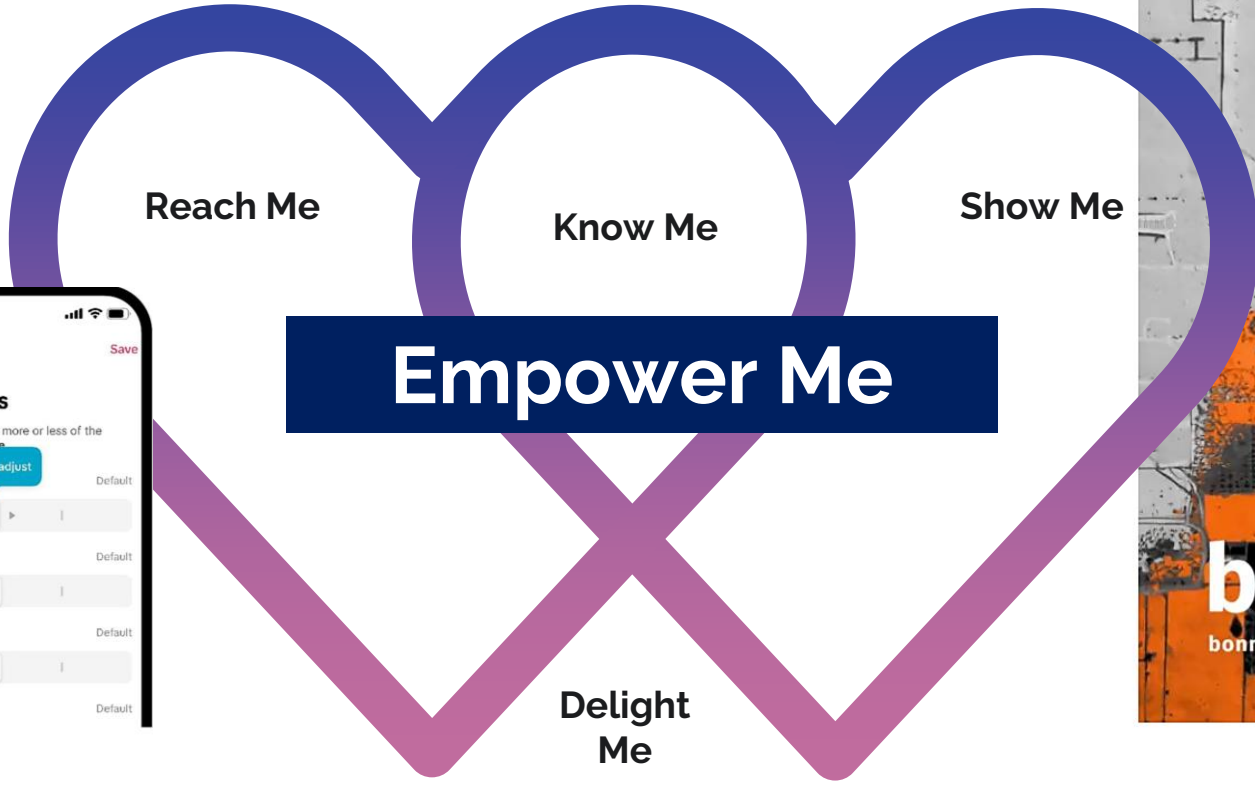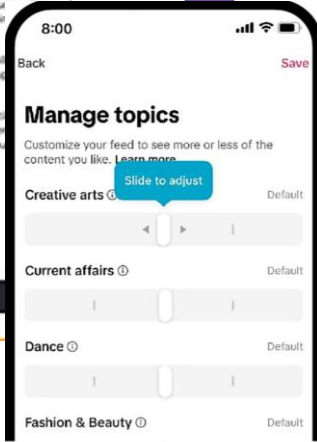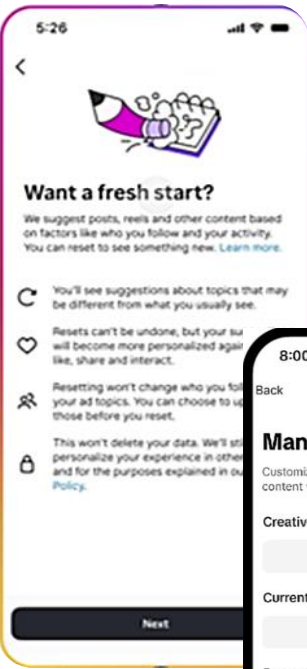
b° bonn institute

