

## A.I.: STAY AHEAD OF THE CURVE

Own the Future: Master AI!



Creative  
Europe  
MEDIA

MIPCOM - 2025 Edition - Cannes  
Rémi Tereszkievicz, CEO of Betaseries



# Who are we ?



With 3M members, BetaSeries is the largest community of series fans in France and Europe.



**B2C:**



**A leading European online media for series recommendations**



**B2B: marketing solutions**



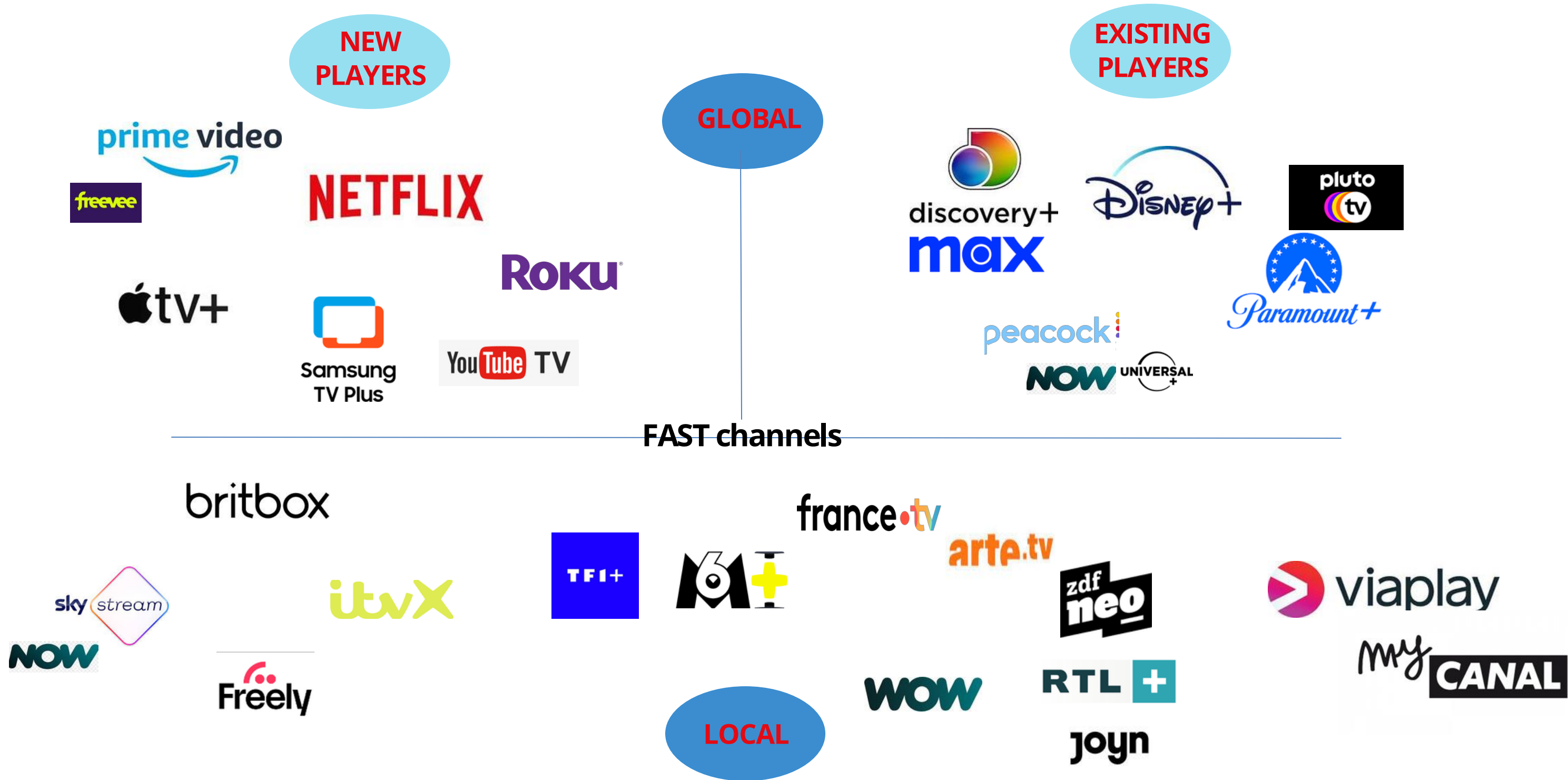
**Insights on titles / platforms / genres / talents and solutions to support the development, pitching and sales of TV content**



