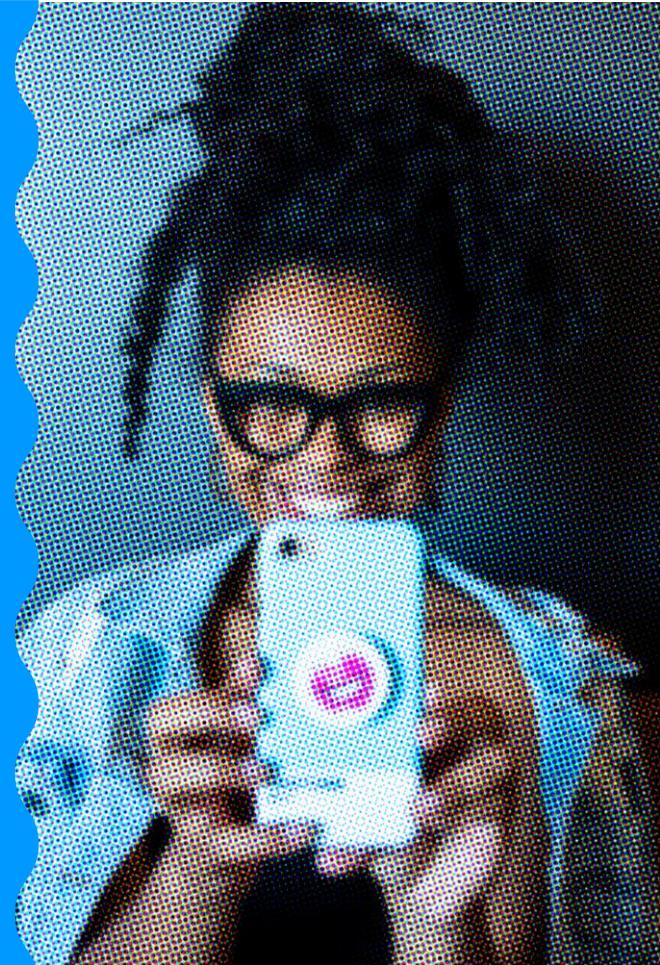


AI's True Potential for the Media Industry:

DEBUNK THE
MISCONCEPTIONS
AND REAP THE
BENEFITS



Today's Speakers



GIL SOMMER
VP of Product, Connatix



GOGI GUPTA
Founder, Gupta Media



TIM SMITH
SVP, Corporate Development,
Centro

WHAT IS AI?

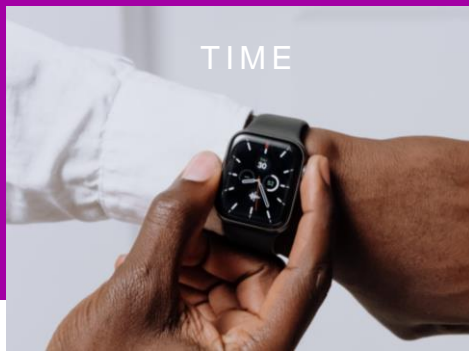
Artificial Intelligence is the theory and development of computer systems able to perform tasks that normally require human intelligence.

– OXFORD

WHAT'S THE EASIEST WAY FOR PUBLISHERS, ADVERTISERS
OR CONTENT CREATORS TO START USING AI?

