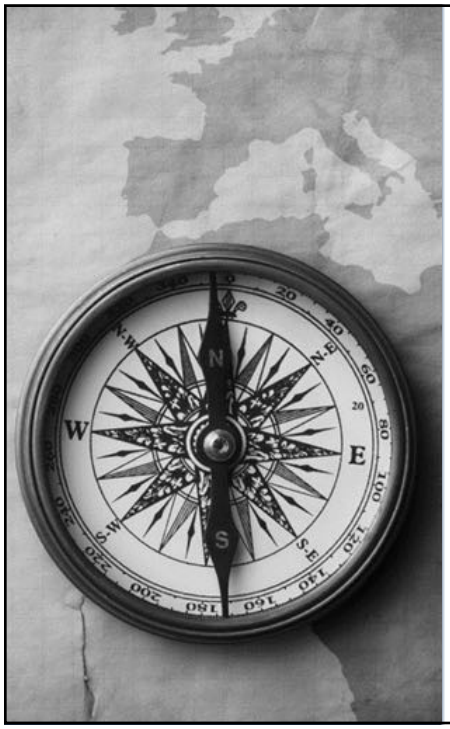
Embedding AI into Media & Entertainment Businesses

Two real-world use cases from SAS customers

David Perona
Anand Bisen

Copyright © SAS Institute Inc. All rights reserved.



Agenda

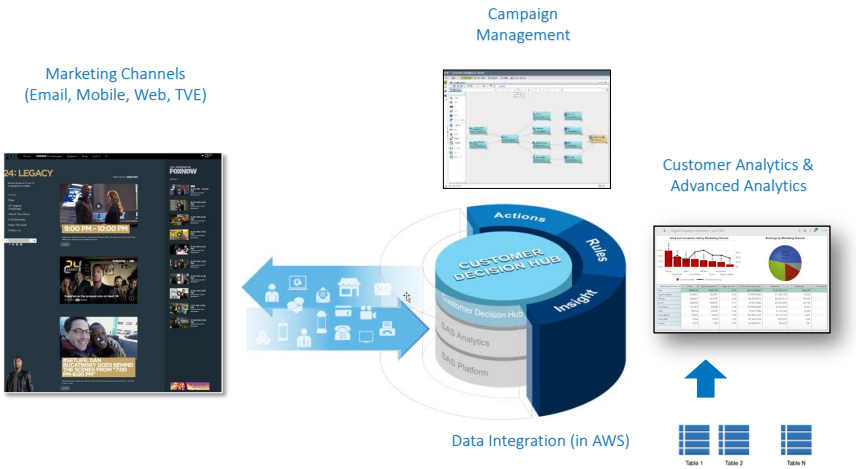
- Customer Stories
  - OTT Use Case
  - Twitter Use Case
- Analytics Platform

SAS Real Time Customer & Content Personalization (for OTT)

Omnichannel Real Time Engagement

Copyright © SAS Institute Inc. All rights reserved.

Solution at a Glance



SAS Common Data Model & Data Management
Lives in your database of choice
(AWS Redshift most common)

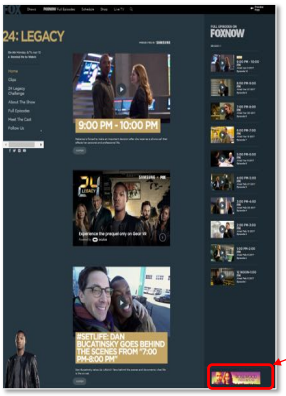
Copyright © SAS Institute Inc. All rights reserved.

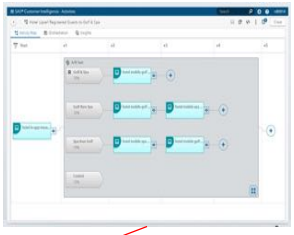
SAS CI Engage in Real Time

embeds directly into spots on your web / mobile properties

Mobile / Web Channels
(sample spot)

CI360 Engage delivers targeted content to customer journey spots on Digital Channels

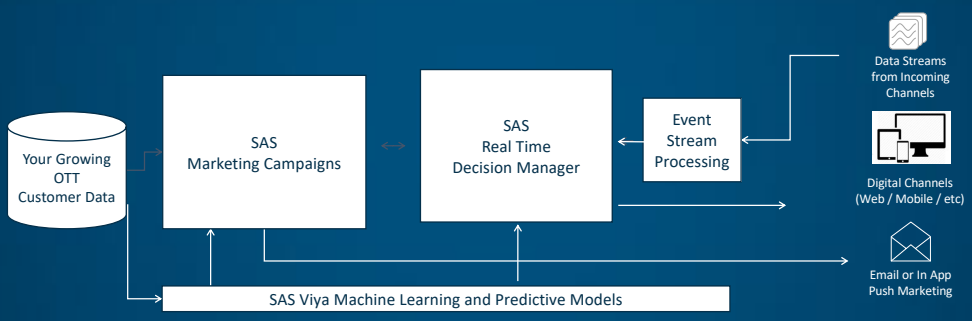




Copyright © SAS Institute Inc. All rights reserved.

