

# The Future of Ad Sales and AI in Telecommunications, Media, and Entertainment with Deloitte and Snowflake



A new era of innovation and business growth is opening for the telecommunications, media, and entertainment industry (TME). The core opportunity is in collaboration with adjacent industries and enterprises, and the shift toward convergence is seen clearly in the future of ad sales. Today, media organizations, ad buyers, and data providers all hold valuable data that collectively reveals greater insight around customers and their preferences.

What is needed is an enabling platform that allows organizations to collaborate on aggregate datasets in a transparent way while also guarding and restricting sensitive information. A data clean room can serve as a unified platform for secure data collaboration. Deloitte with Snowflake helps TME businesses achieve data modernization and cloud capabilities that support a data clean room for discovering customer insights.

## Exploring the capabilities of a data clean room

Today, companies that sell ads seek to provide a mechanism for ad buyers to access customer data. The goal is greater accuracy, loyalty, and more control over real-time interactions. A TME-specific cloud, such as [Snowflake's Telecom Data Cloud](#), can help organizations access, analyze, and share enterprise data, both within the organization and with other related companies. The future of ad sales, however, is aided by the inclusion of another stakeholder—third-party data providers. Data Clean Rooms are a secure framework that enable multiple organizations to bring data together for joint analysis under defined guidelines and restrictions that keep the data secure. The guidelines control what data comes into the clean room, how the data within the clean room can be joined with other data in the clean room, the kinds of analytics that can be performed on the clean room data, and what data—if any—can leave the clean room environment. Consider some of the capabilities:



Advertisers can connect their first-party consumer purchase data and publisher exposure data to better connect ad exposure to purchase behavior.



Customer segment overlap analysis can show where customers are aligned between co-marketing partners, which can inform collaborative promotions and marketing.



TME organizations can not only create more custom service offerings but also begin to manage and monetize data as a strategic asset.

This is a technically sophisticated solution that can open the door to greater data collaboration and transparency. Yet, if a data clean room is an evolution of data collaboration and industry convergence, the revolution arrives when artificial intelligence (AI) tools are used to access, understand, and develop insights from data.

Moving to a modern cloud platform sets the foundation for a future with AI, permitting automation, revealing insights, accelerating product development, and offering engaging, human-like digital interactions. The advent of Generative AI opens the door to even more transformational capabilities. The capacity to generate text, images, code, translations, prototypes, and more allows AI applications that constitute powerful

productivity enhancers in the TME industry. Fueled by enterprise data and assets in the cloud, TME companies can take the next step with Generative AI and identify value-driving use cases, such as marketing content generation, automated code summarization and documentation, virtual assistants for technicians in the field, and novel design generation for semiconductors and other technology components. In addition, Generative AI models permit an intuitive interface for querying vast datasets. Developers leveraging a solution like Snowflake's [Snowpark Container Services](#) can build data pipelines and access data without moving it so as to enable a Generative AI frontend that grants deep visibility into clean room data joins. With so much potential value, many

businesses are working to identify the technologies, data, and governance that can enable these opportunities. With Snowflake's Data Cloud platform and ecosystem of assets, organizations can find an expedient, flexible platform to develop and deploy AI for business value. The Data Cloud is also fully managed and continuously optimized for price for performance, ensuring customers only pay for what they use.

This bold future requires a modern data ecosystem, and just as importantly, the strategy, process changes, and cloud modernization initiatives that help TME organizations operate as truly data-driven enterprises.

## Accessing a modern data ecosystem with Deloitte and Snowflake

Transforming the organization to use a modern data ecosystem is more than just a technology endeavor. It takes enterprise-wide transformation, with essential adjustments to processes, workflows, change management, security, and compliance. To rapidly access the value and capabilities in modern data platforms, like Snowflake, you need to work with an organization with both the technical capacity to implement a data modernization effort as well as the industry and domain experience to do so in a way that limits disruption and orients the business for new ways of working and decision making.

Deloitte offers the rich experience, trained talent, and subject matter experience that can help TME organizations confidently move to the cloud and explore the capabilities of a data clean room. We help reduce risk by taking an automation-led approach with our accelerators and [Migration Factory offering](#). We also help you use Snowflake to fuel your AI programs.

Beyond our technical excellence, Deloitte also holds a deep understanding of end-to-end complexities in the cloud environment, the TME industry, and the business realm more broadly. Our clients count on our deep knowledge and advisory services across compliance, cybersecurity, and risk management. It is why we have one of the largest Snowflake practices among professional services firms and why Snowflake named Deloitte the 2023 Global Partner of the Year.

With Deloitte's capabilities across TME operations, ad sales, organizational design, risk, workforces, regulations, and data security, we can help you modernize data and applications in a way that is fast, efficient, and secure.

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Please get in touch! Deloitte is eager to learn about your priorities and help you chart your path to a modern data environment with Snowflake.

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