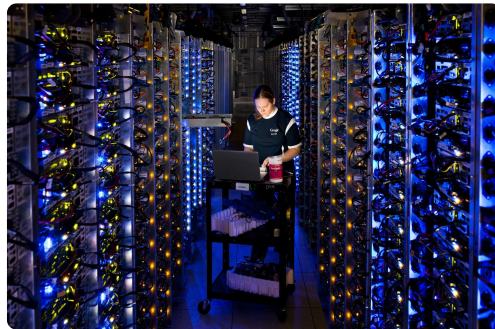


Latest Trends in AI for Publishing and Media

Chanka Perera, Customer Engineer



Google's deep AI expertise and continuous advancements from Google DeepMind



Leverage our deep AI expertise from delivering AI products and experiences to billions of consumers worldwide



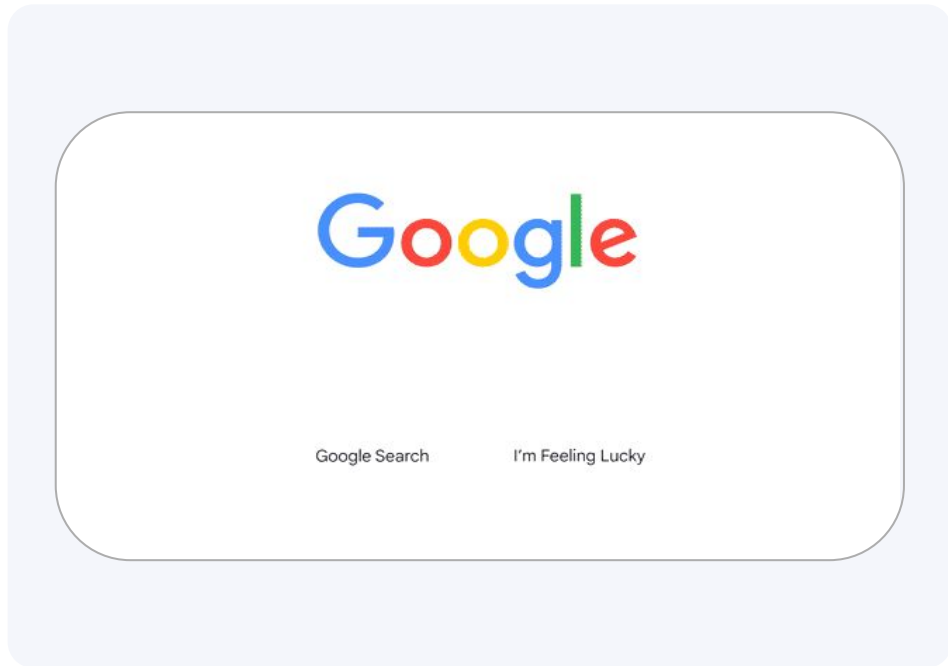
Stay at the cutting-edge with access to **Google DeepMind's** rigorously tested AI breakthroughs

