MEDIA, BROADCASTING & ENTERTAINMENT

WHEN THE AUDIENCE MOVES FIRST

AI, attention, content economics and the reinvention of media experiences.



AUTHENTIC KEYNOTE STAGE ARCHIVE | FULL FRAME

THE CLIENT PROBLEM

We are convening broadcasting, publishing and entertainment leaders. Our audiences are fragmenting while generative AI changes how content is made, discovered, marketed and trusted. We need a speaker who has seen multiple waves of media disruption and can connect them to a realistic commercial and leadership response.

A SPECIFIC BUSINESS PROBLEM. NOT A GENERIC TRENDS TALK.

Media is confronting simultaneous change in production costs, distribution, discovery and credibility. A sustainable response requires more than a demonstration of generative AI.

01

THE ATTENTION ECONOMY

People discover and consume media across unpredictable channels.

02

THE AI CONTENT SHIFT

Creation, localization, rights and verification become strategic decisions.

03

THE BUSINESS-MODEL RESET

Advertising, subscriptions, licensing and live experiences are under pressure.

04

TRUST AND HUMAN CREATIVITY

Authenticity and editorial judgment can become differentiators.

THE KEYNOTE SOLUTION: CONNECT THE DOTS.

Five movements connect acceleration to meaningful action.

01 From broadcast scarcity to ubiquitous on-demand content

02 AI and the new economics of production and distribution

03 Audience fragmentation and agent-mediated discovery

04 Trust, copyright, authenticity and the value of creativity

05 A portfolio of experiments for the next media business model

FIVE CONNECTED FORCES. ONE INDUSTRY CHALLENGE.

CHANGE DRIVER 1

THE ATTENTION ECONOMY

People discover and consume media across unpredictable channels.

CHANGE DRIVER 2

THE AI CONTENT SHIFT

Creation, localization, rights and verification become strategic decisions.

CHANGE DRIVER 3

THE BUSINESS-MODEL RESET

Advertising, subscriptions, licensing and live experiences are under pressure.

CHANGE DRIVER 4

TRUST AND HUMAN CREATIVITY

Authenticity and editorial judgment can become differentiators.

TEN CLIENT ENGAGEMENTS. REAL ROOMS. REAL ISSUES.

Historical engagement evidence behind the proposed keynote solution.

THE EDITORIAL STANDARD

The following pages summarize specific client environments and themes from Jim Carroll's published highlights, sector archives, and original keynote materials. They show prior speaking experience—not a claim that clients deployed or achieved the technologies discussed.

Adjacent-industry engagements are identified as such. Examples with incomplete original program detail are marked for final verification before broad external distribution.

01 BBC — FUTURE OF MEDIA SESSION

Broadcasting leadership in London

THE STRATEGIC CHALLENGE

Help an established public broadcaster recognize changing media and audience behaviour.

KEYNOTE THEMES & MESSAGES

Internet-enabled distribution; new audience expectations; shifting media economics.

WHY THIS EXPERIENCE MATTERS

Direct media-industry engagement: one of two BBC keynotes.

02 BBC — SECOND KEYNOTE

Repeat broadcasting-sector engagement in London

THE STRATEGIC CHALLENGE

Return to the implications of networked communication for broadcasting.

KEYNOTE THEMES & MESSAGES

Digital disruption; the changing role of established media organizations; strategic adaptation.

WHY THIS EXPERIENCE MATTERS

Repeated engagement; precise topic and event detail should be confirmed in the archive.

03 THE WALL STREET JOURNAL

New York media and business-news organization

THE STRATEGIC CHALLENGE

Discuss transformative trends affecting companies, industries and information.

KEYNOTE THEMES & MESSAGES

Disruptive technology; changing market economics; new business realities.

WHY THIS EXPERIENCE MATTERS

Direct engagement with a major publishing/news institution.

04 WALT DISNEY COMPANY

Senior corporate leadership, Hollywood

THE STRATEGIC CHALLENGE

Challenge the mindset of a highly innovative entertainment company.

KEYNOTE THEMES & MESSAGES

Innovation in upside-down trends; creativity; shifting customer and business assumptions.

WHY THIS EXPERIENCE MATTERS

Direct entertainment-company experience, focused on reinvention.

