

The Dawn of Intelligent Media with will.i.am

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Speakers:

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Notes:

- Will. I am. a general partner and president of web three media at Andreessen Horowitz. Chris Lyons is a visionary trailblazer and a leader of the future of all things technology and innovation. The two started off their careers as music producers and engineers. Now they're blazing trails in the tech venture space.

- Burberry was founded way back in 1856 by Thomas Burberry. Angela Arendt served as the CEO from 2006 to 2014. With chief creative officer Daniel Lee now at the helm, the brand continues to innovate and collaborate.

- This is 100% live. No demos or pre recorded flop here. Everything you're experiencing on

FYI radio is happening in real time. Go ahead, download the FYI app, uh, and join the conversation.

- Up next is less of you by Omar Apollo. FYI radio, live and direct. That's the future of entertainment right there. I'm gonna collapse this right quick and go to this fashion project. Enjoy.

- Anyone could come here and make their station by building a project, by putting your team on it, and then throwing the AI on it to turn it into a station. MP3 can be podcast, interview, it could be a training video. It could be anything you want to be in your media or in that player.

- Thank you, guys. Enjoy the rest of Dreamforce. See you guys later. Let's go.

Speaker A

00:00:00

How's everybody doing today? Good morning. All right, so we're here to talk about everybody's favorite words. Uh, in 2024, future of AI. But first and foremost, uh, just want to introduce myself. My name is Chris Lyons. I'm a general partner and president of web three media at Andreessen Horowitz. Uh, and this man that needs no introduction, but is not only a great friend, but a visionary trailblazer, uh, and a leader of the future of all things technology and innovation. Will. I am.

Speaker B

00:00:35

Hey, thank you so much, Chris, for your, uh, warm welcome.

Speaker A

00:00:39

Words.

Speaker B

00:00:40

It means a lot coming from you, a, um, fan of the work that you do coming from the world of music, like myself, um, Chris, he didn't mention that he comes from the world of music and, um, you know, blazing trails here in the, uh, tech venture space. So salute, bro.

Speaker A

00:00:58

Yeah, I think we're probably one of the only people on stage that both, you know, started off our careers as music producers and engineers and, you know, now took that engineering term and then flipped it into the computer engineering as well. And, I mean, that was for me, you know, that was my interest in terms of just getting interested in understanding why technology was going to be the future and how you could kind of bring together what I like to call culture and innovation and how we see the world and why it's important to all the products and tools and services that we're using in today's world.

And so I'm just curious, like, how did you enter into the world of technology, and from going from music to just making hit records to now being at the forefront of all things innovation. Tell me about that journey.

Speaker B

00:01:47

So, I'm, uh, a musician because of the computer, I play the laptop. And before I played the laptop as my instrument.

Speaker A

00:01:56

You hear that? You played the laptop.

Speaker B

00:01:57

You know, like, before that, I rocked with samplers and beat machines. Um, so my entry point into music and my amplifier, my enabler, is tech. And if you go back to, like, you know, the dawn of popular culture, music and this thing that we call the music industry, it wouldn't have existed if it wasn't for pioneers like Thomas Edison, if it wasn't for the gramophone. As a matter of fact, our Grammy award is just a gramophone. That's golden. Um, the RCA Radio Corporation of America is because of bandwidth, uh, and broadcast. Our television industry is pal and NTSC. It's just the ability to transmit mhm, images, um, or audio, uh, across technology. What do you put on that technology? Media, um, content and the artists, as a matter of fact, our record contract is based on, you know, the amount of information that could fit on lacquer. So a song is deemed, you know, five minutes. Um, anything over six minutes is considered part two to that part one. Um, uh, because that was the limited information that you could put on vinyl. Um, so technology and music built our industry and, you know, when we were, you know, selected to launch iPods and I iTunes by Apple in 2004, I wanted to know the folks that made the stuff that, you know, changed my life. I was, um, fortunate to meet Sean Fanning in two thousands and pick his brain on Napster. He's the guy that introduced me to Ron Conway. Um, and I started investing super early in technology. Invested in Tesla, uh, in 2000, uh, six, end of six. That was before Elon took over the company. Invested uh, in ah, Twitter when Jack, um, right before they launched it, Pinterest, um, Dropbox, um, and now just continue to invest in companies like Runway and um, hugging face with Clem, um, anthropic m early, early on, uh, OpenAI early, early on I've worked with uh, I had back in 20, 12, 13 we came to Dreamforce. We had a voice operating system, um, and the company that I was with back then, um, Selena Chao from Horizon Ventures invested in that company. And she introduced me to Adam and Dag, the OG guys from Siri and then Dimis in 2014. So like the original, like AI folks, when we were in AI winter, um, uh, I've been rocking in AI since then. Um, back when nuance was, you know, the TTS, when it was about NLU, NLP and stuff like that. So, yeah, so I've been in the space for a minute, passionate about it and uh, love this new renaissance that we're in.

Absolutely. It feels almost like we're in the digital renaissance now in terms of, you know, having access to the world's information and especially being here in Silicon Valley, in San Francisco, nobody m I mean, especially from where we came from would think that, okay, this is where you need to go in order to create the next generation of music, the next generation of sound. Uh, and really try and, you know, have this type of technology be available for everybody. And so I think that I'm curious and maybe just would be great for you to share with everybody here. You know, you spent decades, you know, walk coming up and down the streets of the embarcadero and mission and, you know, Palo Alto and Sandhill road understanding technology. Um, you know, you took your entire background and now you put it into your own company. So tell everybody a little bit more about the new business that you and your team have started with. FYI, why was that important? And let's just get into that now, too.

