




Entertainment Value Proposition

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Agenda

- Corporate Overview
- Platform
- Industry Use Cases & Workflows
- Discussion
- Next Steps



Largest pure-play semantic vendor

- 7 Geographies
- 200+ team members
- Listed on the AIM exchange

Award-winning, patented technology

COGITO

- NLP & Disambiguation
- Taxonomy / Ontology Mgmt

Diversified Business

- Publishing, Life Sciences
- Financial Services, Insurance & Oil & Gas
- Homeland Security

Selected Customers

Bell Média



CBC



GANNETT

Bloomberg
BNA



Trinity Mirror plc



CONDÉ NAST

WILEY





Information is growing faster

than our ability to effectively manage it

- **PAST:** Weekly/Daily (TV, Newspapers, etc.)
- **PRESENT:** Minutes/Seconds (Twitter, Instagram, Chat)
- **FUTURE:** Real time (IoT, Sensors, etc.)



What is Cogito?

Unique Cognitive Computing and text analytics software created through more than **400 MAN YEARS OF DEVELOPMENT.**

Based on Artificial Intelligence algorithms, Cogito **MIMICS THE HUMAN ABILITY TO UNDERSTAND** at the speed of current technologies.

The Opportunity : Structured & Unstructured Content

- Existing Content
- Archives
- Blogs/Tweets
- Emails
- Customer correspondence
- Contracts

+50%
per year

A line graph with a white line and three data points, showing an upward trend. The background is a dark grey hexagonal grid with a red arrow pointing upwards and to the right. A white callout box with a red border points to the second data point, containing the text '+50% per year'. The graph is set against a dark blue background with a white diagonal line.

Source : IDC

The Challenge : Ambiguity

Cogito helps machines understand text

apple
(63%) Fruit with red or yellow or green...

to Verb: 19 Noun: 2 Noun: 38 Noun: 2

I have 10,000 apples in stock for the holidays .

stock
(6%) A supply of goods for sale, kept...



Apple, Apple Computer, Apple Inc., Apple computer Inc.
(100%) It is an American computer technology corporation...

to Verb: 7 Noun: 4 Noun: 38

I bought 10,000 shares of stock in Apple just before the holidays .

stock
(92%) The capital raised by a corporation through...



What Is Semantic Intelligence?

Document annotation

Amid security questions, **Yahoo** says it's delaying merger with **Verizon**

The stop-start mega-merger of **Yahoo** Inc. and **Verizon Communications** Inc. is being delayed, **Yahoo** told federal regulators Monday as the company deals with investigations of two massive security breaches.

The \$5 billion merger, under which **Verizon** would assume control of **Yahoo**'s core businesses while spinning others off into separate enterprises, was announced last July, with a timetable to be complete by March 31.

But in a quarterly financial report filed Monday with the Securities and **Exchange Commission**, covering the last quarter of 2016, **Yahoo** said "the transaction is now expected to close in Q2 of 2017," which begins April 1.

Numerous law enforcement agencies are investigating the breaches themselves. But Sunday, The **Wall Street Journal** quoted unnamed sources as saying the SEC had opened a separate investigation into whether **Yahoo** disclosed them in a timely manner to its investors, as it's required to do as a publicly traded company.

The SEC told NBC News it had no comment on the Journal report. **Yahoo** referred **NBC News** to statements it made in November saying it was cooperating with all federal investigations.

But in a statement accompanying **Yahoo**'s financial report, **Chief Executive Marissa Mayer** said, "The opportunities ahead with **Verizon** look bright."

If they are, **Mayer** likely won't be involved. In an SEC filing early this month, **Yahoo** disclosed that **Mayer** — one of the highest-profile women in the predominantly male tech world — would resign from **Yahoo**'s board once the Verizon merger closes.

Companies

Verizon

Yahoo!

Organizations

Exchange Commission

Person

Marissa Mayer

Function

Chief Executive

Media

NBC

Wall Street Journal

Topics

Merger

What Is Semantic Intelligence?

Knowledge insertion

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Merger	
Purchaser	Verizon
Target	Yahoo!
Amount	\$4.8 billion
Date	delayed

Marissa Mayer to leave Yahoo after \$4.8bn Verizon deal

Yahoo chief executive Marissa Mayer will step down from the board of the internet giant on completion of the \$4.8bn (£3.9bn) acquisition by US telecoms giant Verizon.

Companies

Verizon

Yahoo!

