



Choose Your Own Adventure: What Type of AI Partner Do You Want to Be?

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Artificial intelligence (AI) and machine learning (ML) are rapidly transforming the Media & Entertainment sector, offering both significant opportunities and complex challenges. As the industry navigates this fast-evolving landscape, companies must rethink how they innovate, scale and deliver value to audiences. In this article, Alvarez & Marsal explores five distinct partnership models unfolding between Media & Entertainment and AI technology companies and poses the question: “Who do you want to be?”

Five Partnership Models Between Media & Entertainment and AI Companies

1. **The Inventor:** A high-investment model focuses on deep, strategic collaborations centered around products, research and development.
2. **The Integrator:** A fast-paced model focuses on integrating AI solutions from key partners to accelerate capabilities without significant internal buildout.
3. **The Double Down:** A low-disruption approach that enhances current workflows with targeted AI tools for improved efficiency and performance.
4. **Feeding the (Data) Beast:** A data-centric model that uses AI to transform data management and analytics, unlocking deeper insights and smarter decision-making.
5. **The Hedge:** A portfolio strategy where companies make diverse, lower-commitment AI investments to spread risk and gain market intelligence.

With these five models, A&M provides a strategic framework for Media & Entertainment executives to assess their AI readiness and define the right path forward. Read the full article to explore which partnership model will best position your organization for AI-driven success in the future.



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