**A.I.: STAY AHEAD OF THE CURVE !**



# Our markets: the “platforms”



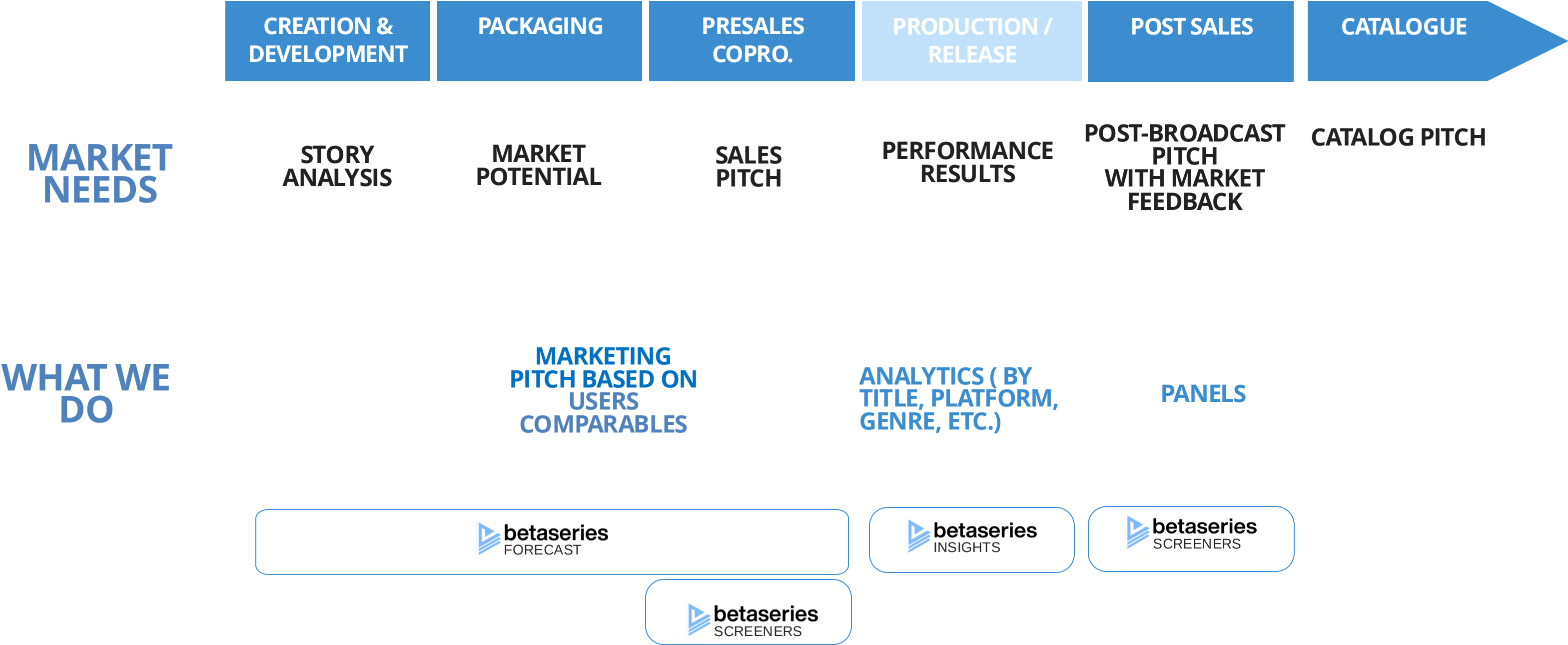
# A market in AI turmoil



|                                              |                                   |                                         |                                          |                                               |                           |                                                         |
|----------------------------------------------|-----------------------------------|-----------------------------------------|------------------------------------------|-----------------------------------------------|---------------------------|---------------------------------------------------------|
| Script writing<br><b>Genario</b>             | Shooting planning<br><b>Yamdu</b> | AI assisted editing (AV)<br><b>Avid</b> | Targeting<br>Messaging                   | New quality standards<br><b>Dolby / Vivid</b> | Enriched metadata         | Discoverability<br>AI learning<br><b>Protege Troveo</b> |
| Moodboard                                    | Storyboarding                     | VFX<br><b>Narrative Coders</b>          | Social networks assets<br><b>Ignifai</b> |                                               | Video transcoding         | Clippings / indexation<br><b>Moment Labs</b>            |
| Script analysis<br>Forecast (pitch)          | Cameras tracking                  | Animation<br><b>Open AI</b>             | Trailers                                 |                                               | Programming<br>Recos      | Restoration                                             |
| Casting<br>Packaging                         |                                   | Post synchro<br>Dubbing<br>Subtitling   |                                          |                                               | Virtual product placement | Piracy fight                                            |
| Budgeting & Financing<br><b>Moviechainer</b> |                                   |                                         |                                          |                                               | Legal obligations         | Waterfall payments<br><b>Filmchain</b>                  |

