

TRAIL'20

RTBF's focus on AI for the coming years

4 axes

- Creation
- Acquisition
- Distribution
- Monetisation

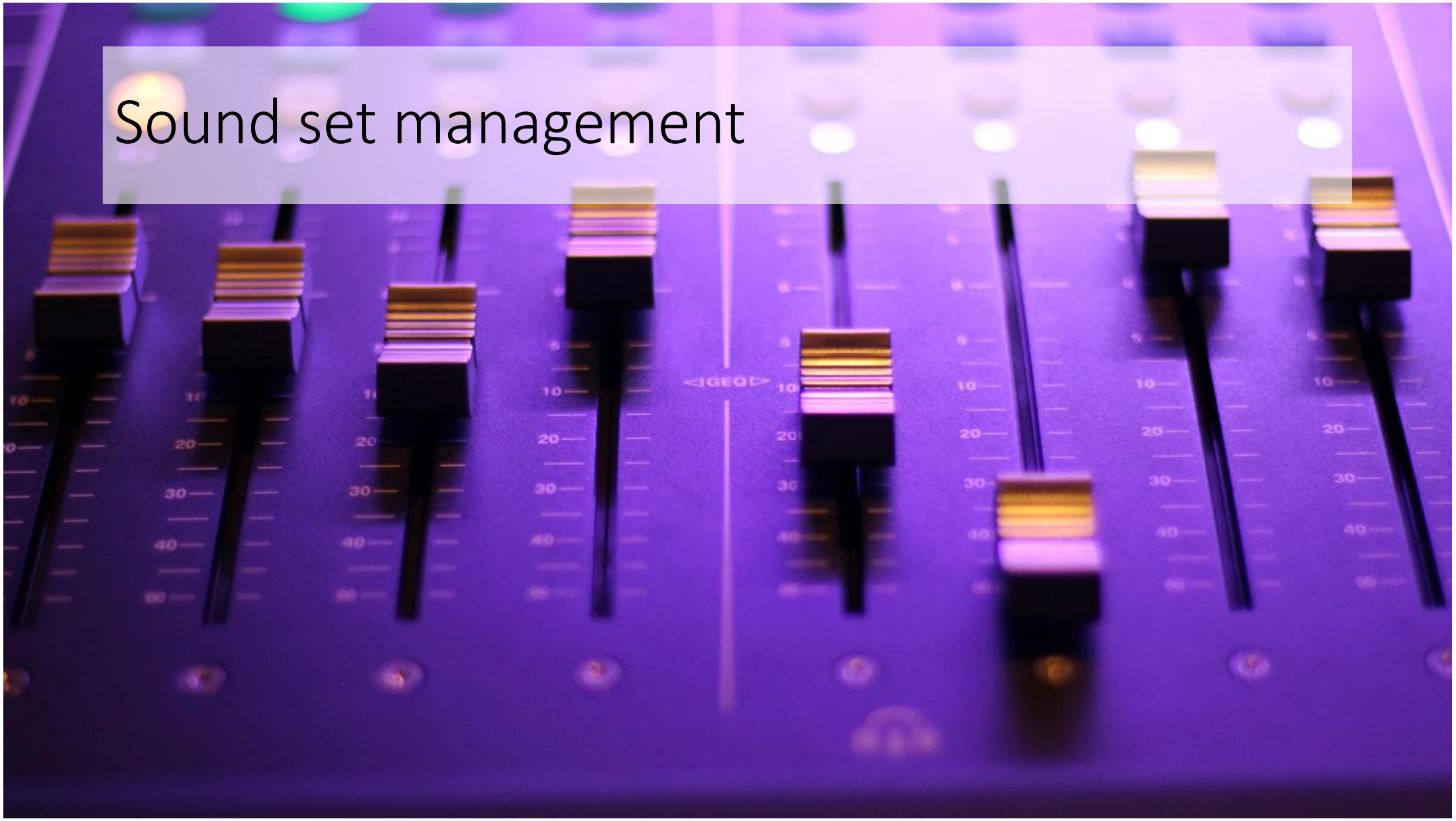

