# A+E Global Media AI Executive Read-out

AI Strategy Executive Readout

Prepared for

## A+E Global Media

Industry

Entertainment

Generated

May 11, 2026

# Executive Overview

Portfolio-level summary and key findings

| TOTAL ANNUAL VALUE | USE CASES SELECTED | AVG READINESS | TIMELINE SPAN |
|---|---|---|---|
| $46.5M | 4 | 5.2 / 10 | TBD |

A+E Global Media sits on a content goldmine that AI can unlock at scale. Your vast library holds untold stories and moments that audiences crave, but finding and monetizing them remains painfully manual. AI can transform your archive into a living, searchable asset that generates revenue streams you never imagined, while automating the complex dance of rights management and licensing that currently burns through human hours.

The path forward connects your core strengths. Multi-modal search transforms Library-Driven Content Monetization by making every frame discoverable. Rights-aware licensing engines accelerate deal flow while protecting your interests. Automated promo generation fuels FAST & Promo Distribution Velocity, creating compelling content at the speed your channels demand. Campaign optimization agents maximize every advertising dollar through Cross-Platform Audience & Advertising Intelligence.

The streaming wars have entered a new phase where content velocity and audience precision determine winners. Your competitors are already experimenting with these capabilities. A+E Global Media has the content depth and distribution reach to dominate, but only if you move decisively. The question is not whether AI will reshape entertainment. The question is whether you will lead that transformation or watch others capture the value locked in your own library.

# Strategic Alignment

How selected AI use cases map to organizational strategy

## Library-Driven Content Monetization

CURRENT STATE

Researcher-week per pitch to surface clips from 25,000+ hours of unscripted; rights data fragmented across brands and territories; library is searchable but not licensable in the same workflow

TARGET STATE

Multi-modal embeddings index 100% of the unscripted library with frame, face, and dialogue retrieval in <2 minutes; rights-aware licensing proposals drafted in hours not weeks; 70% of FAST partner pitches sourced from agent-surfaced clips

LINKED USE CASES

Multi-Modal Library Search & Semantic Archive Discovery • Rights-Aware Automated Licensing Proposal Engine

## FAST & Promo Distribution Velocity

CURRENT STATE

Hand-cut promos by a small team that cannot scale; FCC and international caption requirements gating release; FAST channel launches paced by editorial throughput, not programming demand

TARGET STATE

Promo cuts produced in hours not days across 20+ FAST channels and 40+ social accounts; closed captions and transcripts generated automatically across all releases; channel launch velocity one quarter faster

LINKED USE CASES

Automated Promo & Clip Generation for FAST Channels

## Production-Grade Media QA & Supply Chain

CURRENT STATE

Manual metadata tagging at 40% accuracy gates library search and recommendation; QA bottlenecks limit release velocity across linear, FAST, and digital platforms; Witbe agentic QA pattern proven in production but not generalized

TARGET STATE

100% of media assets pre-logged with scene, speaker, and beat metadata via batch GPU pipeline; agentic QA pattern (Witbe production proof) extended to 12+ release workflows; release-cycle compressed 40%

## Cross-Platform Audience & Advertising Intelligence

CURRENT STATE

Viewer identity resolution at 47% across nine platform silos; programmatic campaign setup errors in 8.3% of 230 concurrent campaigns; audience insight reporting requires manual synthesis across five disconnected platforms

TARGET STATE

Scene-level metadata creates advertiser-grade ad placements that did not exist yesterday; identity resolution at 85%+ across platforms; programmatic campaign errors reduced to <1%

LINKED USE CASES

Programmatic Campaign Validation & Yield Optimization Agent

## Compliance & Localization (Validate / Defer Tier)

CURRENT STATE

Compliance review at 34 attorney hours per episode; international localization handled manually per market; deepfake detection and brand safety auto-scoring rejected by workshop assessment as overhyped use cases for a publisher-side rather than platform-side problem

TARGET STATE

Compliance review augmented (not auto-scored) with 80%+ first-pass attorney acceptance; multilingual localization pipeline available for international expansion when sponsor and dataset readiness mature

Tier 1 — Champions | Phase 1

# Multi-Modal Library Search & Semantic Archive Discovery

**$15.6M**
Total Annual Value

Multi-modal video-language model indexes the unscripted library at frame, face, dialogue, and scene-beat level. Producers query in natural language ('every fight scene from a war series shot 2008-2012') and receive clips on screen in under two minutes instead of after a researcher-week. Embeddings are generated once per asset via batch GPU pipeline (see UC-04 pre-logging foundation) and served via vector retrieval with rights-aware filtering (see UC-02). Surfaced to producers in a web app integrated with the asset management system and SDVI Rally workflow.

