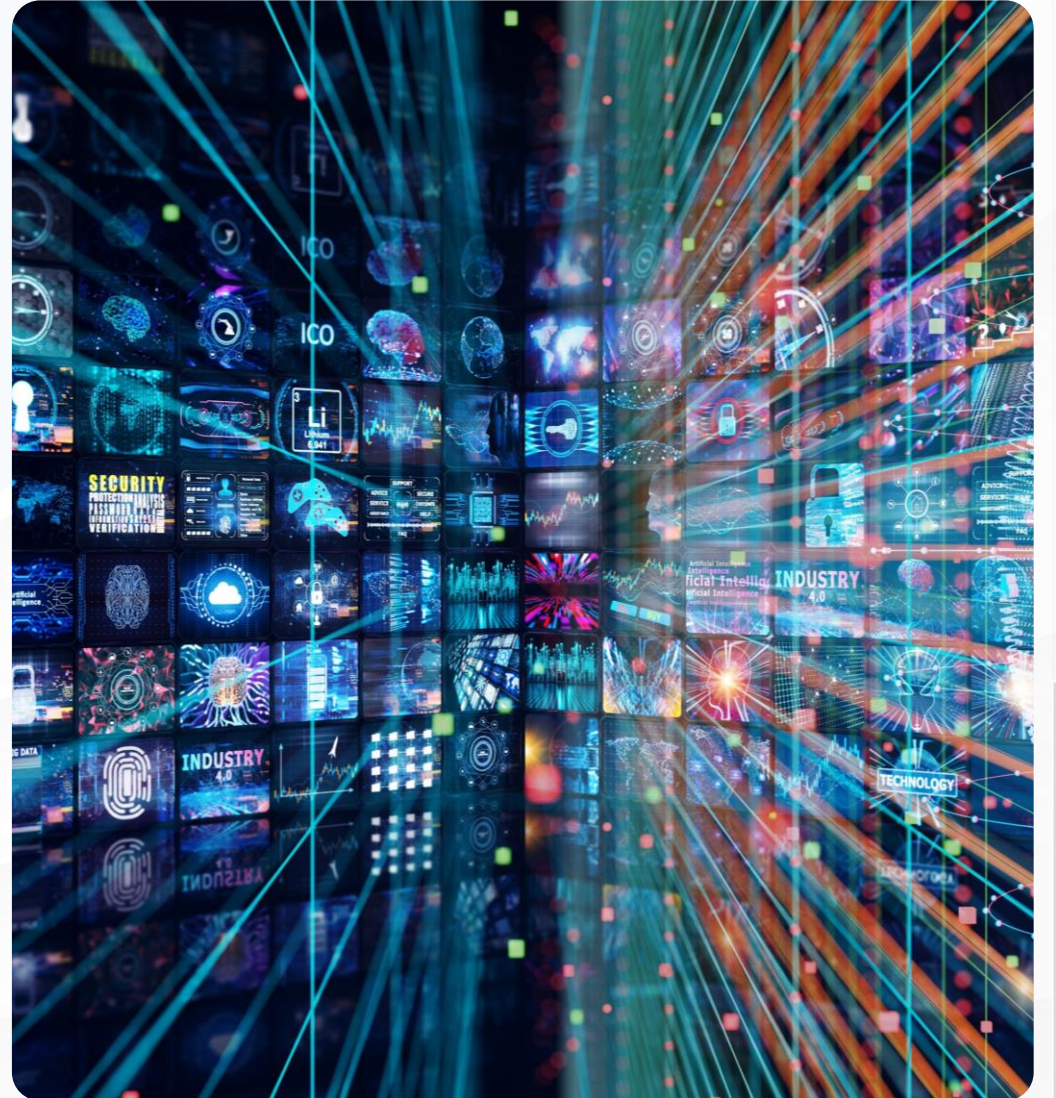




Power your AI transformation in **Media** with the Microsoft Cloud

Amaël Laurier
Specialist Sales Data&AI

Mathieu Ruel
Account Executive –
Media&Entertainment



Agenda



AI & Microsoft



How Microsoft AI drives value for M&E



Microsoft runs on trust



Azure Open AI Capabilities & Demos





**For every \$1 a company invests
in AI, it is realizing an average of**

