SUCCESS STORY | BEN GROUP

REVOLUTIONIZING THE DECENTRALIZED DIGITAL WORLD OF MEDIA AND ENTERTAINMENT

NVIDIA

BEN Group uses NVIDIA DGX A100 to analyze terabytes of data 4x faster than before

SUMMARY

- BEN Group works to empower the creator community and economy by bringing the power of AI and technology to influencer marketing and product placement.
- Advertisers face new sets of challenges: almost 50% of the global audience uses ad blockers, 91% skip ads wherever possible.
- Viewership on the largest platforms is from influencer content: 82% of views are from influencers on YouTube, and 85% of video views are from influencers on Instagram.
- Deep learning neural networks and AI are essential to mastering this new world of content creation.
- NVIDIA's DGX A100 powers BEN's AI to analyze terabytes of video content 4x faster than legacy systems.
- With the DGX A100, the BEN research team can run more experiments in parallel in areas such as predictive deep learning for video, use larger datasets, and explore how to better optimize their prediction feedback loop.

INTRODUCTION

BEN Group is an entertainment AI company that empowers artists and content creators through authentic, non-disruptive brand integrations into Hollywood productions, television, streaming, music video, and influencer content. As the largest product placement and influencer marketing company in the world, BEN Group leverages AI and cutting-edge technology to analyze both structured and unstructured data within the ever-changing media and entertainment ecosystem. With **NVIDIA DGX™ A100** powering BEN's AI technology, the team can analyze terabytes of video content in just a few hours, driving guaranteed returns on investments for more efficient and effective marketing and advertising campaigns for their global portfolio of clients.

CHALLENGE STATEMENT

Consumers spend less time on traditional media, and instead, their eyeballs have gravitated to streaming and social media. Given this shift, advertisers face a new, unruly set of challenges: almost 50% of the global audience uses ad blockers, 91% skip ads wherever possible, and more people are turning to ad-free streaming platforms like Netflix than ever before. Besides diminishing the

CUSTOMER PROFILE

BEN
BE ENTERTAINMENT

Organization: BEN Group

Industry: Media and Entertainment

Location: Global

Website: bengroup.com

HARDWARE

NVIDIA DGX A100

REASONS FOR NVIDIA?

- The NVIDIA DGX A100 enables BEN Group to analyze terabytes of video content in a few hours instead of days or weeks.
- With the DGX A100, the team can look at large data sets and quickly train models to be more accurate over time.
- BEN Group uses the DGX A100 for a more data-driven approach and gets better results for their clients.

efficacy of traditional advertising methods, these behavioral changes point to a deep desire for brand-to-consumer interactions that are more authentic, natural, and, most importantly, non-disruptive.

While there is a world of opportunity for brands to partner with content creators, the growing rate of content creation and distribution vastly exceeds what any human brain can feasibly process. There are over 50 million self-identified creators, and companies in the entertainment business must decide where to invest marketing dollars in a world of content options, cross-pollination, exclusivity, and increased ad aversion. It's no surprise, then, that there is a significant appetite for infusing marketing with the analytics, predictive capabilities, and scale that AI has to offer.

BEN Group fundamentally believes that the future of advertising lies within content — not outside of it. By reimagining advertising around authenticity and non-disruptive formats, BEN is helping brands grab consumer attention organically through integrations that amplify brand messaging and awareness. BEN Group needed to employ sophisticated technology that could learn like a human but scale like a machine to keep up with the amount of data and content.

"The DGX A100 is a game-changer for us, especially when it comes to training. The ability to analyze terabytes of video content in just a few hours opens the door to scaling our work across every facet of the entertainment ecosystem."

Ricky Ray Butler,
CEO, BEN Group

SOLUTION STATEMENT

Deep learning neural networks and AI are driving the future of engaging entertainment. As a result, these technologies are becoming critical for better decision-making as well as predicting and measuring successful business outcomes.

For brands to appropriately prioritize the content that will generate the most ROI, AI is non negotiable. It's the only compass brands can use to guide them through a trove of content and creators. By taking in massive amounts of structured and unstructured data — follower count, authentic engagement, type of content, aesthetics, consistency, and more — AI can make a recommendation that serves any brand's goals. AI brings these goals to life in guaranteed ROI and success metrics, arming brands with the confidence to put their energy into the creative process with influencers, allowing for more effective partnerships in the future.

The NVIDIA DGX A100 enables BEN to look at terabytes of unstructured data, which includes images, text data, video, and audio, 4x faster than what they were using beforehand. The team can analyze 100,000 Instagram posts per week, derive insights, and even create customized algorithms for their clients. Using AI, the team can predict the entire sales funnel, from impressions and views to clicks and even conversions from content creators across Hollywood, music, and social media influencers, to find the best avenues for partnership. The AI technology can even identify fraudulent influencers and bot activity, given that at least 15 percent of advertisers' spending on influencer marketing is lost to fraud, costing them approximately $1.3 billion annually. All in all, this technological infrastructure enables BEN Group to make campaigns more efficient by optimizing the return on their client's advertising spending.

In some cases, the technology has allowed BEN's clients to experience a decrease in their customer acquisition costs by 32 percent and an increase in the conversion rate by 39 percent. These types of results are pivotal in BEN Group holding reign as the world's largest influencer marketing and product placement company.

Image courtesy of BEN Group

"The NVIDIA DGX A100 helps us train and look at terabytes of content 4x faster than legacy GPU powered servers. Our partnership empowers us to realize the full power of AI technology — not just looking at the right data, but efficiently scaling and training models to be more accurate over time."

Ricky Ray Butler,
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The DGX A100 has also sped up AI research projects. For example, it has enabled BEN Group's research team to develop breakthroughs in contextual video analysis. BEN uses a deep learning model that analyzes the structured and unstructured data within a video, looking at kinematic weights to know what movements are important and the attention maps to predict human behavior. BEN leverages these proprietary models for patents within in the entertainment and advertising industry—improving determination of what areas of a video are valuable for brands and what will drive sales and views.

"The DGX A100 is a game-changer for us, especially when it comes to training," said Ricky Ray Butler, CEO of BEN Group. "The ability to analyze terabytes of video content in just a few hours opens the door to scaling our work across every facet of the entertainment ecosystem."

With this accelerated process, BEN is developing and training customized video AI models for streaming and social media that are changing content creation and distribution rules. In addition, the DGX A100 allows the research team to run more experiments in parallel, conduct experiments on much larger datasets, and run the experiments 4-6x faster to optimize their prediction feedback loop.

RESULTS STATEMENT

The data science team uses computer vision to discover creators with similar content aesthetics, audiences, and overall branding elements. As a result, BEN Group can provide better placement for brands and double down on strategies that work.

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AI technology also helps accurately predict top-performing pilots of shows before they even air. For example, using AI, BEN Group accurately predicted eight out of 10 top shows in the fall of 2020, and found a similar correlation with new streaming shows.

BEN Group can better predict audiences with the AI models developed, taking the guesswork out of content opportunities. Companies can now secure the first-mover position and capitalize on viewership predictions with freshman shows. All in all, AI will revolutionize the prediction model for long-tail streaming viewership.

To learn more about NVIDIA, visit: **www.nvidia.com/media**
To learn more about NVIDIA DGX systems, visit: **www.nvidia.com/dgx**

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