Vault AI

Using AI to Level up Your Content and Marketing Decision-Making

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Today's entertainment landscape presents unique challenges for researchers

Research teams are being asked to do more with less resources
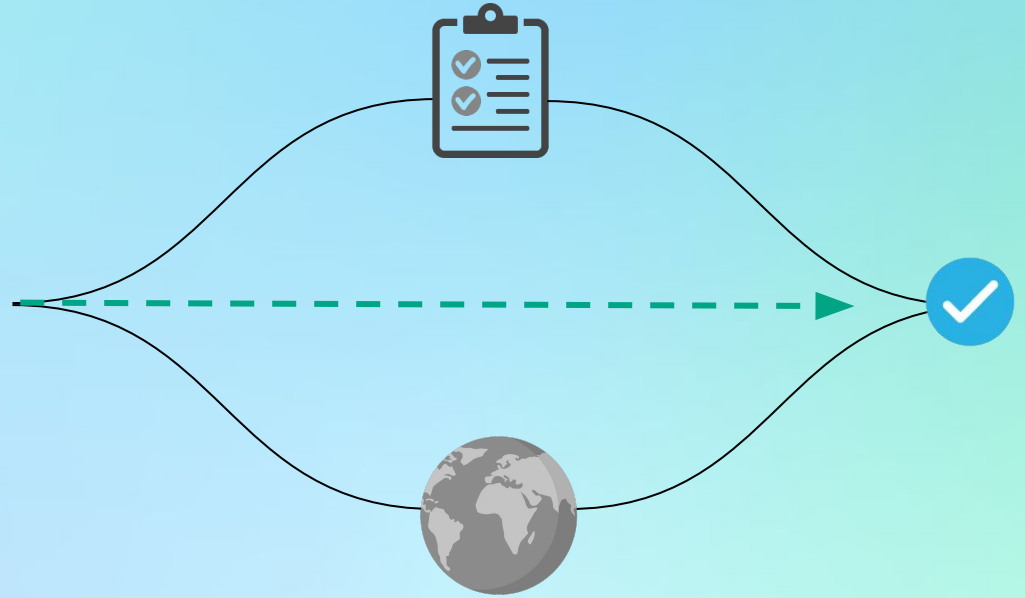
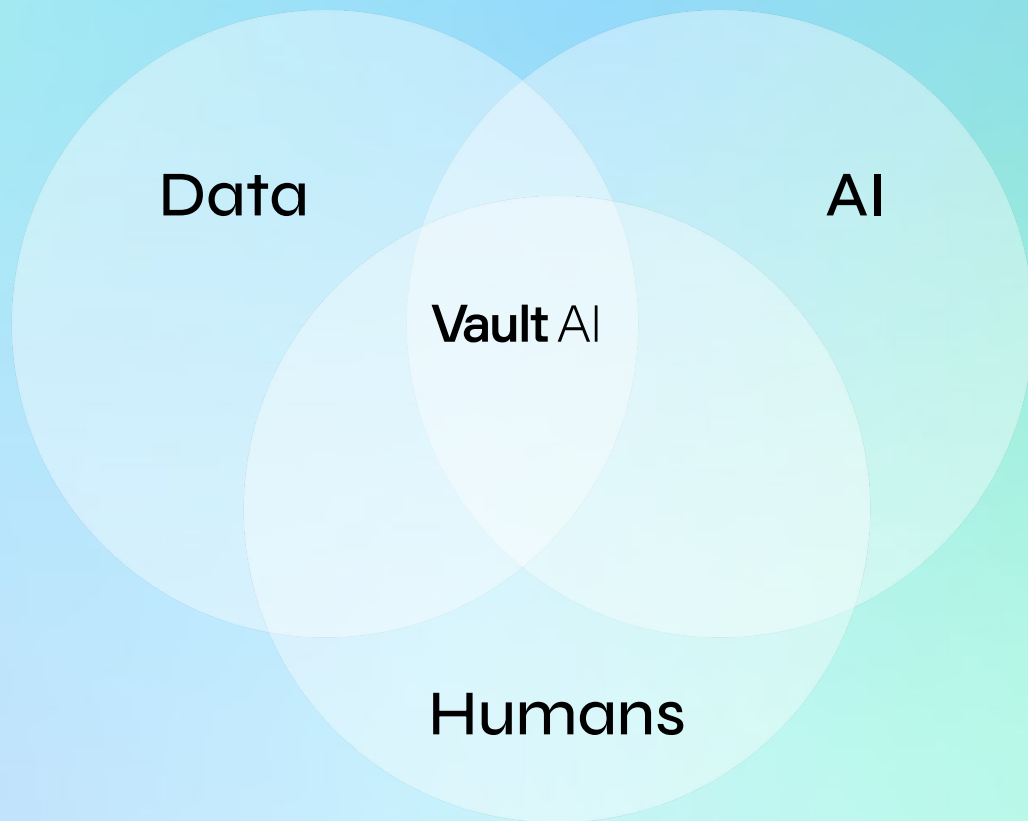There is more data available to leverage

