

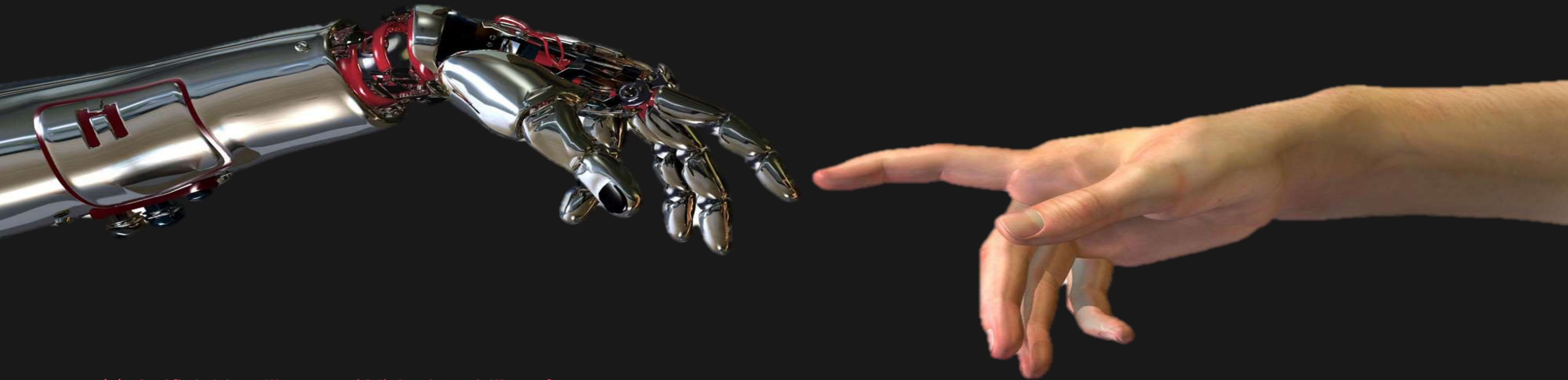


*“AI powering Corporate
Communications”*

Media Analysis & Insights

December 2018

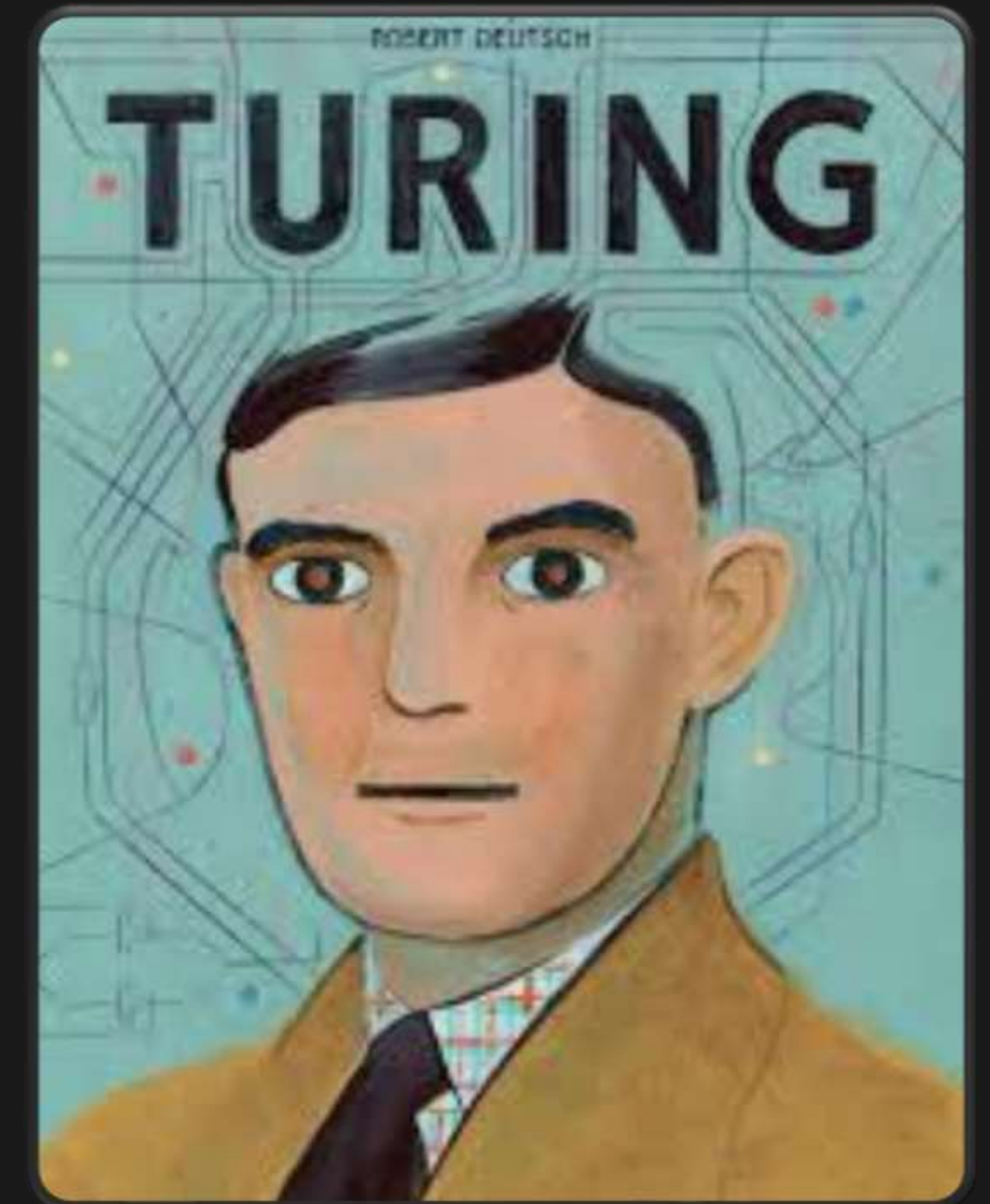
HUMANS MEET AI



“ Artificial intelligence (AI) is the ability of computers to understand certain aspects of the natural world, and ultimately, use that understanding to complete tasks normally requiring human intellect and effort. ”

