Airee®

Predictive AI for Media & Entertainment



An industry-focused AI platform that turns media data into predictive insights, smarter operations, and measurable business outcomes.

Predict
Audience, revenue, and content performance

Automate
Content, workflows, and decision-making

Grow
Engagement, yield, and business value.

8 Verticals. Real Business Impact.

Airee addresses the most critical challenges across the media & entertainment value chain.

News

Accelerate news production and distribution.

- Live-to-clip & highlights
- Auto #tags, titles & stories
- Multilingual & social-ready

AdSales

Maximize ad revenue and sales effectiveness.

- Revenue & yield intelligence
- Advertiser performance
- Campaign & inventory insights

Sports

Turn live sports into bigger fan and revenue value.

- Real-time highlights & recaps
- Game, player & sentiment insights
- Fan engagement & monetization

Broadcasting

Make broadcast operations smarter and more efficient.

- Automated content operations
- Compliance & brand safety
- Asset search, tagging & reuse

Corporate

Enable data-driven decisions across the organization.

- Enterprise knowledge & search
- Business performance insights
- Secure, role-based access

Technology

A scalable, secure and resilient AI foundation for media.

- Cloud-native (GCP & AWS)
- Integration with industry systems
- Security, compliance & governance

Innovation

Create new media products and revenue opportunities.

- AI-driven new use cases & labs
- Emerging media (OTT, social, GenAI)
- Faster PoC to production

Administration

Streamline internal operations and resource productivity.

- Airee CRM, Timesheet & Collaboration
- Procurement & vendor insights
- ITSM / ServiceNow Connect & automation

Airee at a Glance

- Multimodal AI (Video, Audio, Text, Image)
- Industry-Specific Business Intelligence
- Scalable & Secure (GCP & AWS)
- Enterprise-Grade Compliance (ISO/IEC 42001:2023)

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***Airee** — The Predictive AI Platform for a More Efficient, More Creative, and More Profitable Media & Entertainment Business.*

American Tall Trees Media Technology
Product · Solution · Resource

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Airee®

Business Solutions

A comprehensive suite of AI-powered solutions designed for Media & Entertainment to drive revenue, operational efficiency, and audience growth.



Campaign Intelligence
Plan, execute and optimize campaigns with predictive insights and performance.

AdTech Revenue
Maximize revenue, yield and inventory value with real-time ad performance insights.

Audience Insight
Understand, segment and grow audiences with deep behavior and engagement data.

Research & Insight
Turn data into actionable market, content and business insights.

Pixel++
Privacy-compliant, scalable pixel collection for audience, conversion and campaign insights.

News Snapshots
Turn live news into short clips with auto #tags, titles, stories and social-ready formats.

AMVI – Airee Multimodal Video Intelligence
AI video intelligence for detecting people, objects, scenes, sentiment, brand safety and more across video and audio.

Sports Intelligence
Advanced sports analytics for leagues, teams and events — Q&A, schedules, stats, revenue and audience insights.

Sports Clipping
AI-powered creation of highlights, recaps and custom sports clips from live or archival feeds.

Sponsorship Measurement
Measure and evaluate sponsorship performance, audience reach and business impact.

Creator Graph Strategy
Discover, analyze and activate the right creators with audience, content and brand-fit intelligence.

Procurement Insight
Use AI to streamline sourcing, vendor performance and spend optimization.

Collaboration
A secure workspace for teams to share assets, ideas, tasks and project progress.

ServiceNow Connect
Integrate with ServiceNow for ITSM, workflows, requests and operational automation.

Record & Run
Record recurring workflows and replay them to automate, standardize and speed up operations.

User Analytics & Administration
Manage users, roles and access, track platform usage and performance, and administer the Airee environment.

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