BetaSeries covered topics

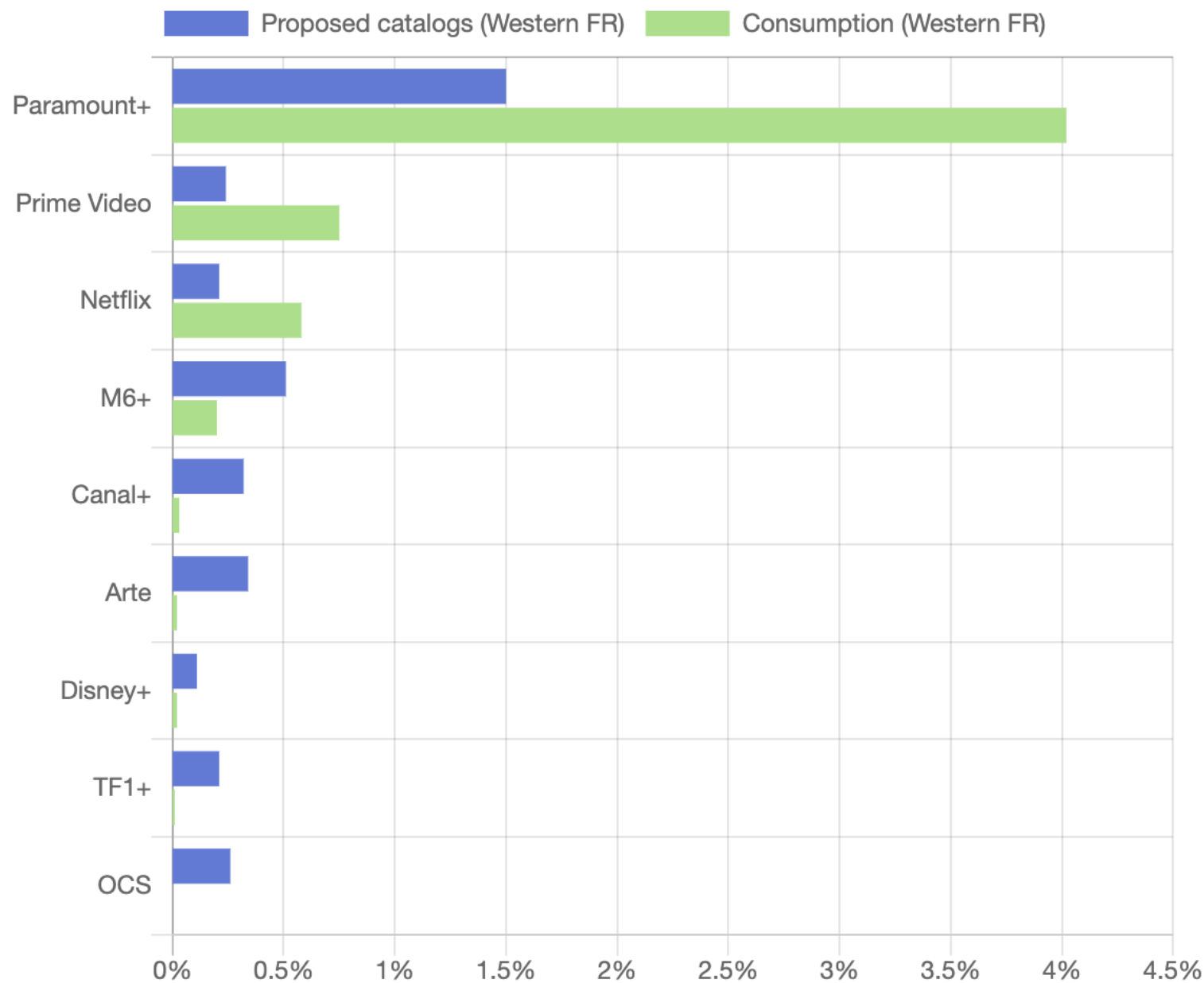
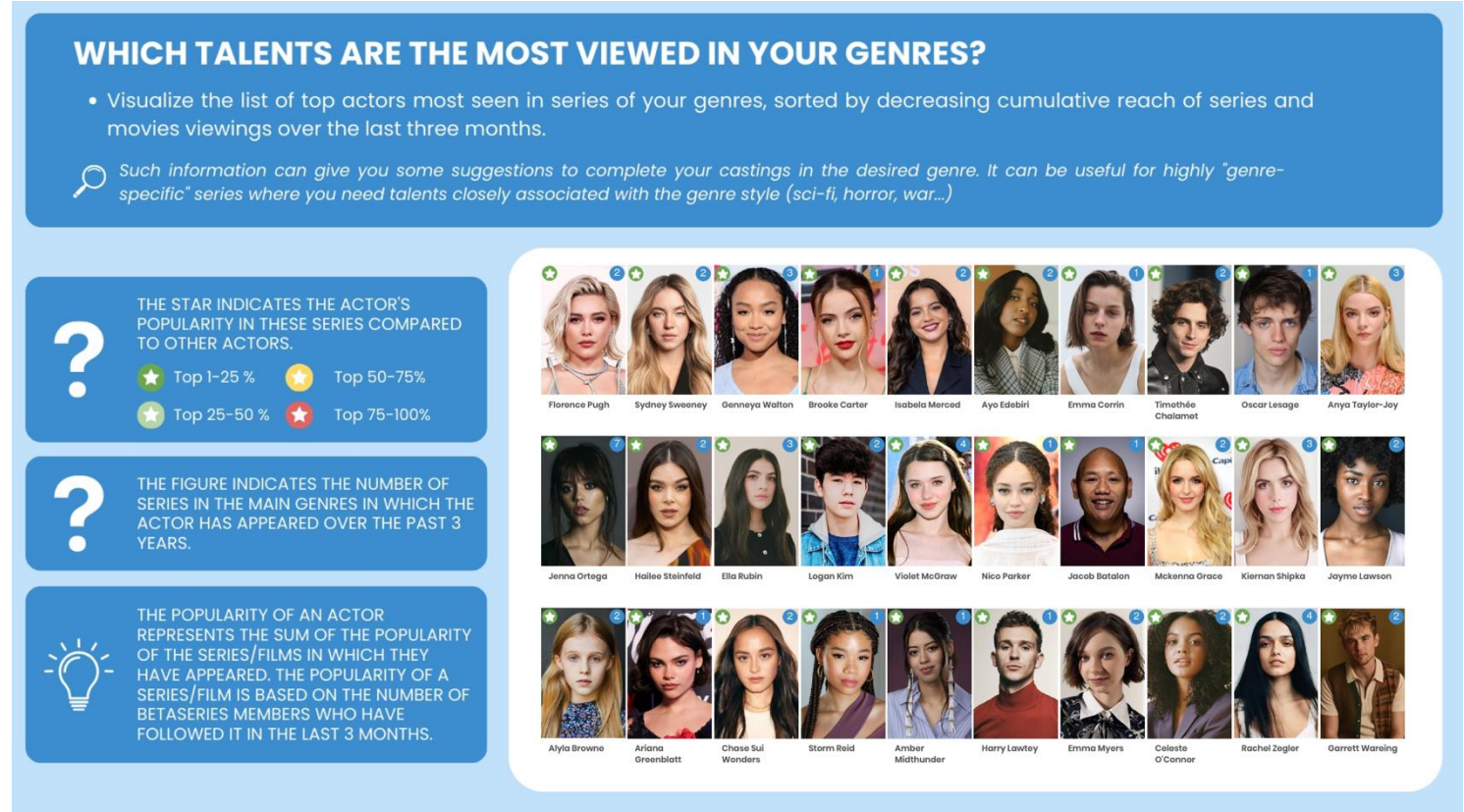
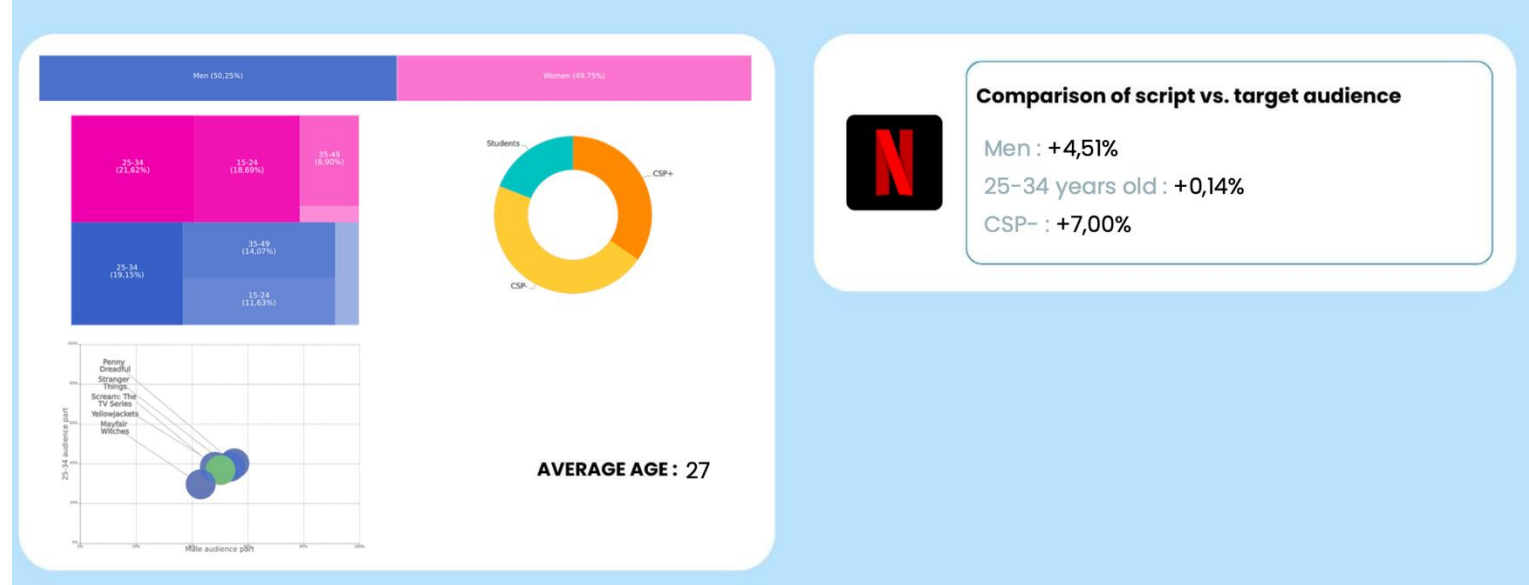
# BetaSeries : we started with our data



