



MEDIA ADVISORY PARTNERS, LLC

4 WAYS AI WILL CHANGE MEDIA IN 2024:

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AI ACQUISITIONS BY MEDIA COMPANIES WILL INCREASE IN 2024:

RECENT AI ACQUISITIONS BY MEDIA COMPANIES:

- Goodnotes + Dropthebit (Jan, 2024)
- Sony + iSize (Nov, 2023)
- Adobe + Rephrase.ai (Nov, 2023)
- Claritas + ArtsAI (Sep, 2023)
- Thomson Reuters + Casetext (Aug, 2023)
- Greenfly + Miro (July, 2023)

MEDIA COMPANIES PLANNING FUTURE AI ACQUISITIONS:

- Axel Springer
- Thomson Reuters



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AI IN MEDIA: ADVERTISING

AI can allow content creators to better utilize first party data for advertising.

For example, last week NBCUniversal announced its new “One Platform Total Audience” [OPTA] platform for advertisers.

OPTA is machine learning algorithm. It uses first party data to automatically target a specific brand’s audience for advertising across all of NBCU’s streaming and broadcast outlets.

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AI IN MEDIA:

CONTENT CREATION

The number of content creation AI tools is increasing. Here's a list of some of AI's content creation capabilities and where you can find them:

- **Proofreading**
 - [Grammarly](#)
- **Research**
 - [scite](#)
- **Text-to-Speech**
 - [ElevenLabs](#)
- **Video Editing / Generation**
 - [Descript](#)
 - [Visla](#)
- **Audio Editing / Generation**
 - [AIVA](#)
 - [LANDR](#)
- **Image Editing / Generation**
 - [Canva](#)
 - [Pixlr](#)
- **Article / Script Generation**
 - [Google Genesis](#)

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AI IN MEDIA:

CONTENT CURATION

Tik Tok's AI algorithm for personalized content curation has revolutionized media.

A recent study found that Netflix users spend 78 hours annually deciding on what to watch. Meanwhile, Tik Tok's algorithm is so good at curation that it doesn't require user input.

AI curation is powerful. After Meta added its curated short-form video product - "reels" - to Instagram user engagement increased 24%.

In the coming years, media companies will turn to AI driven content curation to drive engagement.

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AI IN MEDIA:

CONTENT INTERACTION

Publishers, and content creators with large content libraries are sitting on top of digital gold.

Google's "Vertex AI" allows users to train their own AI models. Media companies can leverage this technology to create their own chat-bots that possess knowledge of their entire IP library.

An example would be Khan Academy's Khanmigo. Khan Academy's deep library of educational content was perfectly suited to create an AI chat-bot that can engage Khan Academy users.

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