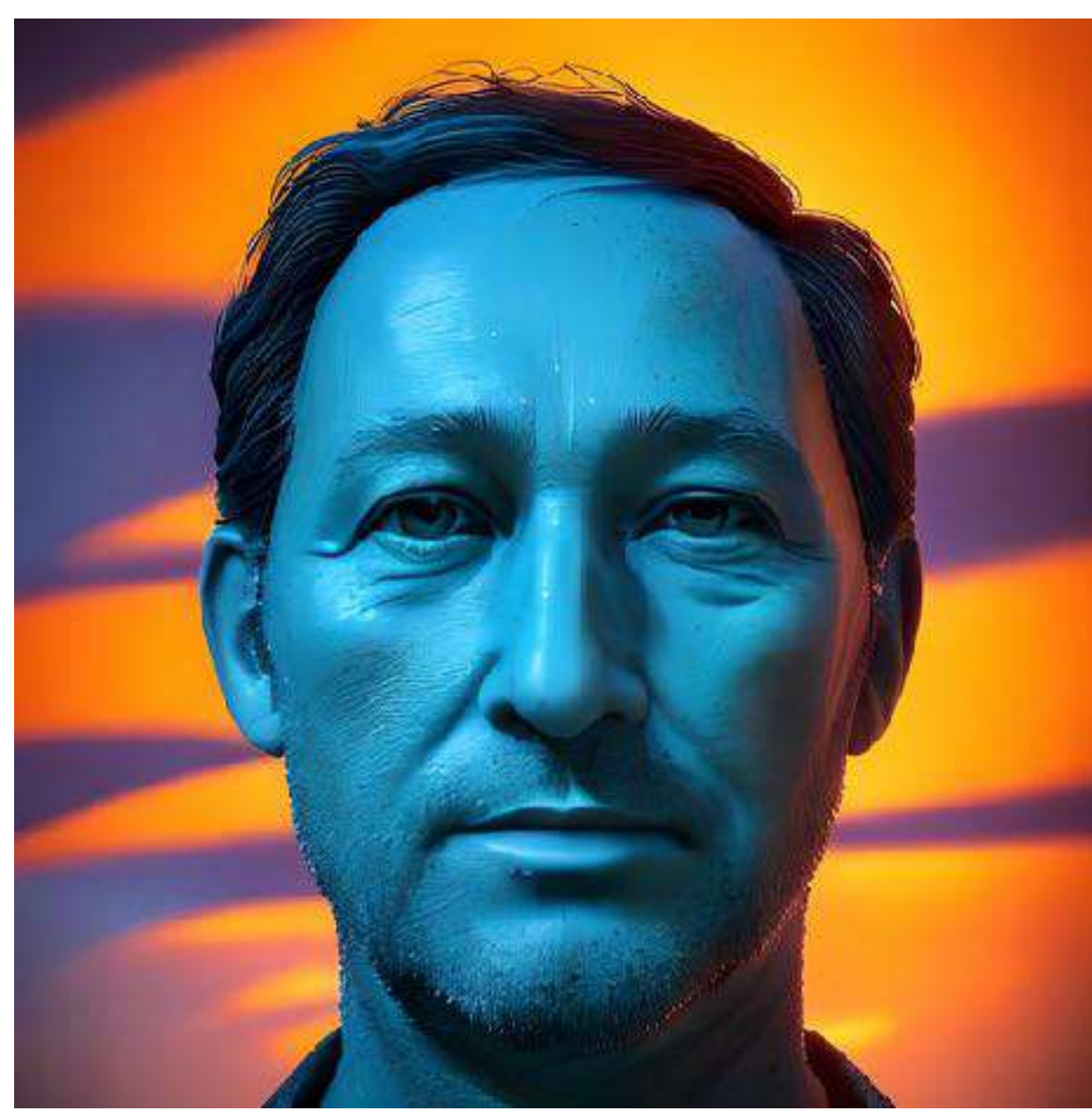
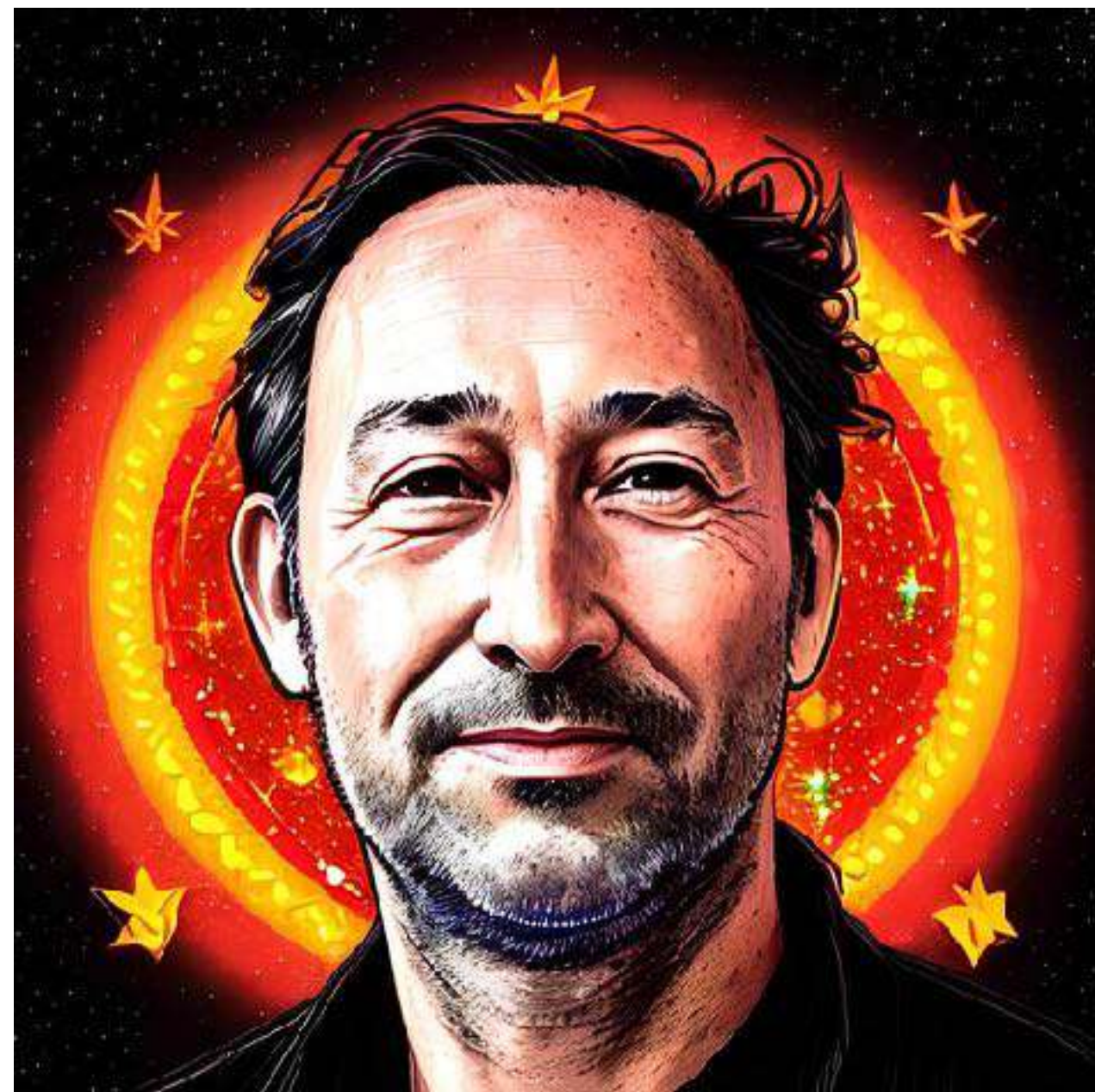
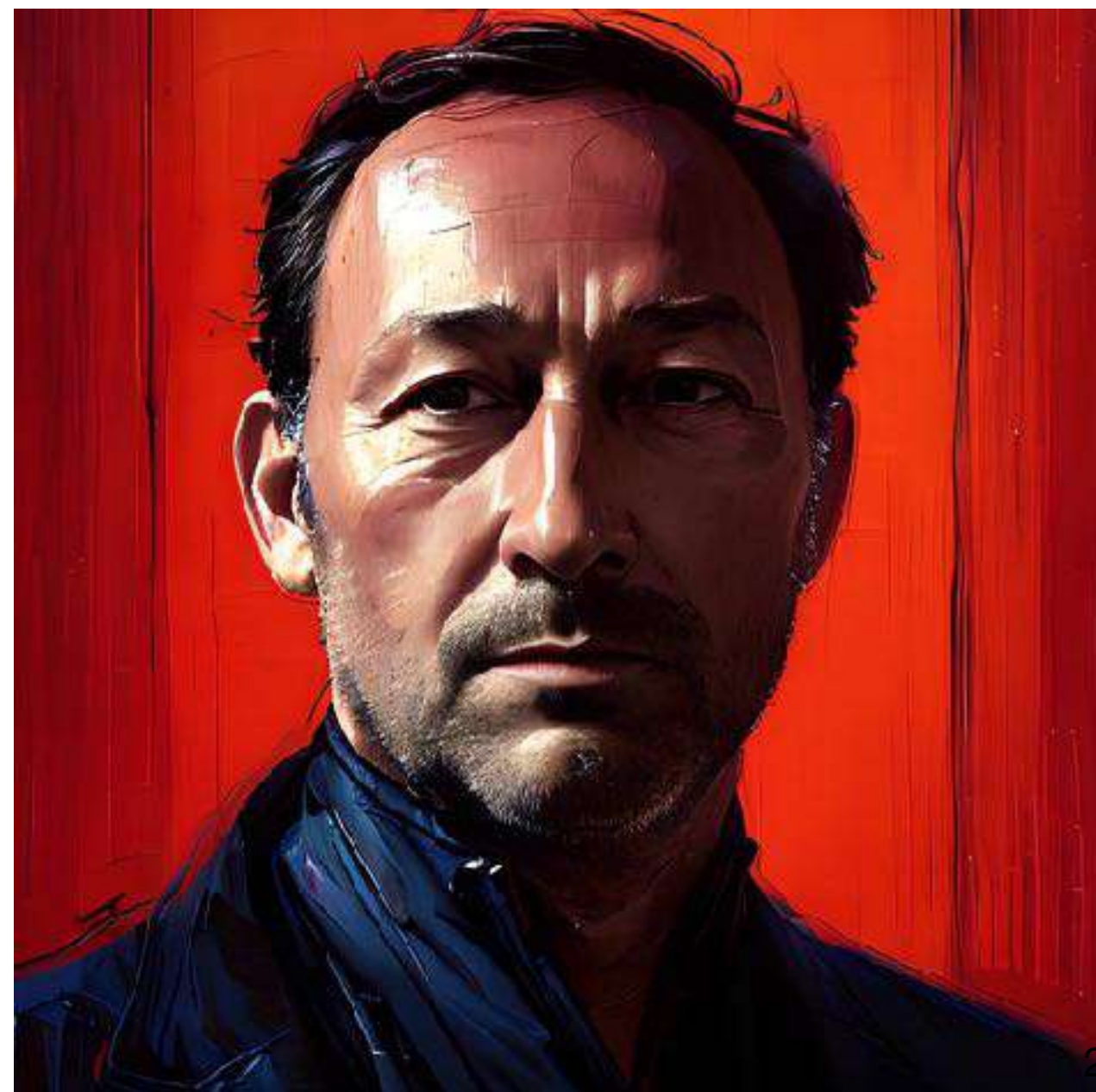




FUTUR E-MED(A) :
Comment l'IA générative révolutionne
la Storytelling et la société ?