Content Creation

Best sequence

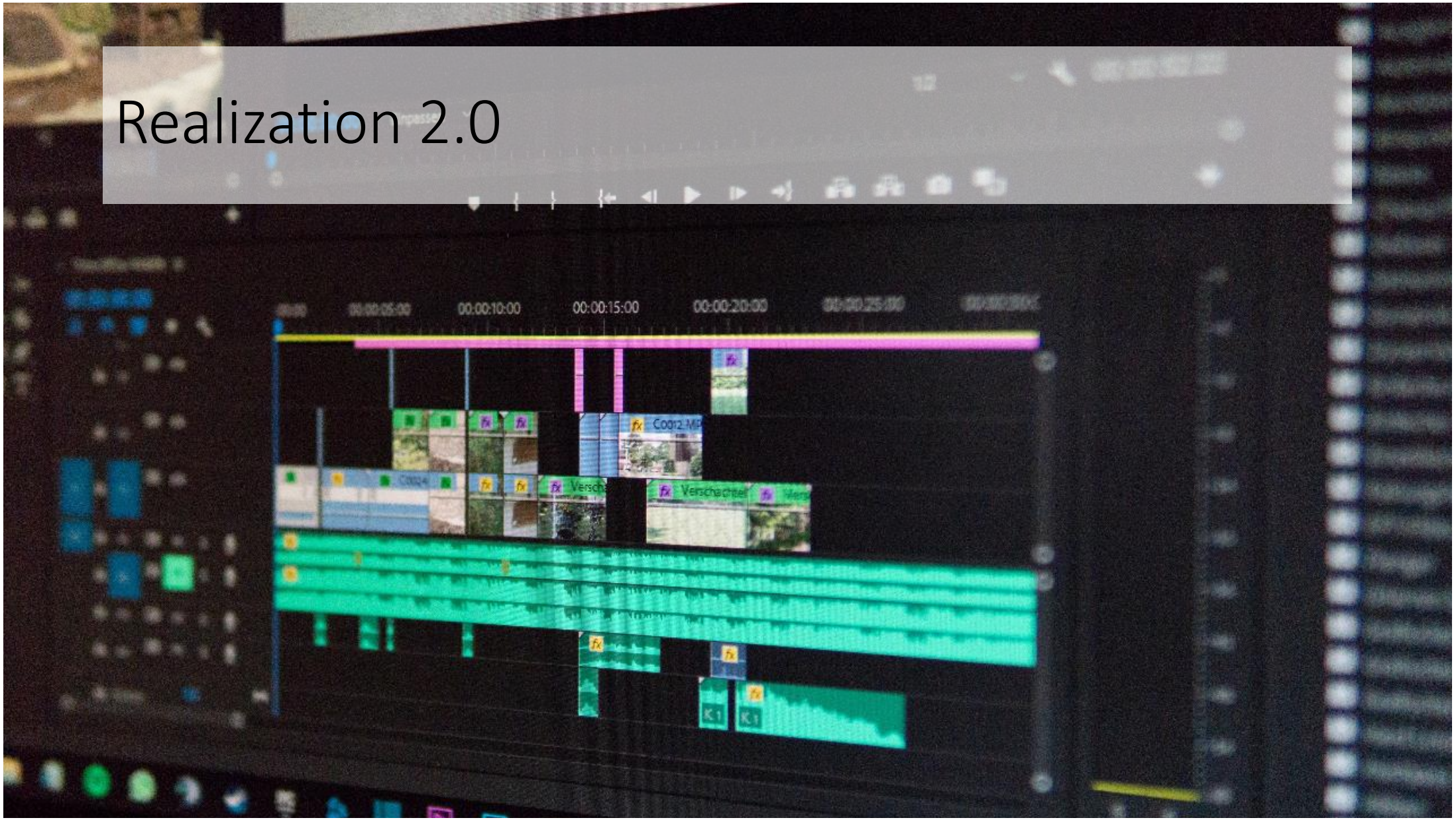


“Give me Nafissatou Thiam long jump sequence of 2018 …”