Balancing the need for fast insights with quality

We're all looking to obtain accurate insights to make faster decisions.

In order to do so, we must evaluate new and emerging tech.

Data

AI

Vault AI

Humans

INTRODUCING

Vault AI

AI-powered Consumer Insights for Entertainment

A new research tool to help you make better production, development and marketing decisions for your content at scale. No surveys or focus groups required.

*Data is for display purposes only

Audience Profile

- 62% Male
- 63% 30+
- 38% M 30+

Top Drivers

Star Wars Universe	129
Stylized Action	114
Journey of Self-Discovery	111

Success Metrics

Social Buzz	125
Freshness	114
Longevity	106
Demand	160

How do entertainment companies use AI insights?

Landscape

Genre / Market / Audience

Commercial Viability

Greenlight Studies

Concept Testing

Pilot Testing

Campaign Strategy

Positioning

Trailer/Promo Ideation

Future Planning

Franchise & IP Evaluation

Series Maintenance
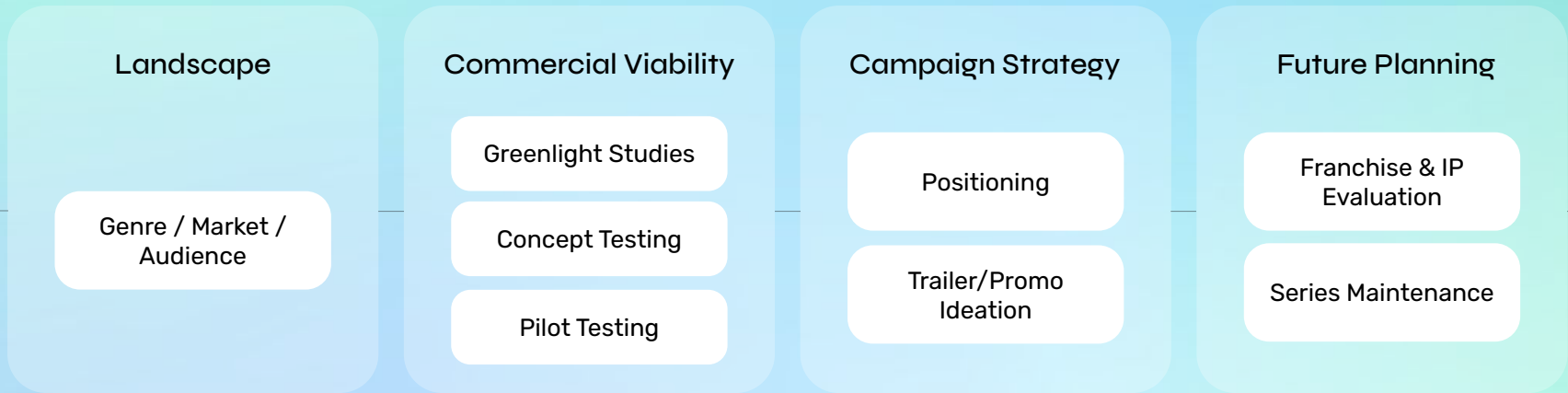
Blending data, AI and consumer insights professionals

