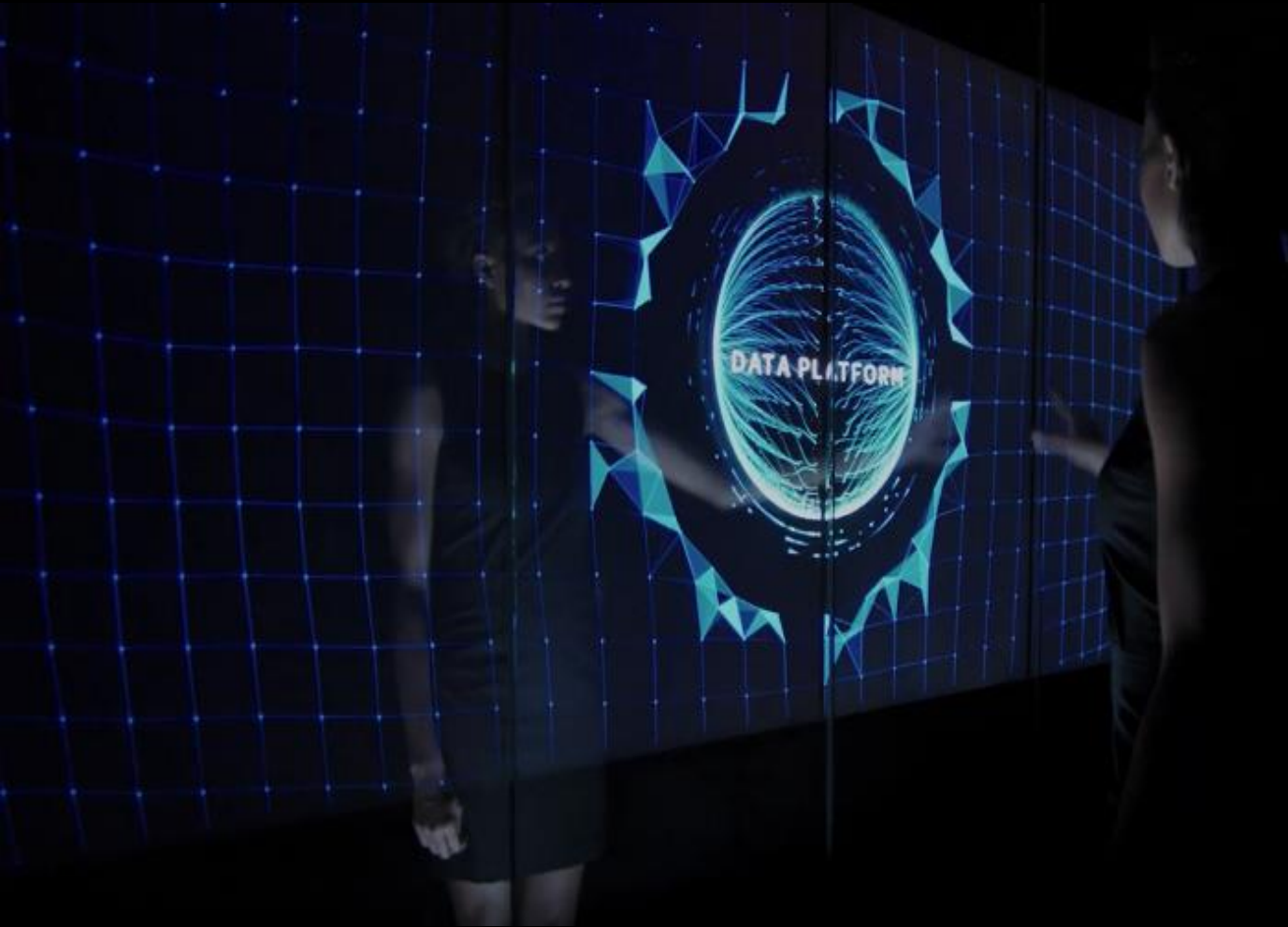


Roll video

Driving Value from AI and Analytics



Cable Congress 2018

Laurence Miall, VP, Advanced Advertising and Data
Liberty Global



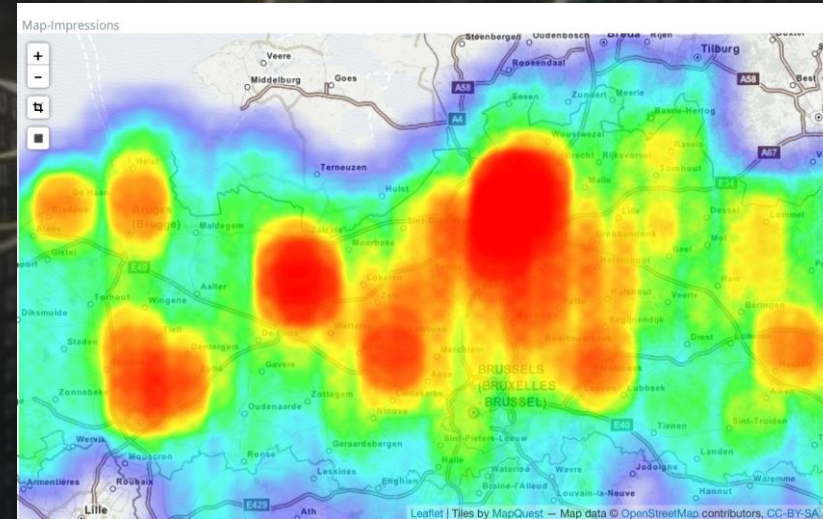
AI is the new electricity

AI: Machine Learning

Hype



Machine Learning to business outcome



Statistical analysis of data to find patterns that computers could not see before

