

PRESS RELEASE

Bertelsmann Mounts Global Media Campaign to Promote Opportunities of Artificial Intelligence

- Bertelsmann CEO Thomas Rabe advocates for AI in TV commercials, print and online ads, social media ads and on the landing page for “AI. And I can do more.”
- Promotion for final round of Bertelsmann’s “#50000Scholarships” initiative for Tech & Data online degree program
- Previous campaigns have already reached 441 million people worldwide / 230,000 people applied for scholarships

Gütersloh, October 28, 2024 – Bertelsmann is launching another global Tech & Data media campaign today. Under the heading “AI. And I can do more” the international media, services and education company seeks to draw attention to the many opportunities that artificial intelligence (AI) opens up for people, businesses, and the economy as a whole. At the heart of the campaign is the belief that many challenges can be better overcome with the help of AI. The message is combined with an invitation to apply for a global Bertelsmann scholarship program and learn to shape the future with the support of artificial intelligence. This is the final installment of the “#50000Scholarships” initiative, in which Bertelsmann pledged to award 50,000 scholarships twice over the course of six years for online studies at Udacity in the field of Tech & Data. Applications are open until November 30.

Thomas Rabe, Chairman & CEO of Bertelsmann, declared: “The transformation to digital affects us all and we should see it as a great opportunity. This is the key message of our broad-based new international media campaign, ‘AI. And I can do more’. Artificial intelligence in general and generative AI in particular can be a valuable aid to creativity, innovation and efficiency. This is true both for individuals and companies. The prerequisite for this is a sufficient skillset in handling these new technologies. With these scholarships, we give our employees and thousands of other interested parties the opportunity to acquire knowledge and skills. This is another way in which Bertelsmann is assuming social responsibility.”

The new media campaign focuses on the creative possibilities opened up by the use of artificial intelligence. Until November 9, the channels RTL, Vox and NTV in Germany will air TV commercials featuring Thomas Rabe as an AI ambassador, advocating for AI and encouraging viewers to learn how to use and benefit from AI. The commercials will be supplemented by print ads in major German and international daily newspapers as well as in leading magazines and trade journals, ads in selected online media, posts across all relevant social networks, and a dedicated landing page on the Bertelsmann website containing further information.

Karin Schlautmann, EVP Corporate Communications of Bertelsmann, said: “This year’s international media campaign marks the end of our six-year campaign to get people around the world excited about new technologies. Since 2019, we have reached more than 441 million people in practically every country around the world in this way, each with a different technological focus. Last year alone, the reach was 240 million. In all, 230,000 people have applied for a Bertelsmann scholarship during this time. These are impressive figures that demonstrate the great interest in Bertelsmann and public perception of the Group as a driver of digital transformation. The design of this latest media campaign, which itself was created with the support of generative artificial intelligence, followed the same approach.”

The image campaign “AI. And I can do more.” was developed by Bertelsmann Corporate Communications in collaboration with its subsidiary Territory. This year’s Udacity online courses, which are designed to be taken part-time alongside work, are focused on the fields of Generative AI, Ethical Hacking, and Digital Marketing.

For more information:

www.bertelsmann.com/50000scholarships

#50000scholarships

www.udacity.com/scholarships/bertelsmann-next-generation-tech-booster

About Bertelsmann

Bertelsmann is a media, services and education company with more than 80,000 employees that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company generated revenues of €20.2 billion in the 2023 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Bertelsmann aspires to achieve climate neutrality by 2030.

www.bertelsmann.com

Bertelsmann online



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