SAS Customer Intelligence Solution

SAS Components Under the Hood



Copyright © SAS Institute Inc. All rights reserved.

SAS Natural Language Processing for Editorial News

Based on 24 / 7 Real Time Global Twitter Feeds

Copyright © SAS Institute Inc. All rights reserved.

SAS Real Time NLP Analytics to Power 24 / 7 Editorial News

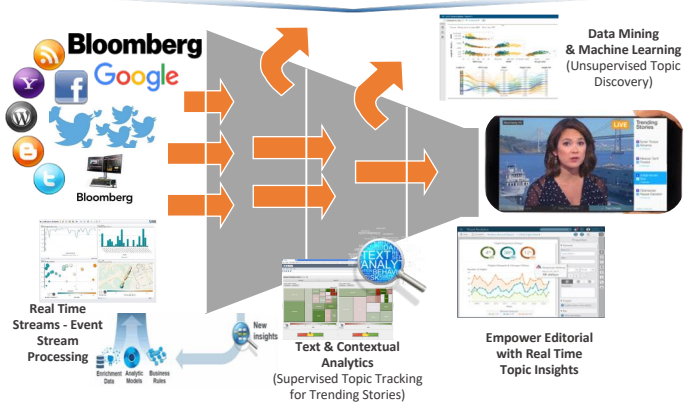
THE POWER TO KNOW.

Analytics Pillars To Standup The Service

World's FIRST LIVE TRUSTWORTHY Social Video Breaking News

- Trustworthy Contextual Analytics
- Cloud enabled analytics
- Open Analytics
- Complex data landscape
- Machine learning & AI
- Real-time
- Governance