Source: Bonn Institute Constructive AI Compass and BCG personalized customer strategy in the age of AI

In a world where AI knows our every click, true personalization paradoxically means the power to start fresh. Smart platforms are now offering an essential human right: the freedom to change our minds, reset our preferences, and reshape our digital worlds. Meanwhile, journalists are discovering AI's potential to surface diverse perspectives and solution-focused stories that empower readers to act.

THE SEVEN GENERATIONS IN 2025

Builders
1925-1945
Age: 80+

Boomers
1946-1964
Age: 61-79

Gen Y
1980-1994
Age: 31-45

Gen Alpha
2010-2024
Age: 15 and under

Gen Beta
2025-2039

Gen X
1965-1979
Age: 46-60

Gen Z
1995-2009
Age: 16-30

← RETOUR

TF1+

À plusieurs

Sélectionnez vos profils.
SYNCHRO trouve pour vous le bon contenu à regarder ensemble. En un instant !

Morgane

Théa

+
AJOUTER
UN PROFIL

LANCER SYNCHRO

Source: https://mccrindle.com.au/resource/report/trends-of-2025-report/

The deepest form of personalization may be discovering what we share. Smart platforms are now moving beyond filter bubbles to reveal unexpected connections - across generations, families, and friend groups who share surprisingly similar tastes and needs. French broadcaster TF1 is pioneering this approach with their 'Synchro' feature, letting families discover and stream content together based on overlapping interests.

∞ COMMUNAL MEDIA

LOVE WILL SAVE THE DAY – FM

A cooperative run radio station and community for everybody. Come join us.

LISTEN

Now Playing — Powered by Airtime Pro

▶ Off Air
Offline

Next   DJ Hudson - This Is How...

💬 JOIN THE LIVE CHAT

♥ JOIN THE COMMUNITY
✉ SIGN UP TO THE NEWSLETTER
◉ FOLLOW US

SCHEDULE

Saturday, 4 May
09:00   Liminal
11:00   Bold as Love
13:00   Genieology
15:00   Dreaming in Colour
17:00   This Is How We Do
19:00   Love Will Save The Day
Sunday, 5 May

Google Calendar

[ON AIR : FRIDAY – SUNDAY]

ABOUT

Love Will Save The Day FM is a self-sustained community and online radio station that amplifies art, culture and music from the margins. We're creating a space for diverse voices, connecting people with a shared passion, and building an accessible platform for anyone who loves music and talk radio.

It's owned and operated by a co-operative that is responsible for upholding our community values, championing culture and pushing for a better future.

Platform capitalism, mass cultural appropriation, and the increasing commercialisation of creativity and the arts have commoditised culture and excluded many from being part of it.

TNH | مشروع الاستماع إلى اليمنيين — THE YEMEN LISTENING PROJECT

English   العربية

Introduction   About   Credits

THE YEMEN LISTENING PROJECT
Where Yemenis talk, and the world listens

The people planning and funding wars, devising aid plans, and trying to negotiate peace all too often fail to talk to the people living at the centre of it all.

Long before Gaza hit the headlines, the term "world's worst humanitarian crisis" often referred to Yemen. Its devastating war and economic collapse, which began nine years ago, has left hundreds of thousands of people dead from violence, disease, starvation, and a lack of healthcare. Tens of millions more have been caught up in Yemen's conflict, but its story has mostly been told by journalists, aid groups, and politicians. Until now.

What has it really been like to live through all this? To find out, The Yemen Listening Project asked Yemenis one question: "How has the war impacted your life?"

More than 100 Yemenis – from inside the country and across the world – answered. They sent emails and WhatsApp messages, voice notes, videos, poems, and pictures.

