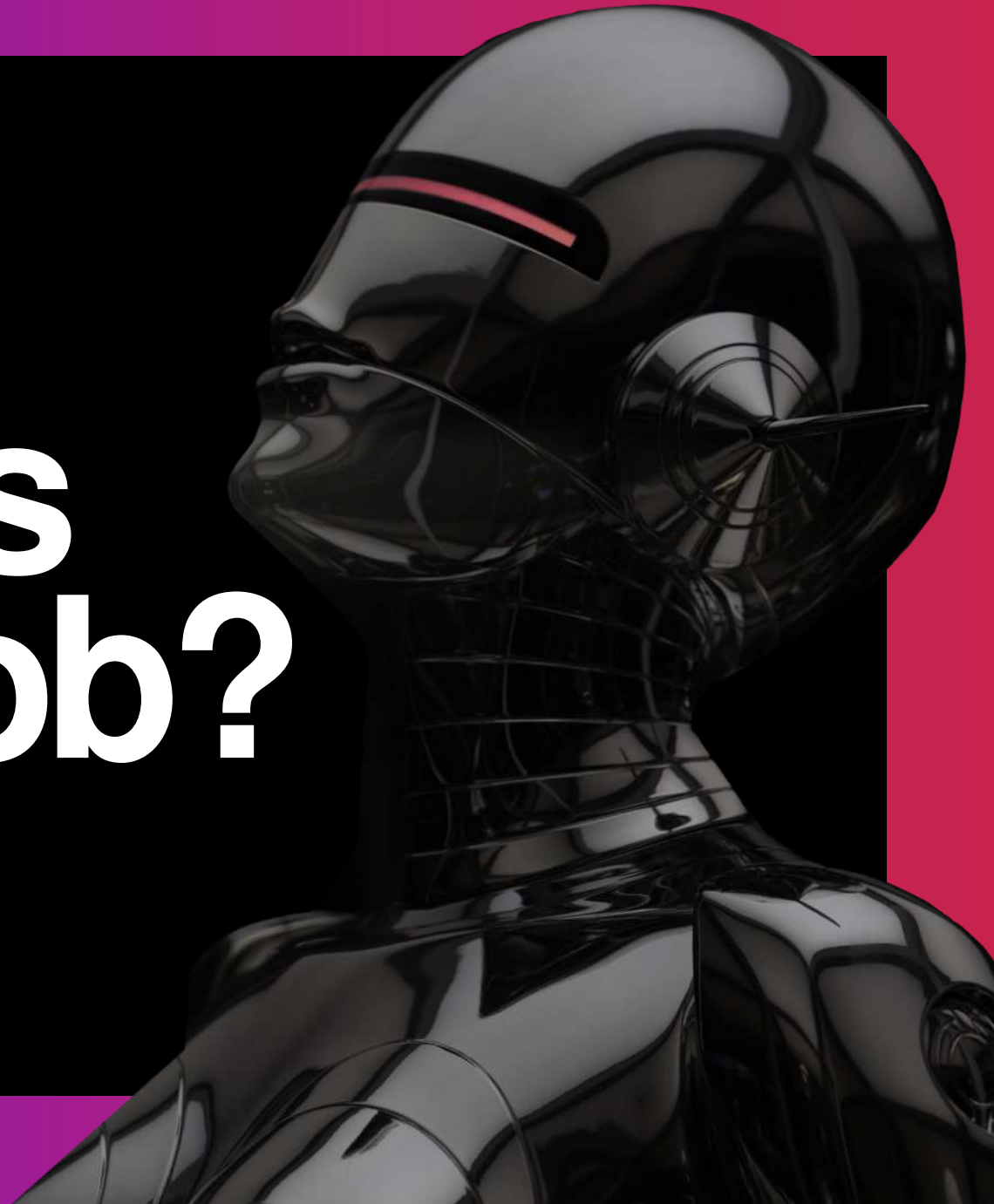


NBCUniversal

Will Robots Take My Job?

The rise of machines and automation





Our ideas about robots haven't changed in nearly 100 years.

But our feelings about a future with them has.

Past depictions in media led to a **cultural fascination with robots**, but also stoked **fear about the dangers of technology & automation** in the future...