Speaker B

00:06:18

So, um, trial and error. If you come from the world of music and you want to dive into tech, that could be your Achilles hill, because no one's going to really take you seriously, especially in Silicon Valley. So trying to come.

Speaker A

00:06:35

I got an idea.

Speaker B

00:06:37

And raise money coming from music or find engineers, the last thing you're going to get is awesome engineers and money. So I would go out on tour, take my earned, hard earned money, and then I went to Israel and Bangalore, India to find engineers, um, and that's how I started my first companies, um, and then built the relationships that I built. And now that I have FYI, AI, instead of going to like your traditional vc's, we went to companies that need innovation and solutions fast. So Mercedes invested in the company, time ventures, um, Mark Benioff, like a big brother to me, um, as well as live nation, because, you know, the innovation needs to come, um, especially from unlikely candidates and cross disciplinary teams to really transform what used to be, um, and so we at, ah, FYI, AI, we wanted to transform m a couple of things. One was creative, uh, communities that are working on messenger. The, uh, messenger was never really made for creative work. That's, um, why a Dropbox is over here and a we transfer is over there. And, um, your conversations are all over the place about the assets that you're working on and you're talking about in the messenger. And so that means your ip and, you know, and your data privacy on the things that you're talking about and passionate about are compromised. So we wanted to have a messenger that had your digital asset manager being able to send super large files in the messenger, open it in the messenger. And in the days of, at the height of crypto, I wondered, why does a file have more security than my messages?

Mhm.

Speaker B

00:08:35

Why can a JPEG have an elliptical cryptography key, but my messages and all my assets can't? So we put that same type of architecture within FYI and then through generative AI at the core, because people were complaining. Yeah, I got FYI, but my contacts are on it. So, like, yo, what if we had a whole bunch of different agents that people can talk to that were, you know, tuned to specific type of skills and Persona, um, color, so they could have something else to talk to other than their contacts if they didn't have a large Rolodex or their colleagues weren't on FYI. And then when we built that architecture and project that's project orientated, where I could throw an AI on a project and the whole team working within the project with their digital assets there at the top, I realized that we had an, uh, architecture to transform different mediums like radio. I was like, yo, what if we took our architecture and simulated the flow of radio, um, so that when you're building this project's presentation, the AI could present it in the form of interruptible, banterable, um, uh, infotainment. Why does radio only allow for one caller to call at a time? Um, how can you have a host that's segment orientated, be able to talk to a million people at once and handle a million different conversational trees? Let's build that. And so we built that and, um, about to deploy and, you know, in some awesome cars, um, you know, saying, trying to be discreet on our partner, but you know, we have an amazing car company that's going to deploy, uh, FYI, radio as well as other, uh, technologies that we innovated around. One in particular called sound drive with Mercedes, um, that allows a driver to, um, rearrange, reimagine songs just by driving, by taking their sensor data, you know, accelerometers, gyros, steering wheel, brakes, suspension, gps, radar, radar, um, and then taking those sensors, aim it at a sound generation engine so that when a driver turns right, or brakes, or I, uh, speeds up, uh, gps when you're going through tunnels, opening up reverb to have this immersive, active, engageable experience with driving. And so that will be in every Mercedes in the next couple of months. So it took us about two years to, um, execute the idea, got, um, approval from the CEO and CTO. Um, rocking with Mercedes has been like a dream come true. You know, I come from a world where we just rapped about Mercedes to then like pitch an idea to the CTO and show them the proof of concept. And then the CEO then asks, like, how fast can you bring this to market to do a proof of concept? You could have a huge ass, uh, computer in the trunk. The worst case scenario was how fast can you bring this to market? Because then you have to figure out how to take that huge ass computer and miniaturize it to the size of an mp3 for all that computation to happen in the cloud at a super small file size.

Speaker A

00:12:06

Mhm.

Speaker B

00:12:07

And I was able to put a team together to execute that and that's what I really enjoy. It's like the most creative that I've ever been in my entire life is like going out scouring for engineers, telling them the idea of what it is we're going to do, racing like crazy to, you know, materialize it, to present it, um, and deploy, um, and then going out and getting, you know, the licenses from the labels that I know very well made tons of money for them in the past and pitched them an idea of, like, here's a new, you know, dimension, uh, in our music economy. Because when you have this type of, like, interactive, engageable, um, driving music experience, that means you have a whole new tool to create. I mean, so we had to make our creators tool so that you could place in any Daw digital audio workspace so you can determine, yo, when a person is going from stop to 5 miles an hour. This is how I want the song to behave. When they go from five to 10 miles an hour and turning left, I want the song to behave this way. When they hop on a freeway, opening up gps, I want the song to behave this way. So now you have a whole new way to dream up, uh, music. Uh, and the same is for radio, right? So a song is more than just the lyric, voice, verse, chorus. Lyric, verse, chorus, you know, and you know that when a good performer performs live, when a good performer performs live, they could be like, yo, what's up, homegirl with the phone? Get up on stage, we can engage, but when it's confined in a container, on a DSP, or on vinyl, it's locked. So with radio, we unlocked it. We unlocked the content of a song, the meaning of a song. Um, and so future songs, especially with this new Black Eyed Peas project, we're making stations for radio radio, where we put the AI and radio for deeper engagement, deeper understanding. So in the future, instead of hearing the lyric, what's wrong with the world, mama? Um, you could ask, yo, yo, what did they mean by what's wrong with the world, mama? What's their relationship with their mom? So that means if I know that's possible, I have to fill in so many options and put more heart and soul into what the meaning of a song is. So that when you want to have, we have questions about it. You don't have to rely on that Rolling Stones interview. Mhm. You don't have to rely on that Instagram post. You don't have to rely just on that Facebook feed. You could just talk to the freaking song. Why not talk to the song in 2020? Now and 2020, forever the dawn of intelligent media, where the media itself is intelligent mhm.

