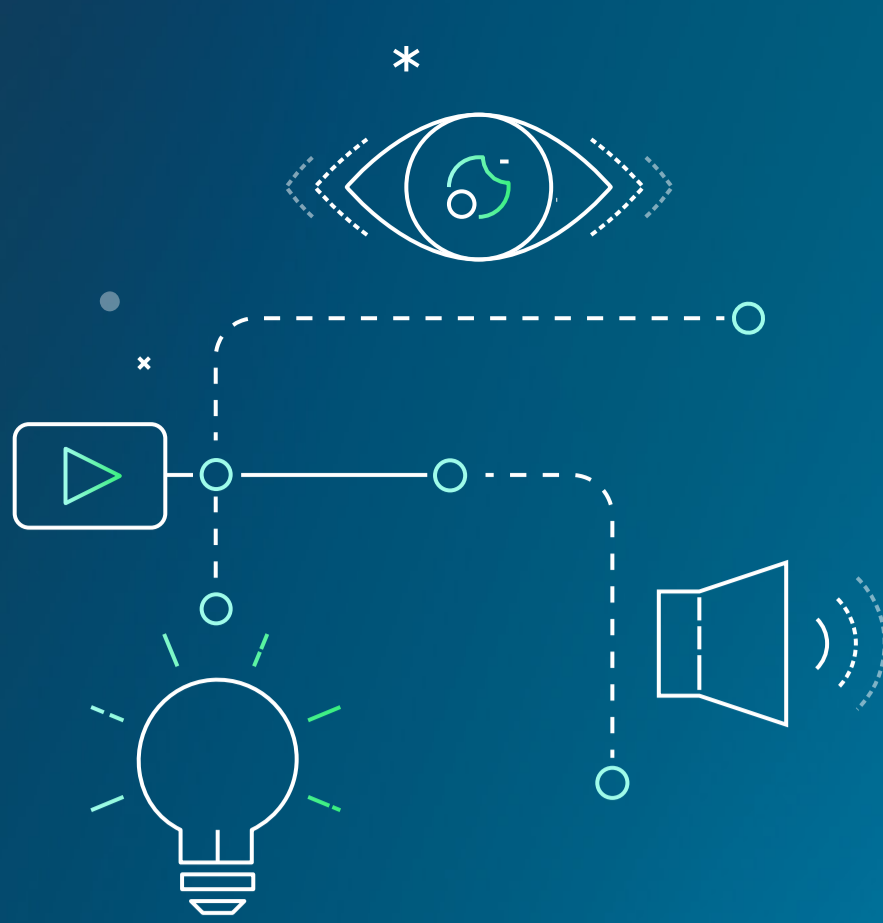
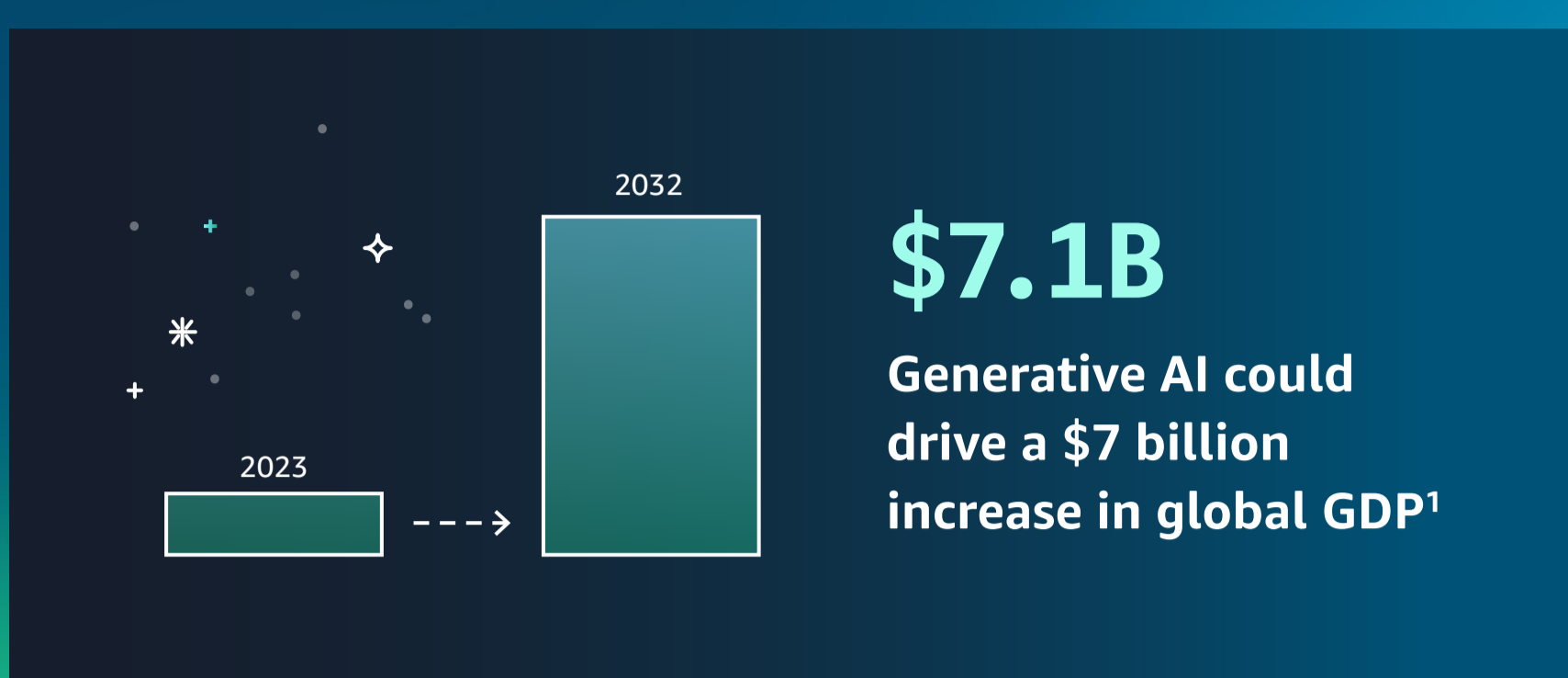