AI: YESTERDAY'S NEWS

The TALOS principle, Ancient Crete



Alan Turing, Imitation Game, 1950

AI TERMINOLOGY

Machine
learning

MIS

Knowledge
Extraction

Data Mining

Neural Networks

Natural Language Processing
DIS

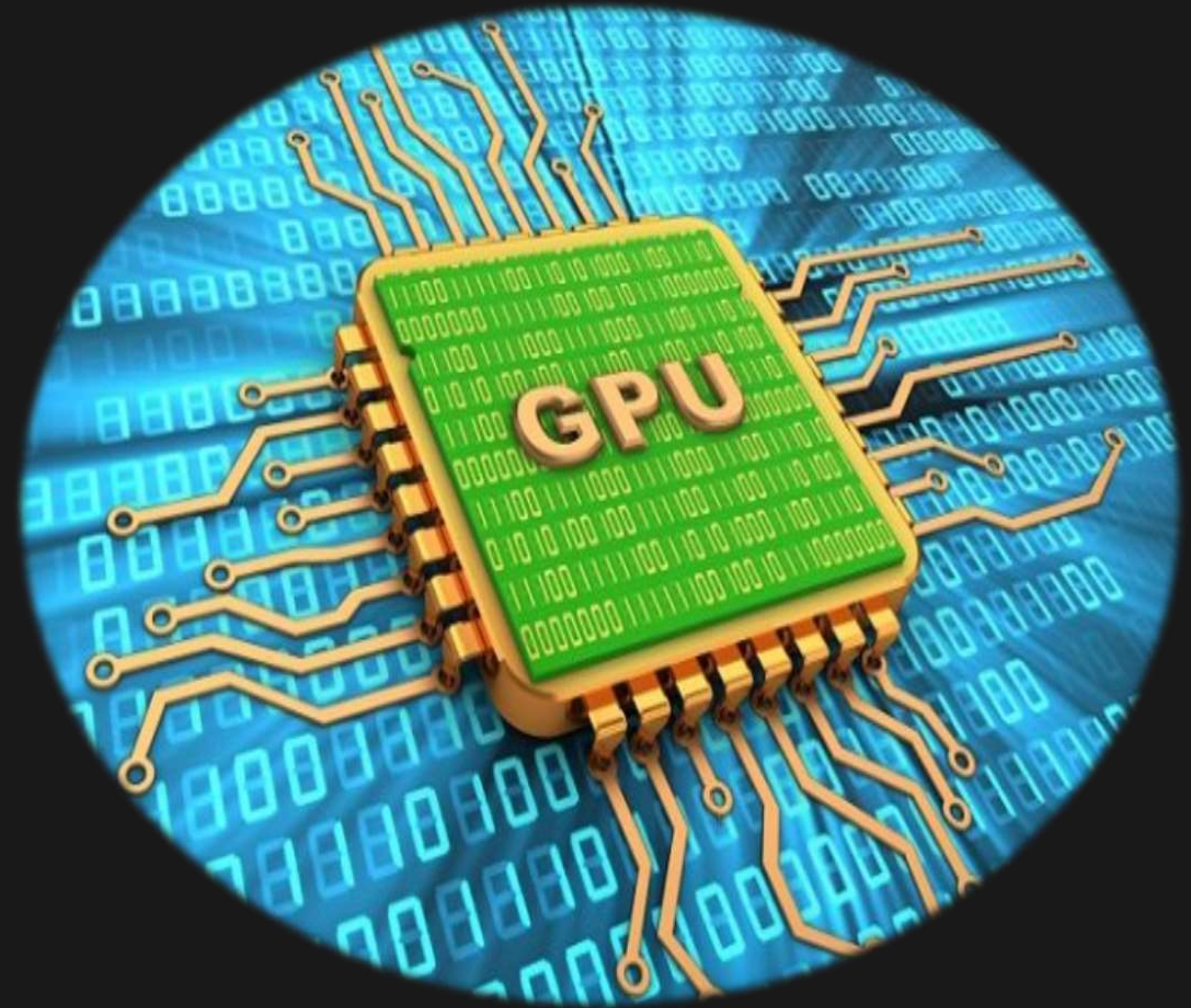
Expert systems

(Cutting edge)

Technology

THE GAME CHANGER: THE PROCESSING POWER

It is the power of new processors that has changed the game and has enabled high potential of AI



