



The Future of AI in the Content Supply Chain

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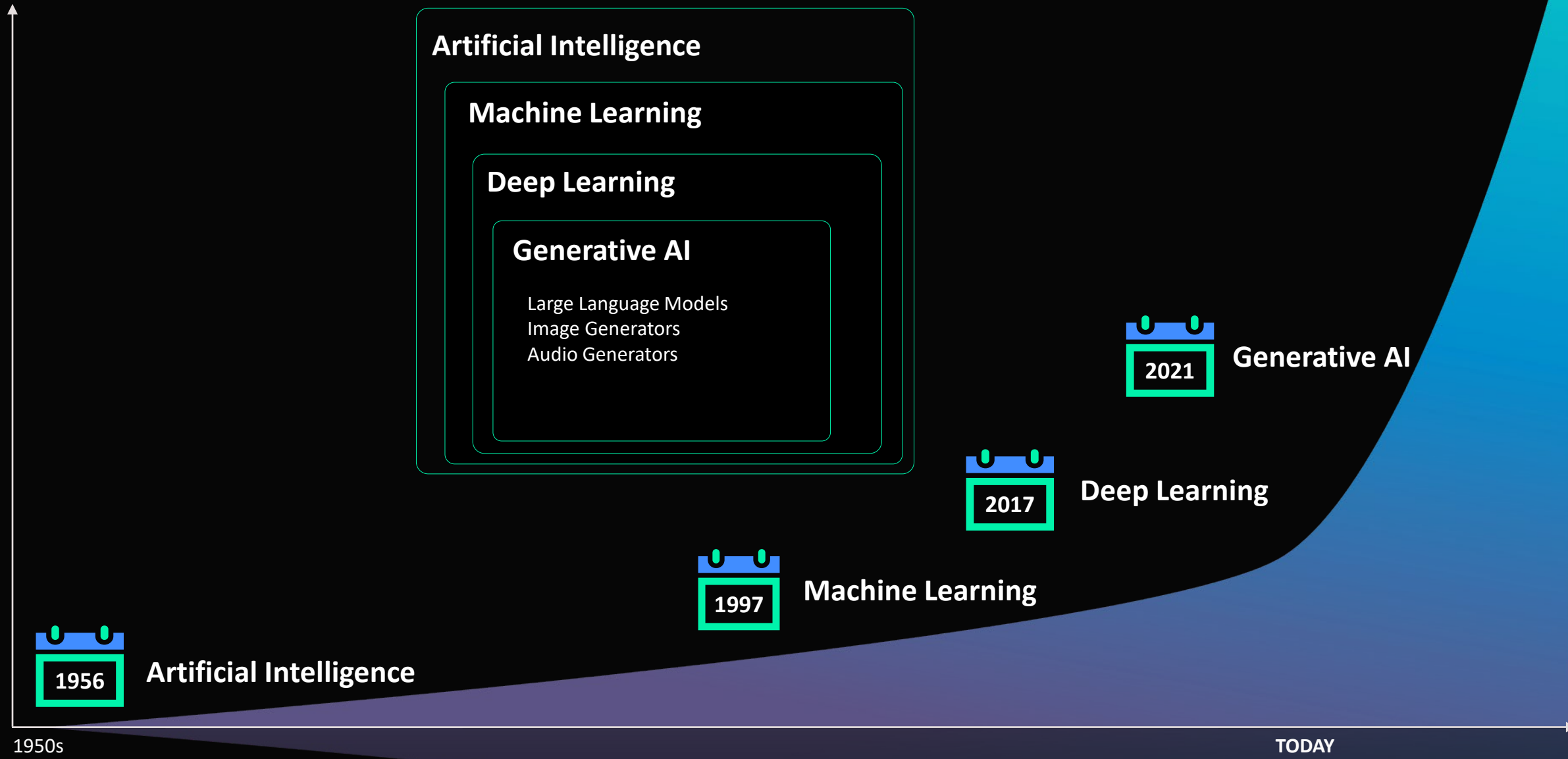
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01