Sound set management



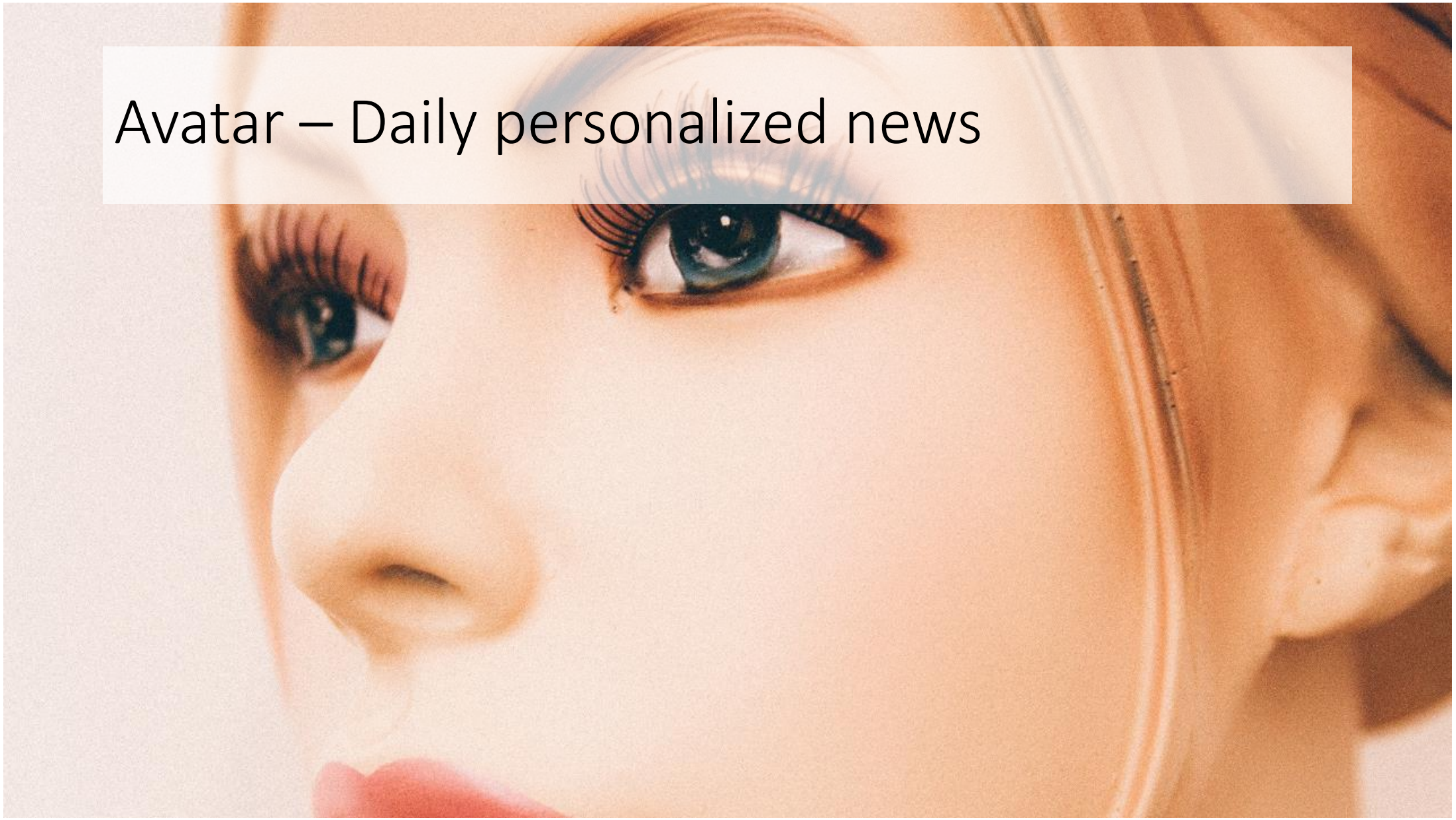
Realization 2.0



My studio everywhere… anywhere



Avatar – Daily personalized news





Content Acquisition

Estimate the reach based on meta data from series, movies, documentaries…



Use actual reach figure to build a model



