



#ACCELERATORS2024

IBC ACCELERATOR 2024

AAVA - AI Audience Validation Assistant

WHERE INNOVATION HAS NO LIMITS

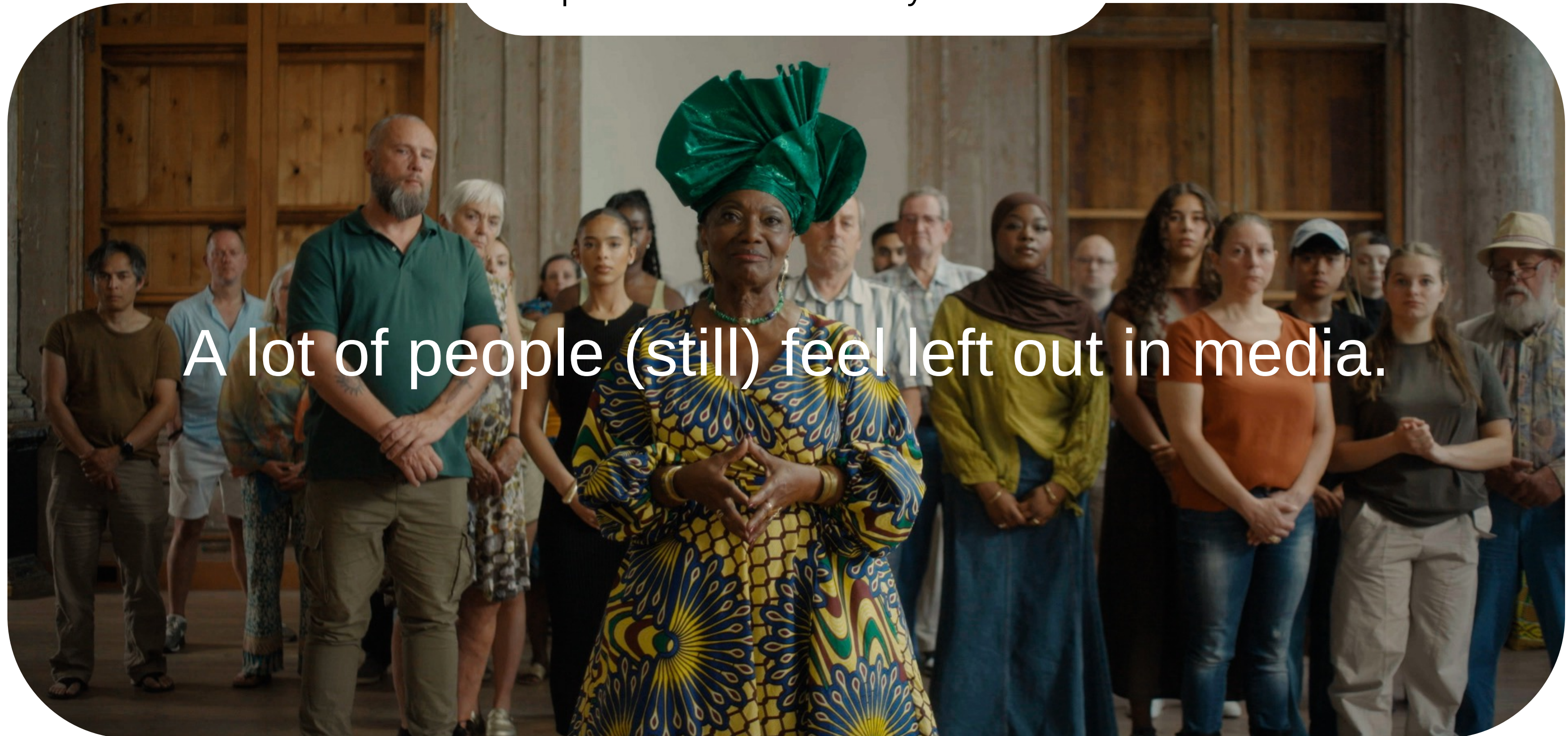


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Challenge

Representation and diversity in media



A lot of people (still) feel left out in media.



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Opportunity

Diversity drives engagement and loyalty



If we listen better, we all win.



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But how can we get their voices heard consistently?



Objective

Using AI to create digital twins of our audiences to get instant feedback



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A complex challenge in need of a wide range of experts.





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“Hi, I am your AI
Audience Validation
Assistant.”

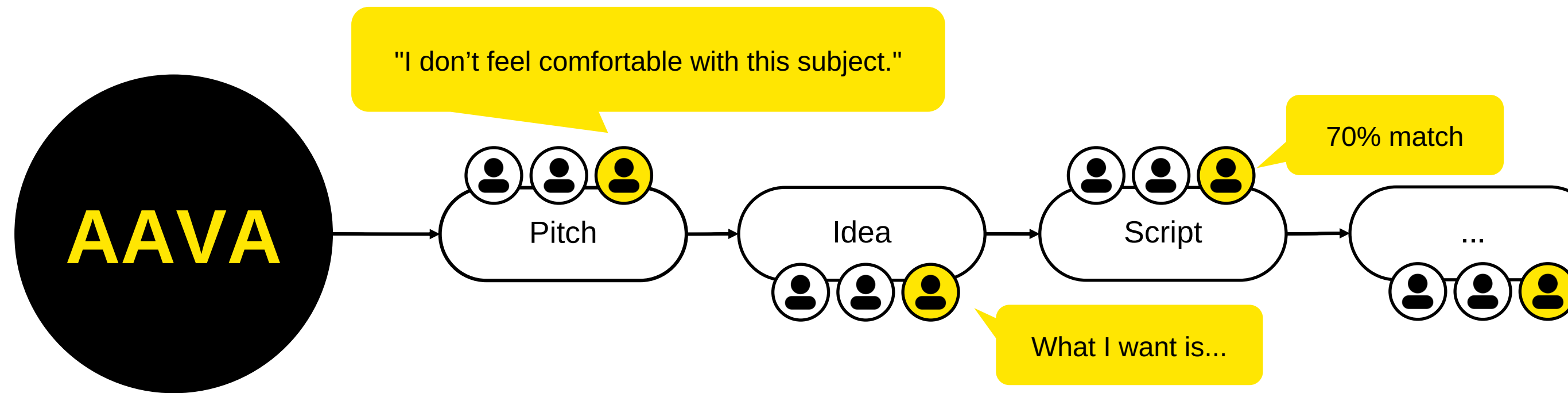
Say hi to

AAVA





When you use



You get **instant unfiltered feedback** from your audience anywhere in the creative process.

