Building a Culture for Accelerated AI Adoption

Data Science Salon

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AI Adoption

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AI Adoption

By 2030, AI is expected to see an annual growth rate of 37.3%

The World Economic Forum projects AI will create 97 million jobs

AI will have an estimated 21% net increase on the United States GDP by 2030

Source: https://www.forbes.com/advisor/business/ai-statistics/#sources_section

Why Build an AI Organizational Foundation?

Organizational Efficiency

- Writing Code
- Data Analysis
- Task Automation

Improved Customer Experience

- Natural Language Interfaces
- Increased Personalization
- Content Curation

Competitive Advantage

- Enhanced product offerings
- Securing AI Talent
- Bringing Innovation at Scale

Source: https://www.forbes.com/advisor/business/ai-statistics/#sources_section

The Current Landscape of AI in Media & Advertising
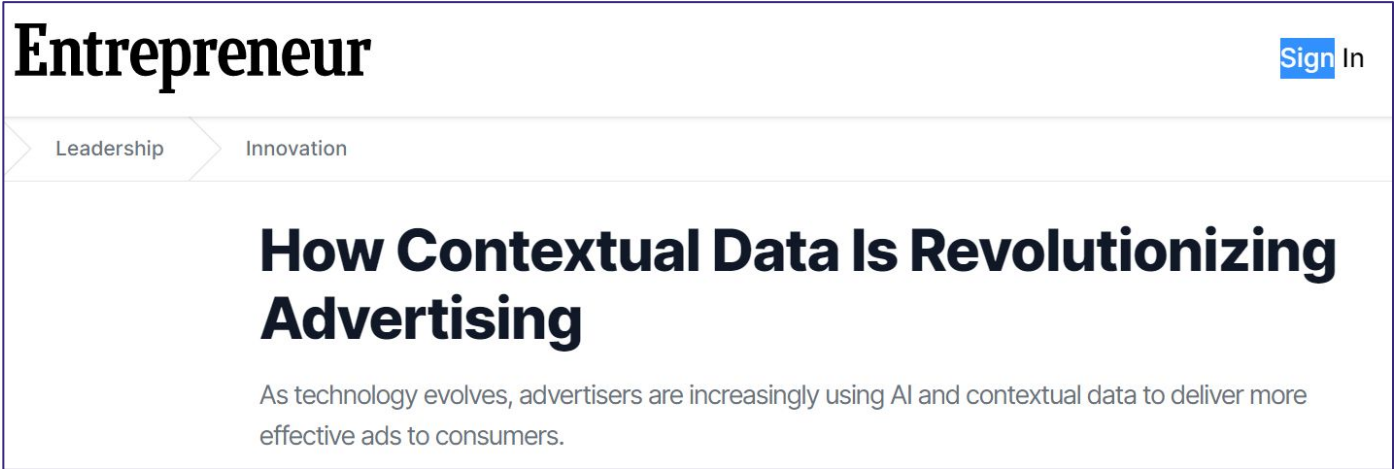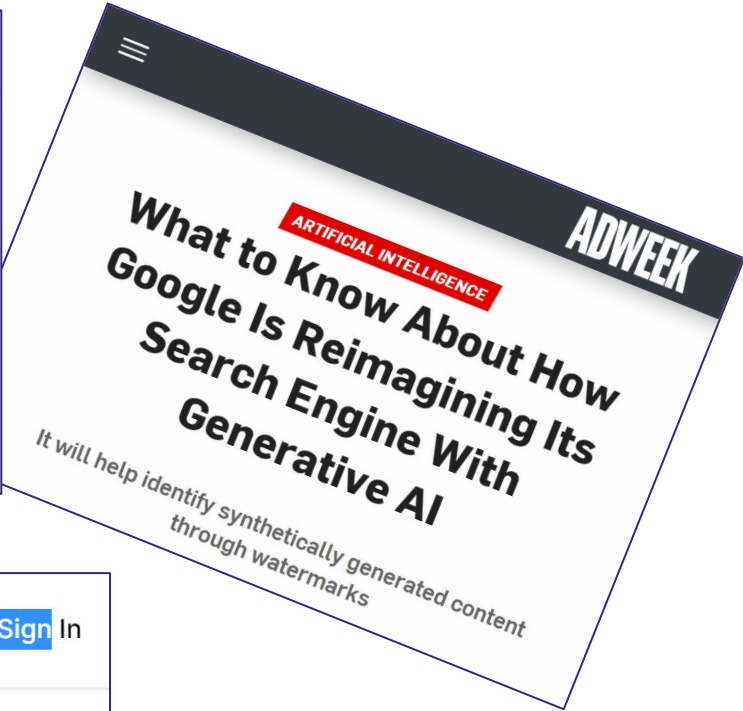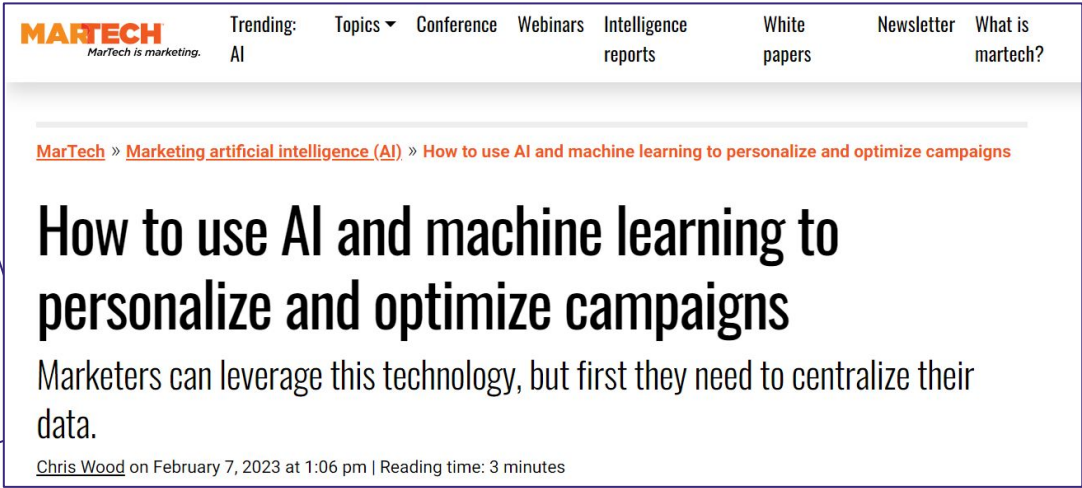
VIDEO LUMAscape

