

Content in the Age of AI

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Microsoft



Do we stay relevant in the age
of AI?

How

do we stay relevant in the age
of AI?

AI is not about replacing
people.

AI is a tool which can help to
empower every person on the
planet to achieve more

But what?

Futurism: The Timeline of Creative AI

2024: Language Translation

2026: High School Essay

2027: Driving

2032: Working Retail

2049: Writing Bestsellers

2053: Replacing Surgeons



Futurism: The Timeline of Creative AI

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Futurism: The Timeline of Creative AI

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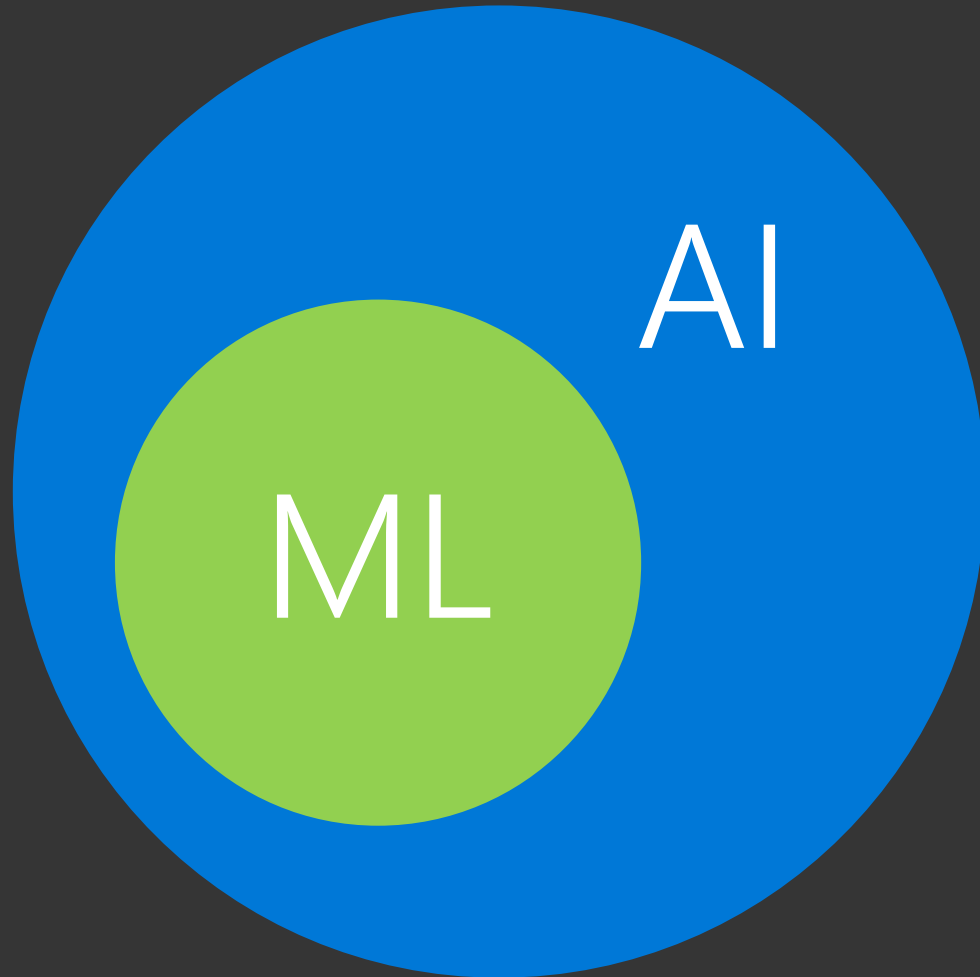
2032: Working Retail

2049: Writing Bestsellers

2053: Replacing Surgeons



AI vs Machine Learning



Artificial Intelligence is about allowing computers to have the **cognitive capabilities** of humans

Machine Learning is a subset, to allow computers to **take information and learn** for themselves

Benchmarking AI

AI – a benchmark



Before:

Decisions that take **under a second**

AI – a benchmark

Before:

