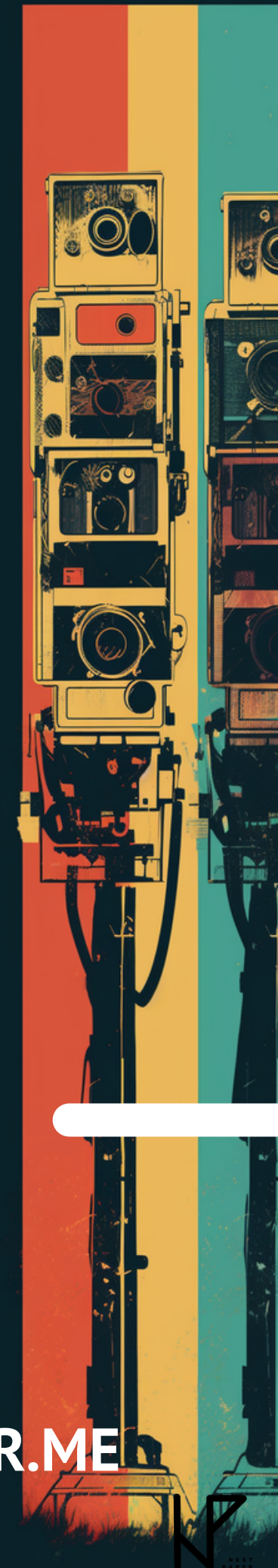


AI IN 12 MINUTES FOR STREAMING



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1/24

MOTIVATION - WHY AI?

Personalizing viewer experiences

Content recommendation algorithms

Streamlining content delivery networks

Predictive analytics for viewer trends

Enhancing user interface and interactions



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2/24

INDUSTRY

Video Streaming Services
Music Streaming Platforms
Live Broadcasting
Content Production and Acquisition
User Experience and Interface Design



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3/24

STRATEGIC TRENDS

AI-driven content recommendations

Personalized user interfaces

Cloud-based streaming technologies

AI in content production and editing

Real-time streaming analytics

Adaptive streaming for quality optimization

AI in rights management and compliance

Social media integration

Voice and gesture-based control systems

Interactive and immersive content experiences

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WHY CHANGE?

Enhanced viewer engagement

Improved content discoverability

Efficient content distribution

Competitive edge in media market

Responding to evolving user preferences



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LEADING THE CHANGE

Netflix (Pioneering AI in streaming)
Spotify (AI in music recommendations)
YouTube (Video content streaming)
Amazon Prime Video (Streaming and AI recommendations)
Hulu (Content personalization and streaming)



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DIGITAL TRANSFORMATION

Machine learning for content curation

AI algorithms for predictive content trends

Cloud computing in streaming infrastructure

Data analytics for user behavior insights

Automated content tagging and classification

AI in optimizing streaming quality

Natural Language Processing for voice commands

AI for real-time subtitles and translations

Personalization algorithms for user interfaces

AI in detecting and preventing piracy

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AI DISRUPTION



Customized viewing recommendations
AI for user engagement analysis
Real-time adaptive streaming technologies
AI-driven content creation tools
Personalized advertisements and promotions
Enhanced content search with AI
AI in audience sentiment analysis
Automated video editing and production
Predictive analytics for subscriber growth
AI-enabled interactive media experiences