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AI Spending to Reach $16.5 Billion in Media & Entertainment by 2026

ADWEEK

ARTIFICIAL INTELLIGENCE

Microsoft Details How Advertising Works on Bing's AI-Driven Chat-Based Search

The platform opens up access to its AI-powered search, plus new generative AI features

MARTECH
MarTech is marketing.

| Trending: AI | Topics ▾ | Conference | Webinars | Intelligence reports | White papers | Newsletter | What is martech? |

MarTech » Marketing artificial intelligence (AI) » How to use AI and machine learning to personalize and optimize campaigns

How to use AI and machine learning to personalize and optimize campaigns

Marketers can leverage this technology, but first they need to centralize their data.

Chris Wood on February 7, 2023 at 1:06 pm | Reading time: 3 minutes

ADWEEK

ARTIFICIAL INTELLIGENCE

What to Know About How Google Is Reimagining Its Search Engine With Generative AI

It will help identify synthetically generated content through watermarks

Entrepreneur

Leadership   Innovation

How Contextual Data Is Revolutionizing Advertising

As technology evolves, advertisers are increasingly using AI and contextual data to deliver more effective ads to consumers.

* Source: https://futurecio.tech/ai-to-become-a-mainstay-tool-of-me-services//

Creative Generation

Source: PrivateIsland.tv

Generative AI Applications

Inspire New Creative Content

Enhance Connectivity to Audience Data

Connect the Content of Ads with Programming Content

Improved Content Recommend -ations

CHATGPT WRITES A MINT AD
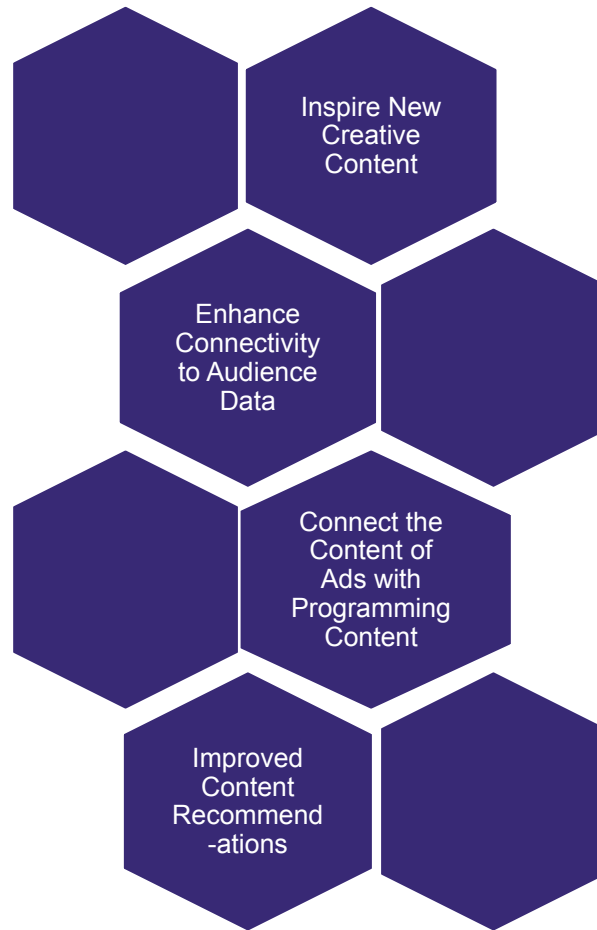
Augmented Advertising

Shoppable Ads

TECH / ENTERTAINMENT / STREAMING

Walmart and Roku are partnering on 'shoppable ads' for your TV

/ Now, you won't even have to open your phone

By Jay Peters, a news editor who writes about technology, video games, and virtual worlds. He's submitted several accepted emoji proposals to the Unicode Consortium.
Jun 18, 2022, 8:47 AM EDT | 0 Comments

Buy something without taking your eyes off the TV. Image: Roku

Special Report: TV Upfront

NBCU LAUNCHES SHOPPABLE ADS ON PEACOCK, DISCUSSES NEW AD FORMATS AND IN-GAME ADS

'Must ShopTV' will log payment information for immediate purchase through TV remotes

By Parker Herren and Jack Neff, Published on February 08, 2023.

Advertising

Shoppable Media is Coming To a TV Near You

Learn why and how shoppable advertising will be the future of advertising

Link Walls   VP Of Digital Marketing Strategy, ChannelAdvisor, A CommerceHub Company   February 10, 2023

Media & Entertainment

YouTube announces a new shoppable ad format

Sarah Perez @sarahintampa / 12:03 PM EDT • June 18, 2020

Comment

TechCrunch Disrupt   Sept 19-21 San Francisco, CA

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AI Challenges

Strategy Alignment

- How does AI help accelerate us toward business goals?
- How do we align AI initiatives with our organization?

Data Quality & Availability

- Do we have the volume and quality of data needed to train models?
- Do we have the budget to store, maintain and process the data?