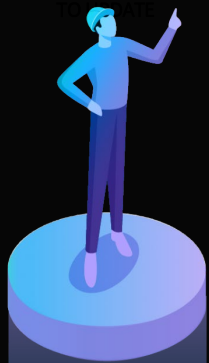
The Story of AI

The background behind AI and where we're at



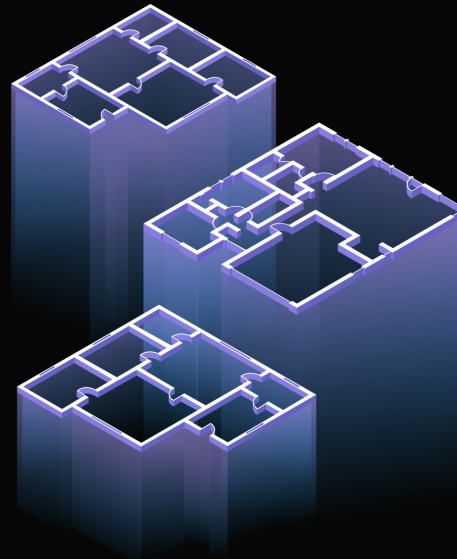
Understanding Generative AI Large Language Models

AI Companies: THE DIRECTORS



Create **architectures** trained on broad “general knowledge” data sets.

Models: THE SETS & ACTORS



These architectures are designed to process a range of data types of varying complexity. Models’ inputs can include images, sound, text, and more. “**Large language models,**” are a subset of AI models dealing with text data interpretation.

Purpose-Built Model & Interface: THE PRODUCTION



A model is selected based on your area(s) of need, and “trained” on your proprietary data set. The resulting customized model’s **interface and outputs** are calibrated to your organization’s specific tasks and workflows, and made accessible to you through an **API**.

02

Opportunities for M&E AI Content Supply Chain

The potential impact of AI across business, product and tech
within the M&E content supply chain

Content Supply Chain

Ideation & Creation

Edit & Distribution

Consumption & Monetization

Planning & Acquisition

- Greenlight Workflow
- Rights Mgmt / Program Avails
- Title Mgmt
- Metadata Mgmt
- Resource Mgmt
- Order Mgmt

Pre-Production

- Script Mgmt
- Pre Viz / Storyboarding
- Watermarking / Fingerprinting

Production

- Capture / Encode
- File Delivery
- Ingest
- Transcode
- Dailies Workflow
- Virtual Production

Post Production

- Mastering Workflow
- Media Asset Mgmt
- Logging & Automated QC
- Visual / Sound Effects
- AI Metadata Enrichment
- Localization

Content Distribution

- Video CMS
- Scheduling
- Processing & Packaging
- Content Delivery Network
- Broadcast / Payout

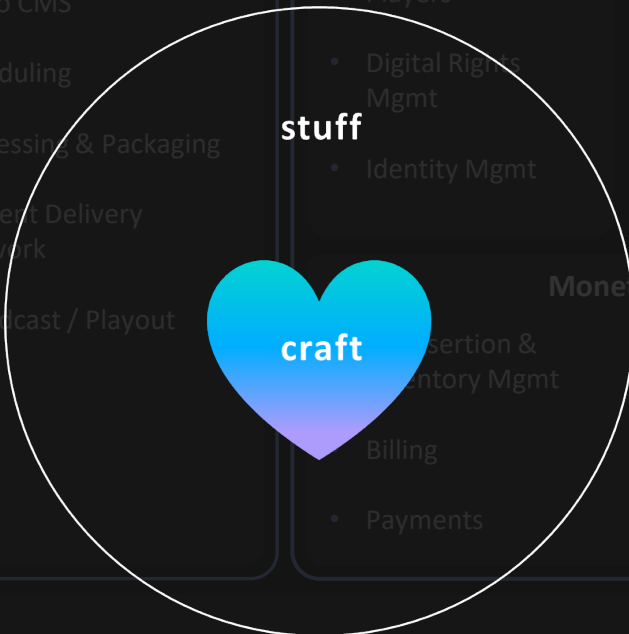
Content Consumption

- Players
- Digital Rights Mgmt
- Identity Mgmt

User Experience

- Web / Mobile / SmartTV / Set Top Box
- Digital Publishing
- AR / VR / Gaming

Protect the craft. Reduce the stuff.



