

flame

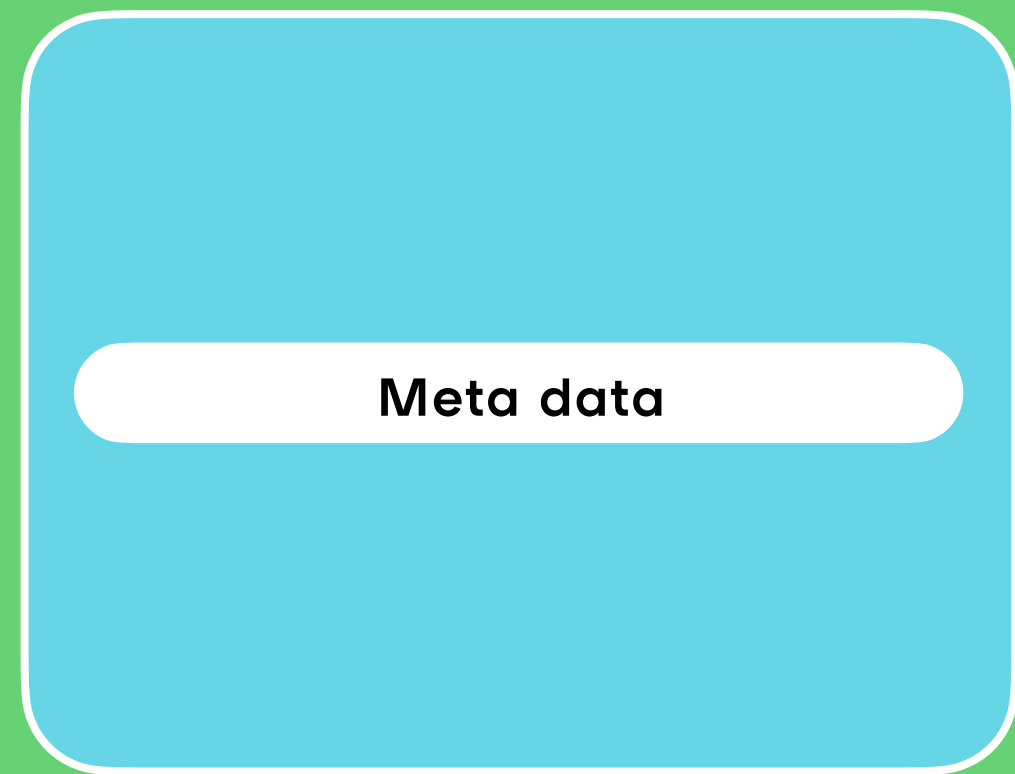
federated learning assisting media entities