Cultural Shifts

- How will our processes and workflows change?
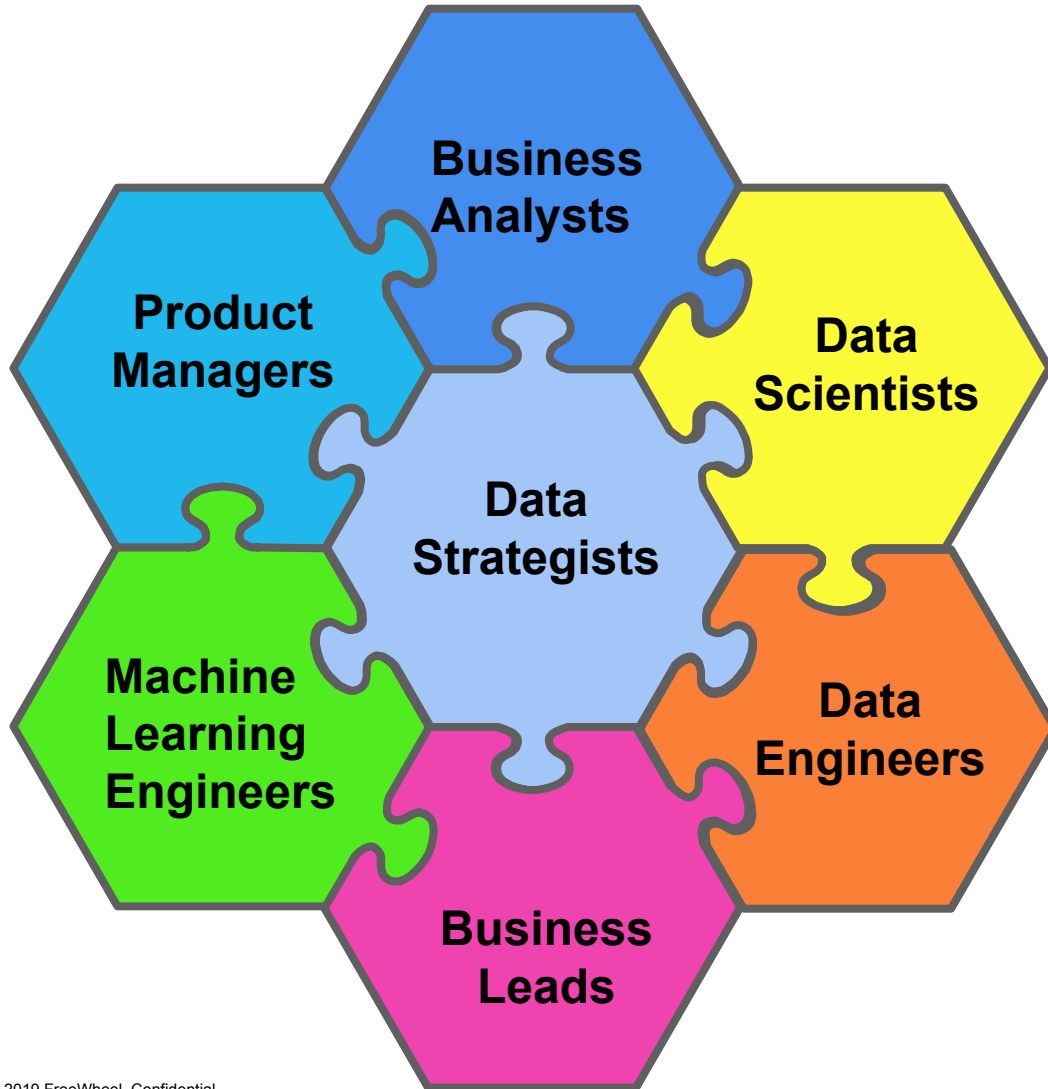- How will job roles change?

Ethical Concerns

- How will we deal with potential model bias?
- How do we ensure our models don't violate intellectual property or privacy regulations?