\$3.5

in return

Massive investment, rapid product integration

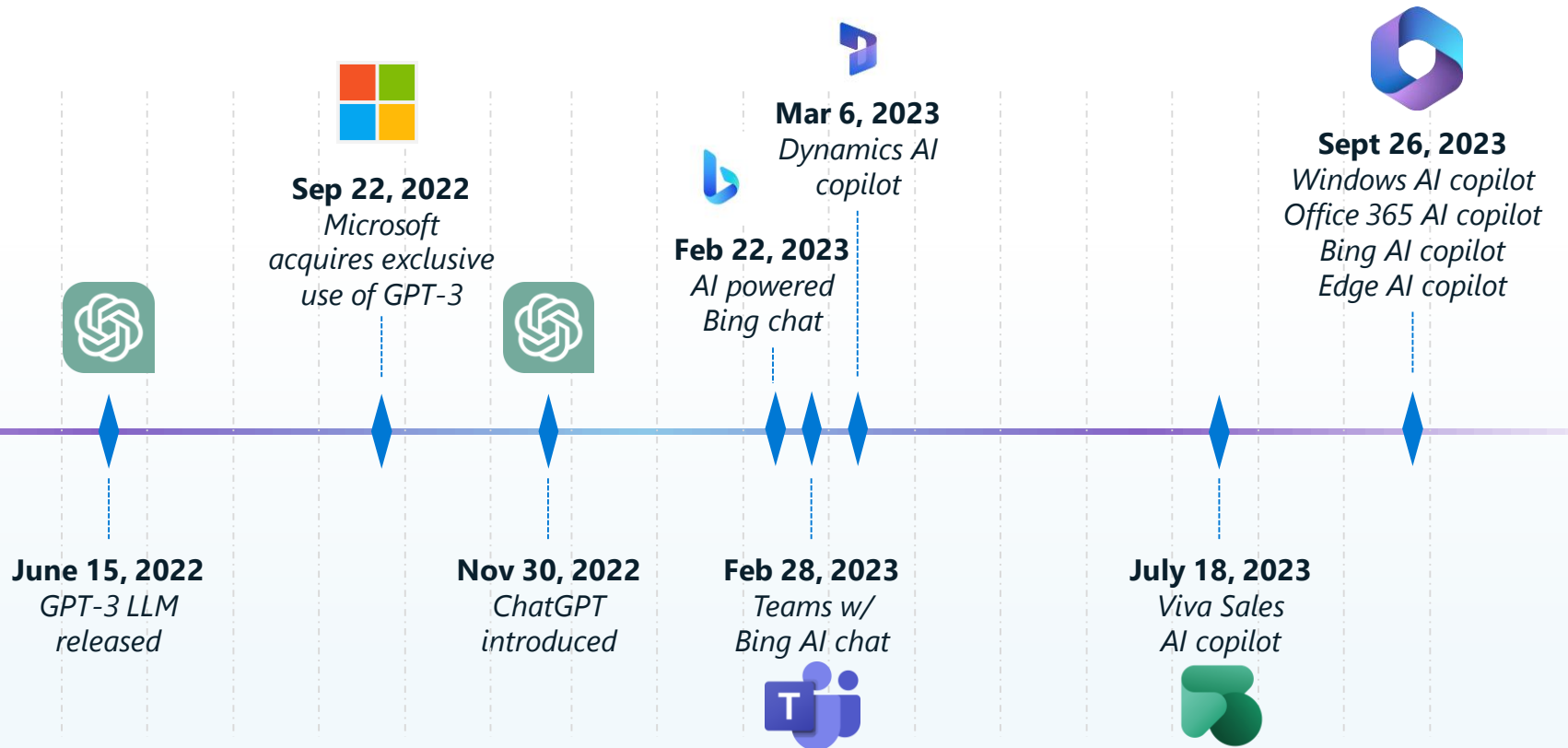
We released AI builder for Power Platform in 2019

Since then, we've rapidly integrated responsible AI across our products



Our mission

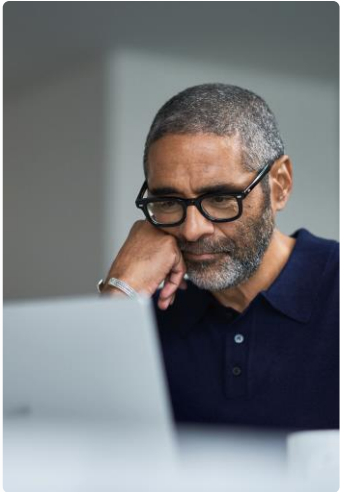
Empower every person and every organization on the planet to achieve more



