



Media Outlook: Seven ways A.I. is set to change in 2019

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The A.I. revolution

A.I. has quickly become a necessary tool across every single industry. It has revolutionised the way we live and work, making the impossible possible. 2019 is looking to be another critical year for A.I., as the media's fascination with A.I. technologies grows.

Using [Signal](#), our very own A.I.-powered media monitoring platform, we scanned every news headline of 2019 so far to determine what A.I.-related topics news outlets are talking about the most.

After analysing **162,925 articles** across **15,770 publications** in January, we discovered that **A.I. in retail** is the most talked about news topic of 2019 so far. This is followed by **media relations** and the **economy**.

Rank	Topic
1	Retail
2	Media relations
3	Economy
4	Finance
5	Home
6	Security
7	Healthcare



Retail: smarter merchandising

2019



2018



There was 3× as much media coverage in Jan-2019 about A.I. in retail, than in Jan-2018.

Retailers are revamping the way they market products, utilising groundbreaking tech instead of relying on traditional analytics, or trial and error. 2019 is seeing more companies using A.I. to drive business, with A.I. in retail being **mentioned 8,020 more times** this year than in January 2018.

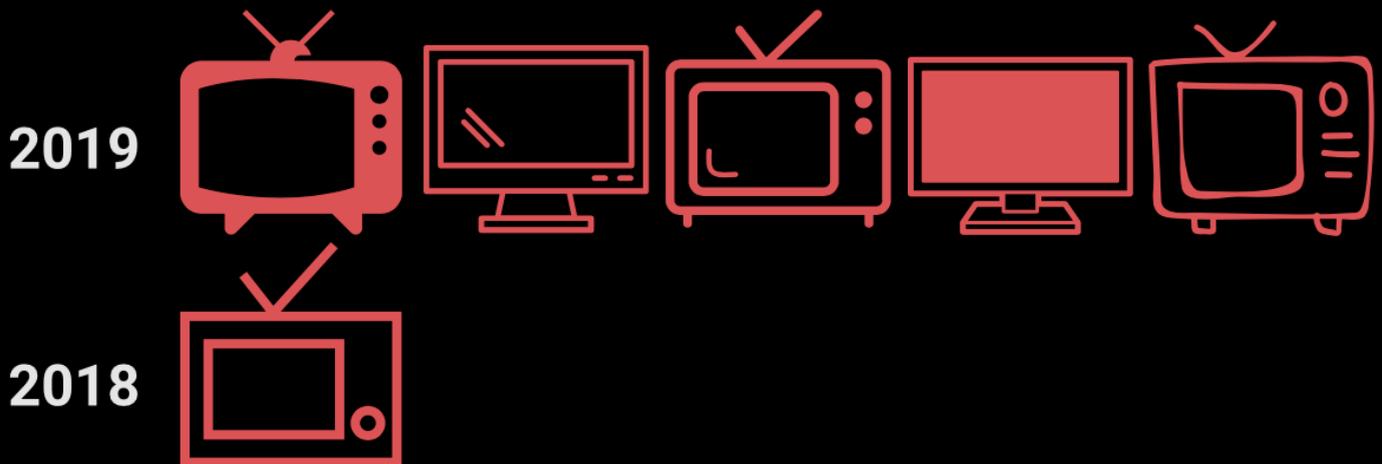
FootAsylum is way ahead of the game, managing to **boost marketing-generated revenue** by 30% through the use of A.I.

They achieved this by using software that created **hyper-personalised** product recommendations on their website, based on buying trends.

Training software to guess what trainers you might like? **Genius.**



Media relations: more efficient media monitoring



There was 5× as much media coverage in Jan-2019 about A.I. in media relations, than in Jan-2018.

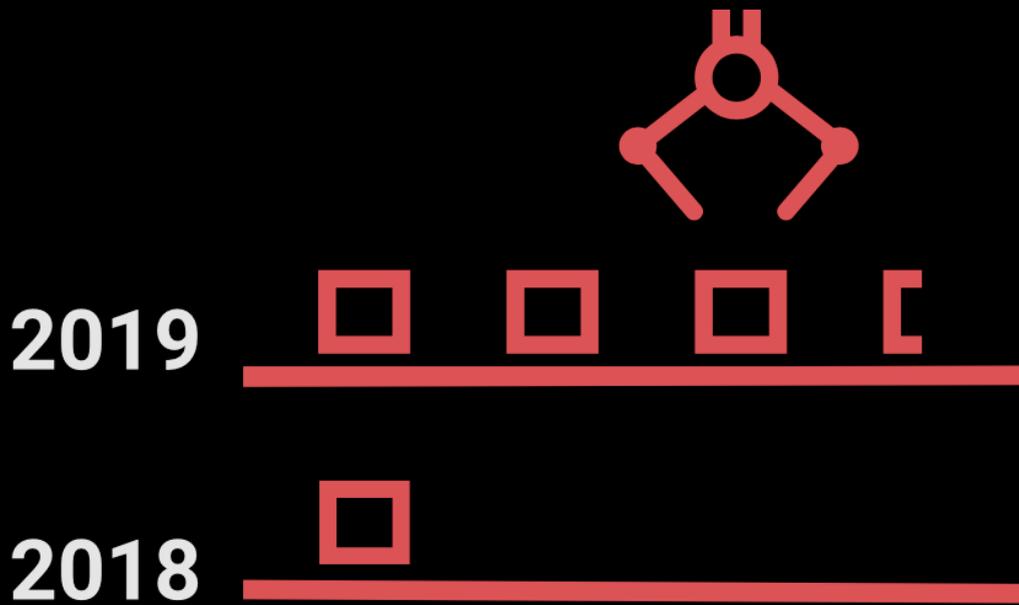
67% of PR professionals work unpaid overtime at least twice a week, spending a huge chunk of their time and energy tracking news coverage.

