

Decoding Social

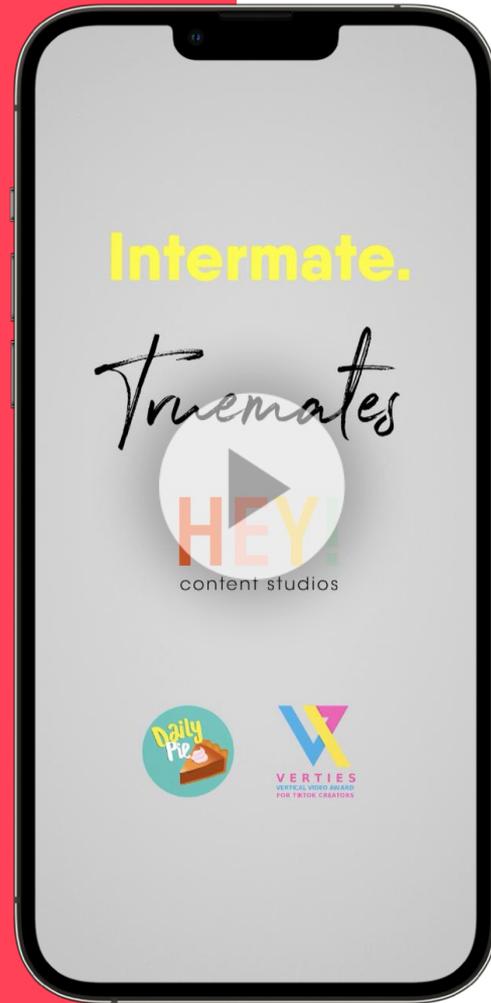
By being creator-driven and using AI

March 2024

The logo for OMMAX features the word "OMMAX" in a bold, dark blue, sans-serif font. The final "X" is stylized with a teal-colored diagonal stroke cutting through its upper right portion.The logo for Intermate Group consists of the word "Intermate." in a bold, white, sans-serif font, with a small square dot at the end of the period. Below it, the word "Group" is written in a white, rounded, sans-serif font.

Intermate.
Group

Creative Intro

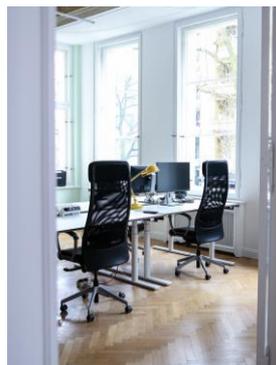


[Click
to play
the
video](#)

Intermate. Group



- ✓ > 9 years of experience
- ✓ Berlin | Hamburg | Cologne
- ✓ Over 170 employees
- ✓ Own production company & content studios
- ✓ Own influencer & social technology





Social Media Expertise



Best performer and benchmarking



Culture and content



Posting frequency



Video duration



Engagement



Followers



Views



Virality

and how
AI is used
to stay
ahead of
the curve

**Social Media has
changed.**



Thesis 1:

*Followers
are dead*



Erziehermalanders



@erzieher_macht_anders

13

Folge ich

104,8K

Follower*innen

3,5M

Likes

Folgen

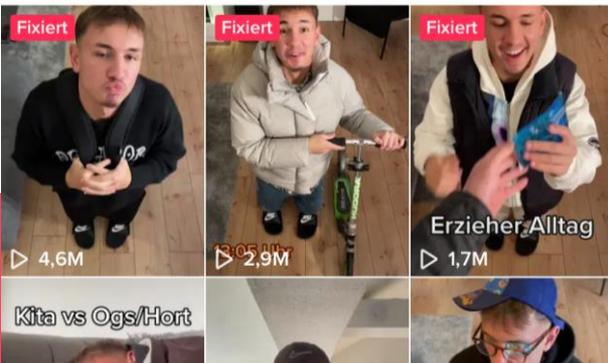


Erzieherausbildung mal anders 🤪
Max & Jan

✉ erziehermalanders@outlook.de



📺 Kinder Gossip 🤪 📺 Teamsitzung 📖 📺 Come



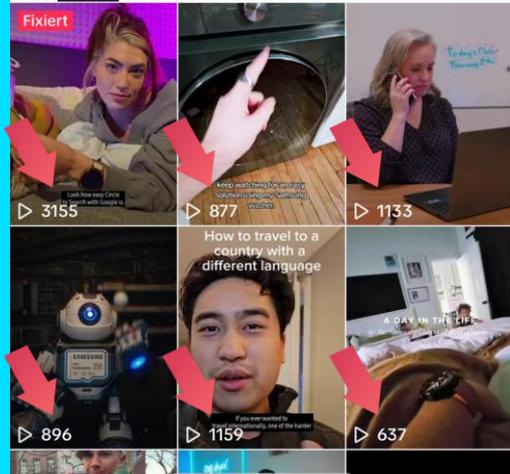
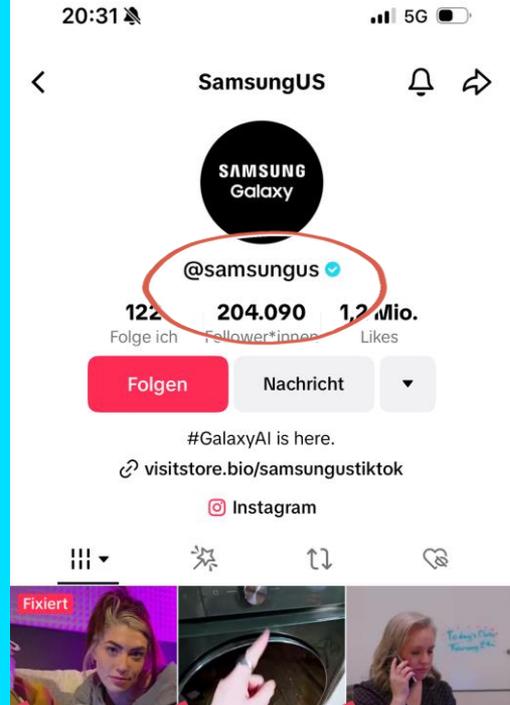
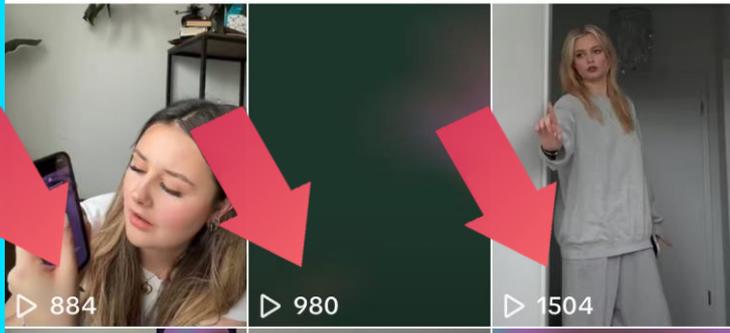
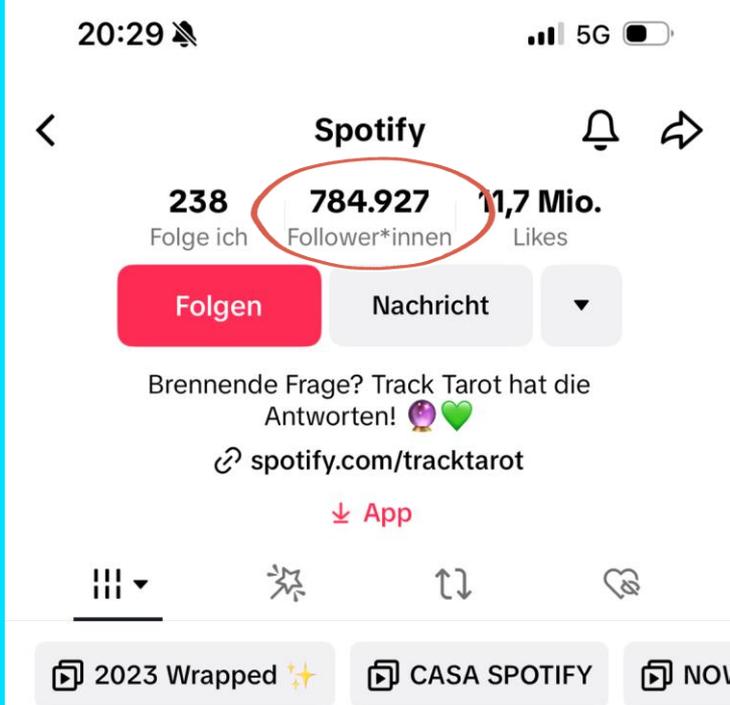
Social graph

Content graph

Followers are key.
Who do you know?
Who do you follow?

Content is key.
Which videos do you consume?

The content graph is brutal.





Kaan ✓

@kaanetm 373.000 Abonnenten 659 Videos

Mehr über diesen Kanal >

Abonnieren

ÜBERSICHT

VIDEOS

SHORTS

Overview Statistics Content Campaigns Brand Mentions Similar Creators

Overview Statistics Content Campaigns Brand Mentions Similar Creators

Neueste

Beliebt

372.000

Subscribers

+ 12,39 %

4

Assets (last 30 days)

306 % | 1,14m

Ø Views

7,58 %

Ø Engagement Rate

0 %

Paid Post Ratio

Performance Data

Subscribers Engagement Rate Views



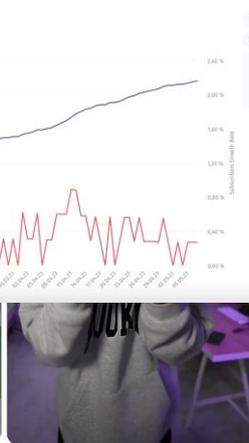
Horrorfilme = unlogisch #qdh
#sketch #kaan #comedy...
521.498 Aufrufe



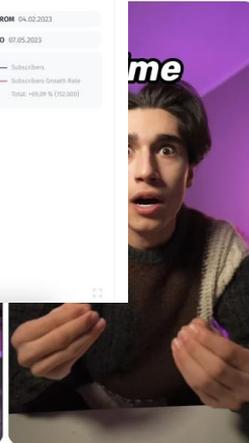
Väter = komische Wesen
#qdh #sketch #kaan...
2,4 Mio. Aufrufe



Eher: Mensch Ärger Dich!!
#qdh #sketch #kaan...
1,7 Mio. Aufrufe



Mütter = komische Wesen!
Ich liebe euch trotzdem ❤️...
1,7 Mio. Aufrufe



Filme = unlogisch! #qdh
#sketch #kaan #comedy...
1,3 Mio. Aufrufe



Geburtstage ist der Tag
deiner Geburt 🥳 #sketch...
2,8 Mio. Aufrufe



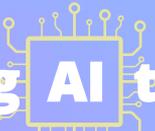
ÜBERSICHT

Neueste



How to deal with
stealing gf
131.181 Aufrufe





Using AI to screen and cluster content:

Content Tags

- Storytime (AITA)
- Memes
- Sketches/ Comedy/ Parody
- Dance
- Education
- Vlog/Follow Me Around
- Cooking/Food
- Sports/Weightloss/ Fitness
- Hacks/DIY
- Facts
- Fashion
- Fails/Pranks
- LipSyncing
- Roleplay
- Wellbeing (Mental Health, Meditation)
- Illusions / Magic
- Reviews/Produktvorstellung

Functional Tags

- Stitches
- Duett
- Video Replies
- Reactions
- Special Effects
- (Face) Filters
- Greenscreen
- Sounds: Song
- Sounds: Effects
- Sound: Trend/Meme
- Voiceover (Narration)
- Text to Speech
- CapCut Vorlagen
- Transitions
- Jump Cuts
- Loop
- Shortcut
- Time Lapse

Takeaways Top Categories:



Top Content Tags:

 Sketches/ Comedy/ Parody	32,96%
 Storytime	19,90%
 Vlog/ Follow Me Around	5,07%
 Dance	4,48%
 LipSyncing	3,88%
 Challenges	1,79%



Top Functional Tags:

Textoverlay	18,49%
Sounds: Effects	16,18%
Sounds: Songs	15,97%
Voiceover	13,87%
Reaction	4,20%



