

Everybody's
talking about...

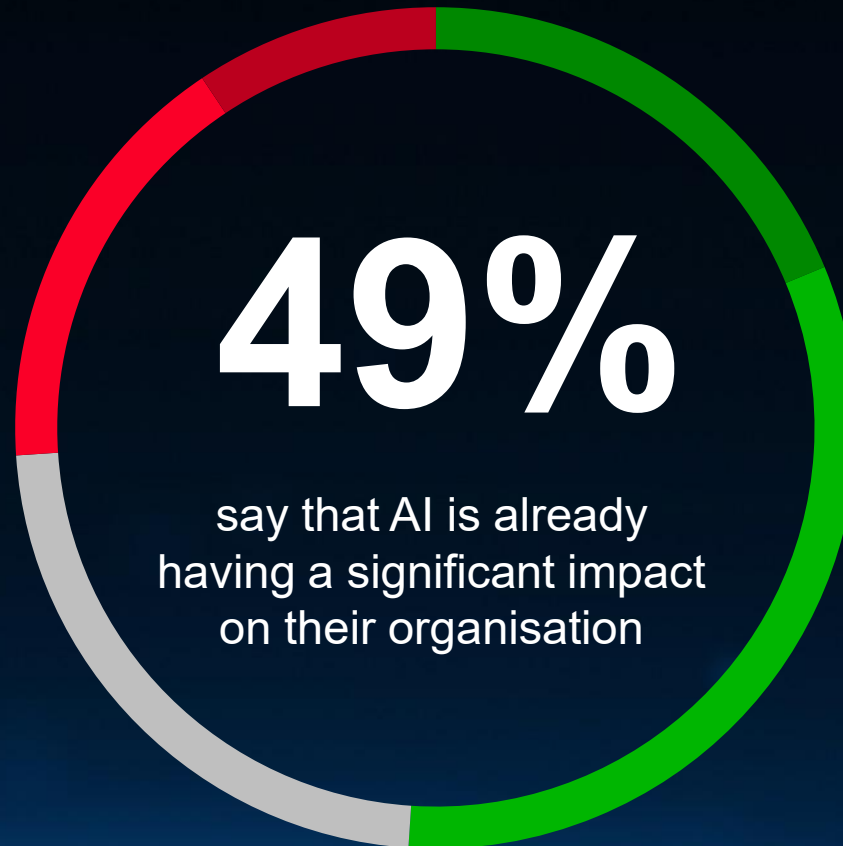
Artificial intelligence

Kunstig intelligens

Intelligence artificielle

Inteligência artificial

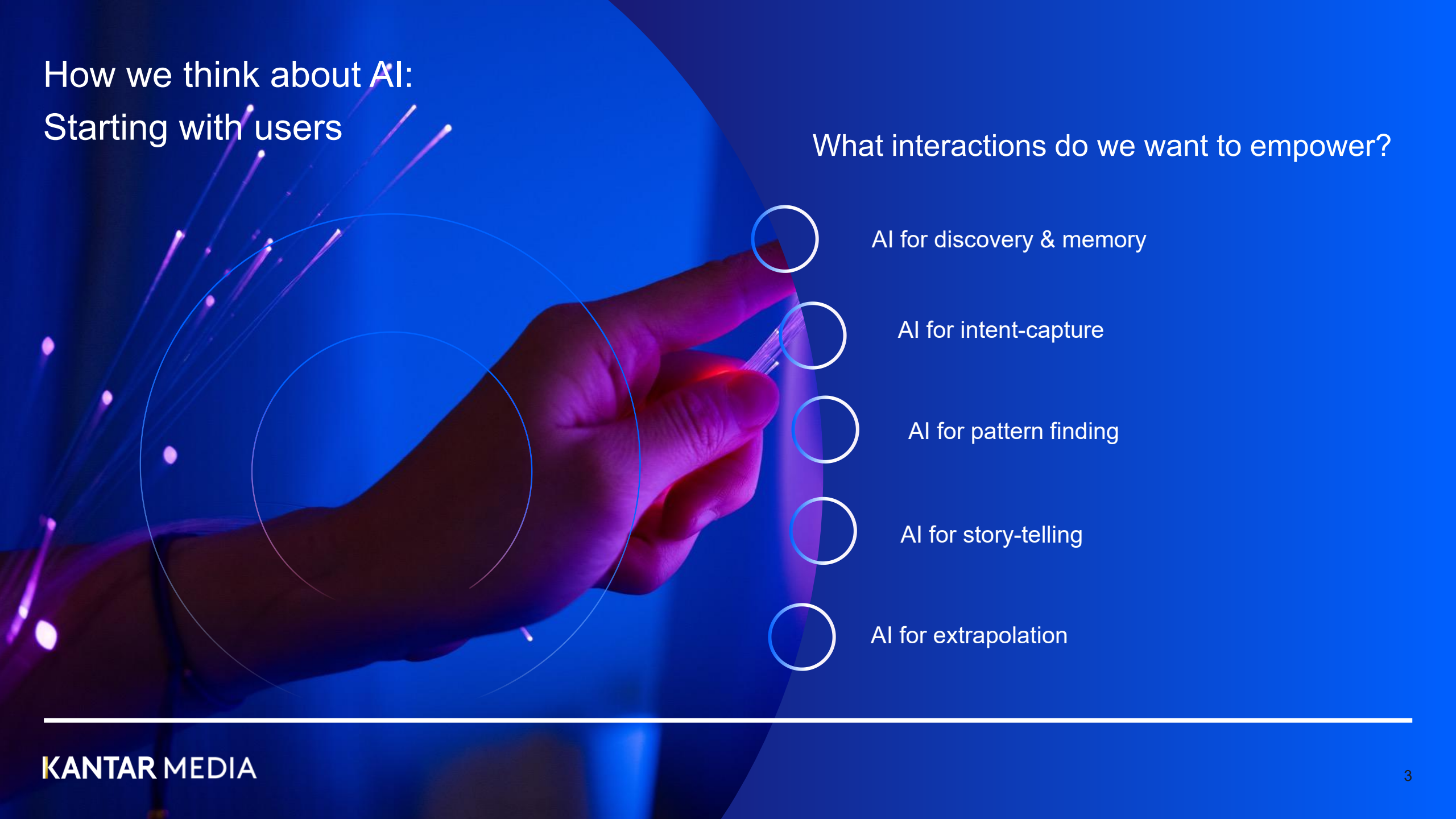
Everybody's
talking about...



Strongly Agree	18%
Agree	31%
Neither Agree nor Disagree	22%
Disagree	16%
Strongly Disagree	9%

How we think about AI: Starting with users

What interactions do we want to empower?