Decisions that take **under a second**

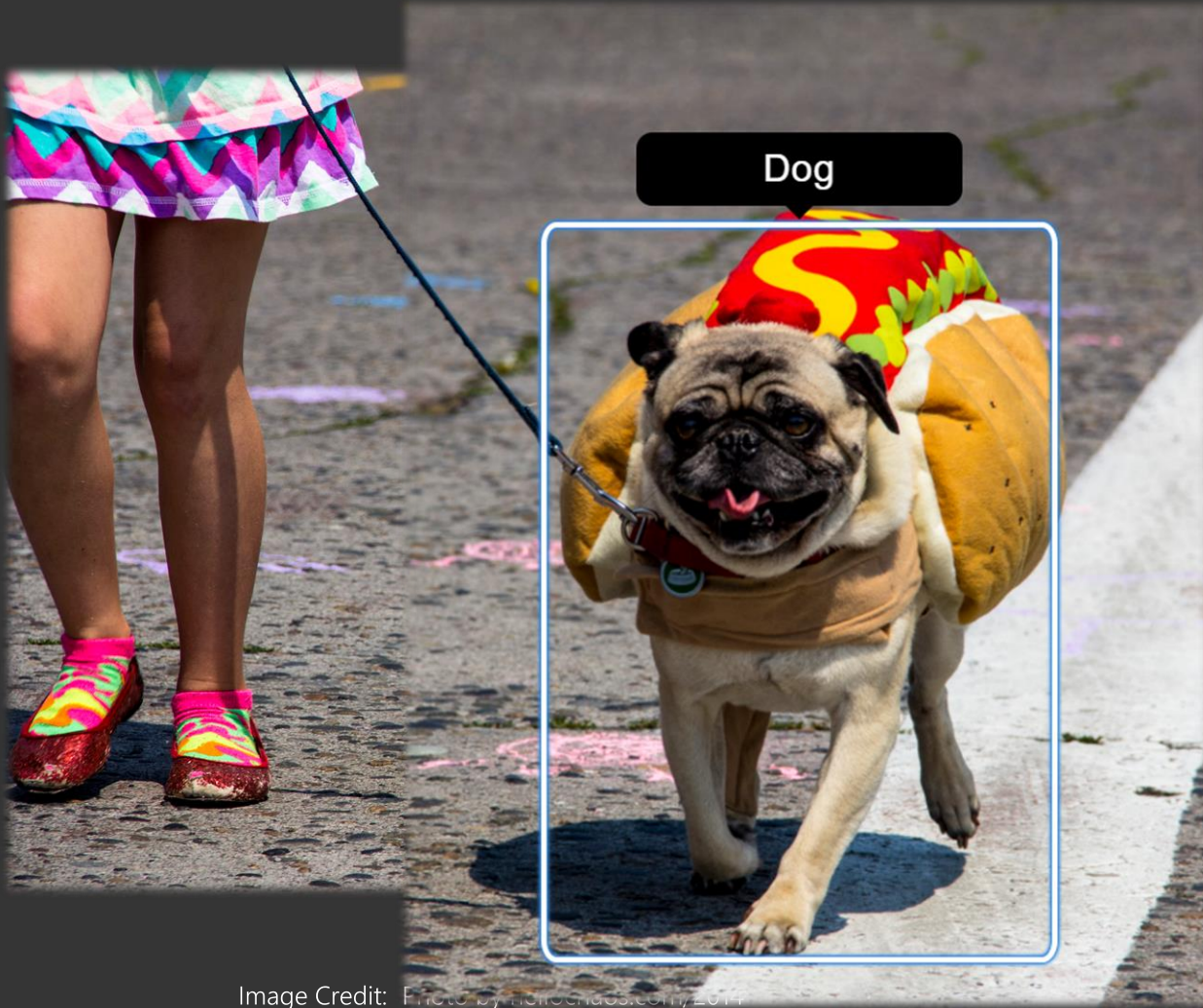


Image Credit: Photo by hellochaos.com/2014

<https://alexjs.co/m0b95fk>

No dogs hurt in the making of this presentation

AI – a benchmark



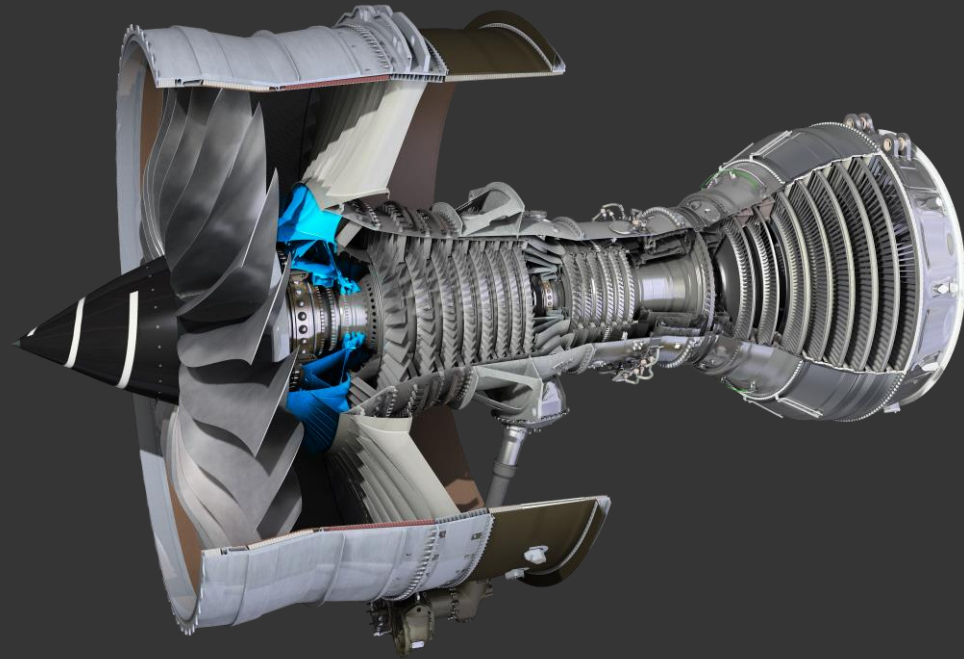
Dog:
93.4%

Image Credit: Photo by alexjs.co/m0b95fk

<https://alexjs.co/m0b95fk>

No dogs hurt in the making of this presentation

AI – a benchmark



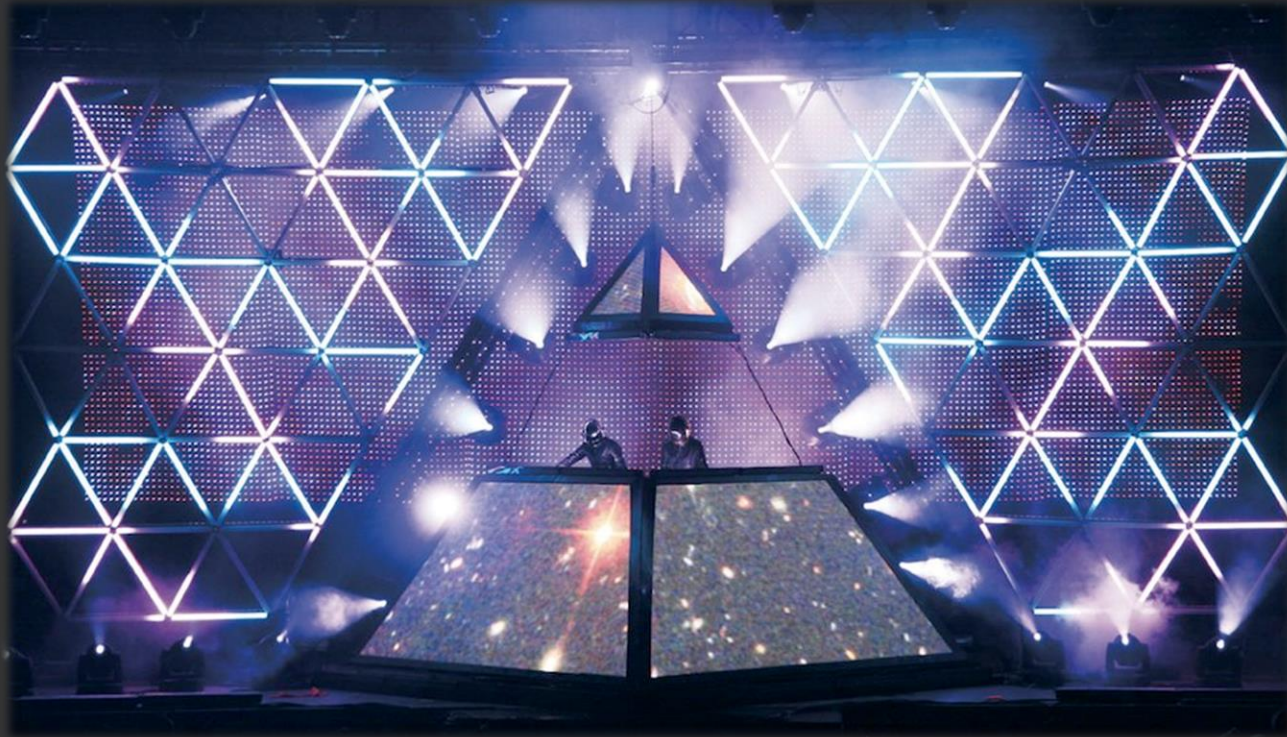
Before:

Decisions that take under a second

Now:

Using more than can **be understood** in **a short period**

AI – a benchmark



Before:

Decisions that take under a second

Now:

Using more than can be understood in a short period

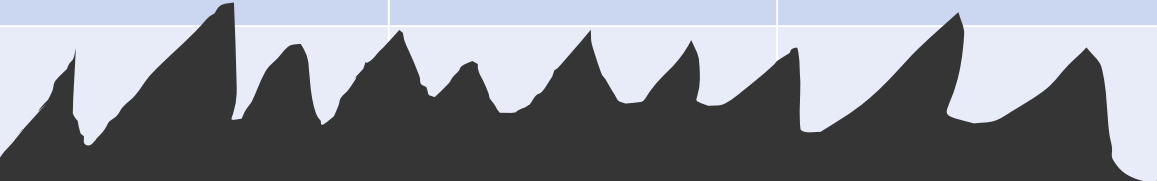
Next:

Creativity

AI is nothing without data

AI is nothing without the right
data

Old Data

User ID	Content ID	Consumption Timestamp
alexjs	Video0001	1970 -01 -01 0000Z
alexjs	Video0002	1970 -01 -01 0000Z
alexjs	Video0003	1970 -01 -01 0000Z
		

Limited Data

Limited Insight

Old Data



User ID	Content ID	Consumption Timestamp
alexjs	Video0001	2018 -12 -02 2251
alexjs	Video0002	2018 -02 -04 1950
alexjs	Video0003	2018 -02 -04 2030

Content Name	Content ID	Genre
The Bee Gees Biography	Video0001	Drama
Mindhorn	Video0002	Comedy
Waking Ned	Video0003	Comedy