05 NIKON 100TH ANNIVERSARY

Global brand and technology leadership, Tokyo

THE STRATEGIC CHALLENGE

Offer a forward-looking perspective for a centennial photography and imaging brand.

KEYNOTE THEMES & MESSAGES

Acceleration; digital technology; new customer uses of imaging; long-run innovation.

WHY THIS EXPERIENCE MATTERS

Direct imaging/media ecosystem engagement.

06 NEW YORK PUBLISHING LEADERSHIP

Executive event for a major publisher

THE STRATEGIC CHALLENGE

Explore why content and publishing economics change with digital consumption.

KEYNOTE THEMES & MESSAGES

Publishing disruption; changing distribution; content business-model acceleration.

WHY THIS EXPERIENCE MATTERS

An archived publishing engagement; specific client identity and detailed claims need verification.

07 PGA OF AMERICA

Sports and entertainment experience adjacency

THE STRATEGIC CHALLENGE

Show how audience behaviour and engagement create growth opportunities.

KEYNOTE THEMES & MESSAGES

Consumer attention; connected experiences; participation and new digital touchpoints.

WHY THIS EXPERIENCE MATTERS

Adjacent example of audience transformation, not presented as a broadcaster client.

08 GODIVA / PLADIS

Consumer-brand and global marketing adjacency

THE STRATEGIC CHALLENGE

Understand how consumers discover and respond to products in accelerated channels.

KEYNOTE THEMES & MESSAGES

Digital influence; faster tastes; retail experience; new channels.

WHY THIS EXPERIENCE MATTERS

Adjacent evidence for modern attention and customer-experience themes.

09 NASSCOM C-SUMMIT

Technology and platform-economy adjacency

THE STRATEGIC CHALLENGE

Describe new opportunities created as technology changes the service economy.

KEYNOTE THEMES & MESSAGES

Digital platforms; innovation; network effects and technology-driven competition.

WHY THIS EXPERIENCE MATTERS

Adjacent sector context, clearly separated from direct media clients.

10 YUM! BRANDS

Consumer-experience and franchise adjacency

THE STRATEGIC CHALLENGE

Translate changing customer channels and preferences into scalable brand innovation.

KEYNOTE THEMES & MESSAGES

Digital channels; fast consumer change; commercial innovation and growth.

WHY THIS EXPERIENCE MATTERS

Adjacent illustration of entertainment-style consumer engagement, not claimed as a media engagement.

WHAT THE ROOM WILL LEAVE READY TO DO.

The output is clarity, priorities and a disciplined next move—not a list of buzzwords.

OUTCOME 1

SEE WHAT CONNECTS

Understand how technologies, behaviour and economics interact in this industry.

OUTCOME 2

CHALLENGE THE MENTAL MODEL

Identify assumptions that may have been valid a decade ago but are now expiring.

OUTCOME 3

SEPARATE FACT FROM POSSIBILITY

Distinguish observed changes from pilot technologies and plausible future scenarios.

OUTCOME 4

SELECT ACTIONABLE PRIORITIES

Define a bounded use case, the right safeguards, a learning owner and clear success metrics.

WHAT A BUREAU CAN SEND BACK.

Ready-to-adapt response to the illustrative client request.

Jim Carroll is a strong fit for a media, broadcasting & entertainment leadership audience looking for something deeper than a general future-trends keynote. He brings more than three decades of highly customized industry work, including the representative engagements detailed in this briefing. His approach would connect the attention economy, the ai content shift, the business-model reset and the organizational decisions needed to respond. The goal is to give the audience a shared picture of what is changing, a practical way to distinguish emerging opportunity from hype, and the confidence to start with focused, responsible action. The final keynote would be developed around the actual event, audience and business objectives.

RESEARCHED. RELEVANT. ACTIONABLE.

A keynote is developed around the client, not chosen from a fixed slide library.

STEP 1

LISTEN

Discuss event goals, audience composition and the strategic questions people need answered.

STEP 2

RESEARCH

Review client context, published industry signals, credible examples and the existing keynote archive.

STEP 3

CONNECT

Select the best evidence and connect it to this particular industry's decisions and operational reality.

STEP 4

DELIVER

Present a compelling keynote with practical action, clear guardrails and a durable common vocabulary.