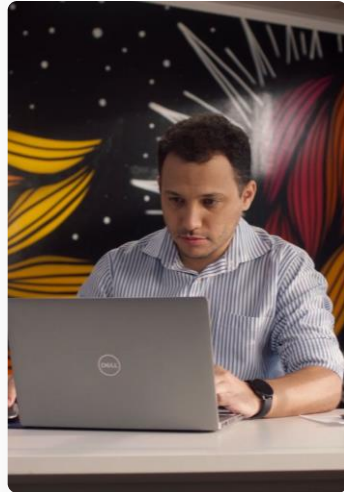


Microsoft Copilot

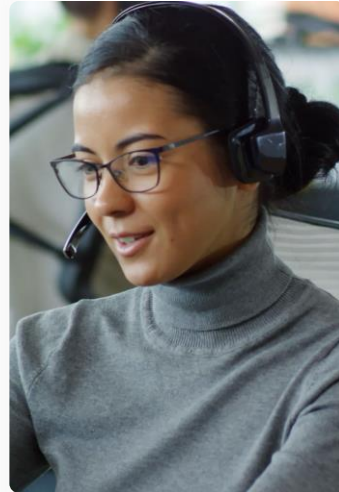
Empowering every end user



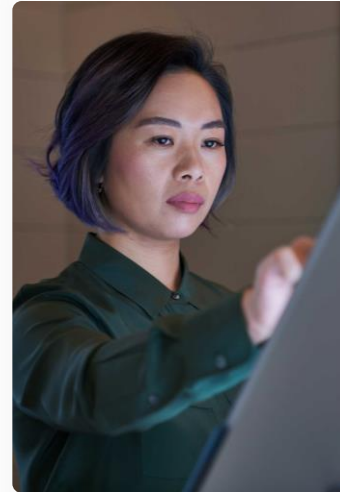
Knowledge workers



Customer service



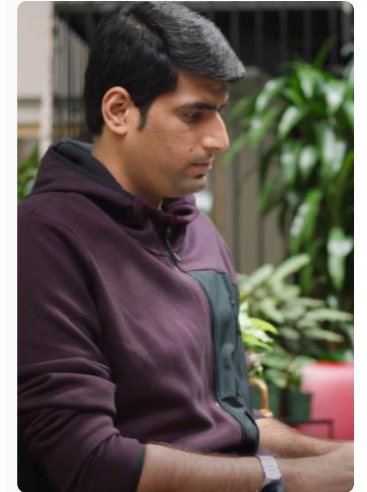
