Theme
AIMEDIA Business Innovation

IARIA Congress 2025 & DigiTech 2025

PANEL #4

Moderator

Prof. Dr. Stephan Böhm, RheinMain University of Applied Sciences, Germany

Panelists

Prof. Dr. Júlio Monteiro Teixeira, Federal University of Santa Catarina (UFSC), Brazil

Prof. Dr. Florian Allwein, IU International University of Applied Sciences, Germany

Prof. Dr. Petra Ahrweiler, TISSS Lab, Johannes Gutenberg University Mainz, Germany

Prof. Dr. Thomas Zoeller, IU International University of Applied Sciences, Germany

Chair Introduction

Selected topic currently discussed in the AI Media Business …

- AI-driven potential for **product and service innovations** through synthetic media and room for differentiation in a situation of AI-driven convergence of content quality and creative patterns.

- Need for **novel monetization strategies** and paths to sustainable business models for AI based businesses and platforms.

- Emergence and **handling of cost pressure** by established service providers (e.g. media and digital agencies) and long-term **willingness to pay** for AI or HAIC content.

- **"Consumerization of AI"** – how is the value add of professional human work perceived by business clients affected when compared with high-quality content generated by prompting with consumer AI solutions?

Stephan Böhm
RheinMain
University of
Applied Sciences

Chair Introduction

Selected topic currently discussed in the AI Media Business (continued) …

- Influence, necessity, and availability of **AI-based special solutions** in media companies to supplement or substitute use of generic AI tools from the mass market (e.g., ChatGPT).

- How to deal with **copyright infringements by AI and compensation payments** for infringed or exploited intellectual property incorporated in GenAI models.

- **Threat of credibility loss** of news media content in general and a potential (further) loss of customers for traditional mass media offerings due to an AI-based damage to media trust.

- Increasing costs for training and maintaining larger models and the resulting **impact on structures and market power relations** in media markets.

Stephan Böhm
RheinMain
University of
Applied Sciences

Chair Introduction

Selected topic currently discussed in the AI Media Business (continued) …

- Impact of AI on the media value chain and the media workforce, and the necessity and types of **future skills** and training.

- Necessary **new management skills** for dealing with the effects of transformation in media companies in relation to AI-based productivity gains and job substitution effects

- Standards for **transparency** when using AI-generated media content (labeling) and possibilities for **identification of AI content** and quality assurance in news media and journalistic processes

Stephan Böhm
RheinMain
University of
Applied Sciences

Data-Driven GenAI:

Are We Mass-Producing Personalization… or Just Selling the Illusion of Personalization?

▪ **The Paradox of Scale and Uniqueness:**

  ▪ Creative industries risk aesthetic convergence: Everyone 'different', but in exactly the same way.

Julio Teixeira
UFSC - Brazil

Data-Driven GenAI

How to Overcome the Aesthetic Convergence Paradox?

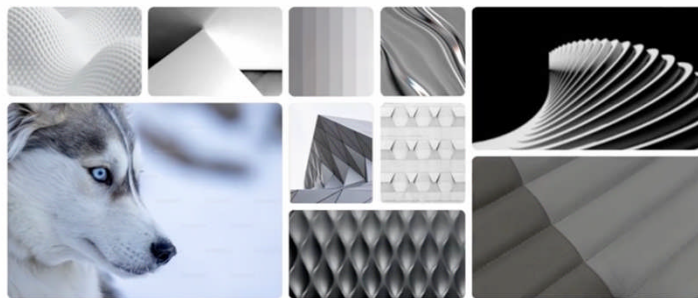**Placing Creatives at the Center of the Solution**

- **[Way 1]**: **Acting Outside the AI Black Box:** Creatives guiding AI for authentic differentiation

  Example: Using AI as a Copilot — Antonio Borja (AAU/USA)

  https://www.linkedin.com/feed/update/urn:li:activity:7341882304379699203/

Data-Driven GenAI

How to Overcome the Aesthetic Convergence Paradox?

Placing Creatives at the Center of the Solution

- **[Way 2]**: **Acting Inside the AI Black Box:** Creatives co-developing AIs:

  - **In Engineering:** Creatives training and influencing AI models

    [Co-designing specialized models]:

    Creatives and engineers working together to train small models focused on specific styles, organizations, or cultures — avoiding the trap of building oversized, generic models.