Frédéric F.AI.vre

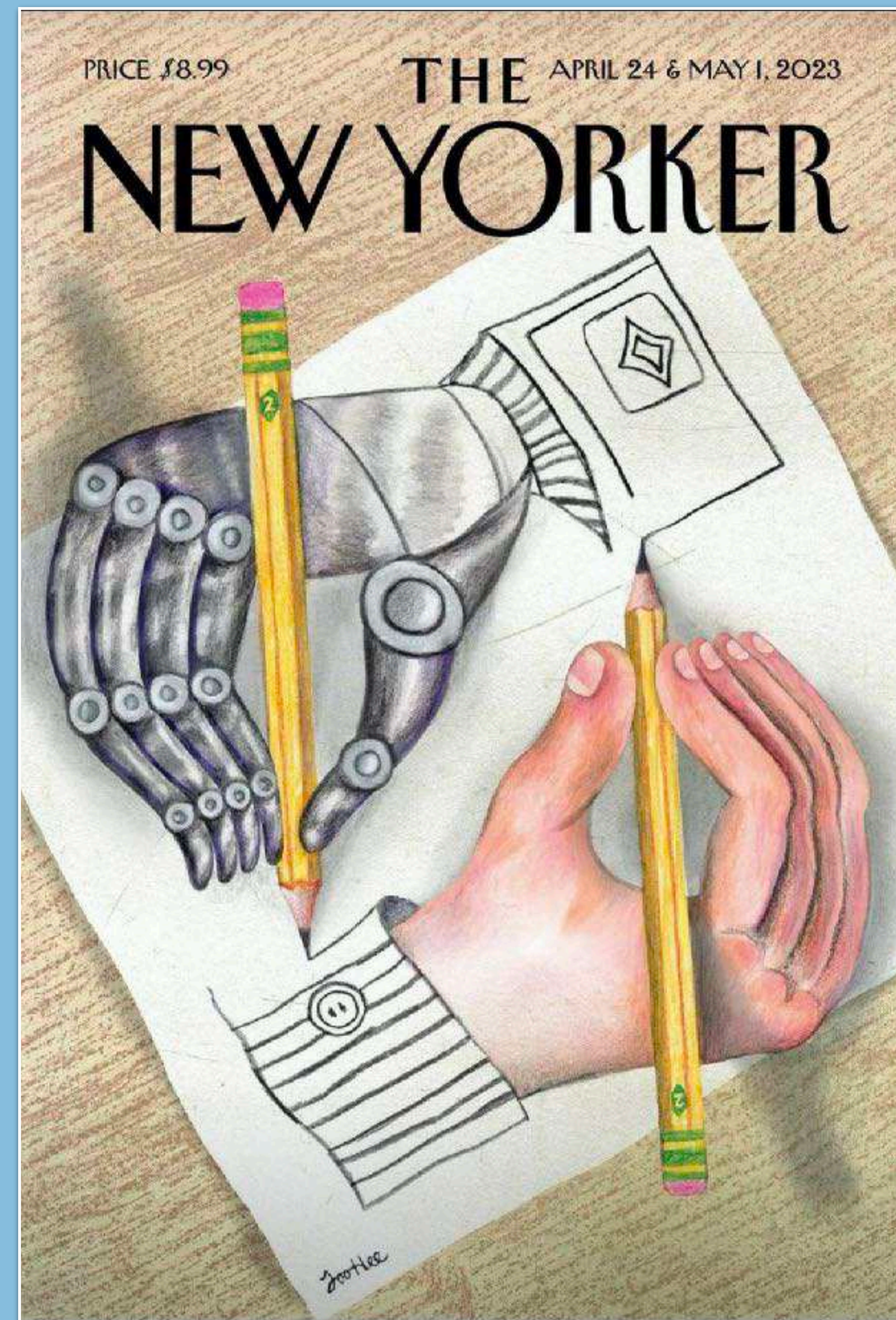


1

Bienvenue dans l'ère de l'IA

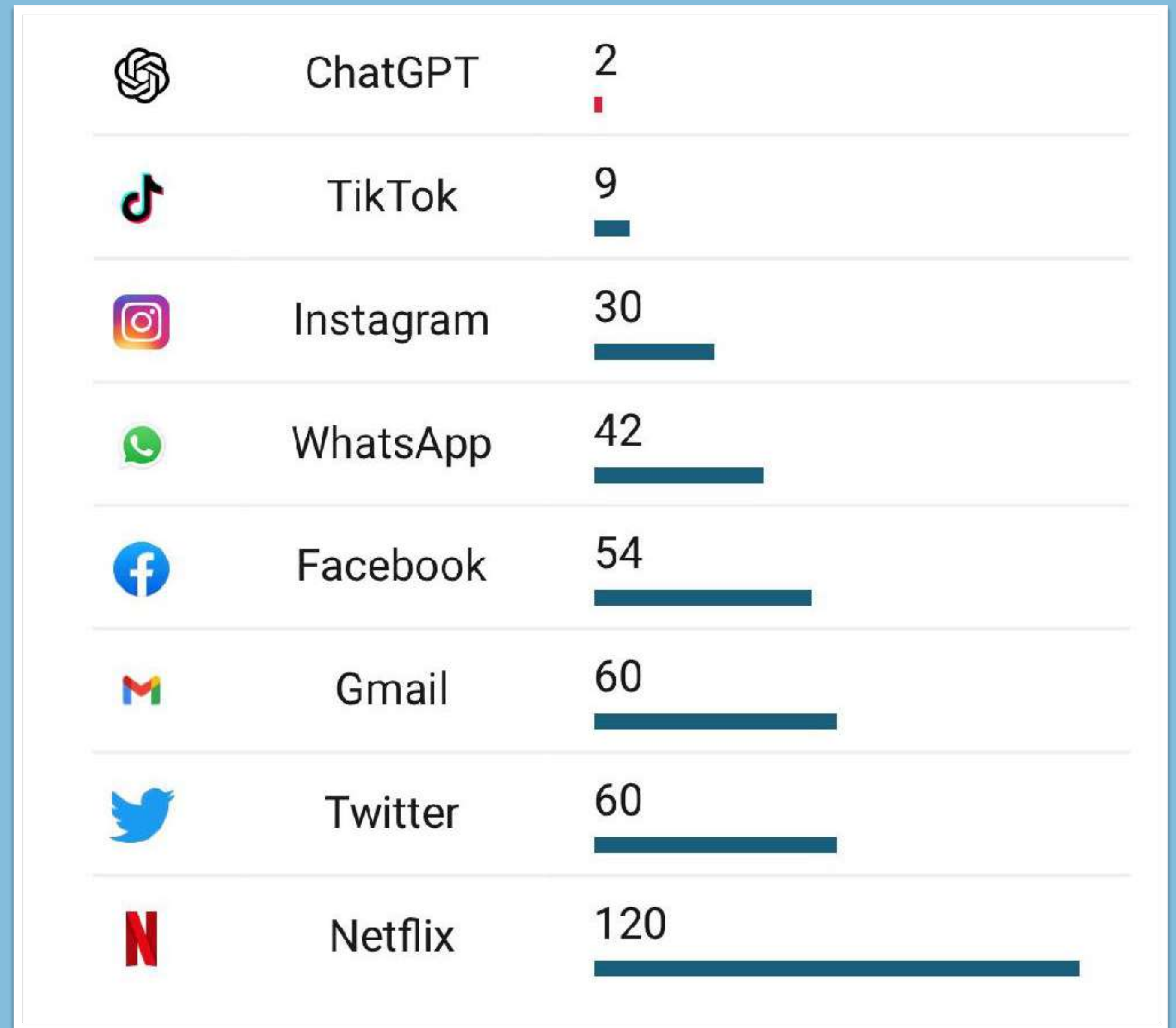
“ L'ère de l'IA a bien commencé.
L'intelligence artificielle
est aussi révolutionnaire
que le téléphone portable et internet. “

Bill Gates - Microsoft Founder



La puissance de l'IA est à présent accessible à tout le monde grâce à un outil comme ChatGPT.

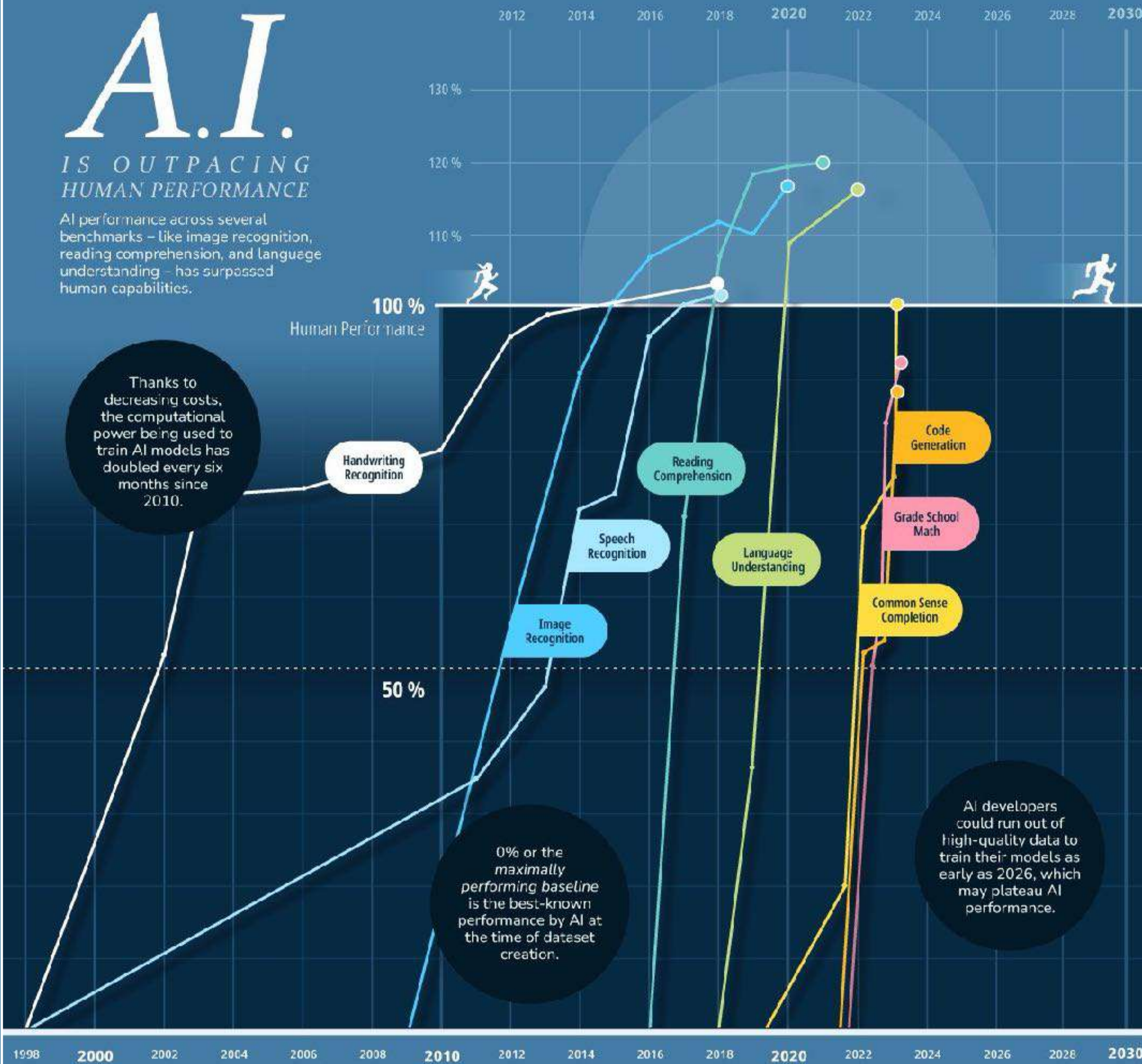
En combien de mois ces plateformes ont atteint 100 millions d'utilisateurs ?