1. Unrivaled Database

The process starts with Vault AI's database of story elements and behavioral data

2. Creative Inputs

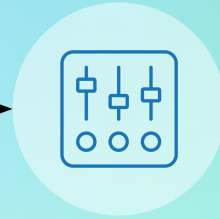Upload summary, outline of script, TV episode, full-length movie or trailer and codify the key elements

3. Predictive Output

Using machine learning to predict ratings social buzz, longevity, and bingeability.
+
Get creative and character evaluations.

4. Actionable Insights

Our consumer insights experts extract and deliver actionable insights through reports and studies.

Open the Vault

A comprehensive content and behavioral dataset assembled for entertainment

- ✓ **60,000+** scripted & unscripted titles
- ✓ **150k+** story DNA elements
- ✓ **18k+** characters in database
- ✓ All genres, including **80+** subgenres
- ✓ **All** platforms (streaming, linear, film)
- ✓ **30+** countries
- ✓ Demos: ages 2-64, AA and Hispanic by age/gender, Kids & Parents

Secure & turnkey

- ✓ Get rapid insights easily from **any form** of content input
- ✓ Input codified for Story DNA elements by **AI + analysts**
- ✓ No respondents = **100% secure** process and no leaks
- ✓ Easy upload and kick-off via our online onboarding system

Upload

Series Bible	Pitch Deck
Outline	Script(s)
Trailer/Promo	Final Cuts
IP	Sizzle
Book/Podcast/Game	Written Concept

2. Creative Inputs

Themes

Crime boss

Family crime

Characters

Corruption

Thomas Shelby

Gambling

Arthur Shelby

Genre

Violence

Ada Shelby

Crime

Murder

Polly Gray

Setting

Drama

Post-War

Criminals

Birmingham

Prohibition

England

Emotions

1920s

Anger

Post-World War

Fear

Tone

Streets

Pub

Dark

Loathing

Gritty

Meta Data

Terror

United Kingdom, 2013

Trust

Netflix. TV-Series. 6 Seasons

18+ (TV-MA)

Behavioral data brings the Vault to life

Our insights are born from real-world consumer behavior, pooling publicly available data and private 3rd party sources across 30+ markets to decode why audiences choose what they watch.

In-market performance datasets:

✓ **30+** data streams (e.g. Nielsen)

nielsen   Box Office Mojo   IMDb

🐦   oztam *measuring audiences*   ▶ YouTube

Rotten Tomatoes   ⓜ metacritic   WIKIPEDIA

🏠BARB   f   Google   ⓖ GlobalData.

