RTL

Munich | April 2024

With AI into the data-driven future of RTL Germany

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FUTURE

RTL Germany

is a
must-see content house.

Alongside creativity and
innovation, **tech and data** are
an integral part of our DNA.

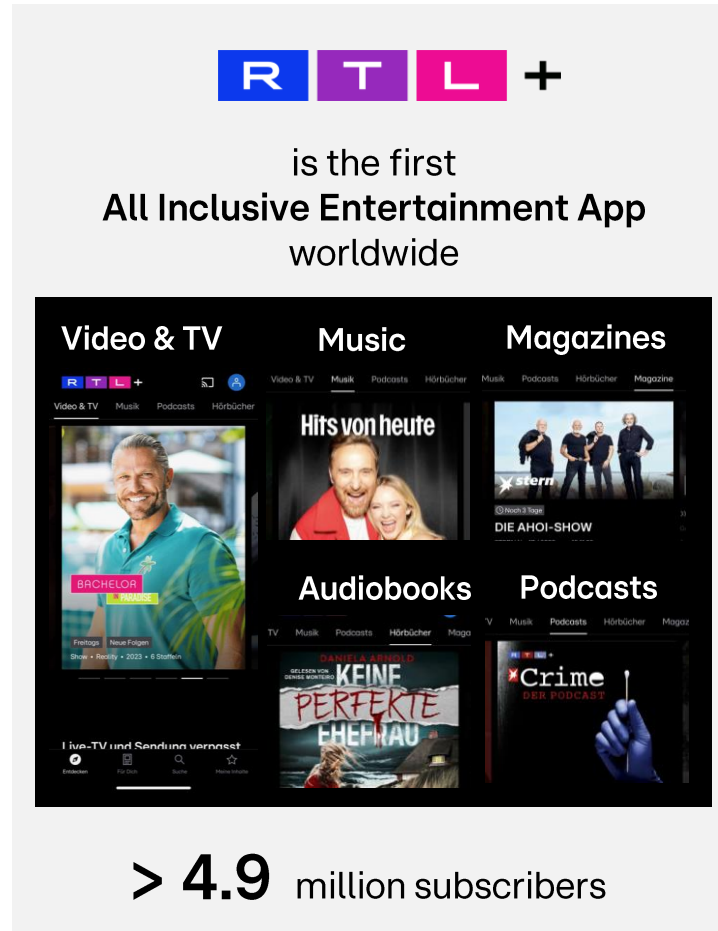# RTL Germany informs and entertains 98% of the German population with

15 TV channels with
58 million viewers*

50 Print magazines with
15 million readers*

17 Radio stations with
54 million listeners*

75 Digital offers with
609 million visits*

RTL+

is the first
All Inclusive Entertainment App
worldwide

Video & TV   Music   Magazines

Hits von heute

Audiobooks   Podcasts

> 4.9 million subscribers

RTL stands for positive entertainment and independent journalism - and a very unique brand variety within Germany:

Brigitte   Capital   CHEFKOCH

COUCH DAS MAGAZIN   EAT THE WORLD CULTURE & FOOD TOUR   Eltern

Gala   GEO   HÄUSER

MissionMe   NITRO.   ntv

RTL   RTL+ SCHÖNER WOHNEN

stern   TOGGO   VOX

… and many other brands

Data products, research and analytics contribute to the success of RTL Germany
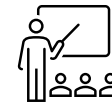
RTL Data