Organizations

Exchange Commission

Media

NBC

Wall Street Journal

Topics

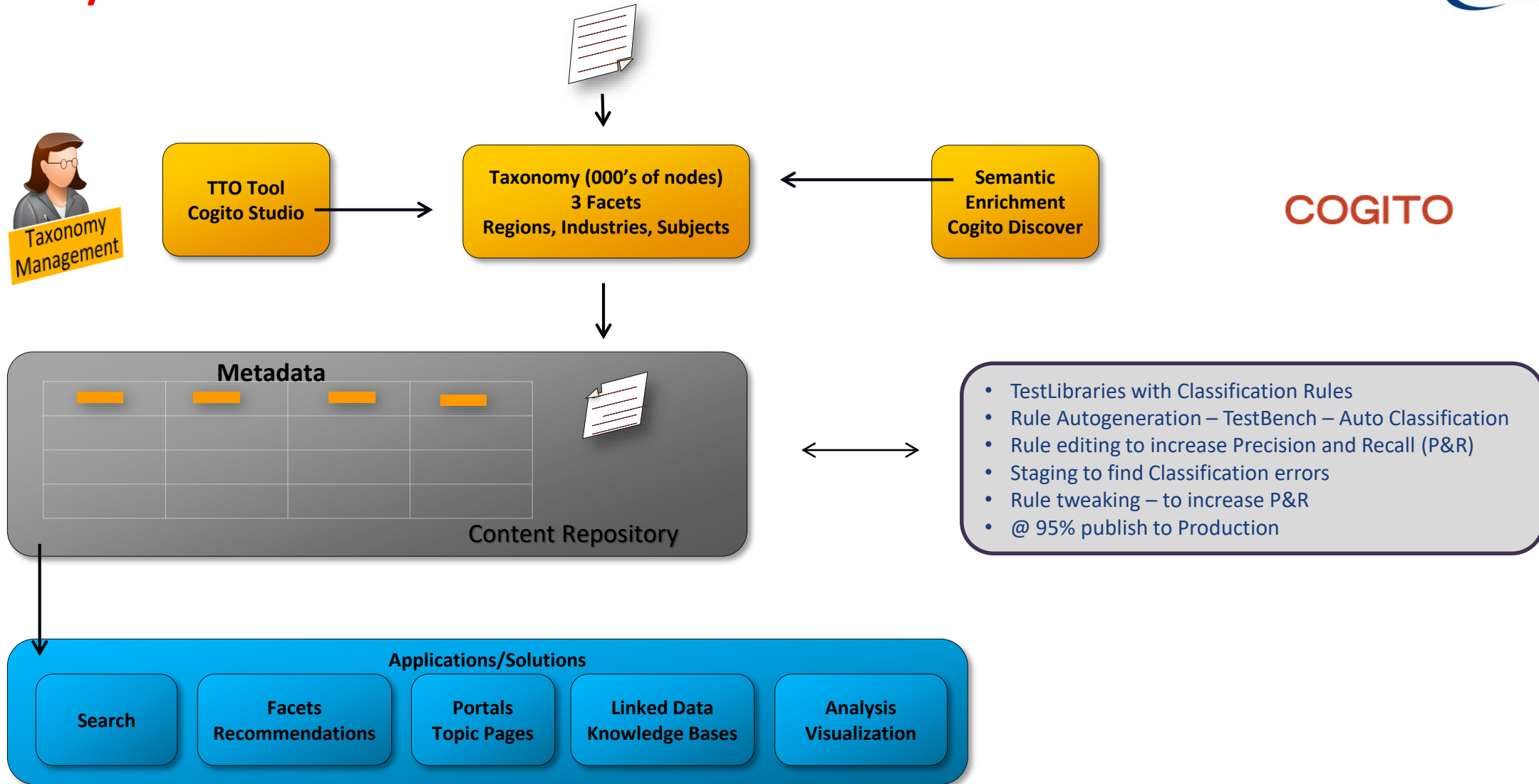
Merger

Story Creator License Structure



- **Cogito Discover**
 - NLP Layer
 - Categorization & Extraction
 - Sensigrafo (Knowledge Tree)
 - Auto Categorization & Classification
 - Machine Learning
- **Cogito Studio**
 - TTO Tools (Taxonomy, Thesaurus & Ontology)
- **Languages**
 - English, Italian, French, German, Spanish, Portuguese, Dutch, Polish, Arabic, Russian, Korean, Japanese, Chinese, Greek, Hebrew (soon)

Story Creator - Workflow



- Studios create reports on films and episodic programming
 - Reports focus on positive and negative reactions characters, story line, etc.
 - Currently social data is pulled manually and reports are created manually
- Expected solution : automate, streamline, and enhance insightful reporting to target audiences.
 - Expert System crawls social media and data into a custom built UI
 - Custom UI extracts OOTB entities – Locations, Topics, Sentiments with Potential targets
 - Experts organize/rename potential targets inside Expert System’s Curation Platform
 - Results of the fine-tuning are exported to a knowledge repository and/or any customer export format or UI