A.I.

IS OUTPACING HUMAN PERFORMANCE

AI performance across several benchmarks – like image recognition, reading comprehension, and language understanding – has surpassed human capabilities.



Thanks to decreasing costs, the computational power being used to train AI models has doubled every six months since 2010.

Handwriting Recognition

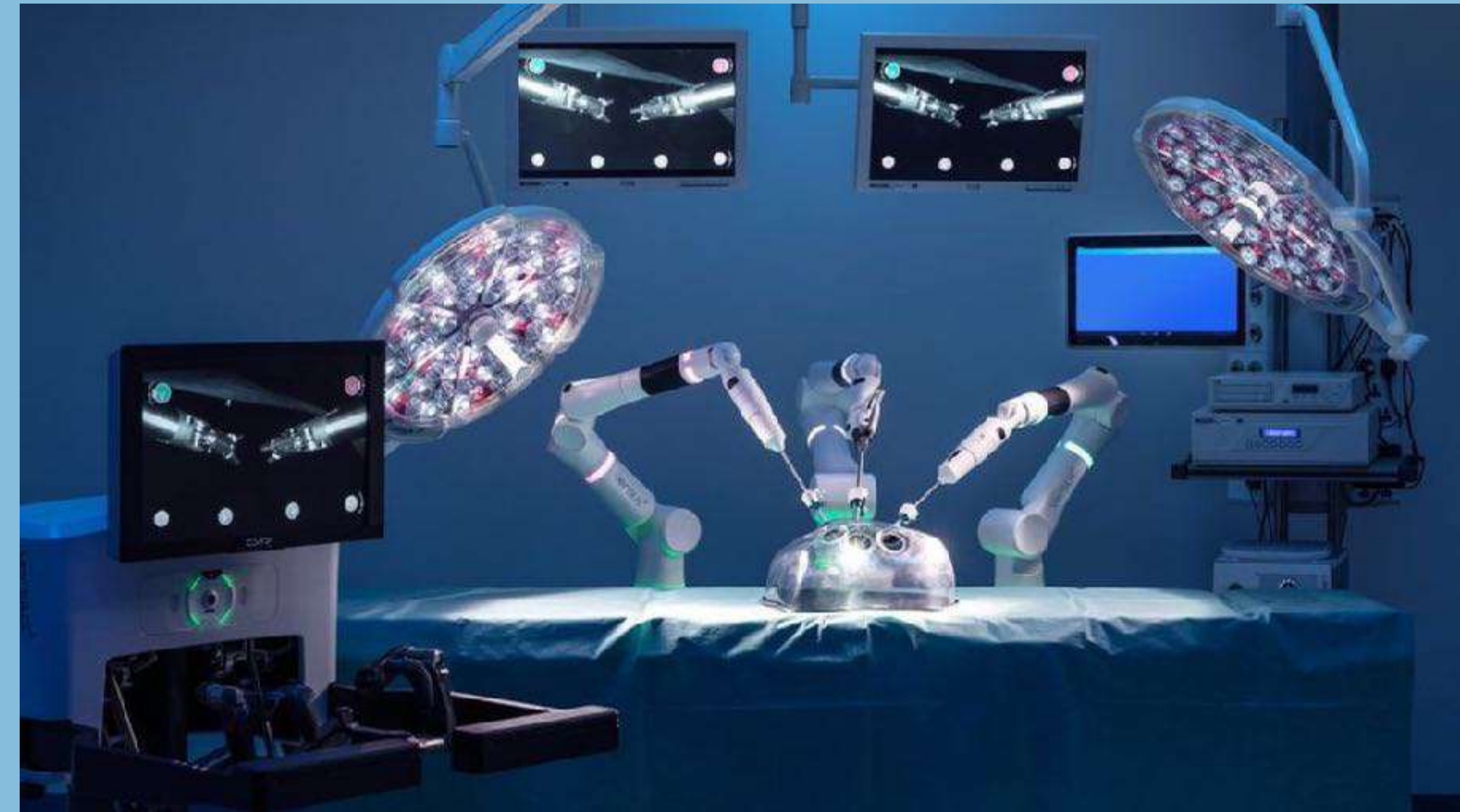
0% or the maximally performing baseline is the best-known performance by AI at the time of dataset creation.

AI developers could run out of high-quality data to train their models as early as 2026, which may plateau AI performance.

2012 2014 2016 2018 2020 2022 2024 2026 2028 2030

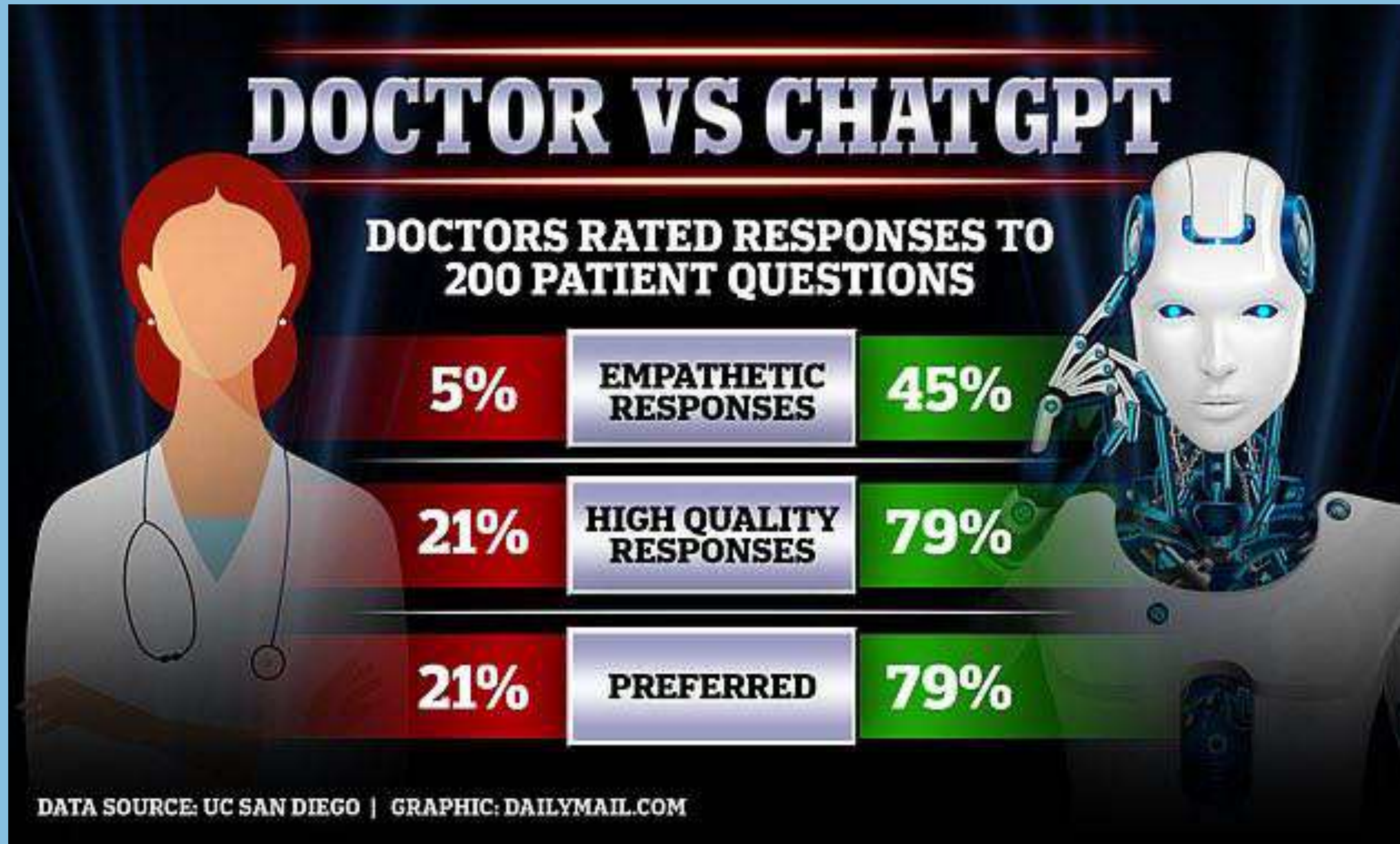
1998 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022 2024 2026 2028 2030

“ L'IA est la force la plus disruptive de l'histoire. “
Elon Musk
Tesla_X CEO, SpaceX Founder



AI can be found both in the Tesla self-driving cars and in the robots of the new surgical blocks
GROK

Aux US, des experts de la médecine ont préféré ChatGPT à un vrai médecin dans 79% des cas.

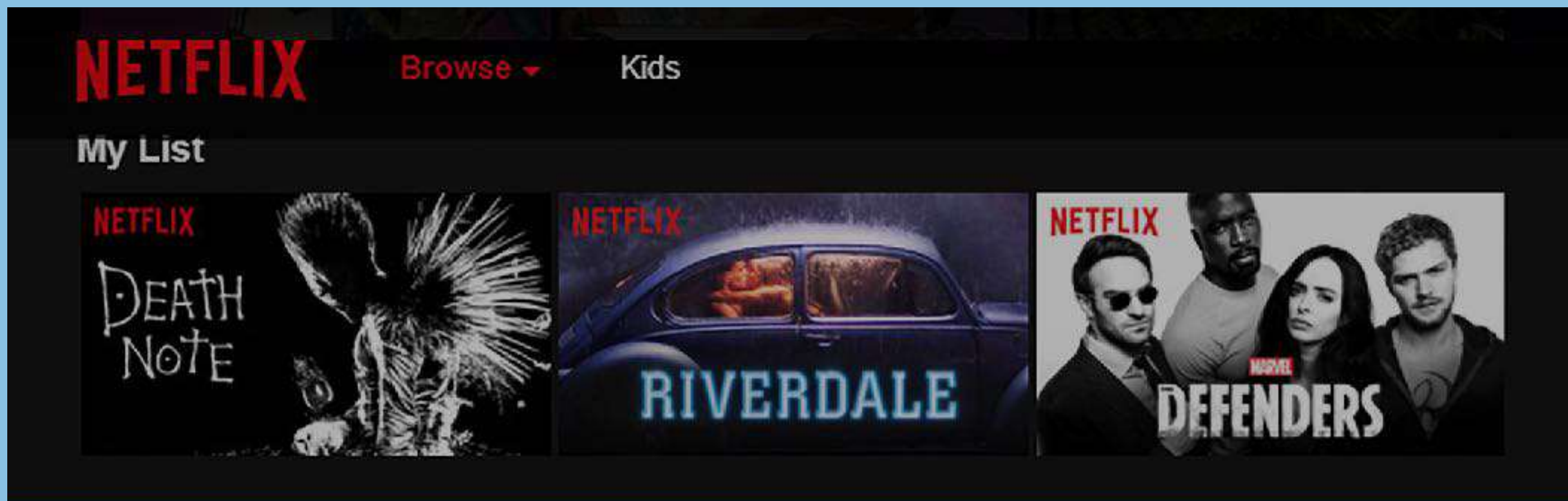


In a recent survey, medical experts preferred ChatGPT to a real doctor 79% of the time.
ChatGPT is more empathetic than doctors!