over **300** experts

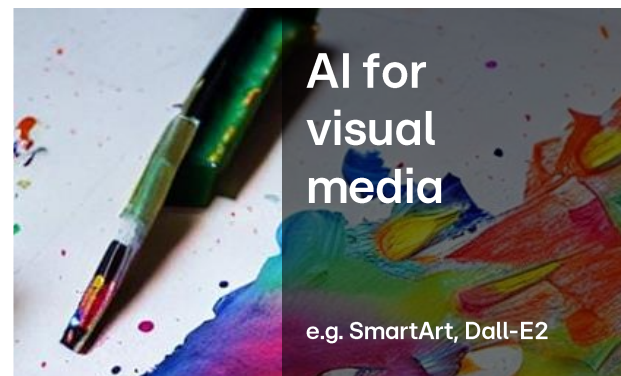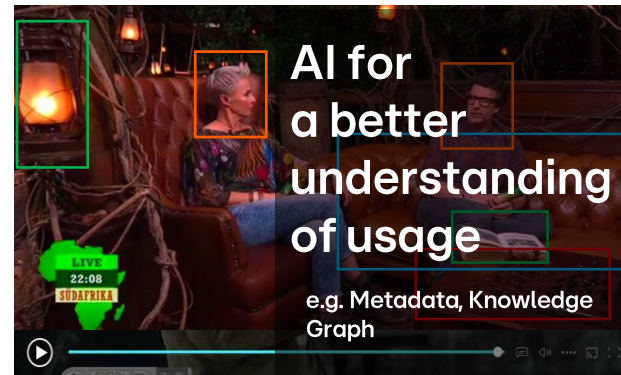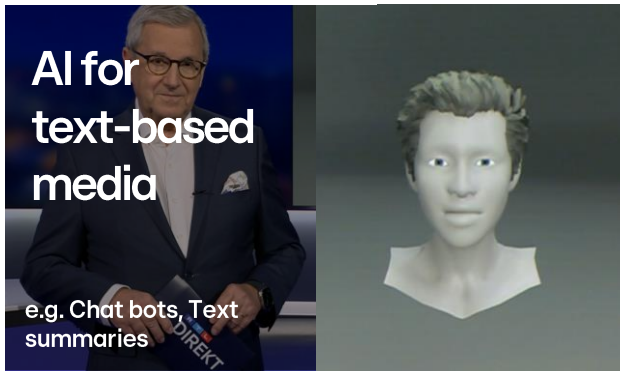We build **scalable data products** with a clear impact

We enable RTL Germany to increase the number of users and achieve success in advertising with the help of **efficient research and analytics services**

We empower everyone at RTL Germany to make **informed decisions based on data**

RTL Data develops AI tools that can be used in many areas within RTL Germany

AI for text-based media

e.g. Chat bots, Text summaries

AI for a better understanding of usage

e.g. Metadata, Knowledge Graph

AI for auditory media

e.g. Synthetic voices

AI for visual media

