INDUSTRY OUTLOOKS

AI at newton media

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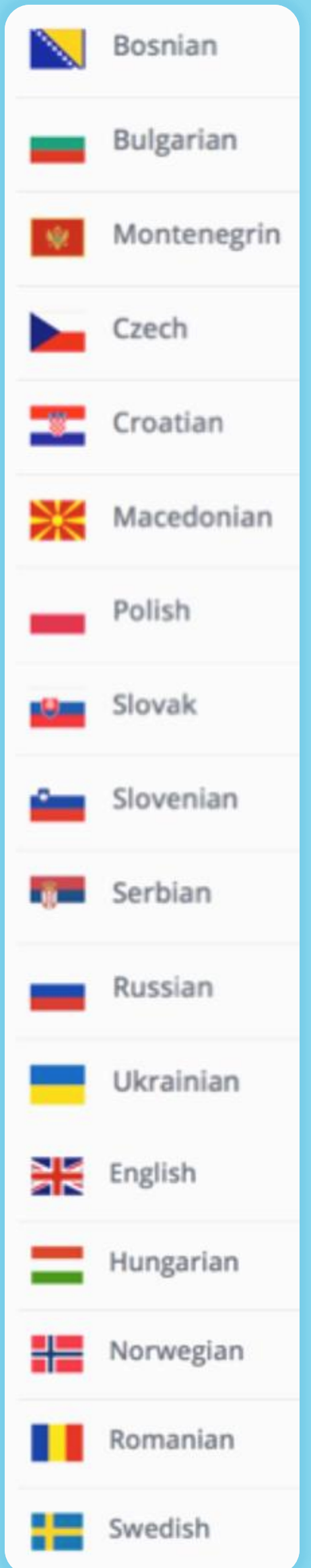
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WHAT WE FOCUS ON

▸ **Automatic Speech Recognition + Cloud Infrastructure**

　▸ Implemented: as a client service and as well as a production tool

　▸ In development: speaker detection

▸ **Natural Language Processing**

　▸ Implemented: automatic selection

　▸ In development: automatic entity extraction

= Use for media intelligence business & independent products / services

AUTOMATIC SPEECH RECOGNITION

▸ In-house developed technology including the cloud infrastructure NANOgrid with API

▸ Available in 17 languages, with focus on Slavic ones

▸ **CLIENT SERVICE** „Broadcasting crisis monitoring" – automatic real-time service for clients

▸ **INTERNAL TOOL**

  ▸ Automatic detection of keywords in audio content

  ▸ Making full transcriptions from broadcasting

Bosnian
Bulgarian
Montenegrin
Czech
Croatian
Macedonian
Polish
Slovak
Slovenian
Serbian
Russian
Ukrainian
English
Hungarian
Norwegian
Romanian
Swedish

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Real-time Broadcast Alerting

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Live Automatic Transcription Demo

NATURAL LANGUAGE PROCESSING

▸ In-house developed tool Classifier

▸ First deployment within the NEWTON Media Group in Presscut Croatia for online content selection brought increased efficiency by 40%

▸ The tool is now used across more countries in the group and across different content sources

▸ New modules under development

AI LESSONS LEARNT

▸ *Users do not like changes* ☺ *= Find a smart way for AI implementation*

▸ *Adjustment of business model / new products*

▸ *Make the user's life easier*

▸ *Decide carefully, where to implement completely automatic solution and where to combine technology with human insight*