Monetization

- Subscription / Churn Mgmt
- E-Commerce
- Recommendations

Marketing intelligence

- Digital Asset Mgmt
- Brand Mgmt
- Campaign Mgmt
- Content Mgmt System
- Loyalty Management

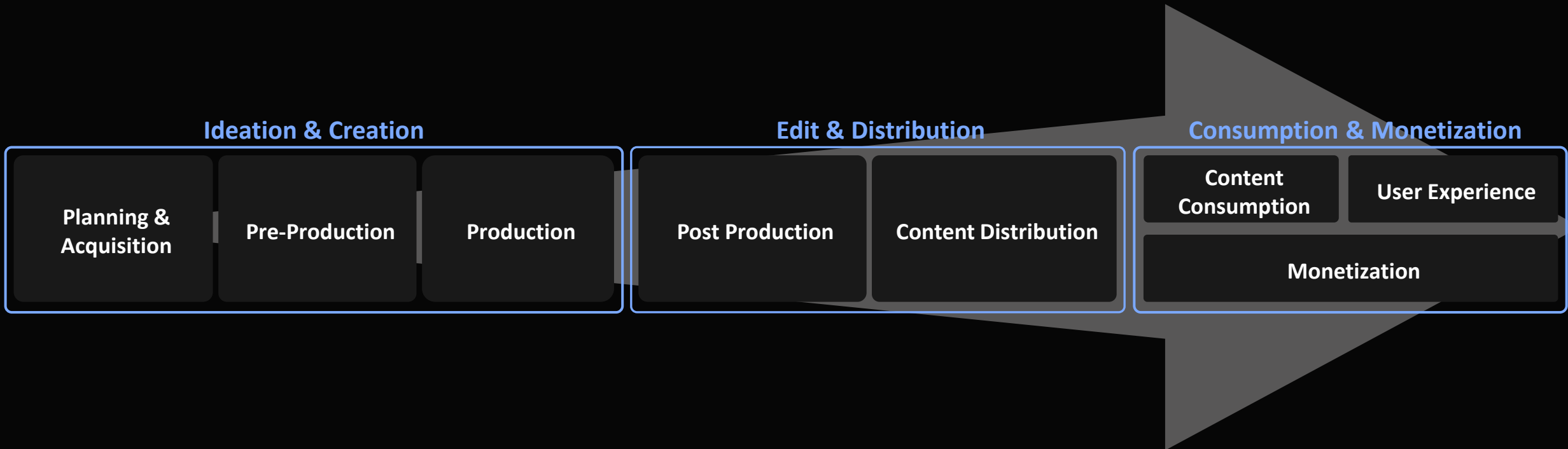
Data & analytics

- Data Lake
- Alerting & Monitoring
- AI Personalization
- CDP
- Attribution
- KPI & Trends Reporting

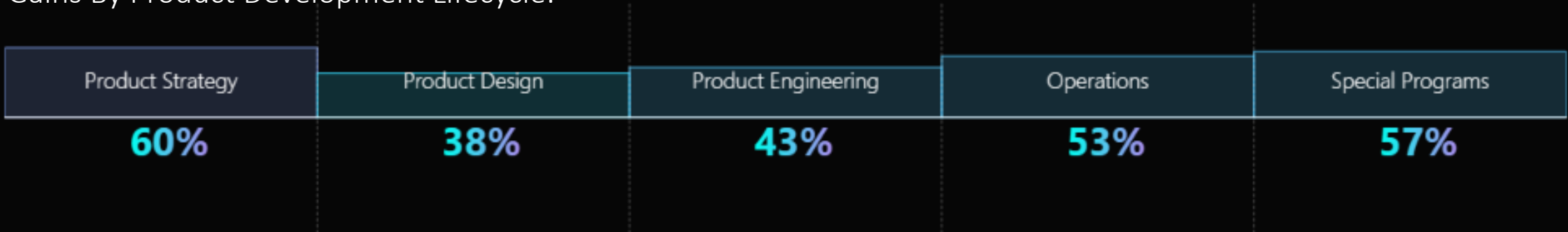
Enterprise platforms

- ERM
- PIM
- CRM
- Accessibility
- Workflow Orchestration
- Cloud Migration
- GDPR & Privacy