powered by



our challenge

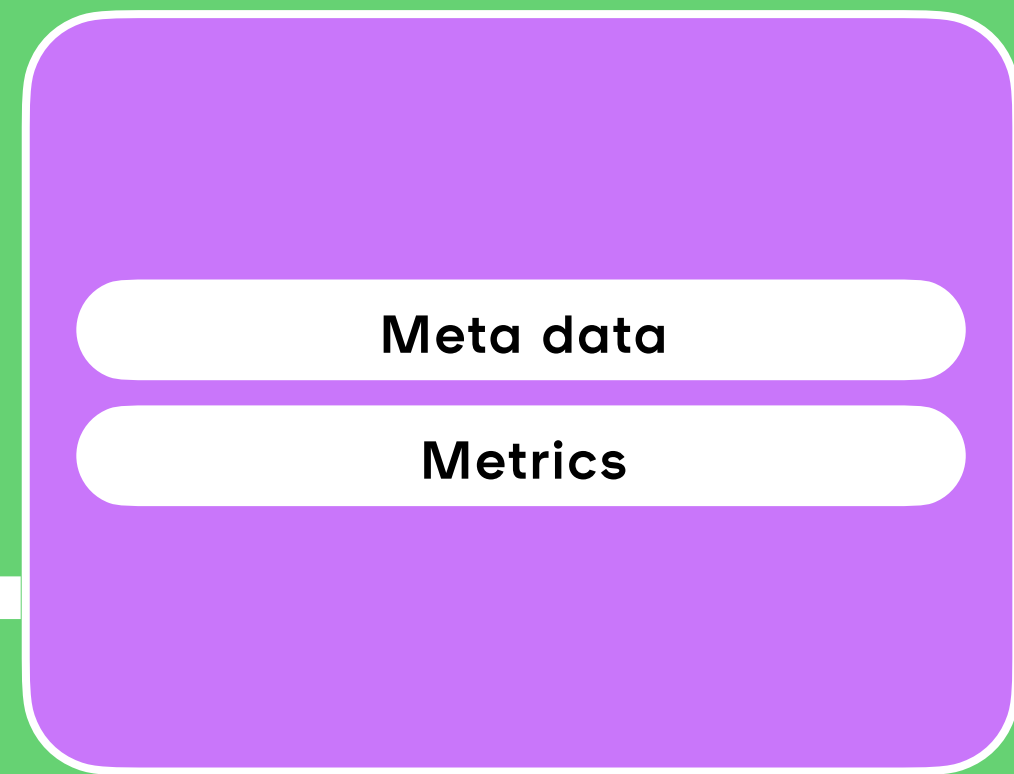
press agency



articles



media house



breaking data silos



solution design

FL server

smartct

- FL global model; Measured client's FL contribution
- FL local model (increments) (Optionally encrypted)

RDSP

Messages transparent to all blockchain participants: global FL model, (optionally encrypted) local FL model increments, measured clients' FL contributions

Smart contracts for client-server-users communications & measured FL contributions

users
(press agencies)



articles

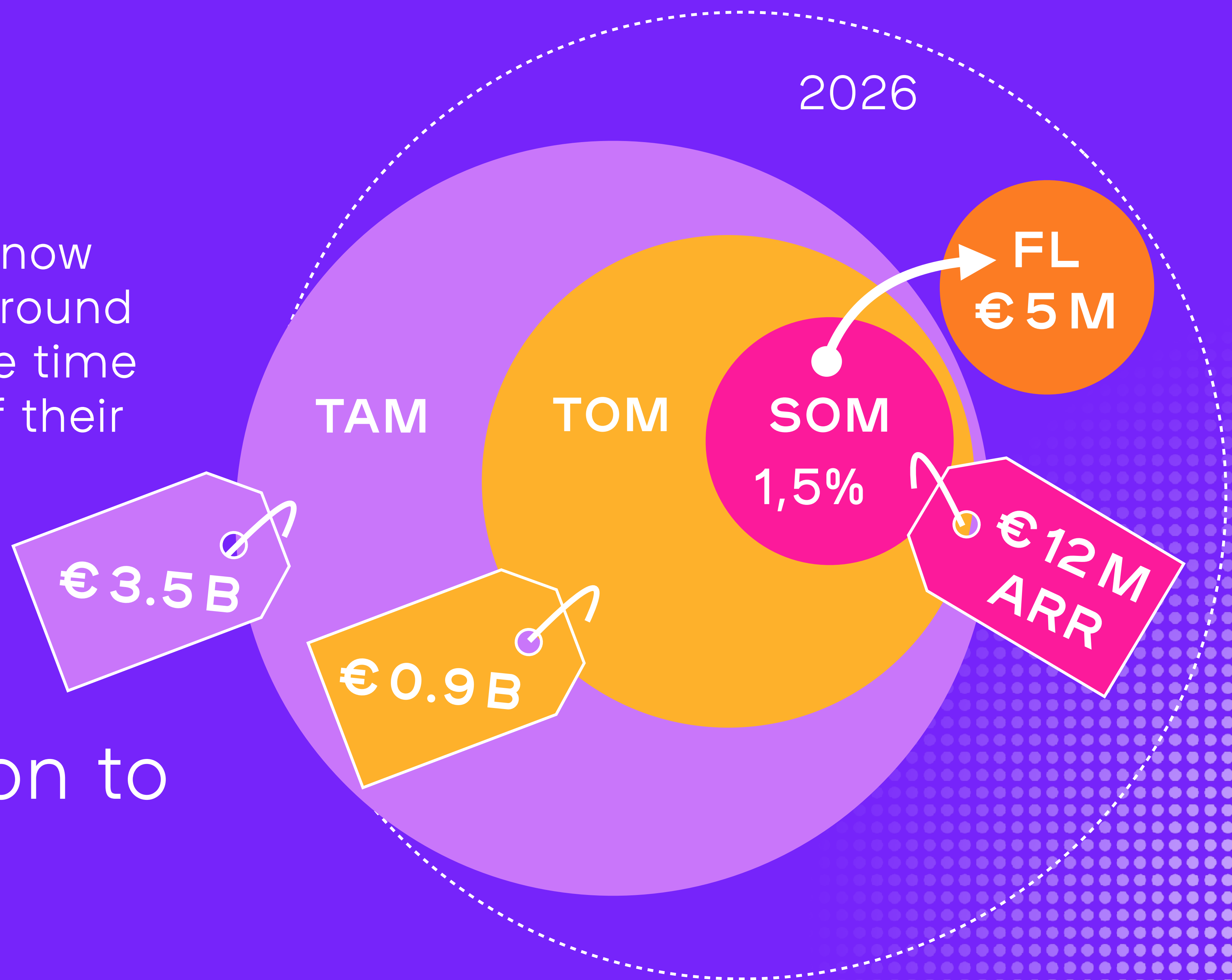
clients
(media outlets)