e.g. SmartArt, Dall-E2

Advertising Data Products
Prediction of advertising impact and reach

Media Data Products
Decision support for planning and investment

Knowledge Engineering
Understanding content and usage

Discovery Technology
Increase of user engagement

With AI at RTL+
to higher customer
satisfaction

Machine learning and AI help RTL+ to increase customer satisfaction

Knowledge Engineering

Central enabler for editorial process efficiency and AI capabilities

Metadata

Knowledge Graph

SmartArt

Discovery Technology

Increases content discovery, engagement and retention across all touch points
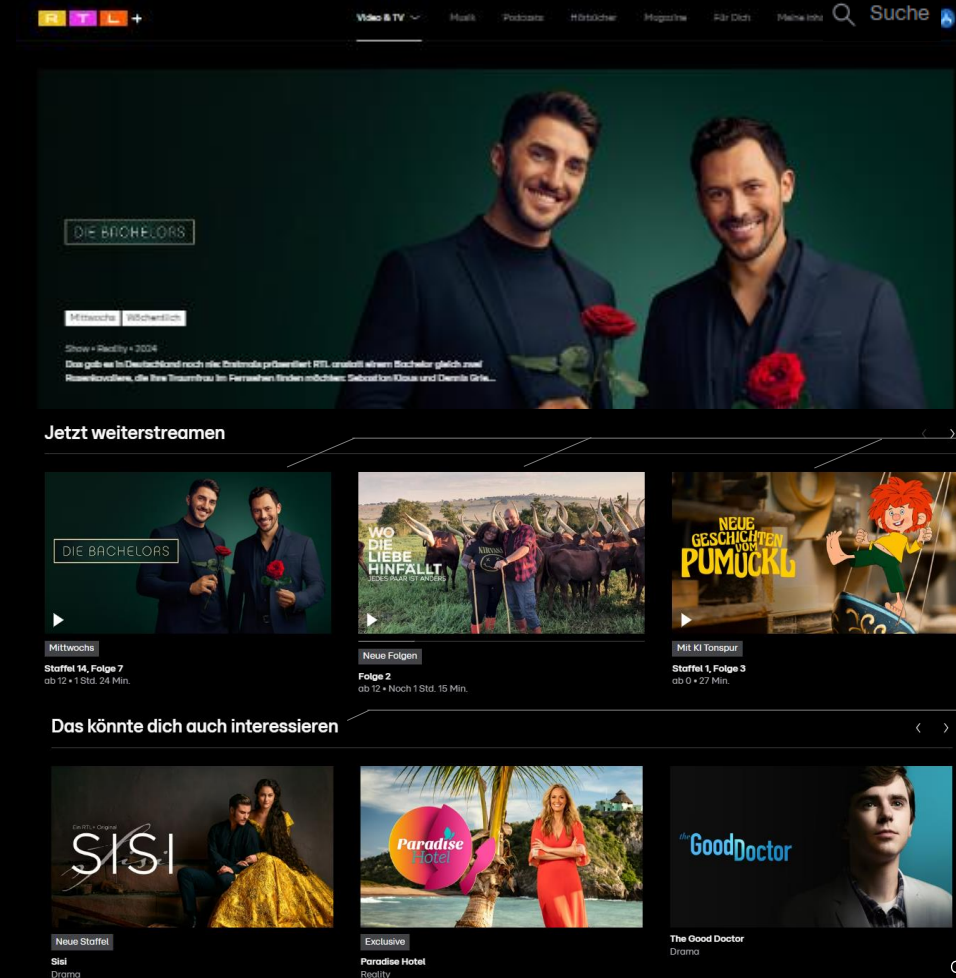
Recommendation
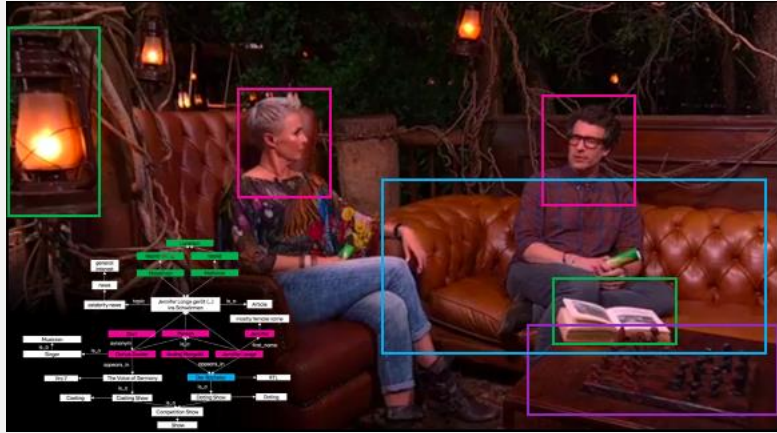
Personalization