Bucket of Skittles

Just because you have a lot of data



Targeting: imperative for media spend

Over 60
Celebrity
Married
High Income
Eccentric

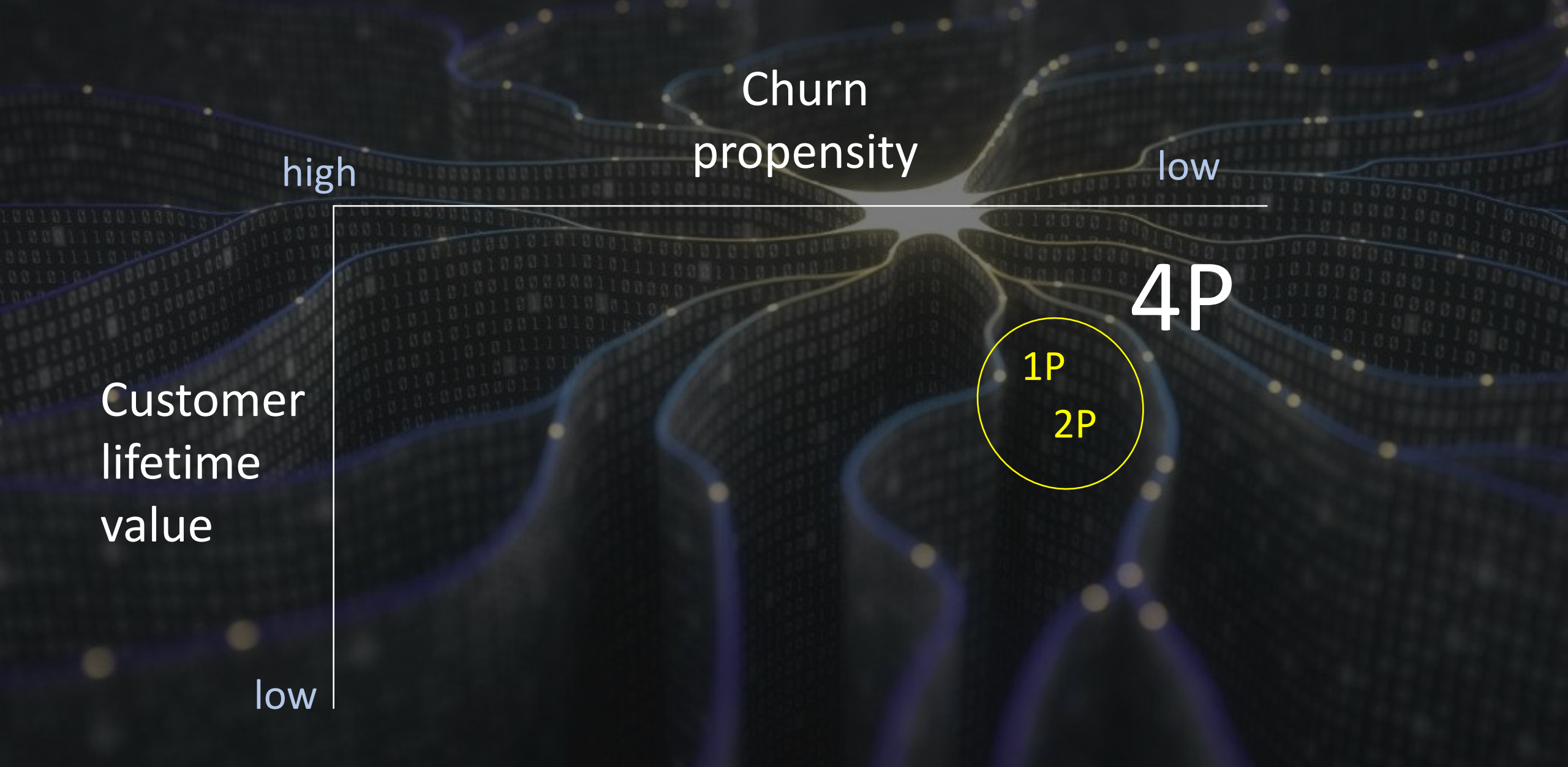
Prince of Wales



Prince of Darkness



CLV: what if we're loving the wrong customers



Measurement versus Insight

Single Data Points



Context/Engagement

Demographic Data

+

Geographic Data

+

Consumer Usage Data

+

Algorithms/analytics

Building defensible Application Layers

Data Collection



**Making trusted data
available**

Unified Data