Content Supply Chain



Gains By Product Development Lifecycle:



AI Content Supply Chain – Ideation & Creation

Ideation & Creation

Edit & Distribution

Consumption & Monetization

Planning & Acquisition

Pre-Production

Production

Post Production

Content Distribution

Content Consumption

User Experience

Monetization

- Draft **ideas and scripts** based on audience trends
- Draft **visual storyboards** based on the script and director's vision
- Create **thematic script summaries** by character
- Draft **content valuation** based on script, pilot, similar titles, & audience trends
- Draft **version ordering** based on similar titles, genre, & cast
- Create **virtual set imagery** for virtual production stages based on script & director's vision
- Pair with **intelligent metahumans as virtual actors, extras or script readers**



AI Content Supply Chain – Edit & Distribution

Ideation & Creation

Planning & Acquisition

Pre-Production

Production

Edit & Distribution

Post Production

Content Distribution

Consumption & Monetization

Content Consumption

User Experience

Monetization



- **Auto tag metadata** based on objects, talent, & sentiment
- Assemble **stringouts** based on dialogue & camera angles
- Draft **rough cut**, **color correction** and **color grading** based on director style & genre
- Generate **visual effects** based on shot descriptions, storyboards, & director style
- Suggest **sound effects** to accompany scenes based on script & MAM assets
- Generate translated **subtitles**, **closed captions**, **dubbing scripts** & **voiceovers**
- Generate **classifications** & **content packages** based on schedule & delivery partners

AI Content Supply Chain – Consumption & Monetization

Ideation & Creation

Edit & Distribution

Consumption & Monetization

Planning & Acquisition

Pre-Production

Production

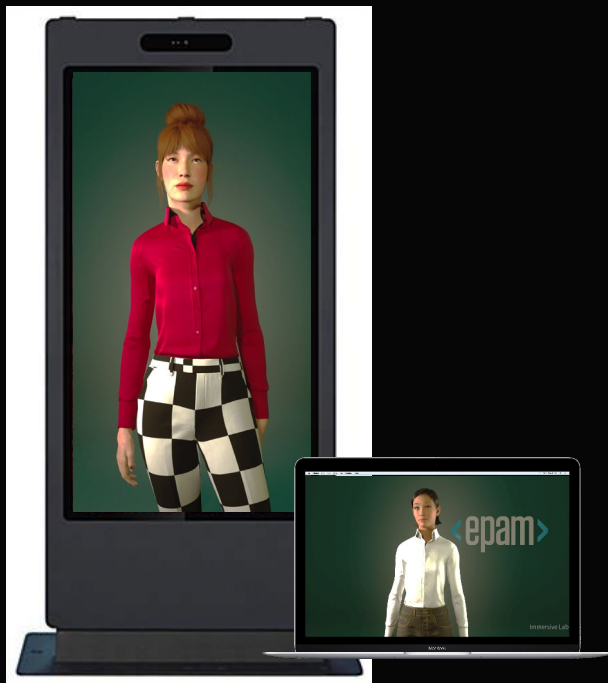
Post Production

Content Distribution

Content Consumption

User Experience

Monetization



- Help **distribute media content** through various channels based on rights & avails
- Propose **monetization strategies** based on **summarized customer behavior insights**
- **Predict user churn** & proactively propose new **product offer bundles**
- Generate **personalized ad / promo content** based on user engagement
- Personalize **user experience & recommendations** based on viewing history & preferences
- Engage users through interactive features such as **chatbots, quizzes, & games**
- Pair with a **conversational metahuman assistant for customer support**