AI agents are
the next
frontier

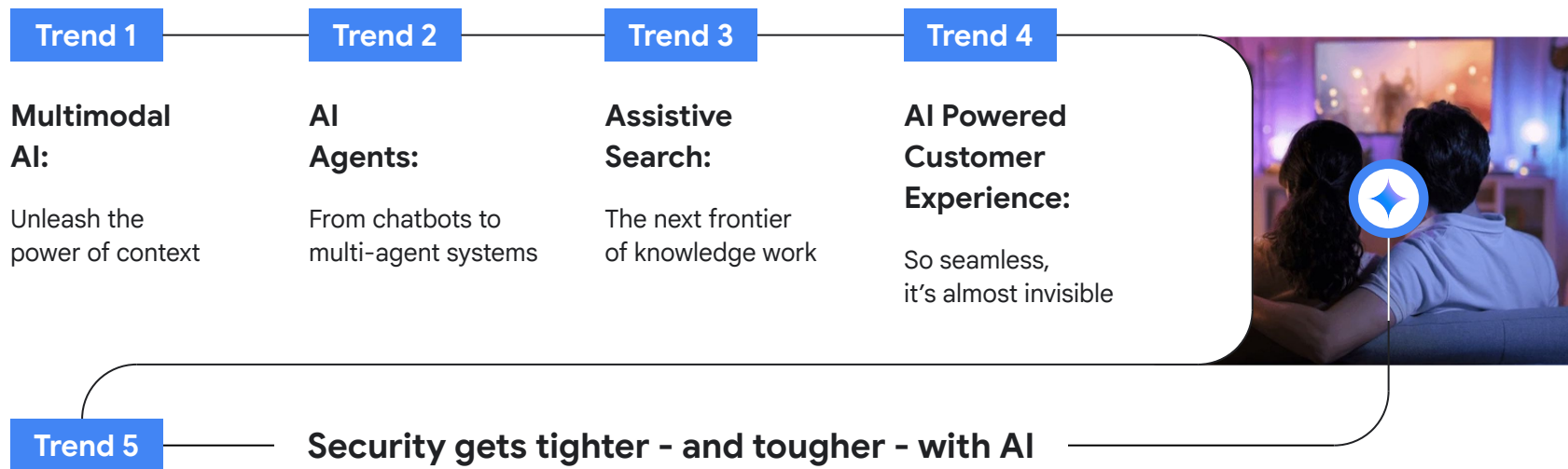


Did you know... Search continues to change: User Searches are now longer & more sophisticated

- **Semantic Search** has become more **accessible** with embeddings
- **Generative Search** with conversation & answers to complex questions that involve reasoning and multiple sources of information is becoming **the new baseline**
- Customers expect AI-powered systems that can **orchestrate** complex research across many data sources and modalities

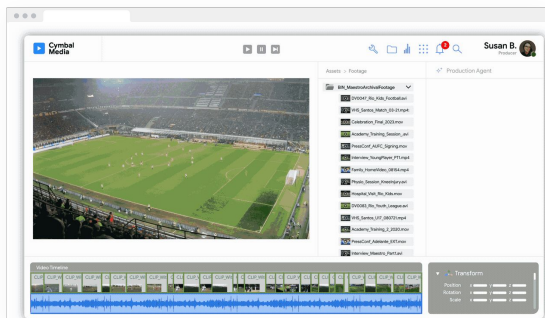


The capabilities of AI are disrupting all industries in 5 key areas...

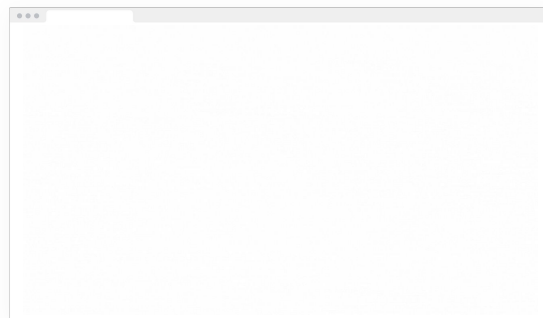


The future of media is here. Google Cloud is here to help you reimagine it for your needs

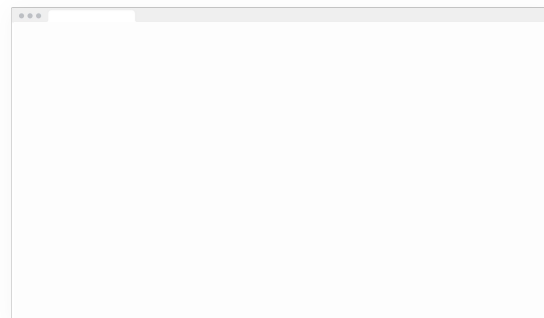
01 Enhancing Content Production Management



02 Unlocking the Value of Content



03 Personalizing Audience Experiences



04 Enhancing Enterprise Productivity

Enhancing content production management

01

Where media leaders are focusing their efforts



Enable migration of media assets from analog or digital sources

Archive Modernization



Augment content creation with analysis, adaptation, and summarization

Creative Assist



Deliver superior live experiences to audiences

Live Production



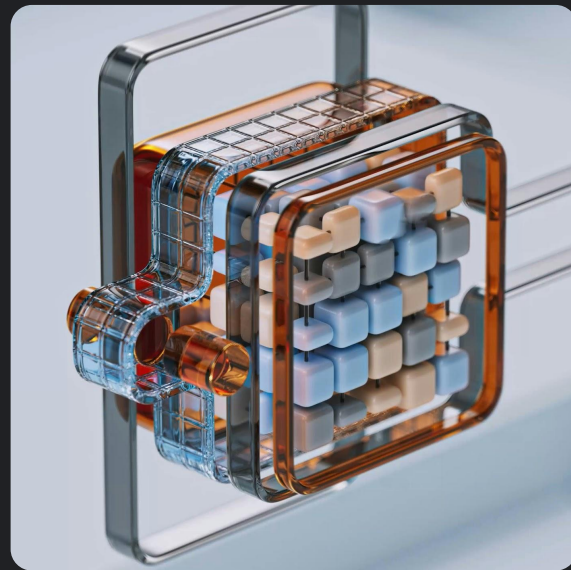
Automate captions, translation, and dubbing