Old Data



User ID	Content ID	Consumption Timestamp
alexjs	Video0001	2018 -12 -02 2251
alexjs	Video0002	2018 -02 -04 1950
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Content Name	Content ID	Genre
The Bee Gees Biography	Video0001	Drama
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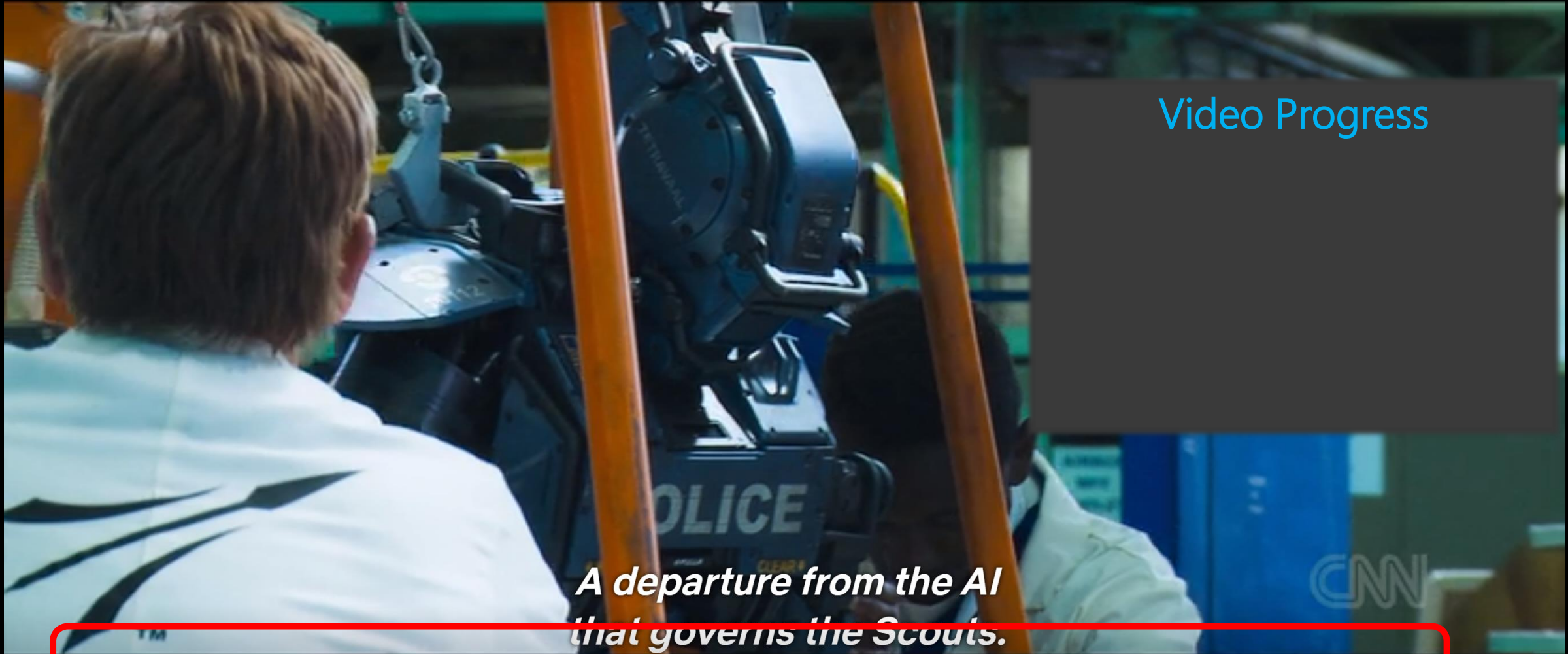
Data typically used for rights management. Not a **creator centric** view – commercial.

So what **could** we have?



*A departure from the AI
that governs the Scouts.*





Video Progress

A departure from the AI that governs the Scouts.

