NBCUniversal Taps Machine Learning to Tie Ads to Relevant Moments on TV

The next time you see, say, a wedding scene on a USA Network show followed by a champagne commercial, it may not be a coincidence. NBCUniversal announced a new machine learning tool today that helps brands place ads around scenes relevant to their product across any of the media giant’s broadcast and cable properties. The… https://www.adweek.com/digital/nbcuniversal-taps-machine-learning-to-tie-ads-to-relevant-moments-on-tv/