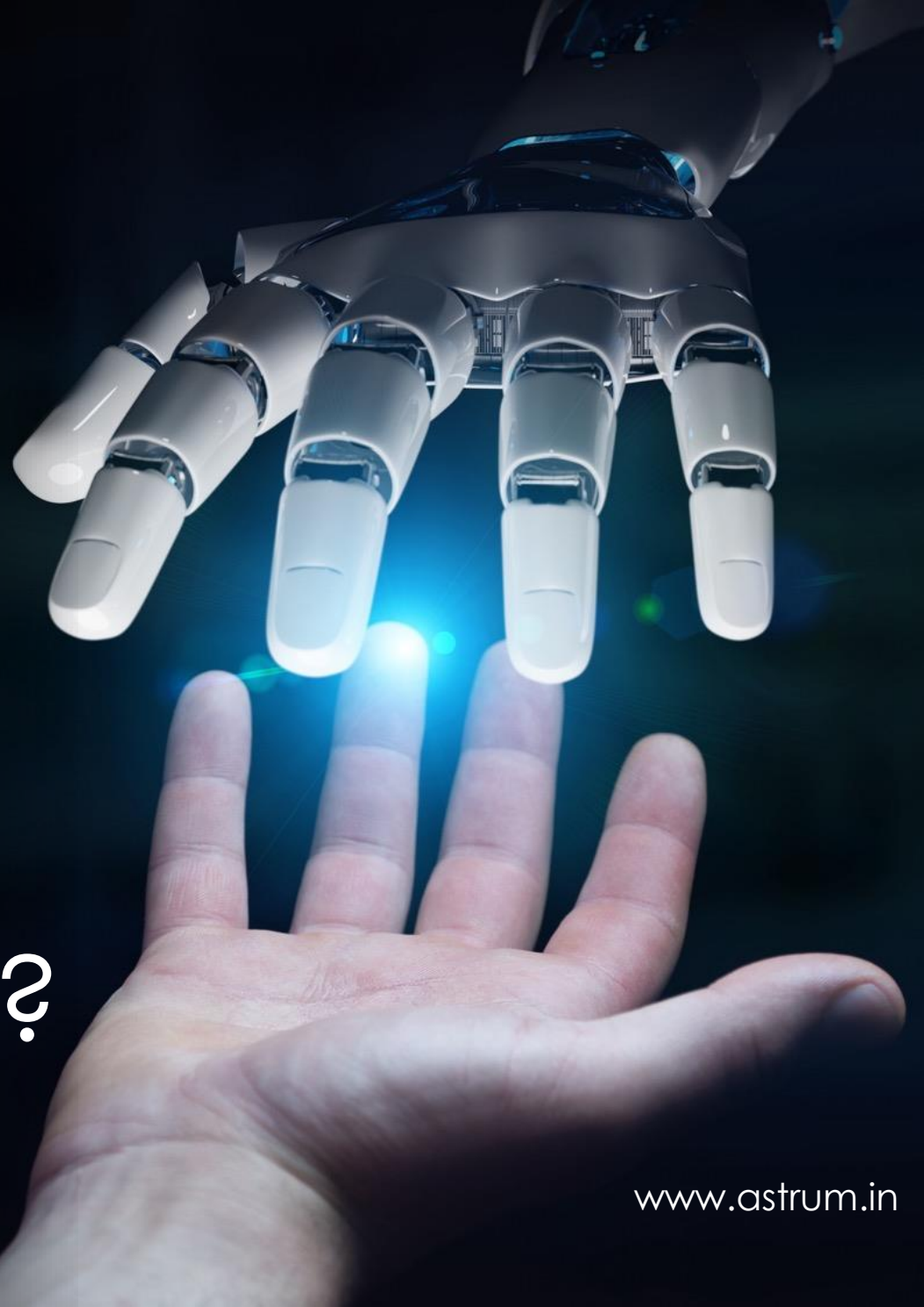


#ASTRUMINSIGHTS PRESENTS

Executive Summary

TECHNOLOGY RESHAPING COMMUNICATORS?



Foreword: Forging Trust in the Digital Era: Reimagining the Communication Equation



Sunil Lulla

Chairman, Astrum
sunil.lulla@astrum.in

In an age defined by rapid technological advancement, the transformation of communication is undeniable. The velocity and agility of our interactions have reached unprecedented levels, reshaping the way we connect and collaborate. However, within this digital revolution, we must always keep a fundamental truth at its core: technology is a product of human ingenuity, not the other way around.

As we navigate this ever-evolving landscape, our ability to harness technology for the betterment of communication becomes paramount. Credibility and authenticity lie at the heart of effective communication, and technology, when wielded with sagacity, has the potential to greatly enhance these qualities. Trust, a cornerstone of human relationships, should remain unwavering when extended to technology.

The new equation for successful communication is:

Technology X Talent X Transparency = Trust

Verification processes that seamlessly merge technology, human judgment, and insights from the social sciences are indispensable. We should approach technology with a sense of wonder and a commitment to unravel its intricacies, empowering us to leverage it for optimization.