Path To Achieve The Analytics Vision

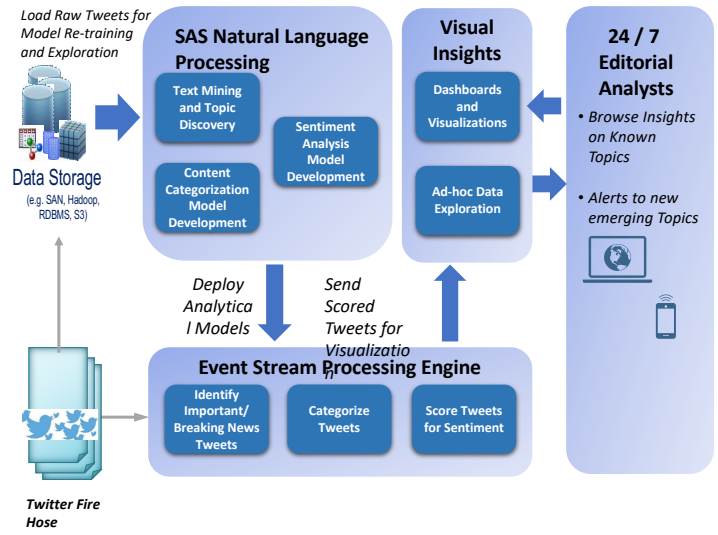


Key Business Benefits

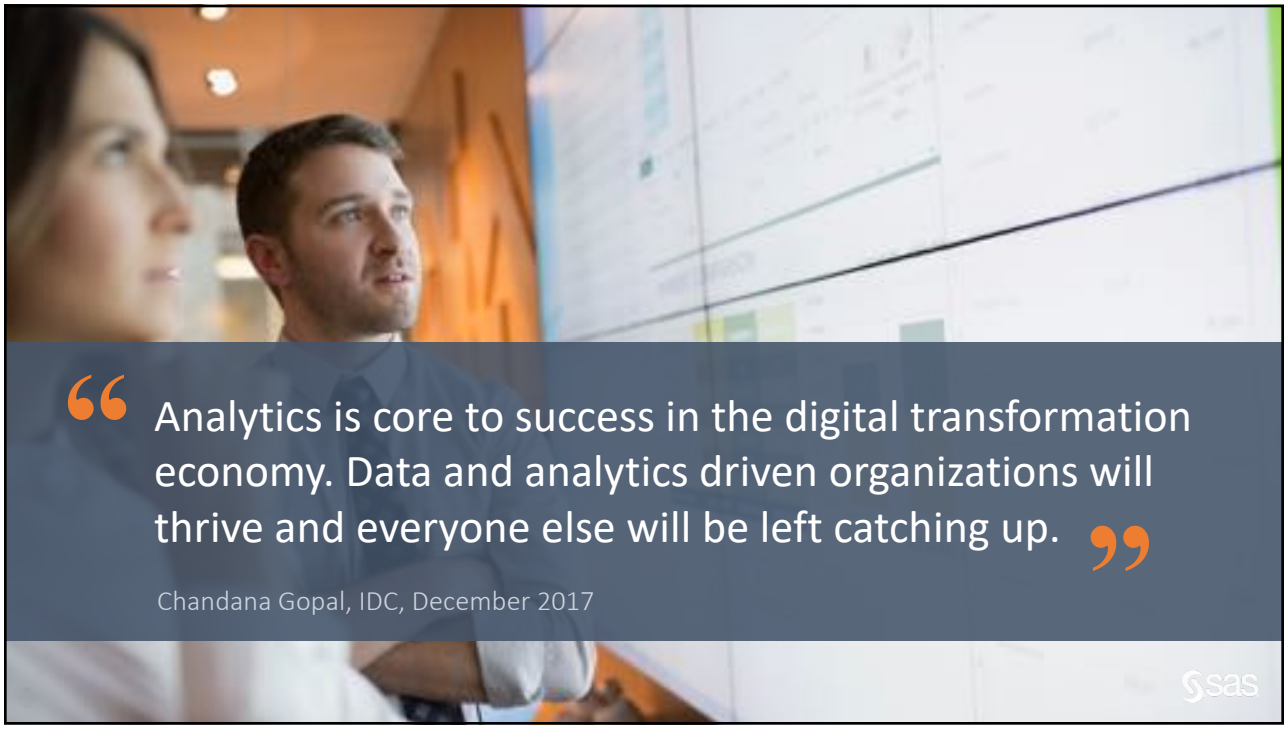
- Real Time Streaming Predictive Analysis & Insights
  - Identify original insights/ activities to be FIRST with news & create a UNIQUE point of view in real time
  - Eliminate manual digging of data
  - Machine Learning/ Anomaly Detection
  - Deeper data analytics - discovery activity and unknown correlations
  - Ability to link in other date sources outside of Twitter (e.g. social sites, Bloomberg, etc.)
- Contextually Relevant News including "Fake News" detection
  - Supervised & Unsupervised Machine Learning/ AI to identify news
  - Filtering social postings and activity to dilute/ reducing fake news (bots, non-human activities, etc.)
  - Analytic filtering of biased/ offensive news
- Self Service Analysis by Editorial Analysts around the world

Bloomberg

SOLUTION ARCHITECTURE

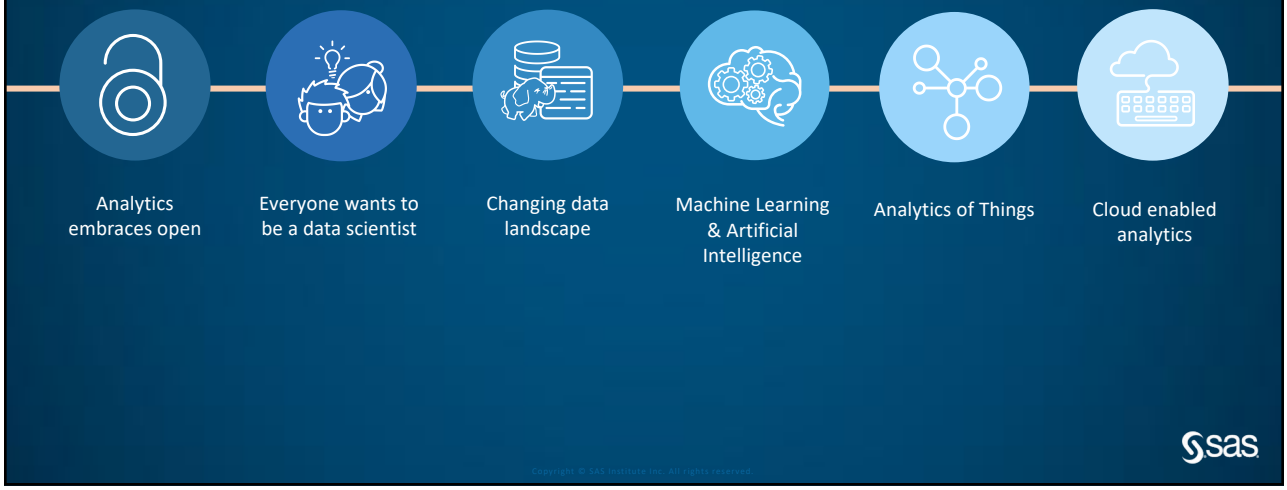


Viya Platform


“Analytics is core to success in the digital transformation economy. Data and analytics driven organizations will thrive and everyone else will be left catching up.”
Chandana Gopal, IDC, December 2017
sas