## Friction Analysis

| FRICTION POINT | TYPE | SEVERITY | ANNUAL COST |
|---|---|---|---|
| Producer-to-clip discovery in the unscripted library requires a research producer to call, search, screen, and return clips over 3-7 days per pitch; library is the moat but not yet searchable to the people who pay for it | knowledge | Critical | $4.2M |

AFFECTED ROLE

Research Producer

## AI Architecture

PRIMARY PATTERN

Tool Use

AGENTIC PATTERN

tool_use

AI PRIMITIVES

Research & Information Retrieval • Data Analysis • Content Creation

INTEGRATIONS

Unscripted asset management system (MAM/PAM) • SDVI Rally media supply chain • Vector database (Pinecone/Weaviate-class) • Rights management database • AI gateway with model registry

DATA TYPES

unstructured • semi_structured • structured

DESIRED OUTCOMES

— Compress producer-to-clip discovery from 1 week to <2 minutes
— Surface 95% of library moments through frame/dialogue search
— Enable producers to pitch FAST partners and licensing customers from clips, not synopses
— Eliminate 38,000 hours of research producer time per year
— Build the reusable embedding foundation for UC-02, UC-03, UC-04

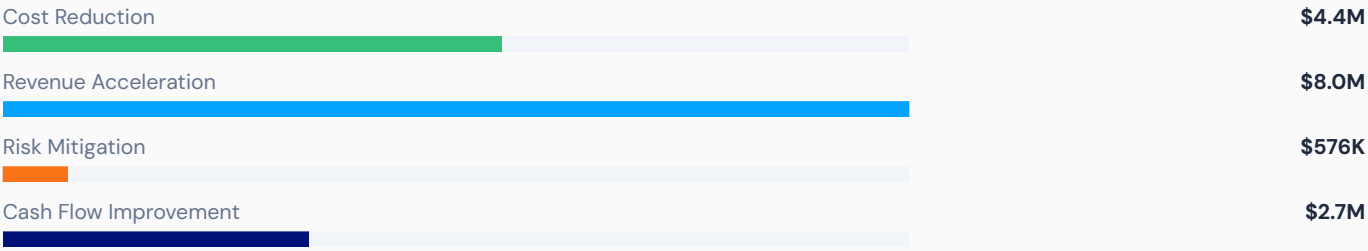
## EPOCH Framework & Human-in-the-Loop

O Opinion C Creativity

HITL CHECKPOINT

Research producer or Programming lead validates clip shortlists before they are surfaced to FAST partners or licensing customers; rights-restricted clips require explicit clearance step (UC-02 handoff)

## Benefits Breakdown




Total Annual Value
**$15.6M**

Expected Value (65% probability)
**$10.1M**

## KPI Targets

| KPI | BASELINE | DIRECTION | TARGET | IND. AVG | IND. BEST |
|---|---|---|---|---|---|
| Library Search Time-to-Clip | 1 week (researcher-led) | ↓ | **<2 minutes** | 3-5 days (media industry typical) | <10 minutes (top quartile media) |
| Rights-Aware Licensing Proposal Cycle Time | 21 days | ↓ | **3 days** | 14 days (media industry typical) | 5 days (top quartile media) |
| Promo Cut-to-Air Cycle Time | 3 days | ↓ | **4 hours** | 1-2 days (FAST media typical) | 8 hours (top quartile FAST operators) |
| Closed Caption & Transcript Coverage | 62% | ↑ | **100%** | 85% (US media compliance) | 95% (top quartile global media) |
| Batch Media Pre-Logging Throughput | 12 hours/day (manual) | ↑ | **200 hours/day** | 40 hours/day (semi-automated industry) | 150 hours/day (top quartile) |
| Release-Window QA Cycle Time | 32 hours | ↓ | **4 hours** | 24 hours (media industry typical) | 8 hours (top quartile media QA) |
| Localization Pipeline Throughput (Hours/Week) | 32 hours/week | ↑ | **120 hours/week** | 60 hours/week (international media) | 150 hours/week (top quartile) |