    [Participating in data curation processes]

    Selecting, refining, and incorporating diverse cultural references and human experiences into the datasets for generic models.

Julio Teixeira
UFSC - Brazil

Data-Driven GenAI

How to Overcome the Aesthetic Convergence Paradox?

Placing Creatives at the Center of the Solution

- **[Way 2]**: **Acting Inside the AI Black Box:** Creatives co-developing AIs:

    - **In UX Design:** AI's Real Potential Depends on Creatives Making It Intuitive

    [From Prompt Engineering to Human-Centered AI]

    In the 90s, computers became easy and popular when UX designers simplified them.

    AI is powerful, but without good design, it's like pushing a Ferrari through the mud.

Julio Teixeira
UFSC - Brazil

UFSC

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- **CAREFUL WHEN AUTOMATING CREATIVE TASKS**

(writing, music, art, SW development...)

  - **AI is as good as its data: bias, lack of creativity...**

  - **It lacks memory, creativity, intelligence**

  - **It often creates *good enough*, not *good* content**

  - **We need to find ways to collaborate with AI without losing human expertise**

Florian Allwein,
IU International
University of
Applied Sciences

- **BUSINESS MODELS/ ECONOMICS OF GENERATIVE MEDIA**

  - **Producing output may be cheaper, but at what cost?**

  - **Digital services have a tendency to push marginal cost down – e.g., Google**

  - **genAI is different: OpenAI loses money on every user who pays them**

Florian Allwein,
IU International
University of
Applied Sciences

tante (Jürgen Geuter). (2025, April 15). These are not the same. *Smashing Frames*. https://tante.cc/2025/04/15/these-are-not-the-same/

- Participatory AI: Strategic Co-Creation for Trustworthy and Innovative Media Futures

- Trusted design, audience co-creation, ethical differentiation, regulatory resilience, and business sustainability

- Participatory AI is not just ethical—it's strategic!

Petra Ahrweiler
TISSS Lab
Johannes Gutenberg
University Mainz

It helps media companies to

- build trusted AI products that align with compliance expectations (e.g., AI Act)

- co-create with users and creators for richer, brand-safe synthetic media

- ensure long-term audience loyalty and legitimacy through inclusion

- navigate complex IP and data rights with transparency and community buy-in

- avoid "participation-washing" that can backfire reputationally and legally

Panelist Position

- **The "Authenticity-as-a-Service" model will supersede "Content-as-a-Service" in the generative media economy.**

In an environment where generative AI can produce high-quality content at near-zero marginal cost, the intrinsic value of the content itself is rapidly diminishing. The new scarcity, and therefore the new value proposition, is not the media itself, but the verifiable authenticity and the trusted human element behind it.
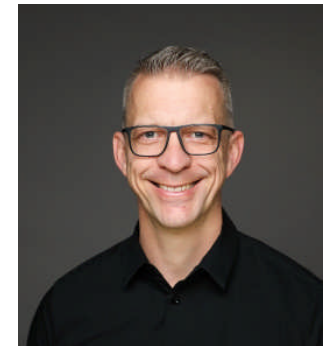
Thomas Zöller
IU - International University of Applied Sciences

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Panelist Position

- **The future of media innovation lies not in massive, general-purpose AI models, but in a thriving ecosystem of smaller, domain-specific, and even personalized AI.**

The current focus on building ever-larger, general-purpose AI models is a red herring for true, sustainable innovation in the media industry. While these models are powerful, they are also incredibly expensive to train and operate, often lack the nuanced understanding required for specialized media domains, and present significant challenges in terms of responsible innovation and bias mitigation.

Thomas Zöller
IU - International
University of Applied
Sciences

- **We must move beyond the "AI as a tool" metaphor and embrace "Human-AI Symbiosis" to unlock true creative and business potential.**

The prevailing narrative of "AI as a tool" is limiting and ultimately misleading. It suggests a passive relationship where the human is always in complete control, and the AI is a simple instrument. My experience in machine learning suggests a more dynamic and powerful paradigm: Human-AI Symbiosis. In this model, humans and AI systems act as co-creators in a deeply integrated and iterative process.

Thomas Zöller
IU - International University of Applied Sciences

THE STAGE IS YOURS