AI is
EVERYWHERE

ACROSS **INDUSTRIES**
ACROSS **FUNCTIONS**

IT
SALES
MARKETING
**CORPORATE
COMMUNICATIONS**



BANKING
TELECOMS
RETAIL
MEDIA

AI AT MEDIA



01

20% OF
CONTENT

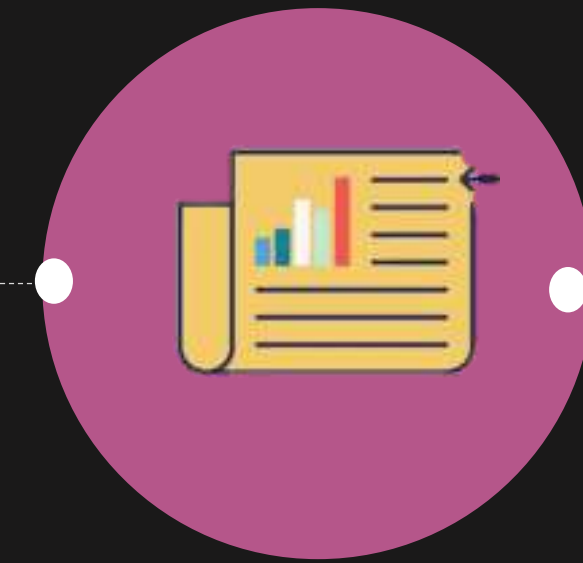
Is generated automatically



02

1 MILLION
EUROS

Invested by Associated Press for the
automated generated of 30.000 local
news daily



03

DATA
JOURNALISM

RISING & TRENDING

SUPPORT

POWER

FREE OF
REPETITIVE
WORK

**IMPROVE
HUMAN
EXPERIENCE**

REPLACEMENT (NOT)

AI in CORPORATE COMMUNICATIONS



01

ANALYZING THE DIGITAL ECOSYSTEM

02

NEWS DELIVERY TO TARGETED AUDIENCES

03

CRISIS MANAGEMENT

04

PREDICTIONS AND ACCURACY

Virtual Reality and Augmented Reality Apps

Press Releases will be adjusted according to specific editors needs

Internal communication adjusted to different departments

ALERTING

BOTS

PREDICT ONCOMING ISSUES

FAKE NEWS

NEW WELL-DEFINED METRICS

1. ANALYSING THE DIGITAL ECOSYSTEM

Real time, mobile, precise, insights, predictive



High Volume of data created daily



Approximately **2 billion** internet users are active on social media. **One in every four** people in the world



Every minute on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.



Instagram users post **46,740** pictures every minute



656.000.000 tweets per day!

AI APPLICATIONS TO MEDIA INSIGHTS GENERATION

With this enormous amount of data available, it becomes more and more important the use of AI in the media analytics