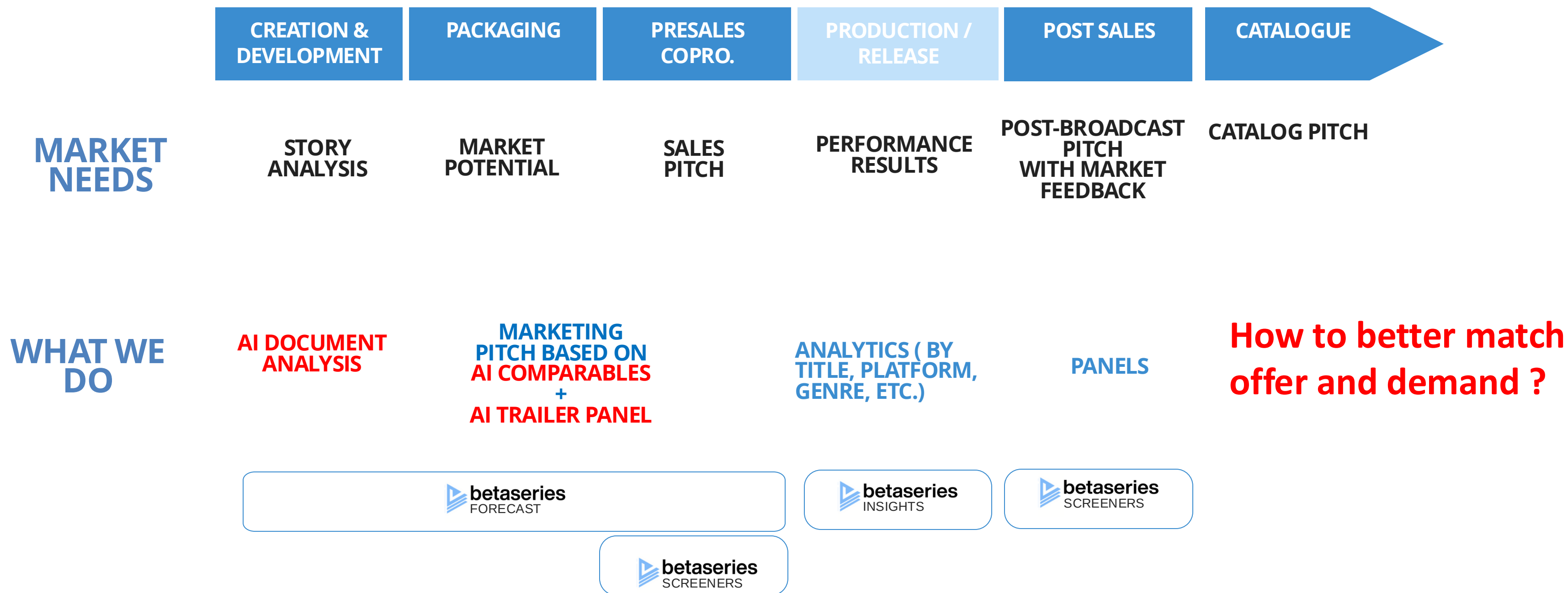
# We achieve segmentations per content, platform, cast and genres