Avoid Data Silos

Advanced Analytics



Loop Data, Product,
Customers, Data

People



Organization
to leverage AI
capability

70% of Big Data initiatives are not profitable



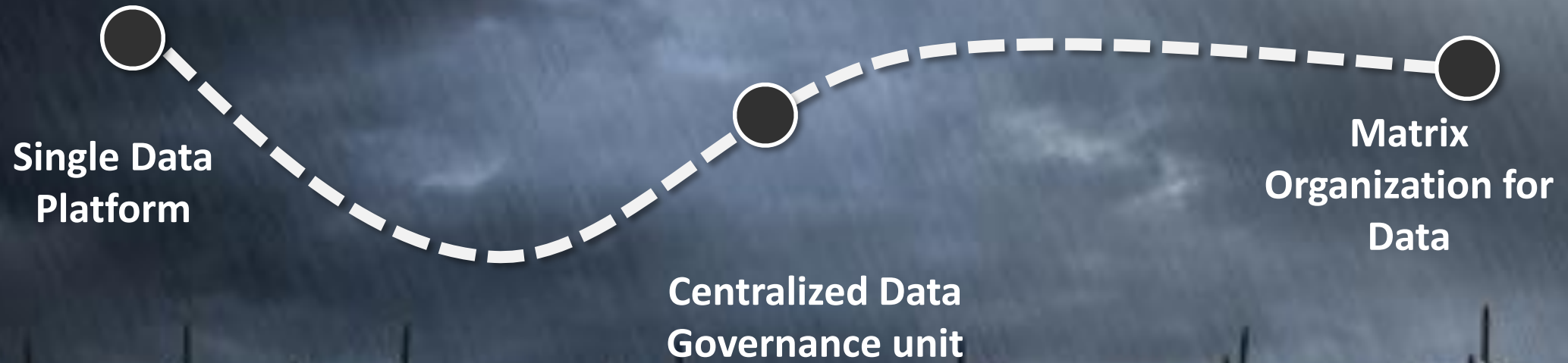
Collect Data

Access Data

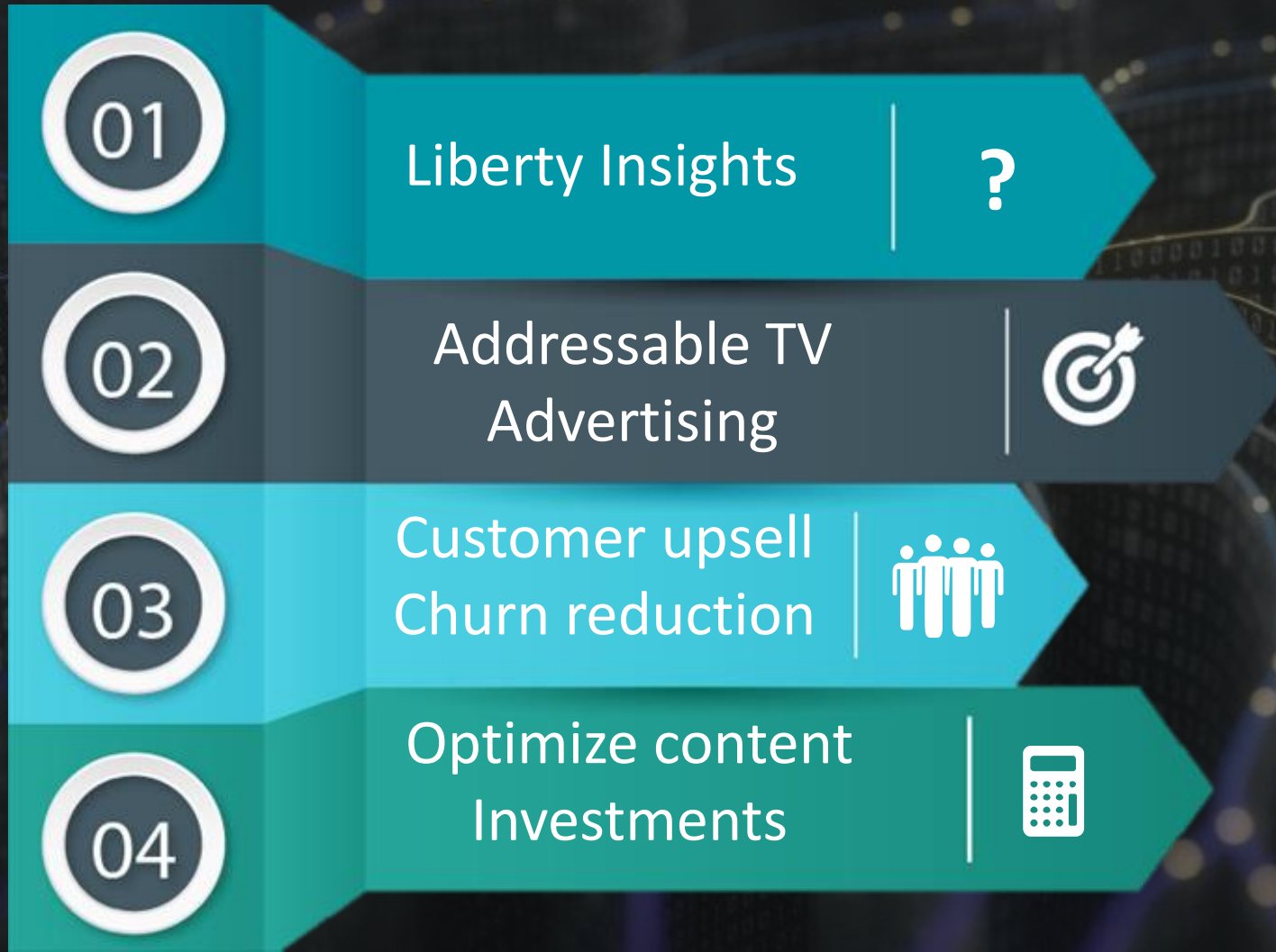
Create Insights
from Data

Make Decisions
from Insights

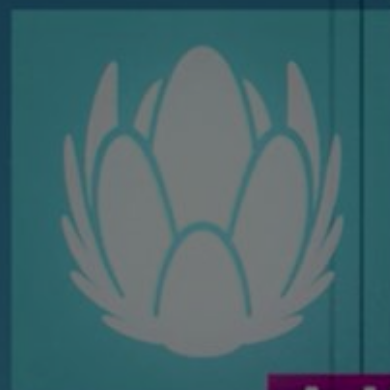
Liberty Global building the AI foundations



Our early day applications



Supported by customer consent and data protection



Liberty Insights

You are what you watch

Liberty Insight: Granular, accurate and accountable

Promo, Ad & content optimization for Broadcasters



Internal optimization of TV Marketing Spend

Consumer Profiling for Brands



Addressable TV Advertising



Targeting

Leverage geo/postcode
First and third party data



Measurement

Delivery data and brand effectiveness study



Price

Effective CPM for audience target

SBS

sky | ADSMART

What's next

How does the Cable industry benefit from deep learning technology applied to pictures, voice and video?