ANALYSIS OF SENTIMENT
Automatically generated sentiment

01

02

DISCUSSION THEMES

Automatically generated themes of discussions

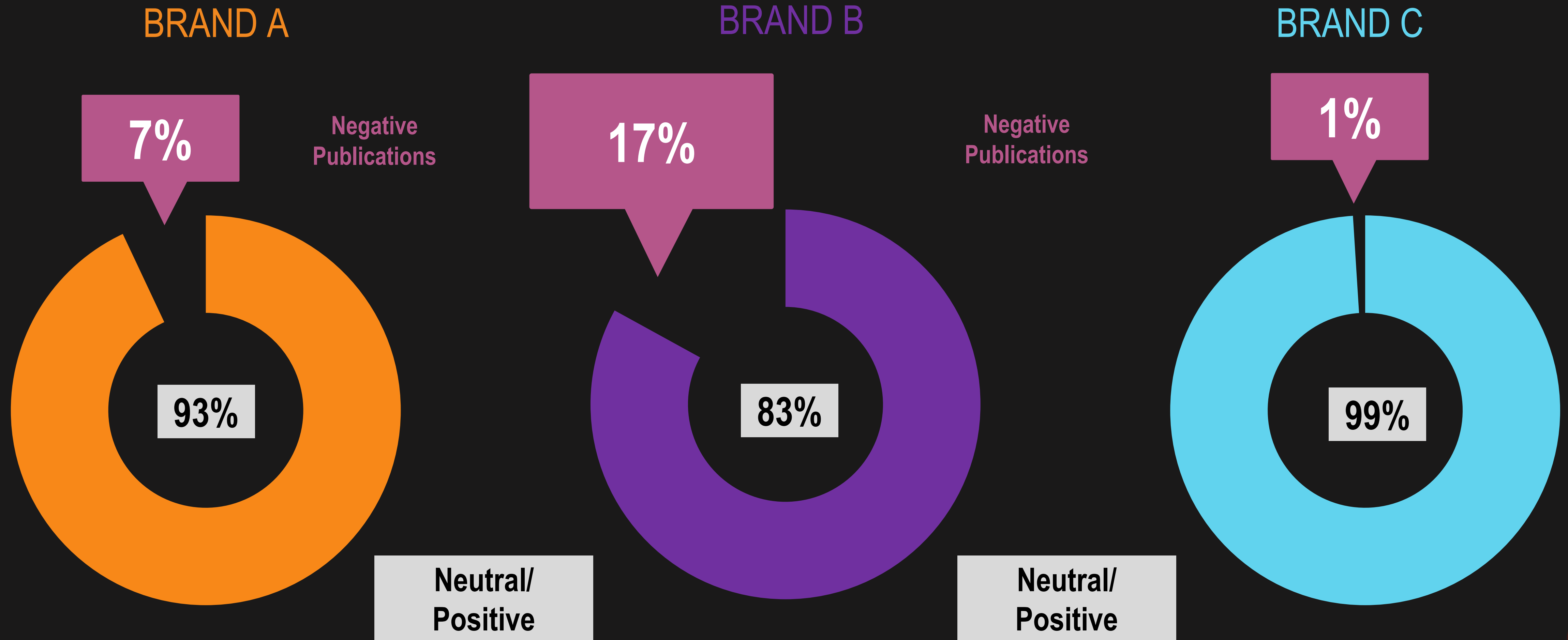
03

ALERTS

Automatically get notified on new mentions



SENTIMENT ANALYSIS – REAL TIME OR OVERVIEW



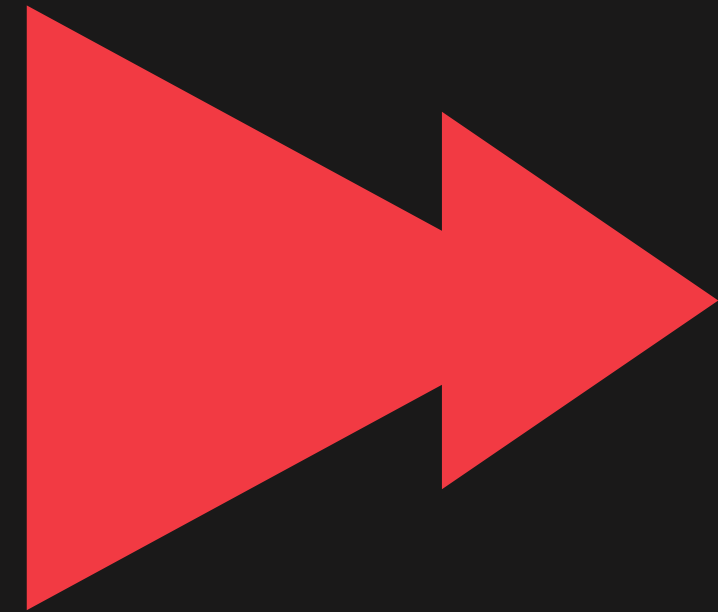
ACCURACY

**But what about how
accurate sentiment can
be?**

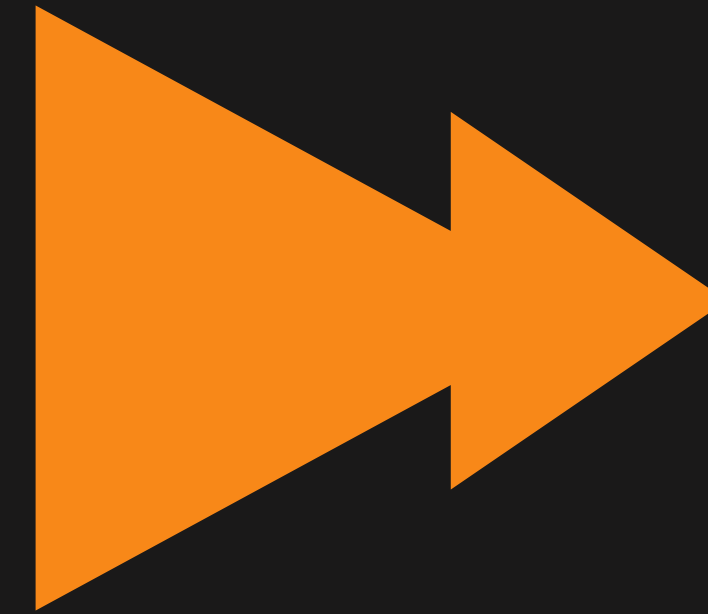


EVOLUTION OF AI

**ARTIFICIAL
INTELLIGENCE**