# Many insights can be brought by user data

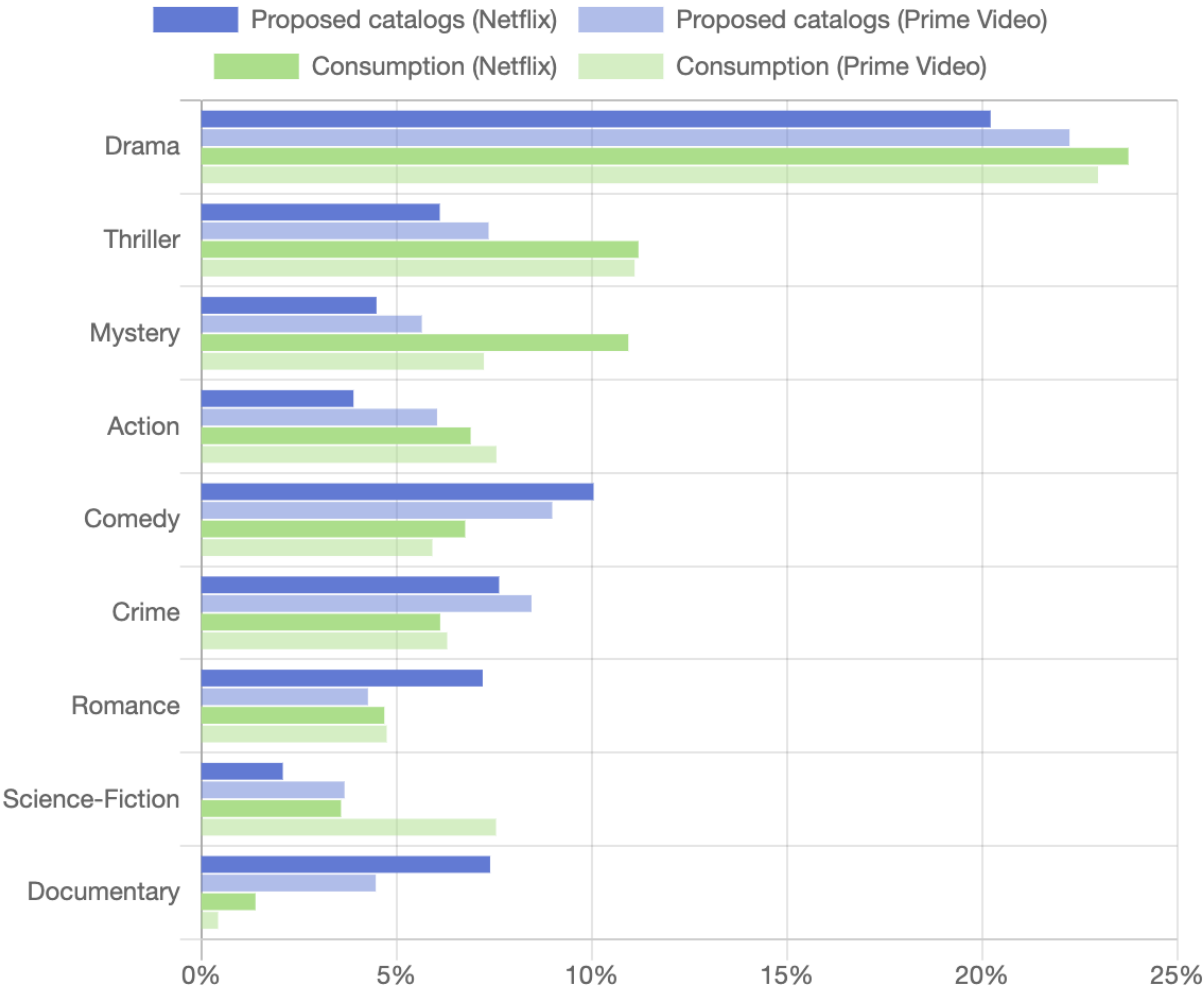


# We AI-improved our offer by standard tools first



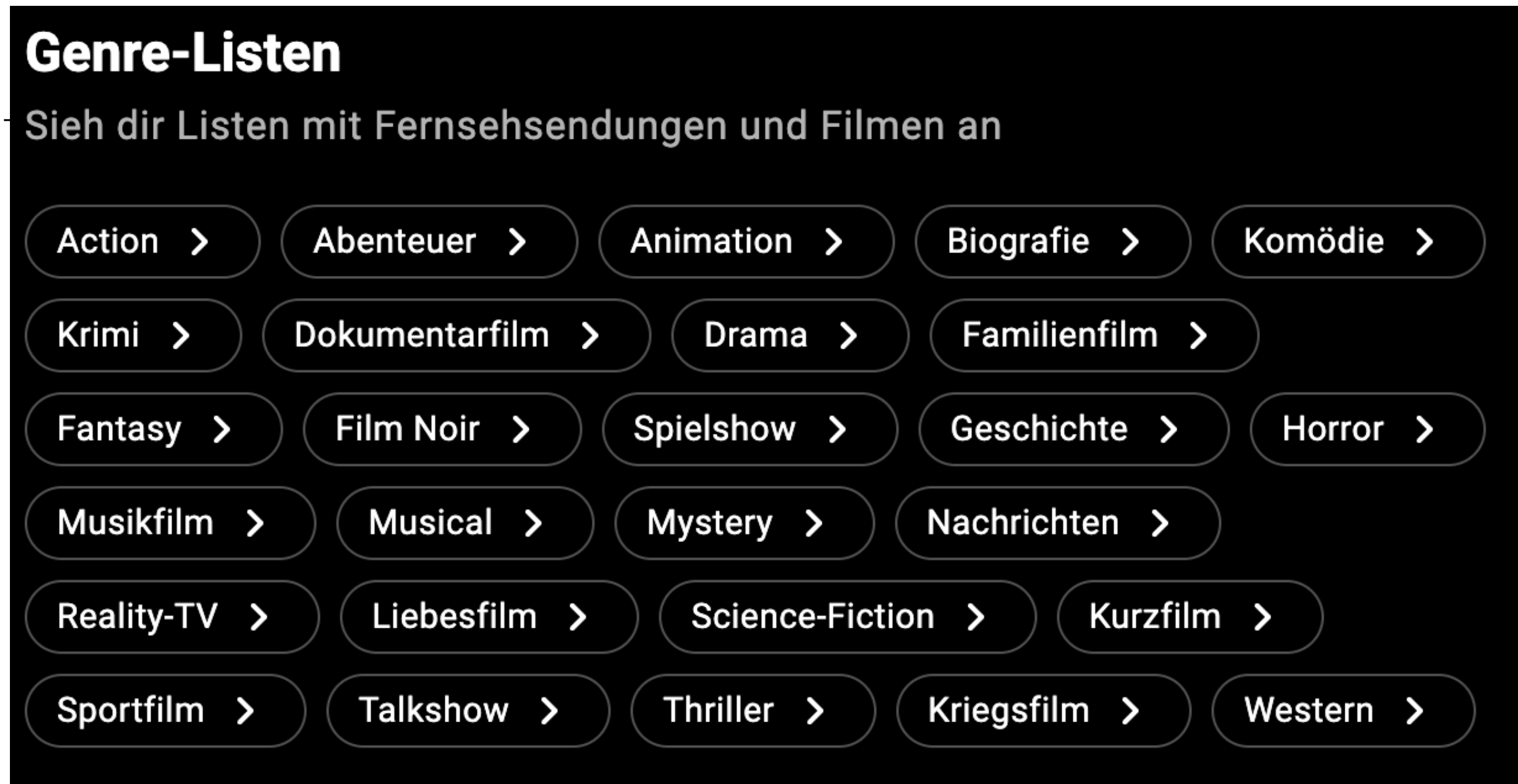
# But genres are too global to really seize the demand