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GREAT EXAMPLES OF AI

Netflix's AI for personalized recommendations

Spotify's music discovery algorithms

YouTube's AI for video suggestions

Amazon Prime's AI in viewer preferences

Hulu's personalized user dashboards

Pandora's AI in radio station curation

Twitch's AI for live stream optimizations

Disney+ AI for family-friendly content curation

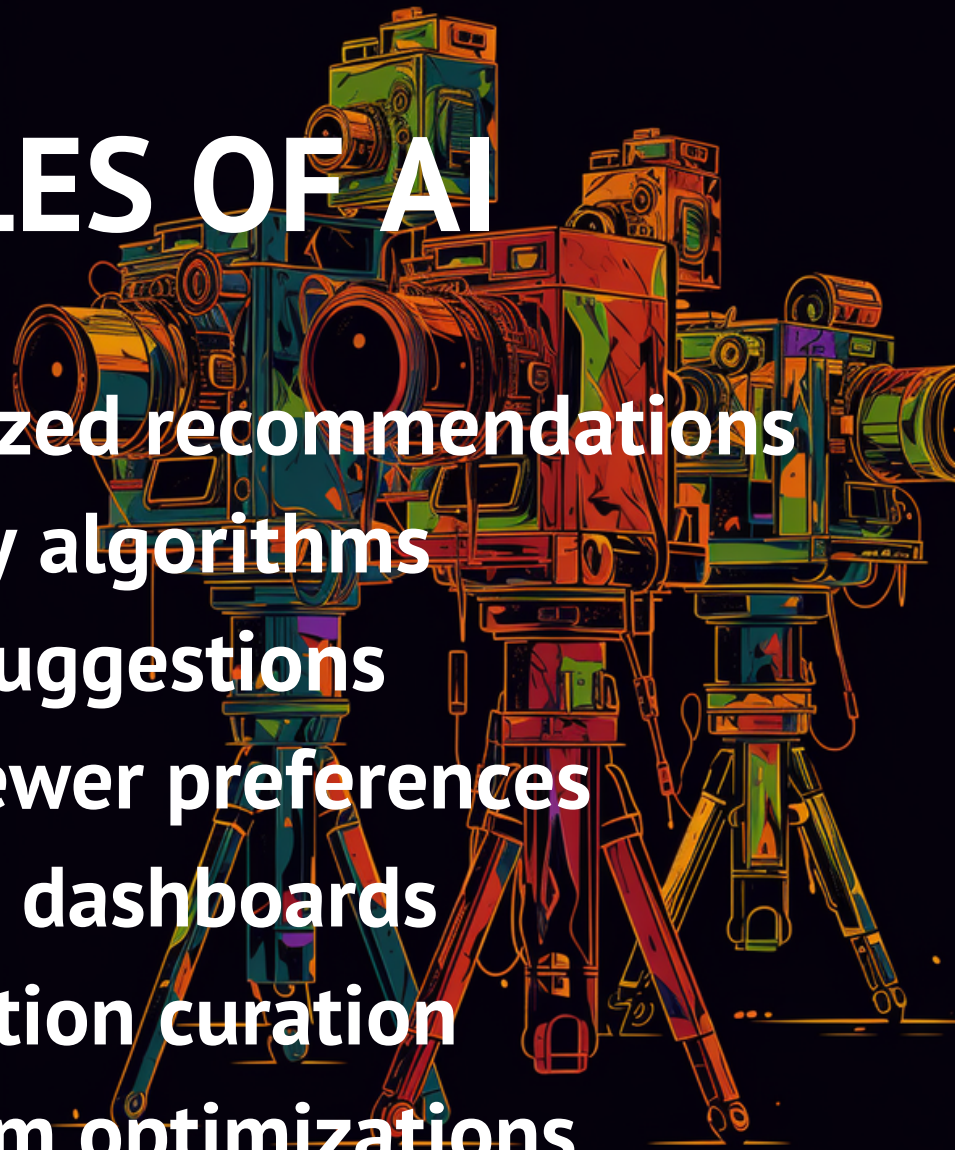
HBO Max's AI-driven content programming

SoundCloud's AI in discovering new artists

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9/24 ECOSYSTEM REQUIREMENTS

Robust digital infrastructure for streaming
Collaboration between AI experts and content creators
User data privacy and security measures
Skilled workforce in AI, data science, and media
Regulatory compliance for AI in media

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AI  SUSTAINABILITY

Reduced carbon footprint with cloud streaming
AI for efficient content distribution
Data-driven insights reducing resource wastage
AI in promoting eco-friendly content
Sustainable advertising models with AI



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NEW RISKS - ETHICAL, LEGAL, SOCIAL

User data privacy breaches

AI biases in content recommendations

Over-reliance on algorithmic choices

Cybersecurity vulnerabilities in streaming
platforms

Ethical concerns in AI-driven content creation



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AI MISUSE EXAMPLES

Manipulation of AI for biased content promotion

Unauthorized data harvesting

AI algorithms promoting harmful content

Misleading AI-driven marketing tactics

Overpersonalization leading to user isolation



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THREE AI DILEMMAS

Balancing AI personalization with diverse content exposure?

Managing data privacy in AI-driven streaming?

Ethical limits of AI in content manipulation?