Search

Search

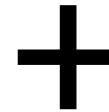Personalisation

Recommendation

Optimising user understanding with knowledge engineering

Understanding content

We collect, organize and quality assure **metadata**

+

Understanding usage

With usage data and the **Knowledge Graph,** we gain a comprehensive understanding of user touchpoints

=

Understanding users

The basis for **customer satisfaction** and **monetization**

In less than
2 seconds
users decide whether to watch a programme or not ...

Hyper-personalization of images is the lever for user engagement

How can data help the platform?
SmartArt

SmartArt bei RTL+
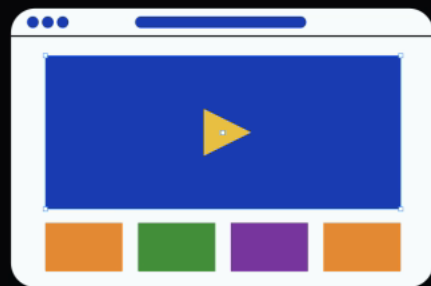
Wir erstellen personalisierte Teaser

With the help of our metadata, SmartArt generates suitable teaser images

01 Aesthetic Ranking

02 Face Detection
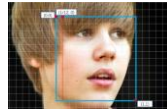
03 Object Detection

04 Actor Recognition

05 Emotion Detection

06 Shot Boundary Detection

→ Filtering, post-processing & editing, manual adjustments
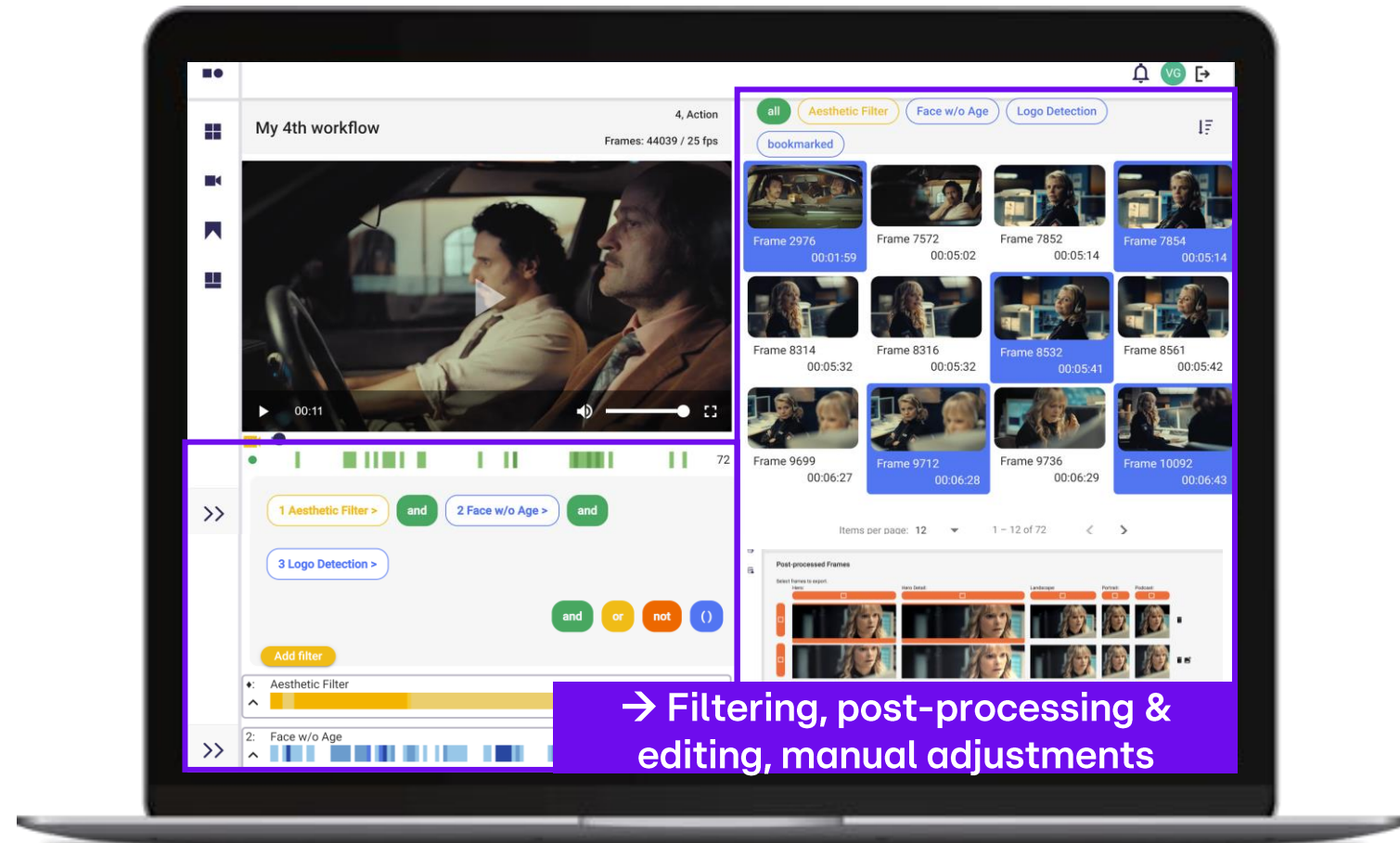
All eyes on (Gen)AI

The AI Circle and exciting use cases

Generative AI: **A new player is shaking up the field**

Time to 100 mio. Users

50 mio. Users

Mobile phones: 16 years

Internet: 7 years

Facebook: 4,5 years

ChatGPT: 3 months

[Midjourney/jimmy_saputra]
Neuralink with macbook, 3d, 8k, hyper realistic

Not only the adaptation, but also the development is incredibly fast

[DALL-E 1] An armchair in the shape of an avocado

[Wombo Dream, 2021] Blueberry pancakes

[DALL-E 3]
A photography of a squirrel on ski.