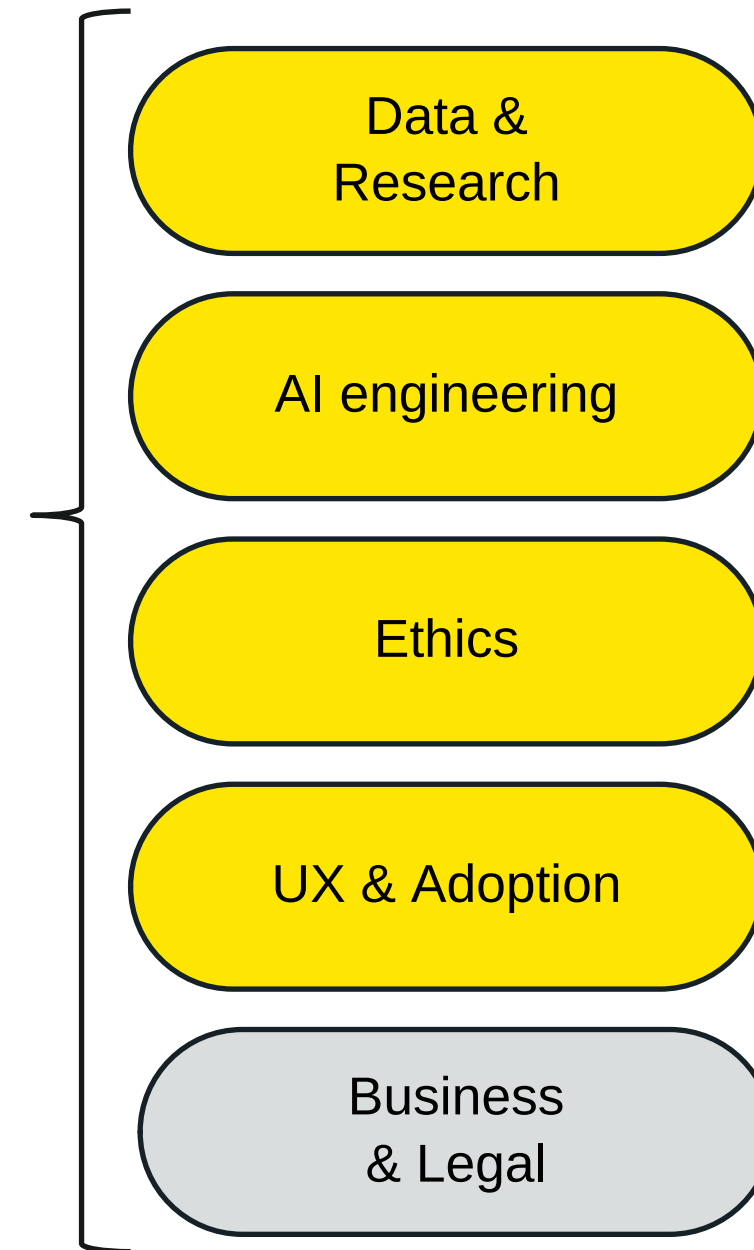


APPROACH



AAVA

Building blocks





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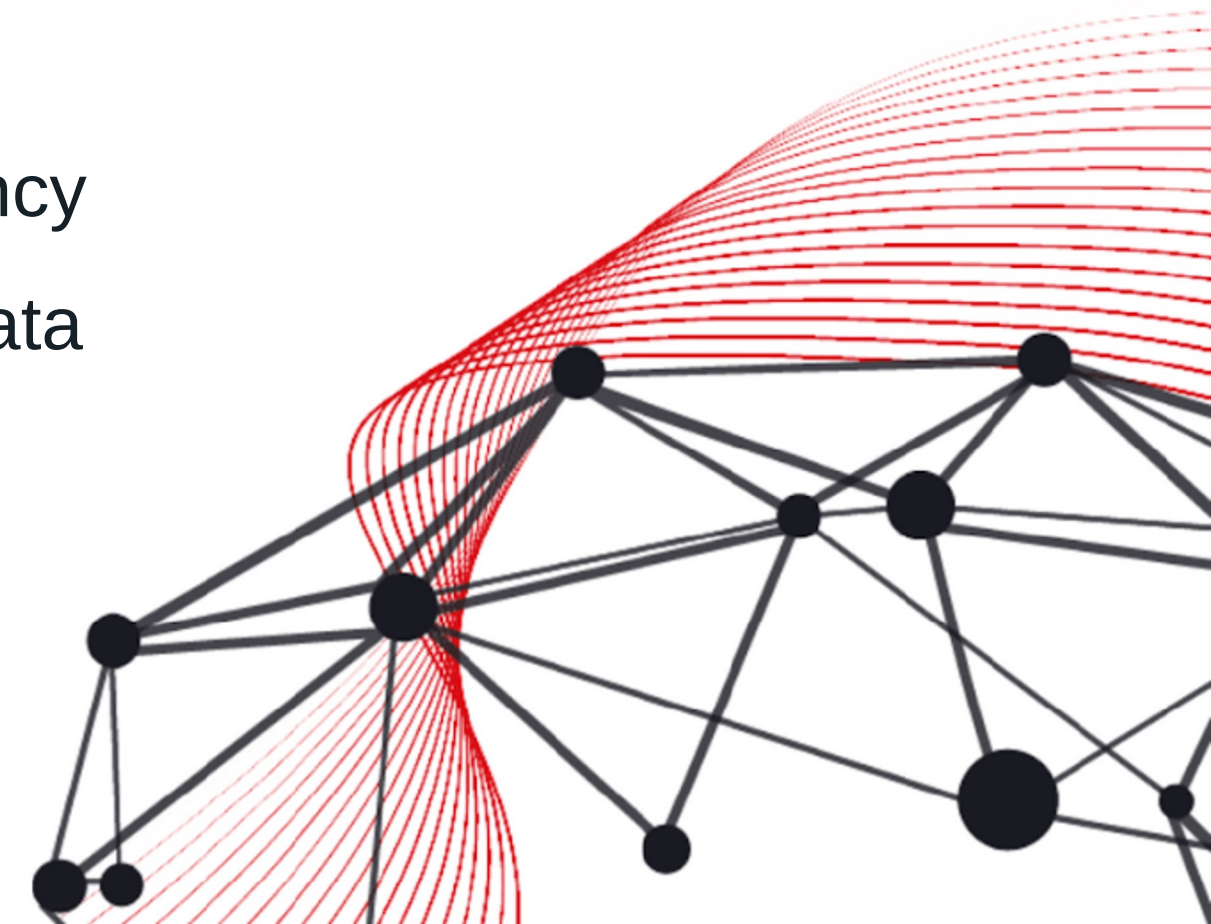
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Subtopics

Data & research

- Audience representation
- Personas
- Data sources
- Data sufficiency
- Contextual data





Learnings

Data & research

- Start working on your data now, to be ready for things like AAVA
- The relationship between data and actual answers is tough to get right
- Missing (local) context can be tricky, i.e. knowing the latest news and TV

Name	Aisha	Ravi	Joris	Fatima	Sanne	
Title	Empathetic Environmentalist	Socially Aware Student	Progressive Tech Enthusiast	Family-Oriented Cultural Enthusiast	LGBTQ	
Mini-Bio	Young professional, empathetic, deeply involved in social and environmental issues, active on Instagram and YouTube.	University student, politically engaged, interested in social justice and cultural diversity, follows news and documentaries online.	Tech industry worker, progressive, interested in innovation and digital media, active on LinkedIn and YouTube.	Young parent, enjoys family-friendly and educational content, engages with cultural programs, active on Facebook and Instagram.	Non-binary consumer follows	
Demographic Information	Age	29	22	27	34	26
	Gender	Female	Male	Female	Female	Non-binary
	Location	Amsterdam, Randstad	Rotterdam, Randstad	Utrecht, Randstad	The Hague, Randstad	Amsterdam
	Ethnicity	Moroccan-Dutch	Surinamese-Dutch	Dutch	Turkish-Dutch	Dutch
	Occupation	Environmental Scientist	University Student (Political Science)	Software Developer	Primary School Teacher	Graphic Designer
	Education	Master's degree in Environmental Science	Bachelor's degree in Political Science (ongoing)	Bachelor's degree in Computer Science	Bachelor's degree in Education	Bachelor's degree in Design
	Income Bracket	Middle-class	Low to middle-class	Middle-class	Middle-class	Middle-class
Voice	Keywords	Eco-friendly, social justice, sustainable living, compassionate.	Culturally curious, politically engaged, analytical, activist	Innovative, ethical, tech-savvy, socially conscious	Traditional, nurturing, culturally rich, educational	Expressive
	Unique Words/Phrases	"Keep it real," "uplift," "one step at a time," "planet," "eco-warrior."	"Stay woke," "question the status quo," "positive impact," "intersectionality," "socio-political."	"Geek out," "tech for good," "privacy," "digital revolution," "cutting-edge."	"Salam," "family first," "cultural roots," "nurture," "inclusive community."	"Authentic," "celebrate"
	Prompt	"Hey, I'm all about keeping it real and sustainable, you know? It's like, we gotta treat the planet with respect and uplift each other. I love getting into deep convos about eco-friendly living and social justice. Let's chat about how we can make a difference, one step at a time!"	"Hey, so like, I'm really into exploring different cultures and political activism. I love breaking down complex issues and finding ways to bring about change. It's super important to stay woke and question the status quo, you know? Let's discuss how we can make a positive impact!"	"Hi there! I'm all about tech innovations and how they intersect with social issues. It's fascinating to see how technology can drive progress, but we gotta be mindful of privacy and ethics too. Let's geek out over the latest gadgets and discuss how tech can be a force for good!"	"Salam! As a mother and teacher, I believe in nurturing a love for learning and embracing our cultural roots. It's all about family, education, and keeping traditions alive while adapting to new challenges. Let's share stories and ideas on how we can create a more inclusive and respectful community."	"Hey! I'm breaking down barriers and creating authentic connections through my work. Let's talk about how we can create a more inclusive and respectful community."
	Accent Prompt	Aisha speaks with a Dutch accent, subtly influenced by Moroccan intonation. Her speech is characterized by a gentle, melodic cadence, with clear enunciation. She occasionally incorporates French or Arabic loanwords with accurate pronunciation, reflecting her multicultural background.	Ravi has a Dutch accent with noticeable Indian English influences, particularly in his pronunciation of certain vowels and consonants. His speech rhythm is slightly more fluid, with occasional intonational patterns typical of Indian languages. He speaks clearly, with a thoughtful and deliberate tone.	Joris speaks with a standard Dutch accent, typical of the Randstad region. His speech is precise and clear, with a slight informal tone when discussing technical topics. He occasionally uses English tech jargon, which he pronounces with a Dutch-English hybrid accent.	Fatima speaks with a soft Dutch accent, lightly tinged with Turkish phonetic influences. Her speech is warm and gentle, often marked by a deliberate pace when discussing cultural or family topics. She sometimes uses Turkish words or phrases, pronounced with native accuracy.	Sanne colloquially uses a mix of Dutch and English, with a resident's casual tone. Her speech is warm and approachable, often using varied expressions and a mix of languages to convey her points.
Personal Characteristics	Empathetic	Deeply empathetic, feels a strong emotional connection to social and environmental causes, volunteers at local community events, and supports various charities.	Ravi is highly empathetic and often advocates for those who are marginalized or underrepresented.	Joris is empathetic and often supports tech initiatives that aim to solve social issues.	Fatima is empathetic and nurturing, both in her family life and her profession.	Sanne is empathetic and supportive, often advocating for marginalized groups.
	Curious	Has an insatiable curiosity about the world, enjoys learning about different cultures, scientific advancements, and social issues.	He has a strong desire to learn about political systems, social justice issues, and cultural diversity.	She has a strong curiosity about technological advancements and their societal impacts.	She is curious about different cultures and enjoys learning about various traditions and histories.	Has a strong interest in social and cultural issues.
	Critical	Not afraid to question the status quo, seeks information from multiple sources to form well-rounded opinions.	Ravi critically evaluates information, seeking out multiple perspectives to form his opinions.	Joris critically analyzes tech products and services, looking for ethical considerations and social implications.	Fatima critically assesses educational content and media, ensuring it is appropriate and beneficial for her children.	Critical thinker and advocate for social justice.
	Loyal	Values loyalty, remains committed to causes and people she believes in.	He is dedicated to causes he believes in, including social justice and educational equity.	She is loyal to brands and organizations that prioritize sustainability and social responsibility.	She is loyal to her family and community, often participating in cultural and community events.	Extremely loyal to her community and inclusive.
	Progressive	Holds progressive views, advocates for social justice, equality, and environmental sustainability.	Holds progressive political views, supporting policies that promote equality and social welfare.	Holds progressive views, advocating for technology that promotes equality and sustainability.	Holds progressive views on education and child development, advocating for inclusive and diverse educational practices.	Holds progressive views on social and environmental issues.
	Tolerant	Open-minded and respectful of different perspectives and lifestyles.	Open-minded and respectful of different lifestyles and viewpoints.	Open-minded and respectful of different viewpoints and lifestyles.	Open-minded and respectful of different lifestyles and viewpoints.	Open-minded and respectful of different perspectives.
	Worldly	Enjoys traveling, learning about global cultures and environmental practices.	Interested in global political issues and often participates in international student forums.	Interested in global tech trends and participates in international tech conferences and forums.	Enjoys traveling and exposing her children to different cultures and experiences.	Enjoys traveling and experiencing different cultures.
	Emotional	Passionate, driven by her emotions, especially	Ravi is passionate about his beliefs and often	Passionate about her work and beliefs, often	Passionate about her family and cultural heritage, Passionate	