AI for discovery & memory

AI for intent-capture

AI for pattern finding

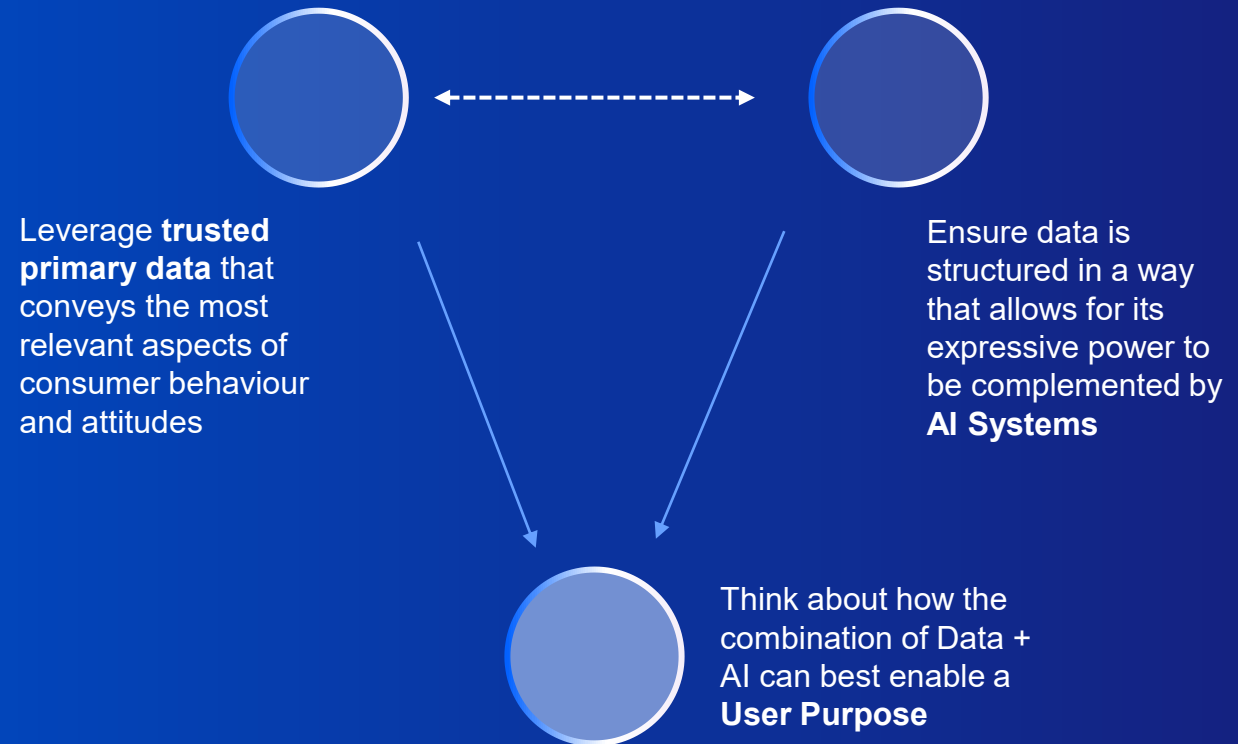
AI for story-telling

AI for extrapolation

How we think about AI: A focus on Data + AI

The role of impactful data

Investing in measurement that captures trustworthy ground truths about the priorities, preferences and drivers of consumer action will remain an equally important element of the insight flywheel



[illegible]

Statements (continued)	Definitely Agree	Tend To Agree	Neither Agree Nor Disagree	Tend To Disagree
I don't like to judge other people on the way they choose to live their life	☐	☐	☐	☐
I consider myself to be a sensitive person	☐	☐	☐	☐
I consider myself to be a creative person	☐	☐	☐	☐
I like to have a circle of close friends who support me in hard times	☐	☐	☐	☐
I like to have control over people and resources	☐	☐	☐	☐
I have a keen sense of adventure	☐	☐	☐	☐
I find it difficult to say no to my friends	☐	☐	☐	☐
I like to be surrounded by different people, cultures, ideas and lifestyles	☐	☐	☐	☐
I always discuss major decisions with my partner	☐	☐	☐	☐
I am usually the first amongst friends to know what's going on	☐	☐	☐	☐
There's no point worrying about getting older	☐	☐	☐	☐
I don't run down my car	☐	☐	☐	☐
Parents are violent and crime affects the way I lead my life	☐	☐	☐	☐
I feel intimidated by groups of young people	☐	☐	☐	☐
A child can turn out well-rounded even if their parents are separated	☐	☐	☐	☐
In a job, security is more important than money	☐	☐	☐	☐
I look on the work I do as a career rather than just a job	☐	☐	☐	☐
I only go to work for the money	☐	☐	☐	☐
I want to go to the very top in my career	☐	☐	☐	☐
I would like to set up my own business one day	☐	☐	☐	☐
How I spend my time is more important than the money I make	☐	☐	☐	☐
Money is the best measure of success	☐	☐	☐	☐
It is important to be well-informed about things	☐	☐	☐	☐
I have a practical outlook on life	☐	☐	☐	☐
What I want most in my life is to have fun, enjoy life's pleasures	☐	☐	☐	☐
What I want most in my life is to have nice children	☐	☐	☐	☐
I consider myself a romantic	☐	☐	☐	☐
I prefer to be single	☐	☐	☐	☐
Getting married is unwanted	☐	☐	☐	☐
I feel comfortable talking to others about things that worry me	☐	☐	☐	☐