They include testimonies of loss, life in exile, and what it is like to live through bombing and ground battles. But there are also tales of love, family connection, and personal and professional persistence in the face of impossible-seeming obstacles.

When Yemen does make the news, it's too often reduced to faceless narratives. Close this window for a look into the lives behind the headlines, and to listen to Yemenis as they tell their stories, in their own words, in Arabic and English.

The New Humanitarian cannot independently verify the details of each individual story. They have been edited for style, length, and clarity.

Source: https://www.lovewillsavetheday.fm/ & https://yemenlisteningproject.thenewhumanitarian.org

It's not strange that in this time of hyper-personalization we also see the rise of media shaped by community rather than algorithms. From 'Love Will Save The Day FM's' cooperative radio platform to Yemen's grassroots storytelling project. Shared creation cuts through the digital noise. These spaces don't just feed our preferences - they invite us to become part of something bigger than ourselves.
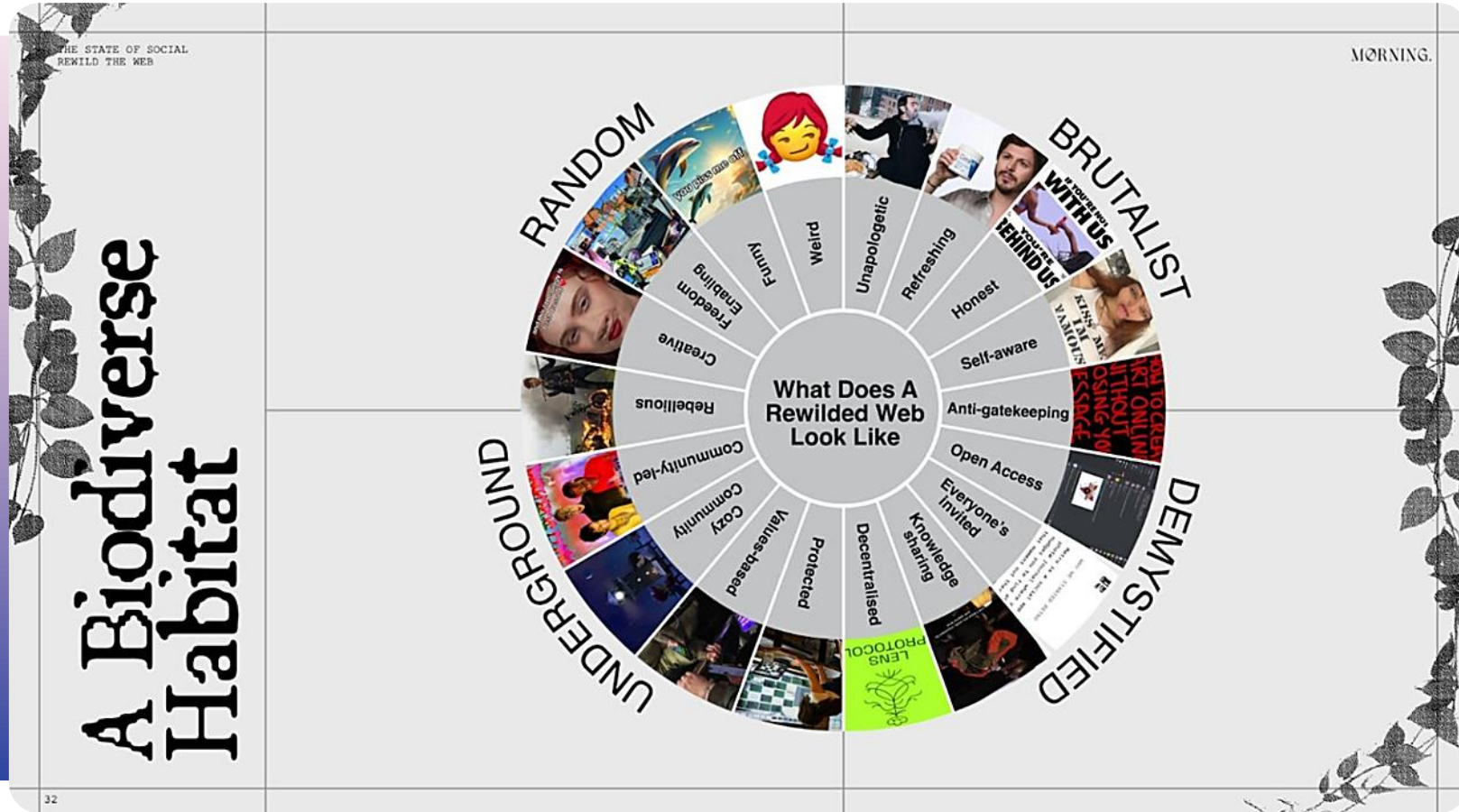
A NEW BALANCE