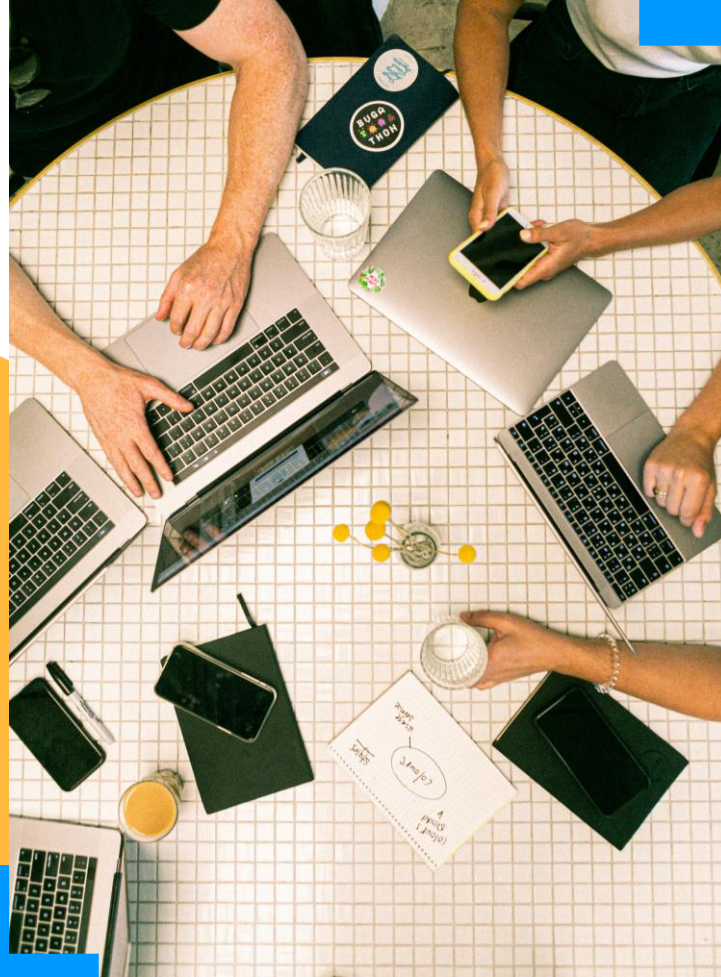
Optimization

Don't let misperceptions about the technology stop you from implementing AI to optimize:



Open Discussion

How can AI
help teams
save time?



KEY TAKEAWAYS



AI should be seen as an enablement tool for employees.



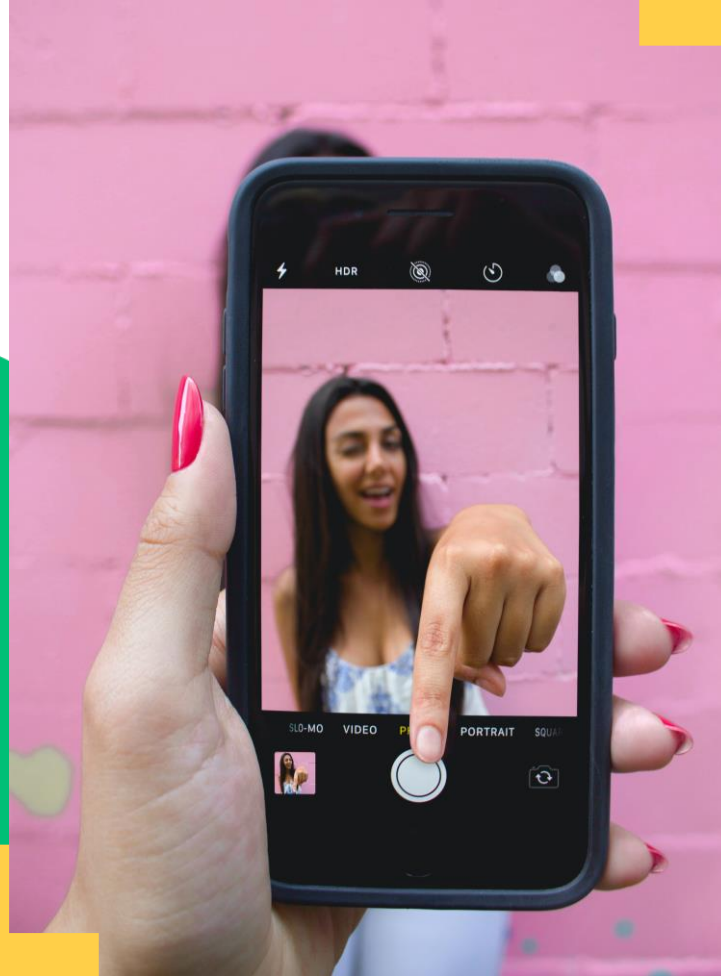
Rather than eliminating jobs all together, AI can free up time for teams to focus on more strategic projects.



Current AI technology is best for automating repetitive or ongoing operational tasks.

Open Discussion

**How can AI
enhance
the creative
process?**



KEY TAKEAWAYS



Machines are not advanced enough to develop creative ideas on their own. For the foreseeable future, we will still rely on humans for creativity.



AI can enhance the creative process by automating data indexing, campaign optimization and reporting.



AI is a great tool for A/B testing and creative optimization, rather than creative ideation and strategy.

Open Discussion

**How can you
implement quality
and ethical
standards with AI?**



KEY TAKEAWAYS



AI can enforce quality standards, but it is only as smart as the data it's fed.



People in the media industry are still needed to determine quality and ethical standards for campaigns and projects.

Questions?