Today, with new advances in workplace automation, many of these age-old **fears are finally being realized.**

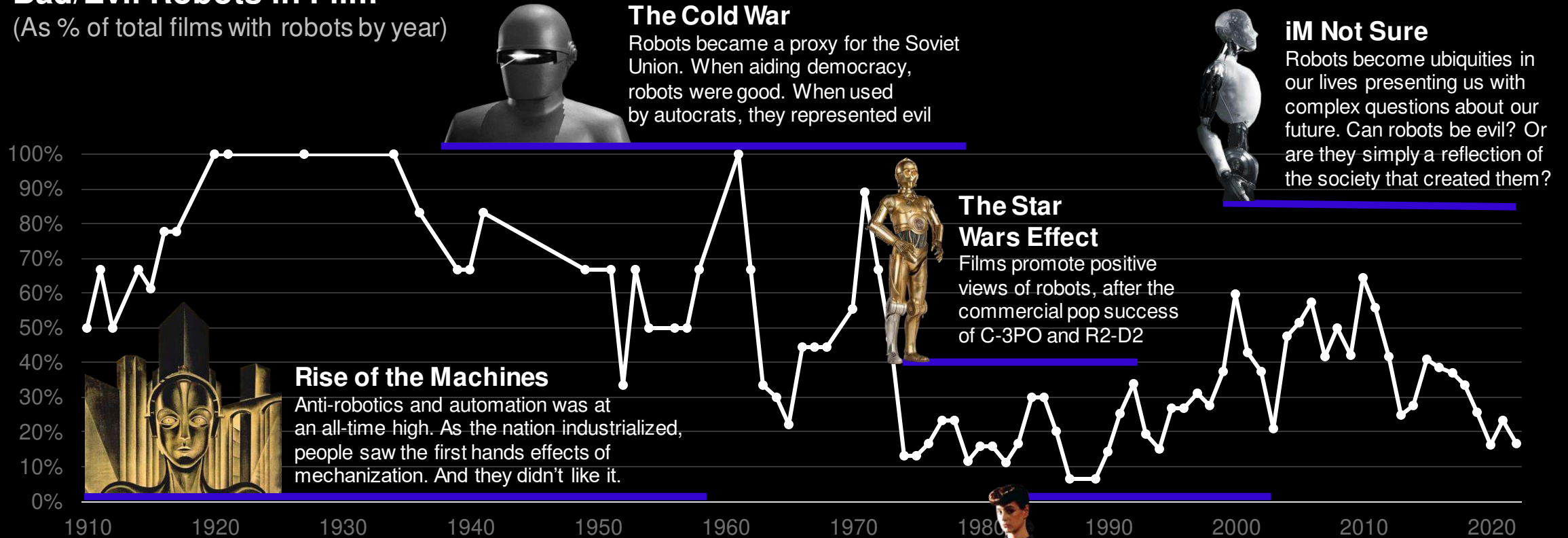
Robots in the workplace are already plentiful & will only continue to grow, **leaving us wondering not just WHETHER robots will take our jobs, but rather... WHEN?**

We Have Always Been Preoccupied with Robots

Since the advent of the Mechanical Turk, we are fascinated by automation but terrified by its lack of humanity. **Robots in Pop Culture mirror our greatest fears and amplify our hopes of what is to come.**

Bad/Evil Robots in Film

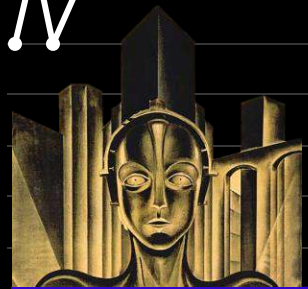
(As % of total films with robots by year)



The Cold War
Robots became a proxy for the Soviet Union. When aiding democracy, robots were good. When used by autocrats, they represented evil



iM Not Sure
Robots become ubiquitous in our lives presenting us with complex questions about our future. Can robots be evil? Or are they simply a reflection of the society that created them?



Rise of the Machines
Anti-robotics and automation was at an all-time high. As the nation industrialized, people saw the first hands effects of mechanization. And they didn't like it.



The Star Wars Effect
Films promote positive views of robots, after the commercial pop success of C-3PO and R2-D2



Radioshack & Robots
The rise of PCs and home gadgets made us contemplate a future where handheld gadgets became our very hands.

Source: NBCU Internal Analysis of Films

So, it's no surprise we are worried that

Robots Are Coming For (Some Of) Our Jobs

The perception is that manual jobs are destined for robots. The truth is a little different.

Routine jobs, regardless of if they're cognitive or manual, are the ones that have already started to be automated and mechanized. These jobs have seen a 10pp reduction in openings over the last 20 years due to automation.