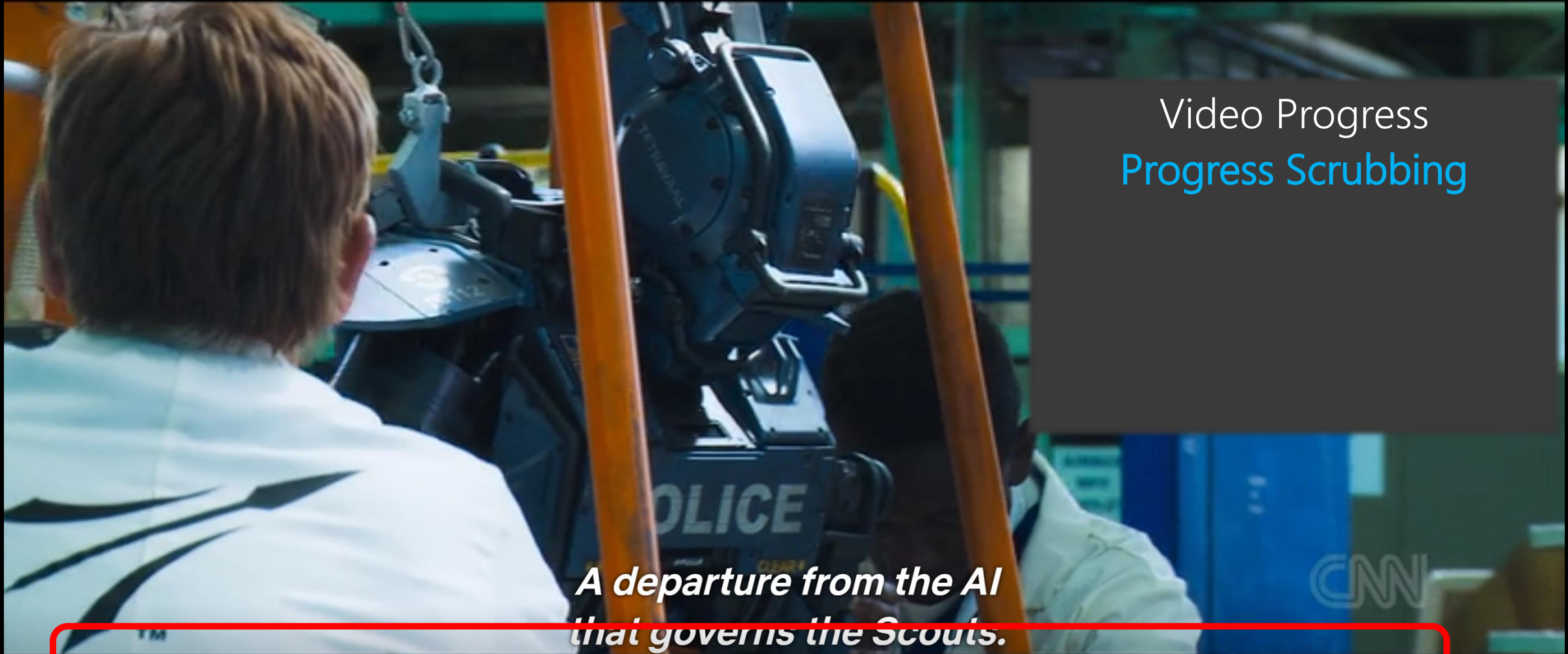
CNN

1:57:22



Chappie



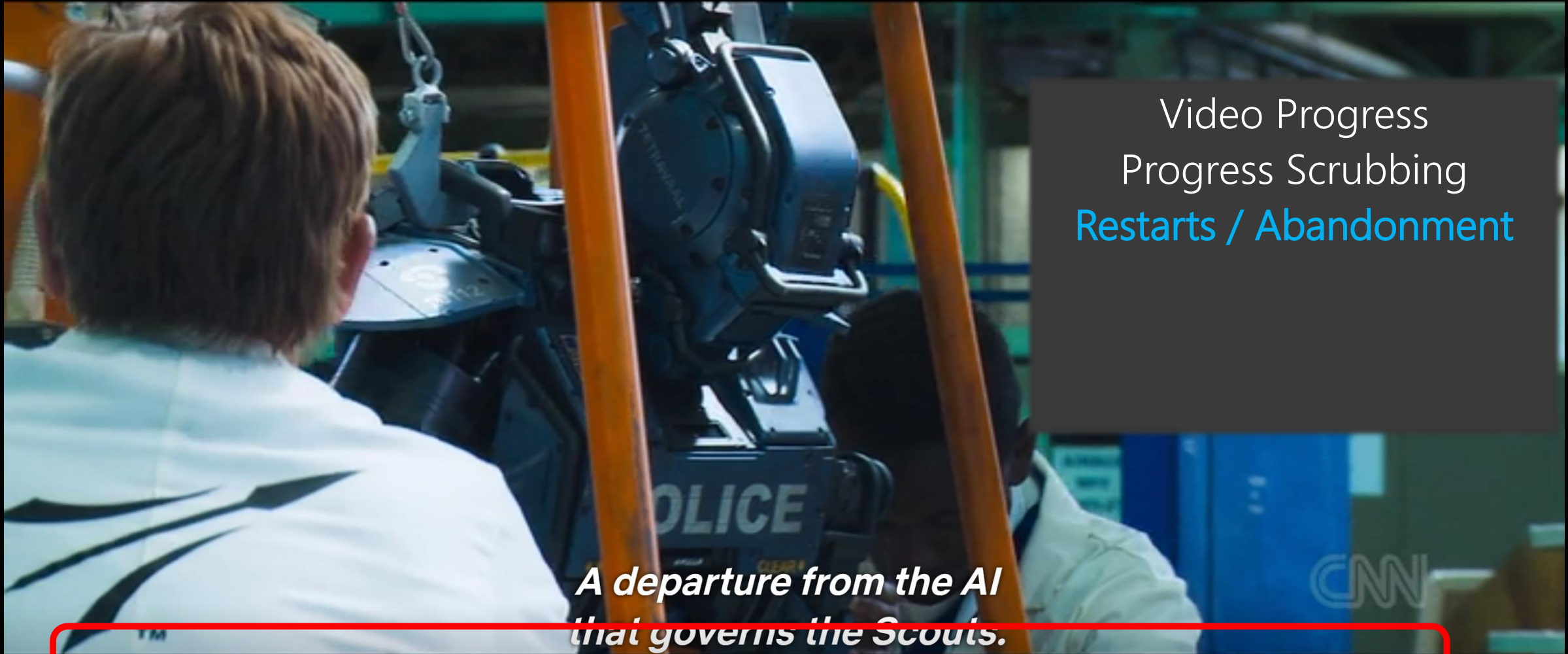


1:57:22



Chappie



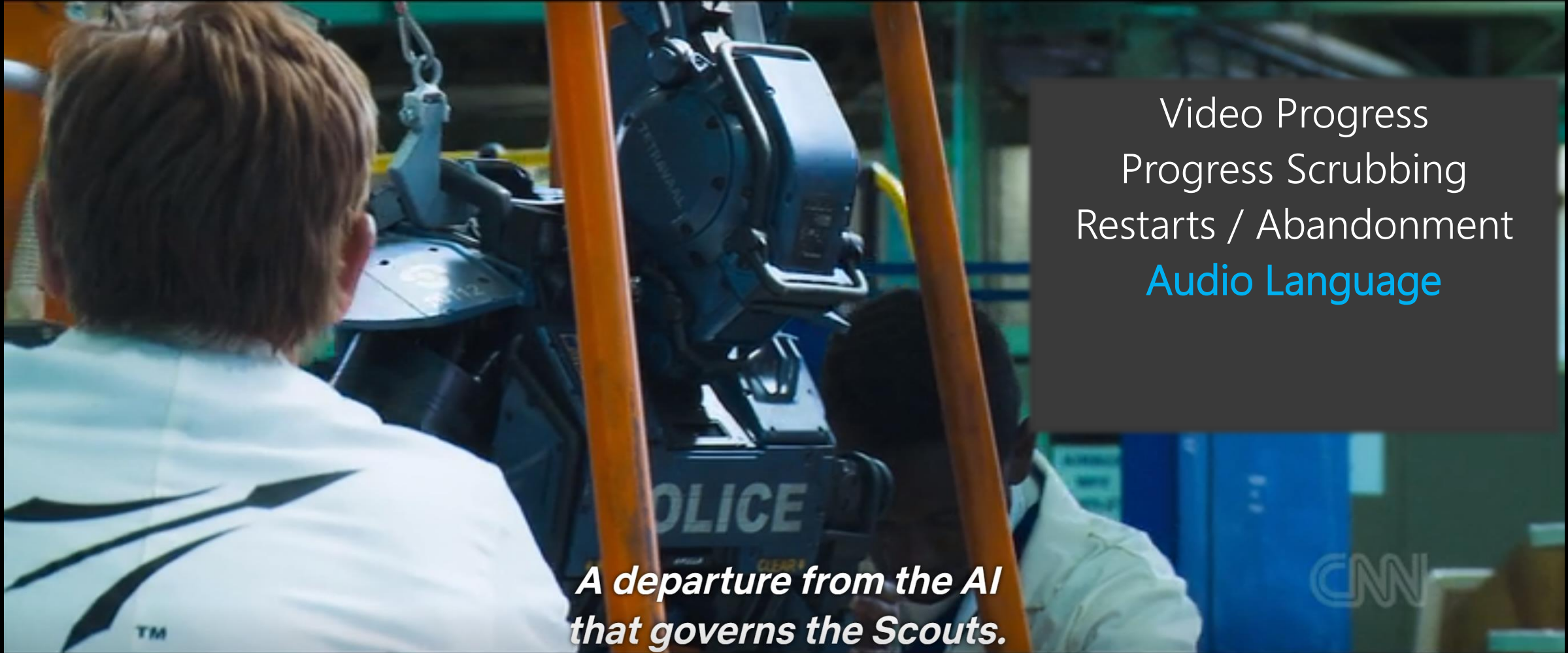


Video Progress
Progress Scrubbing
Restarts / Abandonment

*A departure from the AI
that governs the Scouts.*



1:57:22



Video Progress
Progress Scrubbing
Restarts / Abandonment
Audio Language

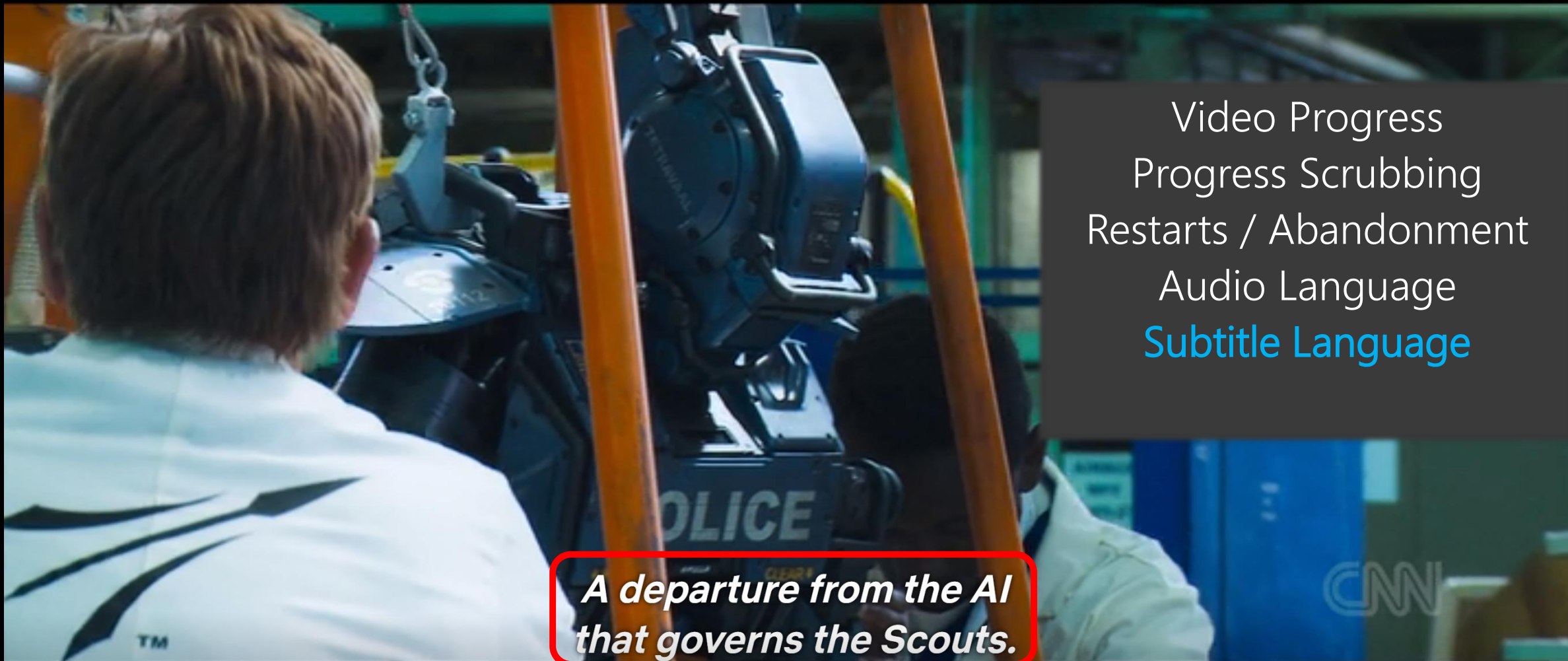
A departure from the AI that governs the Scouts.