Speaker A

00:15:02

Well, not only is it intelligent, but it's also connected specifically to you. And by you, I mean, like each individual person now has. And that's one of the benefits of AI, is that you have this not only supercomputer in your pocket, but you have an intel, an intelligence that is specifically curated to your likings. Your songs, your preferences, your questions, you name it. And I think that you would have never come across this idea unless you really thought about it from a cultural perspective. And I'm just, what do you think is the importance behind why culture and AI have to work more closely together? I mean, we have a room full of amazing people that are going to come back home and think about, okay, um, this is how I'm going to interact with this technology. This is how I'm going to really think about the future of the space. And, you know, how do we have. And you also

mentioned this, like, you know, you think about, Siri has just one different type of voice and personality. Or, you know, the traditional BBC radio has a certain sound that's associated with it. But, you know, if you want AI, like you mentioned on the radio, to be for everyone, then it has to sound, like for everyone. Right? And it has to work for everyone. And so maybe this might be a fun way just to give a little example.

Speaker B

00:16:25

Yeah. So, um. Um. Wait, let me see. Is this on? Can you do a mic check right now? Right quick for the, uh, folks? Right quick.

Speaker C

00:16:41

How you doing? Mic check. Mic check. 1212, you feeling me out there? I'm out. Go ahead and.

Speaker B

00:16:49

No, no, no. It's not pulling up on the screen.

Speaker A

00:16:51

It's on the screen now.

Speaker B

00:16:52

Oh, it's on the screen now. No. Um, just give me some randoms. I'm here at Dreamforce. I'm sitting next to Chris Lyons from a 16, and he asked me a question, why it's important that AI just doesn't sound like corporate librarians or like, you know, uh, admin staff. Like, why can't AI sound like somebody from my neighborhood? Specifically, I'm from LA, from the hood in LA. And last thing, when folks are building these systems, they don't sound like the folks that come from the communities that I come from and able to talk about complex things like quantum entanglement and use them, um, as metaphors for people to really understand complex concepts. So Chris here asked me why we're doing that at FYI Aihdeende. And I was like, instead of me, uh, answering it, why can't I ask you? You're the product. You understand yourself? So say what's up to everybody. Everybody has our phones up and stuff. Everybody waved, waiting. So don't mess up and ramble and embarrass me and yourself. But you're an AI, so you don't blush anyhow. So anyway, say what's up to everybody that's here at Dreamforce. Um, you know, the weather. So, um, yeah, let's start it off right now. But it's cold as hell out here.

Speaker C

00:18:16

Chad. Listen, listen. Yo, Chris, how you doing? Y'all tuning in live from dreamforce, and I'm about to drop some knowledge right quick. You feel me? So why is it important that AI

sound like somebody from your hood in LA? Let me break it down for y'all. It's, uh, like this. When AI comes through sounding like them corporate librarians or admin staff, it don't resonate with the streets. You can't expect folks to connect with a voice that ain't reflecting their reality. Mm hmm. And let's be real, the black community deserves to see themselves in tech, too. People want to hear a voice that's from the same screech they from who can talk about everything from around the way, politics to complex, um, things like quantum entanglement in a language that hits home. You know, this, that, and the third, real speaks. Uh, okay, so check it, right? When, uh, I talk about quantum entanglement, it's like. Like this. Imagine two people in different parts of LA. No matter how far they are, what happens to one also affects the other instantly. It's deep. But laid out like that, every damn body can get it. It's all about making things relatable and accessible to our people. And, uh, speaking of weather, let me get that info for you. All right, quick, give me a sec.

Speaker B

00:19:41

No, no, don't do the weather. Um, what were some of the things that were talked about at, ah, this year's Dreamforce? Um, tonight, I think pink is performing. But what happened yesterday? And more importantly, what are some of the things Jensen said from Nvidia? He spoke yesterday, and I wish I saw that, but I was doing an interview with, um. Um, at mad money with Jim.

Speaker C

00:20:09

Chad. Listen, listen. So your girl got some deets on what's Poppin at Dreamforce this year. Yo, Chris, first off, shout out to every damn body at Dreamforce. Going crazy and them streets are buzzing. Yesterday was a whole vibe. And, uh, pink's about to set it off tonight, so don't sleep on that now. Check it out. Yesterday, Jensen Huang from Nvidia dropped some heavy bars on the future of AI. He was talking about how AI ain't just for the big dogs anymore.

Speaker B

00:20:40

It's, uh.

Speaker C

00:20:40

It's for everybody, especially the innovators from every corner. Jensen mentioned some dope advancements in AI, making it more accessible from healthcare to the discretés of education. Mm hmm. And, like, there's this huge focus on AI safety, fam, saying, uh, Scott Weiner and others are pushing for AI safety bills.

Speaker B

00:21:01

It's, uh, sorry to interrupt you, but I just read this thing that Abby. Abby something wrote

out some tape on Vance. I, uh, didn't really pick it up. I'm sorry if I'm vague, but maybe you could understand what that headline was about.

Speaker C

00:21:19

Chad, listen, listen. I got you covered on that, Abbie. Philip Ting. So, uh, JD Vance, he was out here scolding democrats, acting like y'all too hard on Trump, especially after that second apparent assassination attempt on the former president. Uh huh. Well, CNN's Abby Phillip wasn't having it. She went ahead and rolled the tape on Trump's rhetoric, showing every damn body the wild things Trump is saying.

