expert.ai




# Transforming Media & Entertainment Content with Expert.ai Technology

Create compelling experiences, dig into asset and audience analytics and drive workflow productivity with cognitive automation.

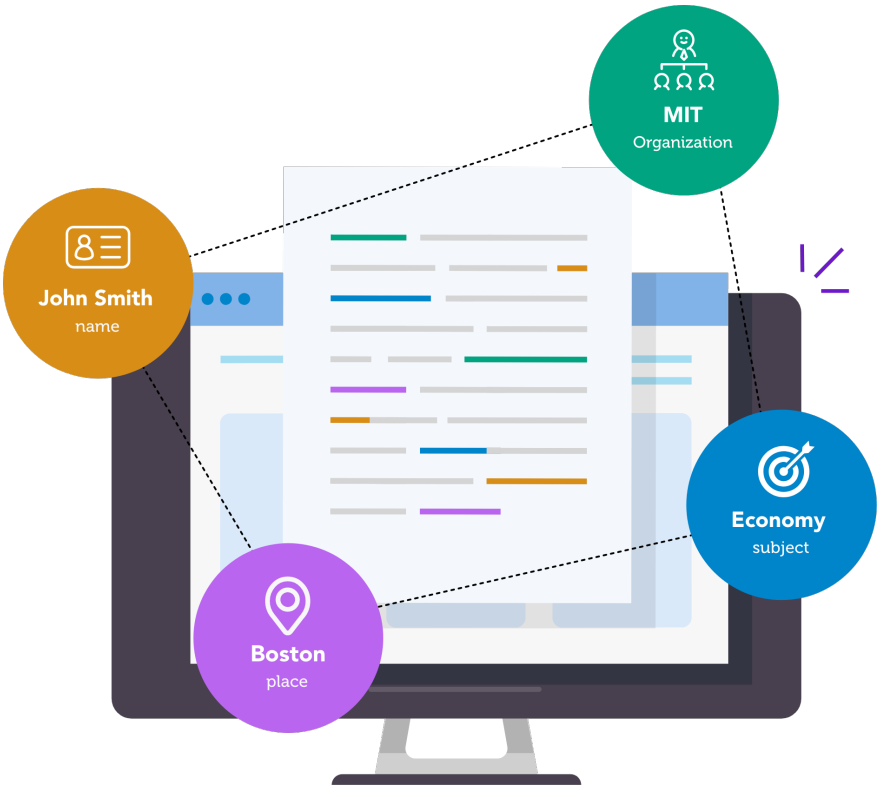
# Solutions for Media & Entertainment

As providers of information, you establish your competitive advantage by optimizing your most valuable resource: content. In this context, artificial intelligence (AI) has evolved from a game-changing capability into a de-facto requirement to innovate and gain a competitive edge.

Expert.ai solutions help media and entertainment providers leverage their own content to provide compelling experiences and drive new product development, all while building new revenue streams and improving workflow productivity.

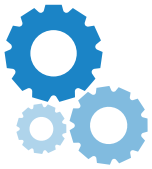
Through in-depth analysis of your content, expert.ai technology enhances your audience's ability to discover and navigate the content they prefer, through search and recommendation features. The added value generated by AI helps you attract new visitors, differentiate your assets and generate more content usage.

Expert.ai technology also reduces the manual effort necessary to accomplish these tasks by automating content processing. The resulting productivity gains enable content teams to handle more assets, bring products to market faster and focus on higher added-value tasks.



# Features

- **Content enrichment:** Automatic, rich classification and extraction of entities, relationships, topics etc.; increased content metadata and linking; through self-learning (machine learning for example), the knowledge base becomes smarter and richer over time.
- **Automatic categorization:** Document categorization by topic based on out-of-the-box vertical (media topics) taxonomies or your own customized taxonomy/ontology.
- **Semantic tagging:** Metadata generation, information retrieval and extraction, concepts (not just keywords) and named entities, etc.; microtagging for optimizing SEO and SEM activities; extraction of opinion, emotion, sentiment and citation.
- **Recommendation of related content:** Cross-pollination by linking related content segments and documents from internal and external sources within a site or across sites and networks.
- **Smart search and immediate access to relevant content:** Complete view of search results and navigation panels for easy and accurate filtering on people, companies, places, main concepts, topics and more AI data; document retrieval from internal archive and external sources; conceptual map based on key concepts.
- **Automatic creation of new content:** Automatically create new pages based on the automatic aggregation and repurposing of existing assets.
- **Summary:** Natural language generation (NLG) of content summaries.
- **Automatic creation of virtual channels:** Users can sync up with their favorite content even when they're offline.
- **Analytics tools:** Drive creative based on audience feedback analytics; visualize trends and hotspots of audience engagement; analyze your archives to identify marketable assets.
- **Advertising:** Targeted ad placement, custom content packages and sponsorship opportunities.
- **Integration and scalability:** High-performance, fully scalable semantic API for easy integration with your DAM or MAM.