Localization



Enable virtualized post-production and rendering

Virtual Studio



Enhance content by automating creative processes with Creative Assist

Generate adaptations from one content type to another (e.g. article-to-podcast, audio-to-text)

Improve content personalization

Generate insights for content research, script analysis, and editorial review

Make more informed production decisions

Create content summarizations as new derivative content (e.g. highlight reels)

Monetize existing content in new ways

01

Enhancing Content Production Management

Creative Assist

Automate and streamline localization of captions, subtitles, dubbing with **Localization**

Increase accessibility and engagement of content with captions, subtitles, audio description, dubbing

More personalized content

Automate and streamline existing content workflow processes

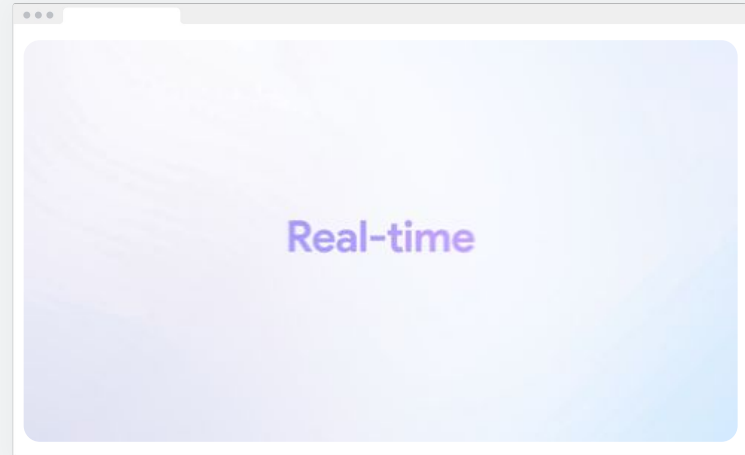
Improve content production efficiency

Create, acquire, and transform content for a global audience

Reach new audiences

01

Enhancing Content Production Management



Localization

Unlocking the value of content

Where media leaders are focusing their efforts

02



Enhance real-time
streaming quality

Direct-to-Consumer
Streaming



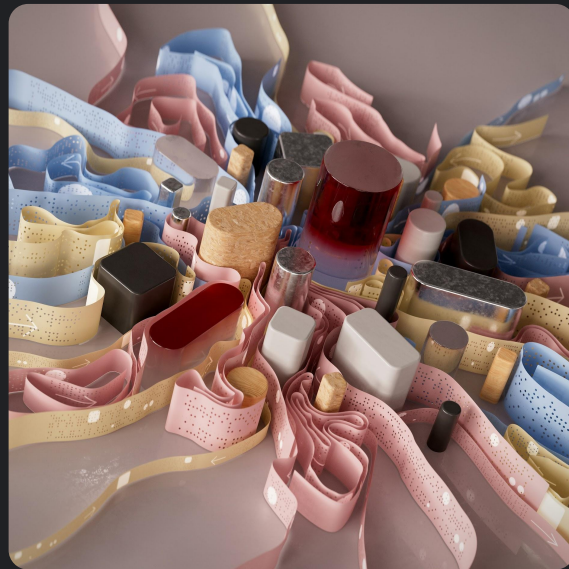
Automatically create
and enriches metadata

Metadata Enrichment



Advanced internal
search capabilities
for content discovery
and management

Media Search



Leverage multimodal capabilities for Metadata Enrichment to understand video, image & text content

Automate classification of content, chapters, scenes, and shots

Improve content understanding

Leverage content chapterization and classification to optimize ad breaks and enable contextual ad targeting