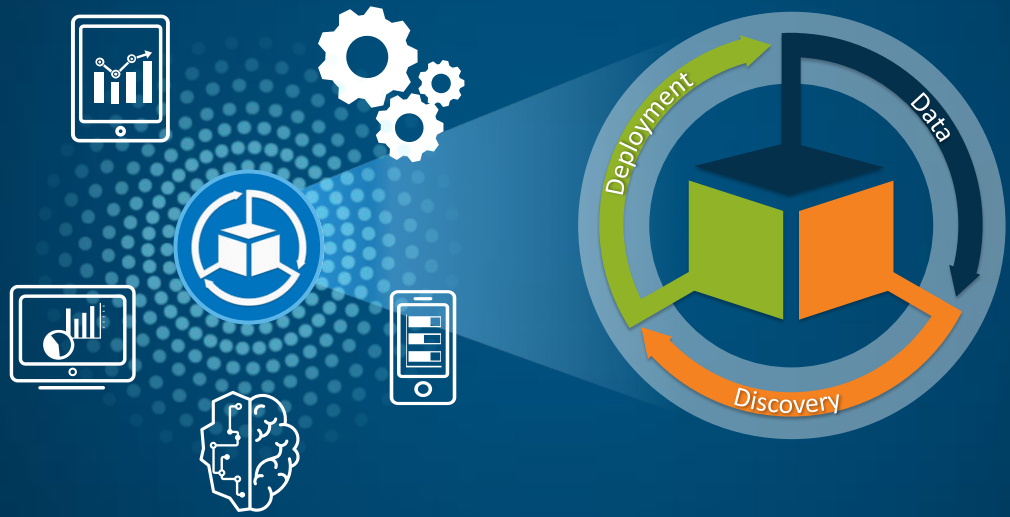
Consistent quality
SLAs
Model inventory & management
Asset governance
Managing Open Source Usage
Right-time Analytics deployment
Package versioning
Data silos
Scaling up
Collaboration
Automation
sas