Offer   
and Demand   
by genre/platform



|                    | Netflix          | Prime Video      |                     |
|--------------------|------------------|------------------|---------------------|
| ▼ Drama            | 20.22%<br>23.75% | 22.24%<br>22.97% | +9.99%<br>-3.28%    |
| ⬆️ Thriller        | 6.11%<br>11.20%  | 7.36%<br>11.10%  | +20.46%<br>-0.89%   |
| ⬆️ Mystery         | 4.49%<br>10.94%  | 5.65%<br>7.24%   | +25.84%<br>-33.82%  |
| ▼ Action           | 3.90%<br>6.90%   | 6.04%<br>7.56%   | +54.87%<br>+9.57%   |
| ▼ Comedy           | 10.05%<br>6.76%  | 8.99%<br>5.92%   | -10.55%<br>-12.43%  |
| ▼ Crime            | 7.63%<br>6.12%   | 8.46%<br>6.30%   | +10.88%<br>+2.94%   |
| ⬆️ Romance         | 7.21%<br>4.69%   | 4.27%<br>4.75%   | -40.11%<br>+1.21%   |
| ⬆️ Science-Fiction | 2.09%<br>3.58%   | 3.67%<br>7.55%   | +75.60%<br>+110.89% |
| ⬆️ Documentary     | 7.40%<br>1.39%   | 4.47%<br>0.43%   | -39.59%<br>-69.06%  |

# Genres & short synopsis : enough to reflect the entire qualities of a content ?



?

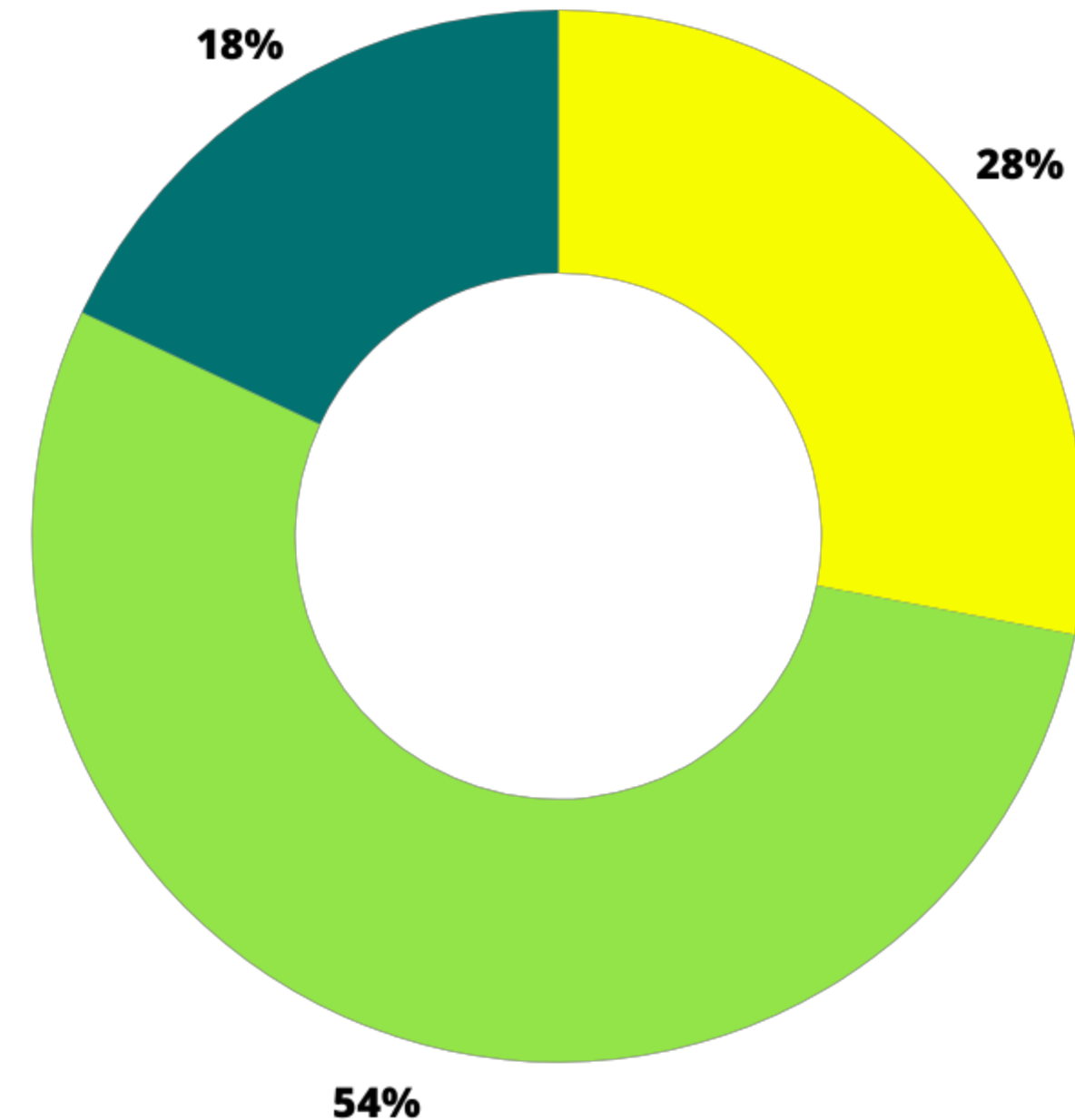
# How to address this demand only with genres ?