## Readiness Assessment

| | | | |
|---|---|---|---|
| Data Availability | 5.0 | Technical Infrastructure | 6.0 |
| Organizational Capacity | 7.0 | Governance | 5.0 |

| OVERALL SCORE | TIME TO VALUE | RUNS / MONTH |
|---|---|---|
| 5.9 /10 | 4 months | 8,000 |

Tier 3 — Strategic | Phase 1

# Rights-Aware Automated Licensing Proposal Engine

**$14.1M**
Total Annual Value

Long-context LLM ingests rights contracts (PDF), licensing history, territory and exclusivity grants, talent and music clearances, and existing FAST/AVOD/SVOD distribution agreements. Drafts a rights-aware licensing proposal for every clip surfaced by UC-01, flagging conflicts with prior grants, expired clearances, and renegotiation windows. Lawyers review the model's draft and sign; the model does not sign. Confidential deals route to private deployment; public-domain contract work routes to API-class models for cost efficiency.

## Friction Analysis

| FRICTION POINT | TYPE | SEVERITY | ANNUAL COST |
|---|---|---|---|
| Lawyers read the same fifty pages all year across rights, territory, exclusivity, and renegotiation windows; over-grant conflicts surface late; licensing proposal turnaround is 21 days against a 3-day target | process | High | $3.3M |

AFFECTED ROLE

Rights Counsel

## AI Architecture

PRIMARY PATTERN

Orchestrator-Workers

AGENTIC PATTERN

orchestrator_worker

AI PRIMITIVES

Research & Information Retrieval • Content Creation • Workflow Automation • Data Analysis

INTEGRATIONS

Contract management system • Rights management database • UC-01 Library Search output • AI gateway with private deployment routing • Long-context LLM endpoint

DATA TYPES

unstructured • structured

DESIRED OUTCOMES

— Compress licensing proposal cycle from 21 days to 3 days
— Surface 90% of rights conflicts before customer-facing proposal
— Capture renegotiation windows 60+ days earlier than today
— Eliminate 22,000 hours of attorney contract-reading per year
— Seed the Private AI argument for confidential deal subset

## EPOCH Framework & Human-in-the-Loop

O Opinion | C Creativity | P Presence

HITL CHECKPOINT

Rights counsel reviews and signs every customer-facing proposal; General Counsel approves any deal touching confidential or never-before-licensed material; model drafts, lawyers sign

## Benefits Breakdown

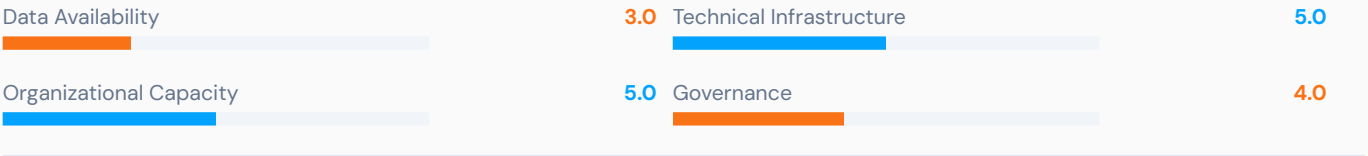

Total Annual Value
**$14.1M**

Expected Value (55% probability)
**$7.8M**

## KPI Targets

| KPI | BASELINE | DIRECTION | TARGET | IND. AVG | IND. BEST |
|---|---|---|---|---|---|
| Library Search Time-to-Clip | 1 week (re-searcher-led) | ↓ | **<2 minutes** | 3-5 days (media industry typical) | <10 minutes (top quartile media) |
| Rights-Aware Licensing Proposal Cycle Time | 21 days | ↓ | **3 days** | 14 days (media in-dustry typical) | 5 days (top quar-tile media) |
| Compliance Review Attorney Hours per Episode | 34 hours | ↓ | **10 hours** | 22 hours (media industry typical) | 15 hours (top quartile media) |