Forces Shaping Analytics

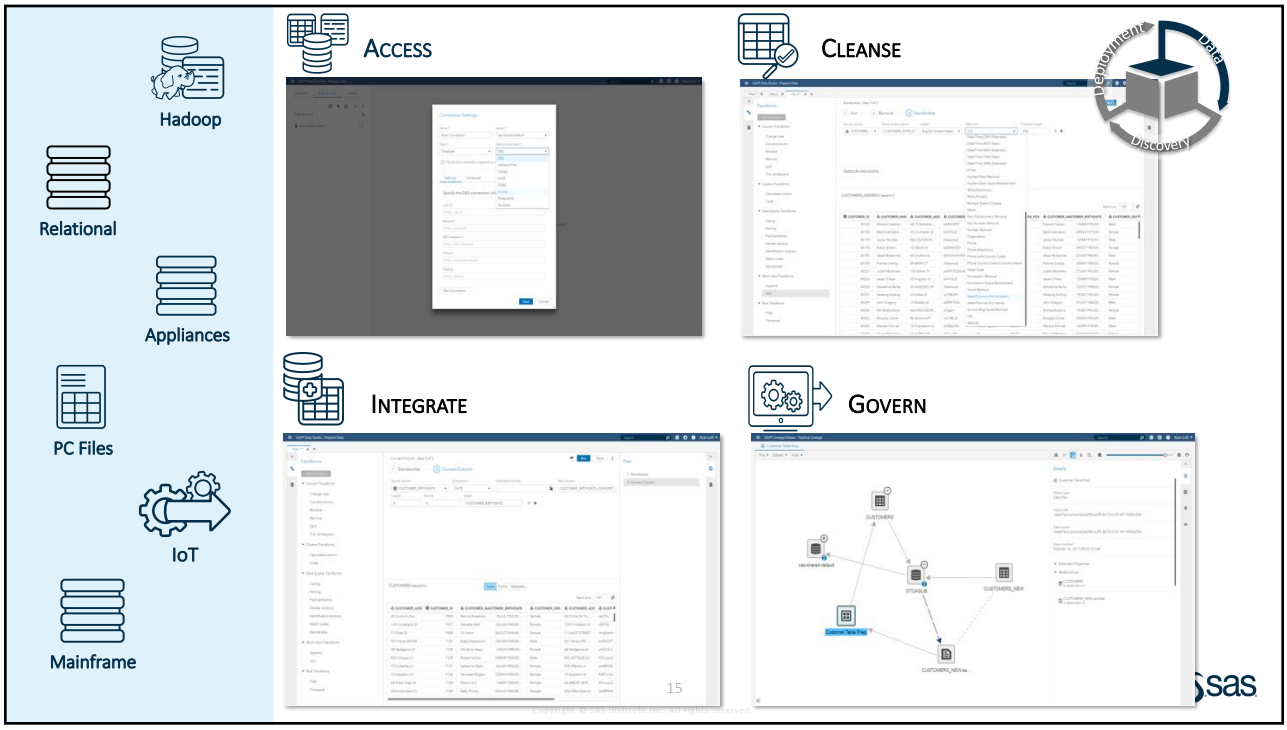


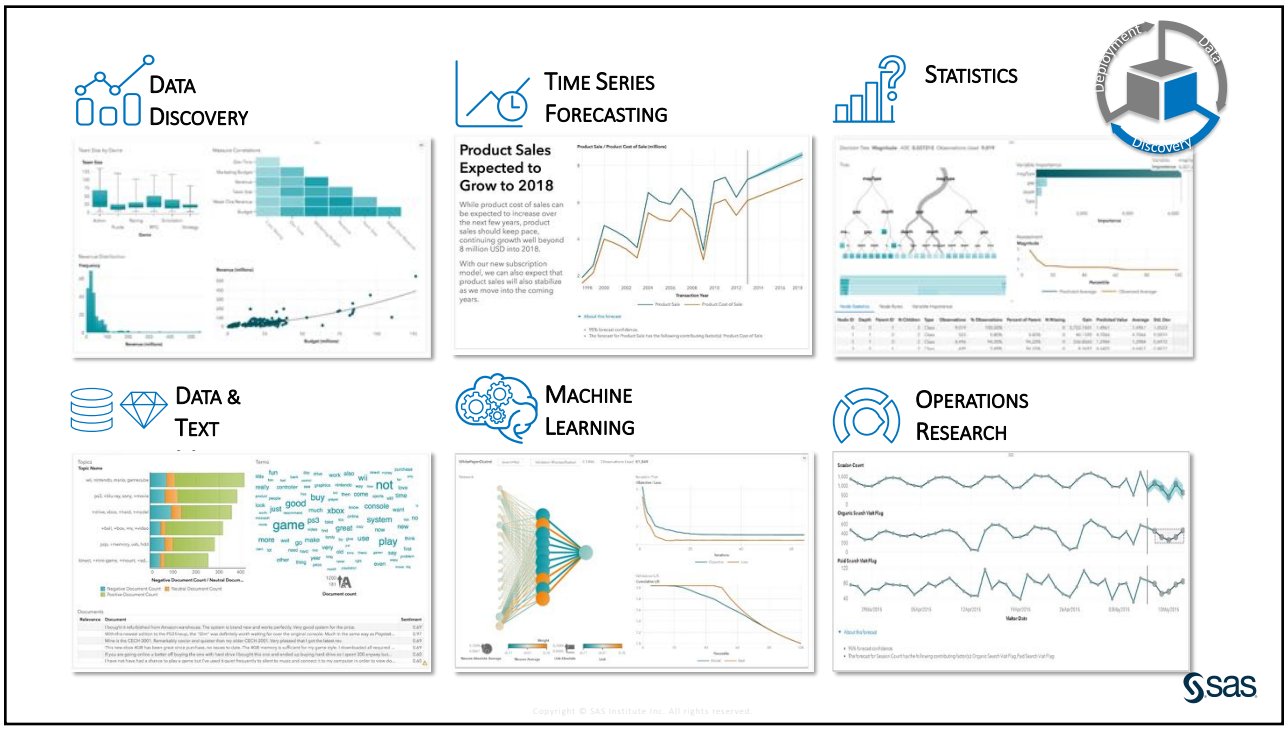
Copyright © SAS Institute Inc. All rights reserved.