1:57:22

Playback controls: Play button, 10s rewind, 10s fast forward, Mute icon, and title **Chappie**

Additional controls: Help icon, **Subtitles icon** (highlighted with a red box), and Full screen icon

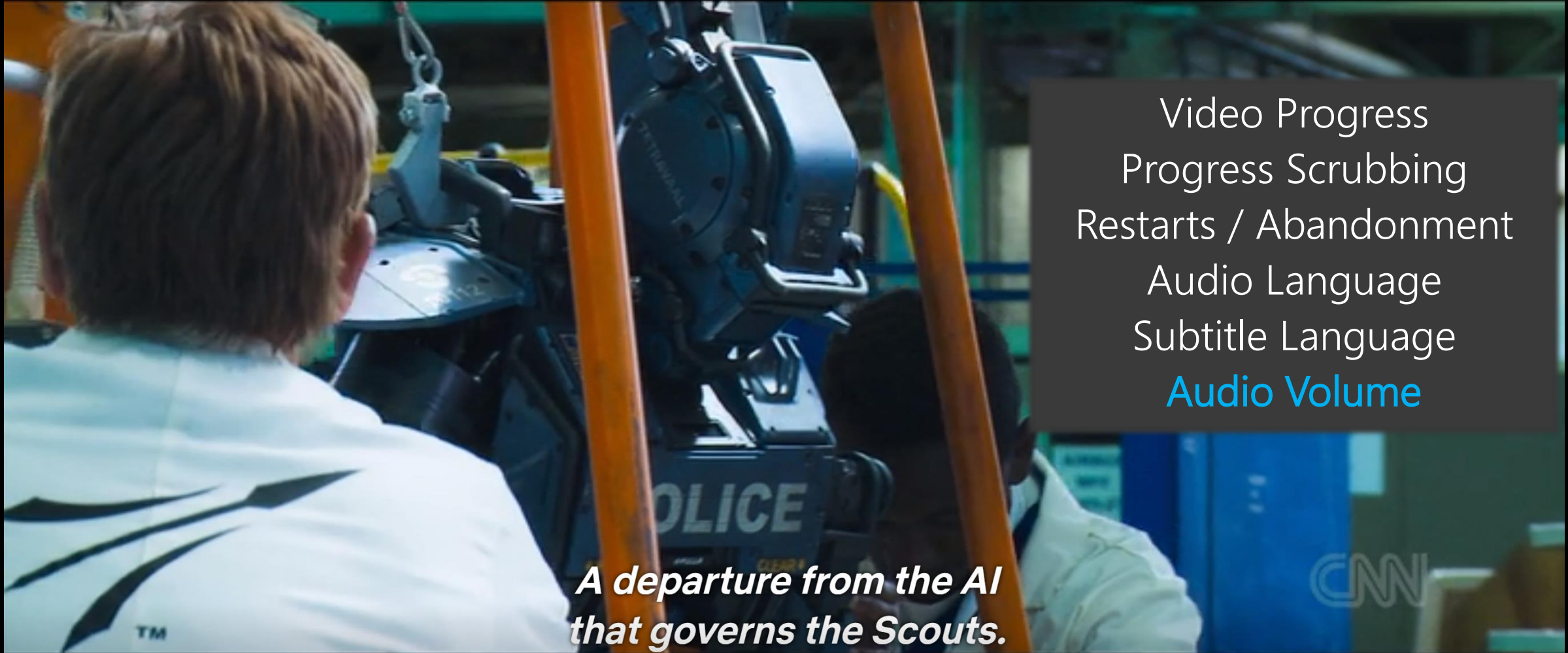


Video Progress
Progress Scrubbing
Restarts / Abandonment
Audio Language
Subtitle Language

A departure from the AI that governs the Scouts.

1:57:22





- Video Progress
- Progress Scrubbing
- Restarts / Abandonment
- Audio Language
- Subtitle Language
- Audio Volume

A departure from the AI that governs the Scouts.



1:57:22





Email Checker

Check your Gravatar by typing your email address into this form. If you have recently changed it, it may take a few minutes for the new Gravatar to be shown.

Email Address:

check

Please allow 5 to 10 minutes for avatar changes to take effect
(Have you cleared your cache?)

Email Address:

How your gravatar looks on sites using the following ratings:



G or better



PG or better



R or better



X or better

Shared Tracking
Facial Recognition
Gravatar / Reuse

*A departure from the AI
that governs the Scouts.*



1:57:22



Chappie

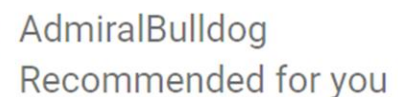
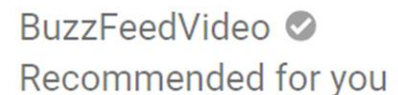
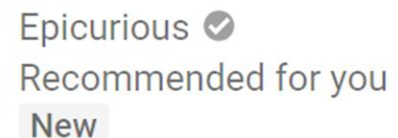




Characteristic	Value
Male	98.7%
Age	28-37 years old
Appears to be Happy	99.8%

Shared Tracking
Facial Recognition
Gravatar / Reuse
Analysis

A departure from the AI that governs the Scouts.



Shared Tracking Data
Facial Recognition (e.g.
Gravatar)

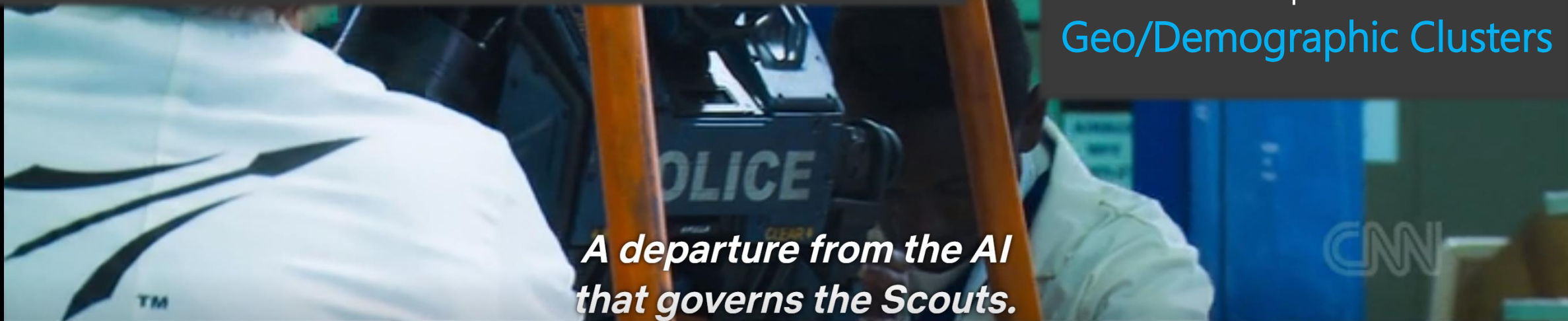
Recommendation Acceptance

A departure from the AI that governs the Scouts.



```
inetnum:      103.241.62.0 - 103.241.62.255
descr:        MyRepublic Ltd.
               Vertex Building
               33 Ubi Avenue 3
               Tower B, #04-13
country:      SG
```

Shared Tracking Data
Facial Recognition (e.g.
Gravatar)
Recommendation
Acceptance
Geo/Demographic Clusters



*A departure from the AI
that governs the Scouts.*

1:57:22



inetnum: 103.241.62.0 - 103.241.62.255
descr: MyRepublic Ltd.
Vertex Building
33 Ubi Avenue 3
Tower B, #04-13
country: SG

Present Position

Straits Boulevard, Chinatown, Shenton
Way, Singapore, Central, 018962, Singapore

Latitude 1.2752734000000001°
Longitude 103.8486066°
Accuracy around 15.3 kilometers

Shared Tracking Data
Facial Recognition (e.g.
Gravatar)
Recommendation
Acceptance
Geo/Demographic Clusters

AI
its.



