

REVIEW OF THE TLA CREATECH AND TIA WEBINAR ON AI AND THE CREATIVE INDUSTRY - **IMPACT ON FREELANCERS**

The webinar organised by Ani Kaprekar of Tech India Advocate and Marc Duke of TLA Createch discussed the impact of AI on freelancers in the creative industry. The panel - Kimberly Larsen, Co-Founder & CEO, indyRIOT AS, Ganapathy Sankarabaaham CEO & Founder XITE Create and Ant Cousins, Executive Director AI Strategy Cision - discussed the benefits and challenges of AI, emphasising the importance of balancing AI with human elements. They also addressed the process of implementing AI in their companies', the potential fears and opportunity for freelancers that AI represents. The discussion also touched on the role of AI in content creation and task execution, the need for human-AI collaboration, and the potential impact of AI on small to medium B2B content agencies. Towards the end, the team discussed AI initiatives within the creative industry.

The key topics:

AI'S IMPACT ON CREATIVE FREELANCERS

Ganapathy, shared his company's experimentation with generative AI, noting the hype cycle and the importance of balancing AI with human elements. Kimberly, discussed how her company uses AI to enhance community management and content creation, stressing the importance of efficiency and human touch. Ant, talked about his company's use of AI in sales and customer support, highlighting the time and efficiency benefits. The speakers also discussed the process of implementing AI in a company, emphasizing the need for awareness, activation, amplification, and adoption phases.

AI'S IMPACT ON CREATIVE INDUSTRIES

Looking at the impact of AI on the creative industries, especially for freelancers and small agencies. Kimberly, a creative industry veteran, highlighted the fear and uncertainty among creatives about AI potentially replacing jobs. However, she also emphasized the potential benefits of AI, such as freeing up time for creative work by handling tasks like market analysis and social media. On the other hand, Ant, saw the potential for AI to make creatives faster and better at their tasks. He reassured that AI could not replace the uniquely human aspect of creativity.

AI'S IMPACT ON FREELANCE JOB MARKET

As far as the impact of AI on the freelance professional job market. Ant emphasised the current opportunities for freelancers to take on larger projects, despite AI's potential to replace certain tasks. He also cautioned companies to support freelancers, instead of focusing solely on cost-cutting. Ganapathy added that a study showed an overall increase in jobs post-AI release, but a decrease in low-value tasks, such as writing and translation, replaced by higher-end activities.

TECHNOLOGY'S IMPACT ON INDUSTRIES: MUSIC AND TV PERSPECTIVES

Moving to the impact of emerging technologies on the creative industries as a whole, particularly the music and TV sectors. Kimberly shared her experiences with the introduction of streaming platforms, highlighting the challenges but also opportunities for creators. She emphasised the need for freelancers to adapt, understand the implications, and take part in shaping the technology's evolution. Ant brought up the Kubler Ross model of grief and suggested that the fear of technology's impacts can be addressed by getting involved rather than avoiding it.



AI ADAPTATION FOR FREELANCERS AND CREATIVE PROFESSIONALS

Ganapathy emphasized the importance of freelancers and creative professionals adapting to AI, as it presents both challenges and opportunities. He suggested that they should identify their strengths, challenges, and areas where AI could assist, then work with AI rather than against it. There are concerns about AI's reliability, particularly in areas like math and data accuracy. Ganapathy admitted there were issues but proposed a solution of human-AI collaboration, where humans could validate AI's output. Kimberly agreed, suggesting that doubts should be taken seriously and used to shape solutions and regulations.

Panel Discussion

AI and the creative industry: The impact on freelancers

Learn from the industry experts and innovators as they discuss AI's existing and emerging impact on the creative industry.

Moderator: Marc Duke, Community Manager, TIA Createch

Speakers: Kimberly Larsen, Co-Founder & CEO, IndyRiot; Anthony Cousins, Executive Director, AI Strategy - CISION; Ganapathy Sarikara Dasaham, CEO & Founder, XITE Create

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AI AND CREATIVITY REGULATIONS IN CREATIVE INDUSTRY

With regard to the importance of AI and creativity initiatives within the creative industry, Kim is looking at compensation and copyright, but she emphasised the need to educate freelancers about the impact of AI on their work and the need for better understanding of the industry's regulations. They also touch on the potential impact of the European Union's AI act and global partnerships around AI. Ant recommended looking at industry associations such as the CIPR

AI POTENTIAL IN B2B CONTENT AGENCIES

The team discussed the potential for AI in small to medium B2B content agencies. Ant suggested using AI for training internal teams and understanding industry topics. Ganapathy recommended domain specialisation, emphasising the need for unique ideas and perspectives. Kimberly advised using AI to enhance existing strategies and suggested identifying specific needs for efficiency and productivity. The team also shared their preferred tools for AI use, including OpenAI, Canva, and Mid Journey.

AI'S IMPACT ON TASK EXECUTION AND CONTENT CREATION

The participants discussed the role of AI in content creation and task execution. Ant pointed out that while AI can handle simple tasks with high accuracy, it's important to use the right tools for the right jobs and ensure appropriate oversight for complex tasks. Ganapathy suggested that AI will create new roles such as validating AI processes, testing and validating new systems, and working in data and analytics. Ant also highlighted the growing need for strategic roles that require human nuance and understanding, as well as roles that demand empathy. Kimberly added that cross-skilled roles are likely to emerge, as AI allows for larger productions from smaller efforts.

