

EXECUTIVE PERSPECTIVES ON TOP RISKS for the Near- and Long-Term

AI dramatically reshapes risk landscape for technology, media and telecom firms

Now in its 13th year, our global Executive Perspectives on Top Risks survey highlights a major dynamic that is altering the risk landscape: the rapid advancement and adoption of artificial intelligence (AI). The AI boom is not only heralding a new era of opportunity and uncertainty but also challenging traditional risk frameworks. Technology, media and telecommunications companies stand at a critical juncture, confronting many business risks that are increasing in scale, complexity and cost. Here's a summary of the top ten risks facing TMT leaders in the next few years:

2-TO 3-YEAR OUTLOOK: TOP 10 RISKS

- 1 Cyber threats
- 2 Adoption of AI and other emerging technologies requiring new skills in short supply
- 3 Rapid speed of disruptive innovations enabled by new and emerging technologies and/or other market forces
- 4 Emergence of new risks from implementing artificial intelligence
- 5 Economic conditions, including inflationary pressures
- 6 Sustaining customer loyalty and retention
- 7 Third-party risks
- 8 Ability to attract, develop and retain top talent, manage shifts in labor expectations, and address succession challenges
- 9 Talent and labor availability
- 10 Operations and legacy IT infrastructure unable to meet performance expectations

Results are based on a survey of 1,215 board members and C-suite executives worldwide. The full survey report, Executive Perspectives on Top Risks, may be accessed at erm.ncsu.edu or protiviti.com/toprisks. It includes detailed breakdowns of the results by respondent role, industry, geography, organization size and other categories.