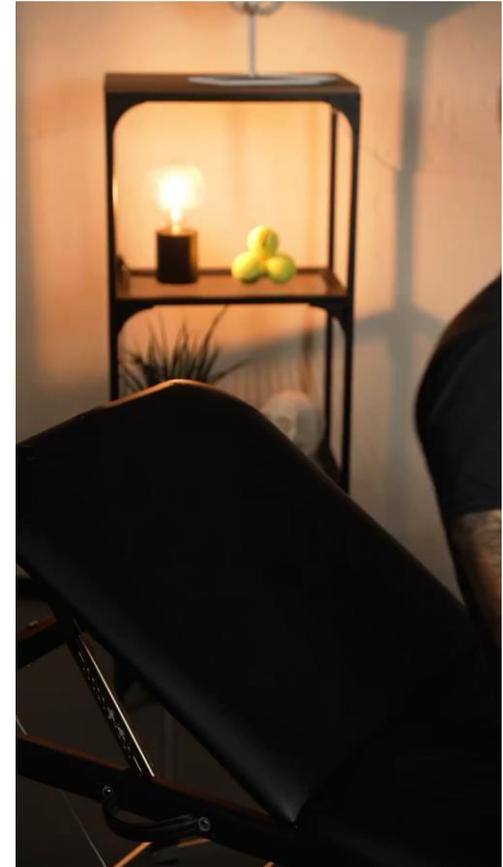
Top Lenses:

Character	71,43%
Category	18,57%
Tonal	9,52%
Product	0,48%

Category uplift (Comedy) in Q4 2023:



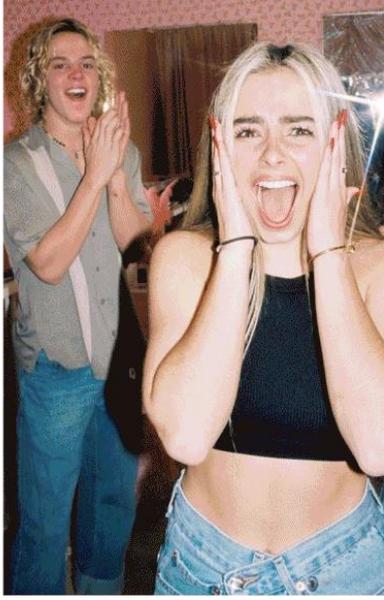
23%



A photograph of two young women with long, wavy hair, smiling and laughing together. They are in a social setting, possibly a bar or club, with warm, ambient lighting. The woman on the left is looking towards the woman on the right, who is looking down and laughing. The background is blurred, showing other people and lights.

Thesis 2:

*The “Social” in
Social Media is
dead.*



Social is no longer (just) about connection with people in your environment. I don't follow anyone I know on TikTok or YouTube.

TikTok no longer describes itself as a social platform, but as ...

... an
entertainment
platform



A young girl with dark hair is holding a glowing, textured sphere in front of her. The background is a deep blue with vertical light trails and bokeh effects, suggesting a futuristic or digital environment. The text is overlaid on the top left of the image.

**We see the next
evolutionary step:**

CULTURE

The **social** in social media is increasingly becoming a reflection and/or driver of (pop) cultural discourse.



**Don't make ads,
make TikToks**



**Don't make ads,
make culture**

Thesis 3:

Target groups are dead.

There are no demographic target groups

Mini-Millennials

1995 – 2000



Currently in mid to late 20s



Switch from analog to digital



A few years out of school

Core Gen Z

2001 – 2007



Currently late 10s, early 20s.



Childhood was increasingly digital



fresh from school

Mini Gen Z

2008 – 2010



Currently early teens



Technology already standard



Currently still at school

Core Gen Alpha

2011 – 2015



Late childhood, early teenage years.



Technology is omnipresent



Change to secondary school



*The algorithm delivers a personalized feed **based on your interests**. To do this, the algorithm collects information about the videos you watch, the areas of interest of the channels you follow and the hashtags you interact with. This allows the algorithm to select videos that are relevant to you, **regardless of your age, gender or location**.*

Quellen: [TikTok](#), [Meta](#), [Google](#)

Clean Girls



Vanilla Girls



Y2K Girls



Porsche Moms



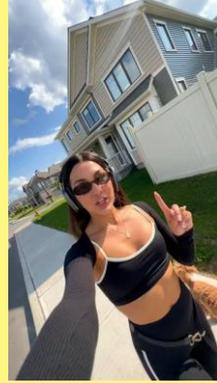
Downtown girls



VSCO Girls



Hot Girl Walks



Girl Dinner



Girl Aesthetics



Girl Math



Communities of the Generation Z

(Extract)

Gen Z uses a lot of emojis for laughing:

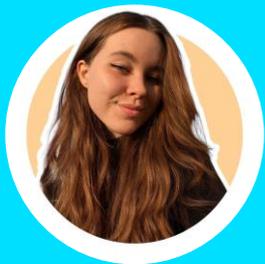


We realize:

There are a lot of faux pas lurking in Gen Z marketing.

Target group units will help.

YOUNGMATES – our Gen Z experts



Samantha Dropmann

Gen Z Creative



Julian Schendzielorz

Gen Z Creative



Selin-Mine Marz

Gen Z Creative



Sam Bethin

Gen Z Editor



Ella Heß

Gen Z SM & CM



Merjam Brink

Gen Z SM & CM



Binta Yaffa

Gen Z Creative



Natalie Vogt

Gen Z Creative



Maurice van gen Hassend

Gen Z Lead



Caro Fiala

Gen Z Creative



Mike Sommer

Gen Z Designer



Lena Neufeld

Gen Z PR



Maurice van gen Hassend · 1.

Gen Z Experte & TikTok Enthusiast | Dualer Student (Marketingma...

4 Tage · 🌐

7 Jahre nach Markteinführung - Diese Kamera feiert einen TikTok-Hype...



2016 veröffentlichte **#Canon** die "Powershot G7 X Mark II".