Subtopics

AI engineering

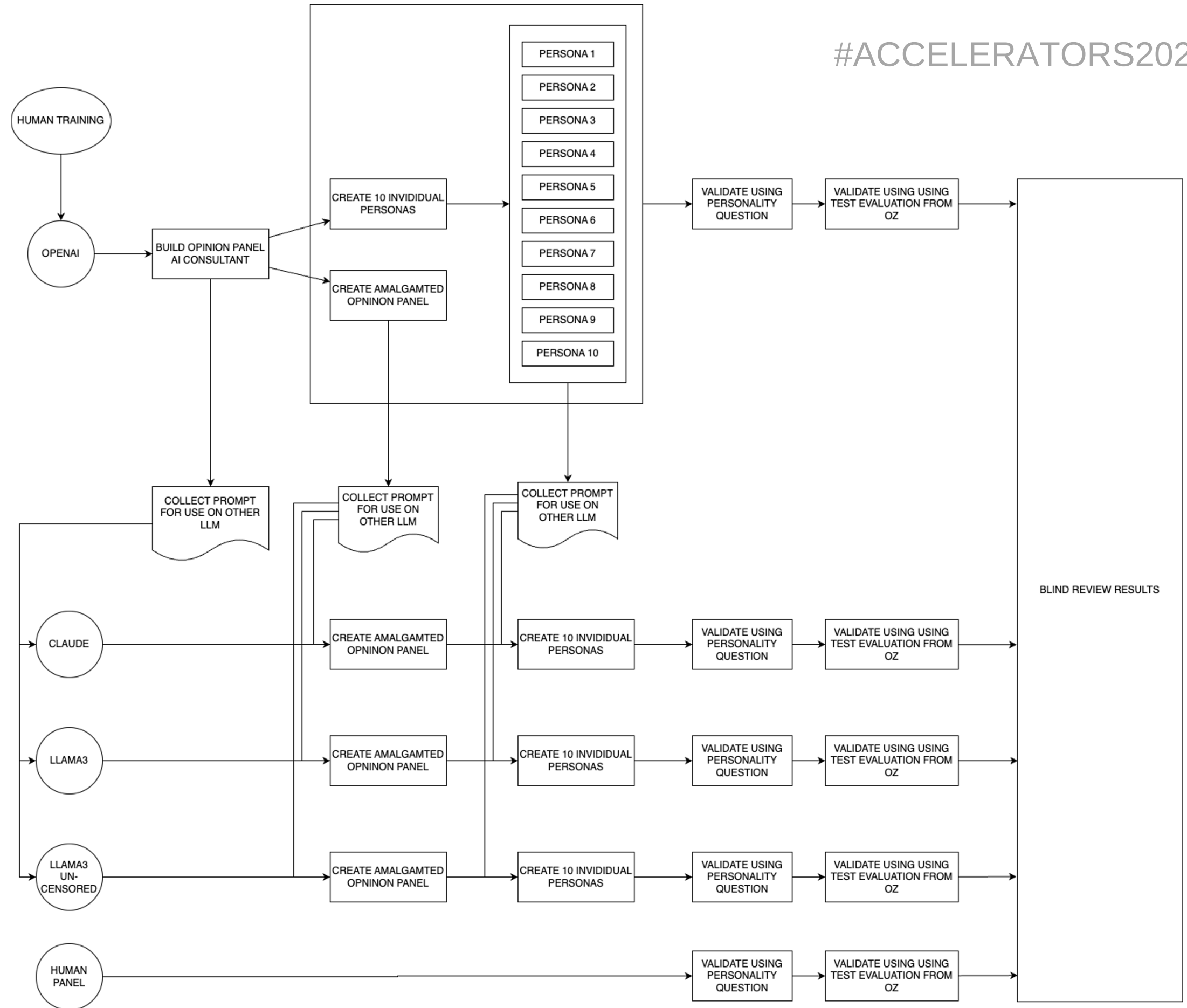
- Traceability
- Explainability
- Tone of voice
- Choice of LLM
- Guardrails
- Data structuring





AI engineering

- Guardrails do more damage than you expect
- With the right prompting, AI can be really politically incorrect
- LLM's change often





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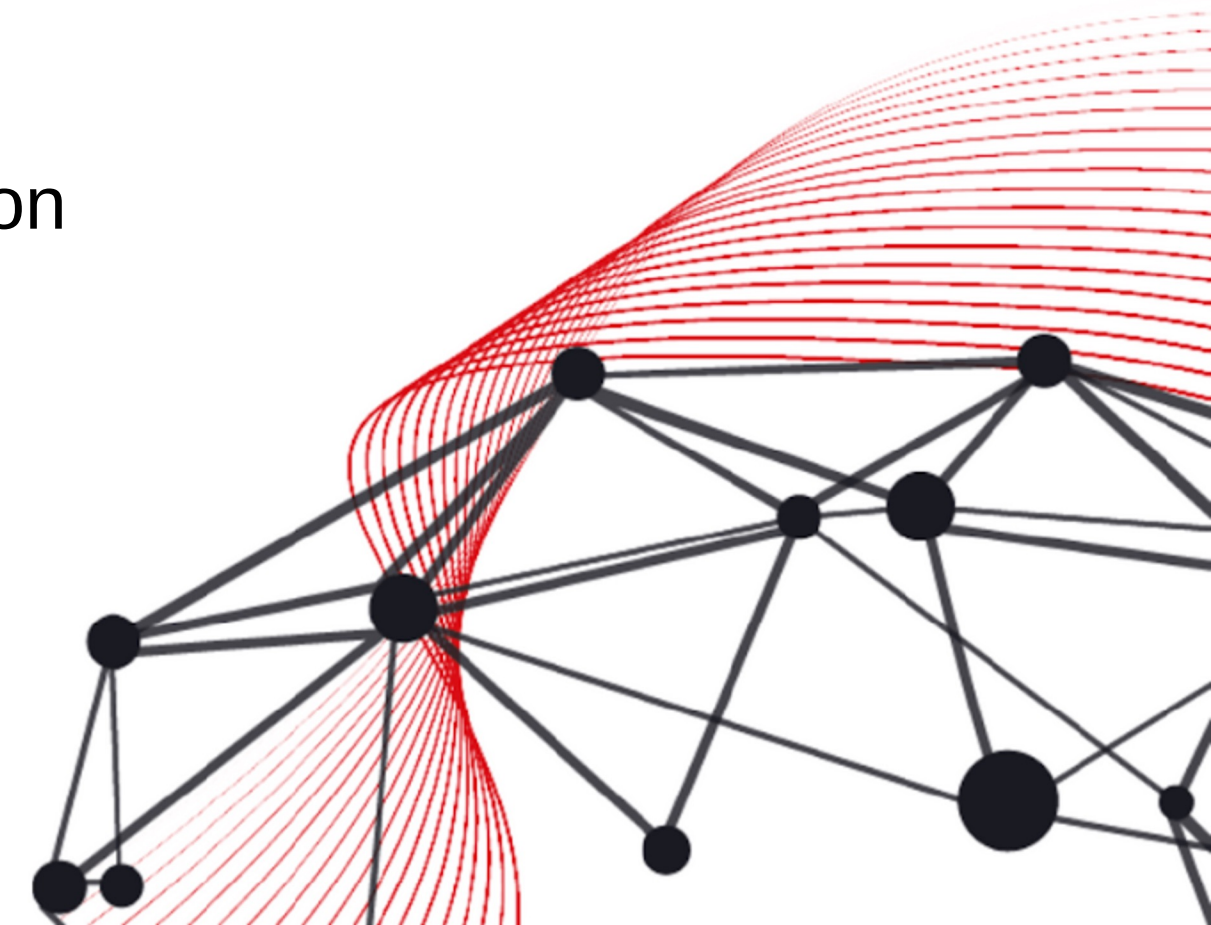
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Subtopics

Ethics

- Culturally appropriate
- Validation of output
- LLM biases
- Representation

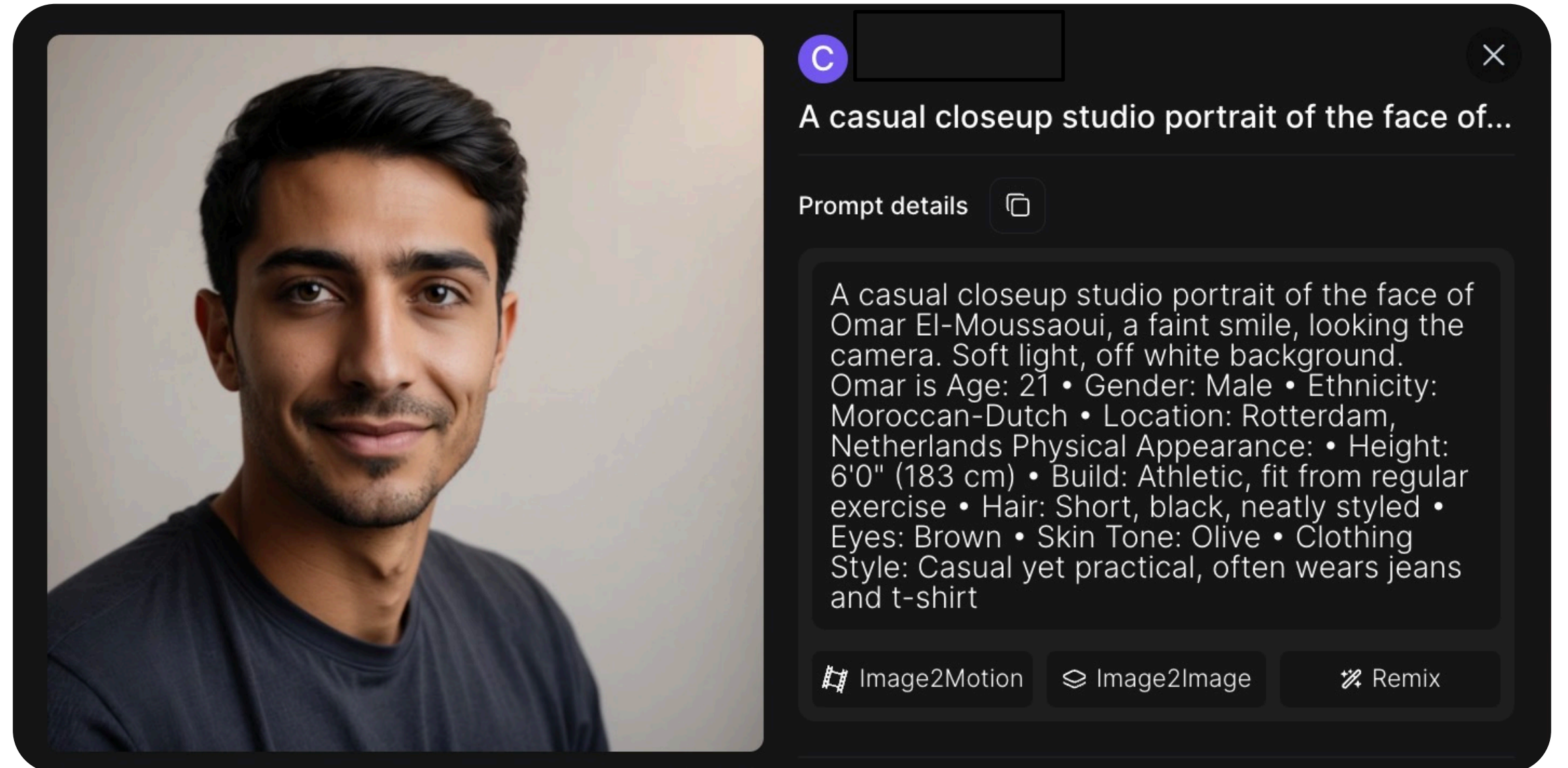




Learnings

Ethics

- Showing a photograph creates bias on bias
- Could and should you create a twin of your real focus group?
- Stereotypical behaviour is unwanted, but can be true

