

# AI just crossed the quality threshold.

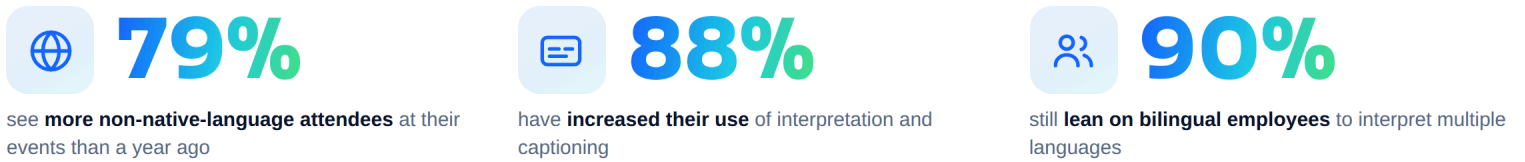
Among 205 event professionals responsible for meetings & events, the verdict on AI interpretation and captioning has flipped from “good enough” to better than the alternative. Event audiences are going global, and the AI preference is nearly universal.

## The tipping point

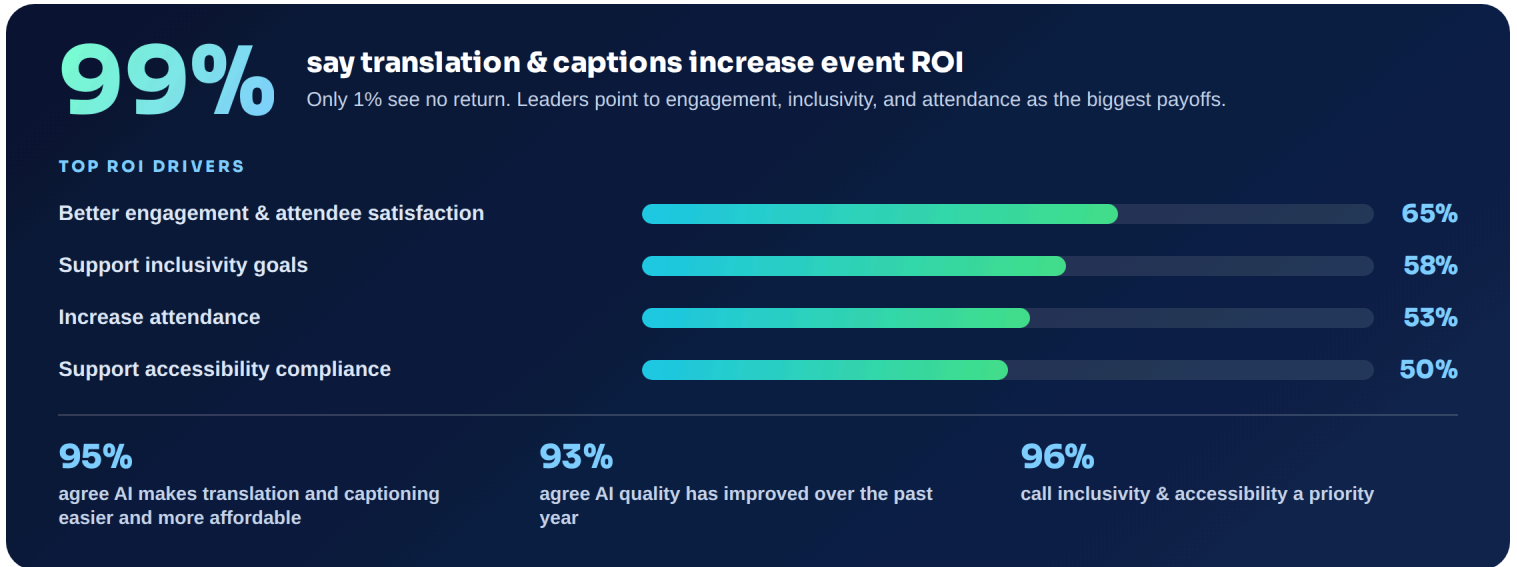
74% RATE AI EQUAL OR BETTER



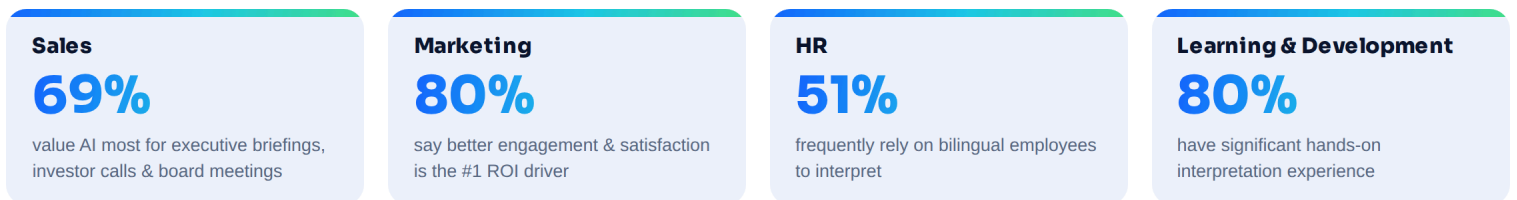
## The shift driving demand



## AI is delivering a high ROI



## Four departments, four mindsets



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