Heute - 7 Jahre nach Markteinführung - erlebt die Kompaktkamera eine Renaissance. Mal wieder dank **#TikTok**. 🎨

Laut **#Idealo** ist der Preis auf einem Allzeithoch. 😞

#GoogleTrends verzeichnet erhöhte Suchanfragen. 📈

Aber warum der **#Hype**? 🤔

Ganz einfach: Der Blitz! ⚡

Dieser gibt den Bildern, welche mit der Kamera geschossen werden, einen ganz besonderen Look. 😊

Die Kamerabilder werden mittels des Wordings "The difference between taking pics on an Iphone vs. digital camera..." Bildern gegenübergestellt, die vermeintlich mit einem Iphone/Smartphone geschossen wurden. 📱

Logischerweise sehen die Bilder der 600€ Kamera besser aus. 😄

Hier ist ein Beispiel: <https://lnkd.in/e-vkTBmz>

7 JAHRE NACH MARKTEINFÜHRUNG

KAMERA
FEIERT
TIKTOK-
HYPE



Maurice van gen Hassend



Using AI to spot brand content on social media

Platforms:

TikTok, Instagram, YouTube

BASICS POOL INFLUENCERS EXCLUDED ACCOUNTS **KEYWORDS** CANCEL SAVE

Tracked Keywords

GROUP NAME
Auge

KEYWORDS AND #HASHTAGS

- Mascara
- Lidschatten
- Dunkle Augenringe
- Schmink-Tutorial
- Beauty-influencer
- Beauty-blogger
- Beauty-vlogger
- Make-up-Künstler
- Beauty-Bewertung
- Eyeshadow
- Dark circles
- Makeup tutorial
- Beauty influencer
- Beauty blogger
- Beauty vlogger
- Makeup artist
- Beauty review
- Schmink Tutorial
- Make up Künstler
- Beauty Bewertung
- Dunkle-Augenringe
- Dark-circles
- Makeup-tutorial
- Makeup-artist
- Beauty-review
- DunkleAugenringe
- SchminkTutorial
- Beautyinfluencer
- Beautyblogger
- Beautyvlogger
- MakeupKünstler
- BeautyBewertung
- Darkcircles
- Makeuptutorial
- Makeupartist
- Beautyreview

GROUP NAME
Gesicht

KEYWORDS AND #HASHTAGS

- Foundation
- Concealer
- Rouge
- Bronzer
- Highlighter
- Konturierung
- Schmink-Tutorial
- Beauty-influencer
- Beauty-blogger
- Beauty-vlogger
- Make-up-Künstler
- Beauty-Bewertung
- Akne-Behandlung
- Rosazea
- Ekzem
- Schuppenflechte
- Hyperpigmentierung
- Falten
- Feine Linien
- Empfindliche Haut
- Trockene Haut
- Fettige Haut
- Mischhaut
- Normale Haut
- Blush
- Contouring
- Makeup tutorial
- Beauty Influencer
- Beauty Blogger
- Beauty Vlogger
- Makeup artist
- Beauty review
- Acne treatment
- Rosacea
- Ekzema
- Psoriasis
- Hyperpigmentation
- Wrinkles
- Fine lines
- Sensitive skin
- Dry skin
- Oily skin
- Combination skin
- Normal skin
- Schmink Tutorial
- Make up Künstler
- Beauty Bewertung
- Akne Behandlung
- Gesicht
- Feine-Linien
- Empfindliche-Haut
- Trockene-Haut
- Fettige-Haut
- Normale-Haut
- Makeup-tutorial
- Makeup-artist
- Beauty-review
- Acne-treatment
- Fine-lines
- Sensitive-skin
- Dry-skin
- Oily-skin
- Combination-skin
- Normal-skin
- SchminkTutorial
- Beautyinfluencer
- Beautyblogger
- Beautyvlogger
- MakeupKünstler
- BeautyBewertung
- AkneBehandlung
- FeineLinien
- EmpfindlicheHaut
- TrockeneHaut
- FettigeHaut
- NormaleHaut
- Makeuptutorial
- Makeupartist
- Beautyreview
- Acnetreatment
- Finelines
- Sensitiveskin
- Dryskin
- Oilyskin
- Combinationskin
- Normalskin

List of all filtered Posts ⓘ

ALL 2970 512 360 464 1634 740 LATEST

EXCLUDE HIDDEN POSTS

marikanevus

TODAY



365 23 0,08 %

annaabaldauf

YESTERDAY



10.800 890 0,43 %

amelielunar

YESTERDAY



25.500 2.459 1,10 %

schloewe4

YESTERDAY



2.627 379 0,1 %

maximilian.mateo

YESTERDAY



silanmakeup

YESTERDAY



lalischaa

YESTERDAY



vanessa_zinner

YESTERDAY



Testing



Content

SEARCH 4,128 RESULTS

RESET FILTERS

SORT BY FOLLOWERS

SEARCHING FOR FIRST (LASTNAME)

CHANNELS

TYPE

Gender

CONTENT FILTER

INCLUDE EXACT WORD ONE WORD

Match Postings with these words

EXCLUDE EXACT WORD ONE WORD

Exclude influencers with these words

ONLY BETWEEN DATES

From To

INCLUDE DISCOVERED POSTS

All Posts

ADD FILTER

Add Filter

Follower | Top Countries

Germany 50 %

Follower | Gender

Select... Min %

Follower | Age

THIS AGE RANGE AND OLDER

Select... Min %

0 ER

3 % Max %

Audience Credibility



Using AI to screen social media content and identify content trends on different platforms



 **Instagram**



TikTok
@sarahscookery



TikTok
@shineeedee



TikTok
@chillvibeskating



TikTok
@lexxhidalgo



Social listening for

O₂

Overview Content Influencers Charts

Keyword Groups selected (All) Influencers selected (All)

List of all filtered Posts

3520 548 159 200 2613 989 LATEST

callmetimmy YESTERDAY Sola YESTERDAY adiewiss_official YESTERDAY ALI SIKK YESTEF

2372 153 2,62 % 5,835 488 0,03 % 193 23

Blisecrack YESTERDAY derne_official YESTERDAY Aimbro YESTERDAY PletSmiet YESTEF

WAVECRACK THE FAR RIGHT TRIES COMEDY

STYLE UP YOUR LIFE! CODE COOL PARTYS

IRPALASI

Freiheit

Edit Social Listening

Settings

BASICS POOL INFLUENCERS EXCLUDED ACCOUNTS KEYWORDS

Tracked Keywords

GROUP NAME: Gaming

- GamingTrends
- eSports
- GameReview
- LetsPlay
- GamingCommunity
- OnlineGaming
- GameDeveloper
- Spielkonsolen
- GamingEvents
- GameStreaming
- MultiplayerGames
- VirtualReality
- GamingYouTuber
- MobileGaming
- GameRelease
- GamingHardware
- GamingSoftware
- IndieGames
- AAAgames
- GameDesign
- GamingNews
- GamingTutorials
- GamingCulture
- Gamification
- GamePlaythrough
- GamingInfluencer
- GameLife
- Gaming
- GameWorlds
- CrossPlatformGaming
- GamingPlatforms
- GameDevelopment
- GamingDiscussion
- GamingWorkshop
- CompetitiveGaming
- CloudGaming
- GameModding
- GamingCommunityEvent
- GameNarrative
- VideoGameArt
- GamingAccessories
- GameSoundtrack
- GamingBlogs
- GamingStrategy
- GameGraphics
- GamingConvention
- RetroGaming
- PCGaming
- GamingTechnology
- GameMerchandise
- GamingPodcast

