

Berlin October 6th 2017

Media, Artificial Intelligence and the 4th Industrial revolution

The evolution of media, and content in a Cognitive world

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Media, Artificial Intelligence and the 4th Industrial revolution

- Artificial intelligence / Cognitive
- The 4th Industrial Revolution
- IBM Cognitive
- Media Monitoring & Visual Recognition



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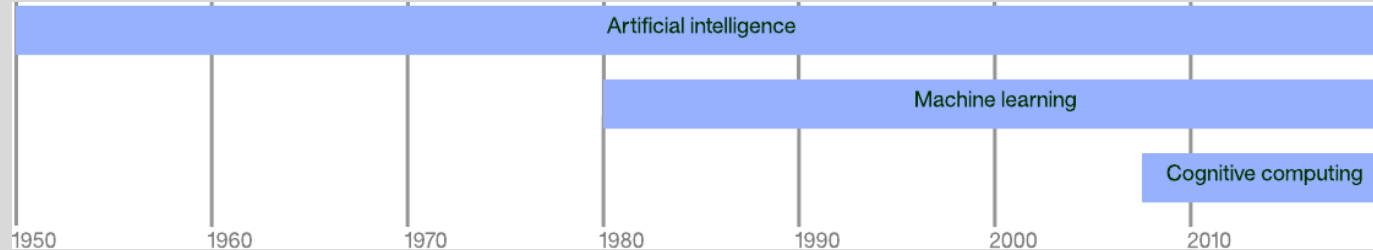
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Artificial Intelligence / Cognitive Systems



Timeline

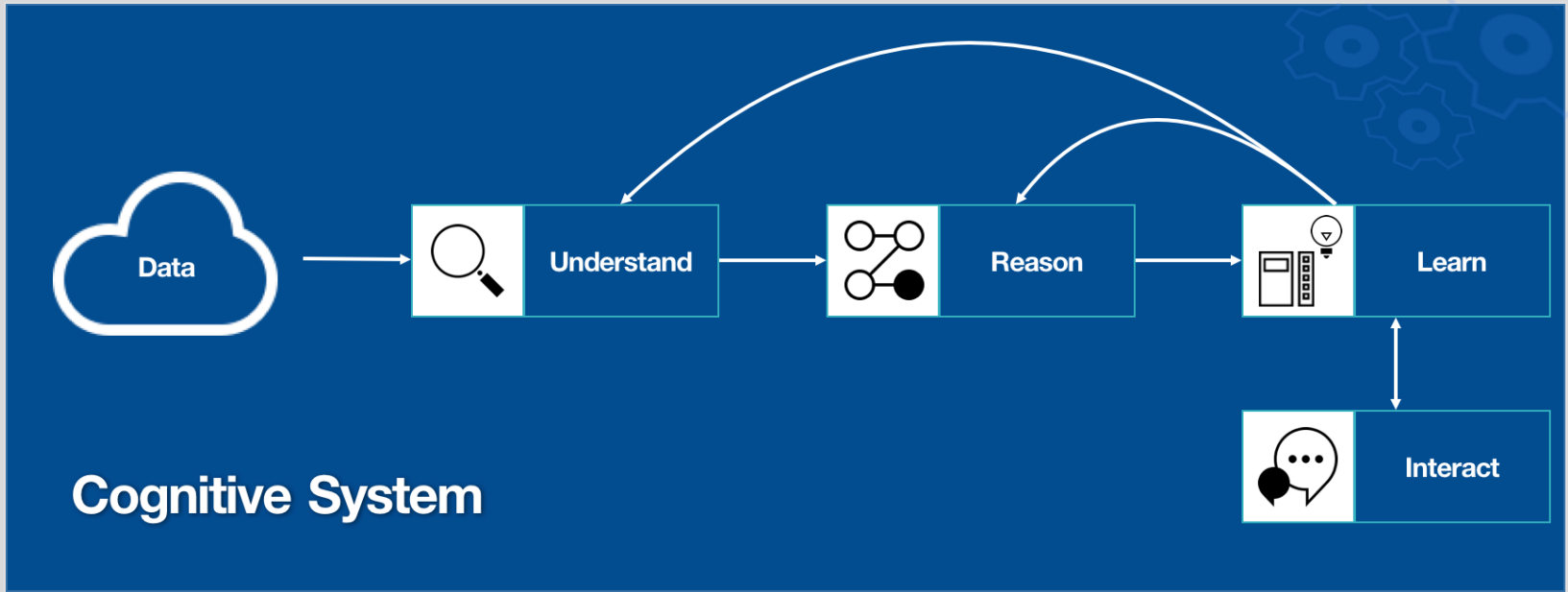
1950 – focused on replicating human behaviour. Did not developed which lead to to known as Weak AI

1980 – Machine learning took over – focused on machines that could learn and build models.