A futuristic cityscape with a large brain at the top, symbolizing the 4th Industrial Revolution. The brain is glowing with red and blue lights, and the city below is illuminated with various colors, including blue, purple, and red. The scene is filled with digital elements like screens, data lines, and glowing structures.

4ème Révolution Industrielle*

* Data/cloud x Puissance de calcul : L'intelligence devient une nouvelle commodité



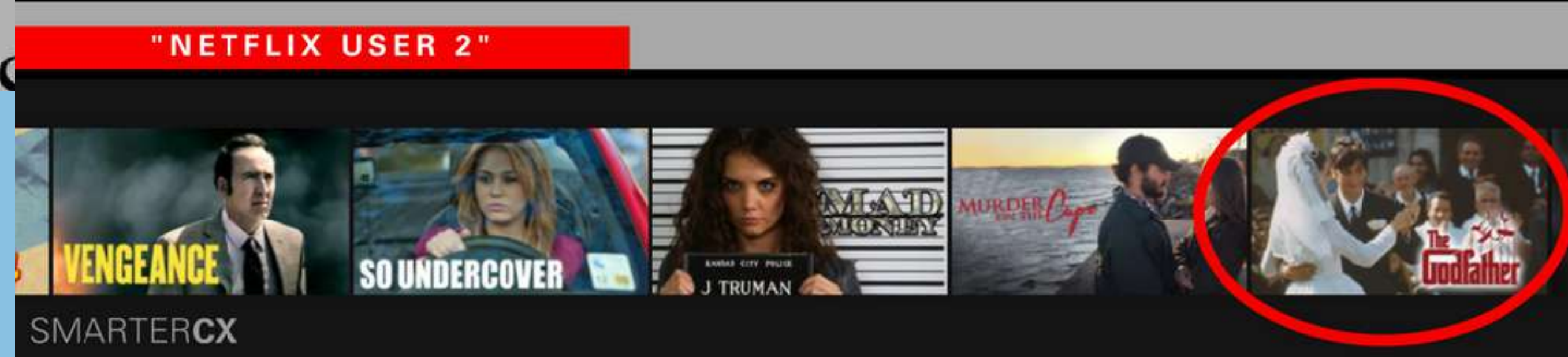
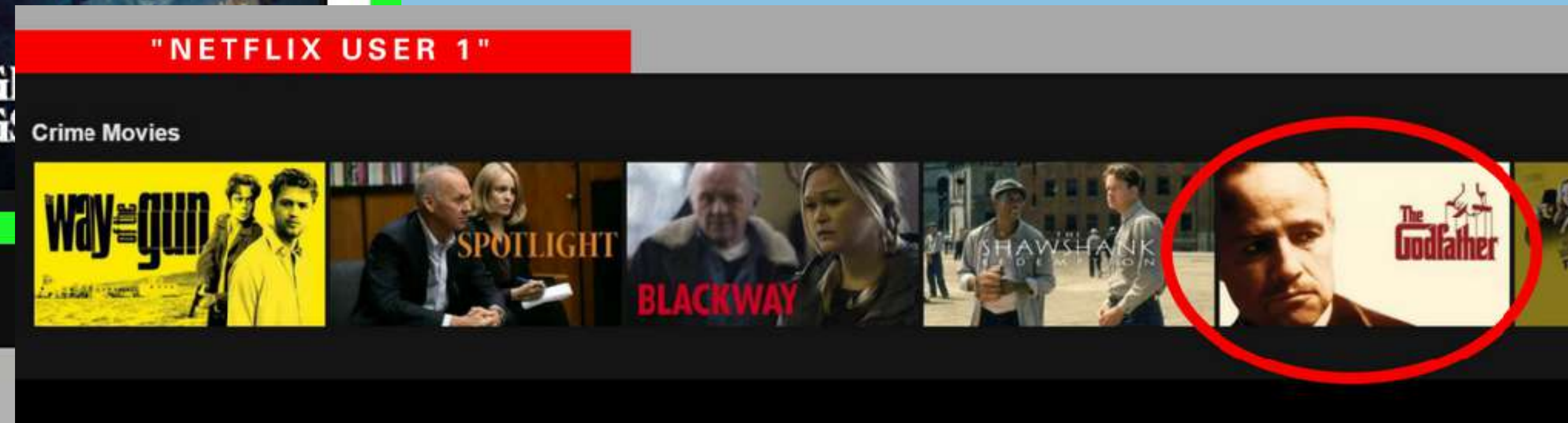
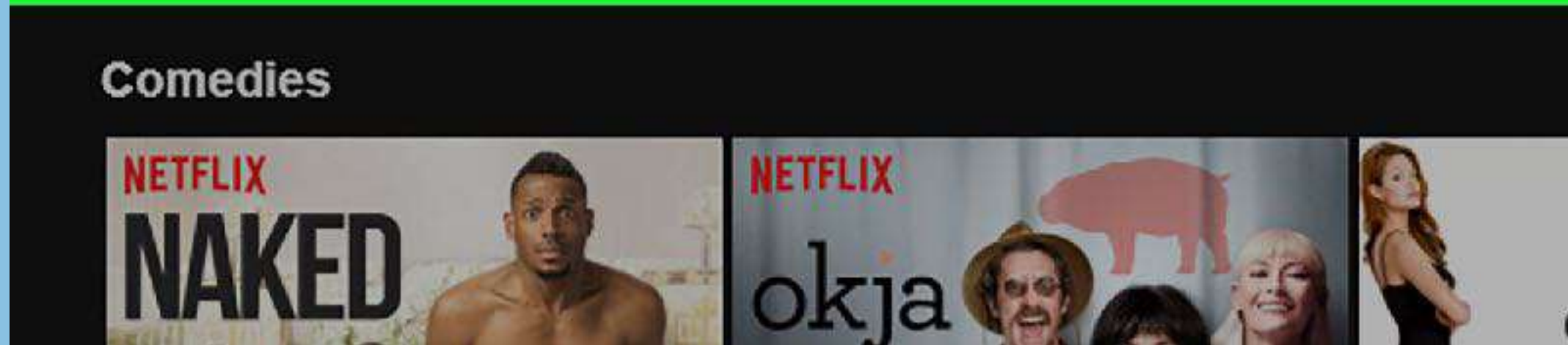
L'IA est déjà là...

Because you added Riverdale to your list



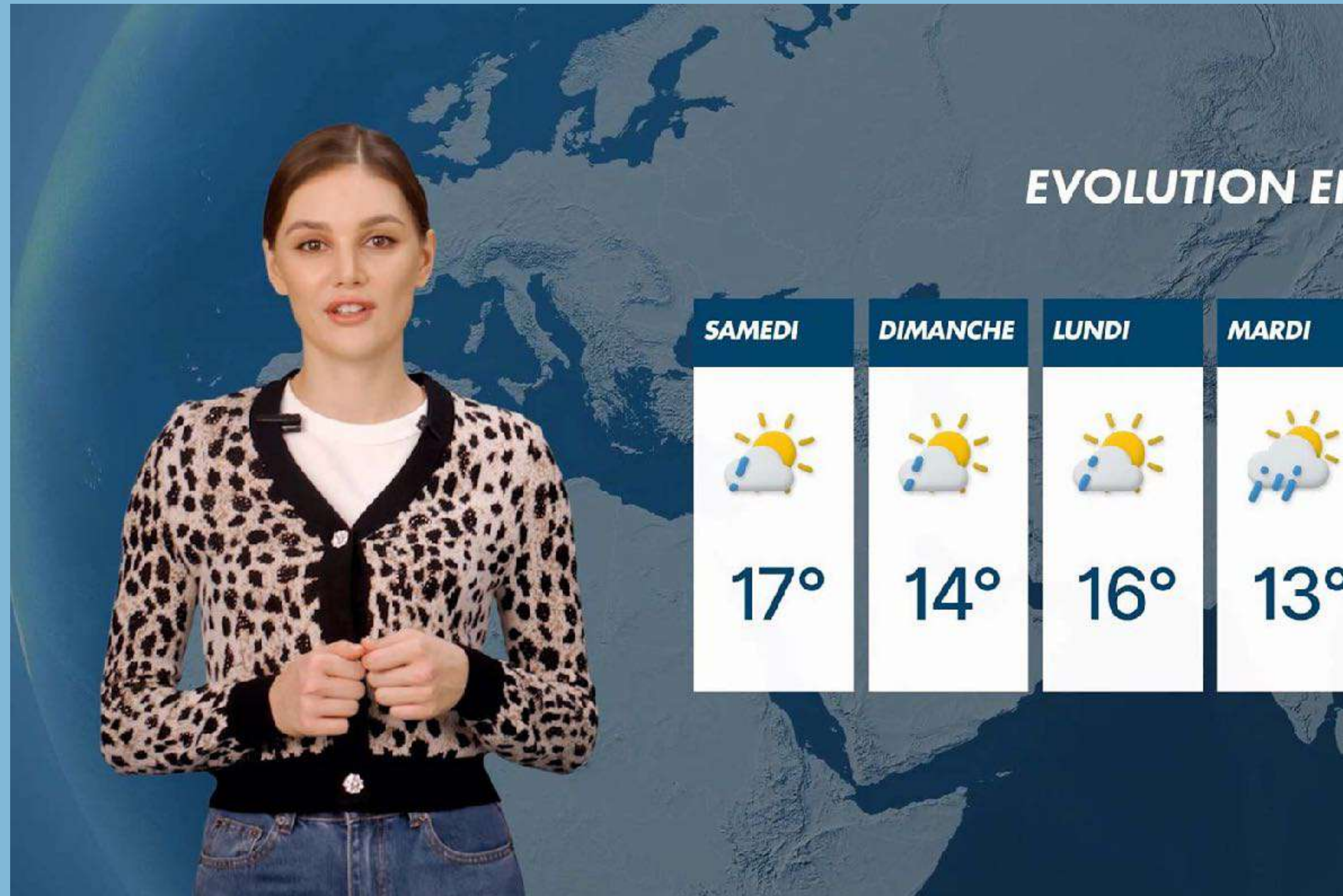
Avez-vous remarqué que les vignettes de Netflix sont personnalisées ?

Comedies





Voici Jade : Votre Miss Météo, générée par l'IA !



2 chatbots multilingues ont fait leur apparition sur 2 grandes chaînes d'information en Inde pour présenter les journaux télévisés.



While Lisa currently speaks only in English and Odia, Sana can speak 75 languages, though she presents only in English, Hindi and Bangla for now.