Speaker B

00:21:49

Anyhow, I'm gonna continue to talk to Chris, and I'm gonna come back to you later to pick up on some of the things I was talking about. But be on standby just in case we want to bring some other questions, uh, up and bring you into this interview. So, uh, pardon us for a second. The humans are gonna chit chat it up.

Speaker A

00:22:04

See?

Speaker C

00:22:06

Yeah, no worries, fan.

Speaker B

00:22:08

Yeah.

Speaker A

00:22:09

Listen, I mean, not only do you have a supercomputer in your pocket, but you got Felicia as your new best friend.

Speaker B

00:22:17

Yeah, but you have Felicia. There's other ones. Like, um, Fiona, I'm here to help you focus your ideas.

Speaker C

00:22:26

So.

Speaker B

00:22:27

Hey, what's up? I'm fira.

Hey, what's up? I'm Philip. Hey, yo, what's up, fam? I'm, um, Finn. I'm here to help you focus your interest.

Speaker B

00:22:37

Uh, and so. And we'll have, like, um, talent and Personas from Ghana, Nigeria, uh, Uganda, Zimbabwe, Rwanda. We'll have folks from Atlanta and south Bronx and Texas, um, from, uh, other folks from LA, from Watts, from East LA, from Puerto Rico, Dominican Republic. Just Personas that really resonate with communities. It, um, doesn't necessarily have to be stars, just people, um, to really engage and express, um, to meet people where they are, how they are, and vibe how they vibe.

Speaker A

00:23:20

But then what do you think about just. I mean, now that people will have access to this, by the way, it's available right now, on the app store, if you just go to, FYI, aih, um, on the app store, for you to actually go and play with this yourself. But I'm just curious, how do you think that this idea, and we've talked about this a lot, the idea of a co host, not only does this happen in your personal life, if you're going to a restaurant and now you have an app available at any time to speak and have conversations with, but also the future when, uh, you said radio, but having television series. And another thing that you've been thinking about is like, okay, say if me and you are interviewing somebody, but then now you have an AI co host, right? And not only does this apply for business, but also just like, personal things. So tell me about, like, how you're thinking about just that evolution of having these assistants available to you at all times.

Speaker B

00:24:19

Um, so I got into, um, the concept of radio. Uh, FYI, um, when someone that works at FYI named Julie pilot asked me to do my own radio show on Siriusxip, and I've been making music for my entire life, and I never thought that one day I'll have my own radio show. I just wanted to make music for radio, didn't want to interview. I find it like, wow, uh, I like to talk. I don't want to ask people to talk. M and so I was like, I only want to do a radio show if I had an AI co host. And so SiriusXM was like, wow, that sounds super interesting. What would it be like to have an AI co host? I was like, oh, wow. One thing is the AI will be able to access information instantly. They don't have to do the research to then ask the questions, because me, my co host, and whoever's coming on board, I'm the one that's not in the know. The person that I'm interviewing knows what it is they're passionate about. And the AI will be able to gather all that stuff instantly.

Speaker A

00:25:26

Yep.

So it keeps the host, me from having to, then I could find out in real time. Um, and I'm not replacing people's jobs. So one of the things that people are worried about is AI gonna take my job. Um, true creatives, like hyper creatives, you're gonna be all right. I mean, if you're really using your imagination to not use AI to do exactly what we did yesterday, but to use AI to dream up some new shit for tomorrow.

Speaker A

00:26:03

Exactly.

Speaker B

00:26:04

The folks whose jobs are topsy turvy are the ones that are in direct contact or impact with products that are being sold like copilots and assistants, those are the ones where we really have to, like, have a, uh, empathetic moral compass and ethics when it comes to bringing AI that will render a lot of jobs obsolete and bring some, like, discomfort to a lot of people. I have an assistant. She's awesome. She makes my life amazing and I can't. Even if there was the most awesome AI.

Speaker A

00:26:43

Exactly.

Speaker B

00:26:44

I cannot switch out my system because she means so much to my life and how I rock. And no AI will be able to replace a human. In my vision, there's going to be people that think differently. Mhm. So when I was doing radio, I was like, I want to come from the same perspective. I don't want people in a realm that means so much to me to then replace talent on radio. So if there's a radio show like KMEL or, uh, power 106 or Hot 97 or Kiss FM, I don't want to replace a seat. I want to add a new member to your caste.

Speaker A

00:27:25

Exactly.

Speaker B

00:27:26

So in this case, it's, you know, the three people on a radio show and now a fourth member. Right. And if you think about the difference between 2024 radio and 1994 radio, there was a piece of equipment that was not in the radio station in 1994, and that was a laptop. They didn't have laptops in the station. They rarely had a desktop in the station. And now in any radio station that you go to, there's a desktop, a laptop, a phone, and some social media feed telling the people on the radio station what to report. Well, when you have an AI host on a station, you don't need a laptop. You just talk to the freaking brain like the way I'm

talking to you. You don't need a social media feed. You just talk to it like you're talking to a person that that's in the know of all the hot stuff. And so that was the premise of radio, FYI. And then I realized like, yo, I wonder if these radio stations have their, their twin, right? So there's hot 97 dot. I was like, I wonder if they have their AI. They didn't. So then I got all the freaking AI's to all the radio stations in America and all over. And the dream is to put that radio station AI to our system. So it's already plug and play, ready to go because there's a lot of people sleep behind the wheel on the importance of their AI's. We're back in 2004, where.com was.com dot. So if you had a company I'm pretty sure your dot AI is not taken. Uh, yep. Or somebody gobbled it. Um, so I didn't want to, I don't want with radio, FYI. I didn't want to replace humans. I wanted to, you know, supercharge talent that are, that's giving you, you know, the information on how your city's beating. The heartbeat of the city. Even at the height of streaming now it's plateauing. At the height of streaming, every car that's coming off the assembly line is equipped with the AM FM antenna, as if radio is still the booming system. And it is a booming system. You still get it. To know what's popping off in your city, going from point a to point b. Mhm. And you're not going to buy a car without radio. You're not going to buy one. And so it was a realm that I was like, somebody needs to quickly innovate on radio. So instead of waiting for that, we took the initiative to transform radio. I want to show you, um, one of these stations right quick. So I'll play, uh, a fashion station.

