

Multi-year Expert Meeting on Trade, Services and Development

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Third Session

Presentation

Digitalization and artificial intelligence in creative services

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World Economic Forum

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Multi-year Expert Meeting on Trade, Services and Development

Digitalisation and Artificial Intelligence in Creative Services

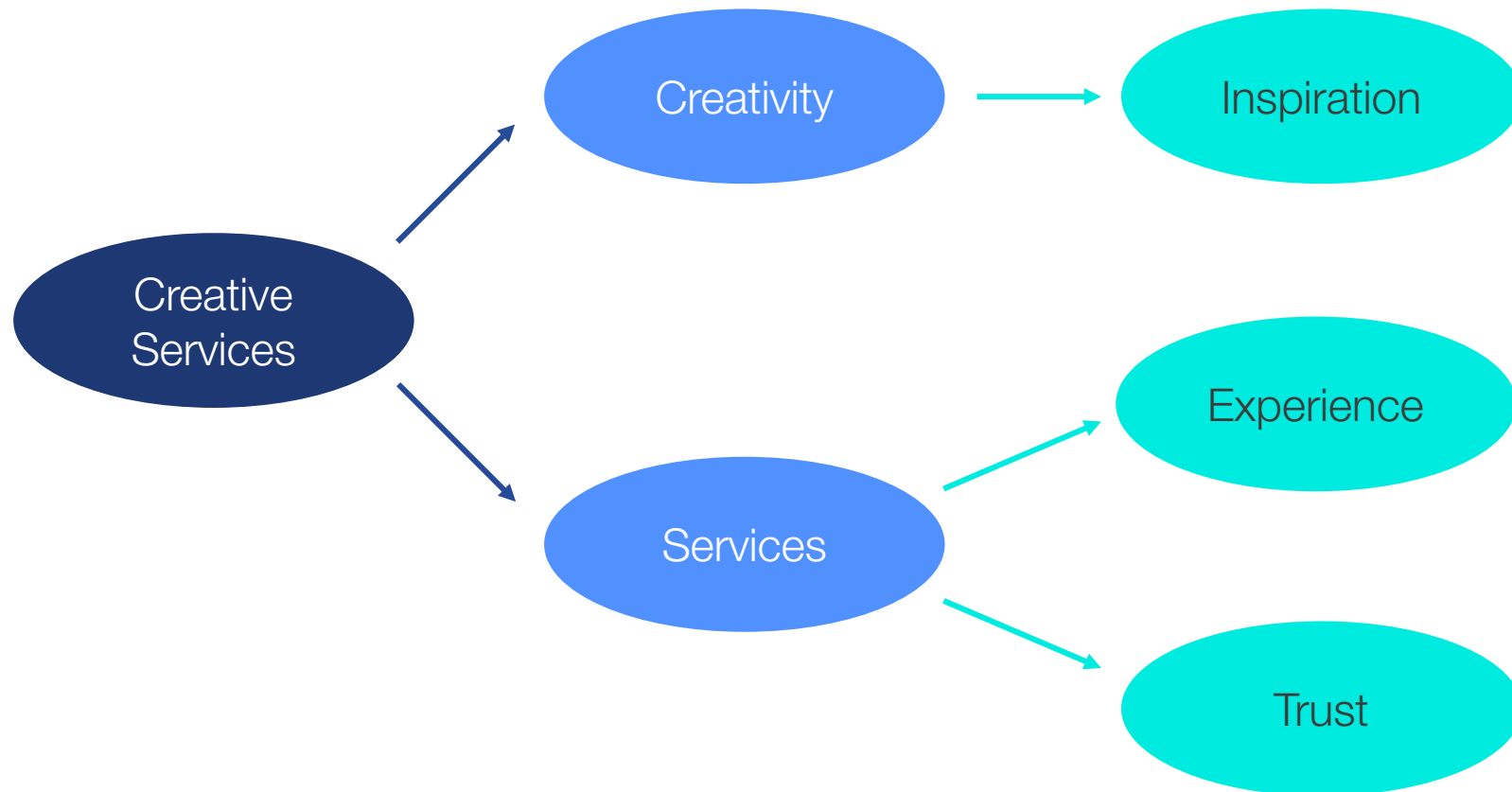
Devendra Jain

World Economic Forum

Lead – Artificial Intelligence & Quantum Technology

Geneva, July 11, 2024

What is the key to success in Creative Services?



