I KNOW WHAT YOU'RE GOING TO WATCH NEXT SUMMER
5 New Ways Companies Use Machine Learning & AI to Massively Grow Revenues by Decoding & Influencing Viewing Behaviors

SHIV SEHGAL
Chief Product Officer
RSG Media

SHAWN BRENnan
Information Architecture Sales Leader,
IBM Data & AI
ENTERPRISES HAVE DECLARED THEIR DATA AND THE JOURNEY TO AI TOP PRIORITIES

90%
Plan greater investments in data

85%
View AI as a strategic priority
<table>
<thead>
<tr>
<th>CURRENT STATE</th>
<th>FUTURE STATE</th>
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<tr>
<td><strong>One Shoe Fits All</strong></td>
<td><strong>Modern Cloud Data Architecture</strong></td>
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<tr>
<td>Tech</td>
<td>Fast Data Platform for ML &amp; AI</td>
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<td>Data</td>
<td>Integrated Data Governance &amp; Orchestration</td>
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<td>Enterprise</td>
<td>Democratization of Data &amp; Analytics Toolkit</td>
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THE ML-AI PLATFORM FOR PROGRAMMING RESEARCH

5 Ways To Use Machine Learning & AI to Massively Grow Revenues

ML-AI Breakthrough Models

- Gradient-Boosted Trees
- Trigonometric Time Series
- Gaussian Mixture
- GAM & Graph Neural Networks for NLP
- Levenshtein Distance ‘Fuzzy Wuzzy’

Delivering Business Value for Programming Research

1. PERFORMANCE TRACKING
2. AUDIENCE INSIGHTS
3. AUDIENCE PROFILES
4. AUDIENCE MIGRATION
5. VIEWER RETENTION & ACQUISITION STRATEGIES
Forecasting Audience Journeys

DECODE DATA FOR RADICAL INSIGHTS

8:00 8:30 9:00 9:30 10:00 10:30 11:00

P18-34 Composite

F25-54 College Education Dog

M25-54 African American Household $75K
INTEODUCING THE PLATFORM

Driving data-driven experiences & tools that captivate, inform & inspire!
THE ‘STITCHED’ SOLUTION: ML-AI DECISION MAKING PLATFORM
Contact Us For Your Personal AI Workshop

SHIV SEHGAL
Shiv.Sehgal@rsgmedia.com

SHAWN BRENNAN
sbrennan@us.ibm.com