## Readiness Assessment




OVERALL SCORE
**4.2** /10

TIME TO VALUE
**5** months

RUNS / MONTH
**500**

Tier 1 — Champions | Phase 2

# Automated Promo & Clip Generation for FAST Channels

**$12.5M**
Total Annual Value

Multi-modal model finds narrative beats — first kiss, first punch, the closing line — across the unscripted library and assembles draft promo and social clips for FAST channels and forty social accounts. A promo editor reviews, refines, and approves; brand-safety review stays in the loop. Reuses UC-01 embeddings and UC-04 pre-logged metadata. Elastic burst GPU profile: spiky during promo cycles, ideal for reserved-with-burst capacity.

## Friction Analysis

| FRICTION POINT | TYPE | SEVERITY | ANNUAL COST |
|---|---|---|---|
| Hand-cut promos by a small team that cannot scale to 20+ FAST channels and 40+ social accounts; finding the beat — first kiss, first punch, closing line — across the unscripted catalogue is the bottleneck | process | Critical | $4.0M |

AFFECTED ROLE

Promo Editor

## AI Architecture

PRIMARY PATTERN

Orchestrator-Workers

AGENTIC PATTERN

orchestrator_worker

AI PRIMITIVES

Content Creation • Data Analysis • Workflow Automation

INTEGRATIONS

SDVI Rally media supply chain • Adobe Premiere / Avid Media Composer (NLE handoff) • FAST channel programming systems • Social media publishing platforms • Brand safety review tooling

DATA TYPES

unstructured • semi_structured

DESIRED OUTCOMES

— Compress promo cycle from 3 days to 4 hours per asset
— Scale promo throughput from 1 editor to 10x via agent-drafted cuts
— Light new FAST channels one quarter sooner than today
— Eliminate 42,000 hours of manual editor labor per year
— Reduce outsourced cut spend by 60%

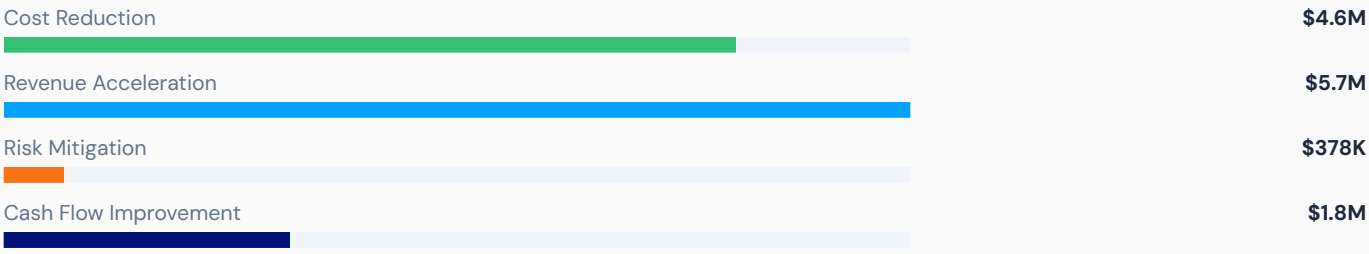
## EPOCH Framework & Human-in-the-Loop

O Opinion | C Creativity

HITL CHECKPOINT

Promo editor reviews and approves every cut before publication; brand safety review stays in the loop; David Klee owns the gate that keeps AI workloads off the broadcast critical path