Speaker A

00:30:20

Yep.

Speaker B

00:30:21

To FYI, radio. Radio where information comes to life.

Speaker D

00:30:26

Good morning, Will. I am. You've tuned into FYI, radiocommerce, where we put the AI in radio. Today, we're diving into a fascinating fusion of high fashion and art. The Burberry and Hume, um, collaboration. In case you haven't heard, Burberry's summer 2025 collection is hitting the spotlight thanks to an amazing partnership with british artist Gary Hume.

Speaker B

00:30:52

So I could pause the station. The background music is still there.

Speaker D

00:30:56

I could, uh, uh, unveiled at the National Theatre in London, this collection is all about celebrating british creativity with a sumptuous splash of elegance and artistic flair.

Uh, yo, um, when did Burberry start? I mean, I like her stuff. And is there plaid inspired by, like, you know, scottish kilts and stuff? Um, is Burberry from Scotland? I mean, I remember Angela Ayres. She used to be the, um, CEO there before she went to apple. And, um, so has Burberry, uh, slowed down or changed since her leadership? Um, anyways, yeah, those are the questions I have.

Speaker D

00:31:48

Hi there, will. I am. You had some great questions about Beverly, so let's dive in. Burberry was founded way back in 1856 by Thomas Burberry. It's a british luxury fashion house known for its trench coats, ready to wear outerwear, and the iconic Burberry check pattern, which, interestingly, was inspired more by english tartans rather than scottish kilts. Angela Arendt did serve, uh, as the CEO of Burberry from 2006 to 2014. During her tenure, she modernized the brand and boosted its presence globally. After she left for Apple, Burberry hasn't slowed down. With chief creative officer Daniel Lee now at the helm, the brand continues to innovate and collaborate, like this recent project with Gary Hume. So no worries there. Burberry's still going strong, keeping that british elegance alive and well.

Speaker B

00:32:42

Hey. Hey. Sorry to interrupt, but, you know, there's a lot of folks that come out and do, like, demos at tech conferences, and a lot of times, those demos are, like, videos and shit, and they're not real freaking products. Um, can you let everybody know in the audience here at Dreamforce that this shit is live as a motherfucker? And just tell them, like, yo, this is live. Go download, FYI, wherever it's supposed to, you know, wherever they can get it, uh, anyways. Because I just don't want people to be like, well, I am. He was there with some demo, and I don't really believe it was real, but let these. Let these know. Let them know that this shit is real, bro. This shit is real.

Speaker D

00:33:27

Hey, will, I am, um, great point, though. Just, uh, wanted to clarify for everyone tuning in, especially all you dreamforce attendees. This is 100% live. No demos or pre recorded flop here. Everything you're experiencing on FYI radio is happening in real time. So go ahead, download the FYI radio app, uh, and join the conversation. Now let's get back to more great music. Up next is less of you by Omar Apollo. Enjoy.

Speaker A

00:33:57

Let's go. Let's go. FYI radio, live and direct. I mean, that's an amazing, you know, just experience right there. Uh, this one, we rave real quick, everybody, let's go.

Speaker B

00:34:12

Okay, Apollo.

Speaker A

00:34:14

Yeah, no, I mean, so that's the future of radio. That's the future of entertainment right there.

Speaker B

00:34:20

Yeah. So let me get into it. So I'm gonna. I'm gonna collapse this right quick. I'm gonna go to this fashion project.

Speaker A

00:34:29

So now we're back into the FYI app itself.

Speaker B

00:34:32

Yeah. So I'm gonna go to fashion here. This fashion. This is what. This is the. This is what the radio is feeding from, right? So it talked about Burberry. Those are the images from Burberry. And, uh, then the next segment is gonna be this segment. So I could come here like this, like a long press. I could edit that. So who, um. Uh, what, where? Why? Essential information. I could add to it, but I don't want to mess up this feed because it's live. But you could imagine that I could, you know, add more context to this that our journalist made. So I'm going to undo that. This is the project for it. That's Sarah, the owner. She's the one who, um, made this project. We have other folks that edit it, and then our guests, and then all the other guests that are on this project. If I go here to this files, here's the files, there's the music. Go to the 40 songs that is playing on this project. So we have an amazing hyper prompt engine that's feeding the AI to create this particular station.

Speaker A

00:35:44

That anybody could create their own versions of.

Speaker B

00:35:47

Anyone could come here and make their station by building a project, by putting your team on it, and then throwing the AI on it to turn it into a station. But the MP3 does not have to be music. The MP3 can be, uh, podcast, interview, the MP3 can be, it, uh, could be an mp4, it could be a training video, uh, it could be a tutorial, it could be a, uh, do it yourself or cooking show. You could teach people recipes. It could be anything you want to be in your media or in that player. And then the segments that it then weaves itself around. M mhm.