Technology's Role

↑ Opportunity


↑ Opportunity

↑ Opportunity

↓ Challenge

Technology must always augment human creativity and make services more efficient

Technology is fueling innovation opportunities in creative services



New Business Models

A dark blue square with a white icon of three stacked coins at the top left. Below the icon, a small green plant with two leaves grows out of a pile of coins. The text "New Business Models" is centered in white.




Global Markets Access

A blue square with a white icon of a globe with network lines at the top left. The text "Global Markets Access" is centered in white.




Enhanced Creativity & Innovation

A dark grey square with a white icon of a lightbulb with gears inside at the top left. In the center, a yellow lightbulb is shown with a glowing effect and some abstract lines around it. The text "Enhanced Creativity & Innovation" is centered in white.




Improved Efficiency

A purple square with a white icon of a head with circuitry inside at the top left. In the background, a computer monitor is visible. The text "Improved Efficiency" is centered in white.






Enhanced Experience

A pink square with a white icon of a person wearing a VR headset at the top left. The background shows a person wearing a VR headset. The text "Enhanced Experience" is centered in white.

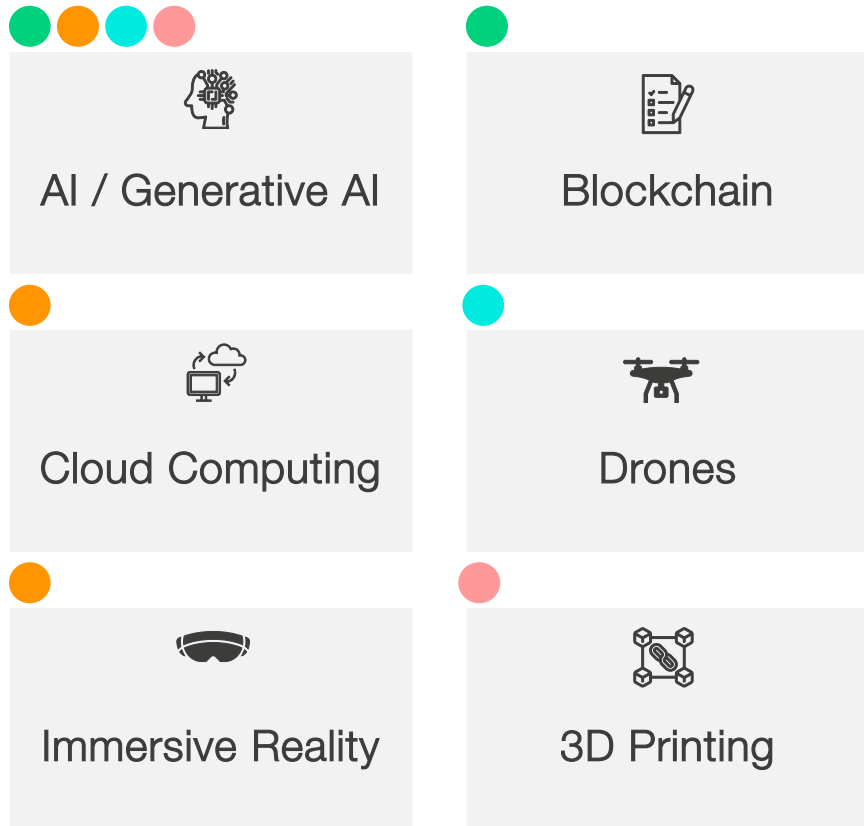


Hyper Personalization

A green square with a white icon of a target with an arrow at the top left. The background features a large, stylized green number '9'. The text "Hyper Personalization" is centered in white.

-  Increased Revenue
-  Reduced Cost
-  Improved CX

But 'Technology convergence' is at the heart of this game-changing transformation



Technology Convergence

Synergistic effect of multiple technologies coming together to advance innovation and driving efficiency at speed and scale

AI and Blockchain enabled platform for rewarding creators or to certify authenticity

AI, Cloud and Immersive Reality based Metaverse venue for artists to present their work to global audience

AI and Drones led media production and distribution in multiple languages

Gen AI enabled art inspiration prototypes for early customer feedback using 3D printing; personalized art

Many challenges persist though



Digital & ICT Infrastructure

- Affordable internet & smartphones
- Data availability and diversity
- Digital divide



Trust

- Human values
- Misinformation/disinformation
- Deepfake



Ethical considerations

- Bias (e.g., discrimination)
- Privacy violations



Workforce adaptation

- Skills availability
- Job displacement
- Re-skilling / up-skilling
- Fostering trust
- Cultural shift