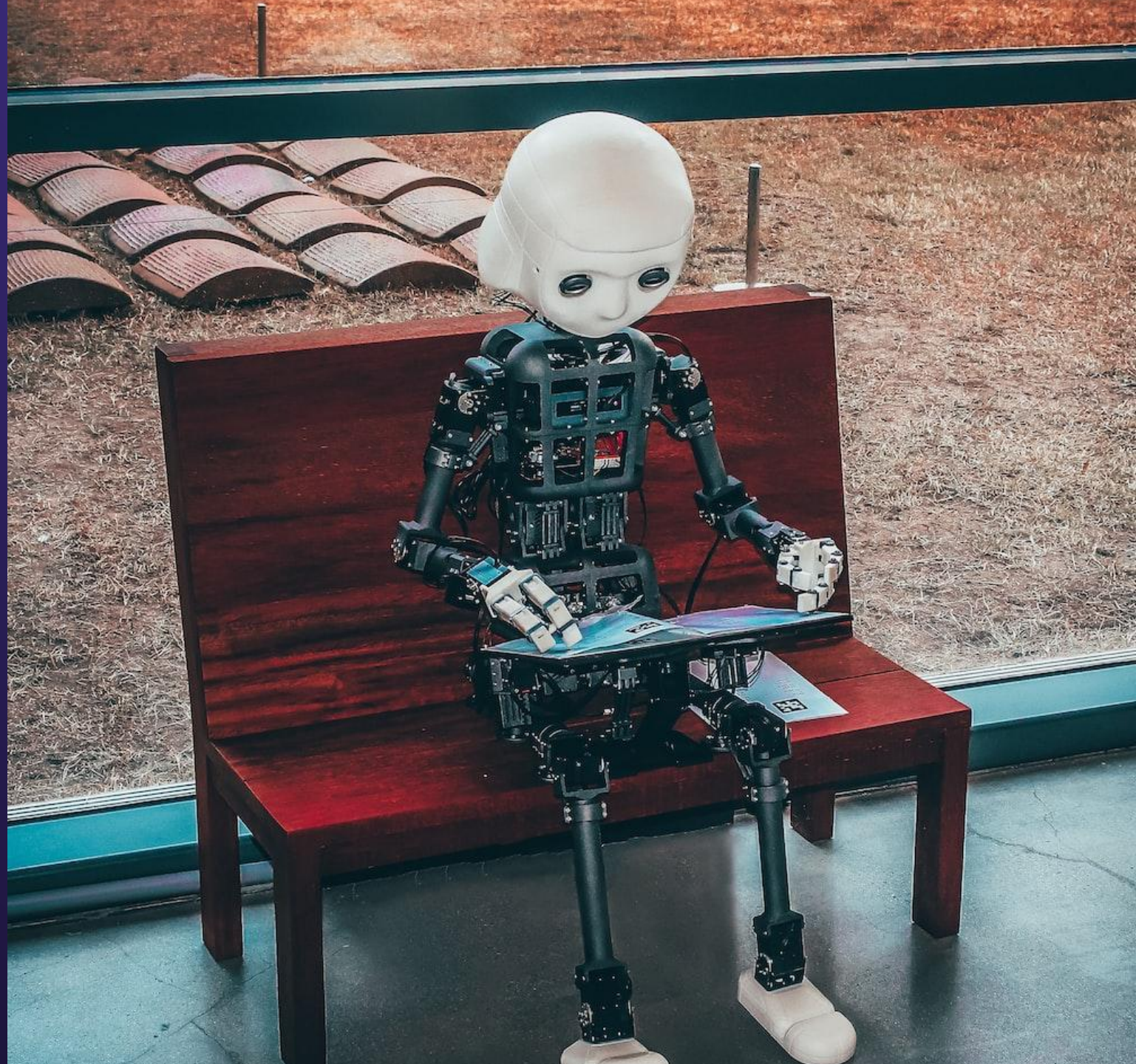# Key Foundational Attributes for AI Integration