Content Distribution

Define the best schedule for linear distribution in the Program Guide



Content identification – Owner’s right



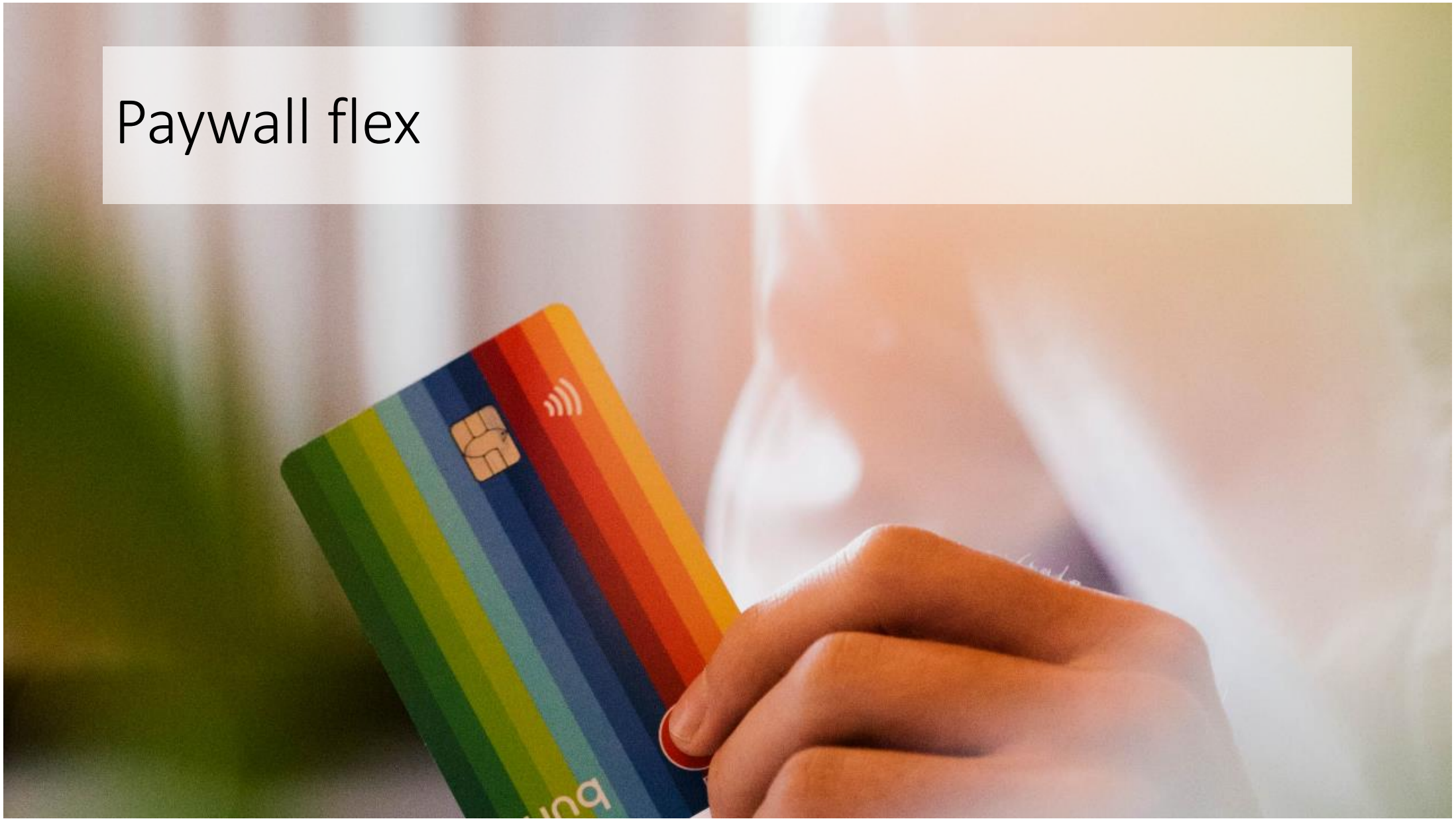
Recommend content based on users' behaviors, weather and based on how you feel, where you are, what you are doing …