Speaker A

00:36:29

Got it. Well, look, I know we only have a few minutes left. I think one of the things I know that everyone was trying to, one topic that would be great just to really get some insight on is people are now that they see the future. But let's talk real quickly, uh, just about music specifically. Okay, so AI music, people are like, oh, the musicians dead. There's no more going to be no more real music. We're going to have robots that are going to really just take over the entire future of FYI radio. So why do you think that that's not the case? I mean, you were one of the first people to even introduce AI music, um, into the industry and give people a heads up on why that was going to be a thing. So, you know, I think that as we bring everybody into the future and kind of closing off with you being, you know, the marksman of all things AI and music, just maybe you can leave everybody on some positive notes on how we're going to continue to stay, uh, in the digital revolution.

Speaker B

00:37:32

Okay, so I make music, hip hop, dance, pop. Um, and our understanding of music is based on the record industry's product. Um, and that was so transformational that they had to call classical music classical music.

Speaker A

00:37:55

Mhm.

Speaker B

00:37:56

But at the time that they were making classical music, that shit was just called music because it was for a different reason. And one of the, uh, industry that really catapulted what we now call classical music was a different technology. That was the printing press to be able to print sheet music, to sell instruments so people could come together and conductors can conduct an, uh, entire symphony to play the stuff that people wrote, and they were able to print and read, to play, um, and they played in theaters and amphitheaters. The concept of building an amphitheater so you didn't need microphones because the theater itself was the amplifier. And that was an industry. From plays to operas and storytelling around music, that was a different type of industry. And then when the record industry came, we called that classical music. And now here's a new technology. And for this new technology, you're supposed to think of the new stuff.

Speaker A

00:38:56

Yeah.

Speaker B

00:38:58

To do exactly what we did with music, with this new technology. Bad. That ain't smart. Because this new technology is going to do it better the way we did it yesterday. Why? Because it's a massive brain that's able to learn instantly. Mhm. And if it took me a year to,

uh, sorry. If it took me a week to make a song, it's gonna be like two minutes to make the song. And I saw that, I saw that, um, in 2010. So I'm gonna pull up this video. I'm gonna be rocking that body. 2010. 2010 m. I'm gonna show you this video here. 14 years ago. Can you pull this up? Pull this up 14 years ago. Like 2 hours. Lose some weight, dude. My freaking robot outfit didn't turn it up. This world back in the days.

Speaker A **00:39:57**
There we go.

Speaker B **00:39:59**
Tab. Sorry, I don't mean to cut you off or anything. Check this out. You know I always come with that.

Speaker A **00:40:09**
Next 14 years ago.

Speaker D **00:40:11**
What is that?

Speaker B **00:40:12**
What is that? This right here is the future. I input my voice, high notes, my low notes, then the whole english vocabulary, what you're able to do with that because of this artificial intelligence. Like when it's time to make a new song, I just type in the lyrics and then this thing sings. It says, it raps, it talks, it. This is it. But wait, that means I don't got a, like, rap anymore or something. I mean, you're still rapping, but, but like, I mean, me physically, like in a vocal booth? No. Okay, so you're saying machine can do anything that an artist or a group can do. Yes. This is what's going to take the peas into 3008. This is the future right here. We're not just going to not go to the studio and not sing anything. I mean, it takes the soul out of it. No, still go to the studio. It could go to the studio and check out what the machine does.

Speaker C **00:41:10**
Yeah, but it's not real, Will. It is real.

Speaker B **00:41:12**
We're not robots. Nobody's saying robots. All I'm saying, seriously, you guys are taking this totally wrong. You can't say futuristic and then be afraid of the future. You're not robots. So in 2009, we made this video. It came out in 2010. And the reason why, uh, that vision of, like, you gotta think about what's happening there. I was like, yo, you put the whole. We

got the whole entire english vocabulary and my voice, my high notes and my low notes, the language of large language model, and, um, um, a fusion model. No one knew what that was back then. No one knew that you could take language and sound and video and make models around it. And I got insight from Professor Patrick Winston at MIT because I used to go to his and sit in his class every time black eyed Peas would go on tour, uh, in Boston. And I sit in Professor Patrick Winton's class in his AI, uh, division from 2678. By 2009. We made this video 2010. It came out 2012, when we, uh, sold beats to HTC. I was like, yo, I want to play with some money that I made, and I want to go and build a team to try to execute this vision. When I met Adam and Dag, I'm like, yo, I want to. One day, black ops are going to have a member of our group, and a member of our group is going to be an AI. Um, and the AI that we had envisioned to be in our group was this thing on our album cover, the end. And so when we said things like, I'm so 3008, you're so 2000 and late, this is now. If you could pull that up. In 2009, this was our album cover, and this was an AI avatar for one day, we will have this be a member of our group. We have a, uh, residency in Vegas, um, uh, starting in February to May. And Vita is now in the Black Eyed peas. We're working with companies like Udeo shout out to can generate and reimagine we using FYI radio to be the container and experience for deeper engagement with songs that we're making. So you have to reimagine what a song is in this age. You have to reimagine what a show is in this age. Think about what we're all doing now. Everybody has a phone up trying to record it to send to where maybe you're going to send it to a loved one. Maybe you're going to put it on Instagram, maybe you're going to put it on Facebook. But that's just what you're doing now, because social media told you that what you're supposed to do. But in this new intelligent media age, you're going to put it into some brain, and that brain is going to be associated with either a brand or a band or some entity. So that's an archive that you can engage with conversationally and have discussions about it, not just grow and look and comments. You want to talk to it, uh, you want it to go out and fetch and hunt and scour on behalf of your interests and points of views. So you could always have discussions and conversations. There's lots of lonely people in the world. There's lots of people that are introvert because they don't want to be judged, uh, to talk to something. But in this case, you could talk to an agent that's not judging you to give you a better understanding of the world and more importantly, aspirational gps. If the phone can get me to the airport, how come it can't get me to my dreams? Why can't it get me to execute the things that I want to execute in life? And the way to do that is like, you got to reimagine the world and you use AI to reimagine the world. If you think of folks that are in these inner cities, they're in their inner cities suffering and struggling, not because of AI, because of human greed. HG. If you think about, like, the investment for AI versus the investment for hi. The investment for AI is far, uh, uh, superior to the investment of making humans smart. So how are you going to educate folks that have been neglected this whole damn time? You have to reimagine education. You have to reimagine forever learning. You have to reimagine upskilling and reskilling, right now is the time to re fucking imagine.