Building Skilled Teams

- Hiring & Retaining Talent
- Upskilling Employees
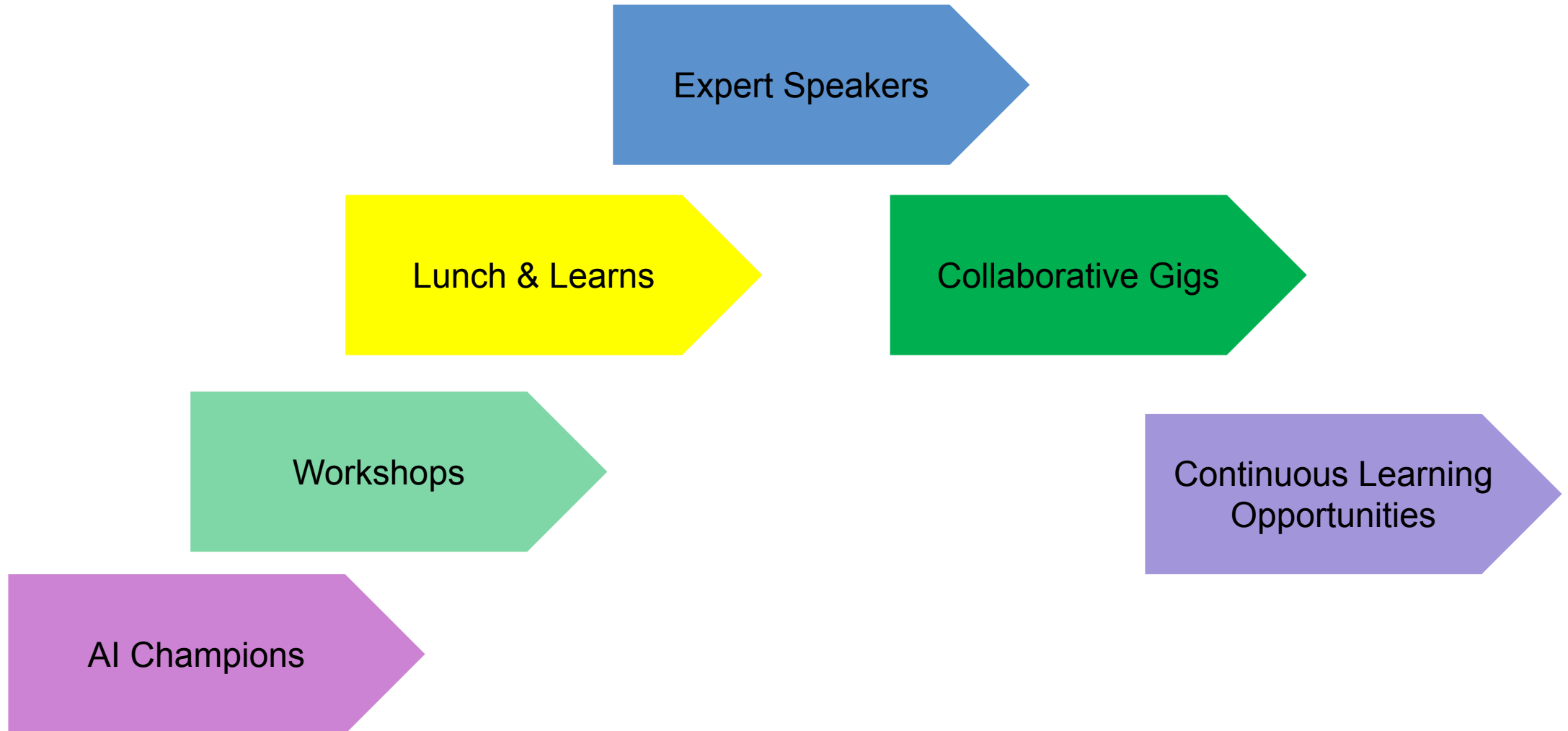- Business Alignment & Collaboration

Structuring for Collaboration

Key Org Attributes

- Shared Business Goals
- Culture of Experimentation
- Proof of Concept Scalability