THE STATE OF SOCIAL
REWILD THE WEB

MORNING.

A Biodiverse Habitat

What Does A Rewilded Web Look Like

RANDOM · BRUTALIST · DEMYSTIFIED · UNDERGROUND

Funny · Weird · Unapologetic · Refreshing · Honest · Self-aware · Anti-gatekeeping · Open Access · Everyone's invited · Knowledge sharing · Decentralised · Protected · Values-based · Cozy Community · Community-led · Rebellious · Creative · Freedom Enabling

32

Source: https://morningfyi.substack.com/p/enter-the-state-of-social-rewild

Perhaps the antidote to algorithmic optimization isn't resistance, but rewilding: a deliberate return to authenticity that prioritizes emotional resonance over cold efficiency. What emerges is a digital ecosystem more nuanced, self-aware, and creatively defiant—a space where human complexity breathes between the machine-optimized lines.

2025

- How do these trends shape the wishes, needs and expectations of your audience(s)?

- Hoe do these trends shape the way you work and deliver value?

- How might these trends substitute what you do?

- Do these trends offer new opportunities for partnerships and collaborations?

- How do these trends inspire?

- What innovation do these trends allow?

High Uncertainty

	MONITOR			EXPLORE	
	IGNORE			ACT NOW	

Low Potential Impact

Big Potential Impact

Low Uncertainty

WORKING THE TRENDS

Taking strategic actions on trends is not always easy. A useful decision matrix to develop the right next steps is to map the uncertainty of a trend versus the impact it might have. Do you need to act now? Ignore this trend? Explore and build capabilities or just monitor and listen to the signals in the market?

∞ CONE OF POSSIBILITIES

We are here!