Late 1990s – Cognitive Computing.

1) Understand 2) Reason 3) Learn 4) Interact

Artificial Intelligence / Cognitive Systems



Artificial Intelligence / Cognitive Systems



2.5 quintillion

bytes of new data created
daily

Expertise matters more
today than ever, but even
top experts can't keep up

New **challenges** and
opportunities?

The 4th Industrial revolution

Definition

The rapid industrial growth began in England during the middle of the eighteenth century and then spread over the next 50 years to many other countries. The revolution depended on devices such as the steam engine which were invented at a rapid increasing rate during the period. The Industrial Revolution brought on a rapid concentration of people in cities and changed the nature of work for many people.

The 4th Industrial revolution

1. 1784 – Steam, water, mechanical production equipment
2. 1870 – Division of labour, electricity, mass production
3. 1969 – Electronics, IT, automated production
4. Now – Cyber physical systems

The 4th Industrial revolution

The disruption and new skills required by 2020

1. Financial services 43%

2. Basic and Infrastructure 42%

3. Media, Entertainment and Information 27%

The 4th Industrial revolution – The skills change

Skills change

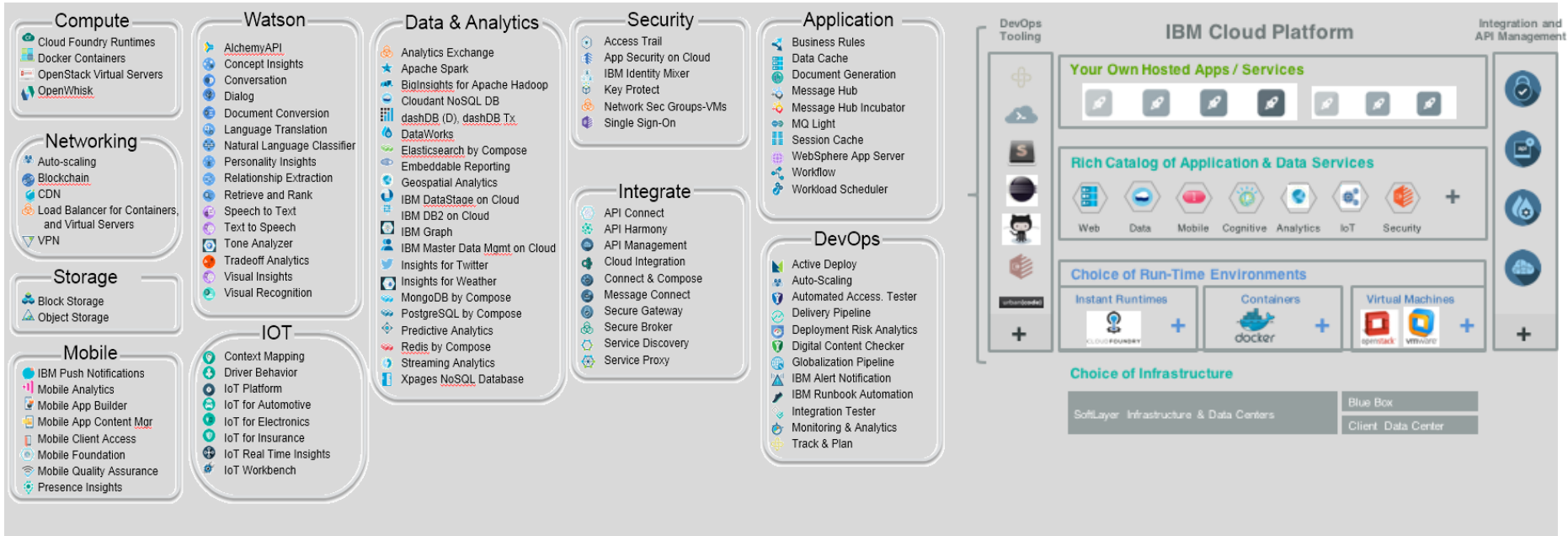
1. Complex Problem Solving
2. Coordinating with Others
3. People Management