1:57:22



Chappie





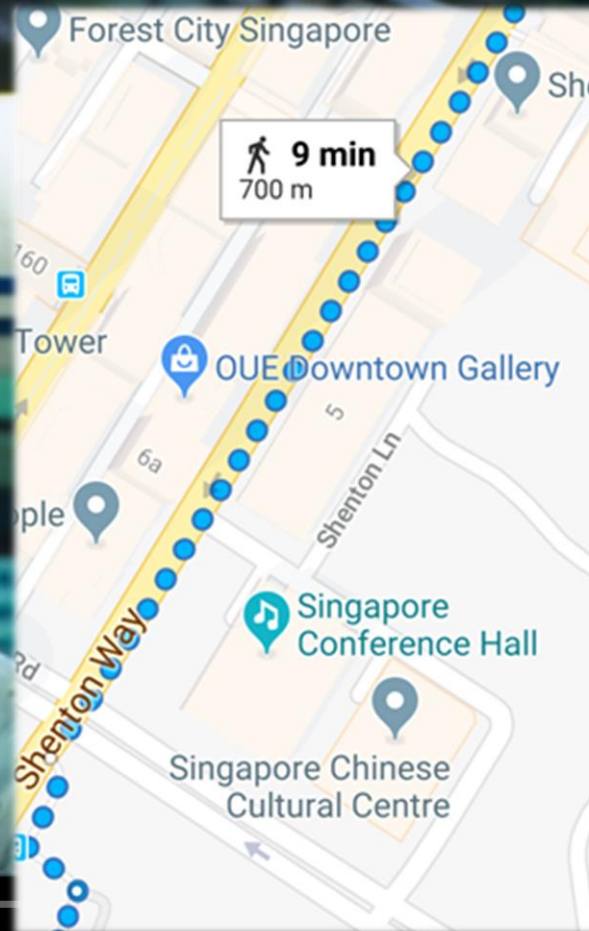
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Present Position

Straits Boulevard, Chinatown, Shenton
Way, Singapore, Central, 018962, Singapore

```
Latitude      1.27527340000000001°
Longitude      103.8486066°
Accuracy       around 15.3 kilometers
```

AI
its.



7:22



Chappie



Data Insight Scale

Diary Method

1950: Nielsen started TV ratings

~40,000 households
(0.0122%)

Set Method / AGB

~1986: Nielsen introduces People
Meters

Individualised Reporting

Now: All platforms able to
support individualised reporting

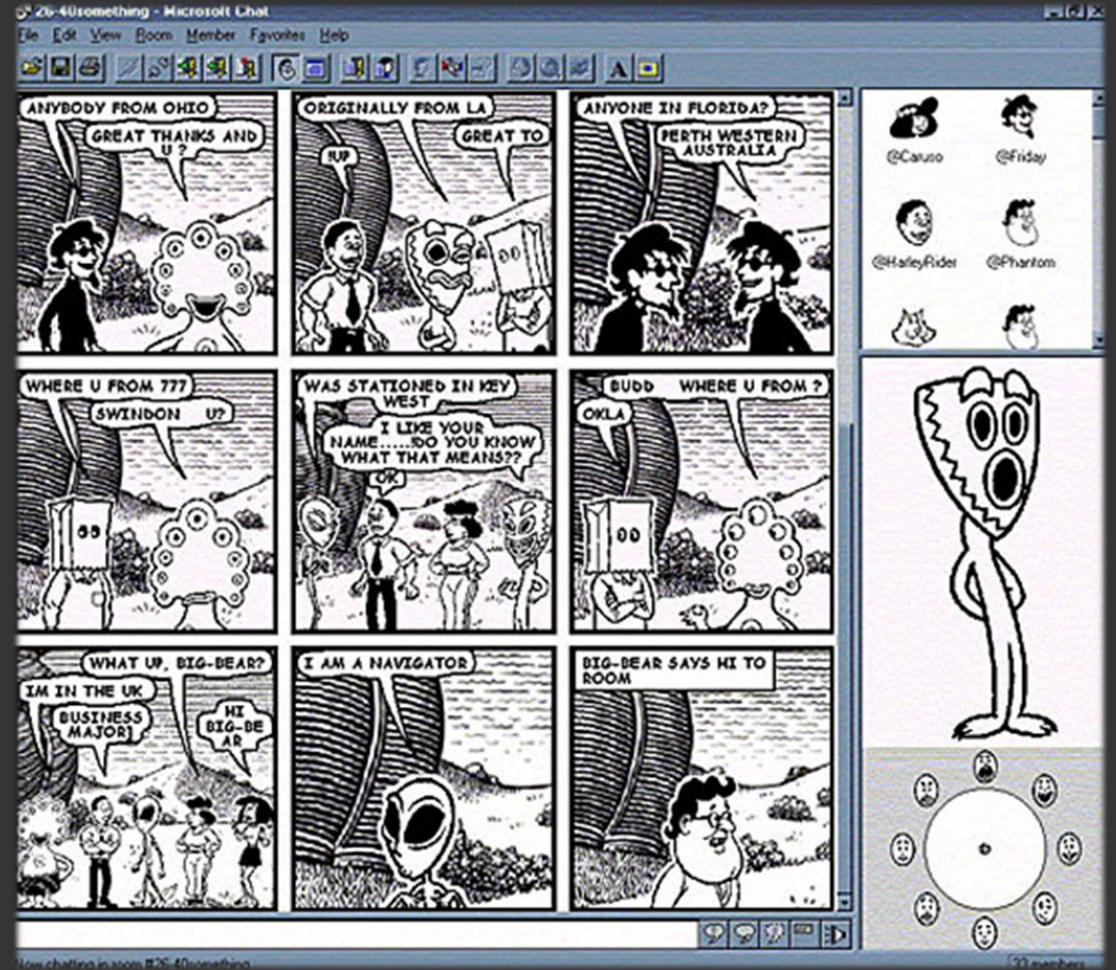
100% of viewers (for OTT
platforms)

So with all this data...

Where do we find meaning?

1: Content Creation

Automatically create from short form text



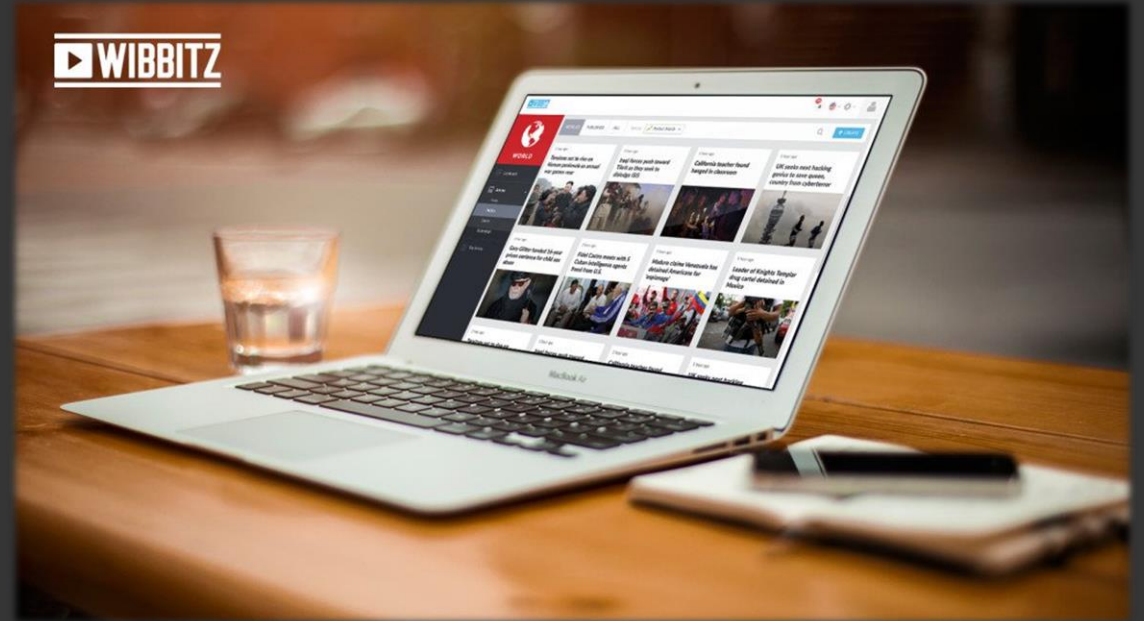
Microsoft Comic Chat (1996)