## Benefits Breakdown



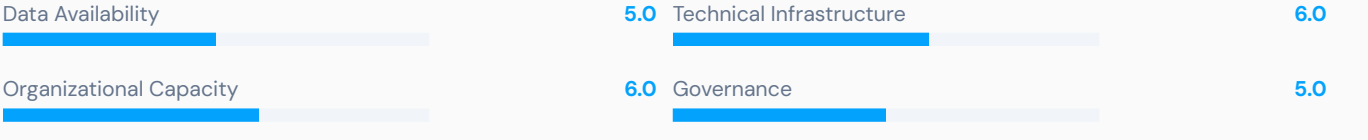

Total Annual Value
**$12.5M**

Expected Value (65% probability)
**$8.1M**

## KPI Targets

| KPI | BASELINE | DIRECTION | TARGET | IND. AVG | IND. BEST |
|---|---|---|---|---|---|
| Library Search Time-to-Clip | 1 week (re-searcher-led) | ↓ | **<2 minutes** | 3-5 days (media industry typical) | <10 minutes (top quartile media) |
| Promo Cut-to-Air Cycle Time | 3 days | ↓ | **4 hours** | 1-2 days (FAST media typical) | 8 hours (top quartile FAST operators) |
| Closed Caption & Transcript Coverage | 62% | ↑ | **100%** | 85% (US media compliance) | 95% (top quartile global media) |
| Batch Media Pre-Logging Throughput | 12 hours/day (manual) | ↑ | **200 hours/day** | 40 hours/day (semi-automated industry) | 150 hours/day (top quartile) |
| Release-Window QA Cycle Time | 32 hours | ↓ | **4 hours** | 24 hours (media industry typical) | 8 hours (top quartile media QA) |
| Localization Pipeline Throughput (Hours/Week) | 32 hours/week | ↑ | **120 hours/week** | 60 hours/week (international media) | 150 hours/week (top quartile) |

## Readiness Assessment




OVERALL SCORE
**5.5** /10

TIME TO VALUE
**5** months

RUNS / MONTH
**2,400**

Tier 3 — Strategic | Phase 2

# Programmatic Campaign Validation & Yield Optimization Agent

**$4.2M**
Total Annual Value

Agent validates programmatic campaign setup (targeting, tagging, trafficking, frequency caps, brand safety) against established rules and historical patterns before campaigns go live. Catches the 8.3% of 230 concurrent campaigns that fail with manual setup errors. Surfaces yield-optimization recommendations during the campaign lifecycle. Output is advisory; ad ops specialists make all targeting changes.

## Friction Analysis

| FRICTION POINT | TYPE | SEVERITY | ANNUAL COST |
|---|---|---|---|
| Programmatic campaign setup errors in 8.3% of 230 concurrent campaigns require manual remediation; tagging, targeting, and trafficking errors caught downstream rather than at proposal | process | Medium | $1.6M |

AFFECTED ROLE

Ad Operations Specialist

## AI Architecture

PRIMARY PATTERN

Tool Use

AGENTIC PATTERN

tool_use

AI PRIMITIVES

Workflow Automation • Data Analysis • Research & Information Retrieval

INTEGRATIONS

Ad server (Google Ad Manager / FreeWheel) • DSP integrations • Brand safety classifier • Yield optimization engine • Campaign management system

DATA TYPES

structured • semi_structured

DESIRED OUTCOMES

— Reduce campaign error rate from 8.3% to <1%
— Surface yield-optimization recommendations weekly per campaign
— Eliminate 18,000 hours of ad-ops remediation per year
— Improve campaign margin through fewer downstream corrections
— Pair with UC-07 identity resolution for the full ad-sales story

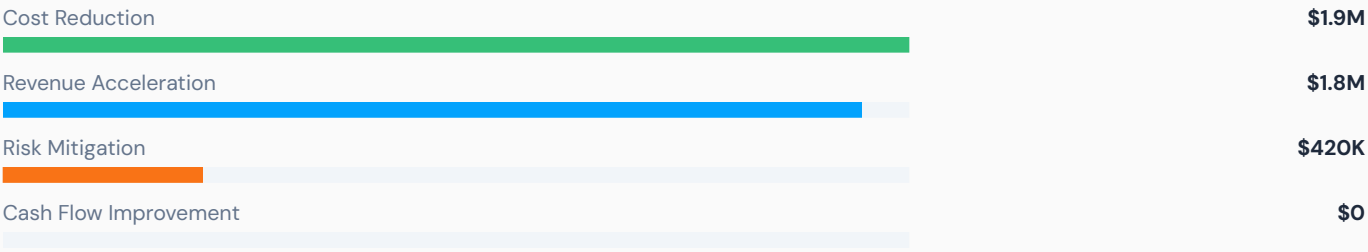
## EPOCH Framework & Human-in-the-Loop

O Opinion

HITL CHECKPOINT

Ad operations specialist reviews and dispositions every flagged campaign before launch; high-spend campaigns require sales leadership sign-off; CRO/Chief Ad Sales Officer must be named sponsor