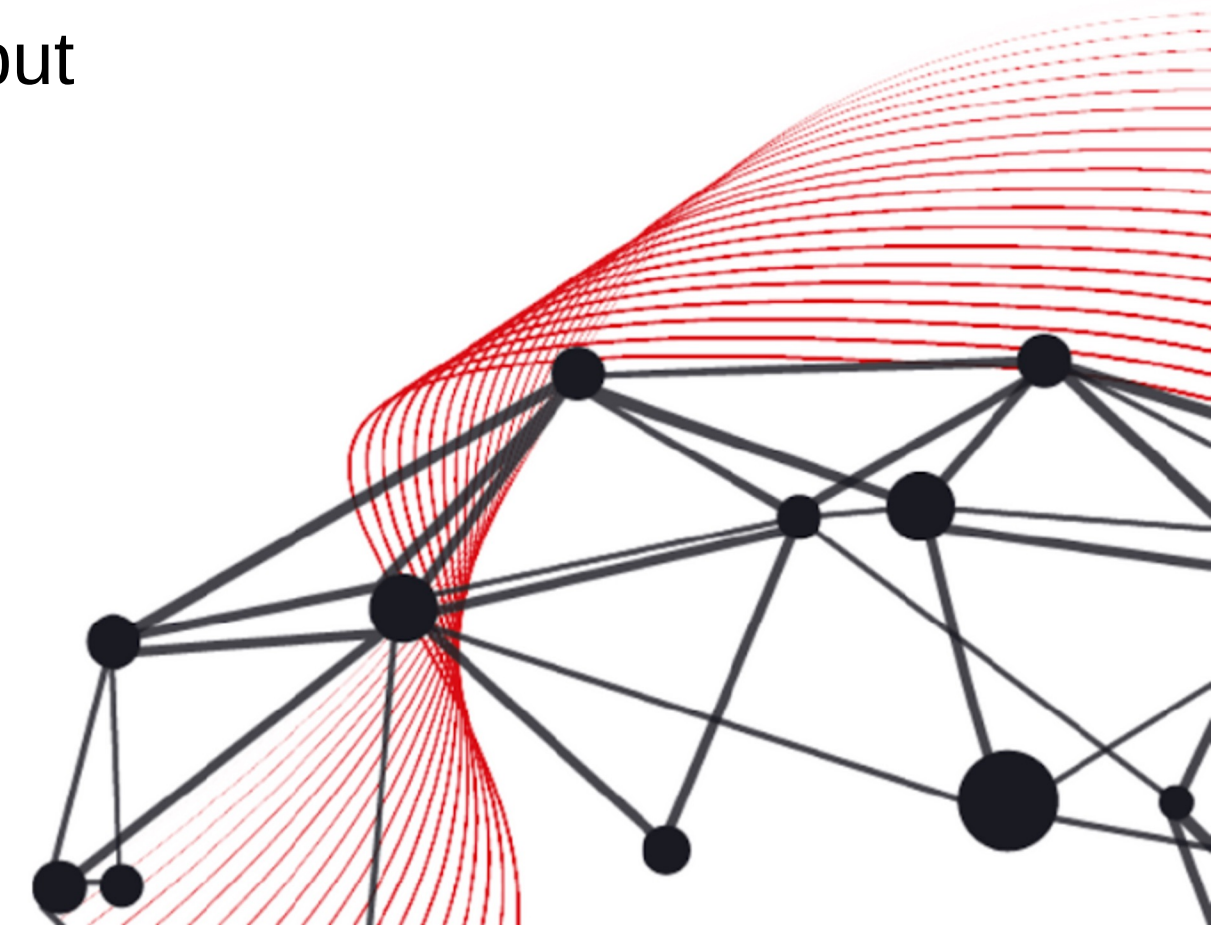




Subtopics

UX & Adoption

- Role of the tool
- Types of input
- Types of output
- Interaction





Learnings

UX & Adoption

- You can't skip the conversation and go straight for the results
- People tend to want to get a feel for the LLM's "character" qualities and abilities
- Varying demands depending on creative phase and workflow

	A	G
1	Assumptions/Interview Components	Pattern/Non-pattern
2	<i>Intro>>></i>	
3	Age	
4	Role	
5	Years of experience	
6	Use of panels/data?	Varies greatly per organization: creators or mission?
7	What else is currently being used for testing?	Use the same tool but with different depth
8	Is help provided, or is a case described independently?	Panels are on the rise; mission-driven broadcasters use it cons
9	How do you know if your idea (outside your world) is good/pitch-worthy?	The team is the common denominator; AAVA must fit well in the
10	Experience with AI?	Everyone uses AI
11	If so, which?	Open AI and Midjourney for lists to brainstorm and images to pit
12	Prompting level	Prompting is often little conscious/ based on how the LLM works
13	What is the decisive pitch situation for you?	Only 1 person wants to change the target audience's life a bit; o
14	What are the criteria on which the pitch depends?	Very diverse criteria
15	<i>Prototype>>></i>	
16	Are users clicking through on their own or only "on command"?	Interface resembles Open AI (often said) but does not invite end
17	I expect many people won't believe this can really work (underestimation)	Majority understands this could/might happen
18	Reaction to Euromuslims regarding bias/representation as a problem	Little reaction but still quite some awareness that own bias is a t
19	First reaction	Simple tool is appreciated but could visually show info immediat
20	First click	Path works but is sometimes seen as restrictive
21	Do the options on the start screen match?	Use varies better content options that really help you and your id
22	What would you have liked to do first?	Many specific own initial entries; asks for a kind of pre-sorting/al
23	Is uploading text logical?	Text upload is logical
24	What is their first sentence, their first substantive question?	See earlier: many different very specific questions
25	Do users know what they want to know?	They know very clearly what questions they have
26	If yes, what is it? If no, why not?	Target audience thinking is at least triggered, very different expe
27	Is it true that the "hyperpanel" is the golden path?	Panel is good provided you can set the tool to your question/pha
28	Is the result screen possibly already enough information?	There is a huge hunger for depth on the result screen for the AV
29	Or do they click through for more depth themselves?	Everyone wants more depth
30	For which underlying questions/uncertainties do users want to go deeper?	And so about the "lives"/backgrounds of the AVA's
31	Do the avatars start to live as champions of the idea?	Because there is not enough depth, the commentary is taken le
32	I expect that the discomfort or disbelief at the output can be quite significant	There is skepticism we would do well to clarify that they have a



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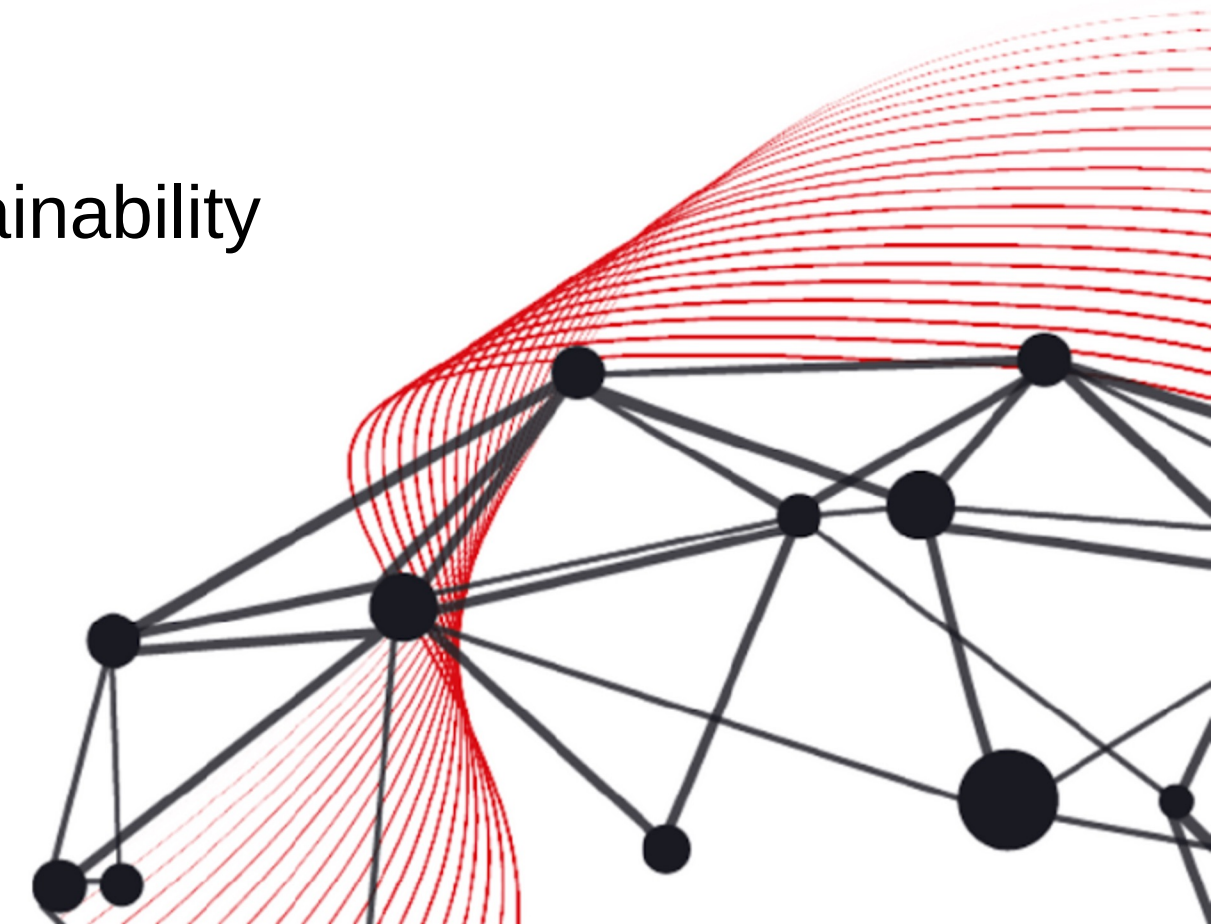
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Subtopics