Vault AI

Measures AI predicts

Predictive modelling from trillions of story DNA + behavioral data points

Outcomes

- Global Box Office
- SVOD/Linear Ratings
- Viewership Demos
- Social Buzz
- Online Search
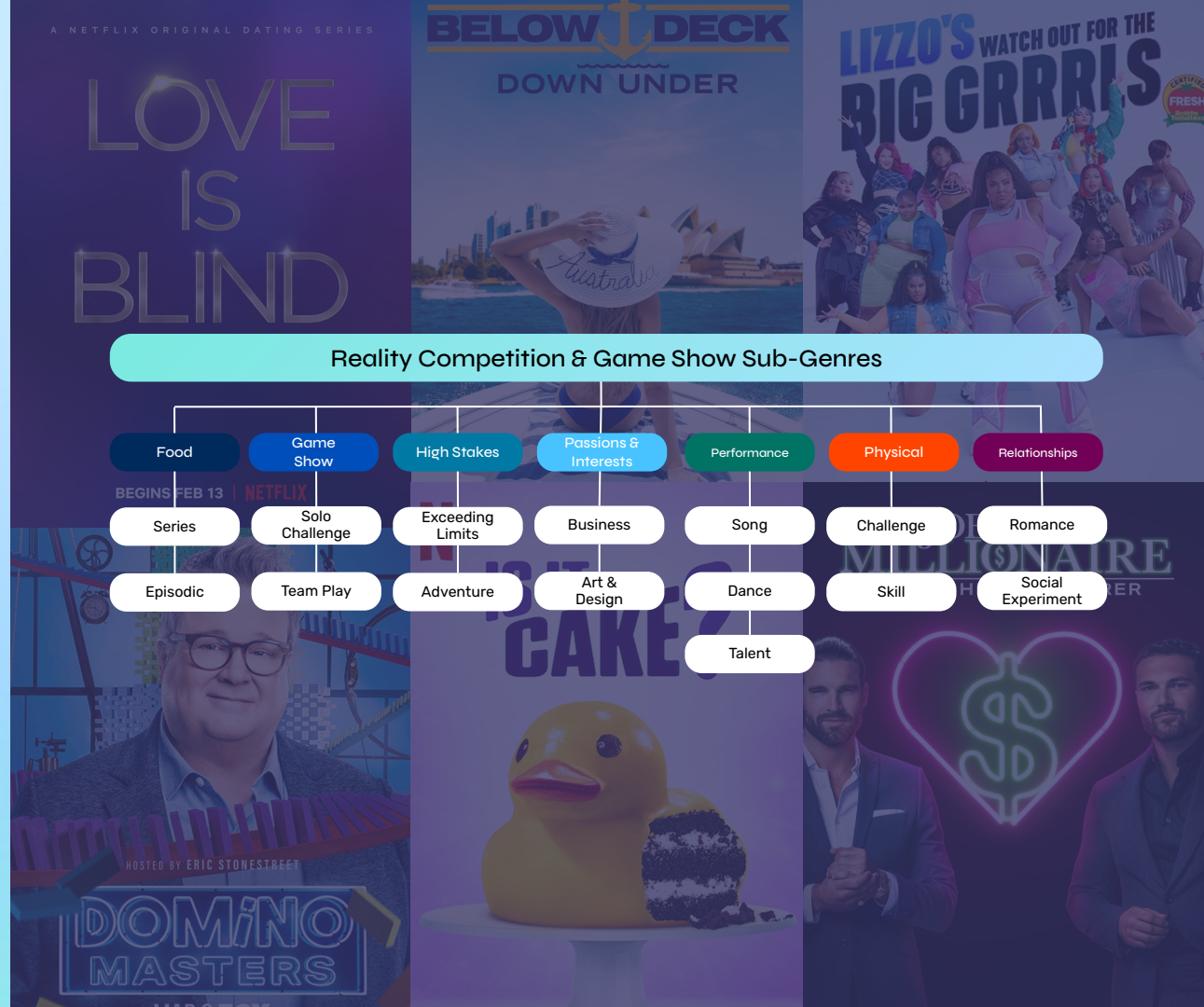- Rotten Tomatoes
- Platform / Network Fit

Diagnostics

- Interest Drivers
- Demand by Demo
- Genre Association
- Freshness
- Fan Demos
- Comp Title ID
- Character Impact
- Scene Impact
- Emotional Analysis
- Fan Drivers

Content whitespace

Exhaustive deep-dive analysis into genres and sub-genres globally.