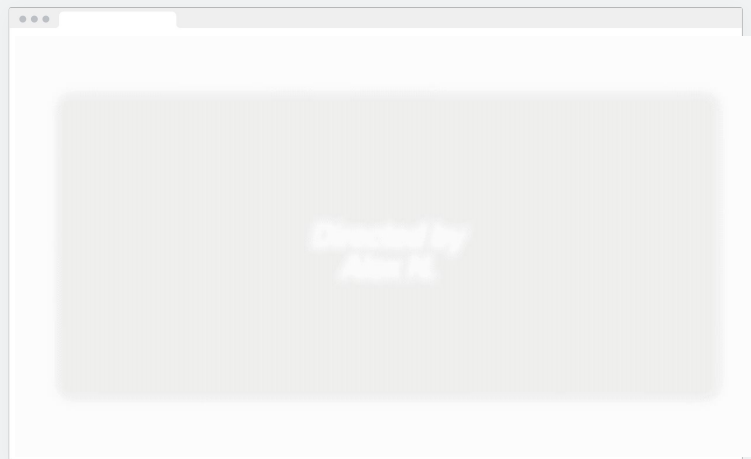
Increase monetization

Use multimodal reasoning for content understanding, moderation, quality control, and compliance

Faster automation

02

Metadata Enrichment



Metadata Enrichment

Unlock the value of your content library for employees with **Multimodal Media Search**

Leverage visual, audio, and temporal understanding to find key moments

Better understand intent and save time

Search and find archival content for future production

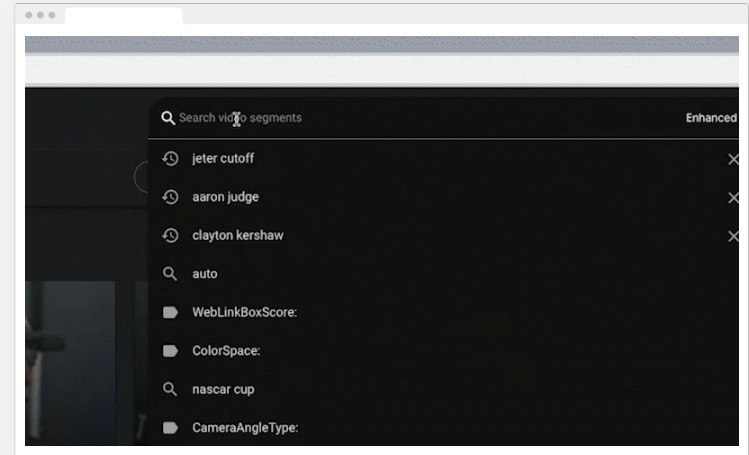
Monetize underutilized content

Integrate with existing tools and systems to enhance & transform production workflows

Simple integration

02

Unlocking the value of content



Multimodal Media Search

Unlock the value of content archives with Archive Modernization

Leverage archived assets such as “classic content” bundles

Create new revenue streams

Preserve older assets and support personalized OTT distribution

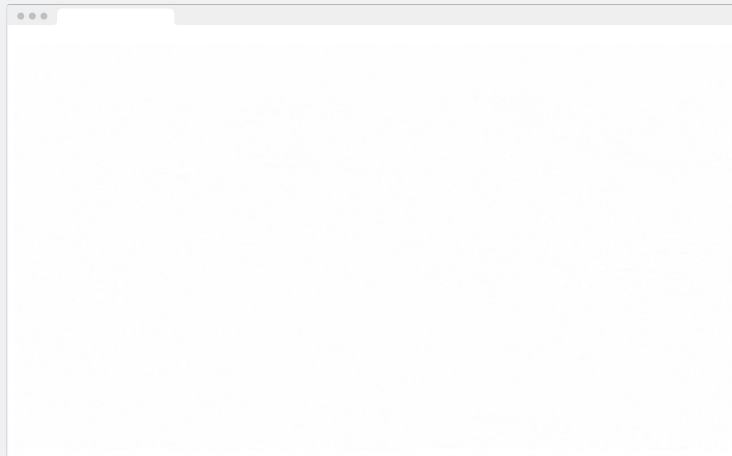
Modernize legacy formats

Automate and streamline expensive and time-consuming content preparation processes