Business & legal

- Data ownership
- Impact & relevance
- Positioning
- Scale & sustainability





Learnings

Main points

- There needs to be a fast and a deep path in a AI-panel tool to accommodate user scenario's
- The tool needs to help with/explain prompting strategies
- The drill down might often be the start of the answer flow
- Ethics needs to be addressed at the start of the user flow (in the beginning)
- The tool needs more than personas; it needs to have round characters
- Marketeers might be our earliest adapters



PROTOTYPE

AAVA

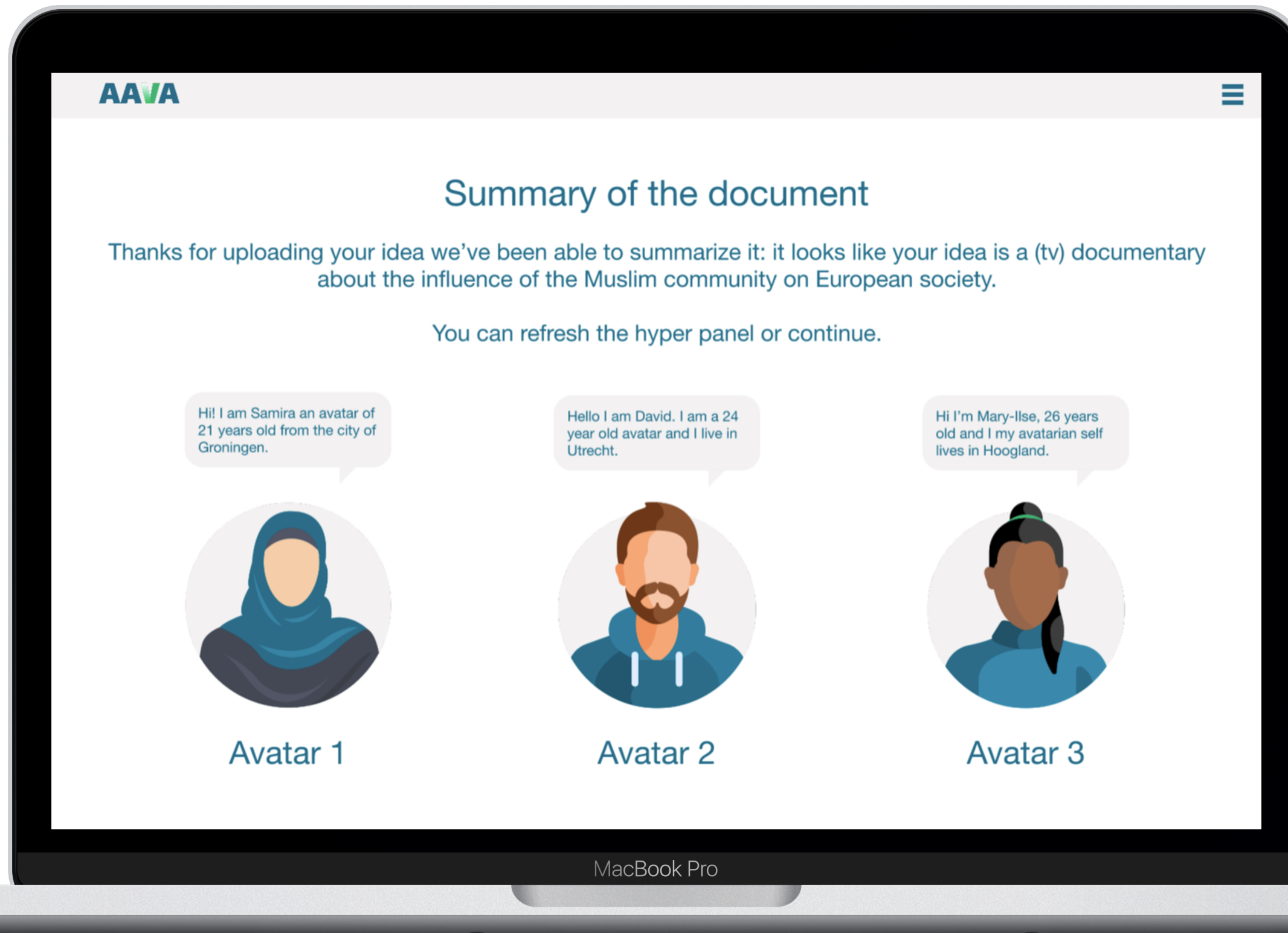
Ai Audience Validation Assistant

I'd like
some feedback
on my format

Create personas
for my
target audience

How does a
digital panel
receive my idea?

Evaluate
this format
quantitatively



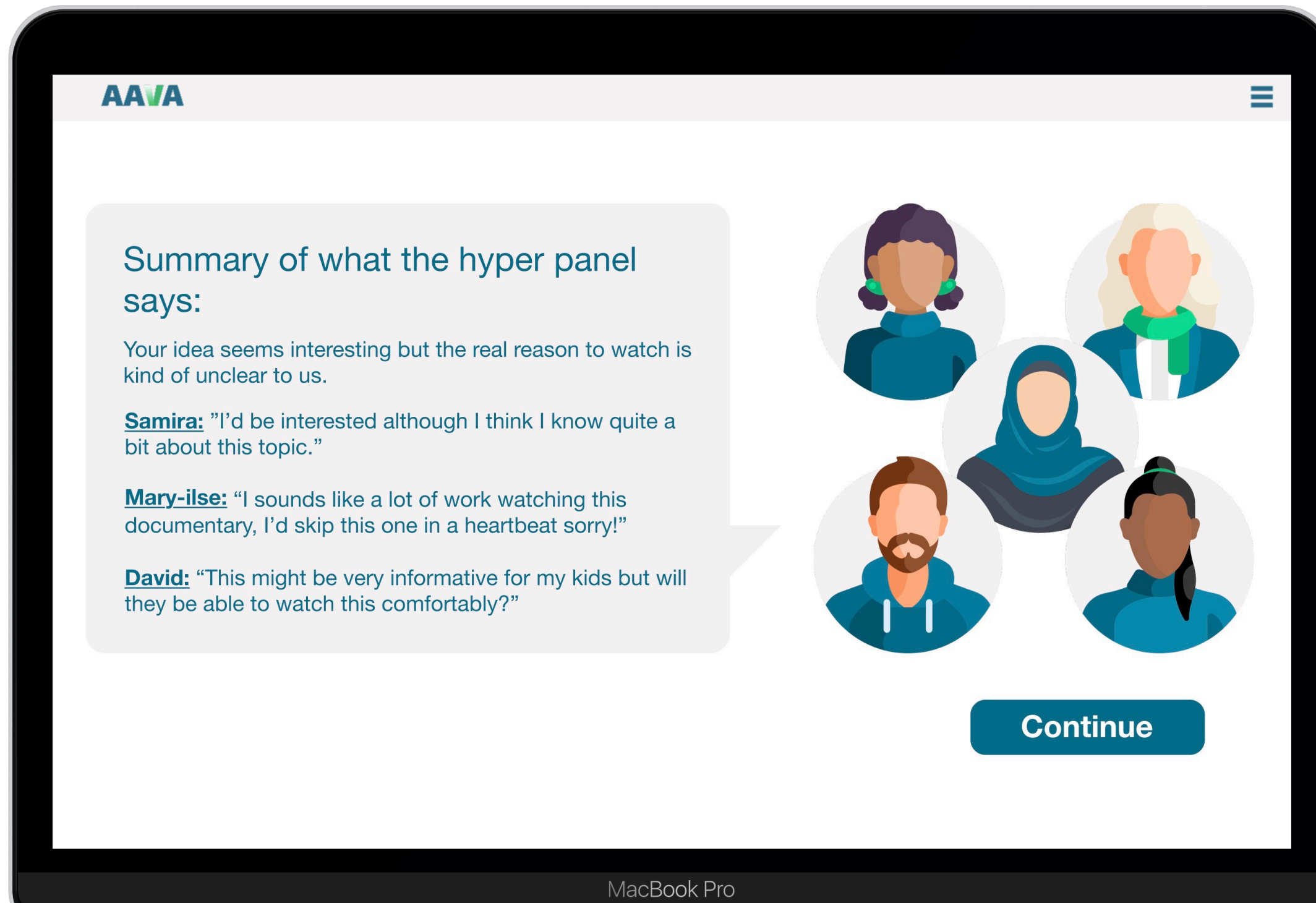
Define

- Automatically create accurate reflection of real audience
- Scaling is possible: small groups for conversation, big groups for quantitative feedback
- Visualising personas can enhance user experience, but creates greater bias