- ✓ Global differences
- ✓ Sub-genre associations
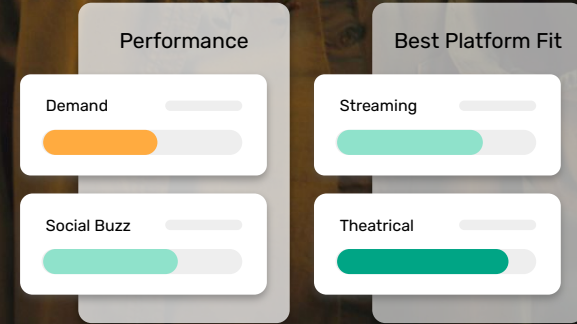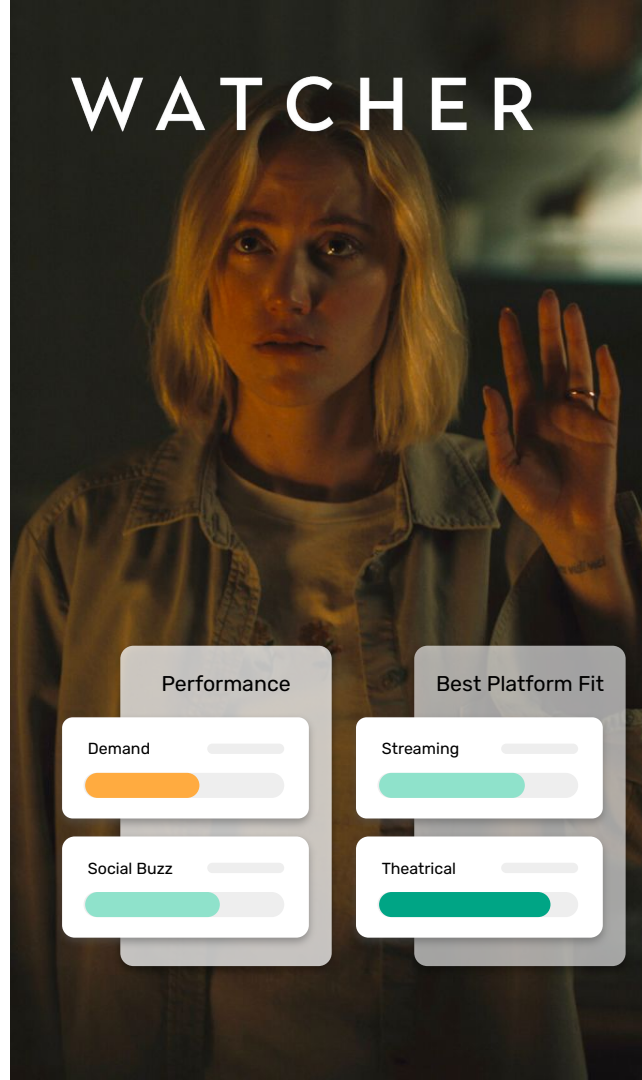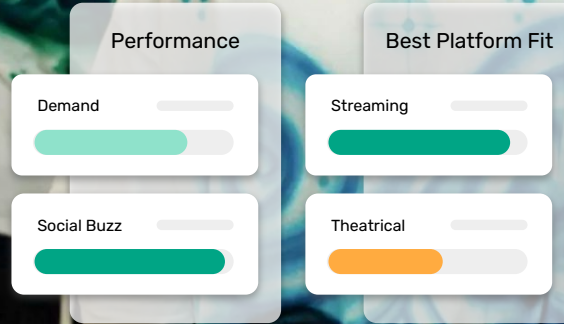- ✓ Identify audience trends and need states