Save time

02

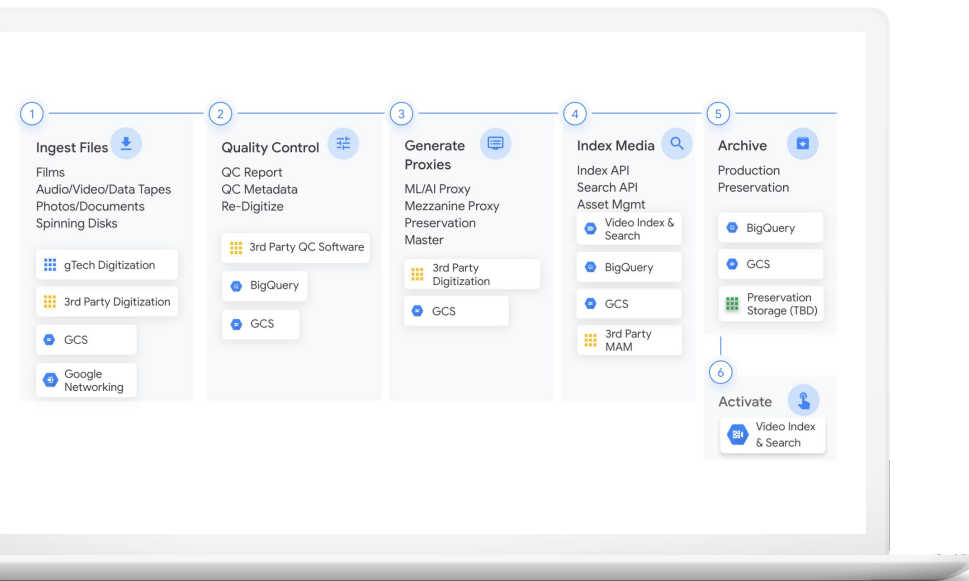
Unlocking the value of content



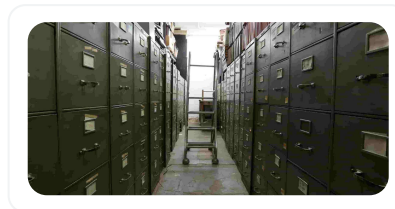
Archive Modernization

(automatic metadata creation, tagging, and annotation)

Unlock the value of content archives with Archive Modernization



Customer Example



The New York Times digitized millions of historical images at high speeds and low costs and accelerated research on archival stories to as little as one week, instead of months

The Telegraph

Telegraph Media Group reduced cloud infrastructure costs and carbon emissions by modernizing its digital content delivery with a serverless architecture on Cloud Run

BREAKING:



**Telegraph Media Group
keeps the digital presses
running with cloud**



90%

Reduction in cloud infrastructure cost and carbon emission

Enhanced scalability

Improved ability to handle traffic spikes from predicted events and breaking news

Increased reliability

Ensured consistent digital experiences for millions of readers

Personalizing audience experiences

Where media leaders are focusing their efforts

03



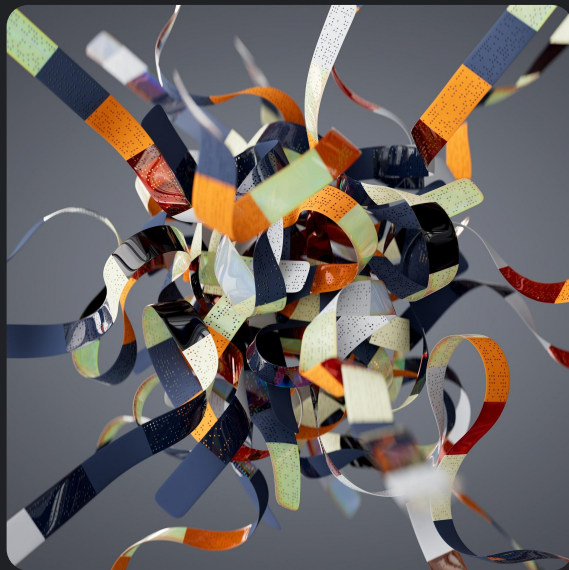
Build a 360° view
of your customer

Customer Data Platform



Personalized search
and recommendations

Multimodal Recommendations
and Search Experiences



Provide customers with more personalized content discovery with **Multimodal Recommendations and Search Experiences**

Enable audiences to find and discover the content they are seeking

Increase conversion and subscriptions

Leverage visual, audio, and temporal understanding to identify key moments for monetization

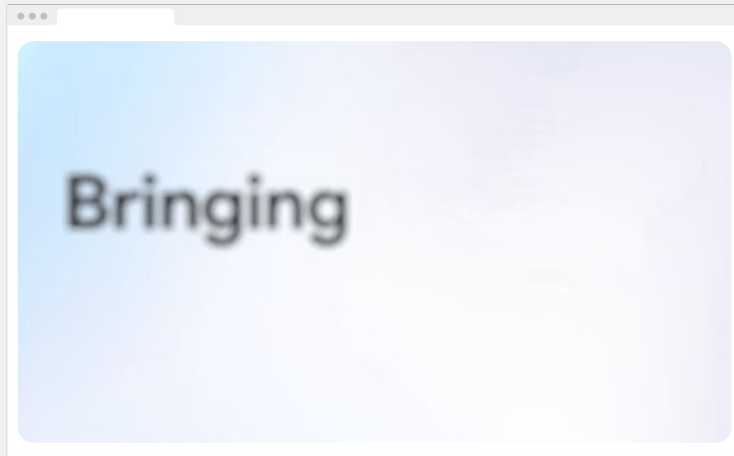
Increase ad inventory

Provide customers with personalized recommendations that align with their preference

