The Garage | الكراج

mbc GROUP

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Startupbootcamp

Llama Design Drive | **Theme Statements**

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MBC is the largest and leading broadcaster in the Middle East and North Africa with a reach of over 160 million per week. While being the top broadcaster of TV Channels, MBC also owns Shahid, the leading Video on Demand platform in the MENA. MBC owns the largest Arabic Library of Content and News in the world.

MBC is targeting startups that can prove enhanced experience solutions to MBC's ecosystem across its different touch points including GoBox, MBC Now, Shahid and linear TV.

MBC GROUP

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Theme # 1   Enhancing the MBC User Experience through AI Solutions

Context

This theme focuses on leveraging AI to significantly improve user experiences across MBC's different touch points including GoBox, MBC Now, Shahid and linear TV.

By integrating AI-driven solutions, the goal is to personalize interactions, enhance engagement, and increase user satisfaction across MBC's content library.

Goal

The objective is to develop AI-based solutions that optimize customer engagement, create personalized content recommendations, and extend user interaction.

Scope

- Personalizing user experiences across different domains like entertainment, news, and e-commerce.
- Building AI-driven engines that understand and predict user behavior to deliver tailored recommendations and suggestions.
- Connecting media content with other aspects of users' lives, like shopping or smart home device integration, to increase interaction frequency.

Expected Deliverables

1. AI Personalization Engine: A functional AI-driven engine that delivers real-time output, with the potential to integrate into MBC platforms or back-end systems. In cases where integration is not feasible, a standalone prototype showcasing the core personalization capabilities should be presented.

2. Prototype: A working prototype that demonstrates the personalization or content creation features either integrated into MBC's existing systems or functioning as an independent module that can be later adapted for integration.

3. User Engagement Insights: A report outlining how the AI solution enhances user engagement, with suggestions on how this data could be leveraged in future system integrations or improvements.

Example Use Case

An AI-driven extension for MBC's VoD platform that identifies products featured in shows, offering users the ability to shop for these items directly while watching.

Evaluation Criteria

- Ability to Increase Platform Usage: Growth in active users and interaction frequency.
- Ability to Improve Personalization Accuracy: Measured by user satisfaction and content engagement rates.
- User Retention: Ability to make reduction in churn rates through enhanced user experiences.

Key Impact Metrics

- Innovation and Scalability: The solution's ability to introduce new ways of engaging users and scaling across different platforms.
- User Experience Impact: The solution's effectiveness in increasing user satisfaction and interaction.
- Technical Integration: How easily the AI solution can be implemented within existing systems.

Resources & Support →

Theme # 2   **AI-Powered Content Creation & Management**

Context

This theme revolves around utilizing AI to streamline the content creation and management processes within MBC. The goal is to optimize media production workflows, enhance creative outputs, and improve the management and accessibility of MBC's vast media assets.

Goal

The objective is to develop AI-driven solutions that automate and enhance the efficiency of content creation, from ideation and production to distribution and asset management.

Scope

- Enhancing content creation workflows by integrating AI tools that reduce manual effort and speed up production timelines.
- Building AI systems that enable innovative content creation, such as automated script writing suggestions or video editing.
- Implementing smart media management solutions that use AI for efficient tagging and categorization of media assets.

Expected Deliverables

1. AI Workflow Optimization Tool: A solution that automates key tasks in the content creation process, reducing manual labor and improving efficiency.

2. Prototype: A functional prototype that enhances content creation and asset management through AI integration.

3. Content Quality Report: A report detailing how the solution improves content quality and production efficiency.

Example Use Case

An AI-powered video editing tool that analyzes media footage, suggesting key scene cuts and transitions, reducing post-production time.

Evaluation Criteria

- Automation Impact: The solution's effectiveness in reducing manual tasks and increasing content creation speed.
- Creativity Enhancement: How AI tools improve the quality and creativity of the content produced.
- System Integration: The ease of integration with existing content production and management systems.

Key Impact Metrics

- Improved Workflow Efficiency: Reductions in time and effort for content production.
- Content Output Increase: Growth in the volume of content produced with the aid of AI tools.
- Enhanced Media Management: Faster retrieval of media assets due to improved tagging and categorization.

Resources & Support →

Resources & Support

Provided by the MBC

Data Access

MBC Group will provide 30 hours of media content to be used in training and testing the AI models. This data will include diverse formats from television shows, digital media, and user interaction logs, allowing startups to develop accurate personalization models.

Current Processes

You will engage with existing business processes relevant to your solution, receiving guidance on how to integrate and address operational needs.

Mentorship & Expertise

You will benefit from mentorship sessions and expert guidance, specifically matched to the needs of your challenge and the corporate environment. This support is available depending on the availability of experts.

Engagement with MBC

Challenge Briefing
You will receive a detailed briefing at the start of the program, tailored to the specifics of your solution domain. This ensures that you have a clear and comprehensive understanding of the objectives.

Mid-Program Check-In
You will have the opportunity to assess your progress at the program's midpoint and recalibrate your approach based on targeted feedback.

Pitching Day
You will present your solutions to MBC and industry leaders at the end of the program, exploring potential partnerships and pilot project opportunities.

Join us in crafting solutions that make a real difference.
We can't wait to see what you come up with!