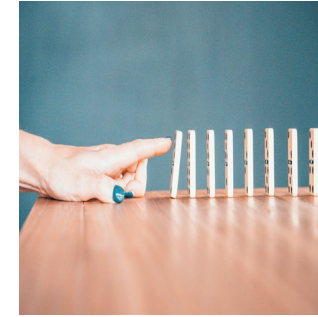
Intellectual Property rights

- IP infringement
- Copyright issues
- Rewarding creators



Security

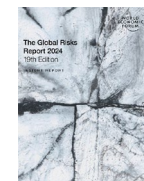
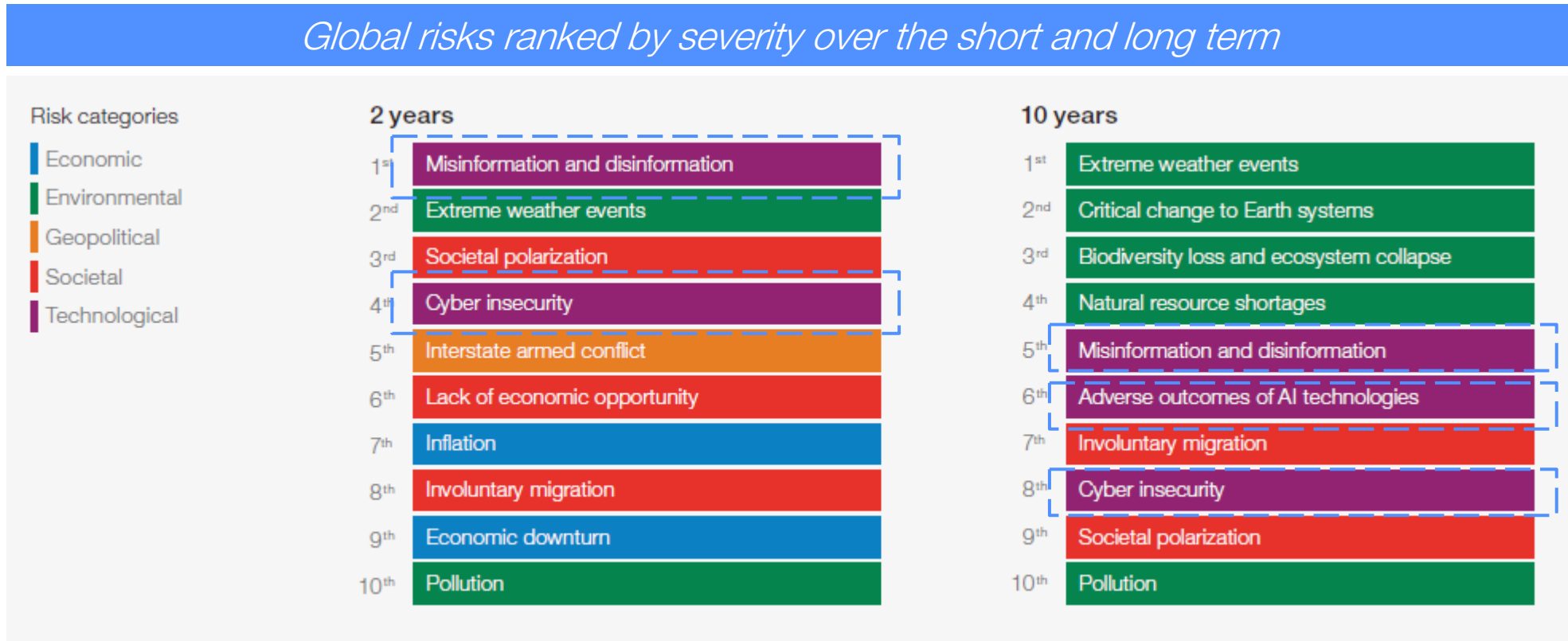
- Cybersecurity challenges