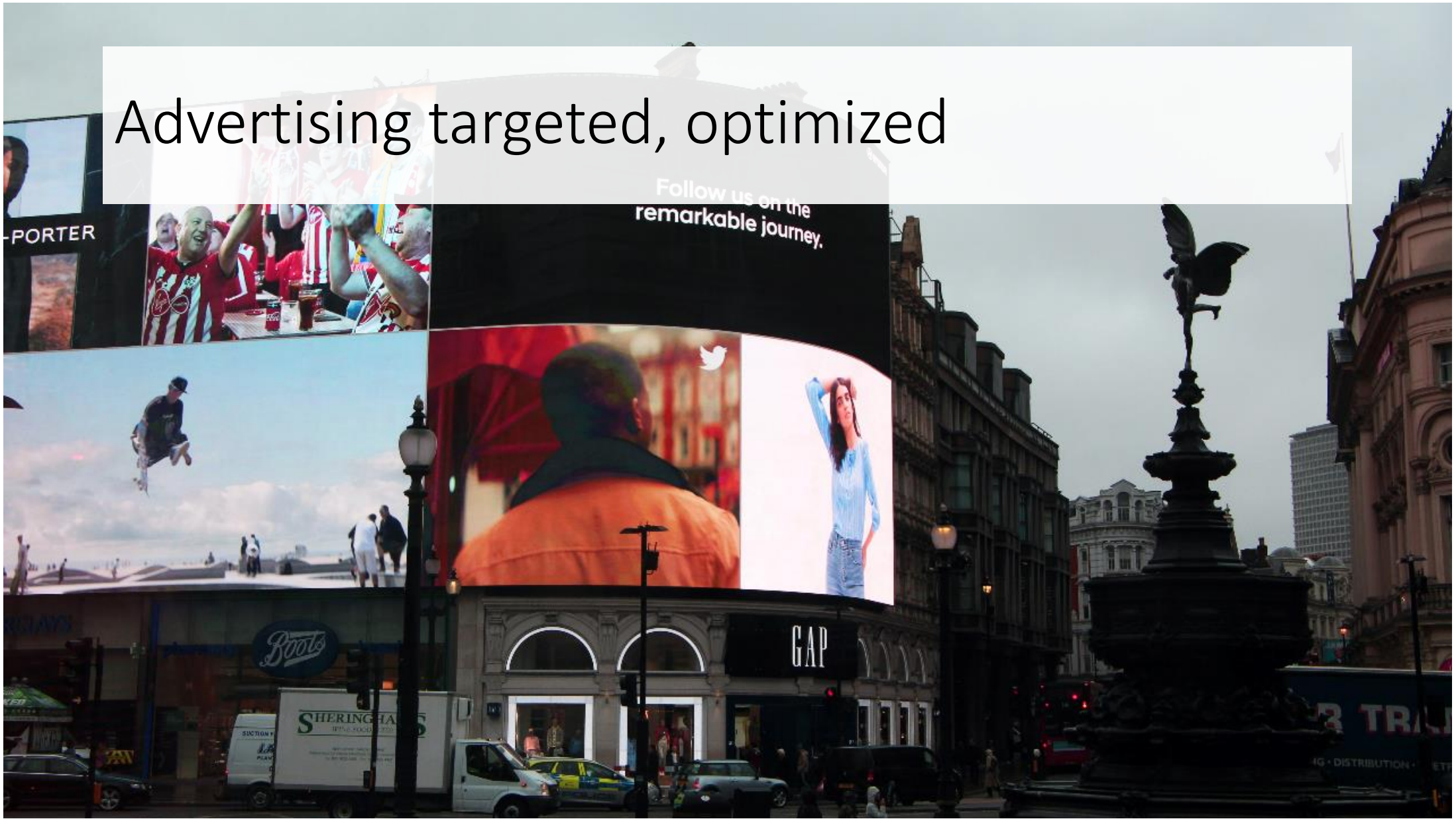


Content Monetization

Paywall flex



Advertising targeted, optimized



Others

- Chatbots