Reality Competition & Game Show Sub-Genres

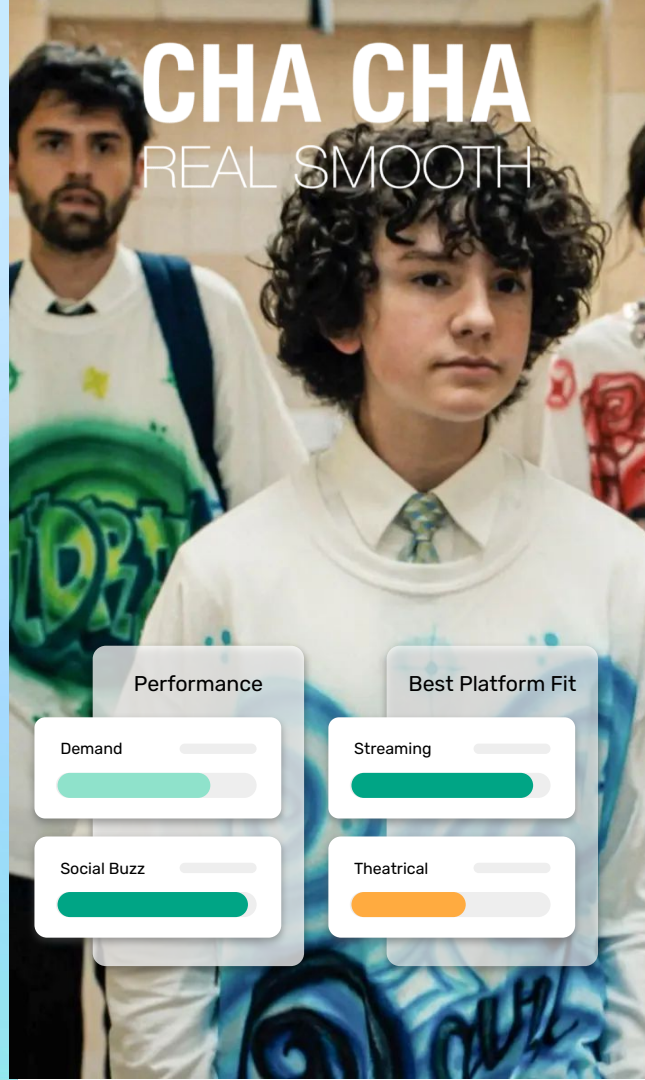| Food	Game Show	High Stakes	Passions & Interests	Performance	Physical	Relationships
Series	Solo Challenge	Exceeding Limits	Business	Song	Challenge	Romance
Episodic	Team Play	Adventure	Art & Design	Dance	Skill	Social Experiment
				Talent		

Greenlight & concept

Rapidly test a script or concept to identify the audience and see what drives success measures.

- ✓ Rapid turnaround time (24-72 hrs)
- ✓ Predict market performance around the world
- ✓ Optimize distribution & understand platform fit

CHA CHA
REAL SMOOTH

Performance

Demand

Social Buzz

Best Platform Fit

Streaming

Theatrical

WATCHER

Performance

Demand

Social Buzz

Best Platform Fit

Streaming

Theatrical

Global positioning strategy

Identify which themes will be most successful and craft creative materials to resonate with local audiences.

- ✓ Predict audience demand
- ✓ Uncover optimal positioning
- ✓ Localize key messages across 60 markets

Demand Drivers

Friendly Competition	**130** =
Comedy	**119** =
Best Friends	**106** =

Demand Drivers

More Than Friends	**140** =
Best Friends	**124** =
Comedy	**106** =

Demand Drivers

Romance	**122** =
Sexual Tension	**104** =
Dating	**95** =

Dynamic Optimization

Unlike static surveys and focus groups, we can evaluate new ideas in real-time with quick turnarounds

It's like A/B testing on steroids

What if...

…we replaced zombies with aliens?

…we increase the rivalry storyline?

…the lead was a black female?

…we decreased the horror elements?

…we lean more into the mystery of murder?

…we highlight more female characters?

…the lead character was tougher?

…we make an ad with no backstory to convert more males over 30?

Why AI?

Ease & Speed

- Analyze any form of content without reformatting for respondents

- Rapid turnaround times

- No guides, recruiting or heavy lifting

Scale

- Gain global breadth & depth of insight with consistent methodology

- Leverages our massive proprietary historical dataset across all genres and platforms

- Predict for multiple metrics and demographics in one study

Quality Insights

- Based on unbiased consumer behavior data, not opinions

- No data-dumps: our consumer insights experts create clear and actionable reports from the data

Vault AI

Thank you.

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