

SEEKR INQUIRY FORM

Below please find questions pertaining to the Broadcast Media vertical using Explainable AI.

1. How are you using AI today for live scheduling, content recommendations, or audience targeting—and can your teams clearly see why the AI makes those choices?

2. Where do teams struggle most with issues like incorrect metadata, poor tagging, or content errors—and how well can you trace what went wrong?

3. When deciding what to air, promote, or personalize, how confident are you that the AI can explain its recommendations in a way editors and producers trust?

4. Which workflows could move faster with explainable AI—such as clipping highlights, auto-tagging content, creating summaries, or preparing recaps?

5. How do you turn viewer data, social buzz, and engagement signals into programming or ad decisions—and can you trace those insights back to their original sources?

6. In live production, how much time is spent manually checking feeds, fixing errors, or validating content before it goes on air?

7. If AI could automatically surface the most relevant clips, stories, or audience trends, what level of transparency would you need to feel confident using the output?

8. How well do your current tools help you stay accurate, brand-safe, and compliant when AI is involved in news, sports, or entertainment workflows?

9. When editorial, ad sales, and digital teams need to work from the same audience insights, where do things slow down—especially when AI logic isn't clear?

10. Looking 12–18 months ahead, if explainable AI could remove one major bottleneck in production efficiency, audience growth, or monetization, what would have the biggest impact?