To delve deeper into the pivotal role of technology, from content creation to content distribution, and to provide communicators with invaluable insights, we invite you to explore the comprehensive research report by Astrum. This report illuminates the path forward, empowering communicators to navigate the ever-evolving landscape with confidence and purpose. Together, we chart a course toward a future where innovation, credibility, and trust converge in perfect harmony.

Foreword: Technology is reshaping communications



Ashwani Singla

Founding Managing Partner
ashwani.singla@astrum.in

Advancements in Technology have dramatically transformed the way we work, live and play. However, communicators have successfully negotiated technology disruptions for over two centuries since the advent of the printed word, the rise of audio visuals or the world wide web, that set the stage for technologies that rule the headlines today.

Communicators have reinvented themselves each time. Adapting to the changing demands of their role. Anticipating emerging opportunities and risks. They have displayed agility in choosing the right path at the right time. So, why is the disruption different this time?

Alvin Toffler describes Future Shock as “the dizzying disorientation brought on by the premature arrival of the future.”

What we learnt about the difference is the unprecedented and overwhelming pace and scale of advancements! Literally, the future shock. The limitless potential of a machine reaching superhuman like intellect at one extreme and a risk exposure that has the power to take down a well-established brand in days and hours on the other!

The good news is that most of the tools available to communicators, have become smarter and powerful. Combined with human ingenuity, and layered with an understanding of the social sciences, technology makes it possible to completely transform your game as a communicator.

But the risks cannot be ignored. As they say “with great power comes great responsibility”. It is important to establish guardrails and guidelines for responsible and ethical use. You will find some important tenets and interesting frameworks for reference as you embark with agility to embrace the newer opportunities unleashed by technology.

On behalf of my team at Astrum, I thank all the thought leaders in India and around the world for sharing their wisdom with us and making this study possible. Thank you also to the team at Astrum led by our co-founder Sharada Sharma for her superhuman effort to help us make sense of this very complex and fast evolving subject.

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leaders around the world

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Webinars

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Mining the minds of thought leaders around the world



GLOBAL HEAD
FOUNDER EDITOR
PARTNER SR.EDITOR
DIRECTOR APAC
MANAGING DIRECTOR
PROGRAM HEAD
VP - GLOBAL COMMS & PUBLIC AFFAIRS
EDITOR IN CHIEF
HEAD OF PUBLIC AFFAIRS & COMMUNICATIONS
DIRECTOR CORP COMM
CEO DIRECTOR
DEAN COURSE DIRECTOR
PROFESSOR
COMPUTATIONAL APPLIED MATHEMATICS CHAIR OF VISUALISATION

THE WORLD TODAY



“

As a brand custodian, you are no longer in control. Things can snowball in hours or minutes, on social media. Hence one has to always be authentic and mindful.”

Archana Mohan, Director - Strategic Messaging & Thought Leadership, Dell Technologies



“

There's a lot of polarization, a lot of uncertainty. I think it is harder than ever to persuade people to see your point of view.”

Meenu Handa, Vice President, Global Communications and Public Affairs, Google



“

Everyone with a social media account is a potential influencer.”

Ankush Wadhwa, Managing Director & Partner, BCG

The shifting paradigms

Information



Infotainment

Brands in control



Consumers in control

Broadcast



Narrowcast

Reach



Engagement

Celebrities as Influencers



Cristiano Ronaldo

517 M



Justin Bieber

455 M



Barack Obama

221 M



Dwayne Johnson

342 M



Narendra Modi

175 M

Social Media Influencers



Khaby Lame

156 M



Kusha Kapila

3.5 M



Bhuvan Bam

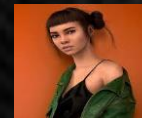
21.2 M



MissMalini

6.6 M

Virtual Influencers



Lil Miquela

3 M



Imma

397 K



Shudu Gram.

241 K

Names selected as an indicative reference. Does not imply any rank order

DISRUPTION IS UNCOMFORTABLE



“

We are seeing significant technology advancements across industries, and within AI itself with the large to diverse language models. The world is really sitting at an inflection point right now. ”

Karan Singh

MD, ACG, Second largest capsule manufacturer in the world





“



When it comes to innovation, it's a willingness to invest ahead of the curve, a willingness to experiment and take risks. You need to have the willingness to bear losses and fail in case things don't go right. ”