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ORGANIZATIONAL REQUIREMENTS



Strategic focus on AI integration in streaming
Investment in AI technologies and data analytics
Training for staff in AI and digital media
Strong emphasis on cybersecurity and data
privacy
Collaborative approach to AI-driven media
innovation

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STEP BY STEP APPLICATION

Identify AI applications in streaming media

Deploy AI for content recommendation and analysis

Train staff in AI, data analytics, and media technology

Implement AI in user interface and streaming optimization

Evaluate and adapt AI strategies based on user feedback



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BEST PRACTICES

- Prioritize user experience in AI applications
- Focus on ethical AI use and data privacy
- Encourage innovation in AI-driven content
- Adapt AI strategies to changing viewer trends
- Foster transparency in AI content curation

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AI TOOLS & MODELS

Machine learning models for content recommendation

Predictive analytics for viewer preferences

AI algorithms for streaming optimization

Data analytics for audience insights

Neural networks for automated content tagging

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18/24 USEFUL DIGITAL TWINS

- Digital twins of streaming platforms for testing
- Virtual models of user engagement patterns
- AI simulations for content performance
- Digital replicas of streaming infrastructure
- Virtual environments for user interface design

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COOL

NORWEGIAN CASES

NRK TV (Norwegian public broadcaster's streaming service)

TV 2 Sumo (Norwegian streaming platform)

Viaplay (Nordic streaming service)

RiksTV (Digital TV and streaming services)

Tidal (High-fidelity music streaming)



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GLOBAL LEADERS

United States (Innovative streaming technologies)

South Korea (Advanced internet streaming infrastructure)

United Kingdom (Diverse streaming media landscape)

China (Large-scale streaming platforms)

Sweden (Pioneering in music streaming services)



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FUTURE JOBS

AI streaming analytics specialists

Content recommendation algorithm engineers.

User experience designers with AI expertise

Data privacy and security analysts

AI-driven content development strategists

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22/24

THE FUTURE OF AI

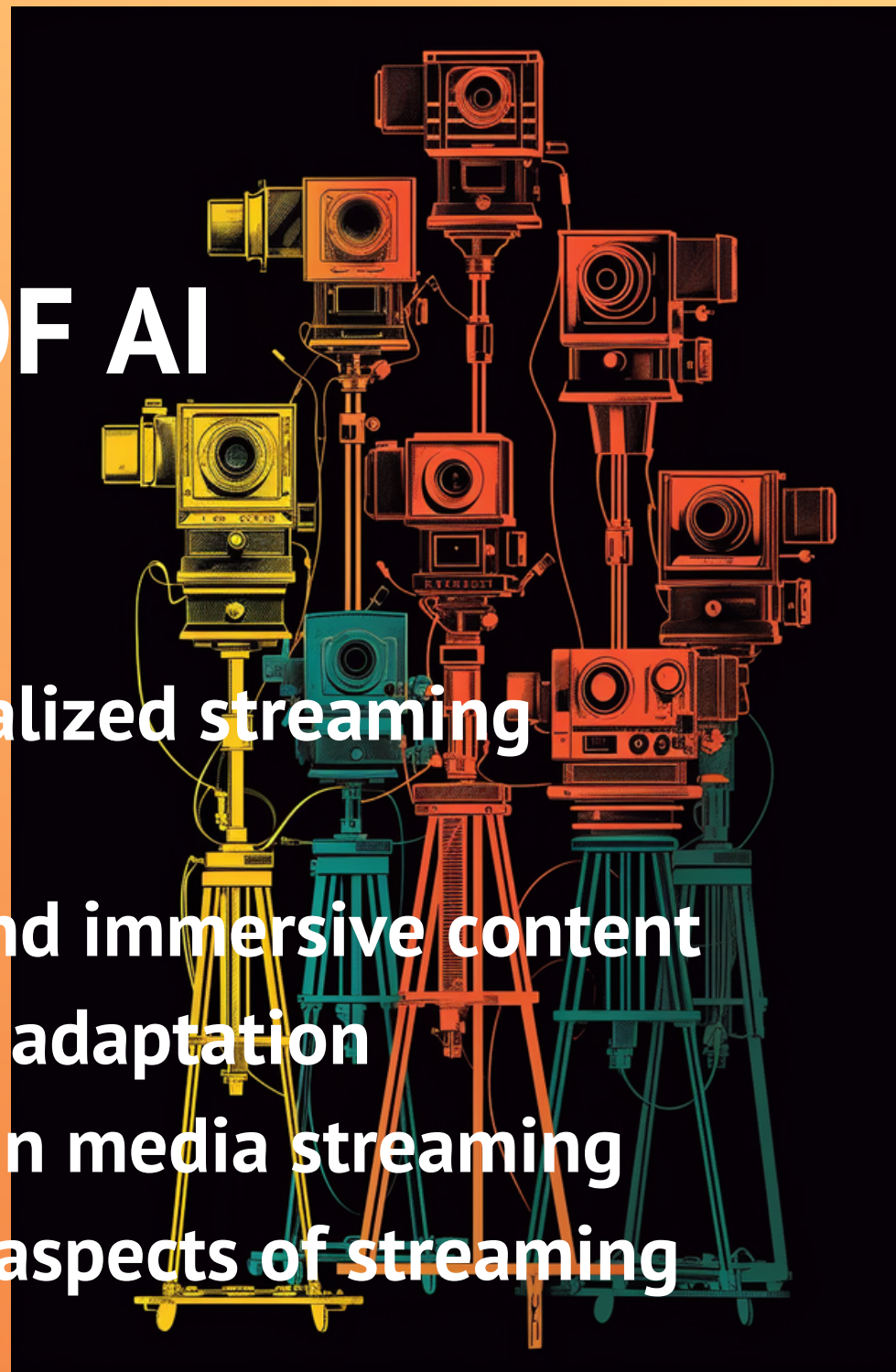
Advanced AI in personalized streaming experiences