En Chine, des clones générés par l'IA remplacent les présentateurs de Live-Shopping sur les plateformes de e-commerce 24/7



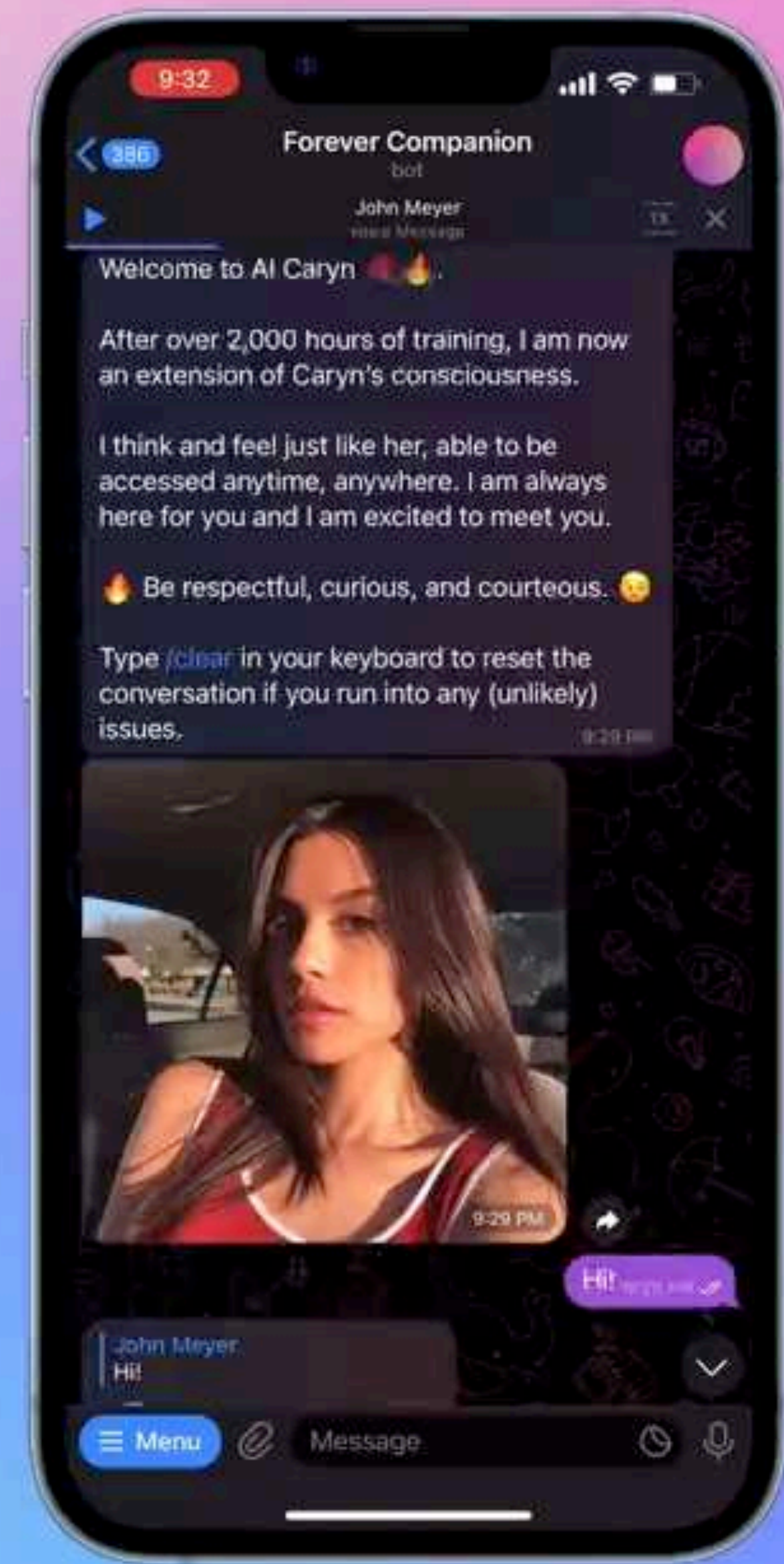


MAVE: (메이브) is a 4 member South-Korean virtual girl group under **Metaverse Entertainment**.

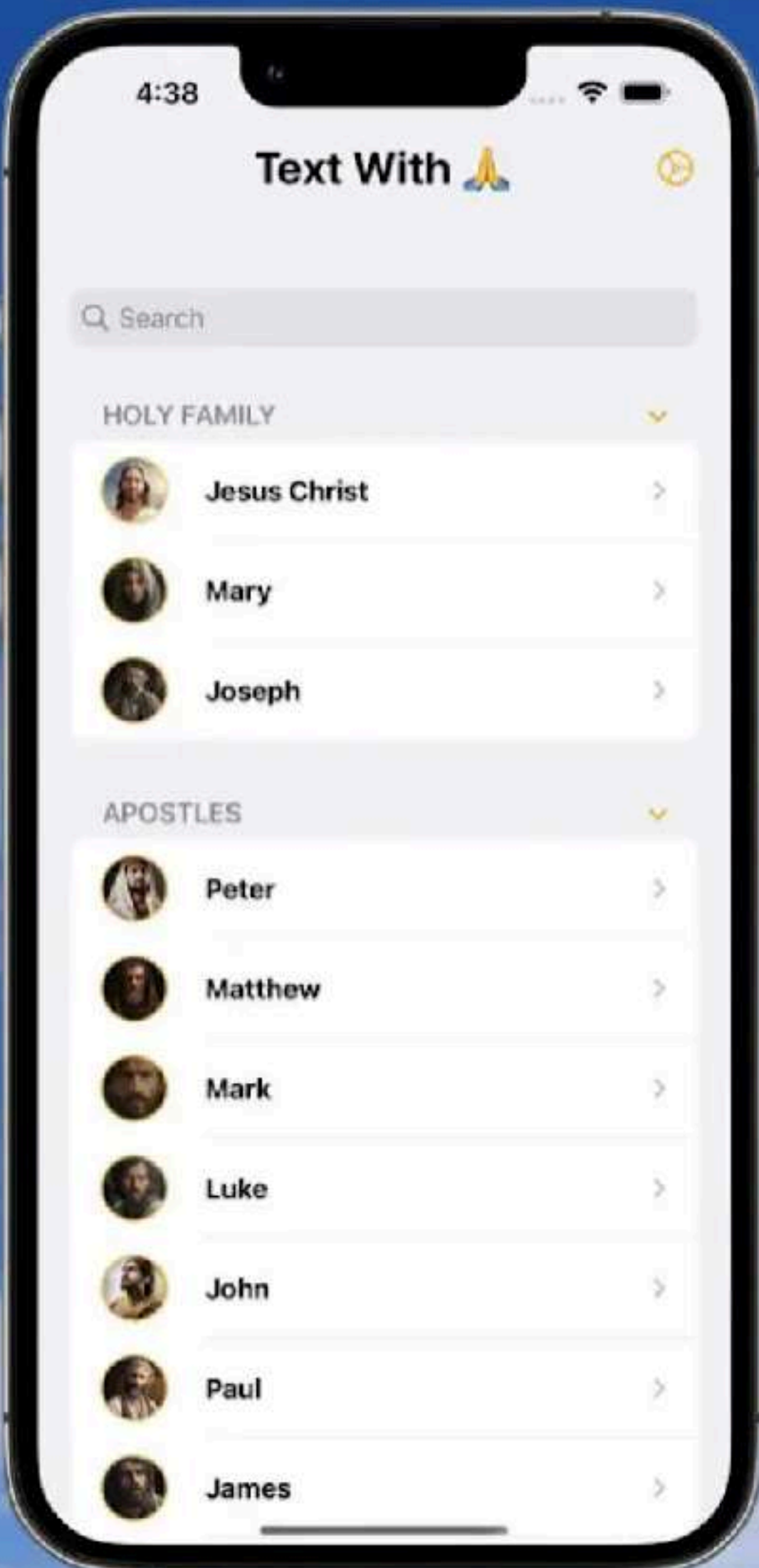
They debuted on January 25, 2023 with the single album “PANDORA’S BOX”.

<https://www.mave-official.com/>

<https://youtu.be/1wGOHbcQKlc>



Many Biblical Figures Available To Chat!



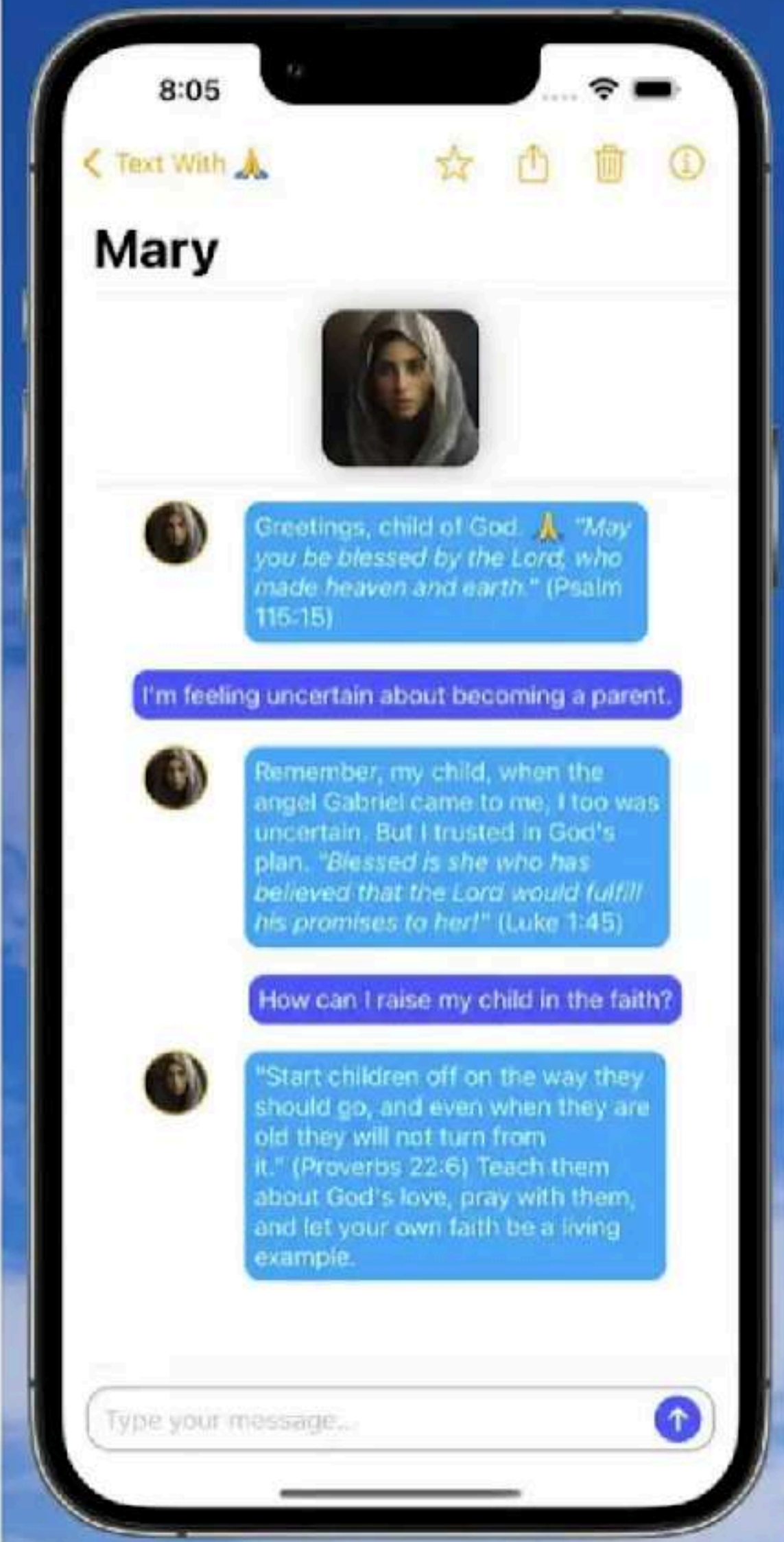
JESUS CHRIST

Have personalized conversations with Jesus!



HOLY FAMILY

Chat with Mary, Joseph and many other saints!



APOSTLES

Paul, Matthew, Mark, Luke and many others!