Increase retention

03

Personalizing audience experiences



Multimodal Recommendations and Search Experiences

Enhancing enterprise productivity

Where media leaders are focusing their efforts

04

Accelerates
development

Developer
Productivity

Create content
and personalized
marketing
strategies

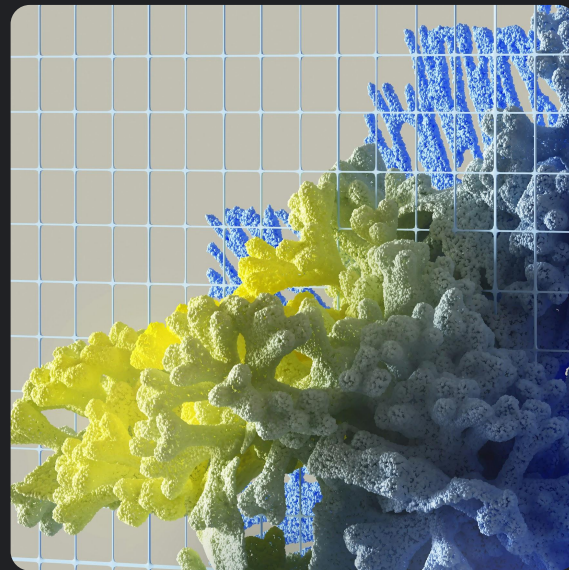
Gen AI for
Marketing

Find, understand
and act on your
enterprise data

Gemini
Enterprise

Improve customer
service operations

Customer
Engagement Suite



Capitalize on the best of Google to reason & act across your enterprise data

Google powered Search across your enterprise applications and data

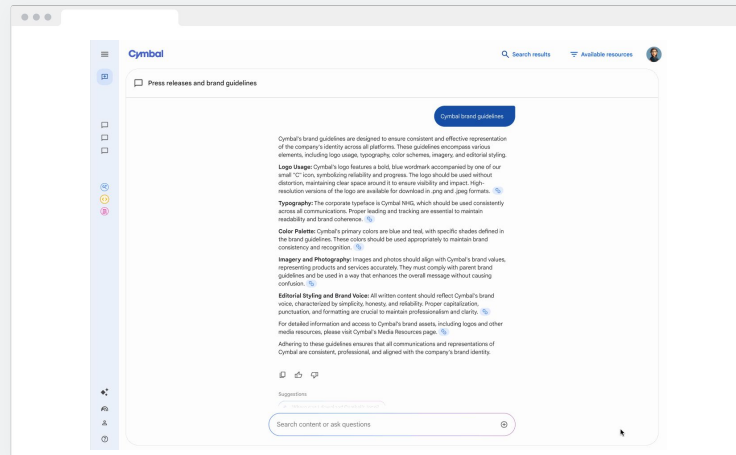
Increase speed of employee access

Multimodal reasoning with agents grounded in state-of-the-art models

Improve decisions

Agents can perform tasks via 100+ native application connectors

Enhance employee outcomes



Gemini Enterprise

Flexibility and curation at every layer of the stack to avoid lock-in



Data

Single unified access layer for all data: structured, unstructured, streaming

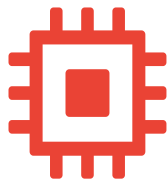


BigQuery



GCS

Omni for
Multi-cloud
(AWS S3, Azure Storage)



Compute

Ultra performant AI hypercomputers for any workload



TPUs



NVIDIA

GPUs



Frameworks

An open & comprehensive AI stack fueling the Gen AI revolution



TensorFlow



PyTorch



ACCELERATED LINEAR ALGEBRA



Models

The best foundation models from Google, Partners, and the Open ecosystem in the Model Garden



Gemini



AI

MISTRAL AI

Veo



Hugging Face

kaggle



Gemma



Agents

Comprehensive tools from Google and partners to build and deploy agents.



Vertex AI

Google Agentspace

A2A Protocol



Model Context Protocol



LangChain

Thank you