- Content classification
- Summarize
- …

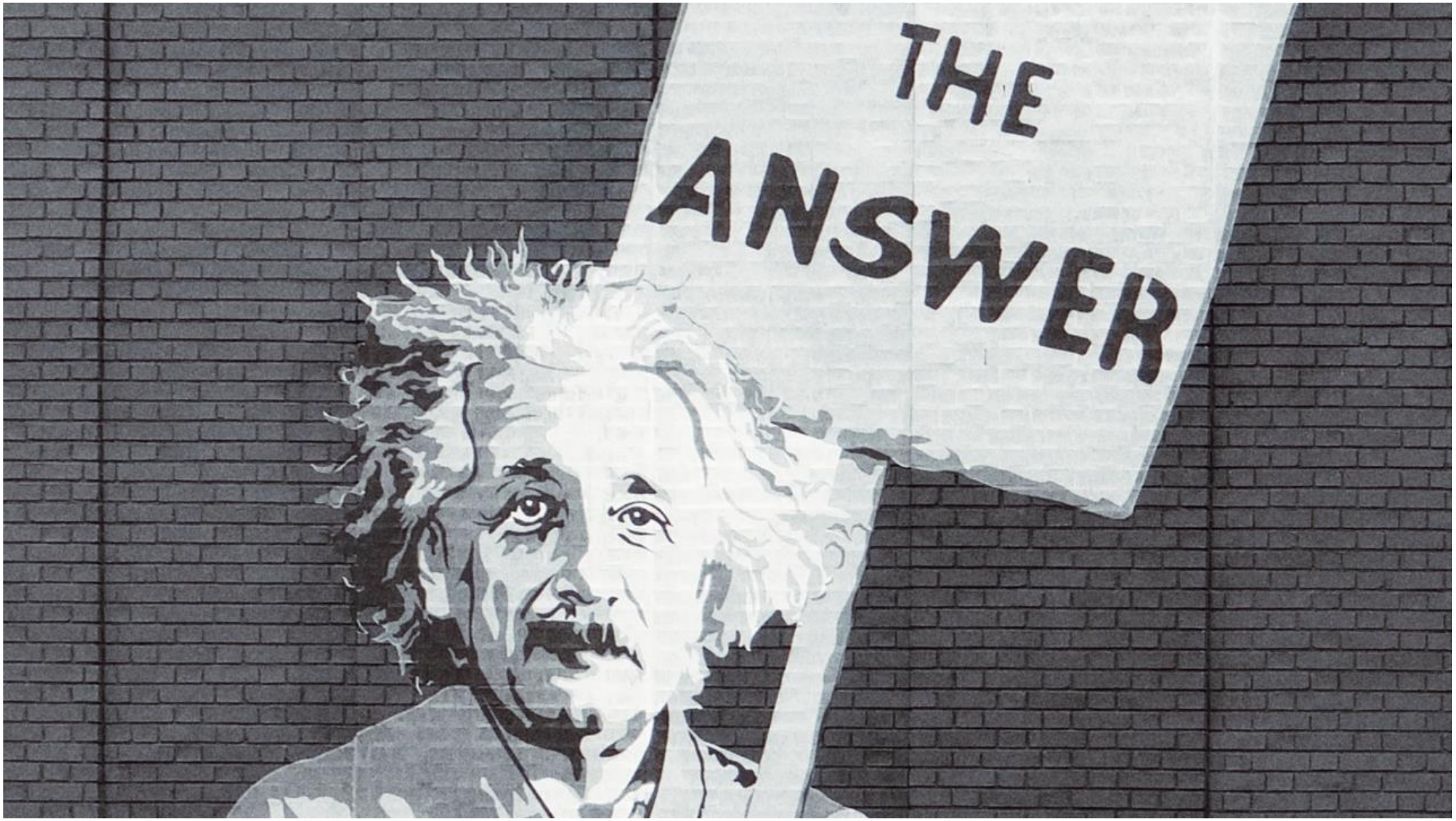

THE
ANSWER

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