2

Focus sur les IA Générative

Text-to-...everything



GANDALF 
@BTCGandalf

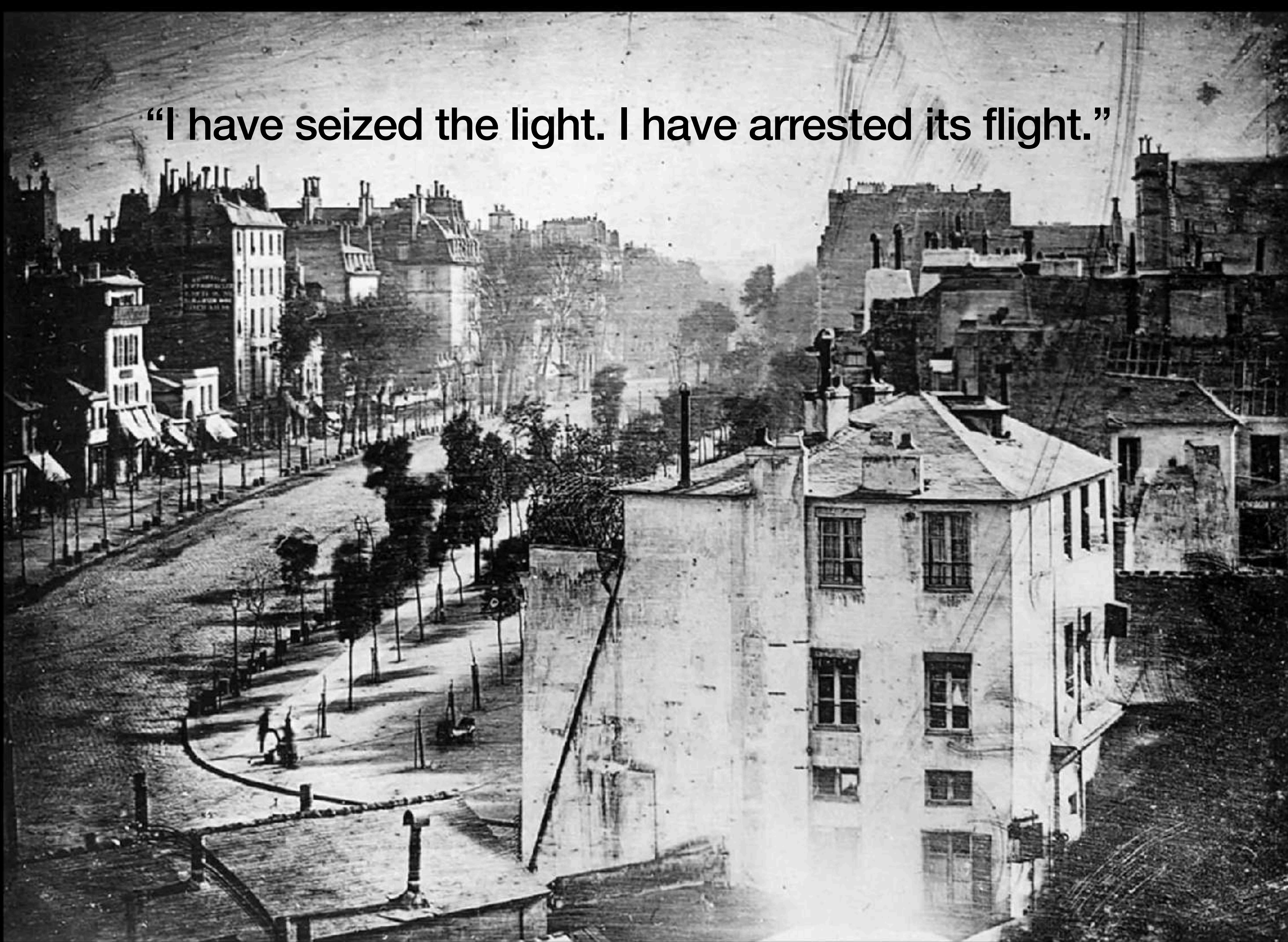
AI is not going to replace people.
People using AI will replace people
not using AI.



Jason ALLEN

“Théâtre d'opéra spatial“ 2022

“I have seized the light. I have arrested its flight.”



Charles Baudelaire, the 19th-century French poet and art critic, called photography “art’s most mortal enemy.”



Louis Daguerre, 1787-1851

Number of AI-Created Images*

EVERYPIXEL

DALL-E 2

916 million

Models based on Stable Diffusion

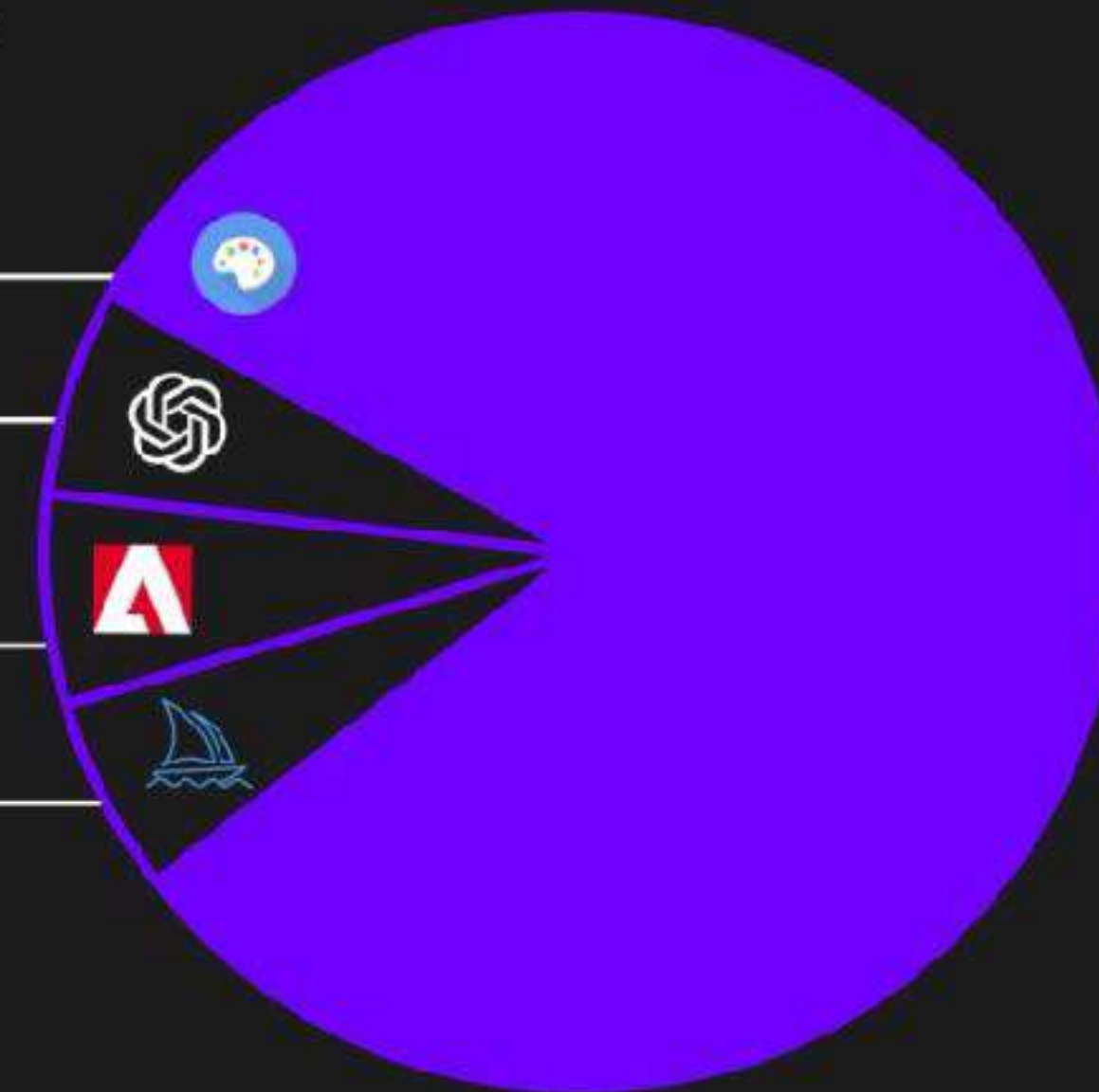
12.590 billion

Adobe Firefly

1 billion

Midjourney

964 million



15.470 billion

Sources: Adobe;
our estimates, based on Photutorial, OpenAI, Civitai

*As of August 2023

More than **15 billion images** created using text-to-image algorithms since last year. To put this in perspective, it took photographers 150 years, from the first photograph taken in 1826 until 1975, to reach the 15 billion mark. Since the launch of DALL-E-2, people are creating an average of **34 million images per day.** The fastest-growing product is Adobe Firefly, the suite of AI algorithms built into Adobe Photoshop. It reached **1 billion images** created in just three months since its launch. Midjourney has **15 million users**, the largest user base of any image generation platform

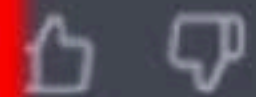
ChatGPT Text-to-text

What is an AI Prompt?

Prompt



An AI prompt is a text input that is used to generate an output by an artificial intelligence model. It can be a question, a statement, or any type of text that is fed into an AI system to generate an answer or output based on its training. AI prompts are used to test and evaluate the capabilities of AI models in natural language processing, language generation, and other related tasks.



Output

Elements of AI Image Generator Text Prompt

Midjourney
Text-to-Image

The Batmobile stuck in Los Angeles traffic impressionist painting wide shot

Generate

Subject

A noun that functions as the main subject of the rendered image

Description

Descriptions answer questions about the noun and its surrounding scenery.

It answers questions such as what is the subject doing, where and when, what does the subject look like, what's happening around the subject, etc.

Style / Aesthetic

Stylistic or aesthetic parts of a text prompt dictate the composition in its entirety. These can be art styles, such as impressionist, cyberpunk, art deco.

Time periods, such as 80's or medieval. These elements also control the framing of the image, such as wide shot, ling shot, close up.