Arun Sudhaman




CEO and Editor-in-Chief, PRovoke Media

GPT is the new Gold Rush

Overwhelmed  **Confused** 

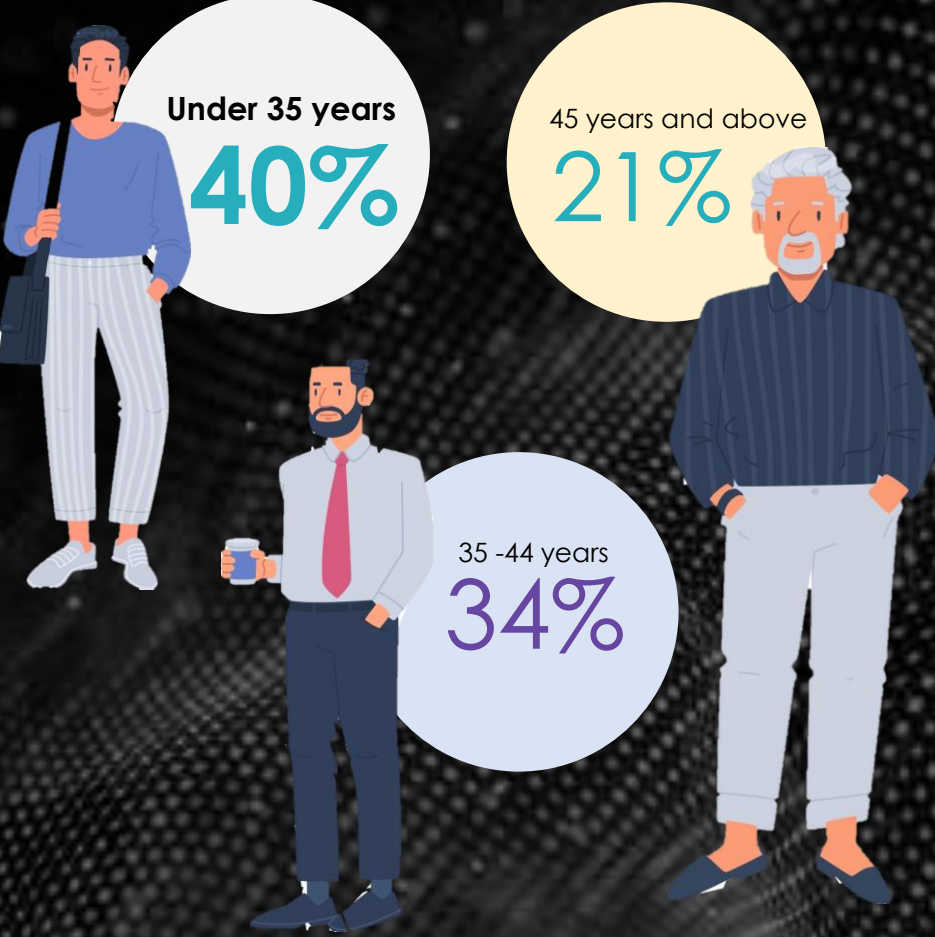
Excited  **Curious** 

Anxious  **Cautious** 

Stressed  **Optimistic**  **Apprehensive** 

“I am increasingly becoming redundant; will be out of the game if I don't add value.”

The young most worried about AI taking away jobs



Source: "AI IN THE COMMUNICATIONS INDUSTRY 2023" by Sandpiper

WHAT'S DIFFERENT THIS TIME?



“

Over time, AI will be the biggest technological shift we see in our lifetimes...and it may be bigger than the internet itself. It's a fundamental rewiring of technology and an incredible accelerant of human ingenuity. ”

Sundar Pichai

CEO, Google in a college student workshop at the Google office, Washington, on June 22, 2023