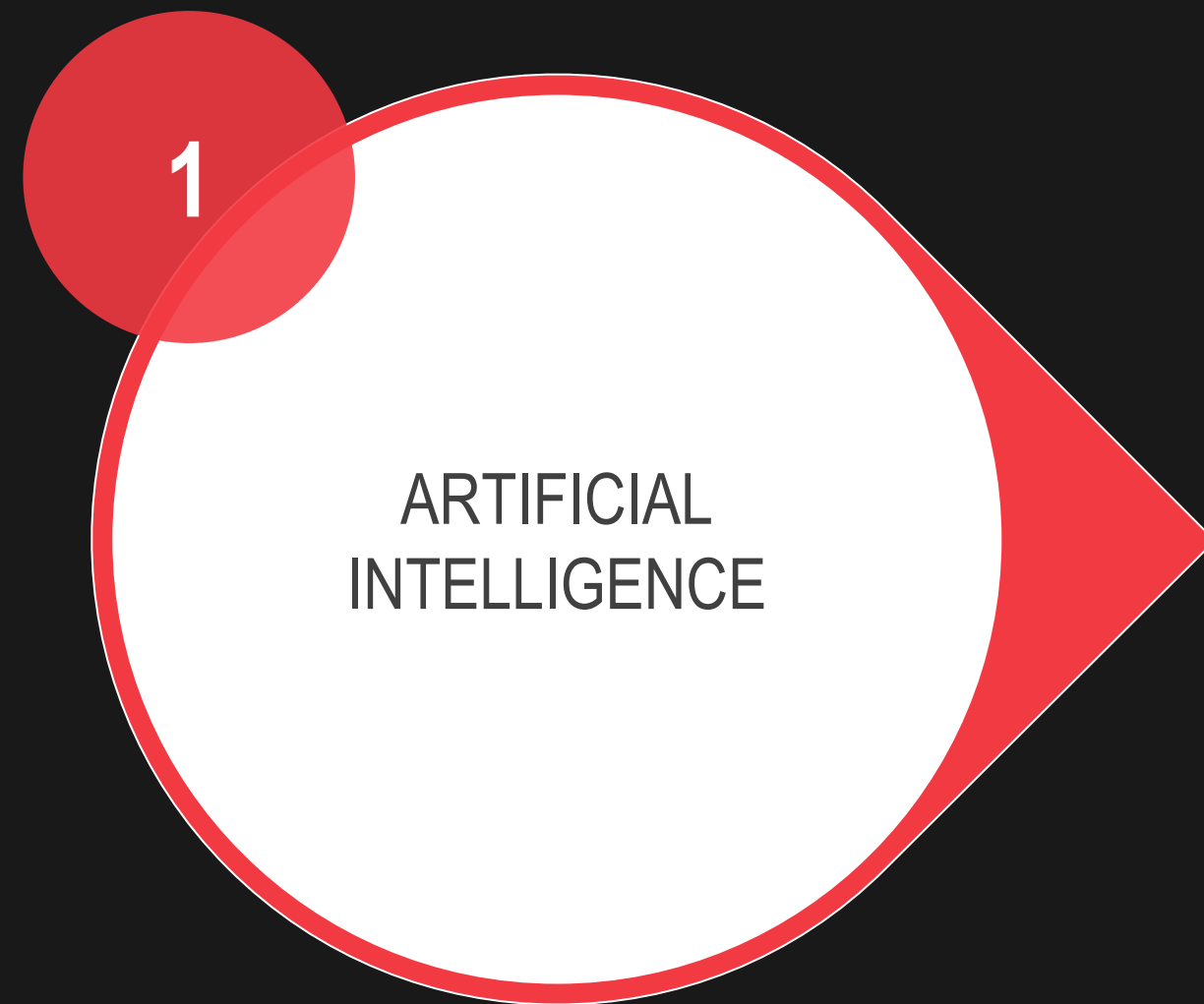
**MACHINE
LEARNING**



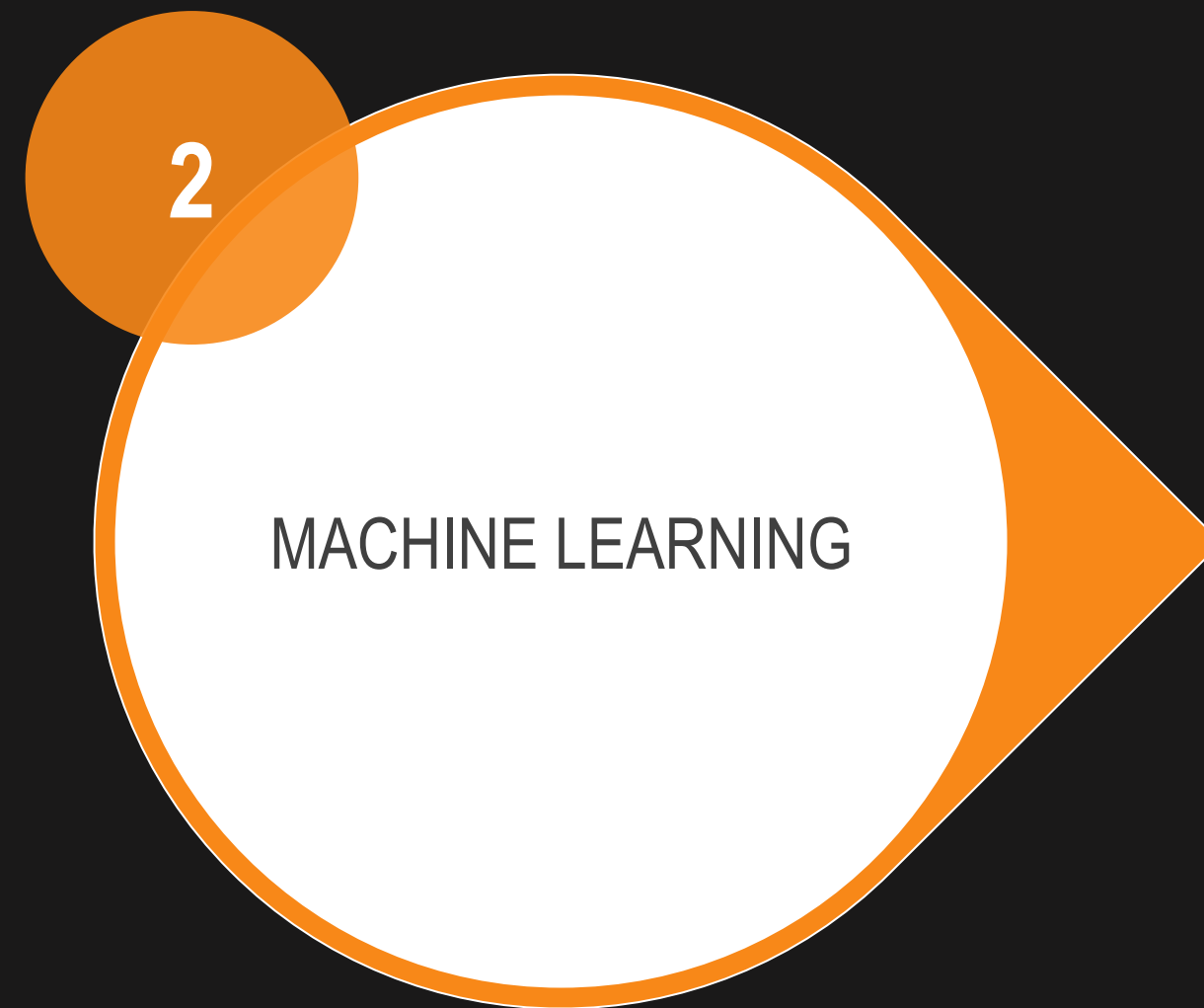
**DEEP
LEARNING**



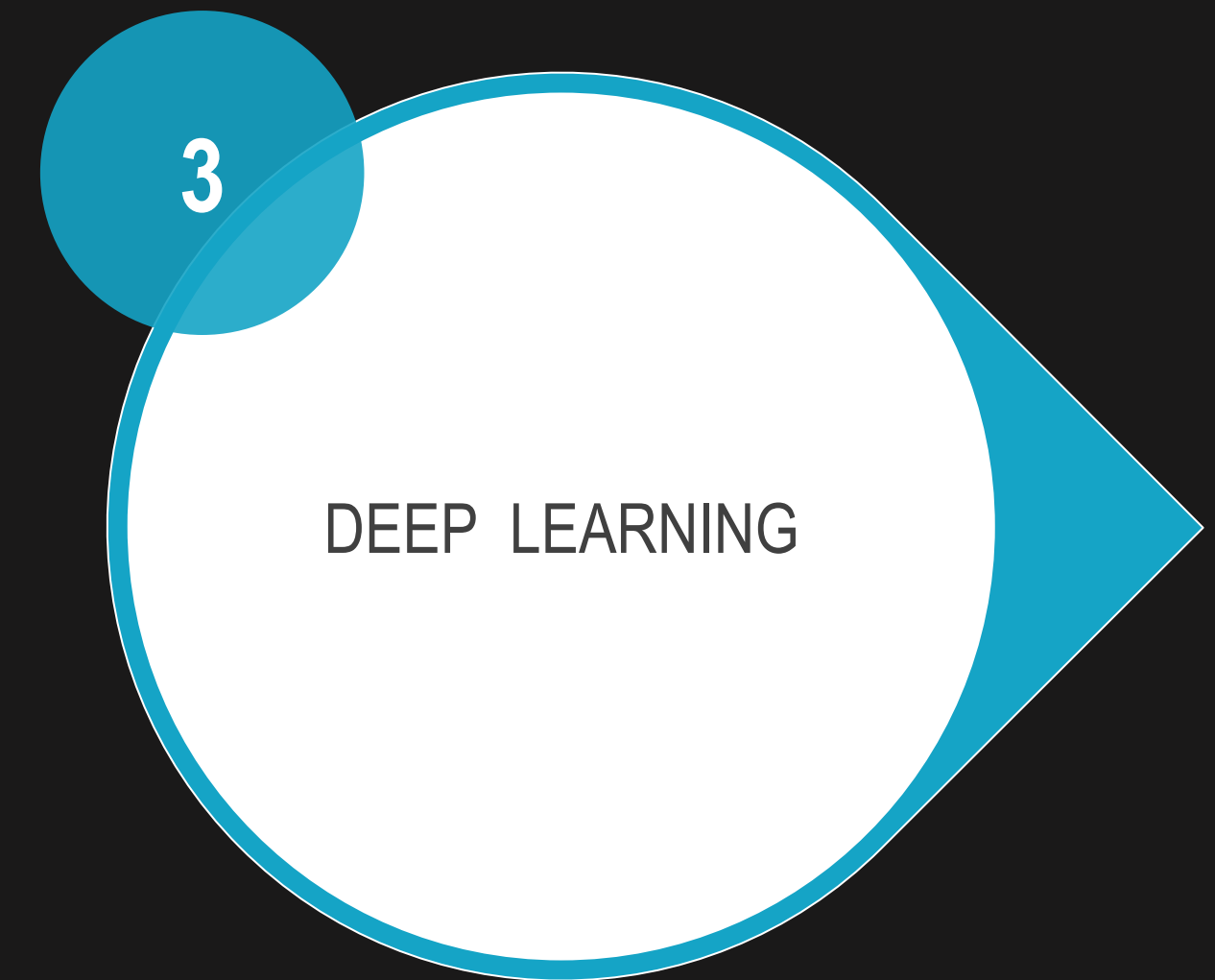
EVOLUTION OF AI AND ACCURACY



65%
ACCURACY



75%
ACCURACY



>90%
ACCURACY

TOP-5 TOPICS OF PUBLICITY – OVERVIEW

BRAND A



THEME 1
26%



THEME 2
16%



THEME 3
12%



THEME 4
5%



THEME 5
4%

BRAND B



THEME 1
11%



THEME 2
10%



THEME 3
10%



THEME 4
10%



THEME 5
8%

BRAND C



THEME 1
17%



THEME 2
15%



