



## Agentic AI can help media organizations capture fragmented audience attention, improve monetization yield, and accelerate content-to-cash execution


Audience behavior is shifting across streaming platforms, social media, free ad-supported TV (FAST), and creator-driven ecosystems, requiring faster, signal-driven decisions across content, audience engagement, and monetization.

But many organizations still rely on disconnected systems for audience data, content, advertising, and distribution, leading to challenges such as:

### THE PROBLEM

 Disconnected systems across content, audience, advertising, and distribution can slow **content-to-cash execution** and limit **operational agility**

 Monetization complexity could constrain **revenue yield** and **pricing optimization**

 Fragmented audience behavior may weaken **engagement** and limits audience **lifetime value**

## WHY AGENTIC AI AND WHY NOW?

### OPTIMIZES AD REVENUE

Drives advertising yield performance

### ACCELERATES CREATION

Enables rapid, high-quality content production

### IMPROVES RETENTION

Identifies user churn signals

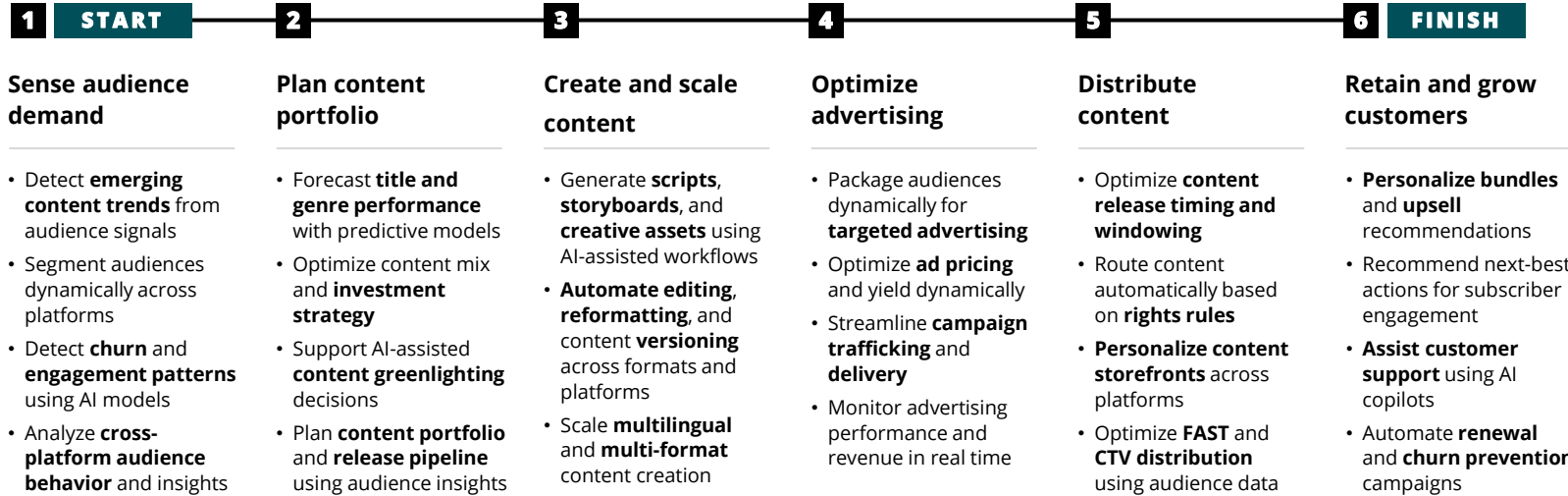
- ▶ Agentic AI helps to **enable real-time audience intelligence**, by connecting **cross-channel signals** to improve engagement and lifetime value
- ▶ Supports signal-driven **audience segmentation** and activation to **optimize content pricing, targeting**, and **advertising yield** across channels
- ▶ Helps **accelerate content-to-cash execution** by coordinating workflows across content creation, audience insights, distribution and monetization
- ▶ Supports **content discovery** and **personalization** through intelligent search and recommendations to help audiences find relevant content
- ▶ Enhances **content metadata** and **operational efficiency** to improve catalog management and monetization workflows at scale

## DELOITTE'S ENGAGEMENT MODEL

Deloitte's structured, end-to-end engagement model helps clients move seamlessly from vision to value



# KEY BUSINESS PROCESSES REIMAGINED WITH AGENTIC AI



## OUR SOLUTIONS

### Converge for Media

Deloitte's **Converge for Media** helps enable media organizations to convert audience and inventory signals into actionable intelligence for segmentation, targeting, pricing, and monetization across channels.

Consider the challenge of **improving advertising yield** and **audience value** across fragmented channels: With Converge for Media, organizations can **enrich audience data** using cross-channel signals, **build dynamic segments**, and **align them to relevant ad slots** and **platforms** to improve yield, audience activation, and monetization performance.

### GenMedia Forge

Deloitte's **GenMedia Forge** is an AI-powered media workbench that streamlines content creation, automates editing and versioning, and scales production-ready assets across formats, languages, and channels.

Consider the challenge of **turning campaign ideas** and **concepts into high-quality content** at speed and scale: With GenMedia Forge, teams can move from concept to production using **AI-assisted workflows** to create and refine assets, apply **iterative editing** and **localization**, and rapidly **adapt content for different formats**, audiences, and channels.

## LET'S TRANSFORM TOGETHER

Deloitte is ready to help you move from strategy to scale, with demonstration sessions, discovery labs, rapid prototyping, and solution deployment. Deloitte can also help you with general enterprise AI readiness through the services of the Agentic Innovation Studio, a modular "agent factory" that helps clients industrialize and continuously evolve AI-driven processes.

## LEARN MORE



Discover how Deloitte can help you with your AI-led transformation journey

Scan or click to engage our team and accelerate your path to enterprise-wide value

## LET'S TALK

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