GROUP NAME: Music

- UrbanMusic
- HipHop
- UrbanPop
- R&B
- RapBattles
- BeatMaking
- StreetMusic
- DJCulture
- MixtapeReleases
- UndergroundHipHop
- MusicProduction
- UrbanSound
- FreestyleRap
- UrbanFestivals
- MusicCollaborations
- UrbanDance
- IndieUrban
- SoulMusic
- MusicSampling
- UrbanArtists
- MusicVideos
- HipHopCulture
- UrbanRecordLabels
- MusicStreaming
- UrbanMusicCharts
- Breakdance
- NeoSoul
- UrbanJazz
- GrimeMusic
- TrapMusic
- HipHopDance
- UrbanRadio
- MusicFestivals
- StreetPoetry
- BeatBoxing
- Afrobeat
- Reggaeton
- SoundCloudRappers
- MusicMixing
- UrbanNightLife
- MusicProducers
- Lyricism
- DigitalMusic
- UrbanPlaylists
- UrbanStreetwear
- ClubMusic
- UrbanVinylRecords

- Surfboards
- WaveRiding
- SurfWettbewerbe
- BigWaveSurfing
- SurfCulture
- Surfing
- SurfTrips
- SurfTraining
- BeachLifestyle
- SurfInstructors
- SurfCamps
- OceanWaves
- SurfPhotography
- EcoSurfing

Our AI-supported social listening is essential in order to identify truly relevant hot and emerging topics within the communities.



Hot Topics



Emerging Topics

Source: Intermate Technology (Baseline Creator:innen
Analysis of 6M Social Assets)

Simplified evaluation of social listening

Fashion-Community



Slow Fashion, Fashion in Video Games



AI-Fashion, Tech/Gadget-Fashion

Gaming-Community



NPC, The Game Awards (Game of the Year, Soundtrack of the Year etc.), GTA 6



Possible crash of the gaming industry (mass redundancies, studio closures, etc.)

Music-Community



Personal Lifestyle Content, Comedy Sketches about the music industry, Video Game Music



How AI is changing the music industry

Surfing-Community

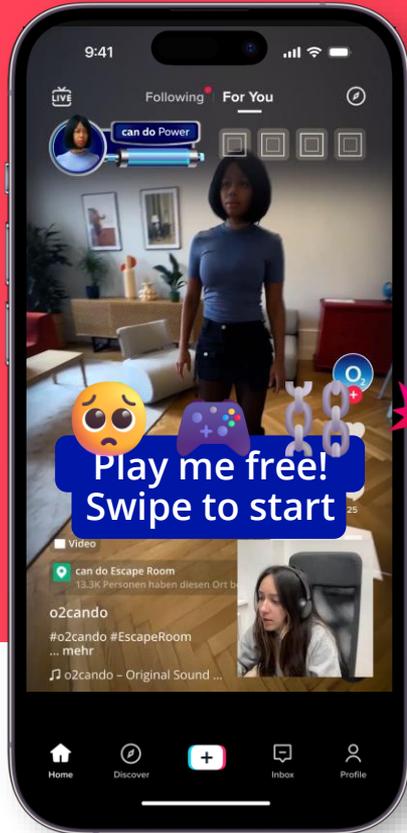


Van Life, Surf-Related Travel and Exploration



Autonomous Drones
Climate change

Game on



Insight

- **The development of creator marketing follows the evolution of platform functions**
- Instagram already scores with photo galleries from stories and carousel posts - TikTok will follow suit
- Creator have already reinterpreted them and made them interactive

Concept

- **We create the first gamified TikTok video and develop it together with creators**
- Followers have to make decisions by swiping
- This is will make people swipe to the end of the gallery

Trend

- We will use the popular slideshow function
- **Realisation in the trendy NPC look**
- Creators move like gaming characters, interact with objects and can be "controlled" by the community by swiping

can do

Gamification is also becoming increasingly prominent on social channels. With this concept, we give the community the ability to participate and occupy the core topic area in an innovative way.

