**IARIA Congress 2024 & DigiTech 2024**

GPTMB 2024 – The First International Conference on Generative Pre-trained Transformer Models and Beyond

**Special Track, 02.07.2024:
AI-based Media Disruption and Transformation**

Session Chairs

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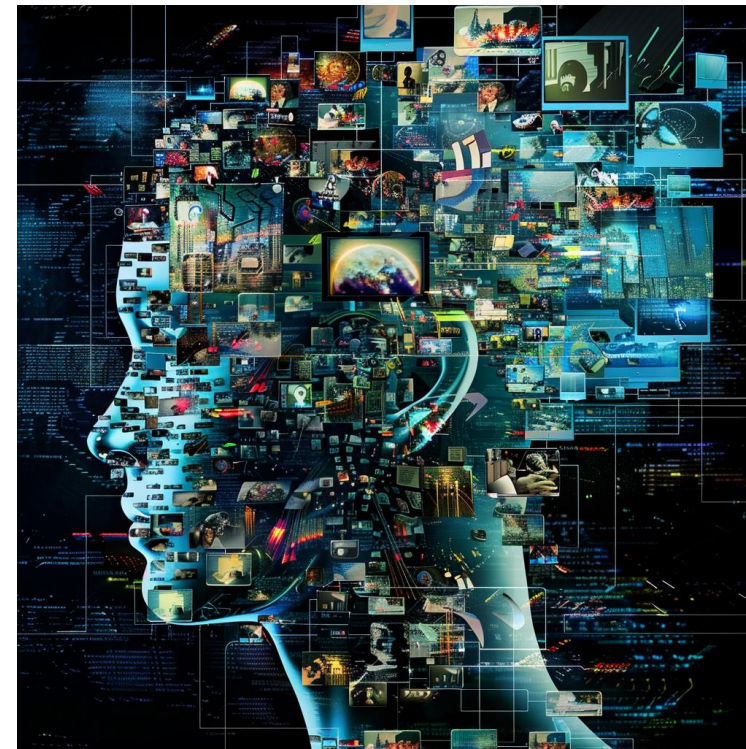
**AIMEDIA Workshop
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Generative Artificial Intelligence (AI) as a driver of disruption

- Performance improvements in hardware and algorithms have made the application of artificial intelligence solutions suitable for the mass market.

- Applications in the "Generative AI" field are particularly relevant for media markets. These enable the automated creation of content (e.g., text, images, audio, or video).

- ChatGPT, in particular—a solution for automated text generation based on "Generative Pretrained Transformers"—has attracted considerable public attention.

AI solutions in the media sector are expected to grow rapidly

- Market research institutes forecast growth rates (CARG) of over 20% by 2030 for AI in the global Media & Entertainment market
  - IMARC Group (2022): 2022: USD 12.64 billion; 2028: USD 53.32 billion; **CAGR: 26.71%** (2023-2028)
  - Grand View Research (2022) 2022: USD 14.81 billion; 2030: USD 99.48 billion; **CAGR 26.9%** (2022-2030)
  - FMI (2022): 2022: USD 13.1 bn; 2032: USD 132.16 bn; **CAGR 26%** (2022-2032)

- According to the Statista report (2023), the global Generative AI market is expected to
  - grow by an average of **24.4%** annually (CAGR 2023-2030)
  - from 2023: 44.89 billion to 2030: USD 207.00 billion
  - with the largest national market being the USA (2023: USD 14.14 billion)

CAGR = Compound Annual Growth Rate; sources: https://www.futuremarketinsights.com/reports/ai-in-media-and-entertainment-market; https://www.imarcgroup.com/ai-in-media-entertainment-market; https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-media-entertainment-market-report; https://www.statista.com/outlook/tmo/artificial-intelligence/generative-ai/worldwide

Session Topics

1 An empirical taxonomy for rating trustability of LLMs
Matthias Harter, RheinMain University of Applied Sciences, Germany

2 Human Perception and Classification of AI-Generated Images:
A Pre-Study based on a Sample from the Media Sector in Germany
Stephan Böhm, RheinMain University of Applied Sciences, Germany

3 Human or AI? Exploring the Impact of AI Tools on Audio Content Production and Perception
Barbara Brandstetter, Neu-Ulm University of Applied Sciences, Germany

1 An empirical taxonomy for rating trustability of LLMs

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Dissertation about cryptographic keys in microelectronics
Diploma degree in Computer Engineering

2 Human Perception and Classification of AI-Generated Images:
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3 Human or AI? Exploring the Impact of AI Tools on Audio Content Production and Perception

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