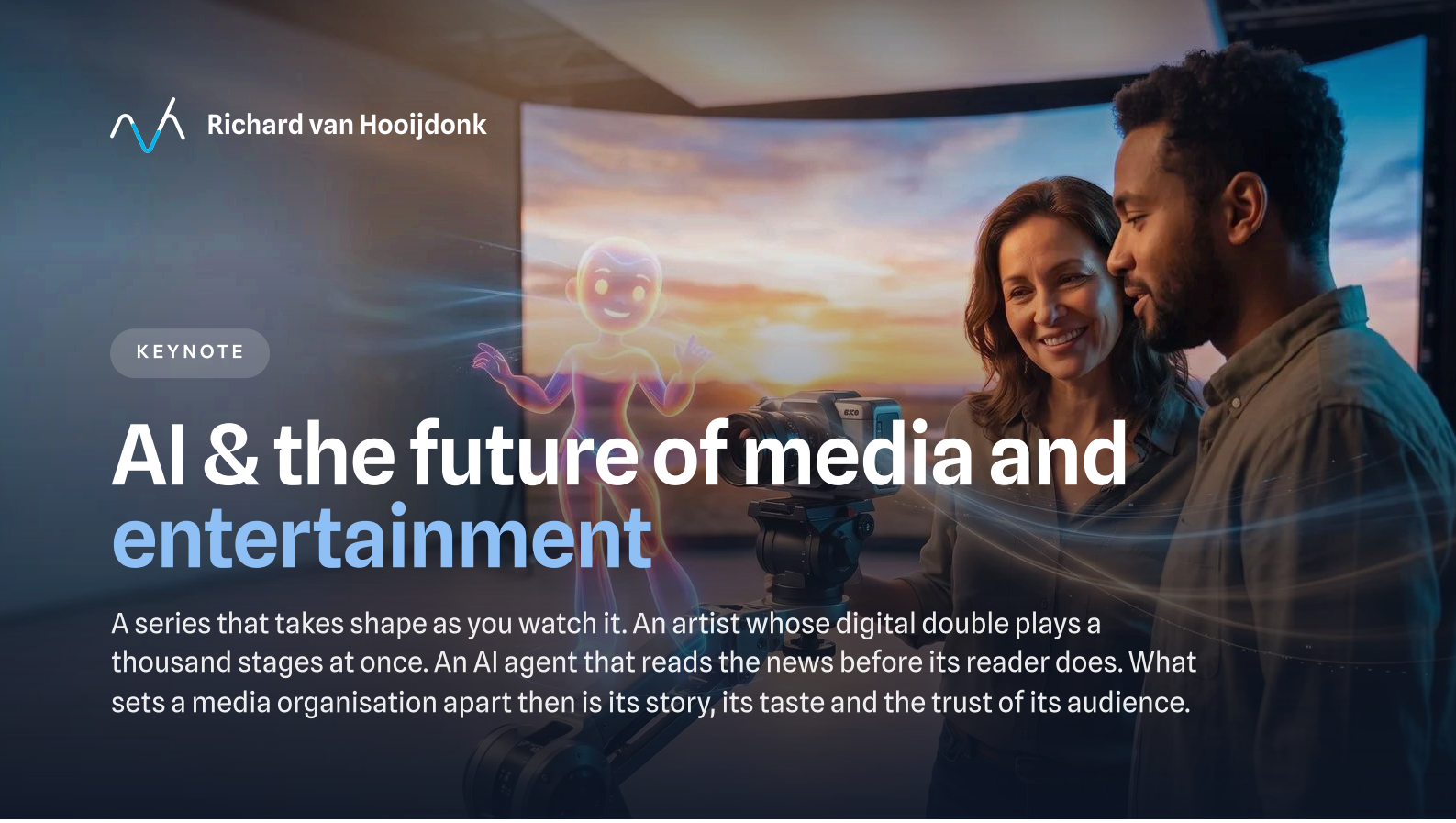


Richard van Hooijdonk

KEYNOTE

AI & the future of media and entertainment

A series that takes shape as you watch it. An artist whose digital double plays a thousand stages at once. An AI agent that reads the news before its reader does. What sets a media organisation apart then is its story, its taste and the trust of its audience.

Stories that adapt to the viewer, games that take shape as you play. AI is changing who makes media, how we experience it and who wins our attention.