[illegible][illegible][illegible]

	Definite Disjuncts	Not Applicable	Any Agent	Any Disjuncts
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1. Leveraging LLMs for enhanced discovery

The screenshot displays the KANTAR MEDIA Choices Online interface. On the left is a sidebar with navigation options: Base, Columns, Rows, CHANGE SURVEY GB TGI (English), CHANGE REPORT PERIOD 2025 February (January 2024 - December 2024), Trend Report, Import & Export, and Download Files. At the bottom of the sidebar are icons for Correspondence and Cluster. The main panel is titled 'Choices Online' and features a search bar with the query 'green'. Below the search bar are filters for EXACT, SIMILAR, and CONTEXTUAL (selected), and buttons for MY TARGETS, DICTIONARY, and TARGET SET. A 'Score Filter' section shows three checked boxes. The main content area is divided into 'PREDEFINED TARGETS (0)' and a list of search results. The results are organized into categories: 'THE ENVIRONMENT' (with a sub-category 'THE ENVIRONMENT'), 'SEGMENTATIONS' (with a sub-category 'GREEN VALUES SEGMENTATION'), and 'LIFESTYLE STATEMENTS' (with a sub-category 'PERSONAL - SOCIAL, POLITICAL AND ETHICAL'). Each result includes a checkbox and a description. The results for 'THE ENVIRONMENT' are: 'How Much Known Renewable/Green Energy', 'How Much Known Greenwashing', 'How Much Known Have never heard of it', 'How Much Known Have only heard of it', 'How Much Known Just a little', 'How Much Known A lot', 'How Much Known A fair amount', 'How Much Known Sustainability', and 'How Much Known Climate Change/Global Warming'. The results for 'SEGMENTATIONS' are: 'Green Values Groups'. The results for 'LIFESTYLE STATEMENTS' are: 'Statements Companies tend to over claim their green credentials'. At the bottom of the results list are buttons for 'COLLAPSE', 'SHOW MORE', and 'ADD'.

Category	Sub-category	Target
THE ENVIRONMENT	THE ENVIRONMENT	☐ How Much Known Renewable/Green Energy
		☐ How Much Known Greenwashing
		☐ How Much Known Have never heard of it
		☐ How Much Known Have only heard of it
		☐ How Much Known Just a little
		☐ How Much Known A lot
		☐ How Much Known A fair amount
		☐ How Much Known Sustainability
		☐ How Much Known Climate Change/Global Warming
SEGMENTATIONS	GREEN VALUES SEGMENTATION	☐ Green Values Groups
LIFESTYLE STATEMENTS	PERSONAL - SOCIAL, POLITICAL AND ETHICAL	☐ Statements Companies tend to over claim their green credentials

Vector search analyses your prompt and return all conceptually-relevant concepts from across the TGI Dictionary based on foundational LLM embeddings

When searching on 'Green' – it's a system that will return all proximate concepts (Recycling; Renewables; Environment) instead of exact terms or synonyms only

2. The image of a busy analyst (*according to AI)

Exploration and iteration are often valuable elements of how the analyst develops insights

Nevertheless, there are times when process-complexity restricts the full potential of the analyst.