## Solutions for:

› Authoring and curation platforms

› Content aggregators

› Content creators and content networks

› Media networks

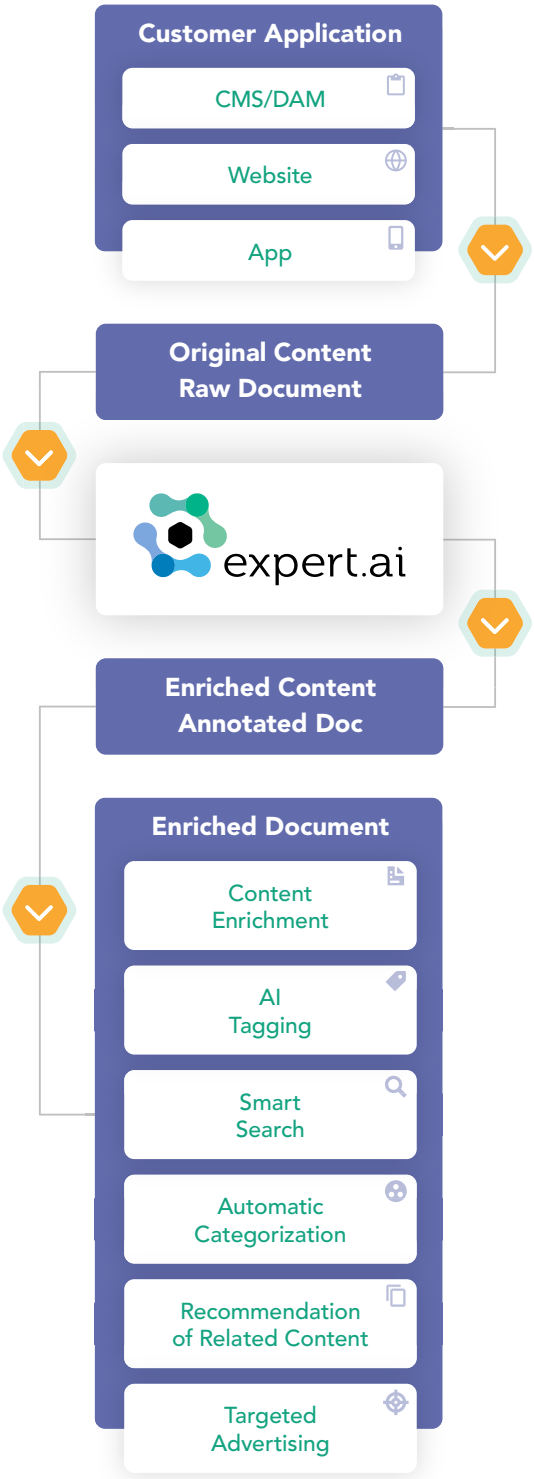
› OTT providers

# Why Choose Us?

Unlike other technologies or approaches, expert.ai employs artificial intelligence algorithms to manage the content that content creators depend upon. Expert.ai technology understands the meanings of words the way that people do, enabling human comprehension and insight at scale.

Through an understanding of written content from virtually any source (e.g., documents, webpages, news and articles, etc.), expert.ai technology automatically tags, classifies and categorizes content. It automates the extraction of entities, relationships, categories and topics appearing in content and augments content metadata and linking based on tags corresponding to these concepts.

Expert.ai offers media and entertainment companies an advanced and complete set of content enrichment features, requires a shorter time to production, provides greater accuracy, flexibility and scalability, and is easy to integrate with other systems.




# Benefits

- **Reduces time, cost and effort** of producing, authoring and distributing content.
- **Increases editorial productivity** through automation and access to relevant content.
- **Boosts monetization opportunities** and drives new revenue streams through targeted ad placement.
- **Extends the lifetime of content** over different channels and across digital platforms and mobile devices.
- **Improves user engagement and retention** through intuitive content discovery and by leveraging metadata.
- **Supports better investigative reporting** and research into leaks and tips.

# Success Stories

Expert.ai supports some of the industry's leading media and entertainment providers to ensure the availability of content for both product development and monetization.

## GANNETT

› Higher customer satisfaction and revenue per information asset

› Improved reader experience

› Increased audience engagement, clicks and time spent on site

## EBSCO

› Expanded search criteria via advanced features

› Repurposed content with ease

› Expanded content offerings

## DOW JONES

› Taxonomy management and enrichment

› Standardization of expert annotation of documents

› News extraction and data mining

## SONY PICTURES

› Higher customer satisfaction and revenue per information asset

› Improved user experience

› Increased audience engagement, clicks and time spent on site

# Other Customers

Bloomberg Industry Group

SAGE

RSI

Thieme

USA TODAY

agi agenzia italia

ANSA

Il Sole 24 ORE

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**About us**

Expert.ai is the premier artificial intelligence platform for language understanding that augments business operations, scales data science capabilities, simplifies AI adoption and provides the insight required to improve decision making throughout organizations. The expert.ai brand is owned by Expert System (EXSY:MIL), that has cemented itself at the forefront of AI-based natural language solutions across Insurance, Banking, Publishing, Defence & Intelligence, Life Science & Pharma, Oil Gas & Energy, and more.

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