



AI360

Generative AI: Shaping commerce, content, ads, and social media

Rohan Gupta: Hello, everyone, and thank you for tuning in to another episode of AI360. This is the podcast where we talk about the most critical things in AI in 360 seconds or less. Today, I'm joined by my friend and colleague, Greg, who I'm super excited to have on. Greg is going to talk to us a little bit about the impact of generative AI on creators, advertisers, and platforms in general. Greg, welcome. Would you mind just telling us a little bit about yourself and how you got started in generative AI?

Gregory Spillman: Thank you for having me on the AI360 podcast. I'm excited to be here. I'm a leader in our Generative AI practice focusing on the full life cycle of AI and generative AI primarily with our clients in the AI product space. These are our clients that are not only using AI and generative AI in-house to drive efficiencies, they're also using it in creating it into market to create some of the innovative technology that we're going to talk about today.

Rohan Gupta: So maybe let's begin with talking about the future and how generative AI is changing the world for creators, advertisers, and platforms.

Gregory Spillman: What's really exciting is what's changing for the end consumer of the content that creators are generating, content for advertisers, or partnering with advertisements in platforms are creating a seamless experience to enjoy that content. And the consumer wants content that is hyper-personalized to them. And they want it, you know, when they're out on the go, they want it at home, they want it to meet them where they are. And what's exciting is that creators with generative AI have the ability to iterate more, advertisers have the ability to know their customer a bit better, and platforms have the ability to be that glue that connects all these parties together. What we'll talk about in a little bit [is] they're also the central point of providing safety and trustworthiness across the ecosystem.

Rohan Gupta: I love that you use the word "ecosystem" because it really is that. So I'm curious, how does the relationship between all of these three stakeholder groups change?

Gregory Spillman: What we're seeing at the moment is a race to launch and provide new features. There's sort of a race to get that content out. There is a race to have the best and newest generative AI capability, and some of the things that we think the ecosystem should consider is understanding the consequences of speed. While it's very exciting that we have a lot of new content out there and those new capabilities, also know that you could inundate your end consumer. Also know that what's come up in the past year is

the well-being of creators, and there may be a lot of pressure to create even more content.

Another consideration is the increased importance of technology teams. Having the capabilities for generative AI and the ability to run AI models and have AI features is going to require more and more technology capability.

And the last piece that I would say would be combining forces to drive personalization. This ecosystem doesn't work without all parties focused on the end consumer in bringing that personalized experience.

Rohan Gupta: It makes sense. I'm sure content's going to change significantly, but how does this demand for content change and what does it mean for advertisers?

Gregory Spillman: There's a growing expectation from content consumers to experience content where they are at. An example could be, I really like to ski. So, at home I may want to watch a long-form video of some skiing adventures. While I'm on the go, I may enjoy a short phone clip of somebody going off a cliff. For virtual reality, I may be in an experience where an advertisement of some lessons in how I can improve my technique. They resonate with me. With all three of these, an advertiser could target me, but there's going to be a different type of experience that will resonate with me. And as an end consumer, I'm going to start to see when things have not been personalized, and they're going to end up not resonating because that demand is starting to be out there and it's starting to turn to rather than a "nice to have," an expectation.

Rohan Gupta: That makes a ton of sense. And I can absolutely visualize that for me as well. So switching to the platform side, I know there's a lot of risk with generative AI, so how can platforms now evolve the good that generative AI provides while maintaining a trustworthy ecosystem for everyone involved?

Gregory Spillman: This is a big topic, and we're seeing it across the life cycle. Trust and safety are going to be paramount. And while the end consumer is expecting that content to be—to meet them where they are. They're also very much expecting it to be trustworthy. They're expecting it to be safe, especially when you start to get into topics like children and what content they're seeing. It's even more paramount. With generative AI, the platforms have both an opportunity to use generative AI to find content that shouldn't be out there. On the other end of the spectrum, generative AI is also going to create a lot more content, which is going to need—is going to require platforms to have techniques both with technology and humans to ensure that the end consumer is seeing content that is both trustworthy and safe.

Rohan Gupta: Maybe we'll wrap up, Greg, with one—with maybe three predictions that you might have for the future of advertisers, creators, and platforms in this generative AI world. No pressure, because I know the market is changing really fast.

Gregory Spillman: I know these predictions could be true or false tomorrow! So, three predictions. I would say, new forms of entertainment with the ability to do generative AI. I see virtual reality being a big thing where the end users interacting with the content live because it can be created. I see immersive advertising where the advertisement is so personalized it's embedded into the content. So goodbye to the days of commercial breaks. And then the last piece I would see, which we touched on a little bit earlier, was the increased focus on safety. I think this is going to be paramount across the value chain, and it's going to be something that the end consumers and regulatory bodies, quite frankly, require and expect from the full ecosystem of content creation.

Rohan Gupta: That's fantastic. Well, Greg, thanks again so much for being here. I look forward to having you back next year and actually revisiting some of those predictions as well. No pressure, of course. And to everyone listening, please feel free to share this with your colleagues and friends, and tune in for the next episode. That should be out soon. Thanks for listening.

Gregory Spillman: Thank you, everybody. consumers and regulatory bodies, quite frankly, require and expect from the full ecosystem of content creation.

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