## Benefits Breakdown



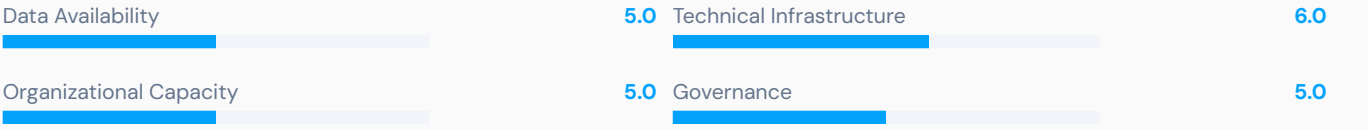

Total Annual Value
**$4.2M**

Expected Value (65% probability)
**$2.7M**

## KPI Targets

| KPI | BASELINE | DIRECTION | TARGET | IND. AVG | IND. BEST |
|---|---|---|---|---|---|
| Cross-Platform Identity Resolution Rate | 47% | ↑ | **85%** | 65% (digital media typical) | 75% (top quartile media) |
| Programmatic Campaign Error Rate | 8.3% | ↓ | **<1%** | 4% (digital advertising typical) | 1.5% (top quartile media) |

## Readiness Assessment



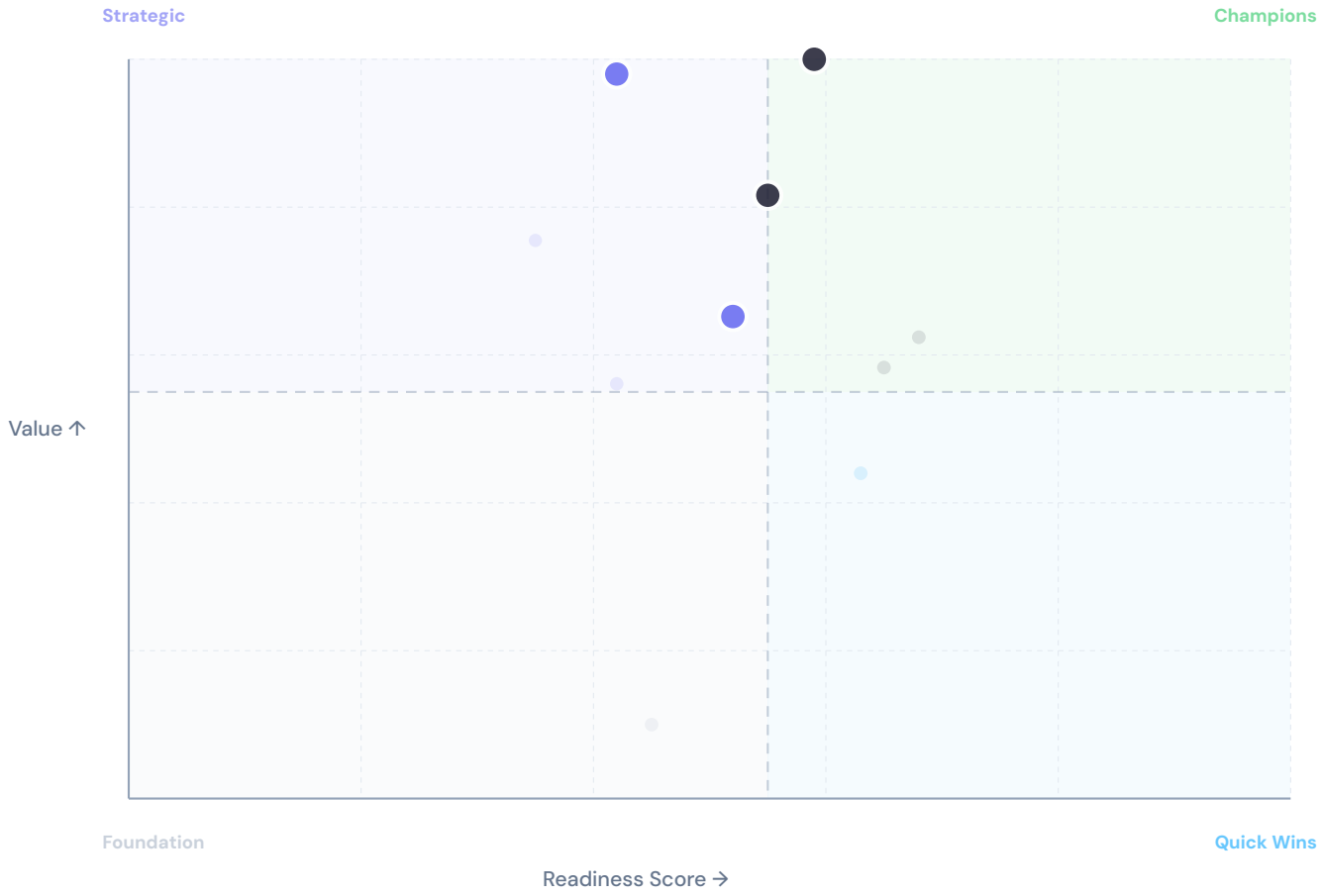

OVERALL SCORE
**5.2** /10

TIME TO VALUE
**3** months

RUNS / MONTH
**12,000**

# Priority Matrix

Value vs. readiness positioning — bubble size indicates time-to-value (larger = faster)




**Champions**
High Value + High Readiness
**2**

**Strategic Bets**
High Value + Low Readiness
**2**

**Quick Wins**
Low Value + High Readiness
**0**

**Foundation**
Low Value + Low Readiness
**0**

| USE CASE | VALUE | READINESS | QUADRANT |
|---|---|---|---|
| Multi-Modal Library Search & Semantic Archive Discovery | 10.0 | 5.9 | **Champions** |
| Rights-Aware Automated Licensing Proposal Engine | 9.8 | 4.2 | **Strategic Bets** |
| Automated Promo & Clip Generation for FAST Channels | 8.2 | 5.5 | **Champions** |
| Programmatic Campaign Validation & Yield Optimization Agent | 6.5 | 5.2 | **Strategic Bets** |

# Implementation Roadmap

Phased rollout plan based on priority scoring

## Q1

0 use cases

Phase 1 — Quick Wins

No use cases in this phase

## Q2

0 use cases

Phase 2 — Build Momentum

No use cases in this phase

## Q3

0 use cases

Phase 3 — Scale Up

No use cases in this phase

## Q4

0 use cases

Phase 4 — Transform

No use cases in this phase

# Methodology Appendix

Framework details, definitions, and calculation methodology