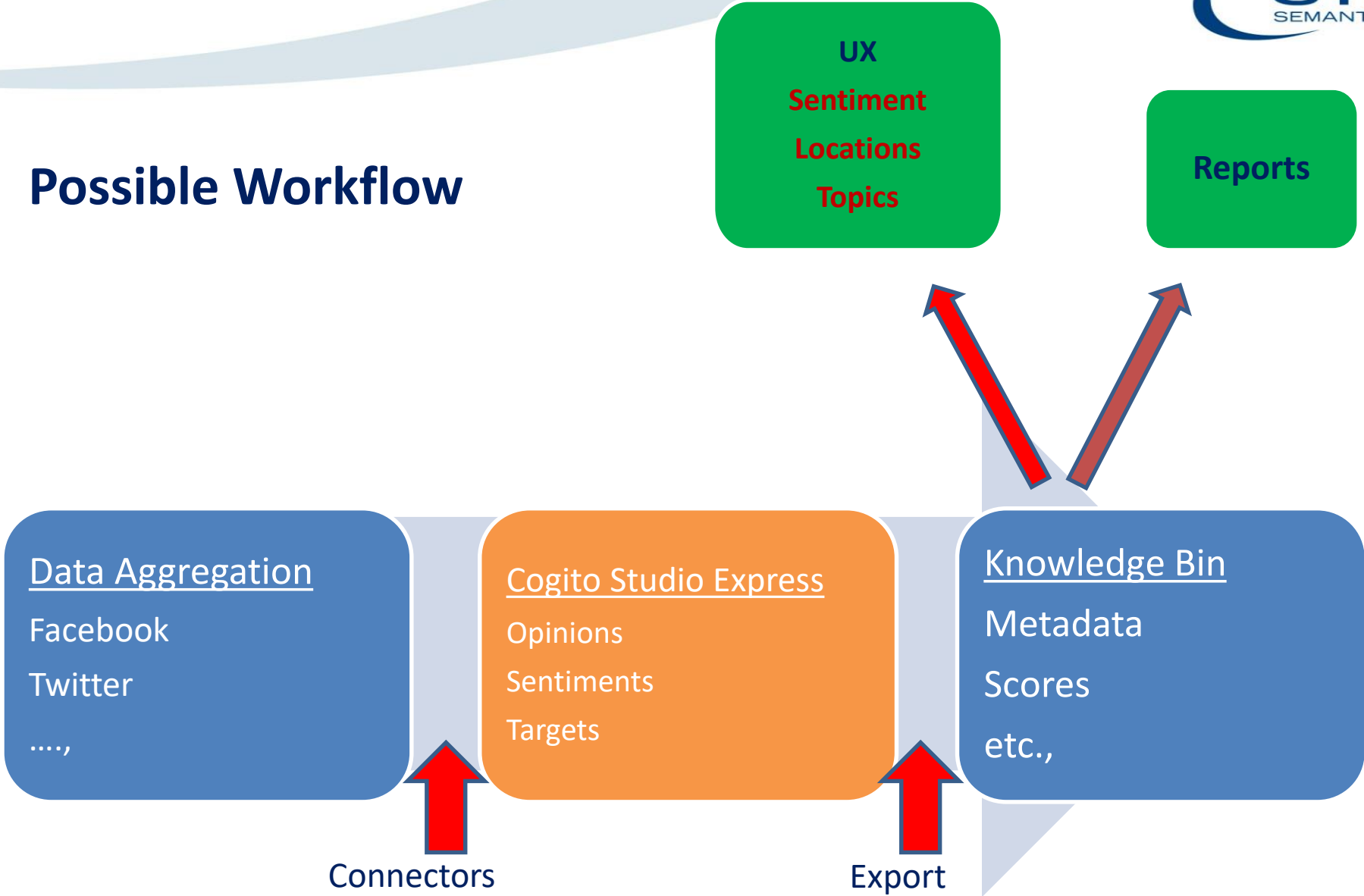
- Curated results are used to generate a report

- Work with Studios to demonstrate the implementation of a workflow that:
 - Aggregates data
 - Extracts Opinions, Locations, Topics
 - Pushes the results back in a UI, Excel file or any other data format