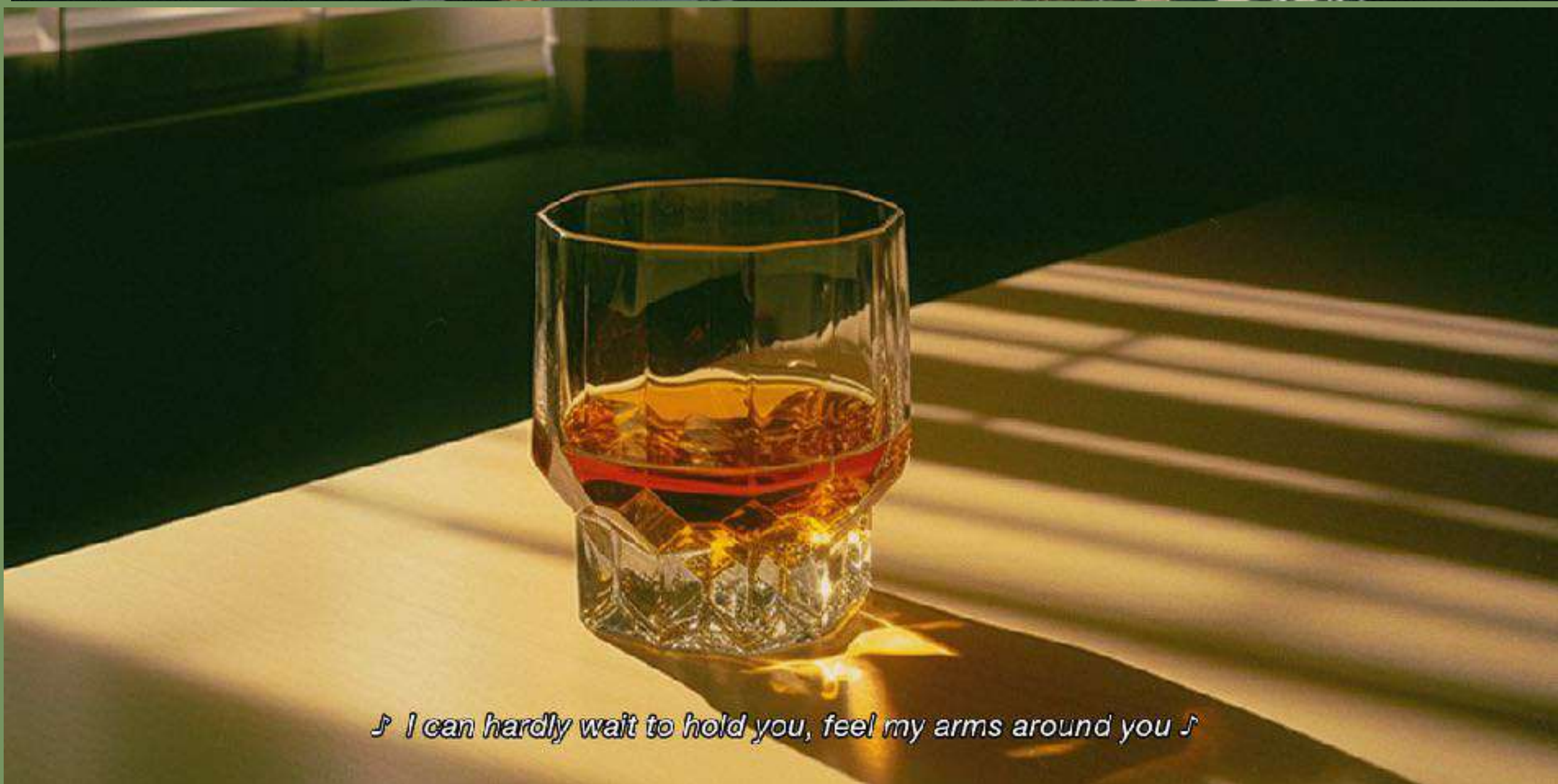




[♪♪♪]



["The Look of Love" by Dusty Springfield starts playing]

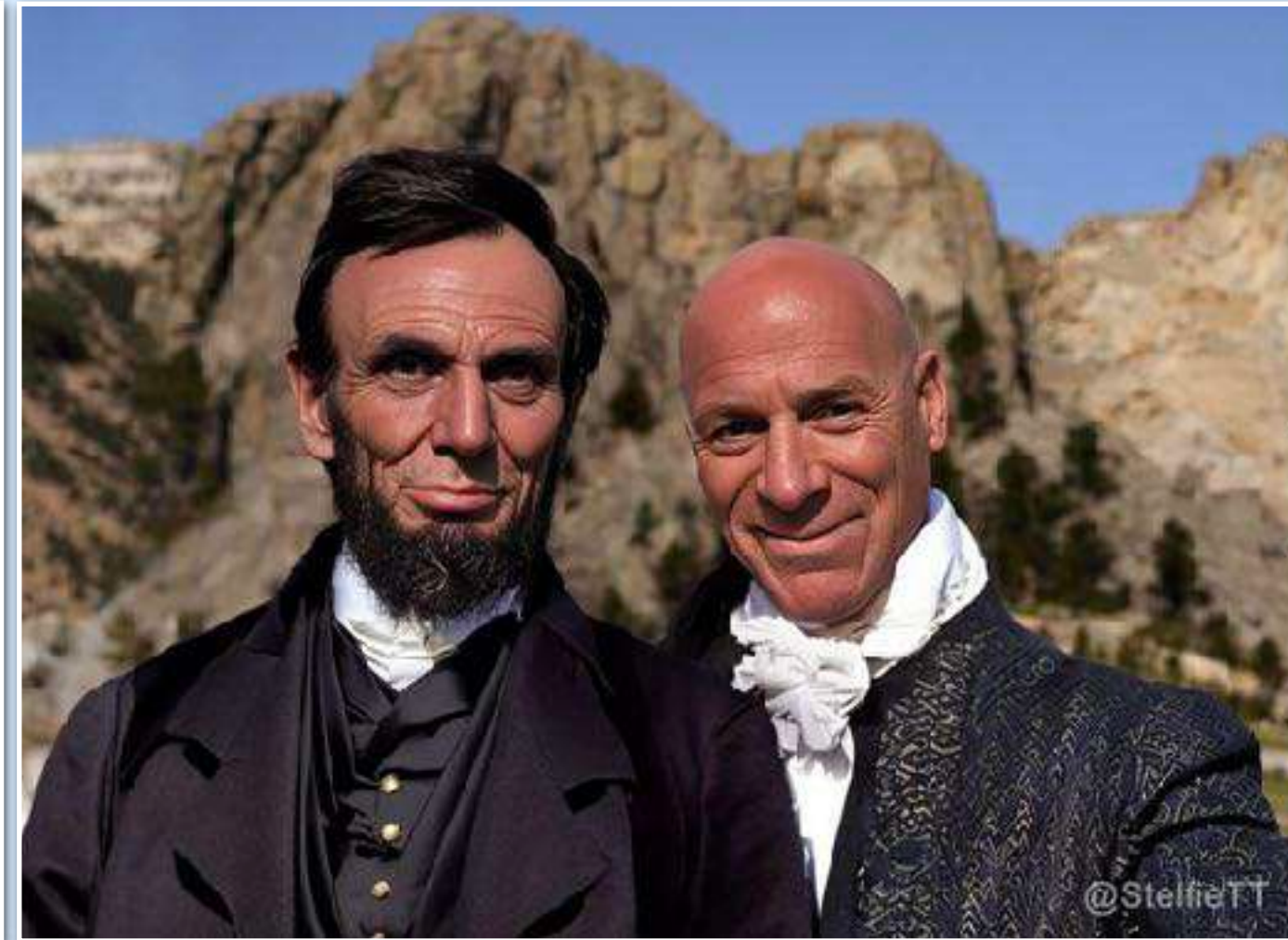


♪ I can hardly wait to hold you, feel my arms around you ♪



[sighs] – When did life become so mundane?

Stelfie Time Traveller @stelfieTT







Afghanistan
Mortaza Behboudi enfin libre
PAGE 16

Arras
Dominique Bernard par ceux qui l'ont connu
PAGES 14-15

Ukraine
Jonathan Littell, l'horreur en mémoire
PAGES 24-25

PROCHE-ORIENT
LE SPECTRE DE L'EMBRASEMENT

Après une explosion meurtrière dans un hôpital de Gaza, des manifestations se sont multipliées dans plusieurs pays de la région. Une nouvelle étape dans l'escalade du conflit même si rien ne semble indiquer qu'Israël soit responsable de la frappe. PAGES 2-7

Libération

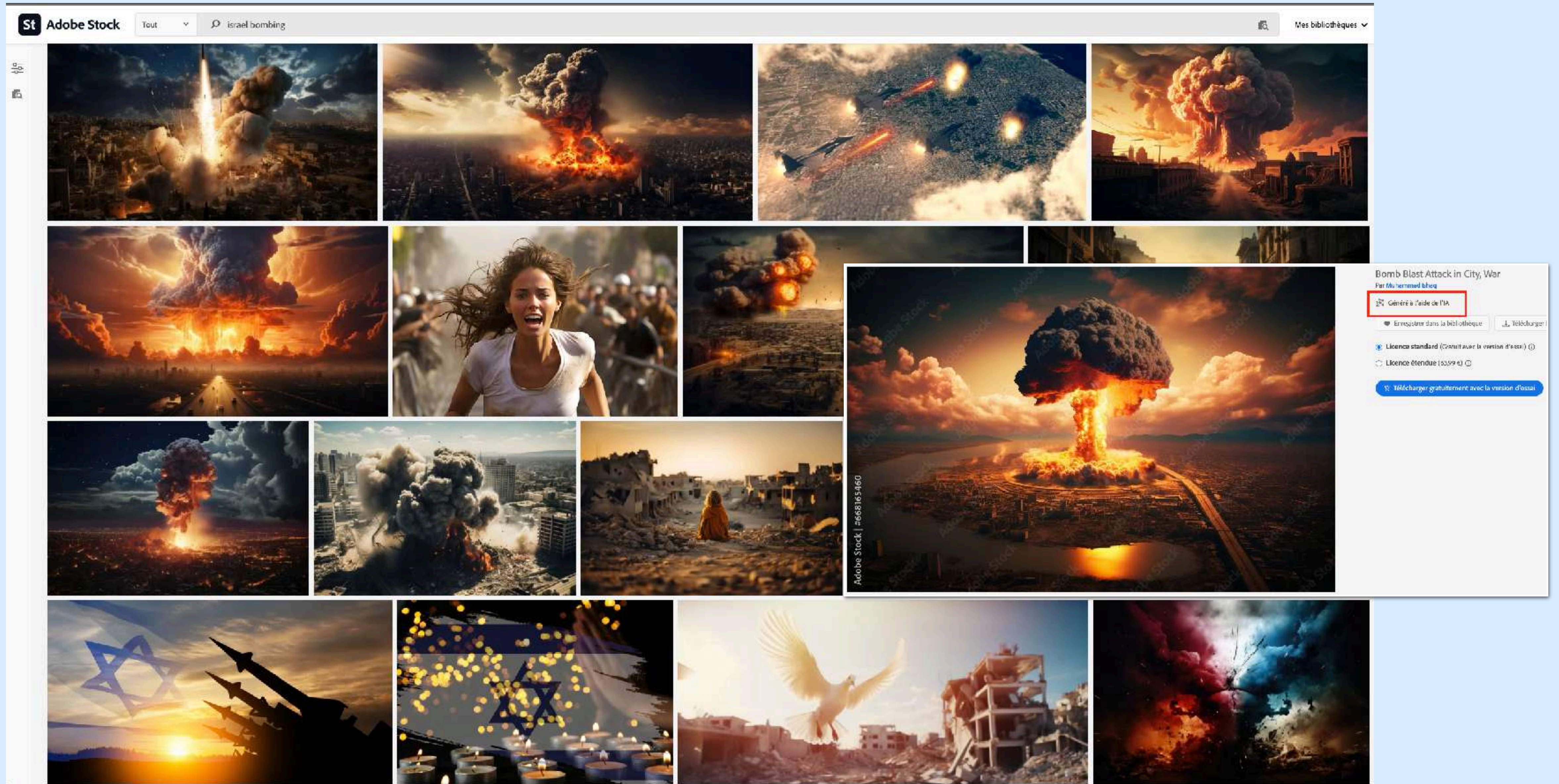
ASIE(1)
IMMIGRATIONS EST & SUD-EST ASIATIQUES DEPUIS 1860
EXPOSITION JUSQU'AU 18.02.2024
PALAIS PORTERIE.FR