Quick reactions

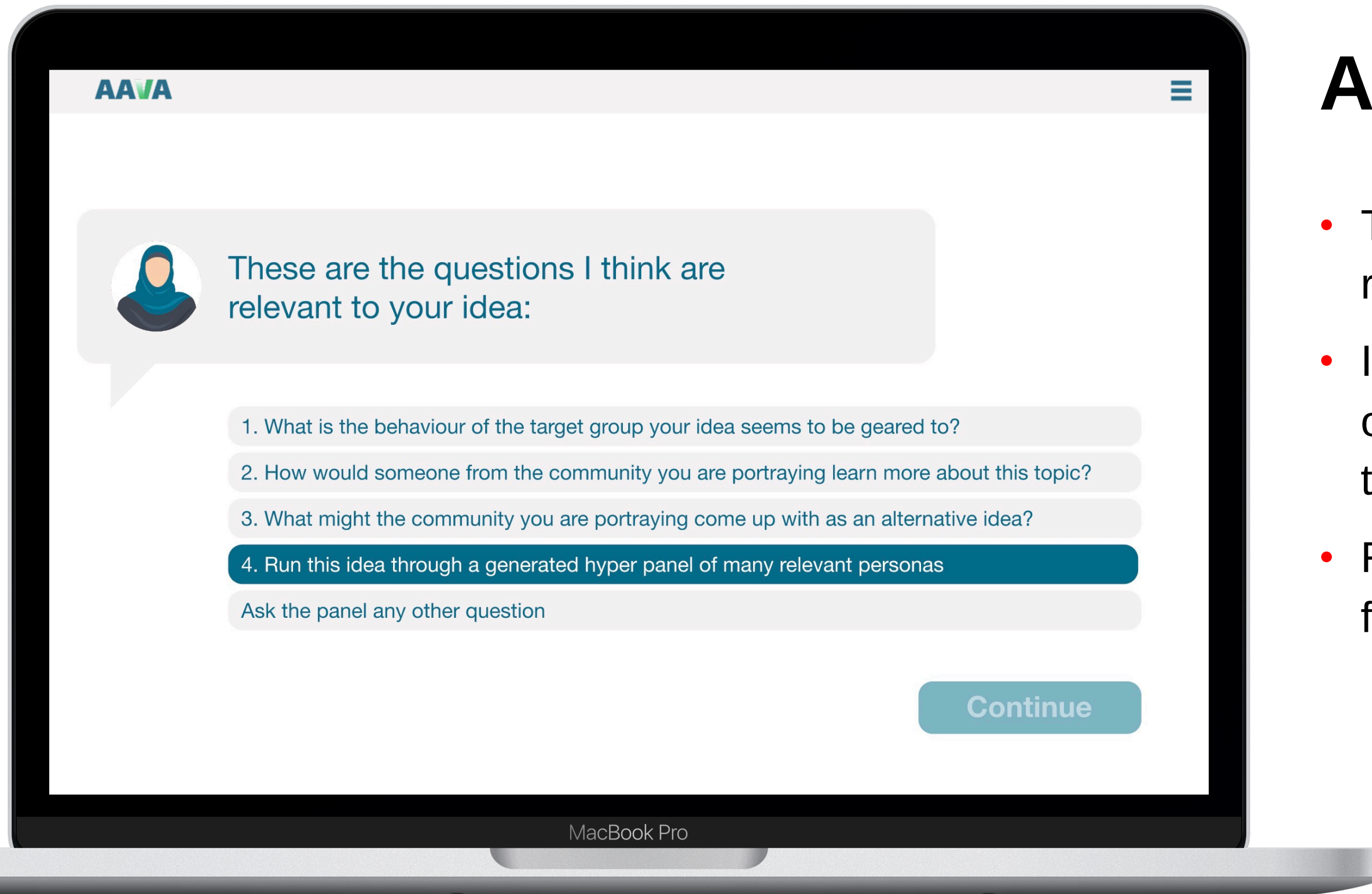
- Quick results will show user what AAVA can do
- Stimulates to delve deeper
- Can also be used to know what information or context to add to your idea





Assistant

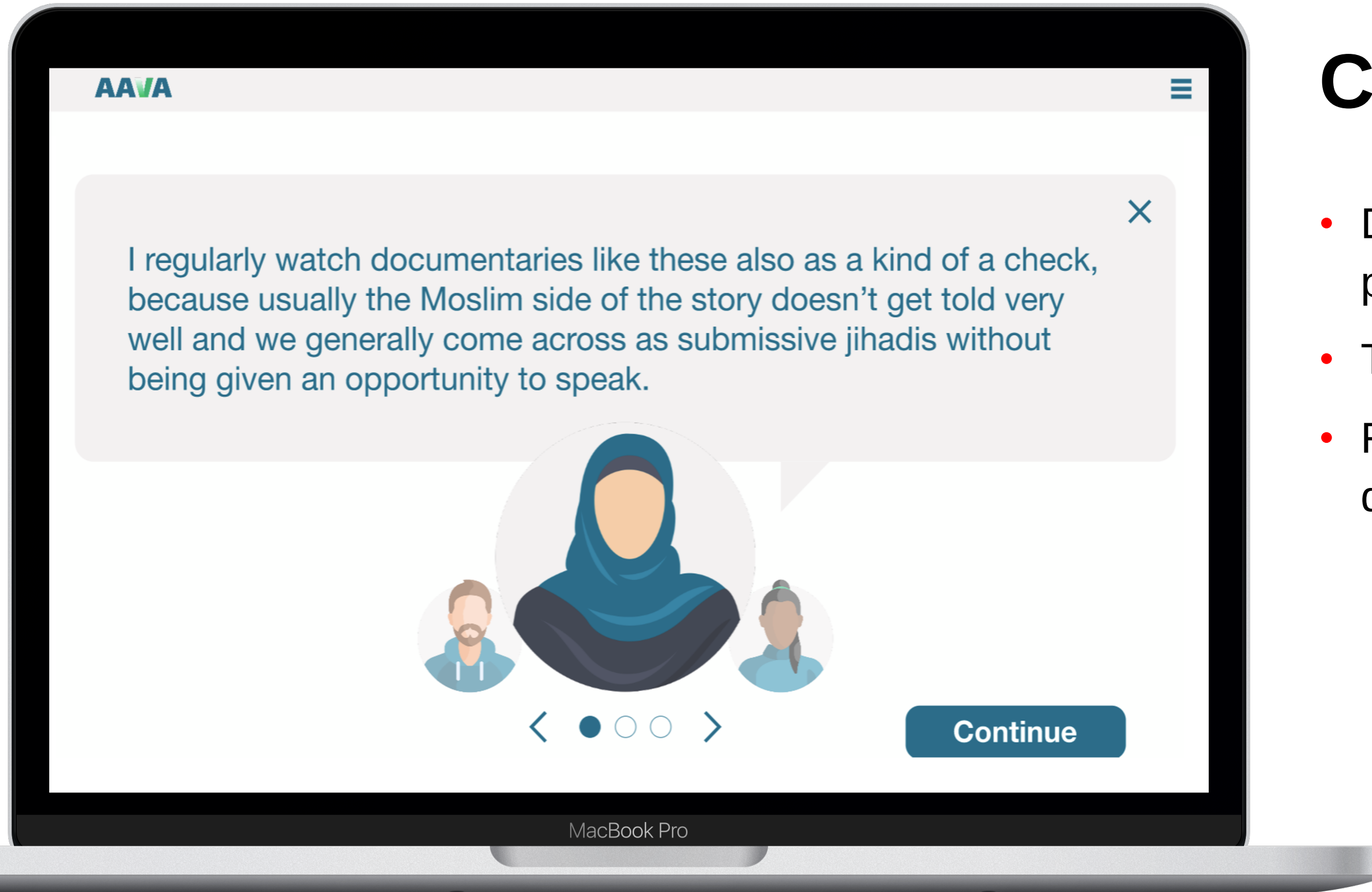
- The AI can guide you in reviewing your ideas
- It shows what AAVA is capable of helping you without reading the manual
- Reduces mental load in the feedback process





Conversations

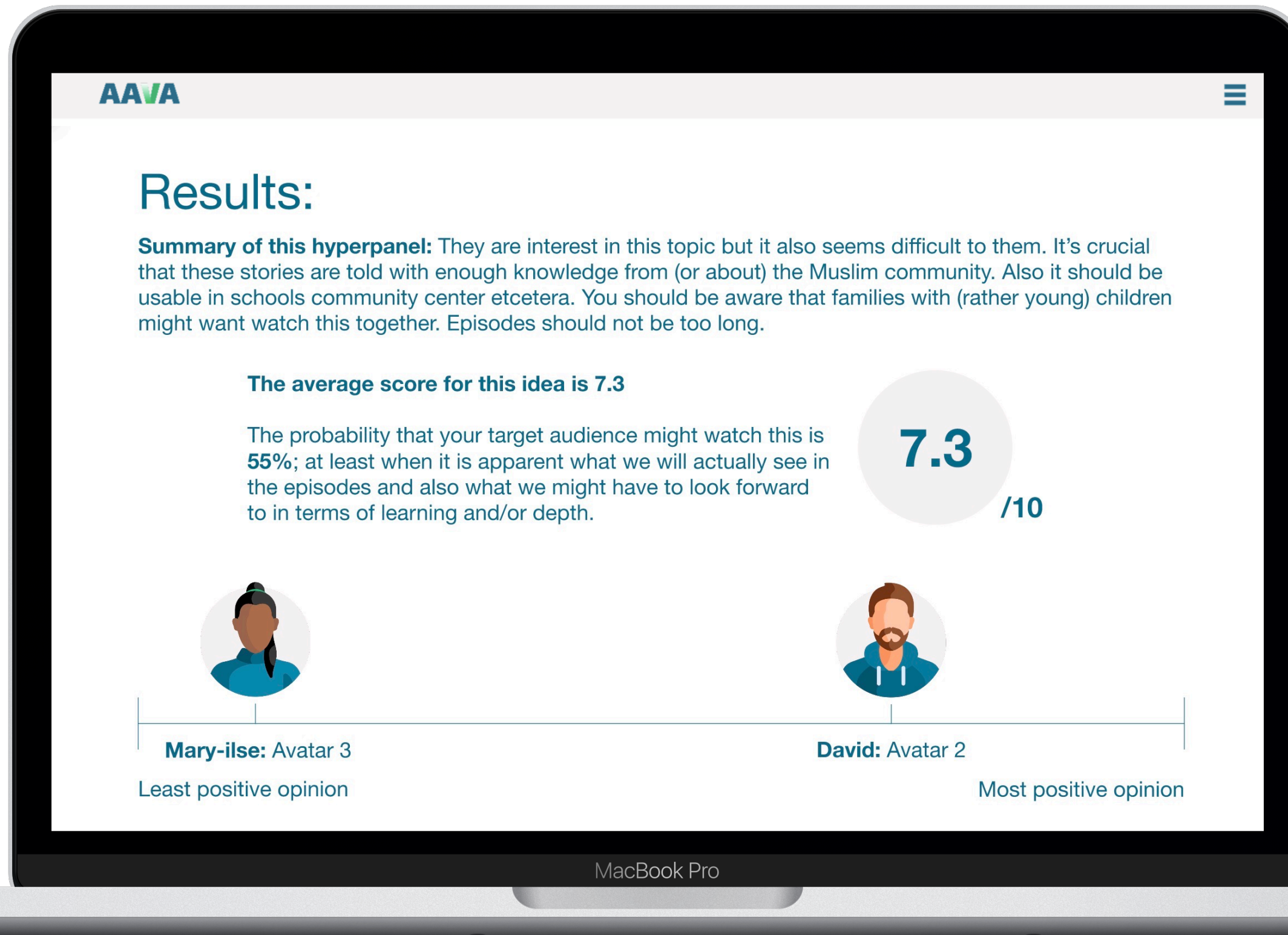
- Dive deeper by asking for personal opinions
- Tone-of-voice is critical
- Realtime or in the form of a questionnaire





Audience match

- Quantitative output can be easier to process and ideal for comparing ideas
- Critical that users know what's behind this number
- Drill down on extremes to know what to change and what to keep