market opportunity

In general, media organizations need to know more about the world around them, while at the same time keep their data - and of their users - to themselves.

Federated learning is the ultimate solution to that paradox.

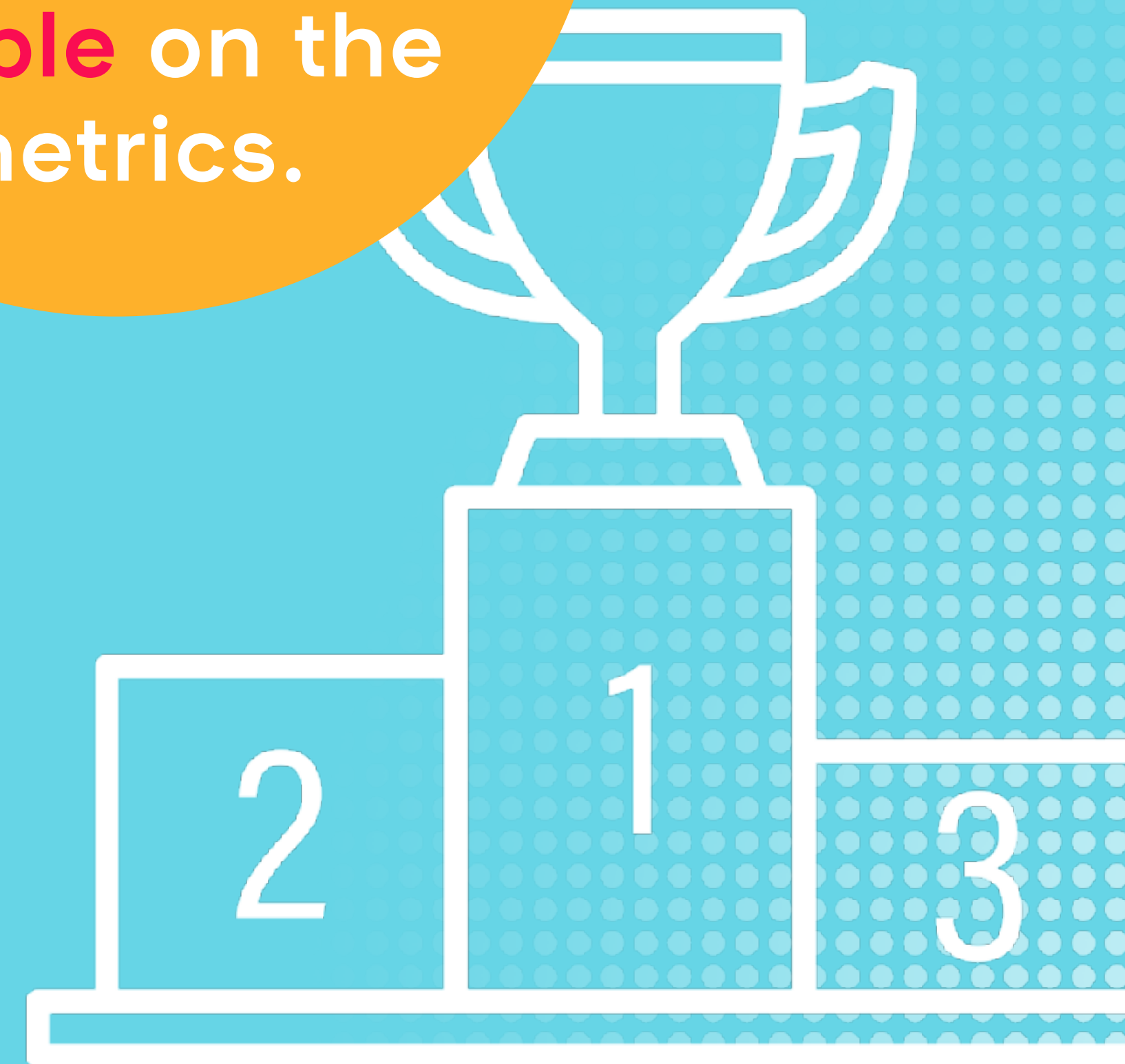


competition

There is **no known use** of Federated Learning in media yet.

The competition on knowing external variables are **topic detection tools**.

Federated learning has the **aggregated inside view** and is **more flexible** on the metrics.



revenue models



**benchmarking
report**



**smart
notifications**

mockup notifications

Article	Author	Section	Readability	Lexical diversity	Content (semantics)
George Michael: hitwonder met bewogen privéleven	Leontien Popken	Cultuur & Media	53%	87%	45%
Waarom vieren we Valentijn op 14 februari?	Lars Weggeman	Binnenland	12%	56%	58%
De Democratische traditie: van Jefferson tot Obama	Lotje Snoep	Buitenland	78%	22%	79%
De Republikeinen: van Lincoln tot Reagan en Trump	Youri Colmans	Buitenland	44%	64%	90%
Het nieuwscollege	Lars Weggeman	Cultuur & Media	61%	77%	49%

! smartocto notification

