



AI summary

Driving Growth in Broadcast and Streaming with AI, New Revenue Streams, and Smart Partnerships

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Driving Growth in Broadcast and Streaming with AI, New Revenue Streams, and Smart Partnerships

Wednesday, 20 May 2026

Participants

Unmish Parthasarathi

Founder & Executive Director, Picture Board Partners (Singapore)

Lars Larsson

Founder of Varnish Software & CEO ORA Streaming, Ora Streaming

Dave Ulmer

CEO, Cambodian Broadcasting Service

Anil Nihalani

Chief Technology Officer, Mediacorp Pte Ltd

Praveen Srinivasan

COO, NEP Group, Middle East and Asia

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Summary

The session explored the evolving role of AI, new revenue streams, and strategic partnerships in broadcast and streaming. Lars Larsson highlighted advancements in streaming technology, including low-latency protocols and private CDNs, to accommodate data-intensive innovations like 8K and volumetric video. He noted that AI plays a critical role in enabling these innovations while emphasising the importance of sustainability and efficiency in network performance. He also discussed the potential for personalised content experiences, such as customised sports highlights, to drive user engagement and monetisation through increased ad value.



Anil Nihalani emphasised the transformative impact of AI on content creation, audience engagement, and operational workflows. He described MediaCorp's focus on integrating AI as an organisational operating system to enhance hyper-personalisation and monetisation opportunities. Examples included targeting individual viewers with customised ads and embedding ads directly into videos. Nihalani also noted that while AI adoption is currently in pilot stages globally, the challenge lies in scaling AI into seamless, day-to-day operations, which requires rethinking organisational processes and capabilities.

Dave Ulmer discussed Cambodia's shift from traditional broadcasting to social media platforms like Facebook, YouTube, and TikTok. This transition resulted in exponential audience growth but required adopting new monetisation strategies focused on engagement rather than traditional advertising. He expressed scepticism about fully AI-generated content, arguing that creativity and emotional resonance remain irreplaceable by technology. Ulmer also highlighted the importance of curating content for diverse platforms to maintain engagement, noting the critical role of storytelling and cultural impact in building long-term audience loyalty.

Praveen Srinivasan shared NEP Group's initiatives to enhance operational efficiency and scalability, including AI-driven asset tracking and scheduling. He described a new platform allowing clients to scale broadcasting infrastructure through on-demand licensing rather than physical deployment, reducing costs and increasing flexibility. Srinivasan also stressed the benefits of AI in optimising workflows and aligning resources with client needs. He noted that while AI tools streamline processes like content creation and logistics, they do not necessarily reduce costs or time, as they often demand greater precision and oversight.



The discussion also touched on content monetisation and value creation. Participants agreed that hyper-personalisation could redefine advertising by delivering tailored experiences to individual viewers. They cited examples such as personalised sports highlights and curated feeds for events like the FIFA World Cup. However, achieving this requires robust metadata and AI capabilities to enable real-time content segmentation and packaging. They also discussed the growing importance of curation in a world of infinite content, highlighting the need to make content accessible, engaging, and platform-specific.

The panel concluded that while AI offers transformative opportunities, its adoption requires significant investment in training, infrastructure, and organisational change. They stressed that AI should complement, not replace, human creativity and storytelling. As the industry moves towards more personalised and platform-agnostic content delivery, partnerships and innovation will remain critical in navigating the challenges of scalability, monetisation, and audience retention. The session underscored the need for a balanced approach that leverages AI's capabilities while preserving the human elements of media production.

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Takeaways

AI's Role in Personalisation and Monetisation

The panel underscored the transformative potential of AI in personalising content and enhancing monetisation strategies. From hyper-personalised ad targeting to tailored content experiences, AI enables broadcasters to cater to individual preferences while driving increased revenue opportunities.

The Evolving Role of Content Curation

In an era of infinite content, the panel highlighted the value of effective curation to provide tailored, engaging experiences for audiences. This includes adapting content to different platforms and use cases, ensuring it resonates with diverse audience segments.

AI Implementation Challenges and Opportunities

While AI holds immense promise, the panel noted that most implementations remain in pilot stages due to challenges in scaling and integration. Success requires significant investment in training models, understanding use cases, and embedding AI seamlessly into workflows.

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