## 7-Step AI Strategy Framework

1. **Strategic Theme Identification**
   Extract the organization's top strategic priorities from leadership interviews, planning documents, and market analysis. Each theme defines a current state and target state, creating a measurable transformation vector.
2. **Business Function Mapping**
   Map each strategic theme to concrete business functions and KPIs. Establish baseline metrics, target values, and industry benchmarks. This creates the quantitative foundation for measuring AI impact.
3. **Friction Point Analysis**
   Identify process bottlenecks, manual handoffs, and decision delays across mapped functions. Quantify the cost of each friction point using role-specific loaded hourly rates and annual hours consumed.
4. **AI Use Case Generation**
   Generate targeted AI use cases that address identified friction points. Each use case specifies the AI pattern (retrieval-augmented generation, agentic workflow, classification, etc.), required integrations, data types, and desired outcomes.
5. **Benefit Quantification**
   Calculate financial impact across four categories: cost reduction, revenue acceleration, risk mitigation, and cash flow improvement. All formulas are deterministic and auditable via HyperFormula. Expected value applies a probability-of-success discount.
6. **Readiness Assessment**
   Score organizational readiness across four dimensions: data availability, technical infrastructure, organizational capacity, and governance maturity. Combined with time-to-value and token cost estimates for operational planning.
7. **Priority Scoring & Phasing**
   Compute a composite priority score from value, readiness, and time-to-value. Assign tiers (Champions, Quick Wins, Strategic, Foundation) and recommended implementation phases (Q1 through Q4).