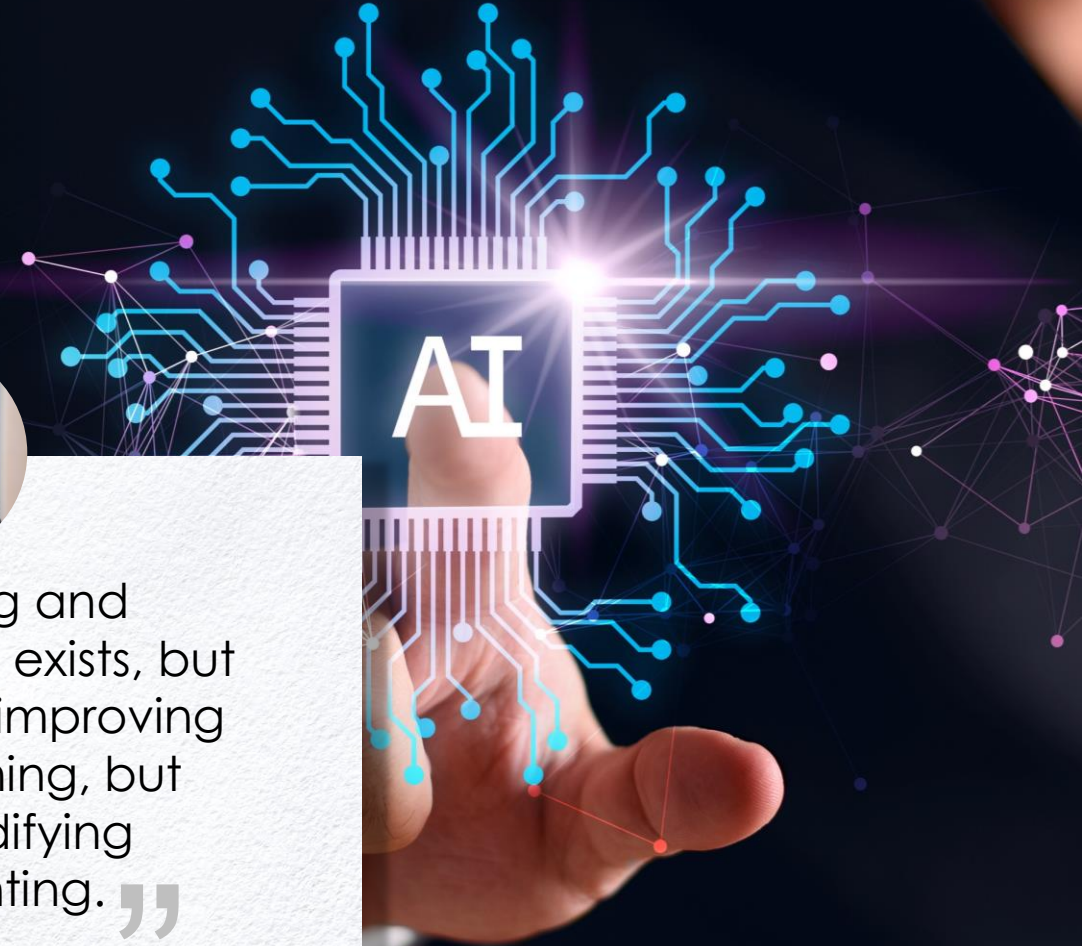


“

AI is not just cutting and pasting from what exists, but also learning and improving not by just combining, but by changing, modifying and then augmenting. ”