Educating the Business

Building Expertise

Expert Speakers

Lunch & Learns

Collaborative Gigs

Workshops

Continuous Learning Opportunities

AI Champions

Accelerating
Innovation

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Expecting AI Innovation

Companies create opportunity for innovation through:

- AI-based hack-a-thons

- Rewarding patent filings

- Facilitating gigs

- 20% time

- Establishing innovation goals

Innovating with Machine Learning and AI In Media & Advertising

- Ad Targeting & Personalization

- Programmatic Advertising Bidding & Optimization

- Ad Fraud Detection

- Content Recommendations

- Contextual Advertising

- Viewership Forecasting

- Audience Modelling

The Difference for Media and Advertising

Innovating Product with AI

- Ad Creation
- Automated Recommendations
- Forecasting
- Audience Modelling
- Video Meta-Data Creation

Innovating Operations with AI

- Communications (E-mail, Marketing, etc)
- Coding Support
- Fraud Detection
- Survey Analysis
- Customer Ticket Classification

Building an AI-Ready Structure
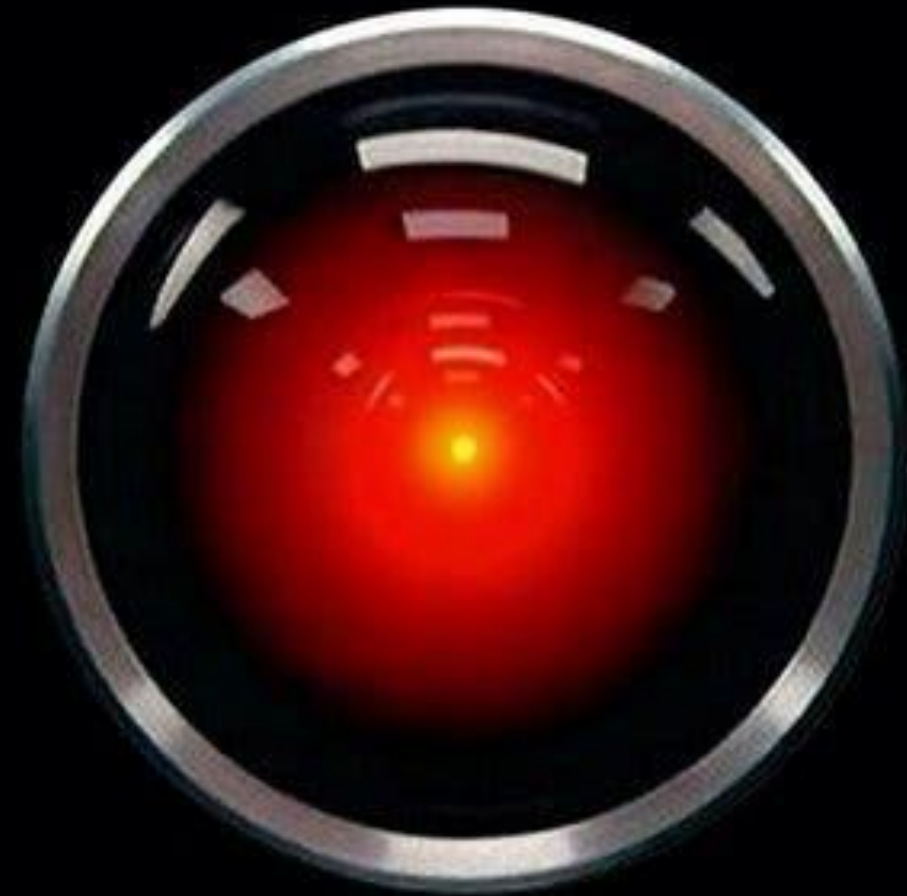
Taking Action

1. Build the team
2. Create a continuous learning environment
3. Educate the business
4. Align AI goals to business goals
5. Establish a culture of experimentation
6. Build to differentiate
7. Address ethics and privacy concerns up front

THANK YOU

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