Skills change

1. Complex Problem Solving
2. Critical Thinking
3. Creativity

IBM Cognitive – Bluemix and APIs



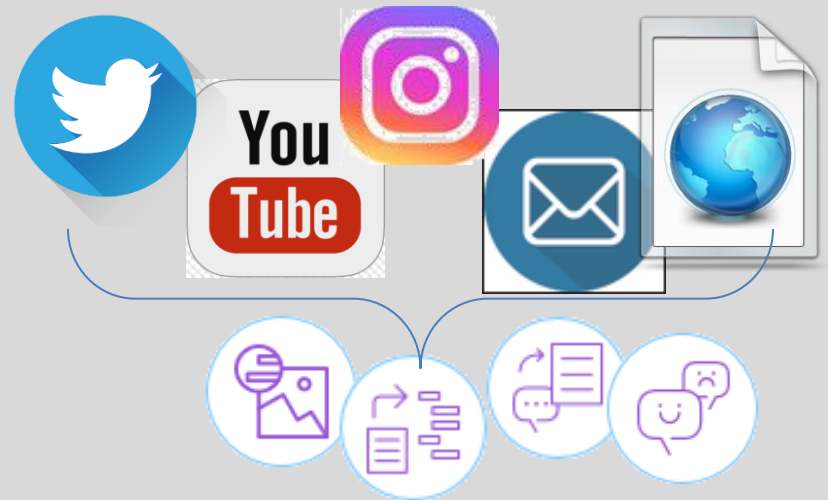
IBM Cognitive for Media Monitoring

Solution:

To take media monitoring to the next level, use this suite of Watson APIs to find actionable business insights in the billions of monthly web pages, tweets, chats, email, photos, & videos that are uploaded where day.

Benefits:

- Read nuances such as Deep Purple the band vs color
- Analyze text, sentiment, emotion, relations etc
- Monitor tags



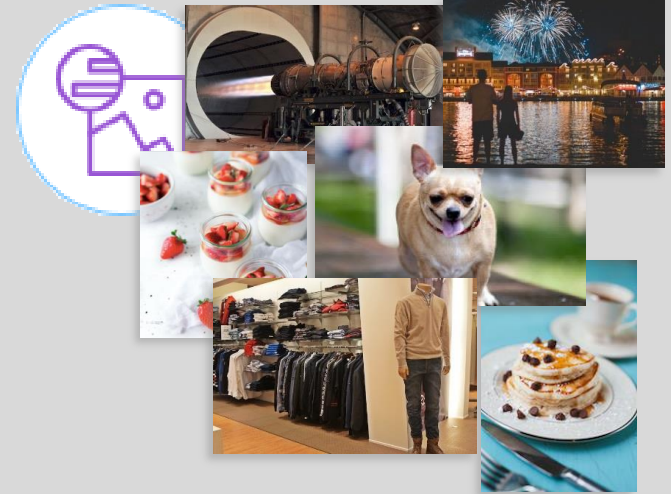
IBM Cognitive for Visual Recognition

Solution:

Use deep learning algorithms to analyze images to give insight into visual content. Analyze images for scenes, objects, faces etc. Develop on this smart applications that analyze visual of content of images or frames to understand what happens in a scene

Solution:

- Organize image libraries into categories
- Segment user interest from social media pictures
- Find great images with specific content faster
- Recognize custom content from images.



Next steps

1**Develop your cognitive strategy**

Identify a problem to solve.
Cast a vision.
Champion a new culture.

2**Evaluate and curate data**

Assess data requirements from internal and external sources.
Collect, ingest, curate, annotate and build out taxonomies and ontologies.

3**Apply cognitive technology**

Execute a staged roll-out based on a simple starter-prototype
Instrument for metrics and KPIs.

4**Engage your organization**

Prepare people for new ways of collaborating with technology.
Adapt processes, content and roles as needed.

5**Enhance cognitive capabilities based on learning**

Periodically update functionality and training with new content based on learnings

6**Measure outcomes**

Assess progress towards your desired outcome.
Measure specific values.
Ensure your process is working – iterate as needed..



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Backup links

- IBM Consumer Industry: <https://www.ibm.com/industries/consumerproducts/>
- Bluemix Cloud with 30 day trial: [www.ibm.com/bluemix.net](http://www.ibm.com/bluemix)
- With Watson program: <https://www.ibm.com/watson/with-watson/>
- Highlights from WoW: [Highlights](#) from session include: [Video](#) and presentations
- BP Video: [Transforming Industries for Cognitive Business](#)
- Watson on Github: [Github link](#)
- Watson Webinars: <https://www.ibm.com/watson/building-with-watson-webinar.html>
- World of Watson 2016: <https://www.ibm.com/software/events/wow/>
- Use the new [Business Partner Guide to Cognitive Business](#)



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