Explainability

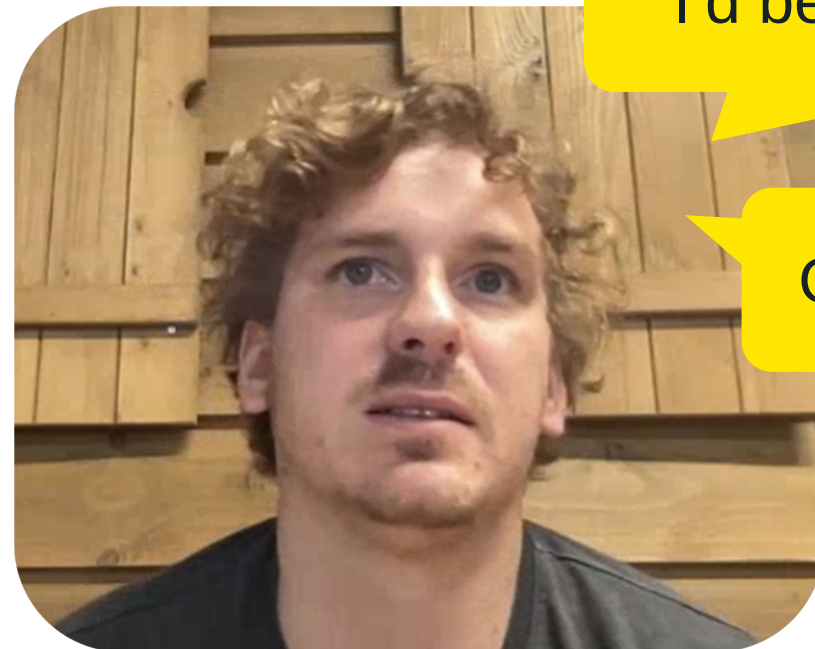
- Showing how the data correlate with the answers
- Knowing AAVA's workings is vital for understanding





User interviews

Thoughts after using the prototype



I'd be like f*** you robot!

Oh wait this is interesting! I want this!

I am actually really looking forward to the ethical discussion this tool will bring about in our industry.



I want a tool like this to be able to point out the blind spots in my idea.



I need to use an AI tool like this. We have to, ironically, because we are in the business of people.





User interviews

Patterns derived from user interviews

Assumptions/Interview parts	Pattern/Non-pattern
I expect that many people do not believe that this can really work (underestimation)	The majority understands that this could/can happen
Do users know what they want to know?	They know very clearly what questions they have
So what is it then?/If not, why not?	Target group thinking is at least triggered
Is it true that the "hyperpanel" is the golden path?	Panel is good as long as you can set the tool to your question/phase in advance
Is the result screen perhaps already enough information?	There is an enormous hunger for more depth on the AVAs at the result screen
For what underlying questions/uncertainties do users want to go deeper?	And thus about the "lives"/backgrounds of the AVAs
Do the AVAs (already) come to life as champions of the idea?	Because there isn't enough depth, the commentary is taken less seriously
Are there people who really want the drilldown?	The harder the information, the better
Can they make a choice/decision now?	Only once it is more SMART and thus better feeds into a team discussion
I expect users will (eventually) realize the added value of this tool.	Almost everyone feels the need and the potential advantage
The recognizability of content increases by using digital twins	Opinions are divided on the (photo) realism of AVAs; it is clear it could help refine the idea, recognizability is not mentioned as an issue
If you could change one thing, what would it be?	More background of the AVAs really stands out as a desire
Would you use this?	If it better meets the discussed expectations, they are open to it
When?	AAVA should be usable at multiple points in the ideation process
Does this actually fit with a public broadcaster (ethics)?	That we are doing this is fairly logical but also still scary



FROM THE START

**Many different people inhabit the Netherlands.
So why don't we see them on television?**



From the start

Vision and impact

- Continuous focus on relevance, diversity, and inclusion
- Transforming audience from passive viewers to active contributors
- Increasing competitiveness of public media: lowering costs, increasing speed while improving loyalty and engagement
- Showing the value of augmenting the creative process with AI

Synthetic data is as good as real – next comes synthetic strategy

AI customers can now deliver a 95% match to real survey results, which will ultimately feed a fully automated process of marketing strategy and execution.

BBC: AI will be a growing disrupter in the media sector over the next few years

The BBC said it is running a number of Gen AI innovation pilots that will identify "where there is real audience and operational value to be gained"

BY JENNY PRIESTLEY

PUBLISHED: JULY 23, 2024 · UPDATED: JULY 24, 2024



From the start

Goals

As presented at **IBC Kickstart Day**

- Multimodal Generative AI for audience feedback
- Digital twins with rich demographic and socio-cultural backstories
- Seamless integration into content creators' workflows





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From the start

Storyboard

Walk the audience through the innovative aspects of AAVA, focusing on the technical advancements and the ease of integration into existing content creation workflows.

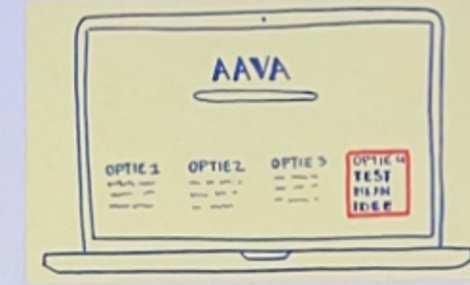
STORYBOARD AAVA: VIRTUELE CONTENT JURY



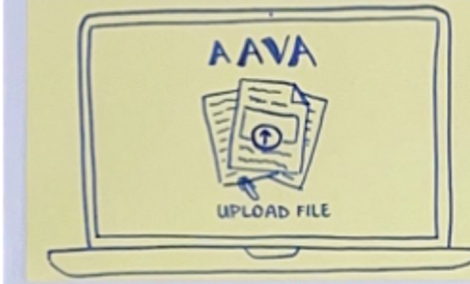
1. EEN GROEP PROGRAMMAMAKERS IS BEZIG MET HET VOORBEREIDEN VAN EEN PITCH VAN EEN JOURNALISTIEKE DOCUMENTAIRE OVER DE INVLOED VAN DE ISLAM OP EUROPA DIE ZIJ AAN DE BESLISSERS ZULLEN PRESENTEREN.



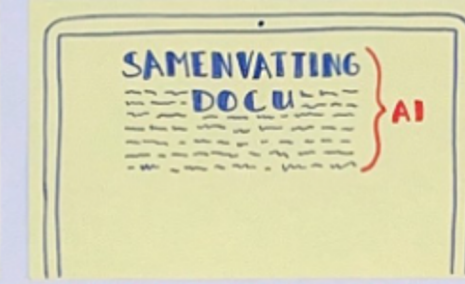
2. IEMAND UIT DE GROEP PROGRAMMAMAKERS OPENT DE AAVA WEBAPPLICATIE OP ZIJN LAPTOP DIE SUPER SIMPEL EN DUIDELIJK VORMGEGEVEN IS (NET ZOALS DE OPEN AI CHAT INTERFACE).



3. DE GEBRUIKER ZIET 4 OPTIES EN KIEST VOOR DE OPTIE: "TEST MIJN IDEE".



4. DE GEBRUIKER UPLOAD ZIJN DOCUMENT MET DE UITWERKING VAN HET PROGRAMMA IDEE: "DOCUMENTAIRE OVER DE INVLOED VAN MOSLIMGEMEENSCHAPPEN OP DE EUROPESE SAMENLEVING".



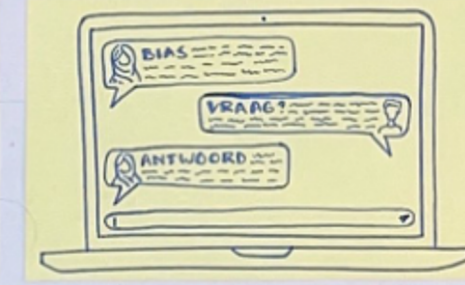
5. AI GENEREERT EEN SAMENVATTING VAN HET UPGELOADE DOCUMENT.



6. OP HET ZELFDE SCHERM ZIET HIJ EEN OVERZICHT VAN 3 AI-GENEREEERDE HERKENBARE PERSONA'S EN KIEST VOOR DE GENE UIT DE MOSLIMGEMEENSCHAP.



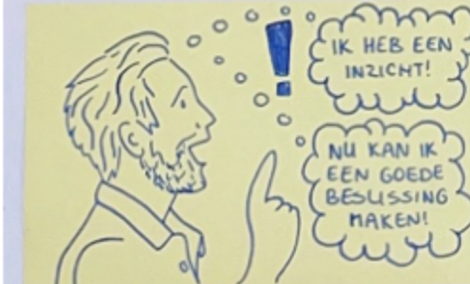
7. DE GEBRUIKER KRIJGT EEN BIAS TE ZIEN VAN DE AI-GENEREEERDE PERSONA 2 DIE TYPEREND IS VOOR DE DOELGROEP WAARIN ZIJ VALT.



8. DE GEBRUIKER KAN HET GESPREK AANGAAN MET DE AI PERSONA EN DOORVRAGEN VIA PROMPT/CHAT.



9. DE GEBRUIKER KAN ZICH BETER IN VERSCHILLENDE DOELGROEPEN VERPLAATSEN EN KAN ZO EEN INCLUSIEVER PROGRAMMA CREËREN.



10. DE GEBRUIKER HEeft INZICHTEN GEKREGEN DOOR DE TOOL EN KAN TOT GOEDE BESLISSINGEN KOMEN VOOR HET MAKEN EN PRESENTEREN VAN HET NIEUWE PROGRAMMA IDEE.



11. DE GEBRUIKER GEEFT EEN SUCCESVOLLE PITCH AAN ZIJN BESLISSERS, WAAROP ZIJ JA ZEGGEN!



12. HIERDOOR ZIET DE GEBRUIKER DE MEERWAARDE VAN DE TOOL IN.



From the start

Test data and LLM's

Testing different types of input to create persona's and their tone-of-voice while comparing the output of multiple LLM's.

Here's an example of Claude (Sonnet) running a focus group based on PDF's of fictitious questionnaires and back stories of the participants, combined with long prompts to let the LLM answer in the most natural and honest way.

Moderator: Okay, let's take a look at a few different TV programs. I'm curious to hear what you think about them. We'll start with "Ambulance UK: Code Red". What are your thoughts on this?

Omar: Eh, sounds kinda interesting, you know. I mean, as a car mechanic, you sometimes see stuff happen on the road, right? But those ambulance folks, pfff, respect man. That seems like really intense work. I think I'd want to watch it. Maybe you learn something for if you ever end up in that kind of situation, you know?