Suggested Workflow



Possible Workflow



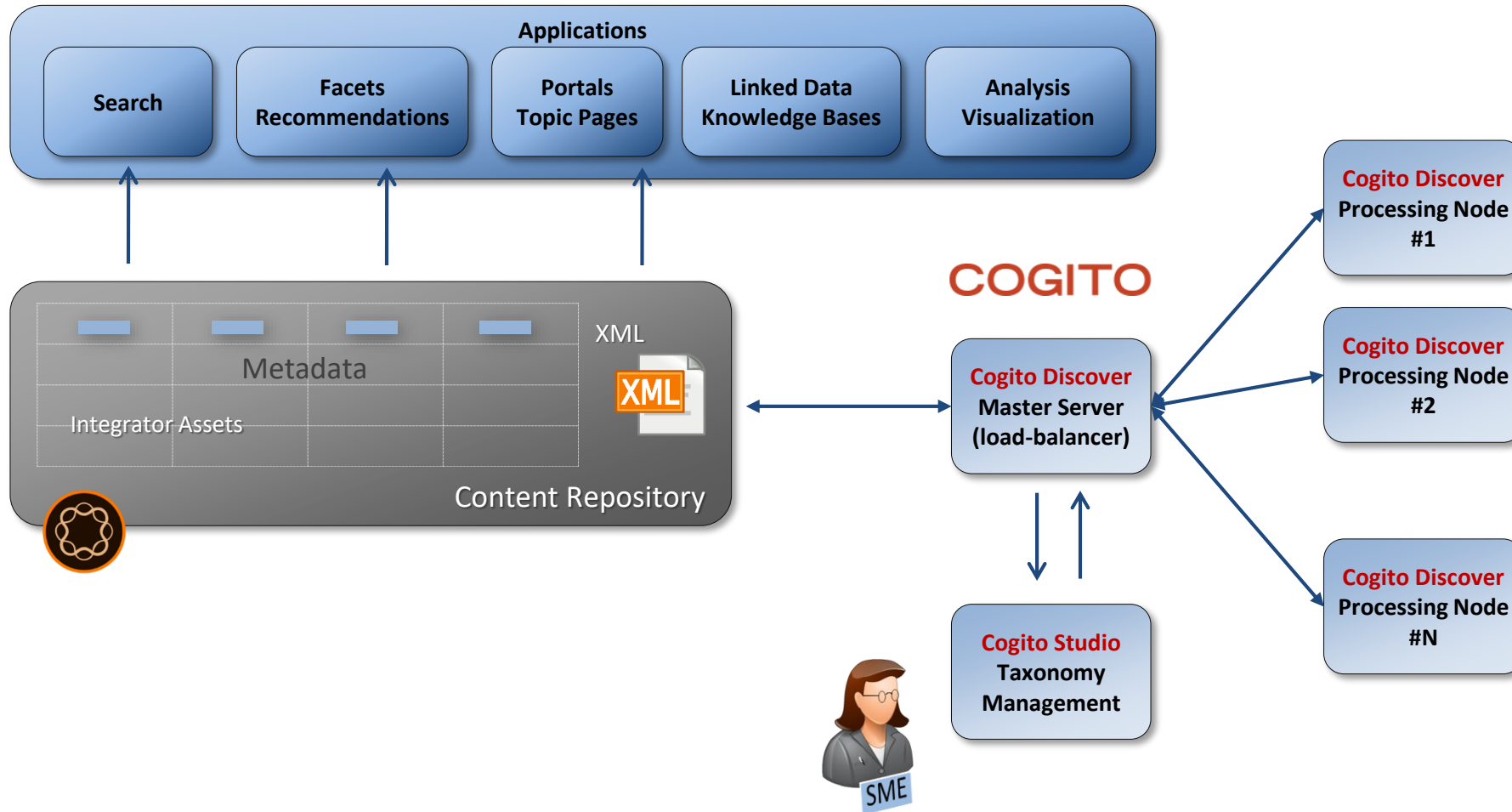
Licensing and Re-use

- Need - making assets findable and marketable based on brands, products, locations, etc.
- Integrate semantics as part of the workflow with the production platform to automatically associate metadata (brands, products, locations, etc.) to the content.
- Subject matter experts (SMEs) work to manage the internal knowledge (controlled vocabularies). The content is run through the Cogito TTO tool and then through Cogito Discover for annotation.

Mixed Media Format – Use Case

- Metadata is annotated upstream.
- Integration of content within their content repository to automatically associate metadata to the content – video, images, archival, text & audio.
- Content creators wanted to maximize usability and adoption within content repository.
 - Share and find content across internal pillars. Consistent tagging and auto classification.
- A result that manages creates an internal knowledge base.

Mixed Media Format Processing Workflow



Summary - Solution capabilities

- Richness of **extraction** powered by a Knowledge Graph tightly integrated with a disambiguation engine
- Powerful **classification** system based on OOTB or custom taxonomies
- High-level representation of **concepts** based on the Knowledge Graph
- Flexible **content recommendation** and **de-duplication** based on semantic fingerprints
- **Hybrid approach** by combining NLP & Machine Learning techniques
- Customizable **sentiment analysis** and **opinion mining** capabilities
- Best-of-class **toolkit** for developing, analyzing and maintaining domain specific extraction and categorization processes
- **REST APIs** for integration with client systems

Discussion/Questions?