Sales



Security analysts

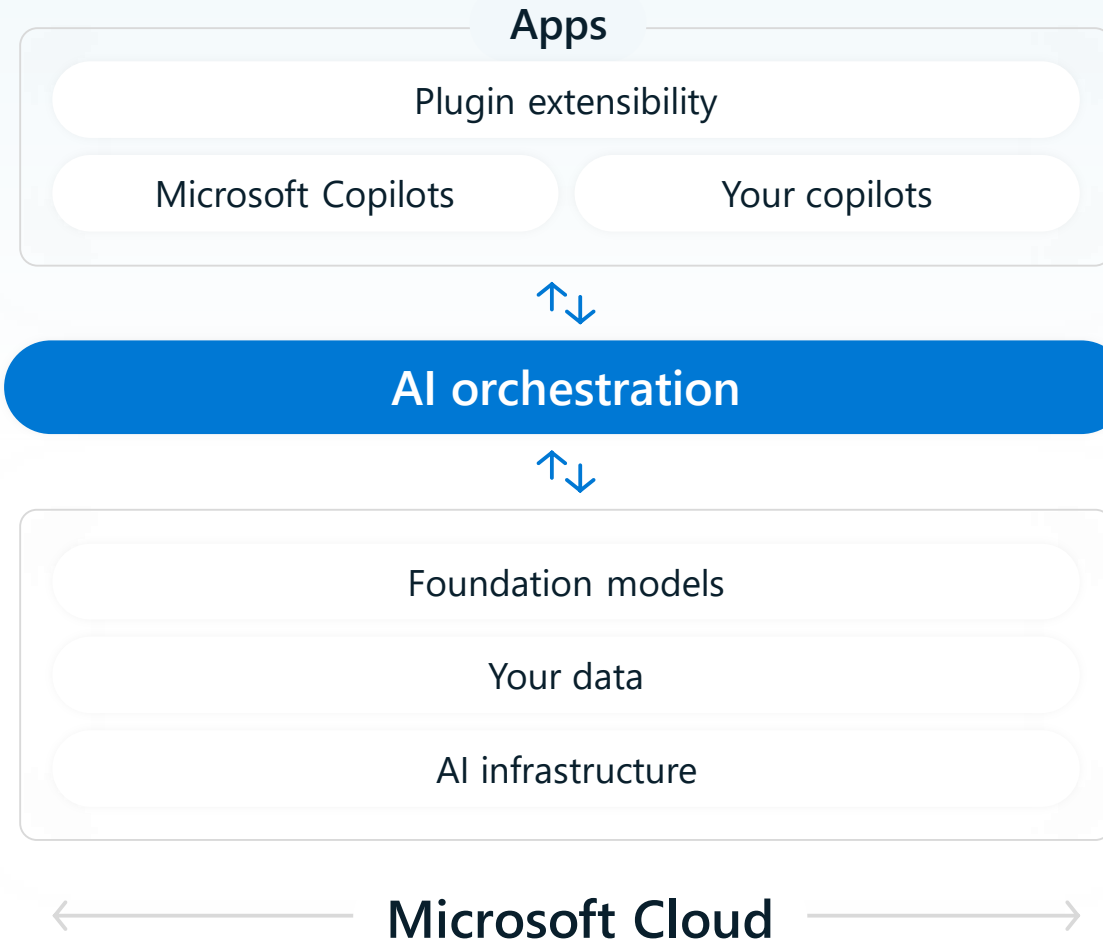


Data & IT pros



Developers

Copilot stack



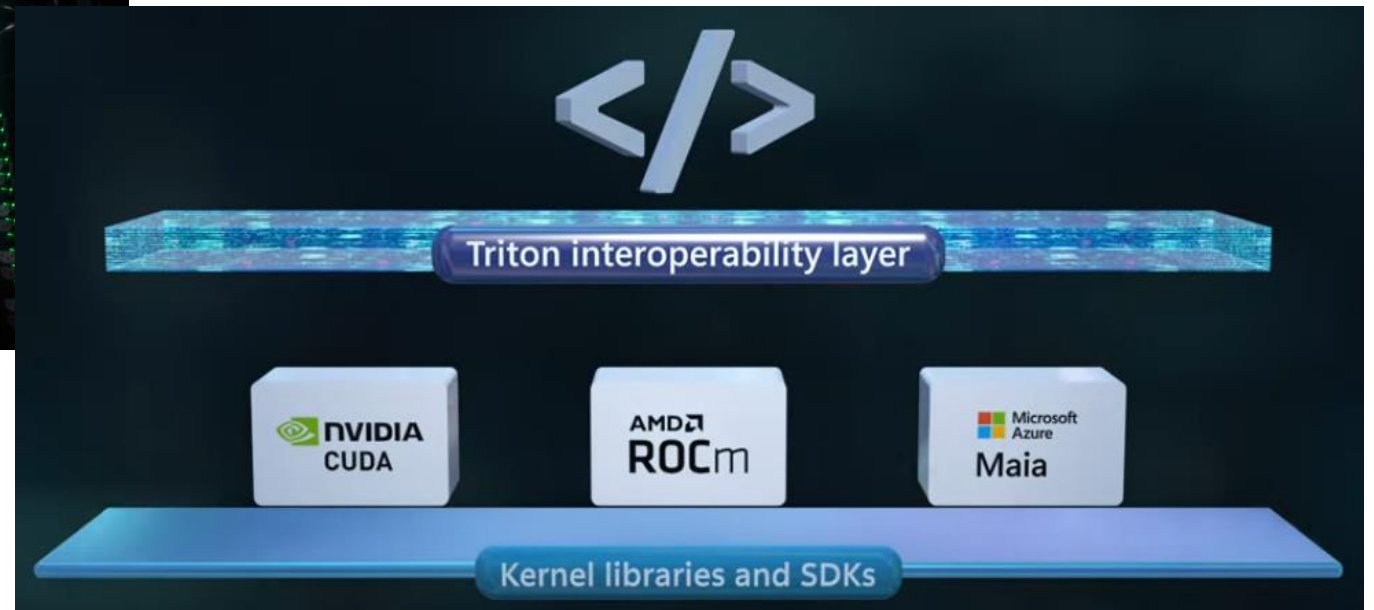
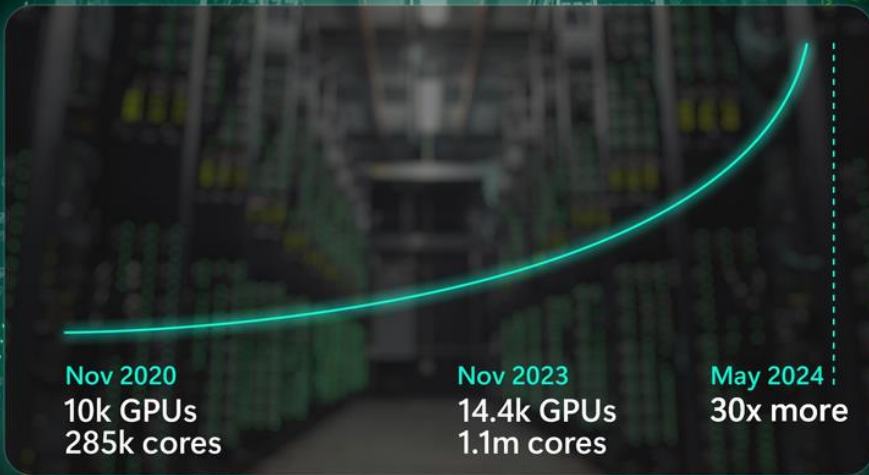
GitHub Copilot