03

Things to Consider

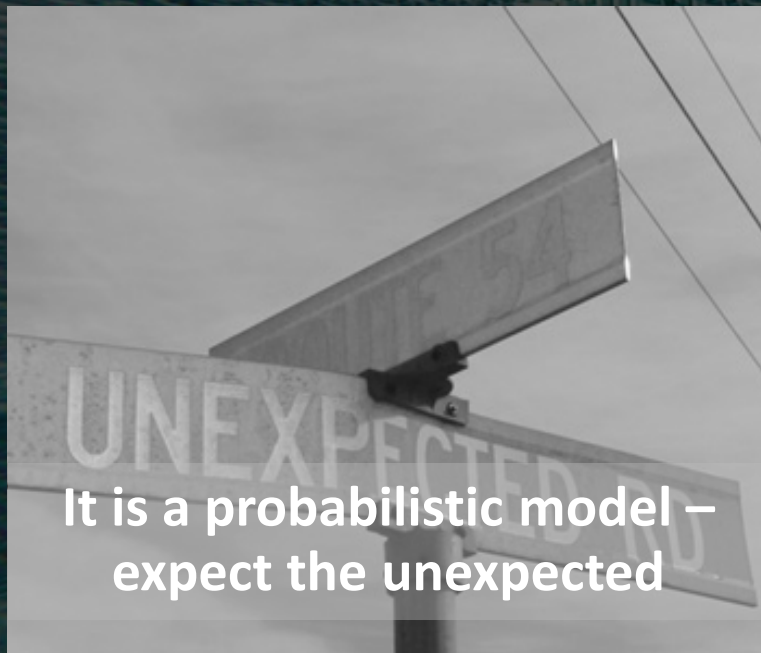
The potential pitfalls and challenges around AI

AI Challenges

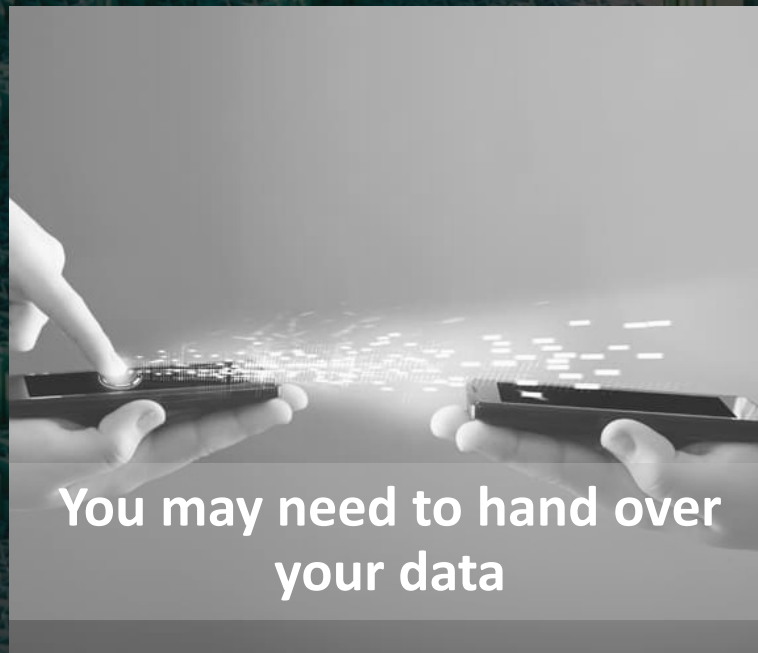


Compliance and Ethics Considerations

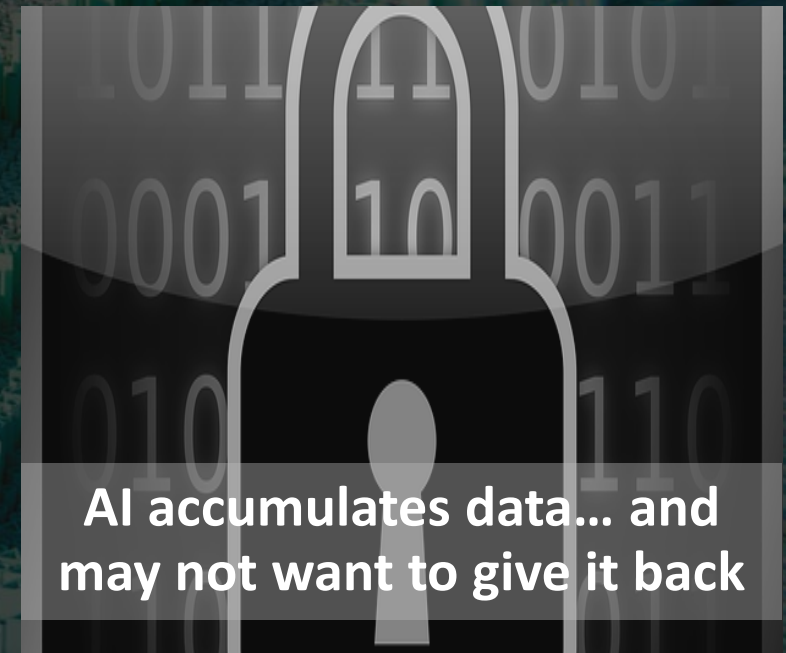
Organizations need to build **technical capability to support new products**, but it is equally important to consider **governance**, **ethics**, and **legal processes** around AI tools