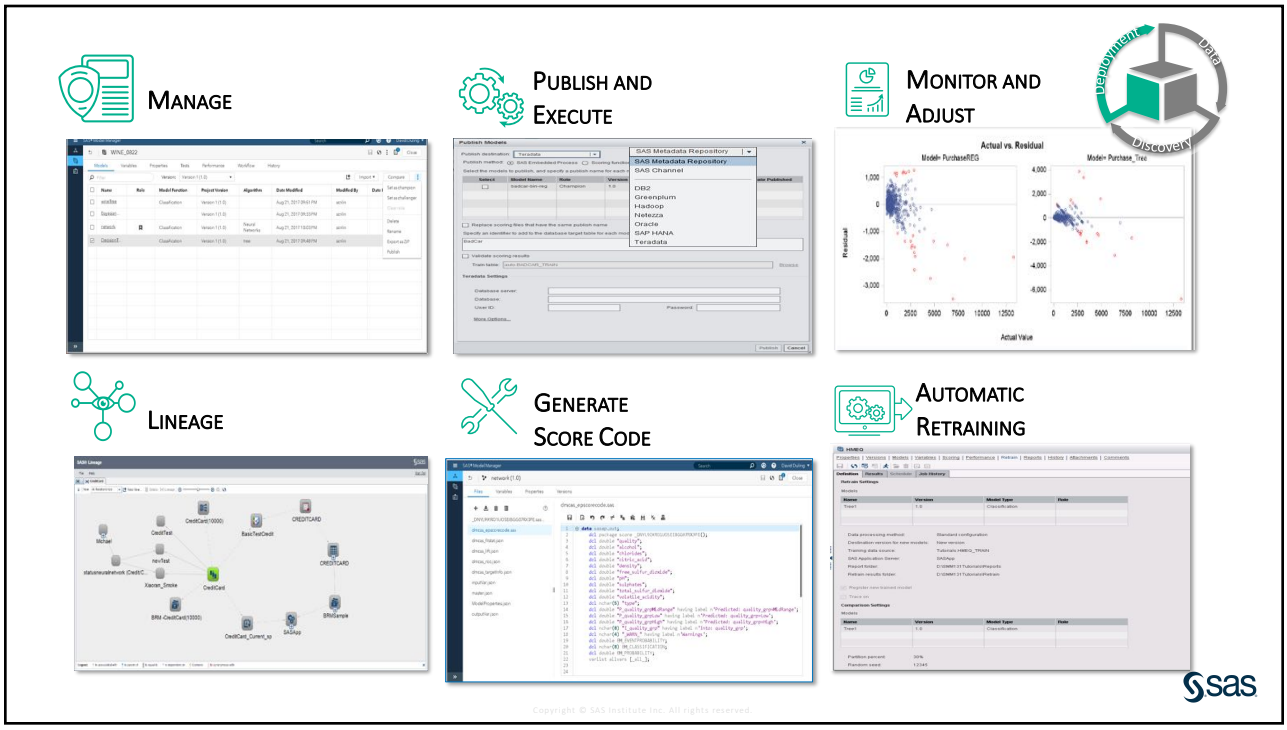
The SAS Platform



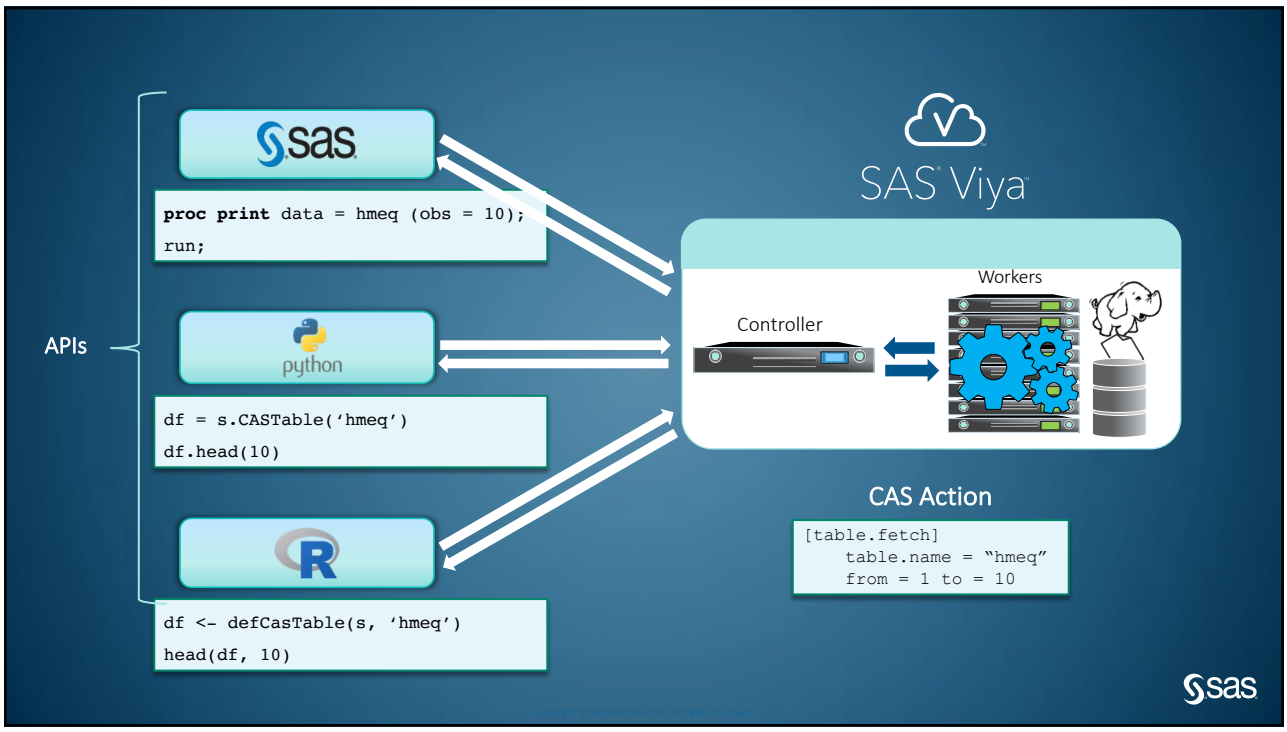
Copyright © SAS Institute Inc. All rights reserved.