46% of **new code** is now written by AI
55% faster overall developer productivity
75% developers feel more focused on satisfying work

AI Infrastructure

AI at any scale with AI-optimized Azure Virtual Machines

Largest AI supercomputer in the cloud



Microsoft

**Navigating Media's Next
Era of Change: AI**

Media Operational Efficiency

High priority Media Workflow Use Cases

Metadata creation

Create & attach metadata to video assets for use by myriad downstream applications like search/discovery, highlights, ad-insertion, and more

- [Microsoft Azure AI Video Indexer](#)
- [Azure AI Vision with OCR and AI](#)
- [Vision Studio \(azure.com\)](#)

Localization

Translate content, subtitles, captions, summaries and (trained) voice accurate dubbing.

- [Azure AI Speech | Microsoft Azure](#)
- [Speech Studio \(microsoft.com\)](#)
- [VALL-E \(X\) \(microsoft.com\)](#)

Summaries and Highlights

Automatically create short or long content summaries with highlights, actor/speaker identification (podcasts)

- [By combining Metadata creation tools with Azure Open AI tools, this can be purpose built with some engineering.](#)
- [Alternatively, there are ISV and SI solutions \(Support Partners\) built for this use case](#)

Content Safety

Stay ahead of regulations, maintain brand integrity and customer loyalty, support positive user experiences

- [Azure AI Content Safety Home](#)
- [Azure AI Content Safety Studio](#)
- [Azure AI Content Safety Docs](#)

Accessibility

Automated captions, subtitles, voice to text, text to voice, and sign language avatars

- [Azure AI Speech | Microsoft Azure](#)
- [Speech Studio \(microsoft.com\)](#)

Recommendations & personalization

Surface the most meaningful content to each user

- [Azure AI Personalizer | Microsoft Azure](#)
- [What are Intelligent Recommendations?](#)

Azure OpenAI

Top 4 media capabilities & use cases



Content generation

- Script breakdowns, analysis, scene & shot planning
- Virtual Assistants that can interact with production and marketing requests



Summarization

- Consumer feedback, news, interview, and story summarization
- Advertising analysis, campaign performance summaries, competitive analysis
- Rights, Entitlement, supply chain performance summaries



Code generation

- Define workflows, policies, & templates for orchestrating remote productions
- Automated metadata tagging and modification
- Code documentation



Semantic search

- Personalized content discovery and recommendations
- Advertising targeting
- Asset discovery and story research

The Era of AI is Now

The use of AI in media not only helps to increase efficiency and reduce costs, but it also enables media companies to personalize their content and better understand their audiences. As such, the use of AI as a media co-pilot is a game-changer, providing media companies with a competitive edge and unlocking new opportunities for growth and innovation

Top use cases for generative AI in Media

Voice Dubbing

Text to video

Translation

Content
Summarization

Copywriting

Text to speech &
speech to text

Image alt-text

Churn prediction

Targeted
marketing content
generation

Personalized
customer
experiences

And the impact is **real**

The logo for Le Monde, featuring the text "Le Monde" in a black serif font, centered within a white circle that is surrounded by a faint, multi-layered circular glow.

