

Natural Language Generation (NLG):

An advanced AI technology that converts structured data into meaningful narratives written in a human-like language.

Artificial Intelligence (AI):

The umbrella term for technologies like NLG and NLU, used by media and entertainment companies to enhance customer experiences and meet rising expectations.

Robot Journalism:

The concept of using NLG to automate content creation, especially for routine stories, resulting in reduced costs and fewer errors compared to human journalists.



Broadcast Audience Research Council (BARC):

An organization mentioned in the text that provides viewership data used by entertainment companies for analyzing demographics, geographies, and customer interests.

Phrazor:

An augmented analytics tool highlighted in the text that uses NLG and intelligent automation to convert customer data into written content, providing real-time visibility and automating reporting for media companies.

