

WHITE PAPER

Emotion AI for Media & Publishing

Increase creative efficacy & brand equity by generating emotionally resonating content

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Tectonic Shift Underway in Media & Publishing

The media and publishing industry has undergone massive, unprecedented changes in the last few months. And the pandemic acted as a catalyst for this significant transformation in these industries. Though, it all started more than a decade ago when the rise of digital streaming services significantly disrupted traditional media consumption trends. Businesses have been forced to embrace the shift to digital – and understand the changing needs of their consumers. And most publishers also made the switch to digital-only magazines.

With technology redefining the competitive playing field, even new entrants are outpacing old media companies these days. So, it has never been more critical for media and publishing businesses to understand their customers on a deeper level and differentiate themselves.

How Large Is the Global Media & Publishing Market Today?

The global media and publishing market was valued at USD 51.06 billion in 2020 and is expected to reach \$75.4 billion in 2025 at a compound annual growth rate (CAGR) of 8%.

To tap into this vast market and gain a competitive advantage, more and more media and publishing companies are adopting a digital-first, consumer-centric approach. But building a successful brand and capturing consumer attention in this digital-first world is not without challenges.

Media and publishing companies are creating more content than ever to capture more eyeballs. However, the challenge for these organizations lies in churning out attention-grabbing content - one that helps them connect with their audience on an emotional level. Organizations can capture customer attention by using Emotion AI as grabbing your audience's attention begins with providing emotionally resonant content.



Challenges Faced by Media Companies

Media & Publishing companies face many challenges to attract customer attention in a fragmented digital landscape. As consumers, these days use various devices and channels, and with so many touchpoints, there is more competition for the attention of your desired audience. Did you know people spend almost 44% of their days interacting with media, while nearly seven out of ten homes now have a device capable of streaming content? In 2021, the Over the Top (OTT) publishing and media industry picked up the pace. However, this shift came with its roadblocks attributed to the constantly evolving consumer behavior and emotional preferences.

Measuring the creative efficacy of produced content, content discovery, quality content creation, and viewer retention are significant challenges plaguing the media & publishing industry.

Let's investigate each of these challenges holistically.

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OTT

OTT	Revenue
Amazon Prime Video	\$17.5B
Netflix	\$15.5B
Disney+	\$13.5B
Hulu	\$11.5B
Apple TV+	\$9.5B

ASIAN MEDIA

Country	Revenue
China	\$100B
India	\$70B
Japan	\$50B
South Korea	\$40B
USA	\$30B

Content Discovery

Content discovery optimization has become more critical than ever. Over 43% of viewers claim they give up on their search for content if they can't find it in a few minutes. The media and publishing companies have a twofold challenge: vying for attention and cutting through the clutter while maintaining content quality. Organizations need to create a more agile, seamless experience, making viewers feel it's been tailored specifically for them, which helps emotionally connect with the audience.

Viewers often find that the ads are not informative, and it is difficult to search and discover relevant content. They want a better overall media experience, more flexible ways to explore, discover and access content, high-quality content options, and more relevant ads.

Capturing and Retaining Viewers Attention is Tough

With numerous OTT and advertisement players, content, and video creators jostling for space, grabbing viewers' attention is tough, but retaining it is even more challenging.

Media and publishing companies need to deliver binge-worthy, attention-grabbing content to capture and retain viewers' attention. But the biggest challenge in doing that is not every viewer is the same; they have different interests, so personalization needs to be different too. The key to success lies in delivering personalized content that meets these changing consumer needs. And decoding viewers' browsing patterns and behavioural preferences is the only way to do that. And it is crucial to retain the viewers and reduce drop-offs and churn rates. Measuring emotional resonance is vital for the media and publishing industry to develop emotionally resonant content. And this is where Artificial Intelligence-powered Emotion detection technology comes into play.

Consumers Have Become More Demanding

Consumers these days have little patience for poor experiences. Gone are the days when viewers hounded one platform to access good content. Today, when there's no dearth of gripping content, it's crucial to sustain customer loyalty by creating engaging, personalized experiences.

As per a survey, 64% of consumers state that exciting content is why they remain loyal to a media platform for more than a year. The media and publishing industry has witnessed how technology has changed the way content is accessed and consumed. The captive audiences demand maximum flexibility in how, when, and where they access their chosen content.