It is a probabilistic model –
expect the unexpected

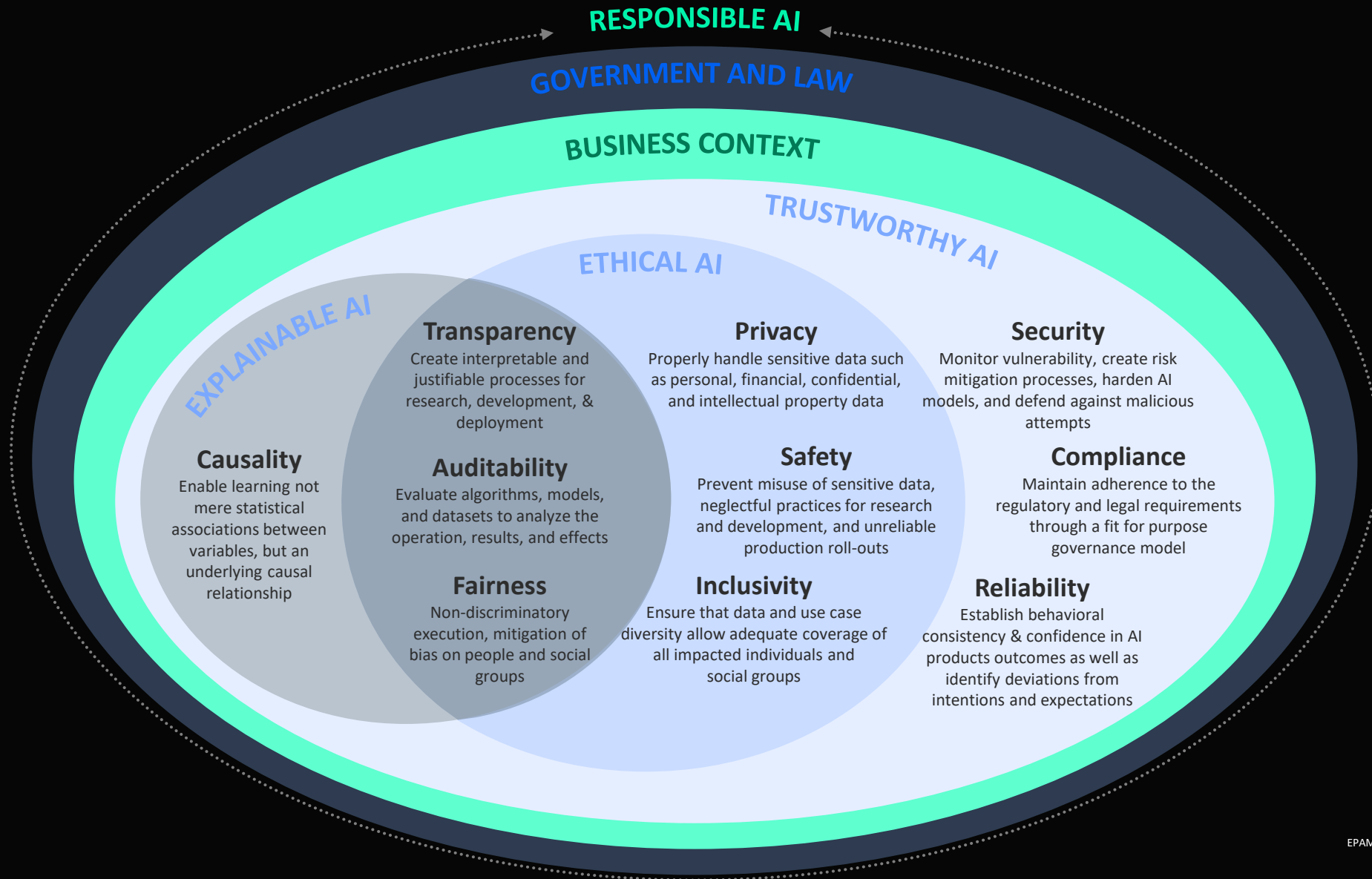


You may need to hand over
your data

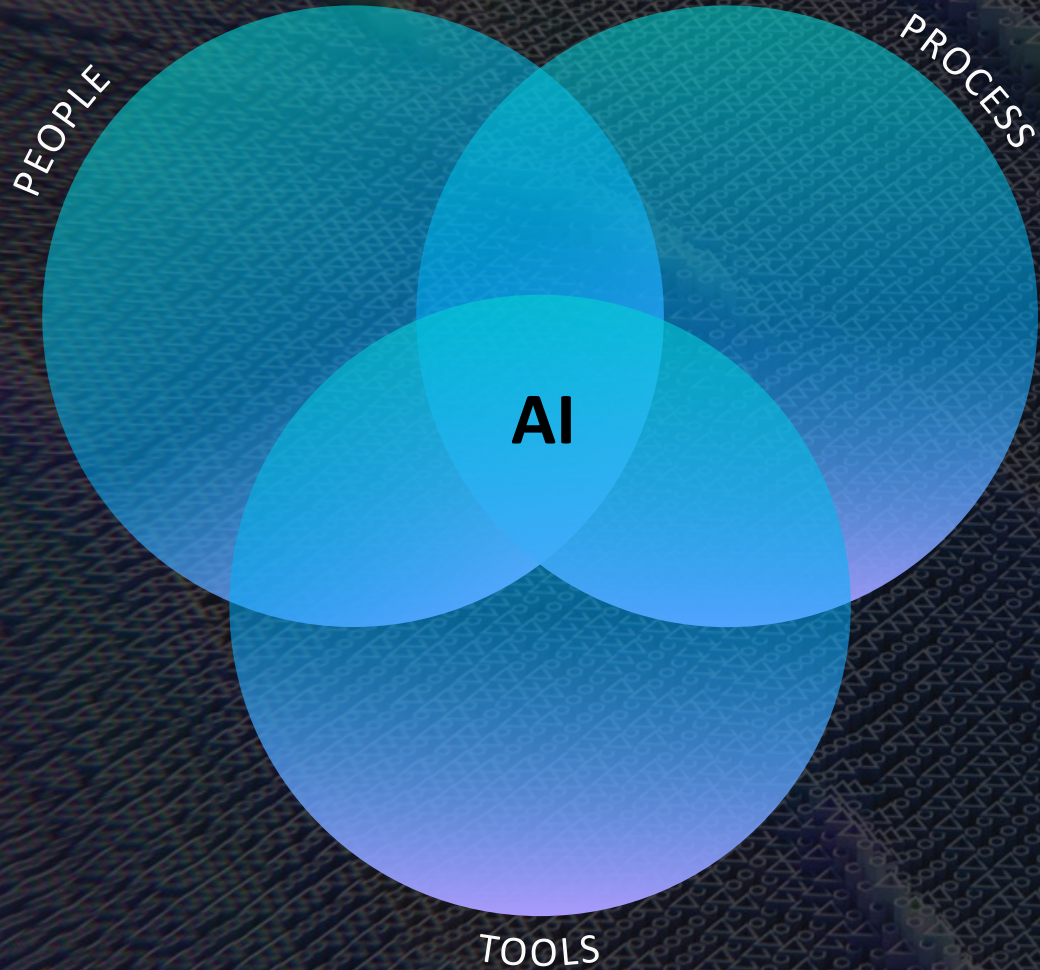


AI accumulates data... and
may not want to give it back

With Great (AI) Power Comes Great (AI) Responsibility



We're still writing the narrative...



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Thank you!

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