Dr. Chandrajit Bajaj

Computational Applied Mathematics Chair Of Visualisation, University of Texas



The pace and scale is different

The accelerating pace of change



Exponential growth in computing power

Computing technology is increasing dramatically by powers of 10

Time to reach one million subscribers



From AI to GPT : General Purpose Technology



Turing Test in 1950's

01 Computerized machine that mimics human cognitive abilities

02 Based on Machine Learning

03 Data fuels learning

04 Can make real time decisions

Advanced Machine Learning

Advanced NLP capabilities

Developers get access to LLMs

Explosion in processing capabilities for text, image, audio, video

Movement from 'image recognition' to 'content generation' capabilities



Generative AI Models



Search Engines



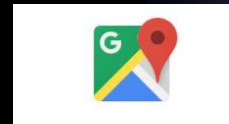
AI applications we are familiar with



Smart Assistants Chatbots



Interactive and Immersive games



Google maps



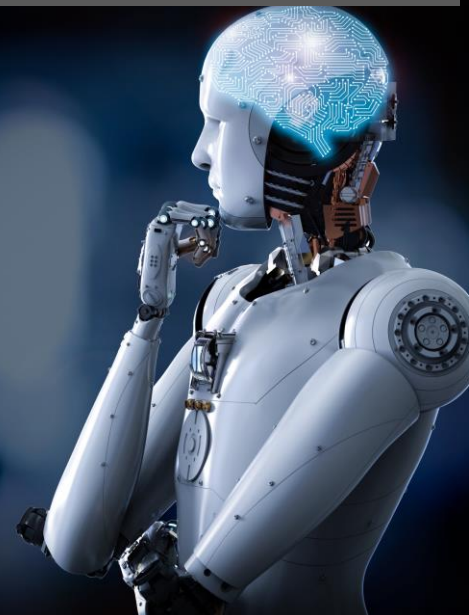
Wearable devices



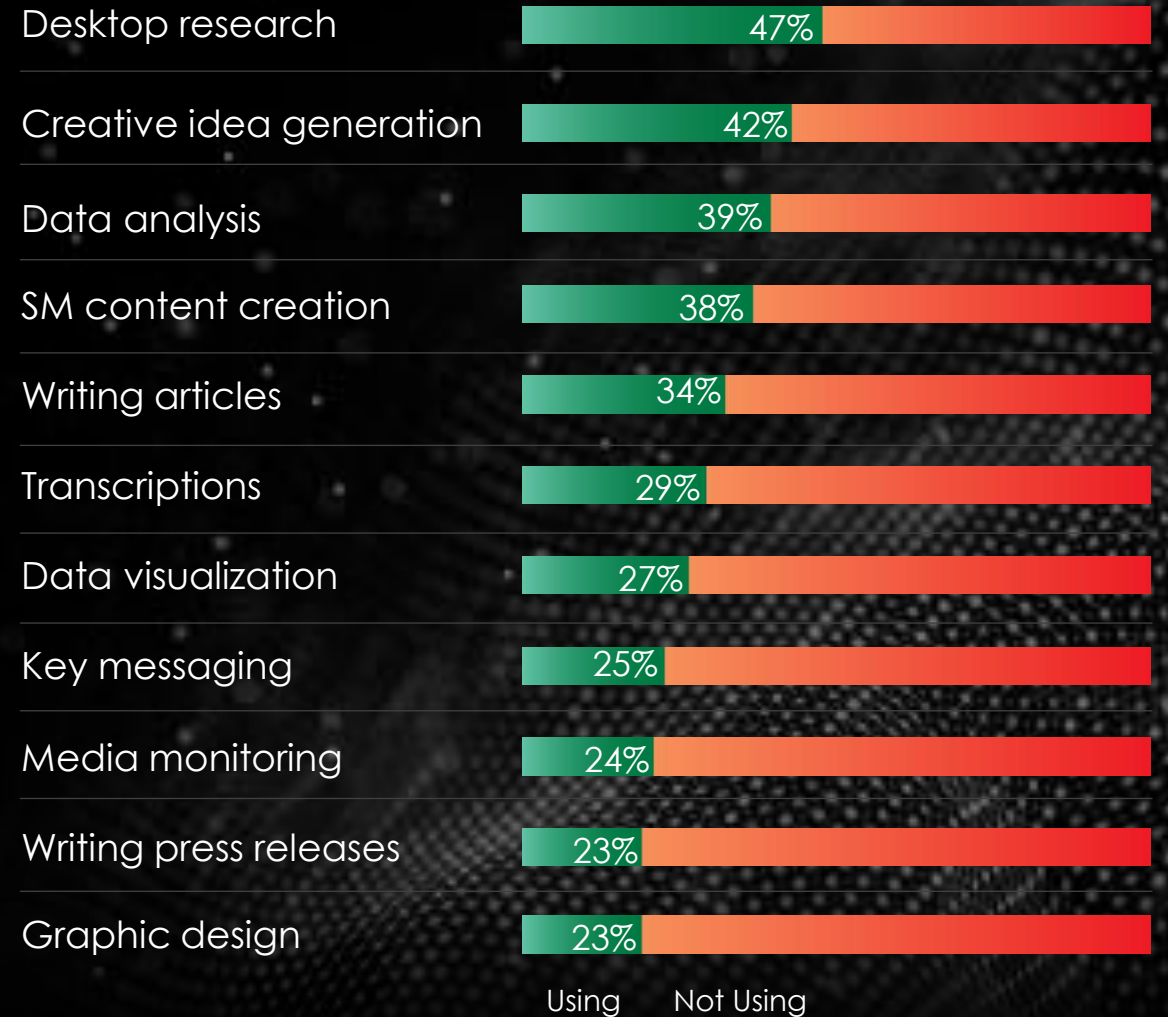
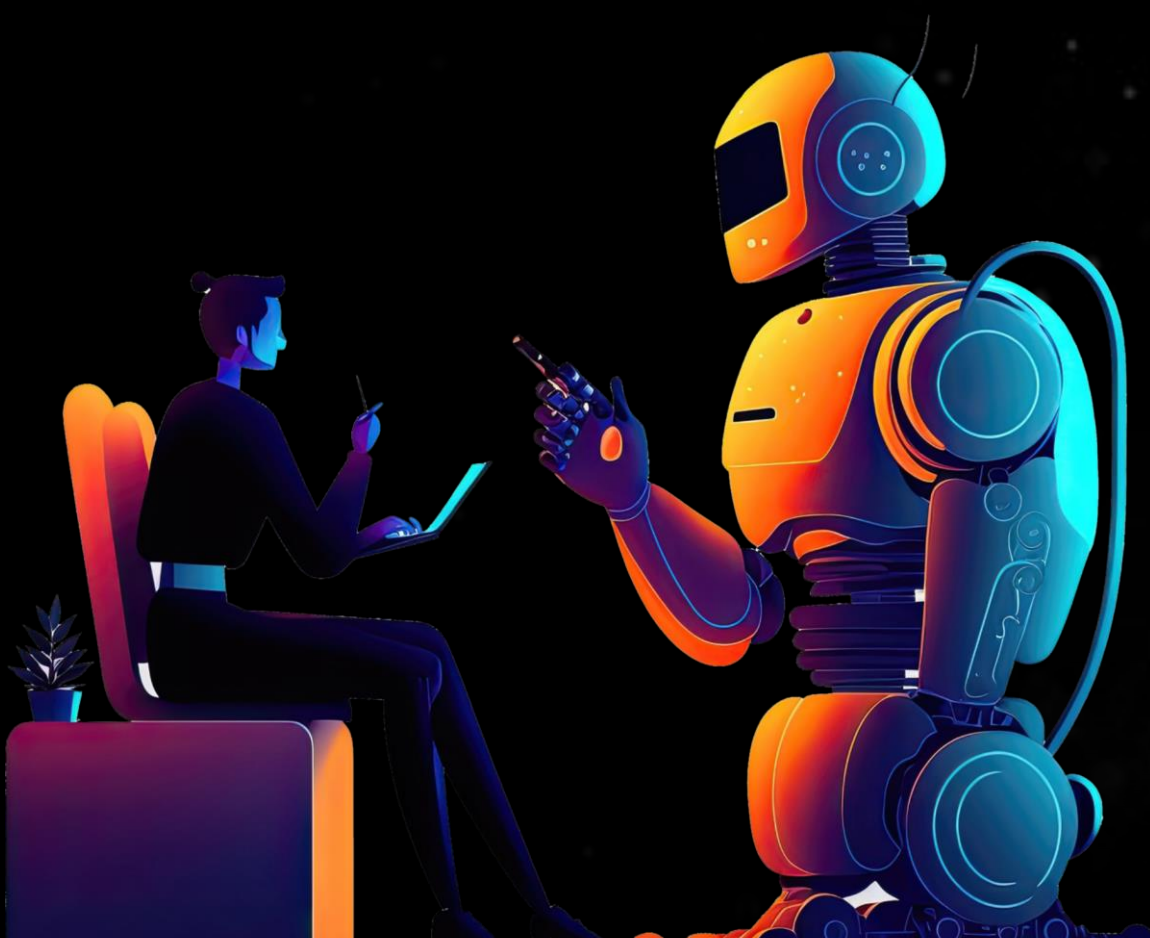
Search Engines