In this keynote, futurist and trend watcher Richard van Hooijdonk shows how AI is changing the way media and entertainment are made and distributed, and how brands can put that to work. He also gives a glimpse of the remarkable world of media and entertainment that lies ahead. The industry lives on attention. Production companies create storyboards and effects with generative AI; newsrooms have AI follow thousands of sources day and night. At the same time, power is shifting. AI assistants answer questions that used to send readers to a news site, and Deezer reports receiving tens of thousands of fully AI-generated tracks every day. Over the next ten to fifteen years it goes further: games and series that take shape as you play or watch, artists with a licensed digital double, and AI agents that read the news before a person does. The keynote shows what is in the studio today and what could arrive by 2040, including the criminal side: cloned voices of artists and deepfakes of well-known presenters. What will keep your audience loyal to you in ten years' time?



RICHARD VAN HOOIJDONK

Richard van Hooijdonk is a trend watcher, futurist and international keynote speaker. Many trend watchers and futurists look at the future from a distance. Richard van Hooijdonk lives in it. His team consists of people and AI agents, and he has several chips implanted in his body. He speaks about AI and new technology, the organisation of the future and leadership in the AI era. He takes you into a future you can barely picture today, and shows how you can steer it yourself.

3,000+ keynotes	**650,000+** participants	**30+** countries	**Bestselling** author

What the keynote covers

NOW AI in media and entertainment

What AI already does in the studio, the newsroom, the archive and distribution.



01 Generative production

APPLIED

Test scenes in an afternoon, dozens of trailer versions per production. Next: a complete scene generated from a script.



02 Archives that answer questions

APPLIED

AI makes decades of footage, audio and text searchable. Next: an archive that suggests material to go with the day's news.



03 AI in the newsroom

APPLIED

AI watches thousands of sources day and night, searches leaked datasets and helps verify footage. Journalists get time back to dig deeper.



04 AI agents in production

IN PILOTS

AI agents handle a chain of production tasks: processing footage, checking rights and getting episodes ready for release.

COMING NEXT The future of media and entertainment

Where media and entertainment could be in five to fifteen years, with AI as the engine.



05 The series that adapts as you watch

FUTURE SCENARIO

Around 2040, a series takes shape as you watch. Viewers follow another character or step into a scene, inside the writers' world.



06 Worlds on demand

FUTURE SCENARIO

Around 2040, AI builds a game's world while you play. The studio designs the rules, the style and the feel, not every level.



07 An artist's digital double

FUTURE SCENARIO

Around 2040, an artist's licensed digital double could perform in a thousand places at once, long after the artist has stopped performing.



08 When the reader is an AI agent

FUTURE SCENARIO

In time, a personal AI agent reads the news for its user. News media supply verified facts and are paid per use.



09 Music that grows with you

FUTURE SCENARIO

Around 2040, an artist releases an album that keeps producing new songs for years. Every listener hears a version of their own.



10 A broadcast for every viewer

FUTURE SCENARIO

Around 2040, every sports fan gets a live broadcast of their own, with virtual camera angles, personal analysis and commentary in their language.



11 The synthetic test audience

FUTURE SCENARIO

Around 2032, a studio tests a script on a million simulated viewers before a single scene is shot. The real audience decides after that.

PEOPLE & ORGANISATION

The media organisation of the future

What AI asks of roles, teams, leaders, culture and training at broadcasters, publishers, producers and labels.



12 The AI-first organisation

AI does the repetitive and predictive work, from transcribing to archiving. Editors and creators focus on the story and their audience.



13 New roles in media

Alongside AI editors and verification specialists come designers of story worlds and managers of an artist's digital double.



14 Creators and AI in one team

AI prepares rough cuts and scene variations; the creator chooses. A small team can then make what once took a large crew.



15 Leadership in media

Leaders in media take the initiative on AI and new technology, and bring creative teams and newsrooms with them to build the future of their brand.



16 The future academy

In a future academy, experienced staff and newcomers learn to work with AI and new technology. Leaders practise leading people and AI together.



17 Growing with an ecosystem

Across borders, partners, start-ups, researchers and governments test applications together. What one learns, another can use.

THE OTHER SIDE

The other side: responsibility and risk

Data, authenticity and crime: the flip side of media made with AI.



18 Data as the foundation

AI only works when data from every part of the organisation is available, reliable and connected. It is the foundation for AI across the whole media company.



19 Authenticity and provenance

Provenance labels show where footage comes from, but not that its content is true. By around 2030, real footage may have to prove it is real.

DURATION
30, 45, 60 minutes or longer, with time for questions

LANGUAGE
Dutch or English

FORMAT
On location or online

FEE
On request

PLUS

"Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion."

Aart van Haren Managing director, PLUS

Deloitte.

"A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event."

Patrick Steemers Partner, Deloitte

A keynote for your media and entertainment event

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