4 ways M&E companies can win with generative AI



As consumer behavior shifts and evolves, media and entertainment (M&E) organizations are expected to adapt and drive customer engagement in new and exciting ways. With fierce competition for the eyes, ears, and minds of consumers, M&E companies are leveraging generative artificial intelligence (AI) to provide transformative value, maximize opportunities, and optimize growth. Here are four ways to revolutionize your business with the power of generative AI.



1 Create better customer experiences

Convenient and engaging services are must-haves for today's consumer who expects personalized content recommendations with real-time, curated, omnichannel experiences. The predictive and detection capabilities of machine learning (ML) enable personalized experiences, content moderation, and fan engagement.



66% of consumers expect media companies to understand their unique needs²



2 Scale internal processes

Unlock new value from legacy content with image, video, audio, and text transformation powered by generative AI. Localize assets for foreign language markets faster to meet broad distribution requirements. Natural language queries powered by ML allow for advanced media and document search, helping audiences explore content in a personalized manner.



FOX Sports uses natural language generation (NLG) to create narratives based on real-time game statistics

[Read the full story >](#)

3 Extract greater value from data

From media analysis to metadata generation and tagging, harness the business value of your data. Automate a rich metadata index to enable ML to meet growing user requests. Benefit from delivering specific content faster across a greater number of formats while achieving cost-effectiveness.



The National Football League (NFL) uses AI, machine learning, and data science to extract meaningful insights from its troves of raw data for next gen stats

[Read the full story >](#)



4 Proactively develop new business models

With shifting consumer responses to subscription and advertising models, a singular revenue model is no longer sustainable. Instead, unite and modernize siloed linear and digital media planning and monetization to reach audiences across television, streaming services, and mobile apps.



Omnicom advances its AI-powered platform to ingest and store trillions of advertising signals monthly, harness date insights, and automate advertising campaigns on behalf of brands

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Optimize growth with generative AI on AWS

Access the transformative value of generative AI and ML on Amazon Web Services (AWS)—enhance your business offerings, drive customer engagement, and build personalized relationships with audiences. With AWS AI services and ML tools and technology, empower your organization to adapt to market changes, win with customers, and accelerate business growth.

[Learn more about generative AI on AWS >](#)

¹ "Generative AI could raise global GDP by 7%," Goldman Sachs, April 2023
² "State of the Connected Customer, Sixth Edition," Salesforce, 2023