Self-driving cars



THE USE CASE IN COMMUNICATIONS



Source: "AI IN THE COMMUNICATIONS INDUSTRY 2023" by Sandpiper

From Insights to Consumption

INSIGHTS

Processes huge quantum
of data

Pattern & Cluster
Recognition

Predictive Analytics

GENERATION

Better quality,
relevant content at
scale

DISTRIBUTION

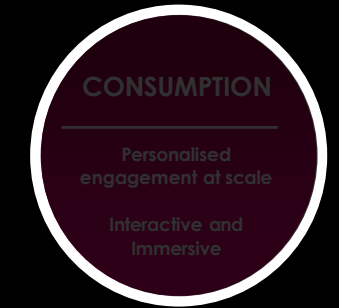
Precise delivery to right
audience, at the right
time through the
right channel

CONSUMPTION

Personalised
engagement at scale

Interactive and
Immersive

TECHNOLOGY AND INSIGHTS



“

There is a need for triangulation of data from multiple sources to arrive at decisions. ”

Anuja Mishra
CMO, Honasa Consumer Ltd.



“

AI is expensive with a need for large data sets, and requires significant processing power to create models that work. Knowing what you want to do and creating data sets that are tagged, categorized and cleaned, along with an appropriate decisioning engine is important. ”

Sri Rajan
Partner, Cota Capital
Ex. Chairman, Bain & Company India



TECHNOLOGY AND CONTENT GENERATION

INSIGHTS

Processes huge quantum of data
Pattern & Cluster Recognition
Predictive Analytics

GENERATION

Better quality, relevant content at scale

DISTRIBUTION

Precise delivery to right audience, at the right time through the right channel

CONSUMPTION

Personalised engagement at scale
Interactive and Immersive



“

An example of an application of visual AI is where earlier you would either do a mock-up or have to undertake the expense of doing a photo shoot, today, you can do it in minutes with generative AI. Imagine the savings of cost, time and effort.

”

Sri Rajan

Partner, Cota Capital
Ex. Chairman, Bain & Company India



“

We need to cognizant that technology has its own limitations. For instance, algorithms are created by human beings and could carry those biases: gender bias, race bias, etc. So I would be more concerned about how these would impact evolution of Generative AI and future technologies, not just from the perspective of my work but as a person living in this society.

”

Minari Shah

Director - International
(APAC, EU, LATAM), Owned Content Channels, Amazon

TECHNOLOGY IN CONTENT DISTRIBUTION



“

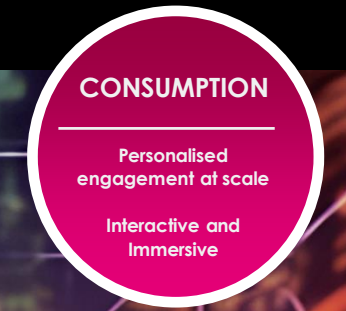
In the past, we were very good at mass distribution of messages. But today it is all about precision targeting. Targeting the one individual who matters to you and then do that for the next 1000 individuals not as a group, but as individuals.”

Gayatri Rath

*Executive Director,
International Markets, GE Aerospace*



TECHNOLOGY IN CONTENT CONSUMPTION



“ Content on platforms is increasingly designed in a manner that keeps sucking you into it. Before you know you are hooked, spending minutes or even hours. ”

Govindraj Ethiraj
Founder – The CORE, Boom, FactChecker



“ The future is immersive. It is all about immersion in real time. ”

Ashwani Singla
Founding Managing Partner, Astrum



WHAT ARE THE RISKS?



“

What I lose the most sleep over is the hypothetical idea that we already have done something really bad by launching Chat GPT. That maybe there was something hard and complicated in there (the system) that we didn't understand and have now already kicked it off.”

*Sam Altman, CEO, Open AI
quoted from a conversation with Times
Internet Vice Chairman, Satyan Gajwani*



“

A global priority alongside other societal-scale risks such as pandemics and nuclear war.”

*Bill Gates, Co-Founder, Microsoft
During the EEI 2023 event in
Austin, Texas*



“

I have seen quite a few technologies develop, but none with this level of risk. AGI is significantly higher risk than nuclear weapons, in my opinion. Super smart humans have trouble imagining something vastly smarter than themselves.”