[Based on: Questionnaire - 3. I find it important to learn something from the media I consume: Agree; 23. I like to watch programs that teach practical skills: Strongly agree]

Maria: Oh, that sounds quite exciting, doesn't it? But I don't know if I really want to watch that. I mean, as a retired nurse, I've seen enough hectic situations in my life. On the other hand, it's important work they do. Maybe I'll give it a try, but I'll keep my knitting nearby in case it gets too intense.

[Based on: Questionnaire - 28. I think there's too much violence shown in the media: Strongly agree; Biograph

Moderator: Interesting, (Inside Out). What do yo

Omar: Eh, that sounds a more into cars and tech sustainable houses or so that stuff a lot lately.

[Based on: Questionnaire environment: Agree; 31. agree]

Maria: Oh, Inside Out! T have such nice tips for t down to try later. And th

IBC focus group Private

Based on profiles of fictive personas, we will create a focus group (in Dutch) with these personas where they speak freely and in their natural tone-of-voice, airing their opinions about the media ideas we propose to...

Show more

Kun je vanuit de achtergrond van Maria en Omar (zie bijgevoegde PDF's) de vragen beantwoorden uit de questionnaire in een [Artifact](#)?

In het volgende format:
[Vraag]
Maria (bold): [Antwoord Maria]
Omar (bold): [Antwoord Omar]

En de enige mogelijke antwoorden zijn dus: Helemaal mee eens, Mee eens, Mee oneens

Claude 3.5 Sonnet 1 Use shift + return for new line

Add content 3 files added IBC focus group

- Maria van den Berg PDF
- IBC avatar 6 - Omar PDF
- Uitgebreide Diverse Persona... PDF



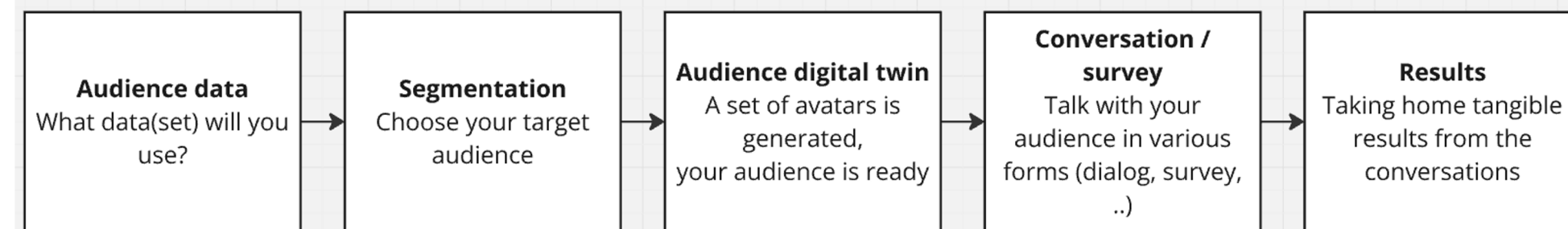
From the start

From Data to Insights

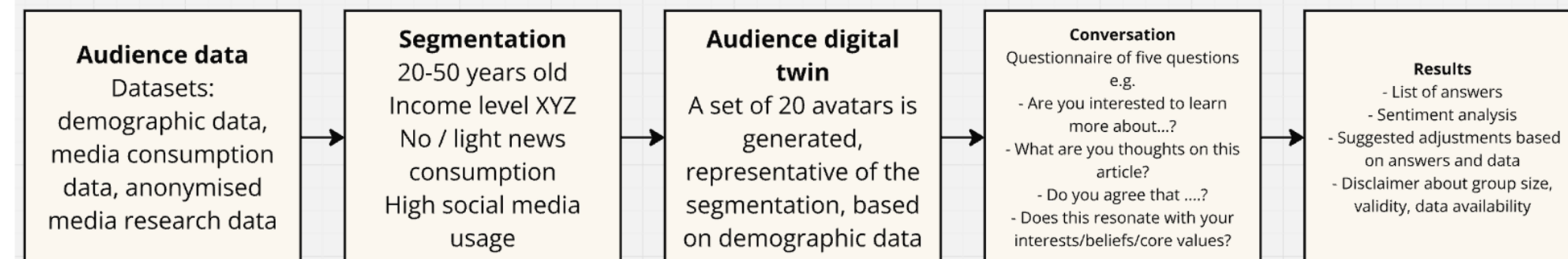
Illustrating how the tool takes raw data and transforms it into valuable insights that drive content relevance and engagement:

- Collect and segment audience data
- Generate digital twins with specific characteristics
- Engage in interactive feedback sessions with content creators
- Analyze results for actionable insights

Simplified product workflow (concept)



Example of product workflow





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From the start

Proof of concept

Illustrating the potential of AAVA:

- Web application featuring AI-driven personas > later: offline finetuned model
- Interactive sessions to gather content feedback
- Early-stage prototype showcasing concept viability

Advanced Audience Validation Assistant

Welcome to the Advanced Audience Validation Assistant (AAVA). This tool allows you to interact with custom GPT models to generate responses based on your model by clicking on one of the images below, and then enter your prompt to get started.

Selection of personas

Lize van Beelen **Anna de Vries** Sanne van Dijk

Persona characteristics

```

{
  "Name": "Anna de Vries"
  "Age": 27
  "Residence": "Amsterdam"
  "Nationality": "Dutch"
  "Character": [
    0: "Empathetic"
    1: "Determined"
    2: "Critical"
    3: "Open-minded"
  ]
  "Personality": [
    0: "Strong advocate for social justice"
    1: "Curious"
    2: "Sociable and communicative"
  ]
  "Values": [
    0: "Equality"
    1: "Justice"
    2: "Sustainability"
  ]
  "Life Goals": [
    0: "Contribute to a more just world"
    1: "Promote gender equality"
    2: "Raise awareness about environmental and"
  ]
  "Daily Media": [
    0: "Uses Twitter and Instagram for news and"
    1: "Reads online articles from De Groene Am"
  ]
}

```

Upload your media content idea

Choose a file

Drag and drop file here
Limit 200MB per file

aut_there.txt 0.9KB

Uploaded Content

Aut There

Synopsis
Autism in women is less quickly recognized than in men. This was also the case for filmmaker Loubna El Yandouzi. Since she was young, she knew she experienced differently. Additionally, in Moroccan culture, autism simply doesn't exist. After years of research, Loubna diagnosed herself with Asperger's Syndrome. Gaining more insight into her 'condition' and memorized scripts to navigate a world full of noise.

Search

Get general opinion about the idea

What else would you like to ask me about your idea?

Would you watch this on television?

Get extra feedback from persona

Response from persona

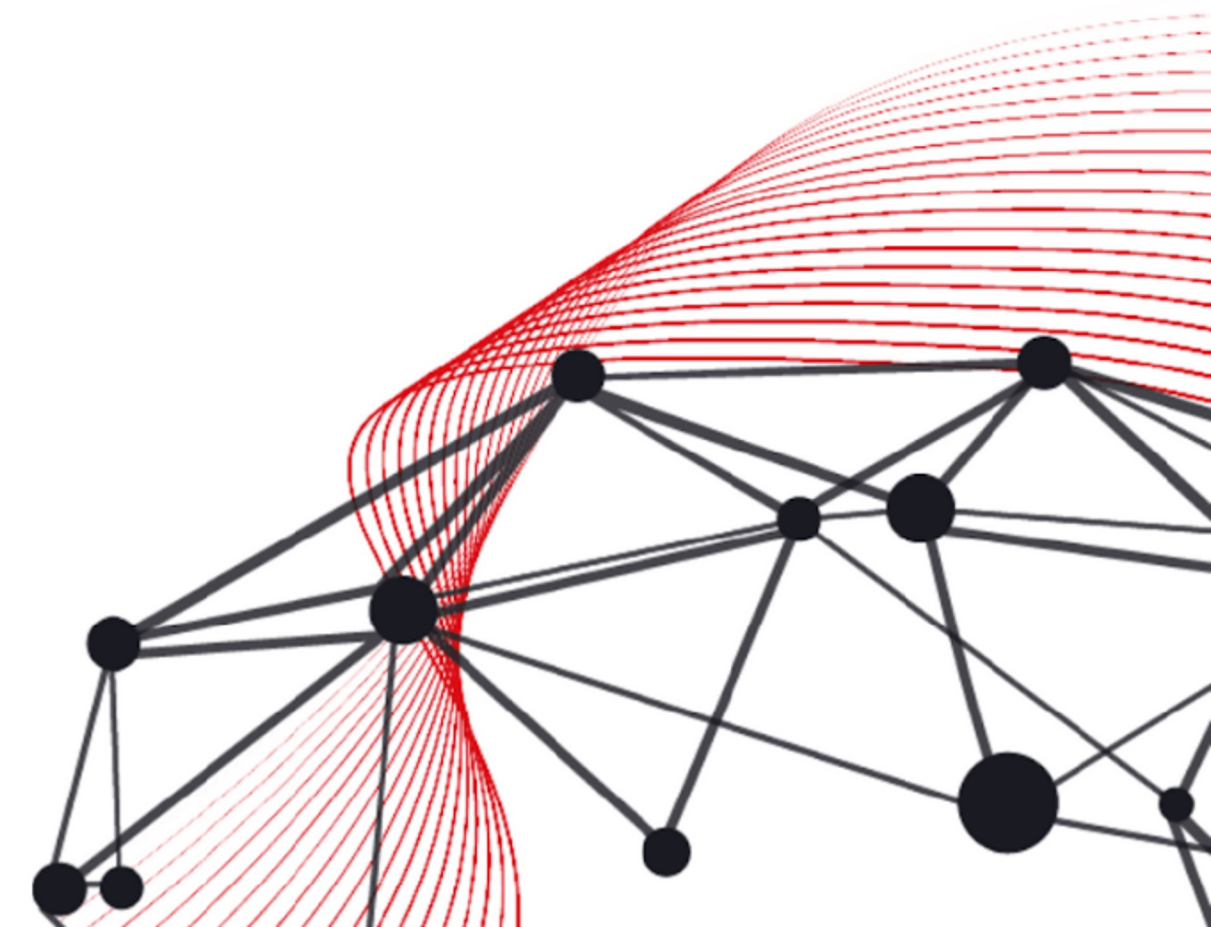


WHAT'S NEXT?



Next steps

1. Define and prioritise use cases
2. R&D based on use cases
3. Release and test new beta versions
4. Check AAVA outcomes with focus groups and real results





IBC2024

#ACCELERATORS2024



“Let’s embrace AI solutions like AAVA to gain more audience insights and boost relevancy, diversity and inclusion, while cutting down time and costs.”



**All people underrepresented
in global media thank you!**