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Digitalization and artificial intelligence in creative services

Mr. Devendra Jain

Lead

Artificial Intelligence & Quantum Technology

World Economic Forum

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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 must always augment human creativity and make services more efficient.
Technology is fueling innovation opportunities in creative services

New Business Models

Global Markets Access

Enhanced Creativity & Innovation

Improved Efficiency

Enhanced Experience

Hyper Personalization

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 / Generative AI**
- **Blockchain**
- **Cloud Computing**
- **Drones**
- **Immersive Reality**
- **3D Printing**

**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/discrimination
  - Privacy violations

- **Ethical considerations**
  - Bias (e.g., discrimination)

- **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

Developing countries must foster growth through Responsible Innovation frameworks

**Human-centric Approach**

- **Ethics & Social**
  - To manage privacy violations, bias and discrimination

- **Technology & Operational**
  - To manage transparency and explainability

- **Security & Legal**
  - To manage cybersecurity risks, IP risks, etc.

**Public Private Partnerships**
Foster international collaboration in digital infrastructure development, workforce re-skilling, standards setting, etc.

**Incentives Framework**
To reward stakeholders, provide tax incentives, promote exports, etc.

**Whole-of-Society’ Focus**

**Whole-of-Government’ Focus**
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
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 cooperation to overcome them. If you are interested in engaging, please reach out to:

- Iza Lejarraga, Project Lead, Trade in Services, iza.lejarraga@weforum.org
- Mingcong Li, Policy Analyst, Trade in Services, mingcong.li@weforum.org