If only there was a quicker way of tracking news coverage of anything and everything. Oh wait, there is.

Media data is powerful. Here at Signal, our goal is to help you harness that power through **unlimited, real-time data and insights**. Make 2019 the year of faster, more efficient media monitoring.



Economy: the age of automation



There was 3.2× as much media coverage in Jan-2019 about A.I.'s effect on the economy, than in Jan-2018.

The World Economic Forum held their annual meeting in Davos in January, discussing issues relating to globalisation, sustainability, and social disparity.

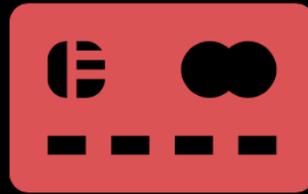
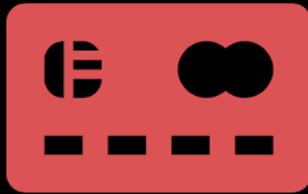
The theme of the meeting this year was the Fourth Industrial Revolution, which is the **scaling-up** and **automation** of all industry processes with the help of A.I.

Whether it's **speeding up** production lines in factories, or using software that can **make decisions** for you - A.I. is forecasted to add \$13 trillion to the global economy.

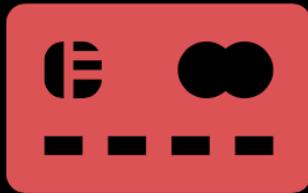


Finance: fighting fraud

2019



2018



There was 2.6× as much media coverage in Jan-2019 about A.I. in the financial services, than in Jan-2018.

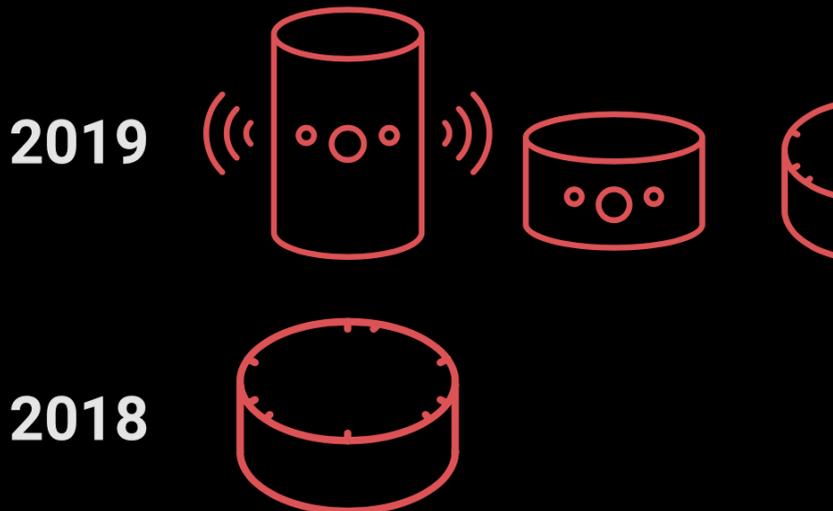
Have you ever tried to book a spontaneous mid-week trip to St Tropez, or perhaps get the Balenciagas you've been wanting for so long only for your bank to annoyingly block your purchase?

Traditional fraud-prevention involves the use of pre-set models. These models determine whether you're attempting to buy something that deviates from your normal transaction behaviour. Unfortunately, these models can be inaccurate, often stopping you from buying the things you really want.

A.I. is now being used to help financial institutions reduce fraud, by **accurately classifying** if a purchase is genuine or not. You can finally book that trip, or buy those shoes without a hitch!



Home: why Alexa's the perfect housemate



There was 2.2× as much media coverage in Jan-2019 about A.I. at home, than in Jan-2018.

Voice assistants and associated home gadgets have become increasingly popular. From telling Alexa to play some smooth jazz on your next dinner date, to asking Google to dim the lights (at that very same dinner date) voice assistants have become the wingman we never thought we'd need.

The future of A.I. at home is exciting, especially if you're big on **comfort** and **ease**. Tech companies are joining forces with architects and interior designers to revolutionise the home, implementing features that will respond to biometrics, daily routines, and other behaviours.



Security: cruising through customs



There was 3× as much media coverage in Jan-2019 about A.I. in the security sector, than in Jan-2018.

Getting through airport security is never fun. With staff accusingly looking at you as you place your keys and belt in a tray, you can't help but wonder if there's a better way.

Recent advancements in A.I. could make passing through security a **quick** and painless process. Evolv Technology have developed scanners that can accurately classify whether items are potential threats or non-dangerous. This will allow up to 900 people to pass through security gates in an hour, which is **much faster** than traditional X-ray technology.

There's nothing better than a quicker, safer airport experience.



Healthcare: say bye to UTIs



There was 3.2× as much media coverage in Jan-2019 about A.I. in healthcare, than in Jan-2018.

A.I. is completely changing the way patients are diagnosed, treated and monitored. A human doctor, despite years of training and experience, will lack the **highly accurate** predictive capabilities of A.I. tech.

The University of Surrey has developed technology that can detect early indicators of urinary tract infections (UTIs) in the elderly, allowing doctors to help prevent full blown infections to occur.

This is especially important for older people with dementia, where this technology has been proven to subsequently reduce anxiety and depression.



Discover how A.I. is changing your industry

Signal is an A.I.-powered **media monitoring** and **reputation management** platform.

Signal's A.I.-powered solutions help PR and communications professionals, compliance and risk experts, in-house and agency teams and senior business leaders be in the know with the information they need.

Request a demo and discover how Signal can help **you**.

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