Possible Futures

Preferred Future

Probable Futures

Plausible Futures

Time
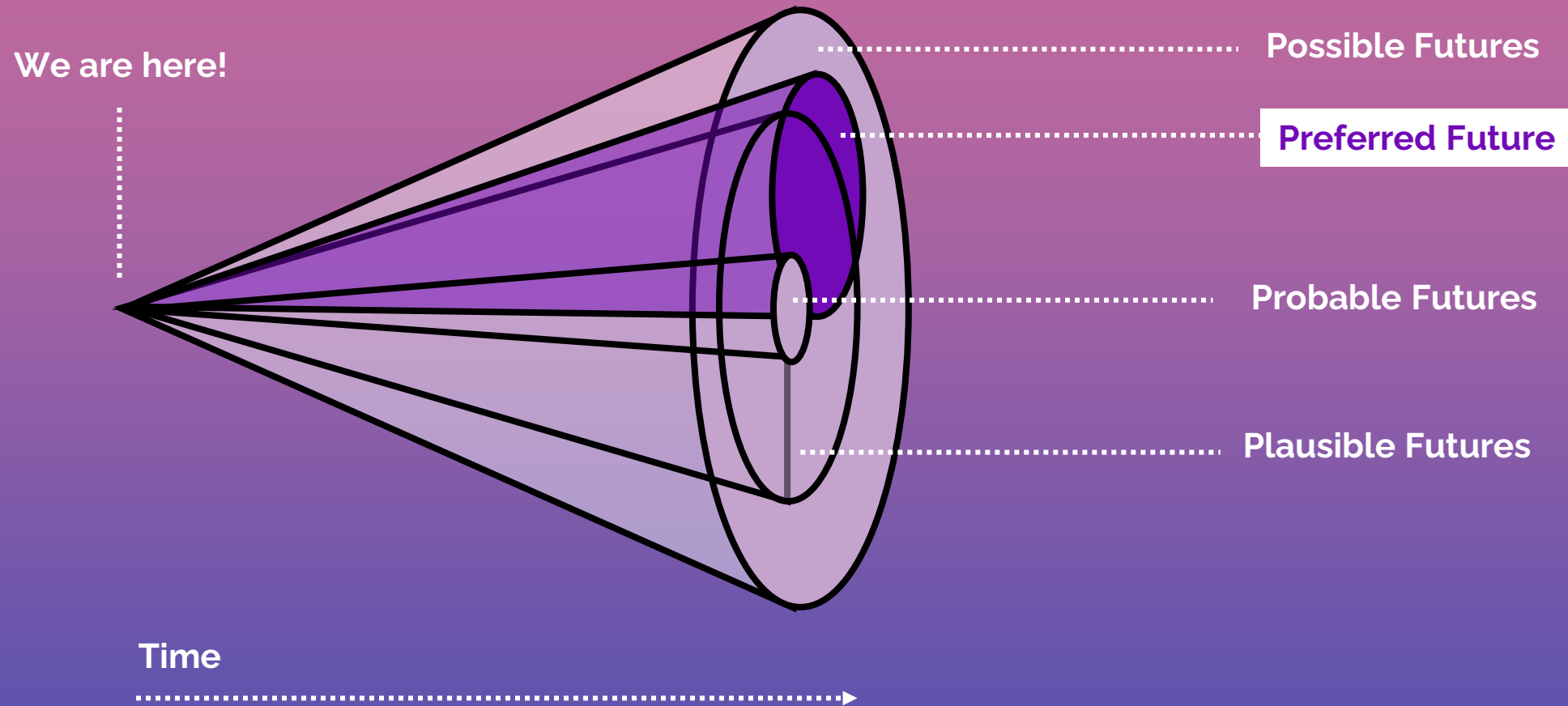
Source: Charles W. Taylor, Alternative World Scenarios for Strategic Planning, 1993

The Futures Cone is another tool that can help to visualise the future. It can be used to envisage differents futures along certain trend lines but also to challenge current assumptions and help to make smarter decisions. The tool sets out a range of future scenarios, categorising them into preferred, probable, plausible & possible ones.

∞ ACKNOWLEDGEMENT

In closing, I'd like to acknowledge that I could only write this report because of the work of so many colleagues and peers who did incredible research, wrote inspiring articles and tap into the living fibre of the web. It's a specific skill that (so far) no AI is able to do, defining new ideas and coming up with new insights that don't necessarily build upon a base model of scraped articles.

This report, in many ways, is a testament to the collective human intelligence of all thought leaders out there. I see myself standing on the shoulders of giants, drawing upon their extensive work. I hope you take the time to explore some of the many links to my sources of inspiration I have included in the report.

A special thanks goes out to Mark Deuze who's foundational primer on media studies shaped my thinking about media as a lived experience and Kevin Kelly who's 2016 book The Inevitable inspired the structure for this report as active movements rather than static trend snapshots.

My contribution, if any, lies in the clarity of selection, the creation of meaningful clusters, and connecting the dots in a manner that encourages you to view these trends in relation to each other, rather than in isolation.

It is through this collaborative tapestry of ideas and discoveries that we can truly understand and navigate the ever-evolving landscape of media and the world around us.

EZRA EEMAN, WAYFINDER

∞ SUBSCRIBE TO WAYFINDER

*Wayfinder on Linkedin @ezraeeman
A weekly newsletter with links that matter.*

#61 – The New Streaming Royals

#56 – Future Shock

#63 –Own Your AI Self

#60 – Beyond the Tipping Point

#55 – Splendid Isolation

#51 –Multimodal Media

FOLLOW WAYFINDER