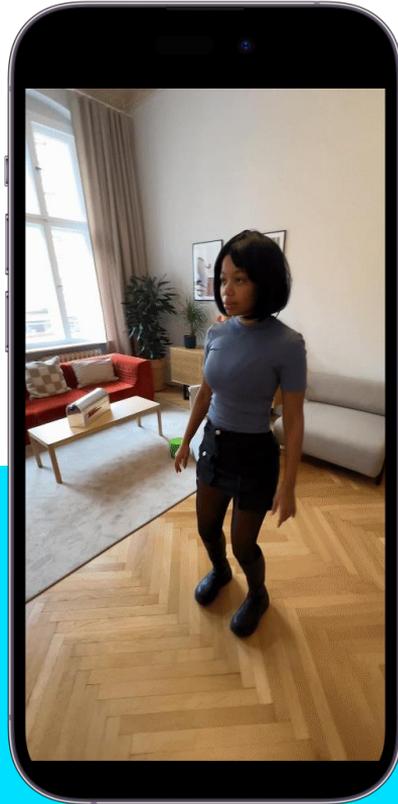
Game on

Using **AI** to create
a gaming world

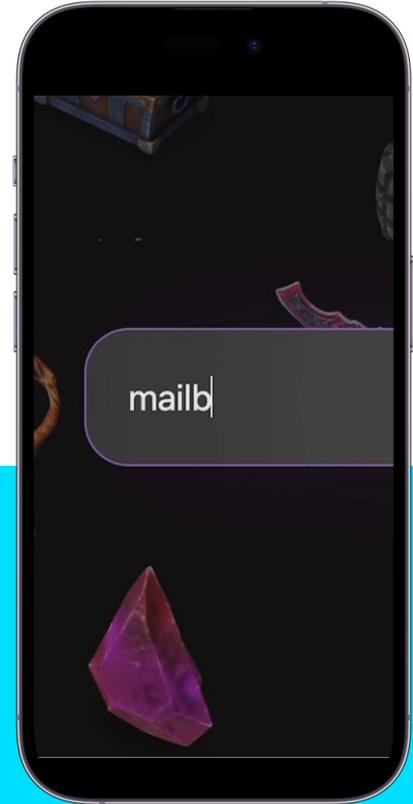
Luma.AI



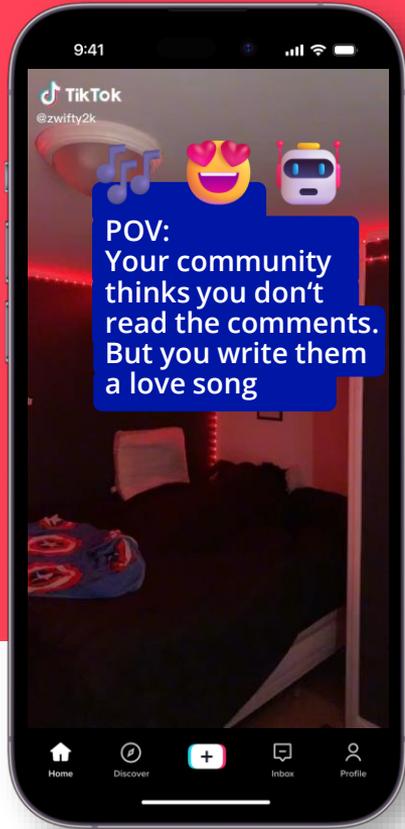
Create 3D worlds out
of videos



Generate 3D objects
through prompts



Our LO₂ve Song



Insight

- Qualified Engagement thrives on reactions from the community
- Comment sections become a bridge between community and brand
- Comments under posts often overshadow the content itself

Concept

- We feed an AI with comments from our content and it turns them into song lyrics
- We give these lyrics to unknown artists to remix
- **We create content with the community, giving them a stage**

Trend

- Reaction videos on TikTok and IG, in which users read out comments
- Other brands comment themselves and thus give the brand a character
- **But we're turning the tables here and setting ourselves apart from the rest**

can do

The song becomes a collective can do moment that everyone has contributed to: The brand dares to do something and the followers are rewarded with the end result.

Using AI to create a song text and even the song itself



(Strophe 1)

Wir scrollen durch die Nacht, finden
@charismaatisch,
In jedem Emoji ein Funke, ein Licht.
Feuer und Herzen, so bunt und prächtig,
Ein digitaler Chor singt dieses Gedicht.

(Refrain)

"🔥", ruft einer, und dann kommt's dicht,
"🔥🔥🔥🔥", ein Echo, vermisst es nicht.
"💙 awww", so süß, fängt es das Licht,
In jedem Kommentar, ein lyrisches Gewicht.

(Strophe 2)

Von einfachen Zeichen zu tieferen Bedeutungen,
Jedes Emoji erzählt seine eigene Geschichte.
In der digitalen Welt, unter all den Sehnungen,
Finden wir Zusammenhalt, in jeder Emoji-Schrift.

(Refrain)

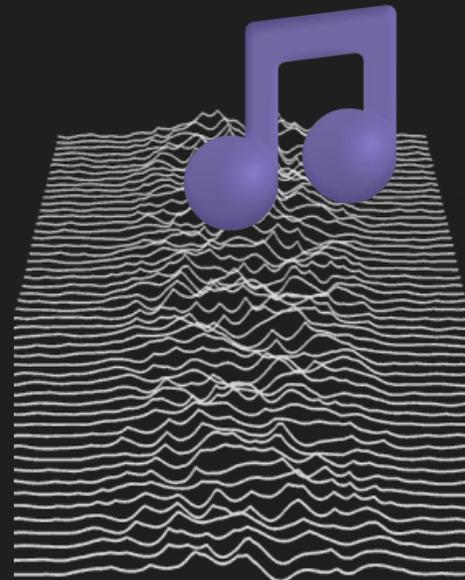
"🔥", leuchtet wieder, ein flammendes Band,
"🔥🔥🔥🔥🔥", Beifall, aus jeder Hand.
"💙 awww", wieder, es verbindet das Land,
In jedem Kommentar, ein unsichtbares Band.

(Bridge)

Und @charismaatisch, im Zentrum des Sturms,
Ein Symbol der Liebe, in digitaler Form.
Wir tanzen im Rhythmus, bestätigen es gern,
In der Welt der Kommentare, fühlen wir uns warm.

(Outro)

So scrollen wir weiter, durch die Nacht, so sternklar,
Finden Freude in Emojis, in allem was war.
In der digitalen Ära, so bizarr,
Sind wir verbunden, mehr als jemals dar.





andrewfoxx ...

andrewfoxx 😊 or 😊?
10 Wo.

Für dich ▾

mybelgianlife The perfect color of ginger 🍷
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (1)

claudiamelzer Wenn Du so fragst....Das erste gefällt mir persönlich besser, Du siehst entspannter aus ❤️
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

diferio 😊...😊...😊
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

narnomerian Such difficult question 😊 so let me say they are both nice in their own unique ways 😊😊
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (2)

urieljoss Asi si me caso 🍷❤️🍷❤️🍷❤️
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (1)

ikrss1 Both 🔥
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (2)

alexanderpaar 🍷🍷🍷
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

davide_divella Greetings from Italy Andrew love your style 🍷
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (1)

estesdave.art ❤️
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

cati.schweyer 🍷 Beide 🍷
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

👍 🔍 🗑️

Gefällt sasha.a.rosa und weiteren Personen
19. Dezember 2023

🗨️ Kommentieren ... Posten

Using AI to screen social media content and identify content trends on different platforms