THEME 3
14%



THEME 4
11%

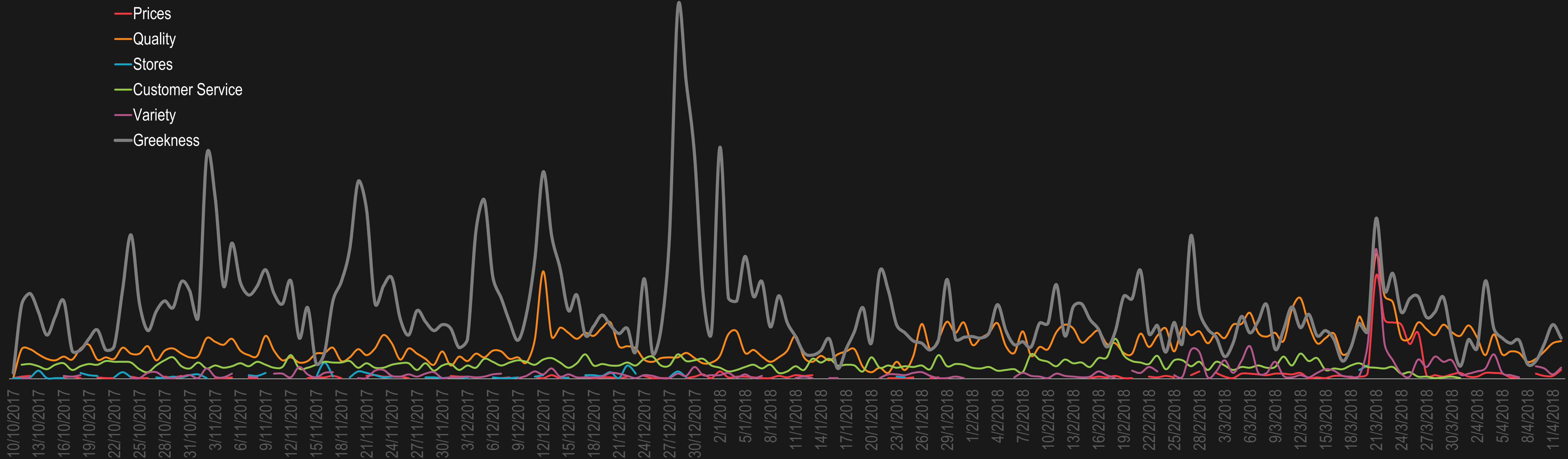


THEME 5
9%

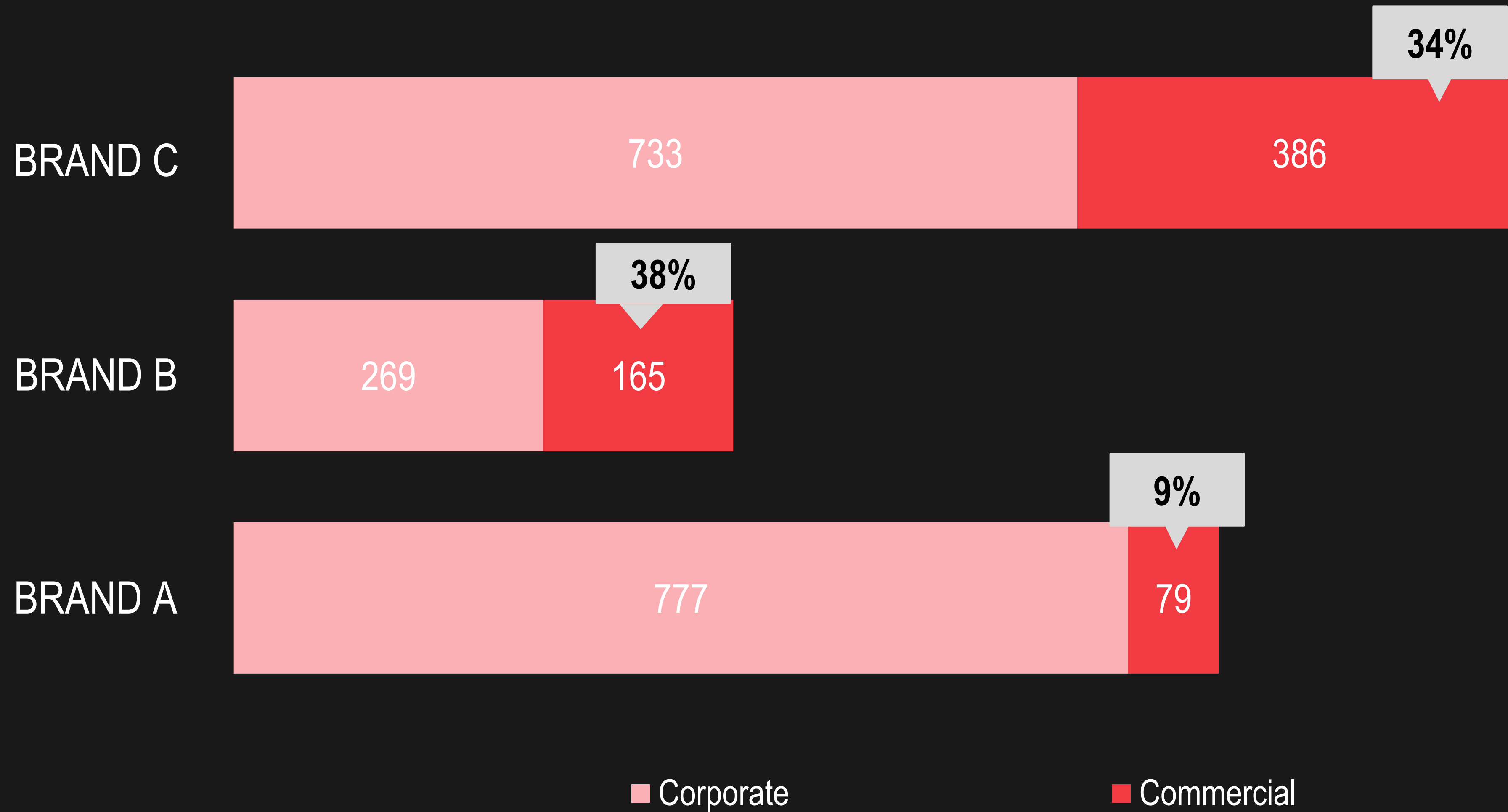
02 DISCUSSION
THEMES



Monitoring Themes through time, provides better Insights



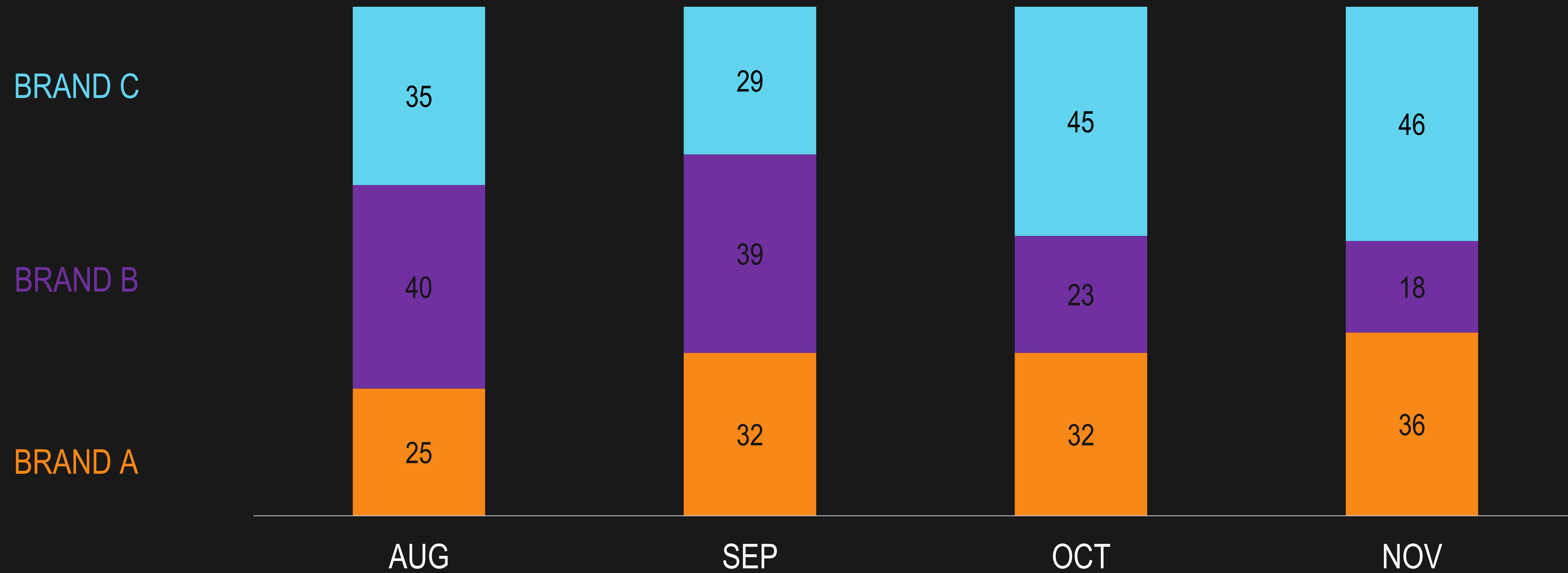
COMMERCIAL VS. CORPORATE PUBLICITY



02 DISCUSSION THEMES



SHARE OF VOICE THROUGH TIME %



02 DISCUSSION THEMES



NEGATIVE ALERT



Get notified whenever a negative mention is made in the online environment

VOLUME INCREASE



Get notified whenever the buzz on a pre-specified query is increased significantly

NEW MENTIONS FOUND



Get notified every time a new mention of your brand is found.



Real Time Update



Via email



Keeps you alert for crisis



Makes you productive

03 ALERTS



SOME MORE INSIGHTS

SOURCE: PALO PRO STUDIES

01

GREAT BUZZ OF PUBLICITY COMES MAINLY FROM SMALL MEDIUMS

Only the **8- 10%** of the total publicity of a brand is estimated to be originated from TOP MEDIA

02

MAIN SOURCE OF PUBLICITY IS THE ONLINE

Average publicity per medium is estimated @ **PRESS: 15%**
TV: 1%
WEB: 84%

03

FROM SHARE OF VOICE → TO MEDIA VALUE SHARE

Media Value Share however considers the potential value each publication has for brands. Estimated value of publications is more and more essential for businesses and PR depts.

Fluctuations from SOV to Media Share may vary as much as **20 pp**, providing changes in the leaders and followers of the markets