“Over **one million articles** have been listened to in four months by subscribers alone.”

The logo for ESPN EDGE, with "ESPN" in red and "EDGE" in blue, both in a bold sans-serif font, centered within a white circle that is surrounded by a faint, multi-layered circular glow.

“ESPN has already seen **more than a 50 percent reduction** in closed-captioning costs.”

The logo for LALIGA, featuring a red stylized lightning bolt icon followed by the text "LALIGA" in red, centered within a white circle that is surrounded by a faint, multi-layered circular glow.

“With the ability to make each 90-minute match a **360-degree fan experience**, the league is revolutionizing fan engagement.”

AI Media References

Logos are story links

Reduce Costs

Captions

50% reduction in transcription costs



Image to text

2x savings on R&D plus added reach



Captions/translation

20% more reach to core audience.



Captions/translation

600% faster time to publish



Grow Market

Live translation

Live service for 100s of languages, 200M DAU



Summaries/Editing

3-10X higher traffic
10 mins to train users



Text to speech

1M articles consumed in first four months



Text to speech

Millions of articles with accurate pronunciation



Improve Service

Personalized Copy

2x lead-gen from personalized audio ads



Personalized Experience

Dynamic Engagement boosts fan experience



Identical Voice Dub (IVD)

Translation and text to speech in accurate voice

Studio name confidential

IVD with Lip Sync

AI correlated lip/mouth movements

Studio name confidential



**The potential of AI is clear...
the question is **what will you build?****

Microsoft Cloud AI you can trust

Your data is your data

Your data is not used to train the OpenAI foundation models without permission

Your data is protected by the most comprehensive enterprise compliance and security controls