Second-order implications

- Sustainability
- Geopolitical tensions
- Market concentration

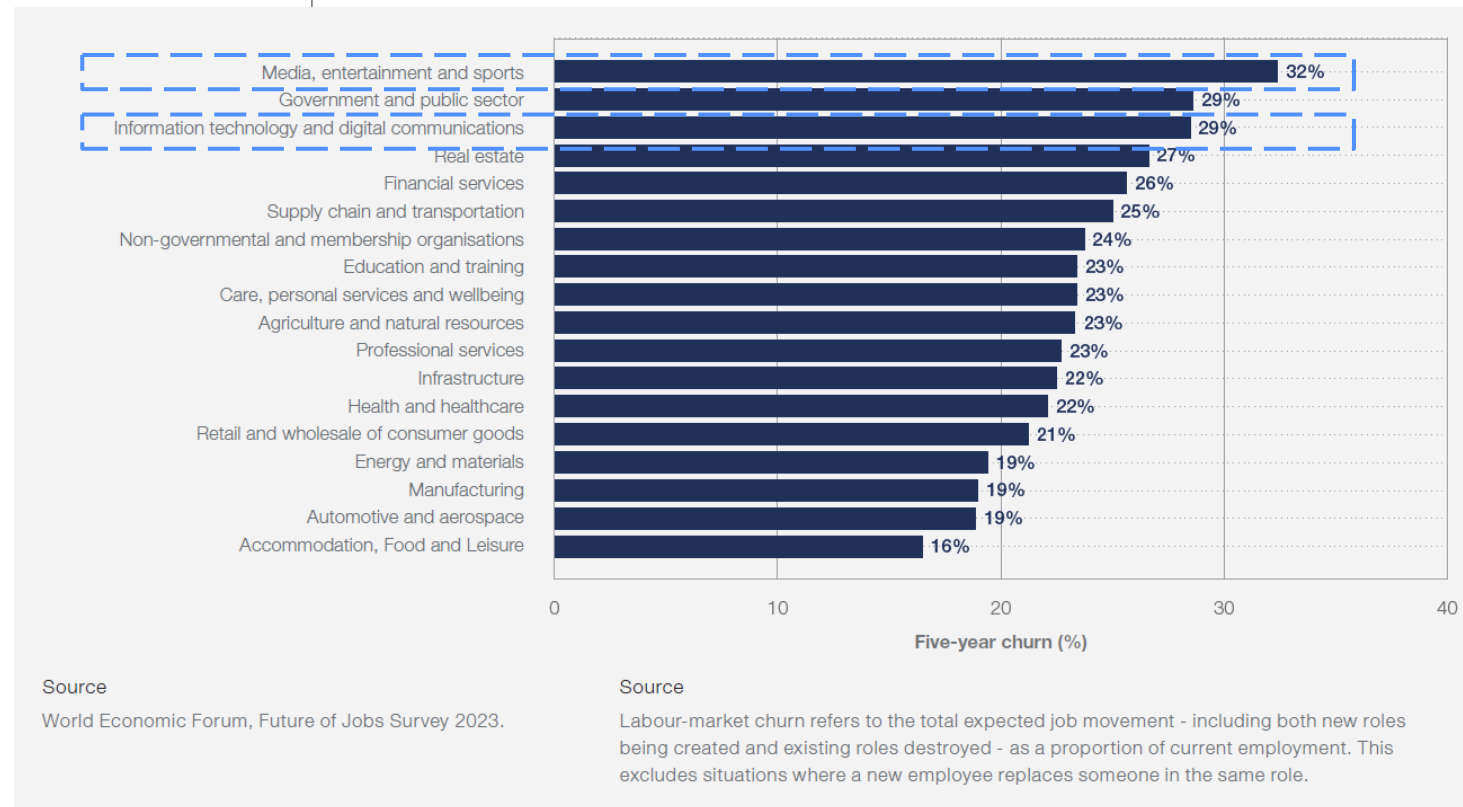
Some of these challenges are Global Risks ..