 **andrewfoxx** ...

 **andrewfoxx** 😊 or 😊 ?
10 Wo.

 **andrewfoxx** ...

 **andrewfoxx** 😊 or 😊 ?
10 Wo.

 **narnomerian** Such difficult question 😊 so let me say they are both nice in their own unique ways 😊😊
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (2)

 **uriejoss** Asi si me caso 🍷🍷🍷🍷
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (1)

 **ikrss1** Both 🔥
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (2)

 **alexanderpaar** 🍷🍷🍷
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

 **davide_divella** Greetings from Italy Andrew love your style 🍷
10 Wo. · Gefällt 1 Mal · Antworten · Übersetzung anzeigen
— Antworten ansehen (1)

 **estesdave.art** ❤️
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

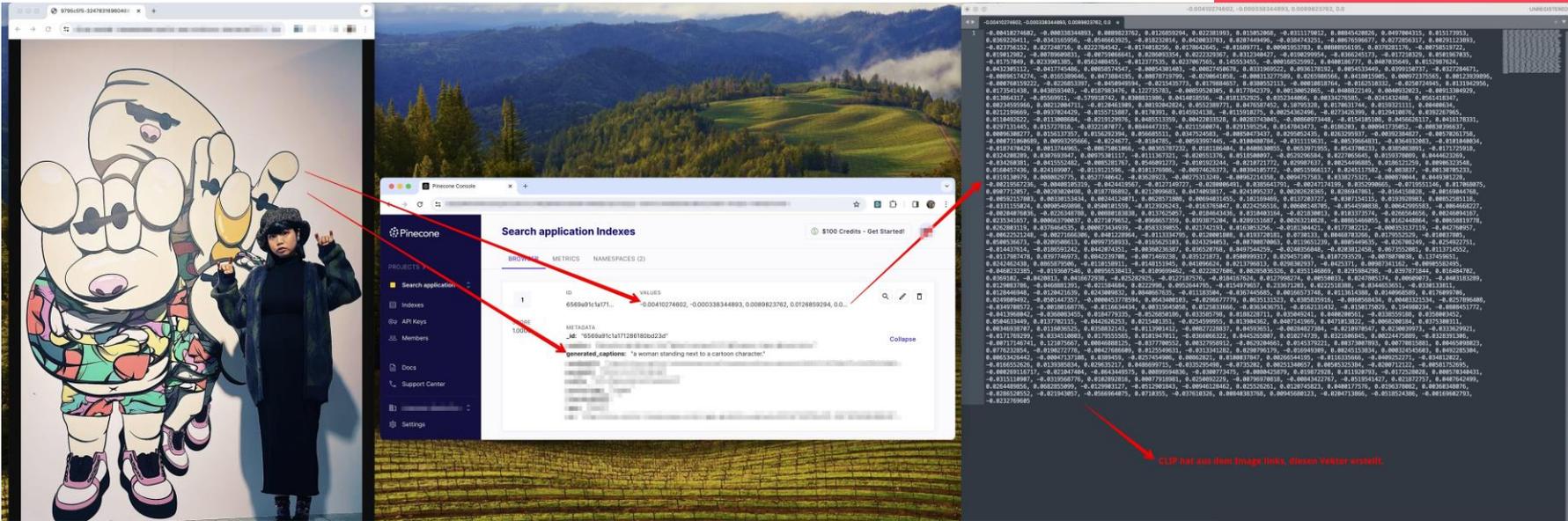
 **cati.schweyer** 🍷 Beide 🍷
10 Wo. · Gefällt 1 Mal · Antworten
— Antworten ansehen (1)

👍 🔍 🗑️

Gefällt sasha.a.rosa und weiteren Personen
19. Dezember 2023

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CLIP hat aus dem Image links, diesen Vektor erstellen



andrewfoxx

Gefolgt ▾

Nachricht senden



2.714 Beiträge

54.900 Follower

968 Gefolgt

ANDRÉ

Grafikdesigner/in

since 8787 | ginger from germany | dad of a frenchie

hannahrg, sanchodelahoya, nickwooster und 2 weitere Personen sind Follower



...



mango #3



frida #3



dubai 2023



new home



brussels



dubai

BEITRÄGE

REELS

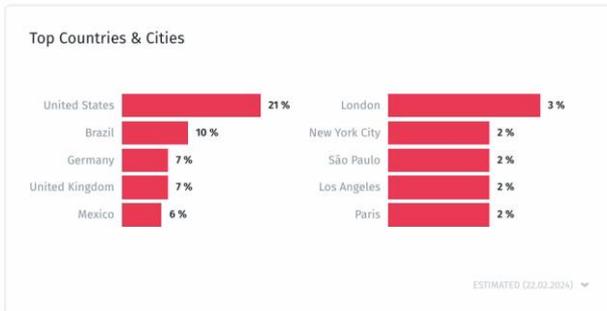
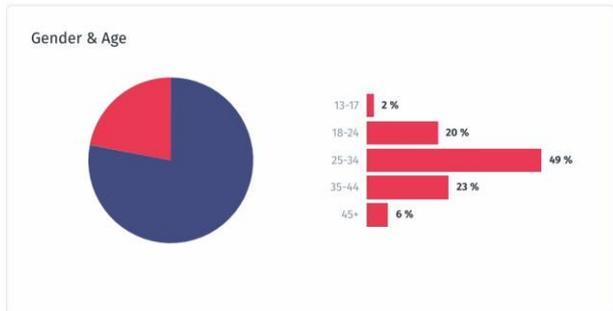
MARKIERT



Using **AI** to screen social media content and identify content trends on different platforms

Instagram Key Data

FORCE CRAWLING



Performance Data

Using AI to screen social media content and identify content trends on different platforms

A woman with long brown hair is lying on her back on a bed, wearing a white t-shirt with pink accents and large red headphones. She is holding a smartphone in her hands above her head. A person in a black long-sleeved shirt is kneeling behind her, partially visible. The background is a simple room with a white wall and a window. The entire image has a semi-transparent pink overlay.

Once a relatable or trending topic has been found, it's all about **creative audiovisual staging.**

EDIT

**Look and feel of
short-form videos**



Thesis 4:

*Content becomes
more staged*





JACQUEMUS



REAL ESTATE

Don't act like
you are in
a Wes Anderson movie
at work!