Microsoft's **Responsible AI** principles



Fairness



Reliability & Safety



Privacy & Security



Inclusiveness



Transparency



Accountability

Microsoft 365 Copilot

Works alongside you in the apps you use every day

Natural Language



Large Language
Models

+



Microsoft Graph
- Your Data -

+



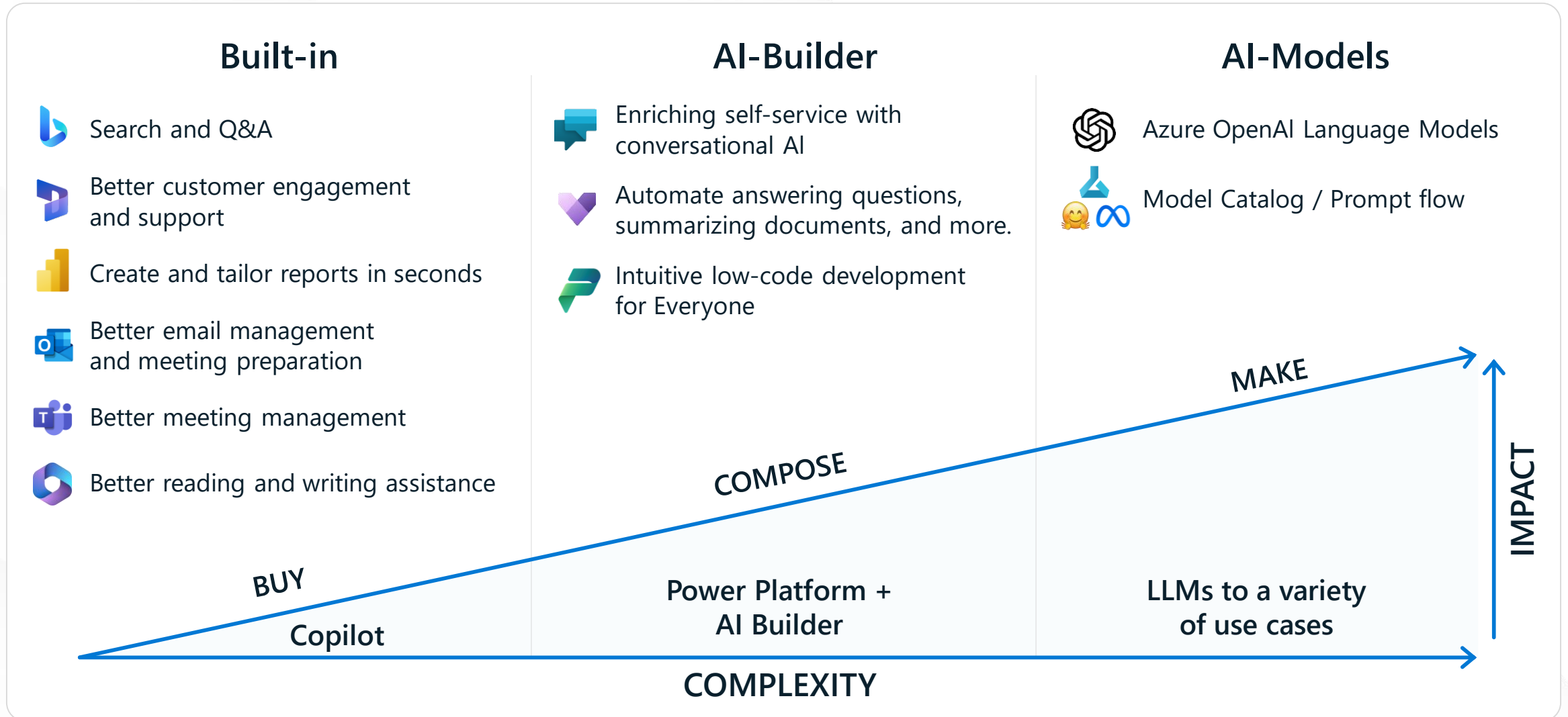
Microsoft 365
Apps

+



The
Internet

From Copilot to enterprise scale AI

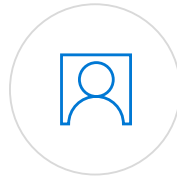


Introducing Azure AI Studio

Build, customize, train, evaluate, and deploy AI responsibly



**Build and
train your
own models**



**Ground Azure
OpenAI Service
and OSS models
using your data**



**Built-in
vector
indexing**



**Retrieval
augmented
generation
made easy**



**Create
prompt
workflows**



**AI safety
built-in**

Azure AI Studio

Find the right model to build your custom AI Solution

Explore / Model catalog

Find the right model to build your custom AI solution

Announcements

Mistral Small is now available!

Mistral AI's smallest yet highly efficient model, now available on Azure

[View models](#) [Read blog](#)

Phi-3 is now available

Microsoft's Phi-3-mini SLMs offer groundbreaking performance at a small size

[View models](#) [Read blog](#)

Nixtla's TimeGEN-1 is here!

TimeGEN-1 the timeseries forecasting model, available first on Azure

[View models](#) [Read blog](#)

All filters x Collections Inference tasks Fine-tuning tasks Licenses

Search Models 1640

gpt-4 ✓ Chat completion	dall-e-3 ✓ Text to image	gpt-35-turbo-instruct ✓ Chat completion	davinci-002 ✓ Completions
text-embedding-ada-002 ✓ Embeddings	gpt-4-32k ✓ Chat completion	gpt-35-turbo-16k ✓ Chat completion	gpt-35-turbo ✓ Chat completion
babbage-002 ✓ Completions	mistralai-Mistral-7B-Instruct-v0.1 ✓ Chat completion	mistral-community-Mixtral-8x7B-Instruct-v0.1 ✓ Text generation	mistralai-Mistral-8x7B-Instruct-v0.1 ✓ Chat completion
mistralai-Mistral-7B-Instruct-v0.1 ✓ Chat completion	mistralai-Mixtral-8x7B-v0.1 ✓ Text generation	mistralai-Mistral-7B-v0.1 ✓ Text generation	Mistral-small ✓ Chat completion
mistralai-Mixtral-8x22B-v0.1 ✓ Text generation	mistralai-Mixtral-8x22B-Instruct-v0.1 ✓ Chat completion	Mistral-large ✓ Chat completion	Llama-2-7b-chat ✓ Chat completion
Llama-2-13b ✓ Text generation	CodeLlama-7b-hf ✓ Text generation	CodeLlama-7b-Python-hf ✓ Text generation	CodeLlama-34b-hf ✓ Text generation

[Prev](#) [Next](#)

Filter by Hide

Collections

- Curated by Azure AI
- Azure OpenAI
- Meta
- Hugging Face
- NVIDIA
- Microsoft
- Mistral AI
- Deci AI
- Nixtla
- Cohere
- Databricks
- Snowflake

Inference tasks

- Conversational
- Fill mask
- Question answering
- Summarization

Fine-tuning tasks

- Image classification
- Image segmentation
- Object detection
- Question answering