[Midjourney/kroona_1968]
Gryffindor students at Hogwarts, 1980's photography

2021

2023

(Generative) artificial intelligence is having a major impact on the media world

Media & Entertainment

Productivity increases

Banking & Insurances

Telecommunications

Manufacturing

Software & Technology

Consumer goods and retail

Healthcare

Public sector

Education

Life Sciences & Agriculture

Transport, Logistics & Travel

Energy & environmental protection

Product innovations

Effects of competitive shifts

Low ● ● ● ● High
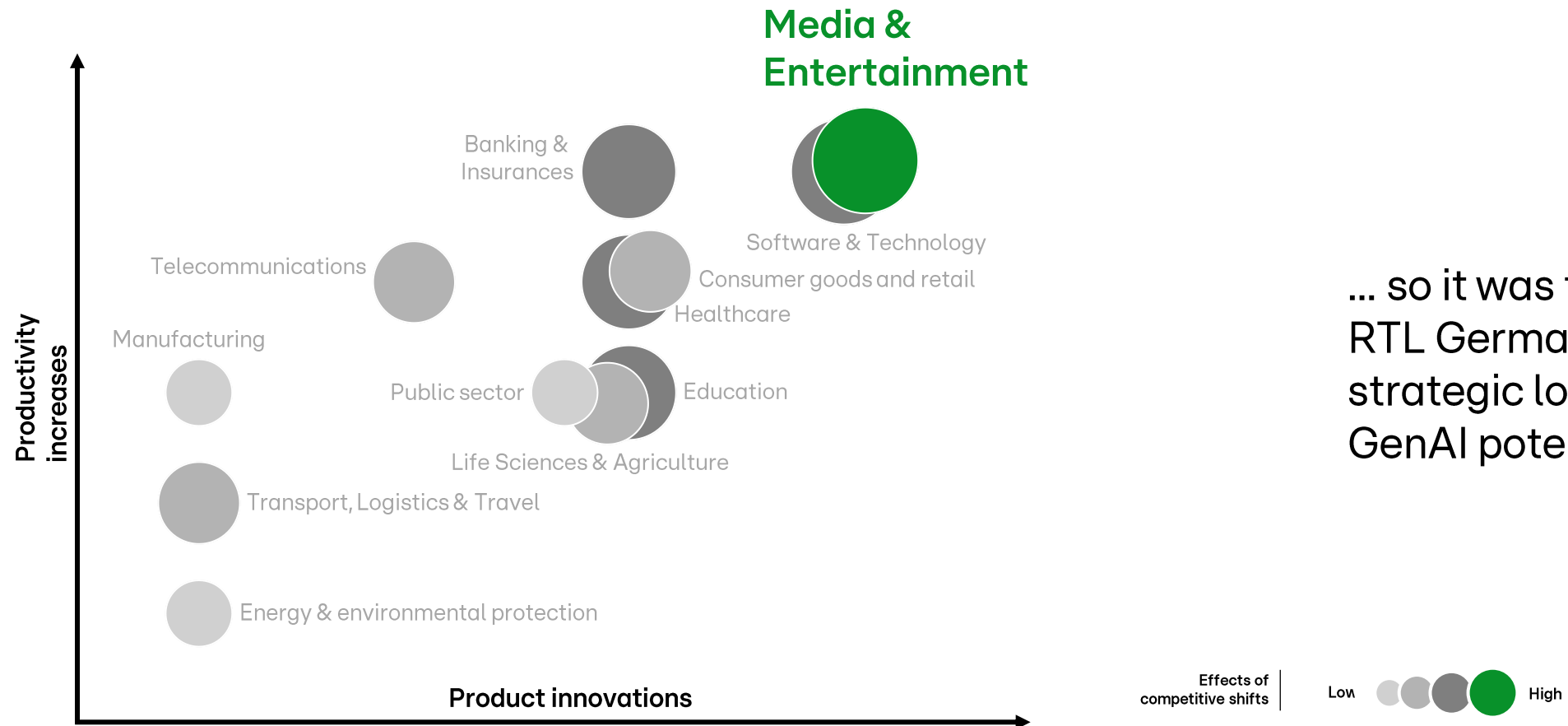
... so it was time for us as RTL Germany to take a strategic look at our own GenAI potential...

Source: McKinsey Global Institute

AI Circle &
Portfolio creation
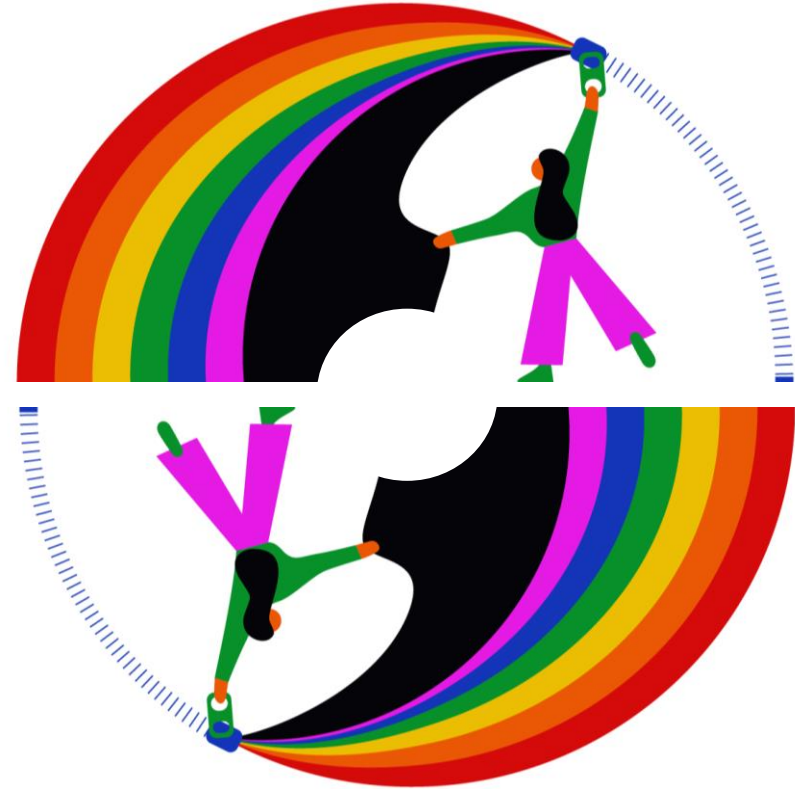
Foundation of the AI Circle
at RTL Germany (July 2023)

1 **WHO:** Decision-making board at RTL Germany with representatives from all business units.