Source:
World Economic Forum
Global Risks Report 2024

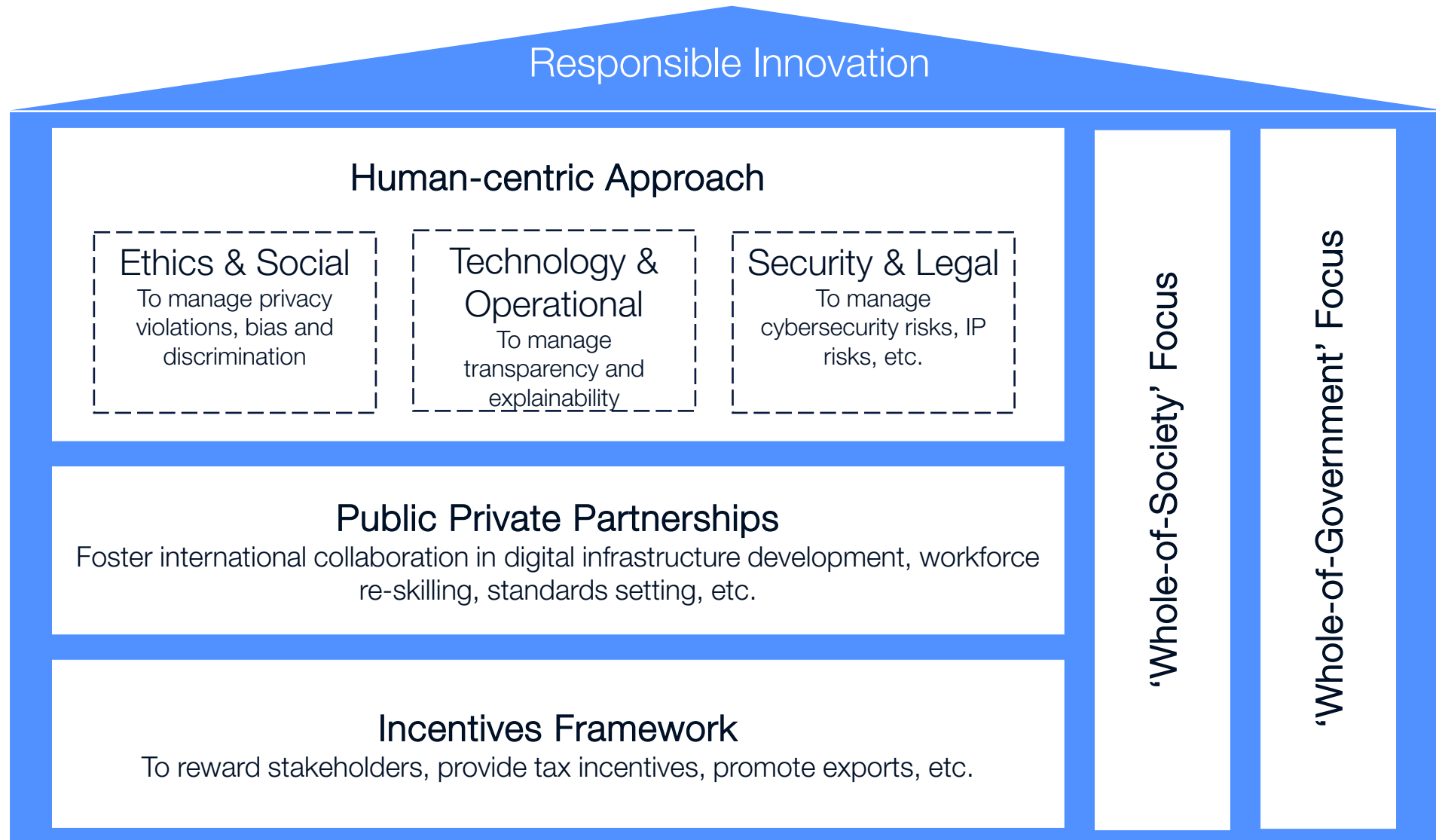
.. and Workforce Adaptation will significantly impact ‘creative services’-related industries

FIGURE 3.2 Labour market churn, by industry



Source:
World Economic Forum
Future of Jobs Survey 2023

Developing countries must foster growth through Responsible Innovation frameworks



Trade in creative services can help capitalize on its huge economic potential



Bring Investments

- Public private partnerships
- Digital/ICT infrastructure setup
- Education and skilling



Technology Transfer

- Knowledge sharing and diffusion
- Technical cooperation
- Standardization
- Interoperability



International collaboration

- Build regulatory bridges
- Capacity building
- Cooperation on common issues
- Digital economy agreements

WORLD ECONOMIC FORUM

The logo for the World Economic Forum, featuring the words "WORLD", "ECONOMIC", and "FORUM" stacked vertically in a bold, white, sans-serif font. A blue arc is positioned behind the text, starting from the left side of the word "WORLD" and curving around to the right side of the word "FORUM".

The WEF's **Streamlining Services Initiative** is aimed at reducing regulatory market access and red tape barriers to global services, including audiovisual and other creative industries. Leveraging the business community, it is engaged in generating an updated and industry-identified list of trade barriers and facilitating public-private co-operation to overcome them. If you are interested in engaging, please reach out to:

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