1: Content Creation

Automatically create short form
video from text

Wibbitz

Premium video production



2: Content Optimisation: Sensitivity and Hotspots

Singapore is a multi-racial
society

Almost every country has
complex heterogeneous
populations



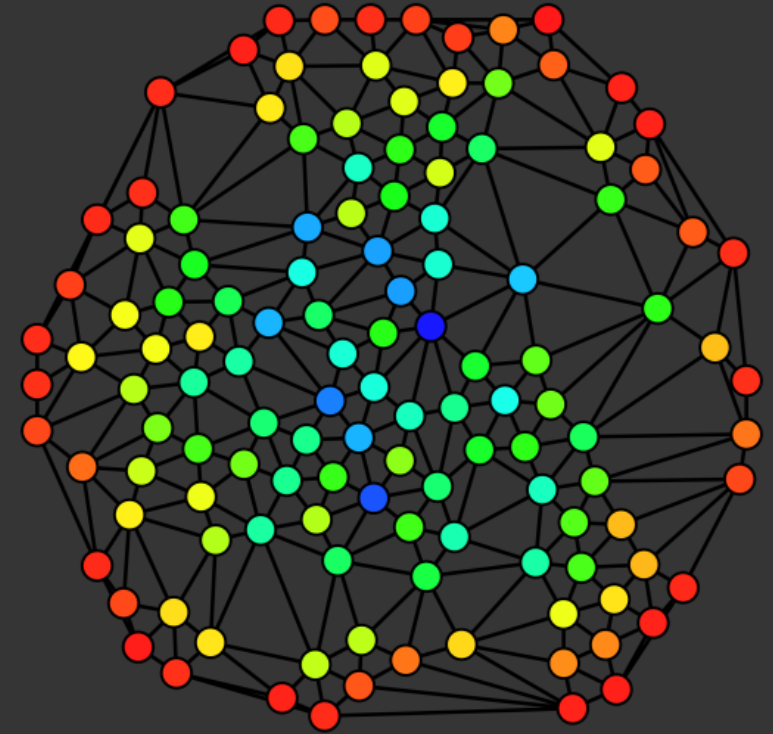
[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)

2: Content Optimisation: Sensitivity and Hotspots

A user begins to watch a show

At 5m32s in, they stop watching

The raw data shows 6.4% abandonment (nominal)

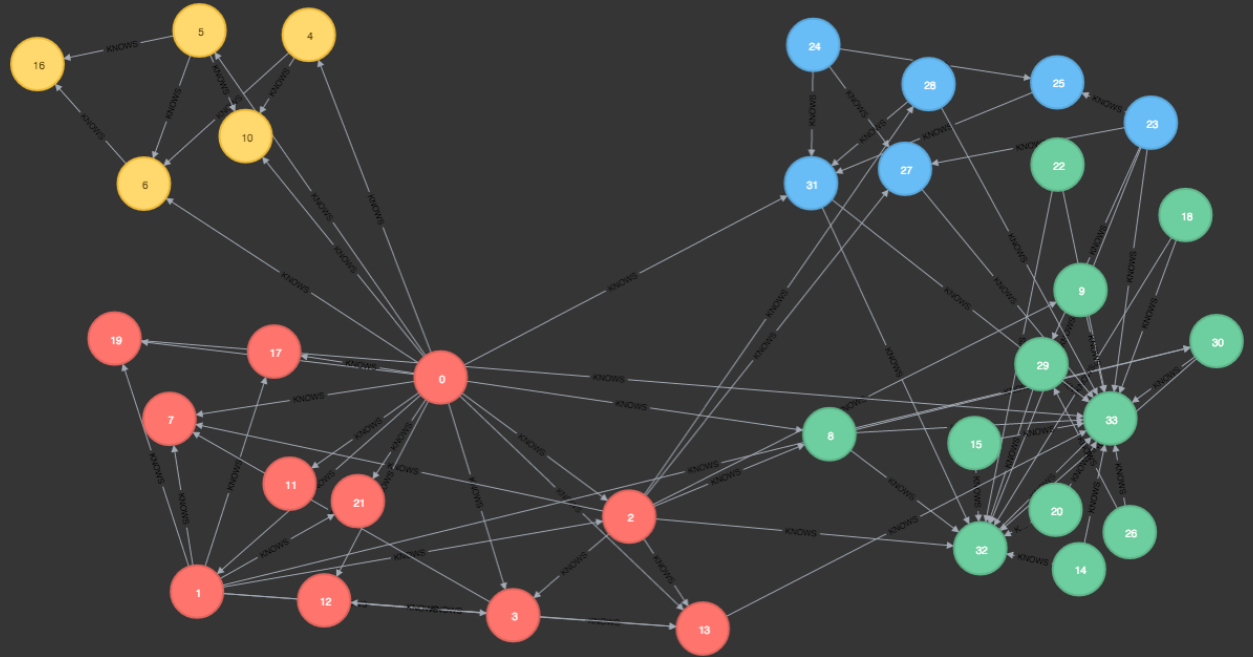


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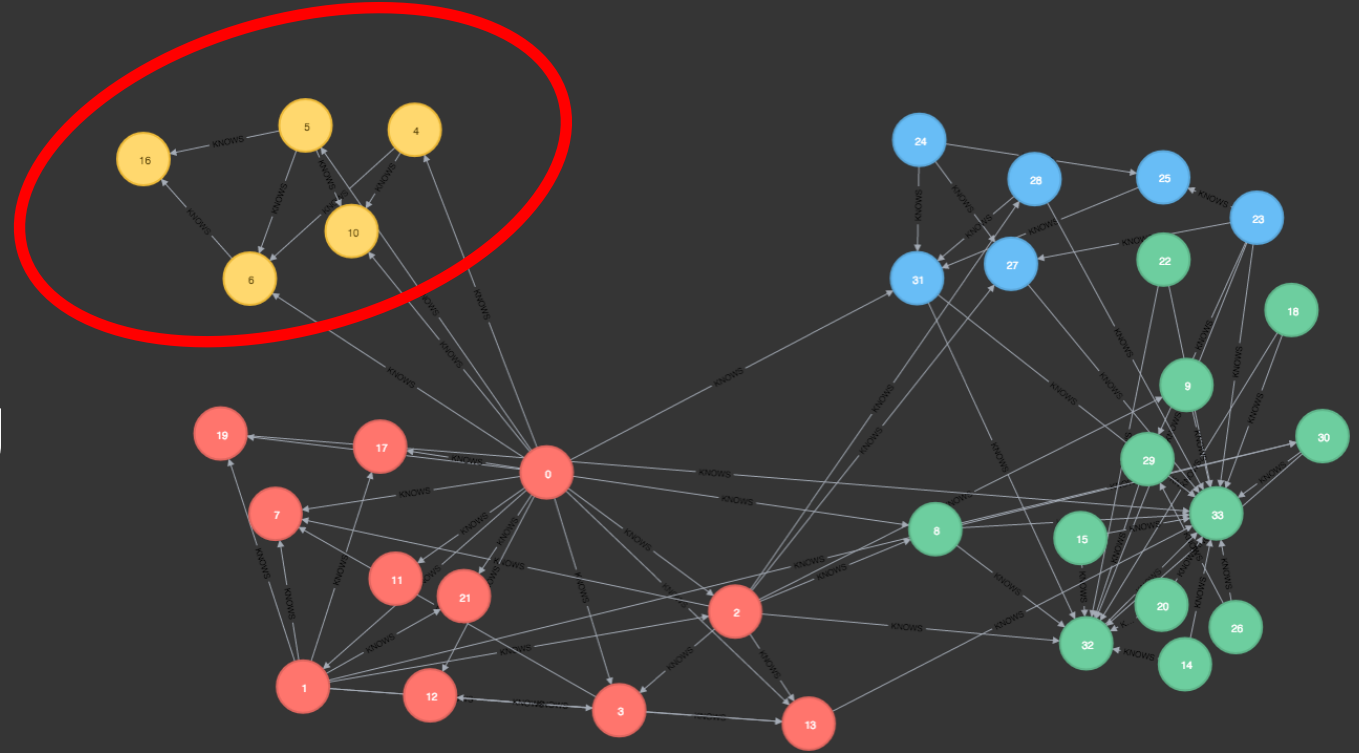