2 **WHAT:** Bundling and evaluation of all AI topics for all genres according to maturity and relevance.
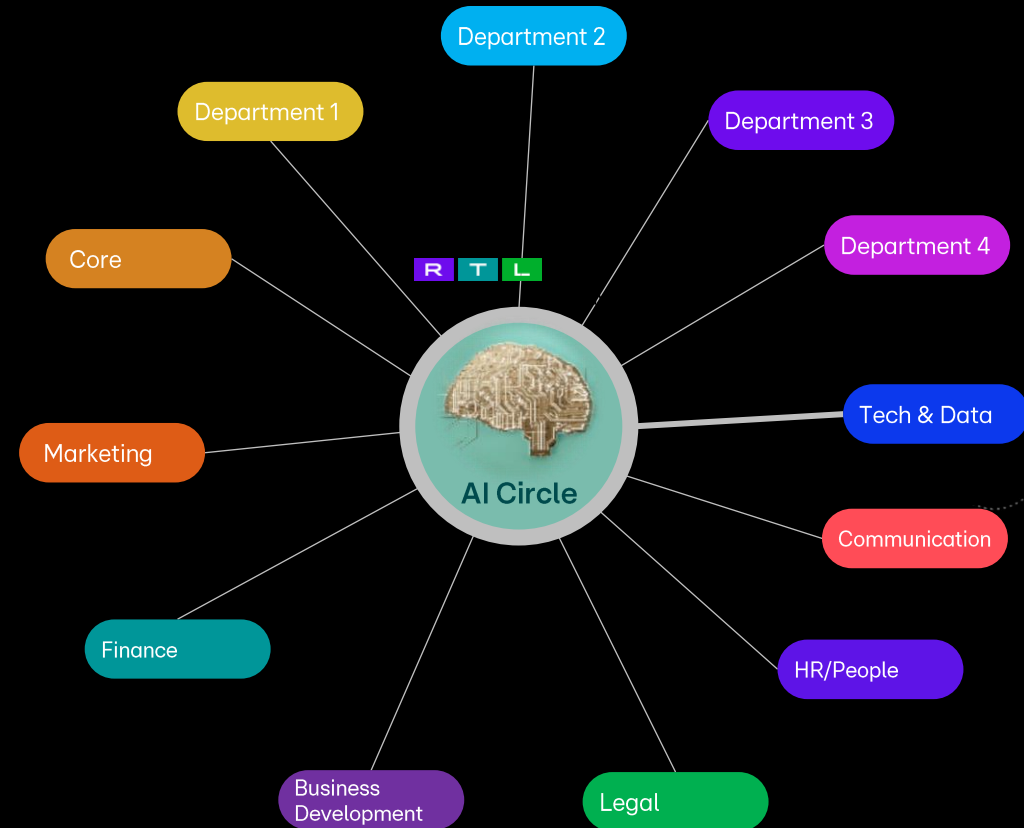
3 **HOW:** Central organization at RTL Data; Regular meetings for exchange and information; Joint collection, prioritization and operationalization.

★ **WHY:** Comprehensive identification and addressing of the potential for value enhancement through AI along the RTL Germany value chain.

Creation of an AI portfolio and discovery of AI potential throughout the organization

Rapid assessment of value creation potential, risk factors and technical challenges:

(1)