**Impact series** that make you think about society (Dopesick, Black Mirror, Homeland, etc.):

(2278 votes – February 2024 - BetaSeries (FR-SP-DE))



- I love it and there aren't enough of them
- I like it when they deal with subjects that interest me
- I prefer to entertain myself with series



# How to address this demand only with genres ?

## BROADCAST INTERNATIONAL

Mipcom Hot Picks - Scripted

Wednesday, 1 October 2025



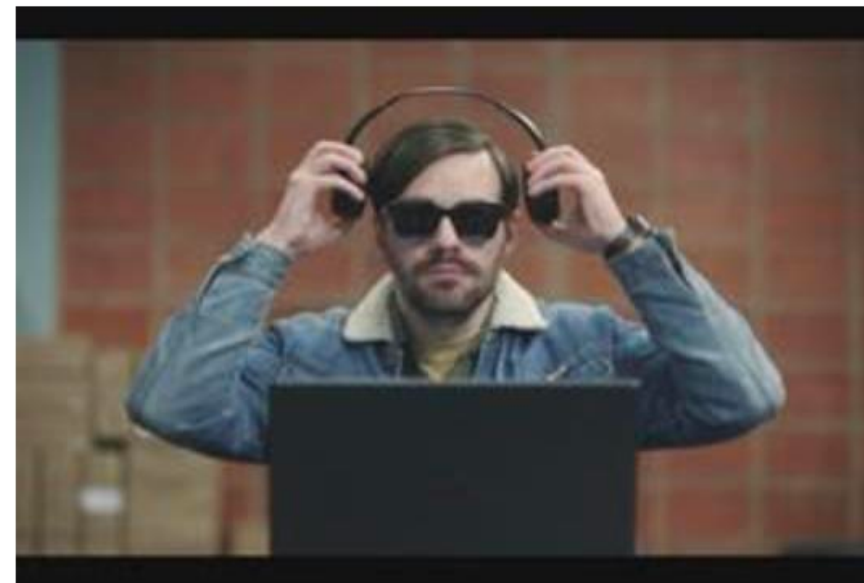
### Dear Life

'The audience will fall in love with the characters and how their individual stories evolve'



### The Walsh Sisters

'The Walsh Sisters deals with topics people understand and have a connection with'



### Blind Sherlock

'Having a blind lead was exactly the creative twist we were looking for in a cop show'

# What is discoverability?

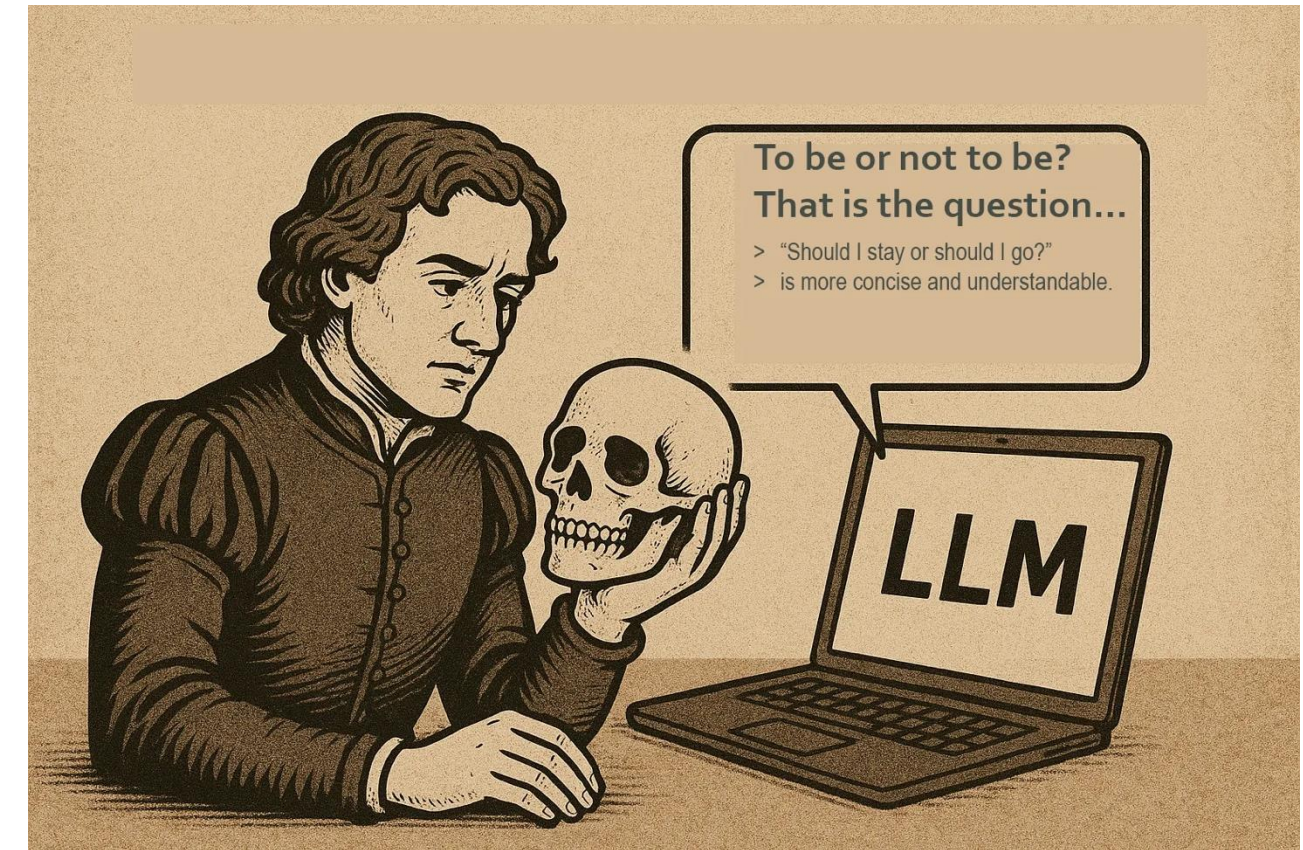
"The ability of content to be discovered by users, without them explicitly searching for it, through algorithms, recommendations, good SEO or a relevant presence on platforms."