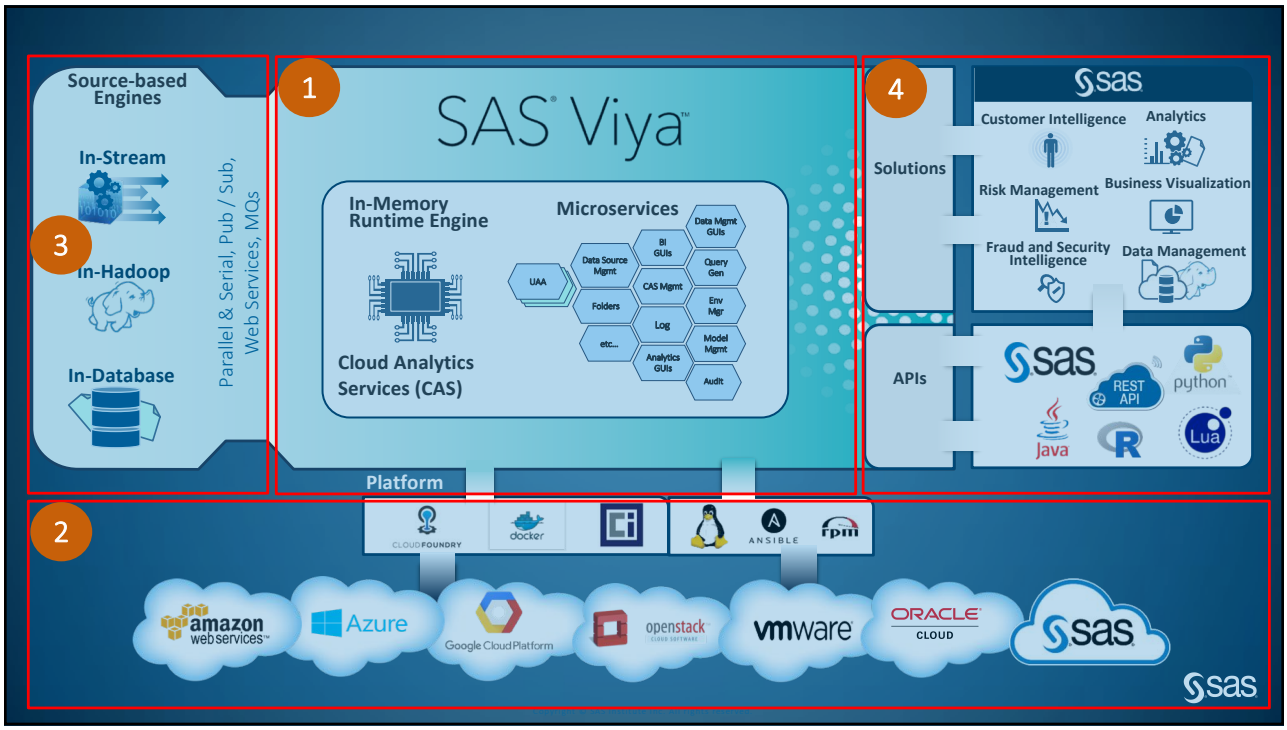

Hadoop
Relational
Appliances
PC Files
IoT
Mainframe
ACCESS
CLEANSE
INTEGRATE
GOVERN
Deployment
Data
Discovery
15
sas