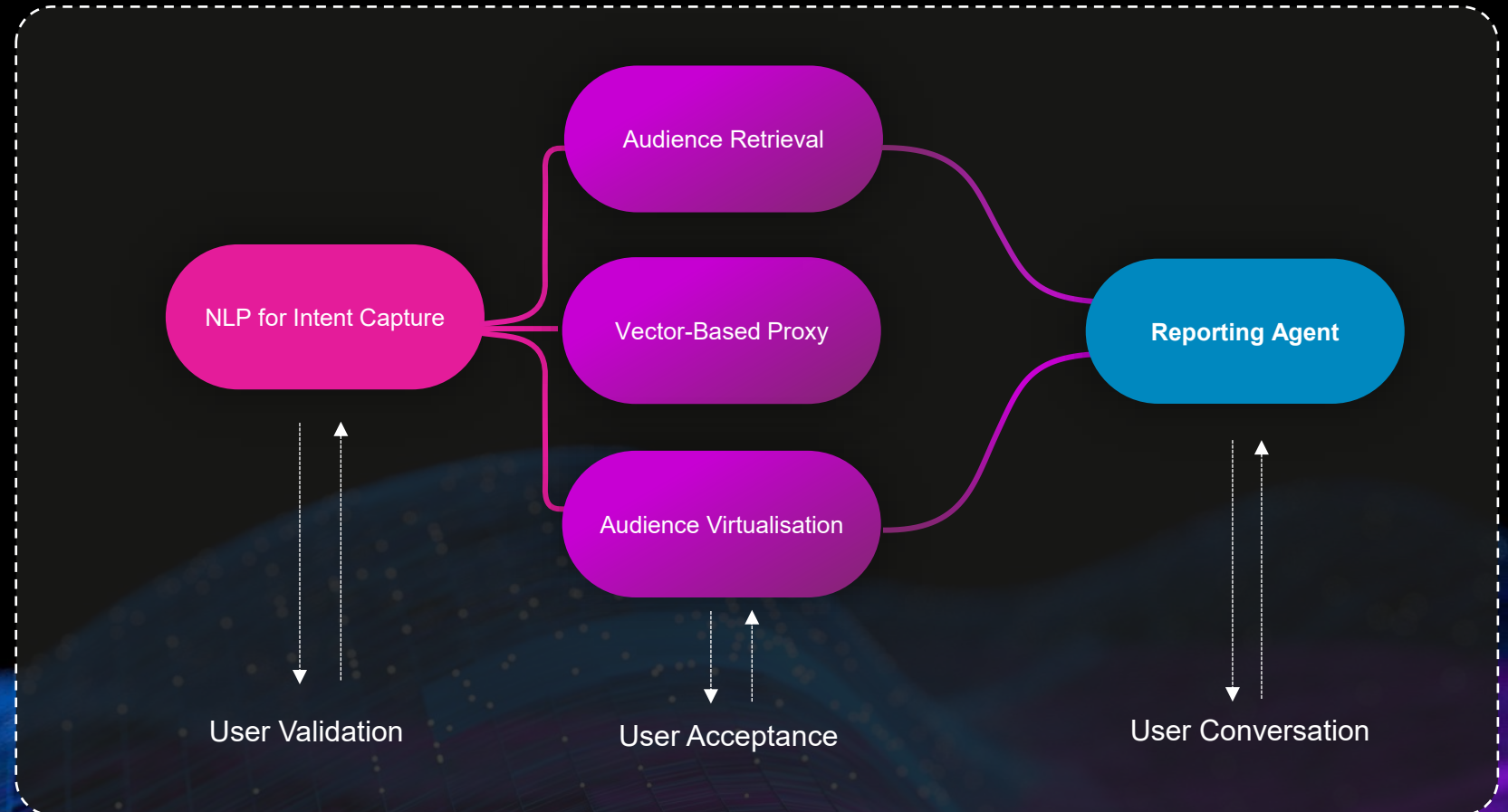
This can be particularly the case for more complex, multi-country analysis



2. An emerging assistive architecture

Approaches to multi-country analysis

Particularly in the arena of multi-country data analysis, we see an opportunity to 'shift the balance' for analysts – by chaining together some of the most useful 'power assistance' technologies



3. Operating across user frontiers

The Insight Audience:

New parents who are **health-conscious** and willing to spend more on environmentally-friendly food products

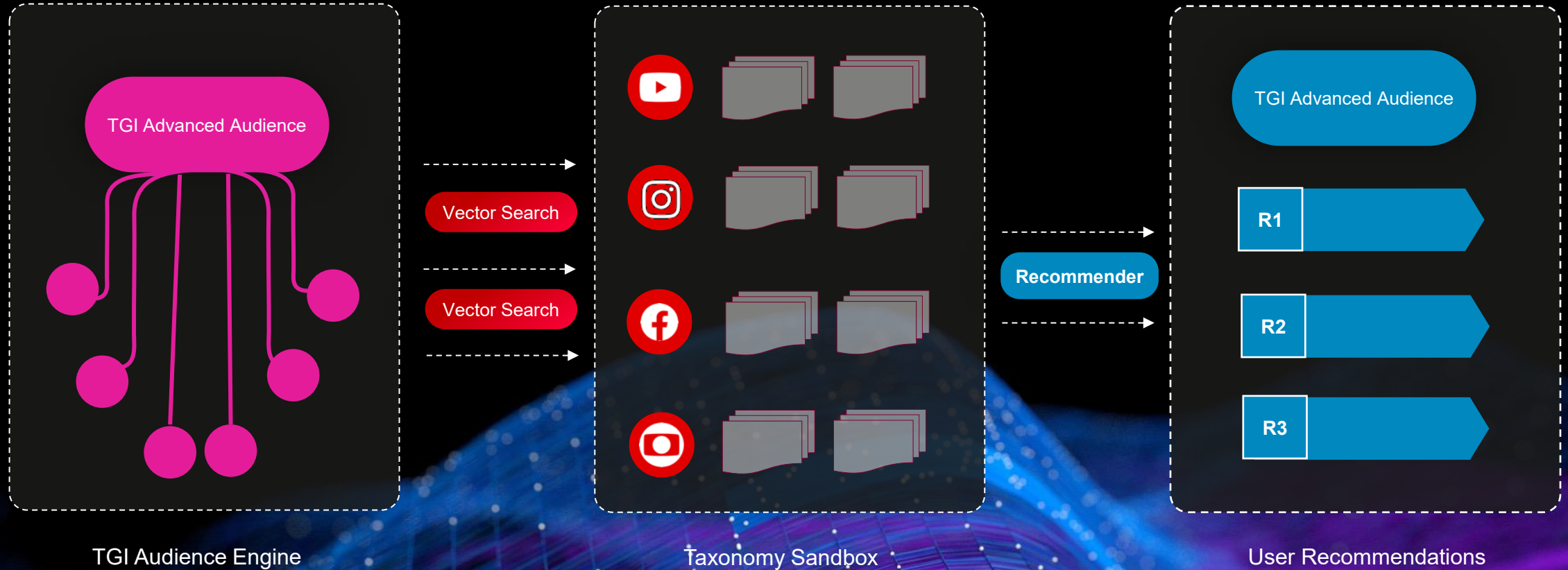


The Traders Audience:

25-34 and Women and Parents



3. Operating across user frontiers



Crossing the chasm.....together

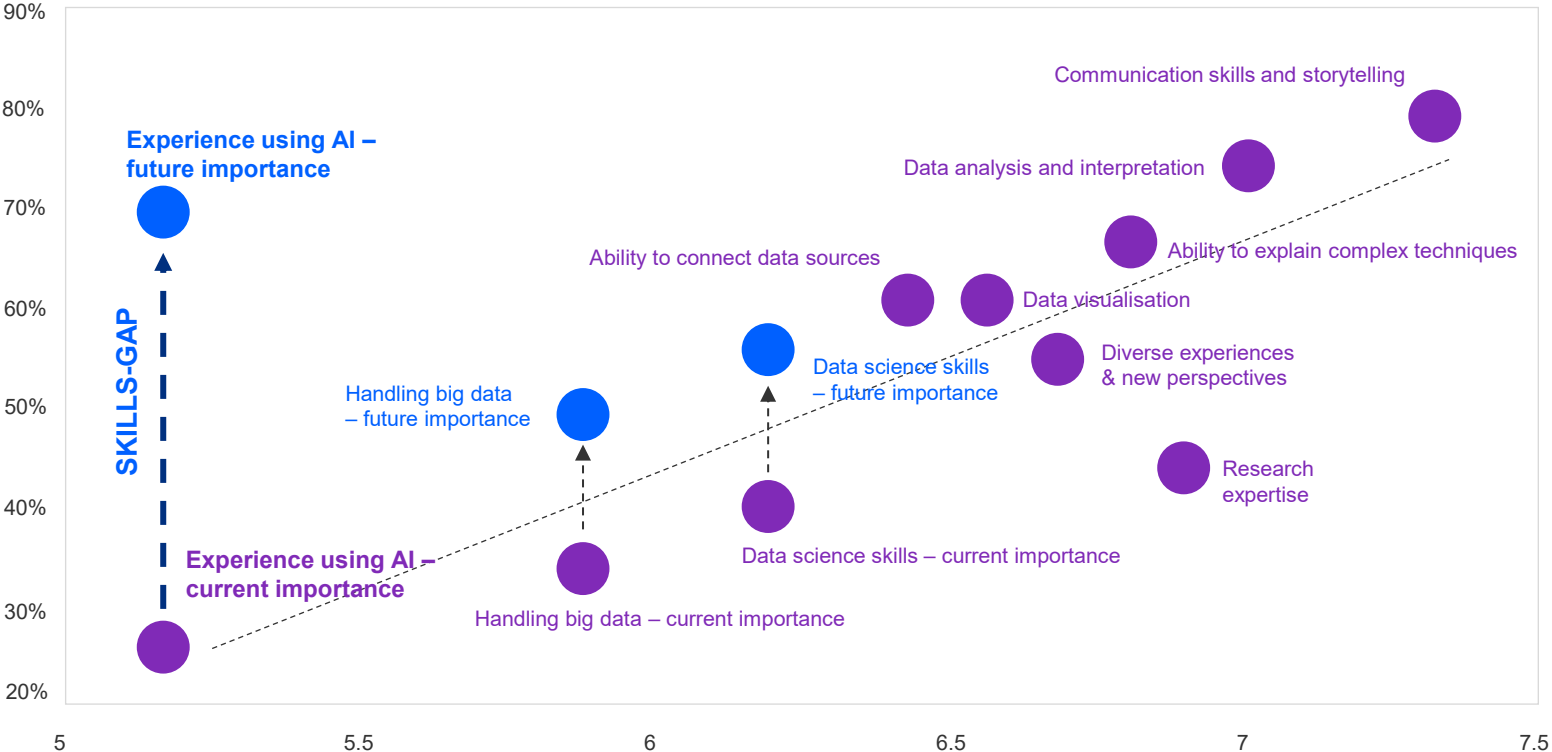
Openness will strengthen the media ecosystem

Media organisations will thrive by embracing fresh talent from other industries as leaders increasingly recognise the value of diversity. This openness will foster innovation, enabling companies to better navigate transformative technologies like AI by blending diverse skills and perspectives.

How would you rate your organisation in terms of the skillsets it has available to it in those areas?

Question 1: % who view these skills, expertise & Experiences as being very important to their organisation

Question 2: % who expect the importance of this Skills to significantly increase in next three years



Source: Kantar Media's 2024 Global Media Leaders Survey
Question 1: How would you rate your organisation in terms of the skillsets it has available to it in those areas?
Question 2: How do you anticipate the importance of these skills changing over the next three years?
Base: Important Skills, Expertise or Experiences selected for the respondent's organisation. Min (1,000 per skill)

Thank-you

Christopher Larmour

TGI Product Director

christopher.Larmour@kantar.com