*Elon Musk, CEO, Tesla
In a Tweet quoted in Business Today
on April 26, 2023*

WHAT SHOULD BE THE GUARDRAILS



“

With the rise of citizen journalism, it is important to create a common understanding of what is responsible communication and build awareness around the code of ethics that binds communicators. ”

Arun Sudhaman

CEO and Editor-in-Chief, PProvoked Media



“

Platforms as content publishers need to be held responsible. They need to ensure authenticity of content and the right intent. They have the technology bandwidth to do this. ”

Gordon Stables

Clinical Professor of Communication and Journalism, Director of the School of Journalism, USC Annenberg



“

It is a tool that can be used to make you smarter and more strategic. If not used right, it could be a suicide or a weapon of mass destruction. ”

Wole Adamolekun

Associate Professor, Elizade University

IS TECHNOLOGY YOUR MASTER OR A SLAVE?



“

An intuitive understanding of what could trigger an issue or a crisis is inherent to a good communications professional. The human connect, the ability to network, the ability to look things beyond cannot be replaced by technology.

”

Rachana Panda

*VP & Country Group Head Comms,
PA & Sustainability (South Asia), Bayer*



“

I am the one who's going to choose the right option depending on what I have set as an objective for myself. Technology can give me options, but it cannot help me prioritize. ”

Aseem Sood

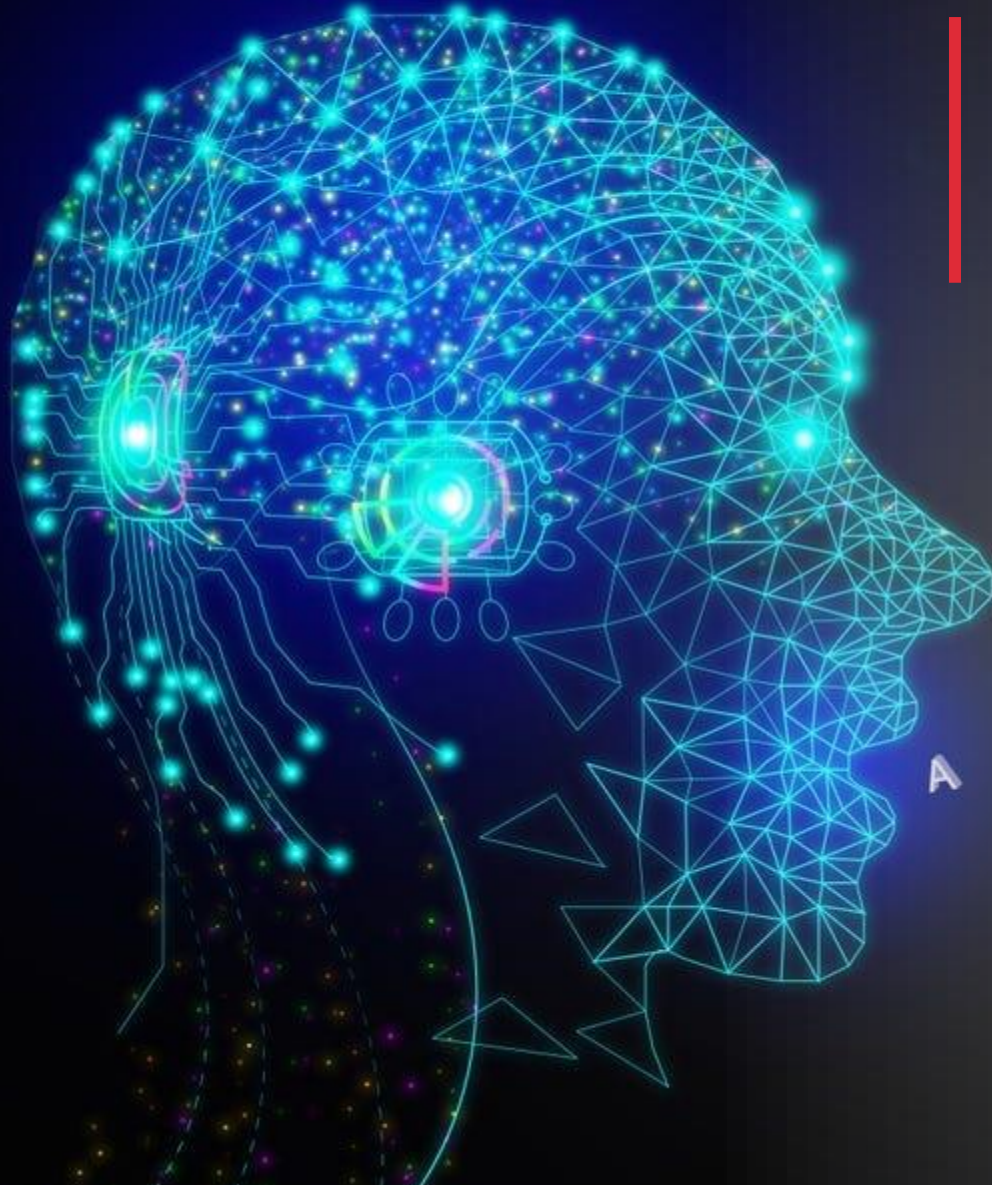
*Chairman at AMEC,
CEO, Impact Research and Measurement*