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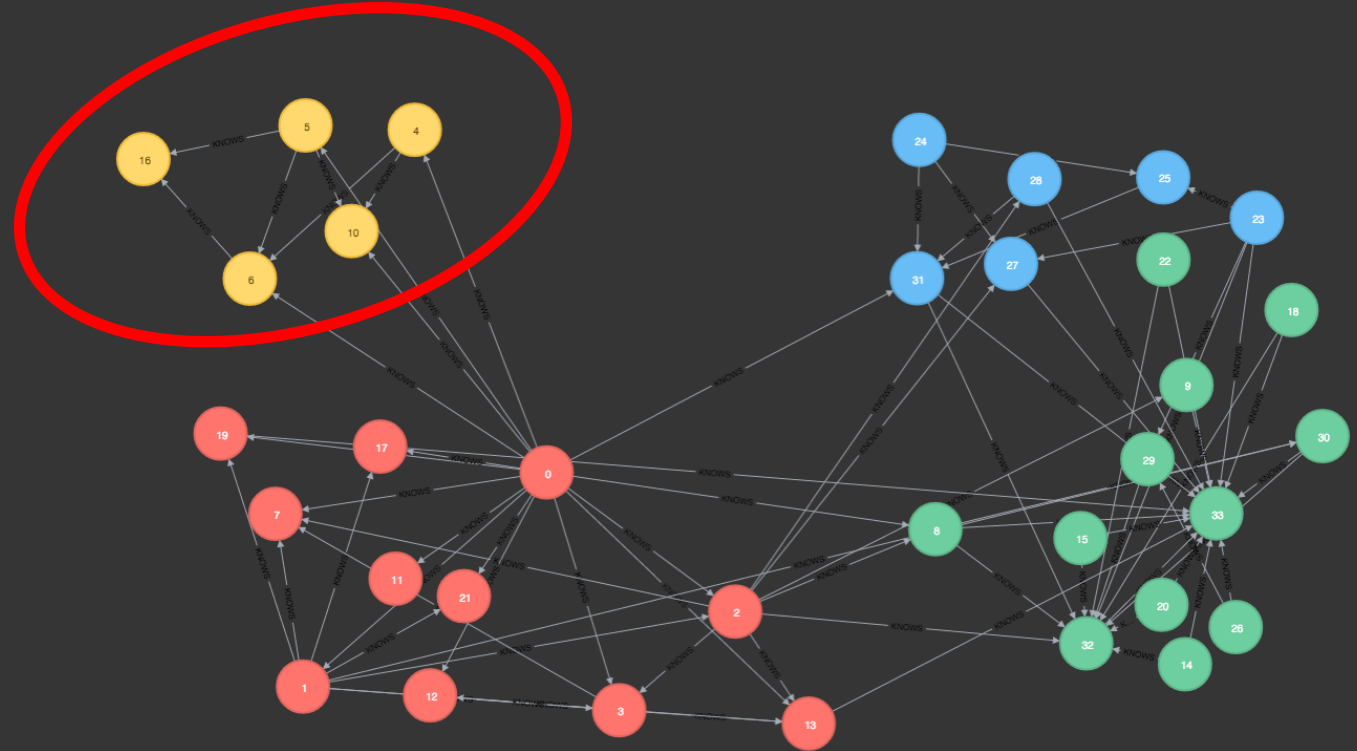


2: Content Optimisation: Sensitivity and Hotspots

Recommendations change

Content operations / marketing
react

Content creators iterate



3: Content Utilisation

Huge swathes of **non-digital
archive** content exist

Used for news, biopics, tributes,
etc

Hard to retrieve and utilise

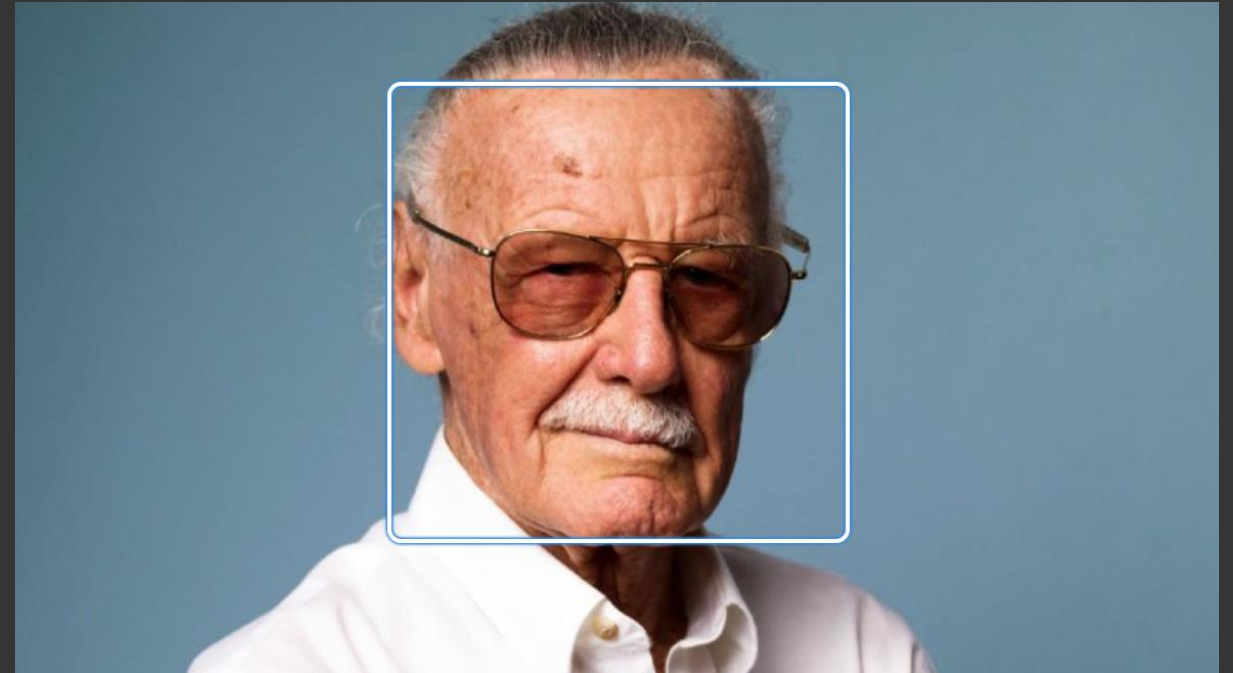


3: Content Utilisation: Facial Recognition

Huge swathes of **non-digital
archive** content exist

Used for news, biopics, tributes,
etc

Hard to retrieve and utilise



```
{ match: "Stan Lee",  
  confidence: 100  
}
```

4: Content Distribution

Print advertising is declining

Advertising itself, is not

LLOYD *Alexander*
ONLY STATION WAGGON

£100 DEPOSIT
AND
LOOK
WHAT YOU
GET!



Lloyd Station Wagon **£687**
(plus tax)

EXTRA! EXTRA!
Special offer to the end of
September only . . . with every
new car . . . **A BRAND**
NEW CAR RADIO AT
NO EXTRA COST!



Lloyd! Offers you new motoring possibilities. Offers you new versatility — new economy. Imagine a 70 m.p.h. all-day cruising speed with a mighty 50 m.p.g.!

Lloyd Alexander TS Saloon . . . £653 plus tax



And here are more exciting Lloyd features . . . overhead camshaft engine. Steering column gear change. Readily detachable body panels. Draughtless ventilation. Huge luggage space. Self-cancelling windscreen wipers. Clothes peg. Fuel reserve warning light. Two-tone interior trim. Twin padded sun visors with vanity mirror. Padded dash panel. Arm rests. Door pockets. Two-tone color schemes. Remember! the complete deposit is only £100!

TEST DRIVE LLOYD
J.N. TAYLOR
& CO. LIMITED
153 Grenfell st., Adelaide, W2711
Osterstock Bros., 137 St. Vincent st., Pt. Adelaide.

STATE-WIDE SERVICE AND SPARES!
Taylor's have a full range of spare parts . . . and specially trained mechanics to service your Lloyd. Here's proof of the popularity of Lloyd . . . there are now over 300,000 Lloyds in service.

4: Content Distribution: Targeting

With better geotargeting and customer profiling

Content advertising doesn't have to be **guess work**



4: Content Distribution: Targeting

Facial Recognition and Cognitive Services

Intelligent digital outreach



Ethical AI

Fairness

AI systems should treat all people fairly

Reliability & Safety

AI systems should perform reliably and safely

Privacy & Security

AI systems should be secure and respect privacy

Inclusivity

AI systems should empower everyone and engage people

Transparency

AI systems should be understandable

Accountability

AI systems should have algorithmic accountability

In Summary...

AI is nothing without data. As long as it's the **right data**.

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The right data isn't always what's obvious: **people do more than they say.**

AI is nothing without data. As long as it's the right data.

The right data isn't always what's obvious: people do more than they say.

Use AI to help **empower people to be better.**

Delight your users, customers, or viewers.

AI is nothing without data. As long as it's the right data.

The right data isn't always what's obvious: people do more than they say.

Use AI to help empower people to be better.
Delight your users, customers, or viewers.

But always use it responsibly.

Go do great things

Alex Smith

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