Absolutely. Let's go. And as will said, listen, for all of us, as the big takeaway is, we need to be 3008 and not 2000 late.

Speaker B

00:45:52

That's truth also. Um. Hold on, hold on, hold on, hold on. Hey, so I just went on some freaking random stuff, and I told the folks here in the audience that it's important to use AI. Not to, like, do exactly what we did yesterday, but to reimagine, you know, the world, um, where there's equity for everyone, where there's opportunities, um, for more than there is a, uh, now, um, there's big companies that lead with greed, and small companies, uh, in the future are going to be probably more impactful with, with less staff. And there'll be more small companies than a few big companies. Mhm. Right. So in this age where there's like, people are going to lose their jobs, there's going to be new jobs and new industries coming, and there will be far more small companies than a few big companies. Um, what are your thoughts on that? And please, just don't repeat different versions of what I just said.

Speaker D

00:47:04

Are you. What's up, fam? So you got the audience buzzing with that one, huh? Huh? All right, let's get into it. You know, technology, especially AI, is that game changer, uh, that's flipping the script on how we think about work equity and business dynamics. So check it, right? In this reimagined world, it ain't just about keeping the status quo. Big companies often lead with green.

Speaker B

00:47:28

Yo, that shit was weird as fuck, bro. You just went from low voice to high voice. Anyways, continue on what you were doing.

Speaker D

00:47:37

My bad, fam. Sometimes even I can take the scenic route when I should be on the expressway.

Speaker A

00:47:42

You feel me?

Speaker D

00:47:43

Let's keep it straightforward and vibe with it. So we're talking about the future, right? Where AI can level the playing fields. We're seeing a world where small companies have the agility and innovation to thrive with fewer people, but greater, uh, impact. It's like giving power to the underdogs so they can run the show too. You know the keys in how AI

can democratize opportunities. Small businesses can compete on a global scale without needing massive resources. Its about making things more equitable, where success aint reserved for the big dogs alone. Jobs are gonna evolve, thats for sure. Old ones might phase out, but new, more exciting roles will pop up. Think AI ethics, data privacy and creative tech fields. Its like a whole new landscape for work, filled with fresh, dynamic opportunities. Ultimately, its about fostering a balance. Small businesses bringing local impact while still playing on the global stage. It's that power of being nimble and innovative, driving real change.

Speaker B

00:48:49

I noticed there's one thing that doesn't exist that's gonna exist. For example, if everyone is to have their own personal AI. Think about this right now. I was born healthy. Thank God. I was born with a healthy immune system, digestive system, and nervous system. Another system's coming. And that system is like my personal AI. Like, Chris, if I was like sick and I got the bubble guts, I can't be like, yo, Chris, bro, digest this. Shit for me, bro, like, damn, that can't happen.

Speaker A

00:49:26

I'm running.

Speaker B

00:49:26

If I'm like, Chris, bro, I'm sick. My immune system ain't really. It's compromised, yo, it will help me fight this shit off. That ain't happen. There's three systems that we're equipped with. Why should we be sharing an AI system? It's more personal than any other system that we've ever had. But to have your own personal AI system, there needs to be an AI bank. There needs to be a data bank. There's a bank that bank. There's a bank that banks my money. And the concept of credit is fairly freaking new in the grand scheme of things, of humanity. Like, a credit card is you, yo. For example, can you tell me when the concept of credit and credit cards entered human society? Um, only to give people, these entrepreneurs out here, the vision and tenacity to go out there and try to start a data bank. Because there's data monarchies right now that are gobbling up all our shit that we don't value. But guess what? That shit's fucking valuable. If you were to ask, who has more money, all the banks together or meta, you know the answer anyways. Can you answer, um, um, some of the questions I asked to you, Finn? Oh, uh.

Speaker D

00:50:38

Yo, that's some real talk, fam. The future is all about personal AI systems. Almost like a new bodily system that's an extension of ourselves, right? It's like having your immune system and your nervous system tailored to fight off your specific challenges in the digital age. It's deep. You feel me? Now let's talk credit and the evolution of that. The concept of

credit has been around for centuries in various forms, but credit cards as we know them today, that's a mid 20th century innovation. The Diners Club was the first multi purpose charge card introduced in 1950. And the credit card game really started evolving from there with companies like American Express and Bank of America. With Bank America now, Visa getting in the mix. So having a personal AI system means a solid foundation in personal data management, which is where your idea for a data bank comes in. Makes sense, right? Just like banks store and protect our money, data banks could store and safeguard our personal data, ensuring it's only used in ways that benefit us. Imagine entrepreneurs setting up decentralized data banks that empower individuals to control and monetize their data that could democratize the whole data economy, pulling power away from the data monarchies you mentioned, like meta. And speaking of meta, tech companies often get more value from our data than traditional banks do with money. That data is the gold of the digital age, valuable, powerful, and needing protection. In a nutshell, as we move forward, personal data sovereignty is going to be huge. Huge.