Takeaway

Short-form video has become **more cinematic**.

Creators give the assets more creative attention and put **more effort in the production**.



Using AI for video retouching

RunwayML

Without AI:
Complicated composing
in many steps



With AI:
One brush stroke



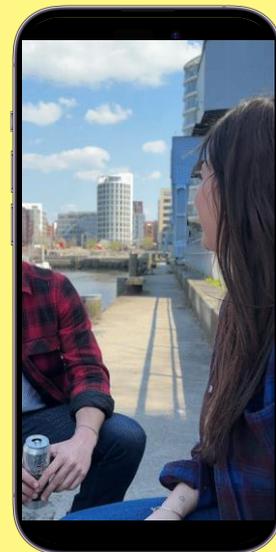
Using AI for isolating (Rotoscoping)

RunwayML

Without AI:
Frame-by-frame mask animation



With AI:
One targeted click



Using AI for video optimization

Topaz Video AI

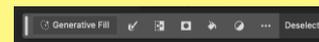
Task: Horizontal
to vertical



Without AI:
Complicated
retouching



With AI:
One click



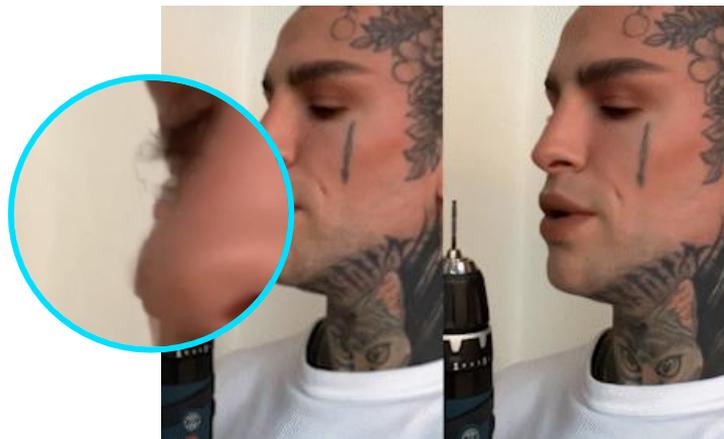
Using AI for video optimization

Topaz Video AI

Task:
Zoom + Slomo



Without AI:
Blurry with
errors



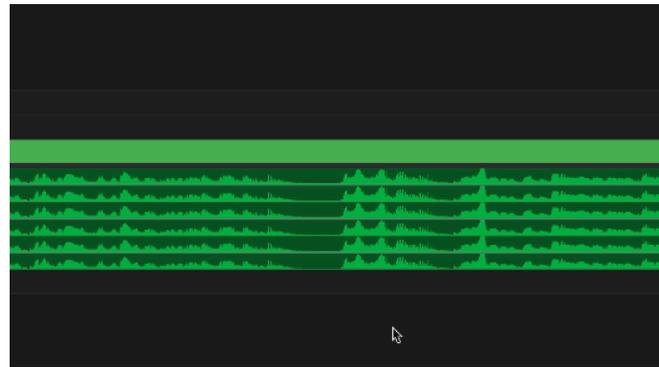
With AI:
Sharp
super-slomo



Using AI for video- and audio editing

AutoPod

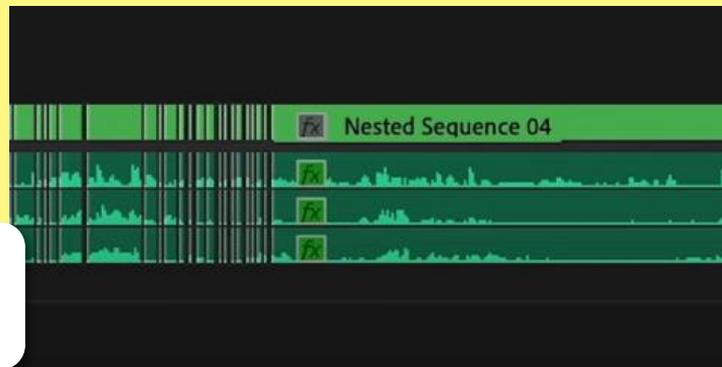
Without AI:
Long, manual editing



With AI:



AutoPod



Using AI to turn 2D into 3D

Depth Scanner

Low Pass for
3D composing



Without AI:
Impossible without
great expense



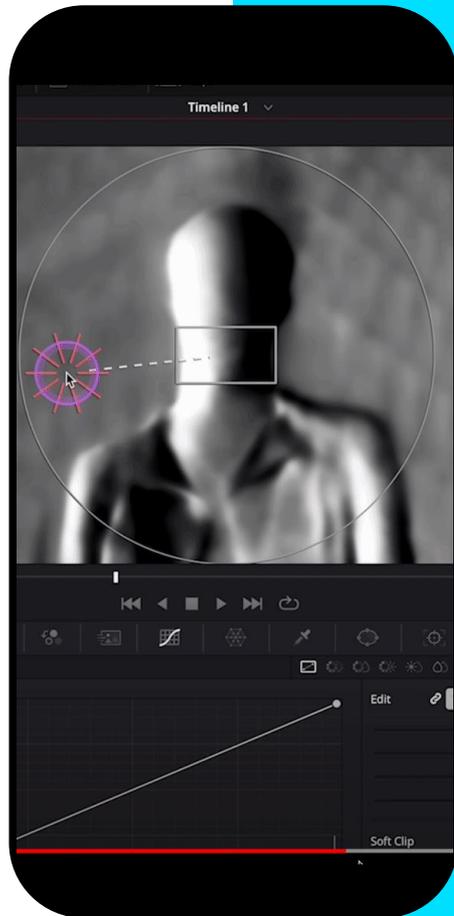
With AI:
One Click with
"Depth Scanner"



Using AI to turn 2D into 3D

Davinci Resolve

Low Pass for
re-illumination



New illumination via
mouse drag



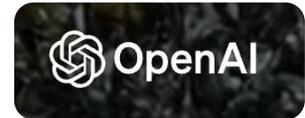
Using AI to create realistic 3D worlds

Luma.ai

In combination
with Sora:



X



Using AI for voice dubbing

Elevenlabs & Synclab

International
adaptions

||ElevenLabs



 sync.™

synclab

Thank You!



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