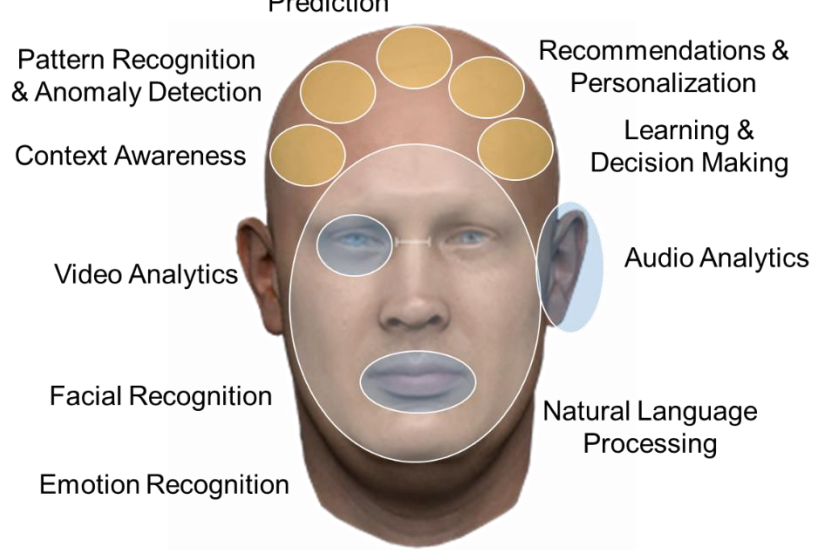


By Craig Leslie, Senior Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

<p>Synopsis</p> <p>Artificial Intelligence (AI) and machine learning are powerful enabling technologies that can affect all aspects of consumer entertainment. This report will examine the new opportunities and service features that AI can unlock as well as the companies poised to take advantage. The report assesses the short- and long-term impact of AI on the entertainment industry and the future role of AI in user experience, service delivery, content creation, and monetization.</p>	<p style="text-align: center;">Artificial Intelligence</p> <div style="text-align: center;">  <p style="text-align: center;">AI: Simulating Human Intelligence</p> </div>
<p>Publish Date: 4Q 18</p>	<p>“Artificial intelligence is used across the connected entertainment value chain by leading companies to gain cost advantages, increase speed to market, and strengthen customer loyalty. Market participants will need to adopt AI solutions to remain competitive,” said Craig Leslie, Senior Analyst, Parks Associates.</p>
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