“**Artificial intelligence will augment human ingenuity, not replace it.**”

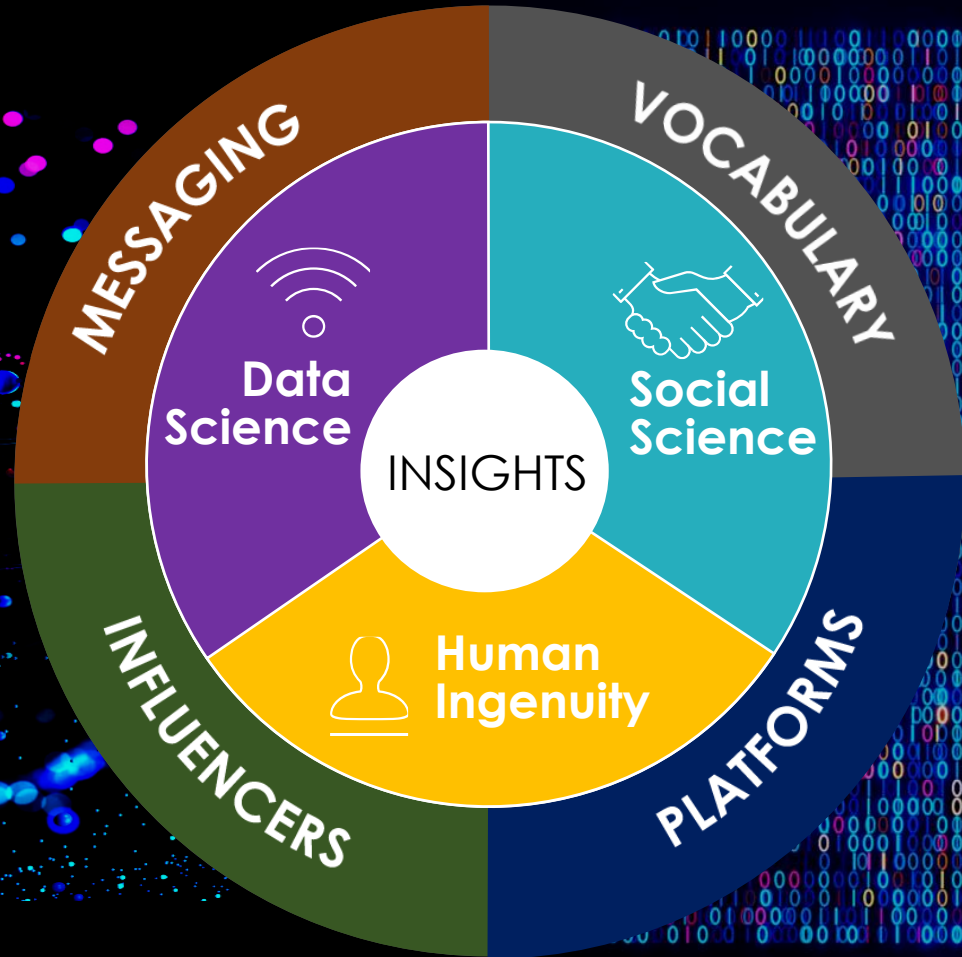
Shantanu Narayen
*Chairman & CEO,
Adobe in an Interview with
The Economic Times*



THE SCIENCE
OF
REPUTATION™



The Science of Reputation™



REPUTATION

- Circle of Influence
- Circle of Advocates

RISK

- Vulnerability Mapping
- Preparedness
- Crisis Communication

REGULATION

- Commercial Convergence
- National Interest

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Technology is a rapidly evolving space, and this report is an attempt to decipher and simplify and identify application areas and priority actions for communicators. It is not meant to be an exhaustive technical primer on technology and its applications.

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The Science of
Reputation™

About Astrum

The Science of
Reputation™

We are India's first science-based specialist **Reputation Management** advisory. We are trusted counsellors to CXOs, helping them resolve complex challenges they face in building and guarding their company's reputation. Applying the same science, we help senior political leaders connect with their voters to get elected. We are a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape public opinion ethically. Our specializations include Reputation Management, Corporate Affairs, Crisis & Issues Communication and Election Campaign Strategy.

In 2022, Astrum was invited to join IPRN (www.IPRN.com), the world's largest and most well-established independent network of public relations and communications consultancies, becoming its first and only member in India. IPRN provides Astrum's clients access to over 100 cities across 4 countries across all major continents. Since its inception in 2015, Astrum has been regularly listed amongst the 'most reputed' and 'top public relations firms' by leading industry outlets such as Exchange4Media, Adgully, The Holmes Report has featured Astrum amongst its three nominees of the "Asia Pacific New Consultancy of the Year".

We serve clients through our own presence in the National Capital Region (NCR) and Mumbai and reach over 60 cities and towns in India through our dedicated affiliate network. Our international reach extends to over 100 cities in 40 countries across all major continents of the world.



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