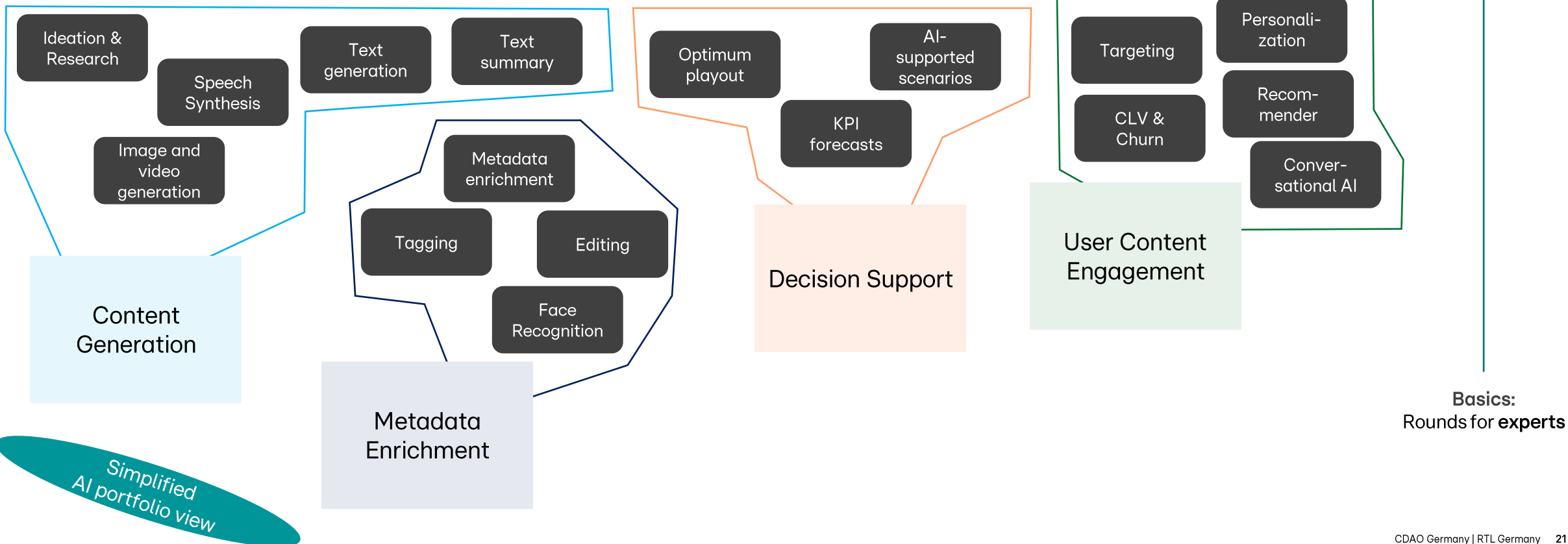|	Ideation	Pre-production	Production	Post-production	Planning	Operations	Monetization	Distribution	Strategy, HR, Controlling, …
TV									
Streaming									
…									

TV programme planning

Improved TV content placement

(2)

- A. Content Optimization
- B. Sales & Marketing Optimization
- C. Engagement & Discovery Optimization
- D. Efficiency Optimization
- E. Risk Mitigation & Innovation

(3)

(1) **Abstract business model** and outline along the **value chain**

(2) Identify relevant **value levers** and visualize them within the value chain

(3) **Classify projects** and generate an **AI portfolio map**

Formation of working groups with different focal points and proof of concepts

Ideation	Pre-production	Production	Post-production	Planning	Operations	Monetization	Distribution	Strategy, HR, Controlling, …

Practice: Rounds for **users**

Content Generation
- Ideation & Research
- Speech Synthesis
- Image and video generation
- Text generation
- Text summary

Metadata Enrichment
- Metadata enrichment
- Tagging
- Editing
- Face Recognition

Decision Support
- Optimum playout
- AI-supported scenarios
- KPI forecasts

User Content Engagement
- Targeting
- Personalization
- CLV & Churn
- Recommender
- Conversational AI

Basics: Rounds for **experts**

Simplified AI portfolio view

AI-Use Cases
RTL Germany
Selection

With AI into the data-driven future
of RTL Germany

Synthetic voices

STIMME PER KI
Pumuckl klingt wieder wie Hans Clarin
Für die neue Serie Neue Geschichten vom Pumuckl greift die Produktionsfirma auf KI-Unterstützung zurück.

in Pocket speichern | merken | 14. Juni 2023, 13:05 Uhr, Peter Osteried

Florian Eder (Florian Brückner) mit Pumuckl

Live subtitling (NFL)