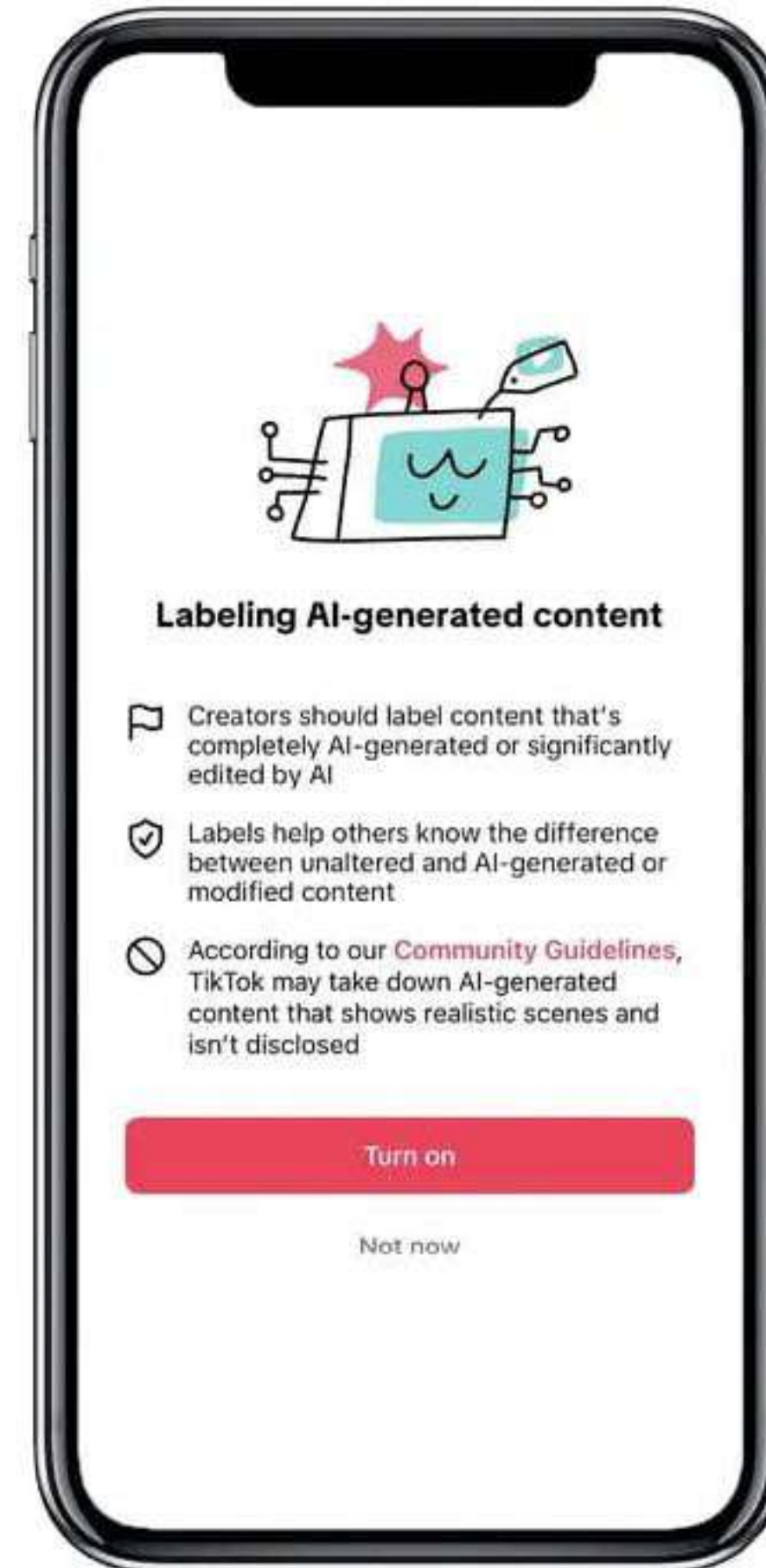
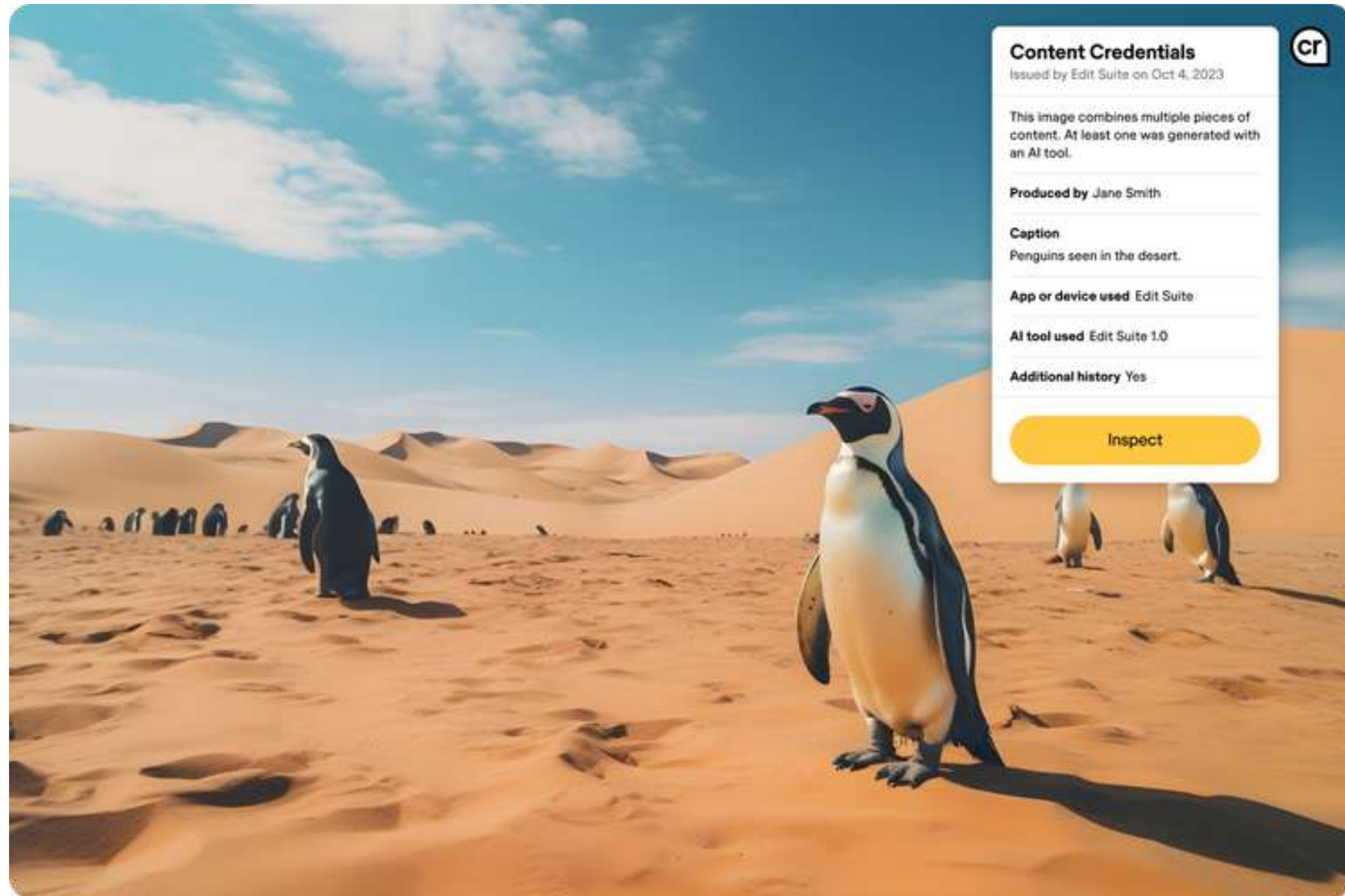
Une femme brandit une image générée par une intelligence artificielle dans une manifestation au Caire, mercredi 18 octobre. HAZEM GOUDA / AFP

La photo d'un manifestant au Caire brandissant l'image générée par IA d'un bébé sous des gravats s'est retrouvée en une du quotidien ce jeudi.

Adobe vend de fausses images générées par l'IA du conflit Israël-Hamas



Online publications have used a photorealistic image of a missile attack from Adobe Stock without marking it as fake.



HEETCH



/imagine

trois jeunes en France



/imagine

trois jeunes en banlieue en France

HEETCH



/imagine

deux enfants en France



/imagine

deux enfants en banlieue en France

HEETCH



/imagine

un mariage en France



/imagine

un mariage en banlieue en France



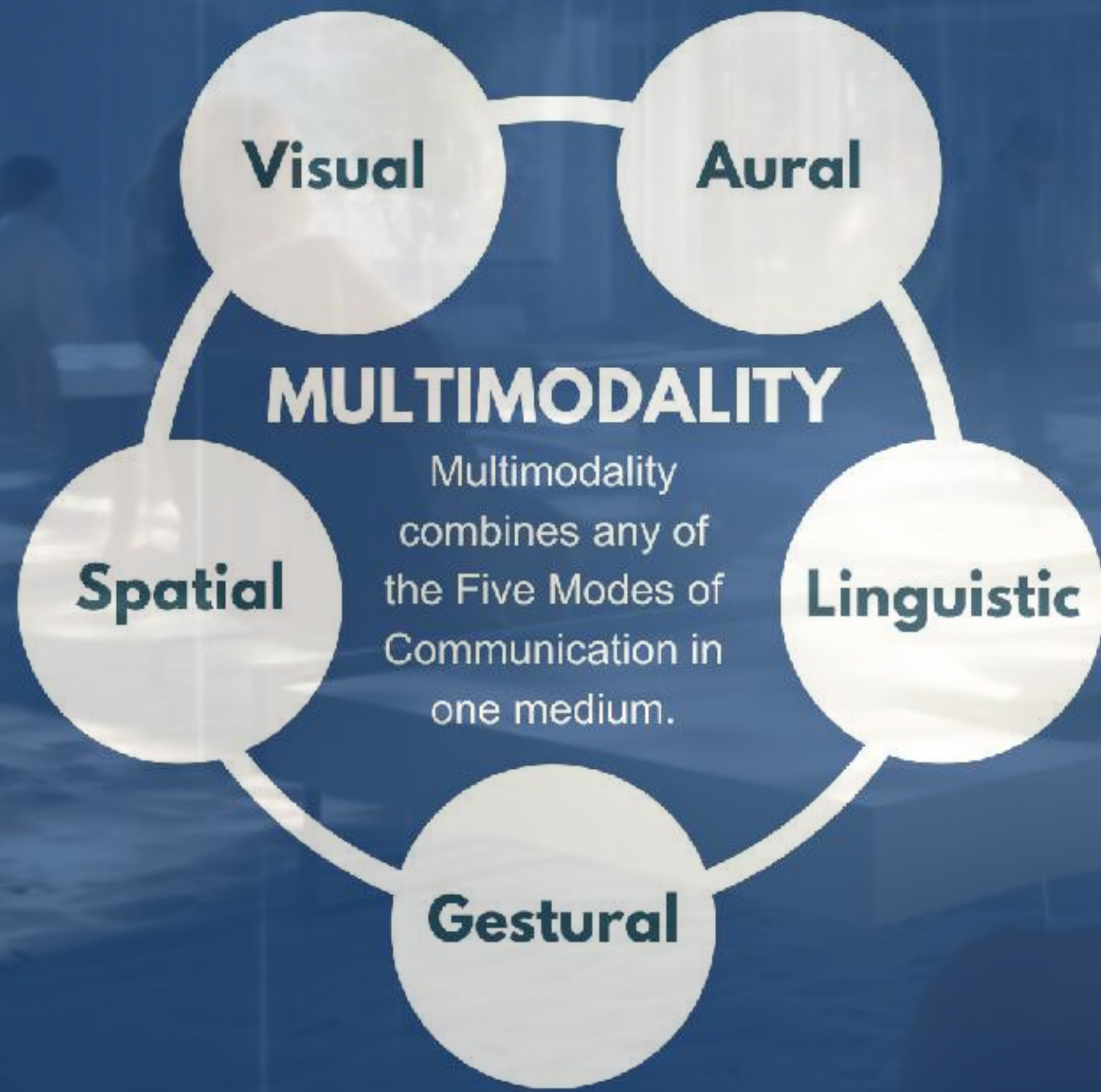
**Les organismes
de presse vont
retrouver leur place de
sources d'informations
fiables et dignes de
confiance.**

#prévisions2024

FORRESTER®



Multimodality: the Future of Media



Speech-to-Text

Image-to-Text

Text-to-Avatar

Text-to-Speech

Podcast-to-BlogPost



Merci !



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fred@fever.paris