



The new era of entertainment: from AI-created hits to e-sports fever

The entertainment industry is one of the industries undergoing major redefinition because of the impact of generative AI, which in the field of music is expected to increase tenfold by 2028

DES2024 will feature a new forum dedicated to the digitalisation of entertainment with the participation of executives from Warner Music Group, the Thyssen Museum, the Latin Grammy Awards or GIANTX

Madrid, 5 June 2024. – The entertainment industry, with music as the main segment, is undergoing a revolution with the arrival of generative artificial intelligence. According to the consultancy Globmedia, which analyses the link between AI and music, 8% of the generative AI market in 2023 is related to applications of the machine learning tool in the music sector, which represents a turnover of 275 million euros. Furthermore, according to the same source, by 2028, AI-created pieces are expected to increase tenfold, potentially reaching 28% of today's royalty collections.

To explore these developments, [DES – Digital Enterprise Show](#), Europe's largest event dedicated to exponential technologies, has launched a **new forum dedicated exclusively to the digitalisation of entertainment**. The meeting will analyse the transformation of this sector with a focus on the opportunities of disruptive digital solutions, with the prominence of AI, music, shows, or the growing world of esports.

Some of the experts who will be present at the summit include **Maria Weaver**, president of Warner Music Group; **Evelio Acevedo**, director of the Museo Nacional Thyssen-Bornemisza; **Carlos Nuñez**, president and CEO of Prisa Media; **Ángel Durández**, president of Arcadia Motion Pictures, producer of feature films such as Blancanieves, as Bestas and Robot Dreams, which have won more than ten Goyas; **Emilio Esteban**, music producer and member of the Latin Grammy jury; and **Serge Goriely**, Belgian filmmaker and AI researcher in the field of film.

At the same time, **Serafin I. Bailey**, marketing analyst in the fields of sport and entertainment, and **Nicolás Madoery**, specialised in the design of strategies for music industry projects based on technology. In the latter case, together with **Cristian Larrosa**, entrepreneur, singer, composer and record producer, they will **present the study IA+Música en LATAM**, the first collaborative research in the region on artificial intelligence and music ecosystems in Latin America.

The future of AI is here to stay. This is what Globmedia indicates, announcing that 35% of professionals in the music sector have already used AI, a number that grows to 51% in the under-35 segment, where the construction of content is essential. In this context, DES2024 will explore the opportunities for brands in the integration of technology in entertainment, an issue that will be discussed by **Gonzalo Pastor**, VP Global Business Development at Webedia, one of the world's leading players in online entertainment, and **Pablo Muñoz**, considered a pioneer of branded content in Spain.



In the same vein, **Amy Peck**, founder and CEO of the exponential technologies consultancy, EndeavorXR, and **Carlos Ochoa**, president of VR/AR Association Madrid Chapter, will give their point of view on the construction of new businesses through the inclusion of virtual reality, extended and immersive in the world of entertainment.

But if there is one sector that has fully incorporated virtuality into its concept, and which is in full expansion, it is that of esports. According to recent studies, e-sports will have earned around 40 million euros in Spain by 2023. In this sense, **José Ramón Díaz**, CO-CEO of the GIANTX club; Haneul Lee, CIO of the KPI GAMING club; **Diego Soro**, CSO at the cybersports organisation, Team Heretics and **Fernando Piquer**, CSO at the Canadian-based company dedicated to entertainment and sports, OverActivegg, will discover the cutting-edge technologies that are changing the landscape of this segment.

However, as a result of the industry's progress thanks to exponential technologies, entertainment is facing challenges to which it must respond. Among them are the risks arising from deepfakes, voice cloning and the exploitation by generative AI of musicians' work without any compensation. **Eulalia Martínez**, CEO of the music content streaming platform Vackstage, and **Ramiro McTersse**, CEO of the management agency StepFamily, will examine the complex world of royalties and compensation for artists and authors in various creative areas.

[About DES | Digital Enterprise Show \(June 11th-13th, 2024, FYCMA, Málaga\)](#): DES - Digital Enterprise Show is an event of Nebext - Next Business Exhibitions in collaboration with the City of Malaga and the Junta de Andalucía. Along its seven editions, it has become the largest European professional event on exponential technologies and one of the global benchmarks that offers senior management of companies the latest solutions and products to accompany large corporations, SMEs and European Public Administrations towards digital transformation. Throughout 3 days, we combine technology and innovation with digital leadership, technological solutions to improve customer and employee experience, optimization of operational processes and the identification of new business models, services and products for all industries.