Microsoft Fabric

The unified data platform for the era of AI



Data
Factory



Data
Engineering



Data
Science



Data
Warehousing



Real
Time Analytics



Power BI



Data
Activator



Powered by AI with Copilot in Microsoft Fabric



OneLake



Purview

Complete data
platform

Unified analytics
data estate

Empowered
data professionals

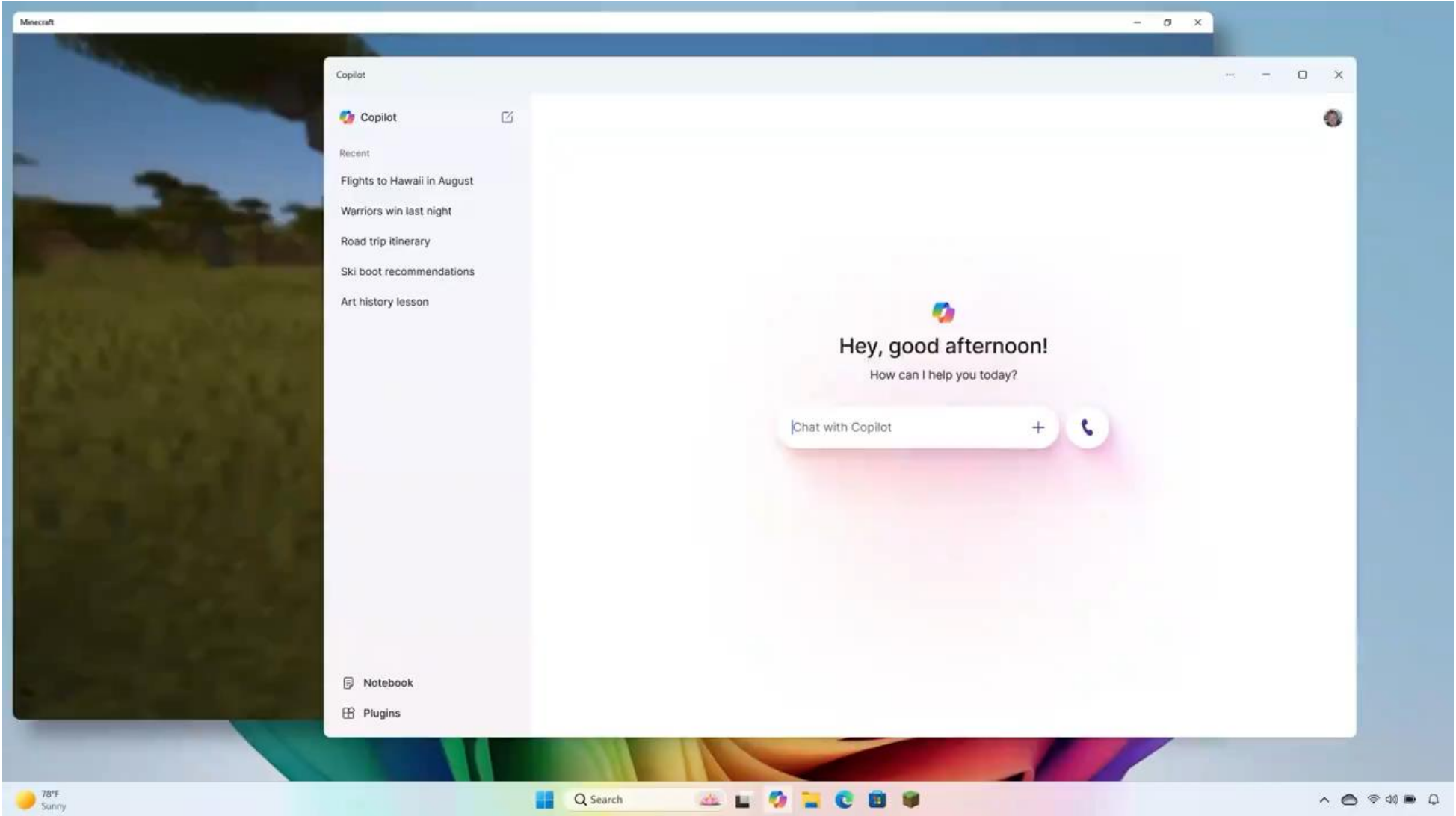
Powered by
AI



Power BI Copilot

GPT-4o

OpenAI's new flagship multimodal model now in preview on Azure



Thank you