Due to the increasing options and their increasing appetite for high-quality content, media consumers feel perplexed. Their experience is fragmented across multiple platforms, and they expect it to be frictionless.

Why Emotion AI?

Emotion AI has advanced rapidly in recent years and is poised to become even more powerful soon. It has disrupted nearly every industry, including media & publishing, as it is the ultimate key to unlocking the sealed vault of your customer's mind. It is no secret that creating emotionally resonant content is essential to capture customers' attention. And that's why content creators across the globe are looking to create multimedia content that helps organizations emotionally connect with their audience. And that's where Emotion AI can help.

Emotion AI-led platforms enable brands to create multimedia content that emotionally resonates with the audiences. Some of the areas where Emotion AI is playing a stellar role in creating creative efficacy and brand equity is as follows.





Content/ Script Insights

A/B test scripts to measure the script's overall impact on the target audience with brand attributes like attention, engagement, and emotional appeal.



Episode/ Promo Testing

Test and measure the creative efficacy of trailers, storyboards, and episodes - by second-by-second analysis to identify high and low points in terms of emotional resonance and engagement.



Promo Planning

Test and optimize media planning by identifying audiences and channels with the highest attention and engagement levels and positioning your media for better engagement.



Audience Segmentation

Test and compare media against various targeted audiences for emotional connection, viewer resonance, and engagement to optimize segmentation.



OTT UX Insights

Identify the trigger and friction points that facilitate or interrupt seamless experience for the viewer. Also, identify the best placements for posters or promos.



How Media and Publishing Could Benefit From AI?

To say the benefits of Emotion AI are many would be an understatement. Emotion AI is constantly evolving in every sector, including media and publishing. Using Emotion AI, technology media and the publishing industry can test content, scripts, episodes, promos, trailers, teasers, etc. Pre-testing creative for attention and engagement lets you understand the efficacy and help you optimize the campaign long before it even flights.

It provides the most accurate insights that help choose the right creative concept and avoid re-work. Using this technology, you can test long-form video content, including movies, TV show episodes, and pilots, providing second by second breakdown and emotion analysis with Facial Coding & Eye Tracking. It provides actionable insights on metrics like emotions, engagement, and attention to choose the best option.

Apart from increasing creative efficacy and brand equity, Emotion AI helps brands optimize media planning budgets and reduce customer acquisition costs by determining potential viewers and channels that capture the highest engagement and attention.

In short, Emotion AI is presenting exciting opportunities for the media and publishing sector, and it's encouraging to see the benefits already being reaped by some.

- **Increase Creative Efficacy**
- **Lift Marketing Spend ROI**
- **Increase in CSAT Score**

The Way Ahead

We want to conclude by saying that Emotion AI holds a massive degree of power. As we rapidly shift towards a world characterized by digitization, the power of Emotion AI will expand and stretch even further. And no industry will be able to escape its clutches. Especially the media and publishing industry, as this industry has also been undergoing a high degree of transformation, with digital media paving its way towards becoming the focus of interest.

While the media and publishing industry is still experimenting with ways to compete in an increasingly crowded marketplace, most publishers know quality content is no longer enough to build and maintain a loyal readership.

Media publishers must leverage tactics that enable a fully personalized experience that captivates readers' attention to gain a competitive advantage. There's no substitute for experiences tailored to individual preferences and interests. Success will depend heavily on gaining emotion insights and putting this data to good use.

Emotion AI is a game-changer and leveraging it to optimize and create content that emotionally resonates with your audience will go a long way in achieving business goals.



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Entropik Tech is the world's leading Emotion AI platform that reads human emotions and helps brands redefine their offerings and experiences. In our mission to humanize experiences, we have built AI technologies that understand human emotion through Facial Expressions, Eye Movement, Voice Tonality, and Brainwaves - in a fast and scalable manner.

Our diverse product portfolio allows you to measure experiences across Media, Digital, and Shopper interactions in an accurate and meaningful way.

Entropik Tech provides emotion insights to over 150 global brands in CPG, Retail, Media & Publishing, Telecom, and Financial Services industries, amongst others. We are present across North America, Europe, the Middle East, India, and South-East Asia.

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