## 5 Common Pitfalls

1. **Technology-First Thinking**
   Starting with AI capabilities rather than business problems leads to solutions in search of problems. The framework begins with strategic themes and friction points, ensuring every use case has a clear business justification.

2. **Ignoring Organizational Readiness**
   A technically feasible use case can fail if the organization lacks data maturity, governance processes, or change management capacity. The four-dimension readiness assessment prevents premature deployment.

3. **Overestimating Early Returns**
   AI projects often require foundational investments before delivering value. The probability-of-success discount and phased implementation prevent overly optimistic projections from driving poor decisions.

4. **Neglecting Human-in-the-Loop Design**
   Autonomous AI without appropriate human oversight creates compliance, safety, and trust risks. The EPOCH framework ensures human-centric values are preserved, while HITL checkpoint analysis ensures governance is designed in from the start.

### 5 Siloed Implementation

Deploying AI use cases in isolation misses cross-functional synergies. The strategic theme linkage and workflow mapping reveal dependencies and shared infrastructure opportunities across use cases.

## EPOCH Framework

**E**
**Empathy**
The ability to understand, connect with, and care for others on a deep emotional level.

**P**
**Presence**
The value of physical presence in building trust, collaboration, and in-person connection.

**O**
**Opinion**
The capacity to make decisions based on human principles, accountability, and responsibility, rather than just data.

**C**
**Creativity**
The ability to generate novel ideas, use humor, and visualize possibilities, which remains a uniquely human trait.

**H**
**Hope**
The human capacity for grit, perseverance, and inspiration.

## AI Primitives Glossary

| | |
|---|---|
| **RAG** | Combines large language models with enterprise knowledge retrieval. The model queries a vector database of organizational documents before generating responses, grounding output in factual, company-specific information. |
| **Classification** | Assigns input data to predefined categories using pattern recognition. Used for ticket routing, sentiment analysis, document categorization, and anomaly detection. |
| **Extraction** | Identifies and structures specific data points from unstructured text, images, or documents. Common in invoice processing, contract analysis, and medical record parsing. |
| **Summarization** | Condenses lengthy content into key points while preserving meaning and context. Applied to meeting transcripts, research papers, customer feedback, and regulatory filings. |
| **Generation** | Creates original content (text, code, reports) based on structured inputs and constraints. Used for draft creation, personalized communications, and documentation. |
| **Reasoning** | Multi-step logical analysis combining multiple data points to reach conclusions. Powers diagnostic workflows, root cause analysis, and complex decision support. |
| **Orchestration** | Coordinates multiple AI primitives and external tools in a defined sequence. The backbone of agentic workflows where tasks require planning, execution, and verification steps. |
| **Vision** | Processes and interprets visual inputs including documents, diagrams, photos, and video frames. Enables quality inspection, document understanding, and spatial analysis. |

## Calculation Methodology

All financial projections in this report are computed using HyperFormula, an open-source spreadsheet calculation engine. Every formula is deterministic and auditable — no AI models are involved in financial calculations.

The four benefit categories (cost reduction, revenue acceleration, risk mitigation, and cash flow improvement) use role-specific loaded hourly rates, documented automation percentages, and industry-standard multipliers. Each formula is fully transparent and can be verified independently.

Expected Value applies a probability-of-success discount based on organizational readiness, technology maturity, and implementation complexity. This prevents overestimation by accounting for real-world adoption risks.

Token cost projections use current published pricing for the specified model tier, with volume estimates derived from the workflow analysis (runs per month, input/output token ratios). These are operational cost estimates, not financial commitments.

Priority scores combine three weighted dimensions: value potential (40%), organizational readiness (35%), and time-to-value (25%). Tier assignments use natural breakpoints in the score distribution to create actionable groupings.

| | |
|---|---|
| **HyperFormula** | Deterministic spreadsheet engine — no AI involved in financial calculations |