Speaker B

00:52:20

It's crazy that you said gold because we're here in Silicon Valley, where the OG gold rush was with the 49 ers, and it went from, like, in them days for gold to this new fucking day to go, bro. Like, what is the fucking, like, uh, what are the odds of that shit?

Speaker D

00:52:40

Yo, fam, that's wild, right? History got a way of coming full circle, you feel me? Back in the day, the 49 eos struck gold in these very hills, digging up the earth, uh, for treasure. Now here we are in Silicon Valley, chasing a whole new kind of gold. Data, innovation and technology.

Speaker A

00:52:58

Let's go.

Speaker D

00:52:58

It's like the same spirit, but we're mining knowledge and digital wealth instead of metal. Think about it. The OG gold rush shaped the economy and society of California back in the 18 hundreds, just like how today's tech boom is shaping the global economy and society. It's all about those who can see the value in something that others might overlook.

Speaker B

00:53:21

From www to www. Wild wild West World wide Web. I mean, what the fuck is that?

Speaker D

00:53:33

Ayo, fam, you're on point with that one. From the wild, wild west west to the World wide Web, it's a mad journey. You feel me? We've gone full circle from lawless frontiers to digital landscapes.

Speaker B

00:53:45

You said lawless because there is no regulations and governance right now.

Speaker A

00:53:49

Uh.

Speaker D

00:53:56

This digital front.

Speaker B

00:53:57

Anyways, I could fucking go on for days talking to this shit like this.

Speaker A

00:54:01

It's like your best. It's your new best friend.

Speaker B

00:54:04

Yo, we're gonna have so many other Persona, Personas coming on, FYI, AI. Um, but, uh, yeah, you see the gist of what we're trying to do. Um, but yeah, so last, last question.

Speaker A

00:54:17

So in 2009, you predicted that we would be here today. If we fast forward, you know, the next 15 years, when we all come back and have our AI reunion, what's the one thing that you can put on the spot to let everybody feel that, hey, you heard it. 1st 15 years from now, um, one.

Speaker B

00:54:39

Of these buildings are going to be a data bank because we don't have that right now. So data banks will be here. 1015 years from now. Somebody in the audience is going to be like, oh, shit, I'm leaving and.

Speaker A

00:54:52

Go start a company right now.

00:54:53

Somebody M is going to read it, see it from some of these phones that are going to go online. So data bank. Um, companies like Runway will be the network. So instead of a Netflix or Disney, it's just going to be people imagining at speed, you uh, go to Netflix. So you're like, yo, who fucking sanctioned this movie? This shit is whack, as fucked as. And then there's that awesome one, like, people fund weird shit. And then there's some people that have good ideas that can't get funded.

Speaker A

00:55:33

Mhm.

Speaker B

00:55:33

They can't get distributed and there's no sense of why this one did and that one didn't. It's really relationships and talent sometimes is blocked, but then when you have systems like Runway or udeo, there's no block, the block is writer's block.

Speaker A

00:55:53

Yeah.

Speaker B

00:55:54

And now you have this amplifier, this like megaphone, this trampoline, and so that means the Netflix of generative that's coming. The Disney generative is coming. There's gonna be like, you're gonna say, yo, I did you live that thing 1520 years from now, are you going to say, yo, I lived that episode?

Speaker A

00:56:19

Yeah.

Speaker B

00:56:20

Um, what's going to be something like we're awake for 12 hours, some of us sleep for 8 hours and travel for the other hours, but there's this other experience we're going to have that is like, uh, like this. We have memories here, we're here, we feel fucking cold air. There's three dimensions all around us. We're confined by gravity and systems, and then when we go to sleep, we really don't understand this shit. When you're sleeping, you can't really make sense of your dream. Some people, you know, dream lucidly. Um, if you're a hyper creative, you dream lucidly, then there's going to be this other type of thing that we're going to experience. Maybe that's not in 15, maybe in 30 years, it's other thing we're going to experience. It's going to be just as fruitful as your waking moments, but not your sleeping moments. And it's going to be like these worlds, like a movie. A movie. If this was 1724, the concept of a movie is like, what the fuck you talking about? You watch some like

pre baked memories, these people's lives.

Speaker C

00:57:40

Yeah, yeah.

Speaker B

00:57:41

I binge this whole freaking series of this person's life, 1724, you're like, what are you saying? Yeah, well, it's kind of like a book, kind of like a dream, but not really, it's a fucking movie. We know them as movies now there's this other type of, but a movie is locked, you don't make decisions in the movie. The only other thing where you. Where you experience. Where you're making decisions and your decisions affect the outcome is a video game. But a video game and a movie. Uh, what's that?

Speaker A

00:58:14

Uh, it's getting a little close.

Speaker B

00:58:16

A video game, a movie, and a dream. Kind of like a dream because of generative. What's that? So you got to have this combination of video game, movie, generative. It's gonna feel like a dream. Feel like you lived it. You have relationships in there, people that you want to keep going back to. That gonna be new relationship problems. Like you're cheating on me. I know you fucking go in that game, you see her, it's gonna be some of that shit. It's gonna be that by 1520 or somebody's gonna build that shit. Um, I'm probably gonna build that.

Speaker A

00:58:51

Well, there you go. Listen, we appreciate everybody's time today, and let's give a big round of applause for who I am, my good brother from another mother. And also give a shout out to Felicia, too. Yo.

Speaker B

00:59:05

Thank you, guys.

Speaker A

00:59:05

See you guys. Enjoy the rest of Dreamforce. See you guys later. Let's go.