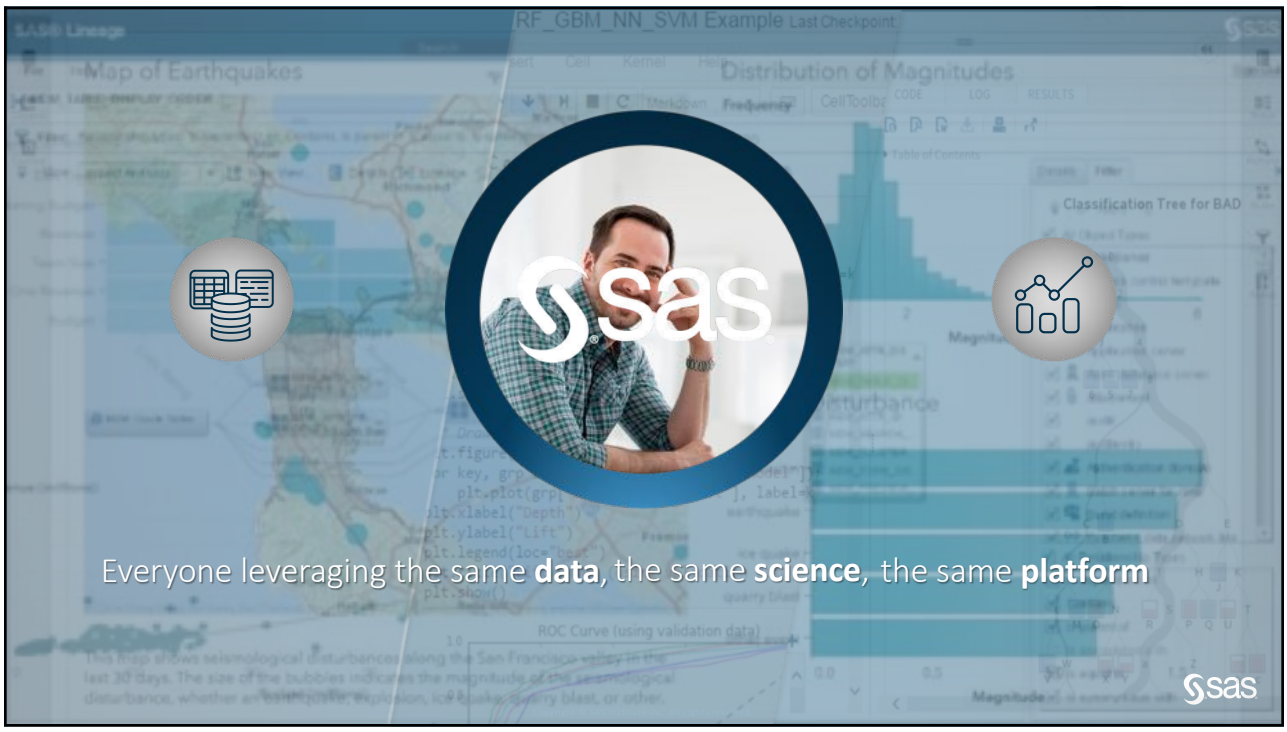

DATA DISCOVERY
TIME SERIES FORECASTING
Product Sales Expected to Grow to 2018
STATISTICS
DATA & TEXT
MACHINE LEARNING
OPERATIONS RESEARCH
Deployment
Data
Discovery
sas


MANAGE
PUBLISH AND EXECUTE
MONITOR AND ADJUST
Deployment
Data
Discovery
LINEAGE
GENERATE SCORE CODE
AUTOMATIC RETRAINING
sas

SAS Viya
Multiple Interfaces, One Code Base
Visual Interfaces
Programming Interfaces
python
sas
Java
API Interfaces
REST API
sas


APIs
sas
proc print data = hmeq (obs = 10);
run;
python
df = s.CASTable('hmeq')
df.head(10)
R
df <- defCasTable(s, 'hmeq')
head(df, 10)
SAS Viya
Controller
Workers
CAS Action
[table.fetch]
table.name = "hmeq"
from = 1 to = 10
sas


Source-based Engines
In-Stream
In-Hadoop
In-Database
Parallel & Serial, Pub / Sub, Web Services, MQs
3
1
SAS Viya
In-Memory Runtime Engine
Microservices
Cloud Analytics Services (CAS)
Platform
2
4
sas
Solutions
Customer Intelligence
Analytics
Risk Management
Business Visualization
Fraud and Security Intelligence
Data Management
APIs
REST API
python
Java
Lua
amazon web services
Azure
Google Cloud Platform
openstack
vmware
ORACLE CLOUD
sas



Thank You!

sas.com