Non-routine jobs, which don't follow patterns, are hard for today's robots to mimic.

Nonroutine Cognitive

Ex. Doctors, Public Relations



Nonroutine Manual

Ex. Janitor, Stocking Shelves



Routine Cognitive

Ex. Bank Teller, Bookkeepers



Routine Manual

Ex. Construction, Manufacturing



And The Rise of Robots Shows No Signs of Slowing

The **application of robots is growing**, while humans continue to speculate on how this might impact them...

+13%

Robot installation growth expected in the next year.
Human Job growth?
Just **3%**.

82%

of humans think robots will do much of the work we do today by 2050. Yet **70%** of people say that *their job* will not be impacted by robotics or automation.

+\$15T

AI has the potential to boost global GDP this much by 2030. That would be equivalent of adding **1,372,905,975** humans to the workforce.

But Don't Worry Just Yet

Robots, AI and Automation are a long way off from changing the world.



Algorithms have repeatedly been shown to have deep flaws around race and gender.



Exposed to the internet, a chat bot quickly becomes sexist and pro-Hitler.



Robots fall short in traditionally human-held jobs.
Real-life example: a security robot's workday was cut short when it drowned in a fountain.

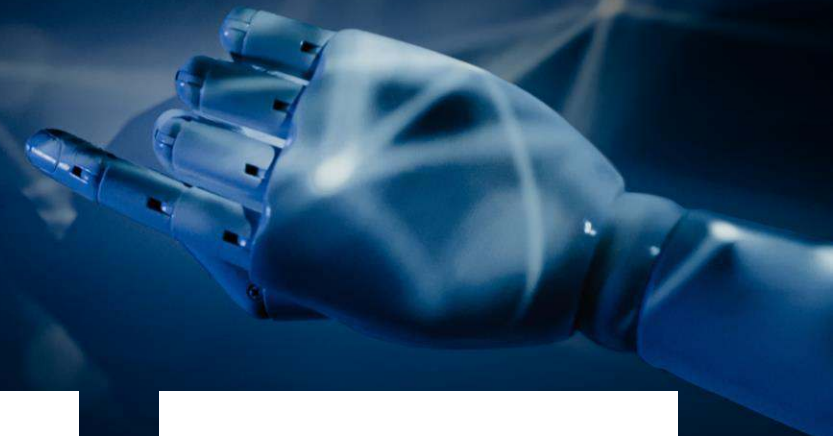
Case in Point

We asked an AI to help us finish the headline for this slide, here is what it came up with:

“In the meantime, here are 10 jobs you can literally do today with a robotic partner at the edge of your own workspace.”

Will Robots Take My Job?

Four Trends that will hold true in 2023 and their impact on marketers



01.

Distrust of AI and Algorithms

AI and blackbox technologies are increasingly distrusted and viewed negatively by the public

Marketing Implications

Using AI, Automation as a marketing hook may hurt brand perceptions

02.

Reject Recommendations

While small, a growing number of streamers state they are more likely to seek content rather than go with recommendations

Marketing Implications

In addition to cost, shift to free AVOD (channel surfing) to promote discovery

03.

AI to Help Shape Creative

After the recent success of an AI winning an art contest, expect a wave of new companies exploring ways for AI to help create images.

Marketing Implications

Expect AI to play a larger role in creating ads

04.

See (And Not See) Robots Everywhere

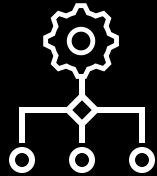
Aging populations and high labor demand, have turned many companies to AI and robotics. 2022 hit an all time high for robot installations.

Marketing Implications

Expect AI and Robots to be used alongside existing roles across the job spectrum

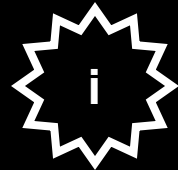
FUTURE PREDICTIONS:

How the Rise of Robots and Automation Could Become the Next (Human) Renaissance



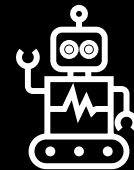
Automation = Human Valuation

In places where automation is failing, demand and salaries for (human) jobs are projected to grow 10x those in automated fields



Labeling Requirements

Am I talking to a line of code? Did the video I get recommended come from an algorithm? Expect that push for transparency to come in the form of disclosures and labeling.



The Future is Neutral

Computers are not making their own AI (yet). Having HAL or C-3PO work besides us is still our choice.

NBCUniversal

Thank You

FOR MORE INFORMATION, PLEASE REACH OUT:

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