

Partner Highlight

AI Inside for a New Era.
One platform. Endless Possibilities.



AI-Infused Media Personalization: Elevating Mobile Engagement and Monetization

Our talk showcases how MK.IO (MediaKind's advanced media and advertising platform, powered by Azure AI services) creates an interactive and highly personalized viewing experience for the fan on-the-go. By leveraging natural language, context-aware advertising, real-time analytics, scene detection, the solution enables service providers and broadcasters to deliver tailored content recommendations and seamlessly integrated, shoppable advertisements and AI-based highlight clip generation. Viewers can explore live sports, music events, series and movies through a dynamic interface while receiving automatically generated highlight clips curated by AI. These highlight clips allow viewers to quickly catch up on key moments from live events or narrative episodes. Meanwhile, advertisers benefit from precision-targeted placements aligned with audience sentiment and interests. The result is a richer, more engaging media experience that fosters deeper audience relationships and new revenue opportunities.

Partner Link:

<https://mediakind.com/mkio/>

Partner Name

Mediakind

Booth Location

Hall 3 Stand 3H30

Request a Meeting with us:

<https://get.mediakind.com/demo>



EXPERIENCE THE POWER OF CONNECTION