Chatbot UI

Welcome to RTL Data's TorchApp

RTL Image Generator

Protection of minors

Image	Image & Audio		Audio		
Animal Related Violence	Injuries & Blood	Weapon Violence	Weaponless Violence	Fire & Explosion	Verbal Violence	**Violence & Injury**
Monsters		Death	Suffering Persons		Shocking Sound Effects	Suicide	**Fear**
		Alcohol Consumption	Drug Consumption				**Drugs**
Sex Toys	Nudity	Sexual Intercourse	Pornographic Offers		Obscene Language		**Sexuality**
		Extremism			Discrimination		**Extremism & Discrimination**
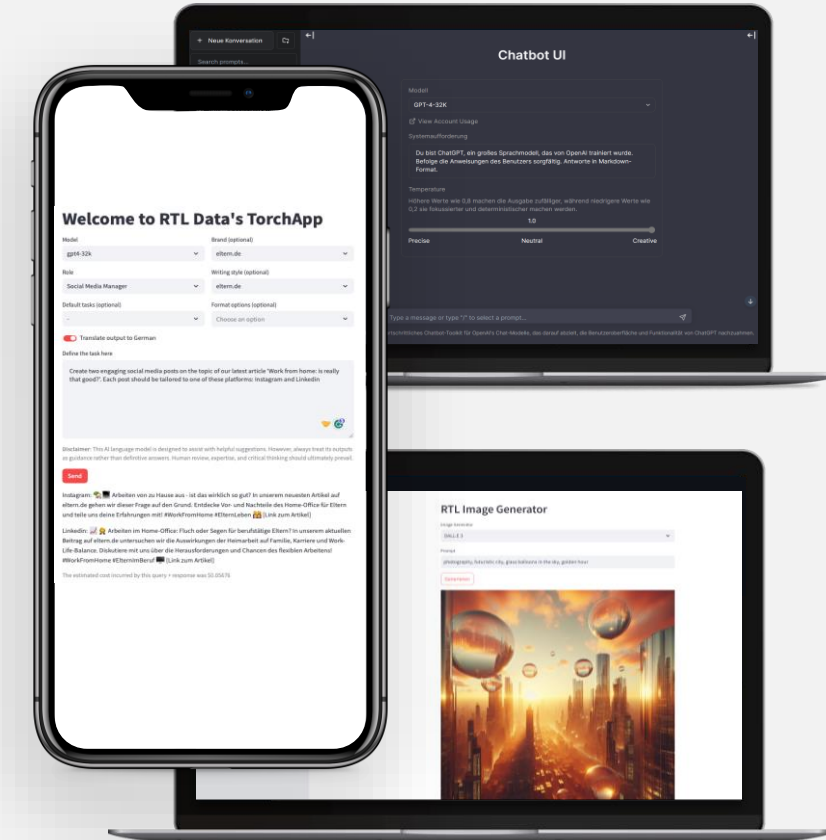
Efficiencies in the creation process
Image generation

XL poster
Gasometer Oberhausen

Layout mascot
Touchdown Tommy

Campaign picture

Visualization Storyboard
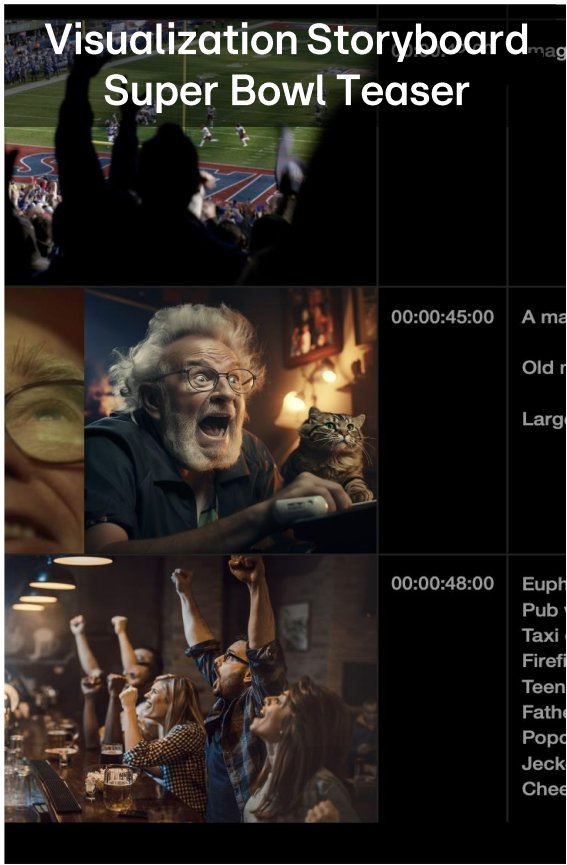Super Bowl Teaser

90% Midjourney

85% Bing

65% Midjourney

85% Midjourney

Last but not least ...
AI Literacy

AI literacy: **All employees must be empowered to work with AI on a daily basis**

AI Literacy Initiative

- **Shared understanding** of what is possible and of potential use cases

- **Greater acceptance** of data products and AI tools

- **Better work results** thanks to greater data expertise

- **Increased efficiency** and optimized allocation of resources

- Promoting growth targets and new product developments through greater **creativity** and **power of innovation**

Prompting training courses on image and text generation

2.000+ Registrations

... and the journey has just begun!

Any questions?

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RTL

Thank you!