AI-driven interactive and immersive content

AI in real-time content adaptation

Ethical AI frameworks in media streaming

Integration of AI in all aspects of streaming media



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RECOMMENDED READING

"Streaming, Sharing, Stealing: Big Data and the Future of Entertainment" by Michael D. Smith and Rahul Telang

"The Netflix Effect: Technology and Entertainment in the 21st Century" edited by Kevin McDonald and Daniel Smith-Rowsey

"The Attention Merchants: The Epic Scramble to Get Inside Our Heads" by Tim Wu

"Hooked: How to Build Habit-Forming Products" by Nir Eyal

"Artificial Intelligence for Marketing: Practical Applications" by Jim Sterne

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GOOD TED TALKS

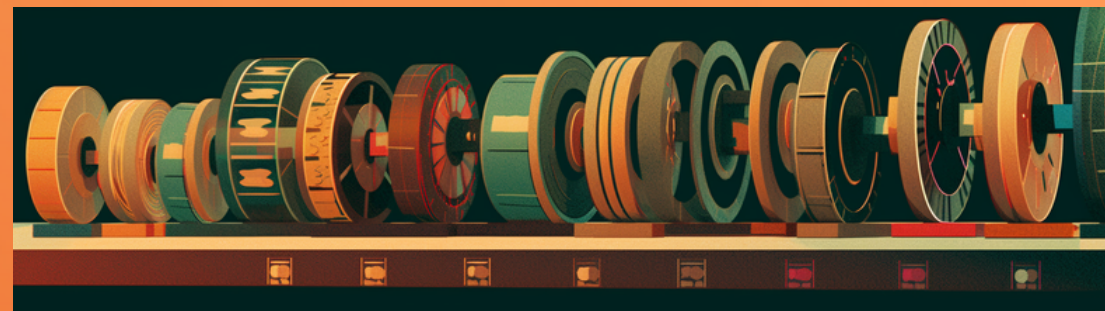
"How Netflix changed entertainment – and where it's headed" by Reed Hastings

"The art of innovation" by Guy Kawasaki

"How AI is making it easier to diagnose disease" by Pratik Shah (Relevant to AI advancements)

"What streaming means for the future of entertainment" by Emmett Shear

"How to build a business that lasts 100 years" by Martin Reeves



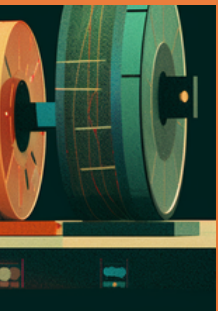
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**WHAT WOULD
YOU ADD?**

LET ME KNOW!



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