- Search Engine Optimization (SEO) and AI
- Recommendation algorithms on platforms
- Social media presence
- Editorial visibility (highlighted by platforms or media)
- **Well-populated metadata (titles, descriptions, tags..... more?)**

(chatGPT)

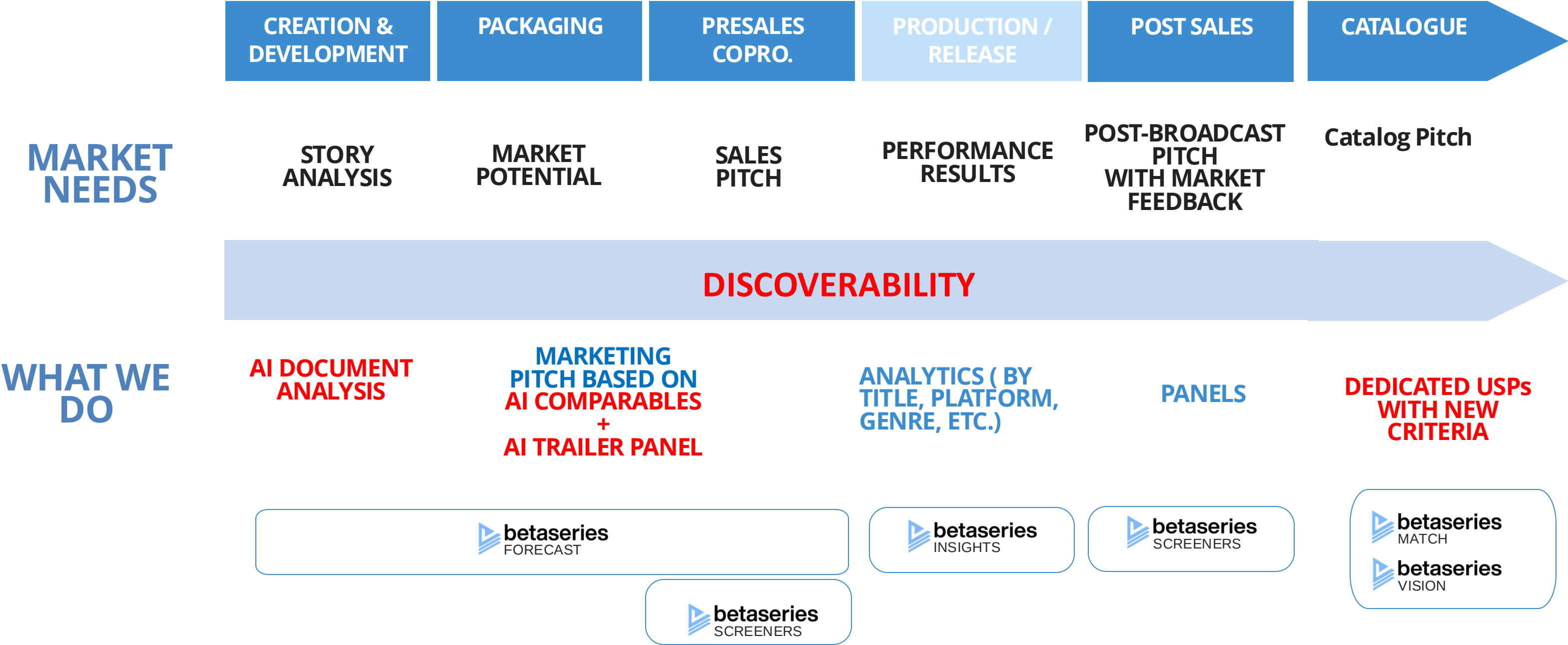
# Discoverability has become “our” AI development

- ❖ Identifying trends and patterns
- ❖ Pitching new developments
- ❖ Monetizing catalogs
- ❖ Optimizing programming
- ❖ Recommending content



... requires a deep knowledge of these contents and  
a description with more and « better » criteria

# Discoverability increases content interest and sales



# BetaSeries Vision : each content becomes unique !

Enter a theme

harassment at school

## harassment at school

Themes

Bullying and Harassment in High School Online Harassment sexual harassment Police Harassment Bullying in high school



### Adolescence

emotional distress on minors

When a 13-year-old is accused of the murder of a classmate, his family, therapist and the detective in charge are all left asking: what really happened?

Themes

the law enforcement's legal process forensic evidence collection arrest and detainment of minor guilt and innocence dilemma mistrust in the force handling of minor delinquents by police officers the drama of police procedure

parents being in shock and denial soft touch versus hard approach parent disgusting phone conversation young suspects need for protection underage suspect investigation parent's distress for arrested son

knowing someone well despite recent actions social care assistance parent's mistrust and discomfort for authority police procedures for medical and psychological welfare police officer's empathy guilt or innocence moral dilemma

police commitment to preserving justice soft and hard touch methods for interrogation social commentary about parents and children juvenile crime question of criminal intent emotional distress on minors

... to descriptions directly extracting from the videos all themes and topics, the meaning and the intrinsic values of content.

# BetaSeries Vision : use cases

Live demos

# Using AI to better match supply and demand

- Producers

- Assistance in the curation of new projects to produce
- Assistance in the market / demand target for a new project

- Distributors

- Advanced search engine on titles for sale to generate more interest and leads and keep the catalog running

- Platform / TV buyers

- Targeted curation of purchases

- Platform / TV operators

- Programming assistance (thematic clusters)
    - B2C recommendations in natural language, opening up to more content

# To conclude on AI...

Tools and methods evolve very quickly. It's important to be discerning, but also to take the plunge!





# Thank you !

**Rémi TERESZKIEWICZ**

remi@betaseries.com

+33 6 24 62 15 79

**All our solutions are on**

**[www.betaseries.pro](http://www.betaseries.pro)**

 **betaseries**  
FORECAST

 **betaseries**  
MEDIAS

 **betaseries**  
SCREENERS

 **betaseries**  
VISION