When compared to the UK market and the overall calculated impact, your science articles seem to be 2 hours too late every day.

! smartocto notification

The best converting news sites in the world have 20% more explanatory articles on the homepage, than your clients had this week. Maybe address these user needs.

team key persons



Erik van Heeswijk

CEO



Aleksandra Radivojevic

Senior Operations Manager



Dusan Jakovetic

FL Advisor &
Associate Professor,
University of Novi Sad



Goran Milovanovic

Senior Data Scientist



Ilija Susa

Chief Data Officer

team smartocto



customer
succes



founder

sales



business
innovation

data science



founder

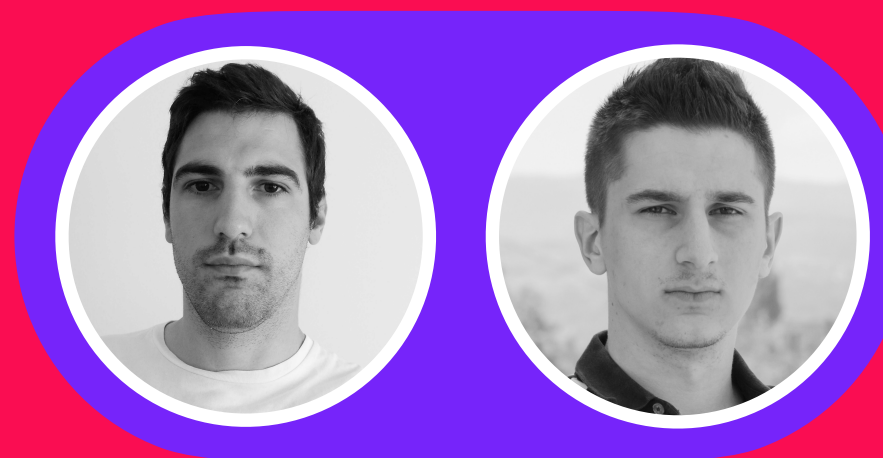
marketing



founder



system
engineering



data
engineering



office &
support



founder

web



2016

Dutch Interactive Award
w/ smartocto RT



2017

Innovative company
in media award
in Berlin



2019

Silver SpinAward
for digital innovation
w/ Tentacles



**we don't know who
invented the water,
but it certainly
wasn't a fish**

Marshall McLuhan

smart●ct

thanks

flame

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