

The background of the entire slide is a high-contrast, artistic photograph of a woman's face in profile, facing left. She is wearing glasses, and her face is partially in shadow. Overlaid on her forehead and the side of her face is a glowing green neural network or circuitry pattern, symbolizing artificial intelligence or cognitive processes.

2025 Year of the Agent Orchestration: Rethinking Intelligent Collaboration

Mind-Machine Stories
Model updated, weights reconfigured.



We are expanding our knowledge, thinking, and creative editorial capabilities through a digital exocortex built on an AI-powered publishing substrate.



1

Our weights

Our model

2

AI Agentic Workflows

From Prompts to AI
Pipelines.

3

Augmented Storytelling

Adaptive experiences,
merging minds and
machine intelligence.

1

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AI Voice

Omni Multi Turn LLM

+2000

New Stories
Daily

1200

Print
Journalists

250

Online
Journalists

+50

Regional
Publishers

9

Online
Editorial Offices

- Our strength comes from the **regionality** of our **publishing brands**.
- We are always close **to the people** and **topics**.
- **Think global, act local.**

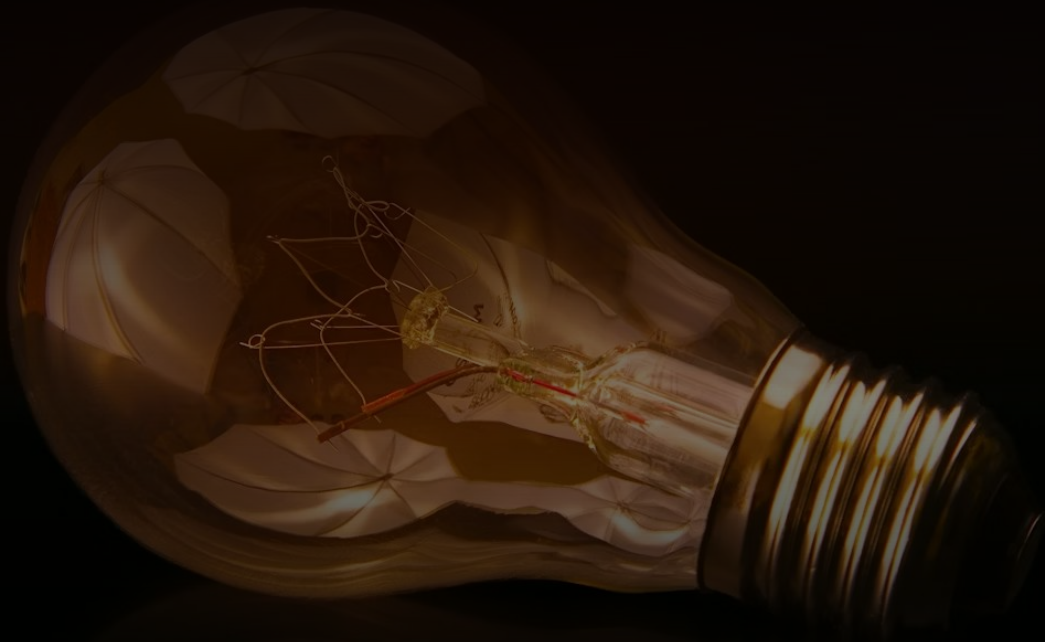
8,2 **MIO.**
SOCIAL MEDIA
FOLLOWERS***

>500 MIO.
EDITORIAL VIDEO
STARTS PER MONTH

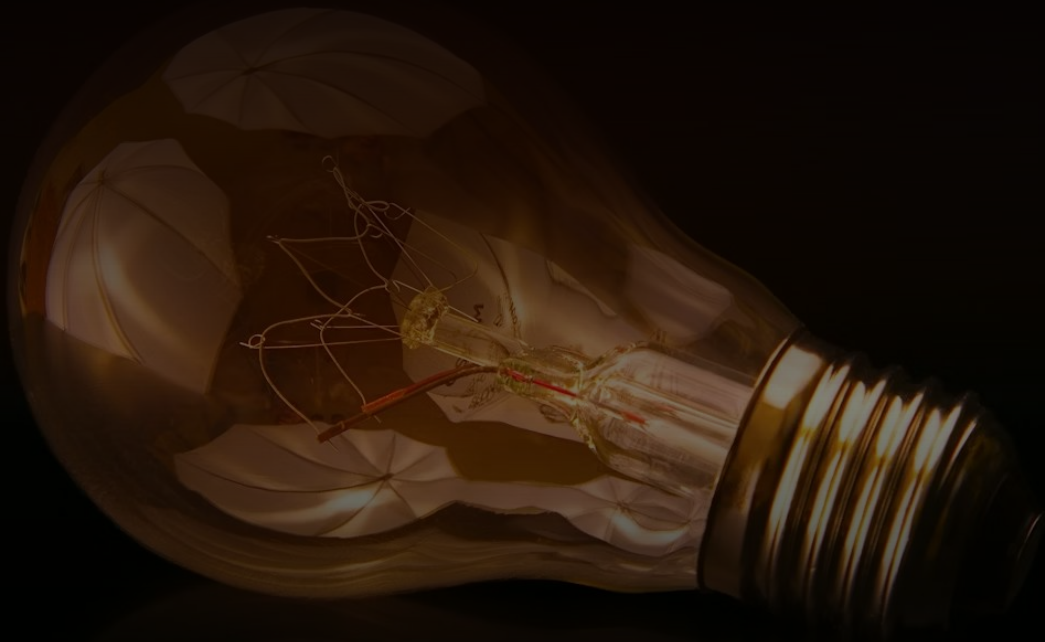
*** Internal Evaluation 04/2024



Innovation Model 1.1

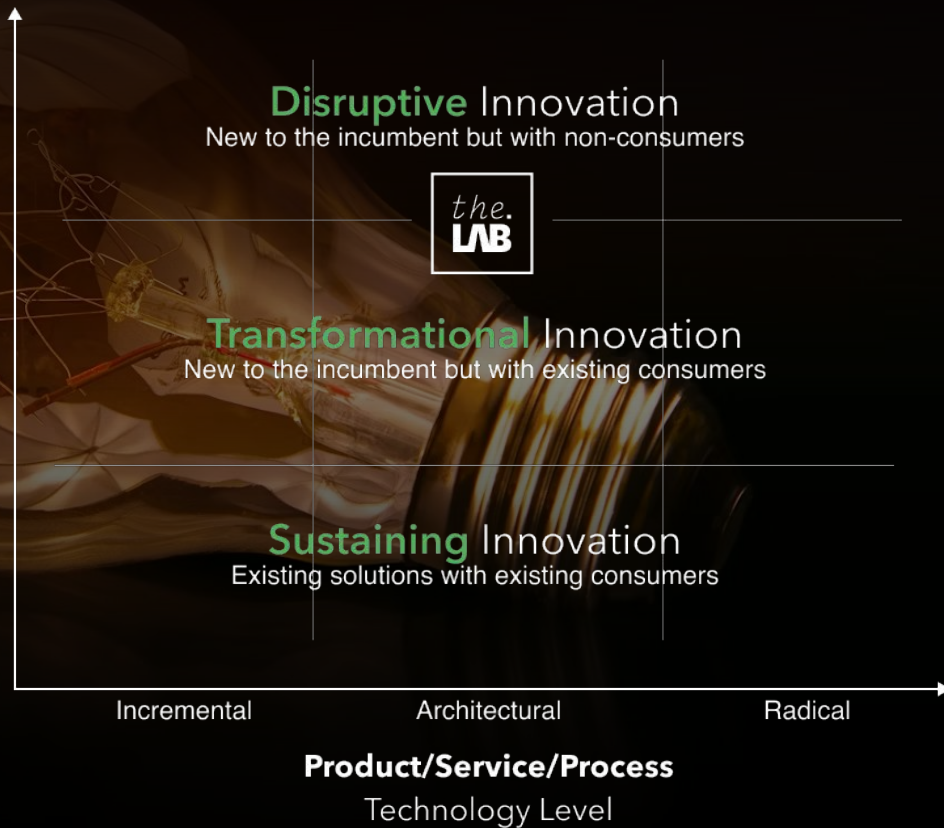


Innovation Model ↻↻



Competitive Economics ↻

Value Network
Ecology Level



exocortex



Perceiving

External situation assessed
Internal states, drives, goals

Thinking

Possible actions suggested

simulated and evaluated
-> bias ongoing competition

Acting

Competition resolved
-action released

Learning

Action outcome assessed
Model updated, weights reconfigured



**Model updated,
Weights reconfigured**

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Internal states, drives, goals

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exocortex

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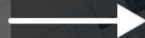
AI Voice

Omni Multi Turn LLM

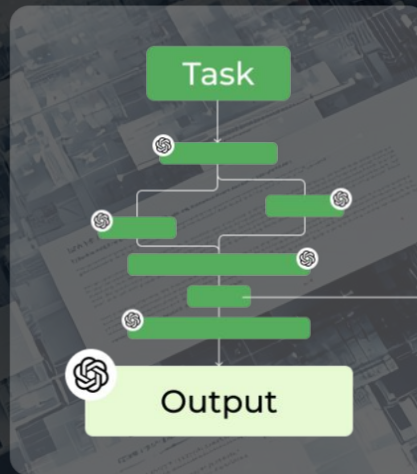
Zero Shot Workflow



Zero Shot Workflow



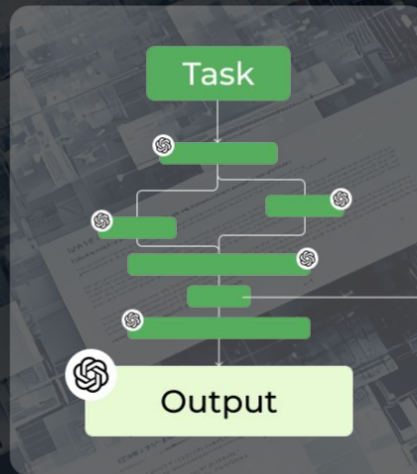
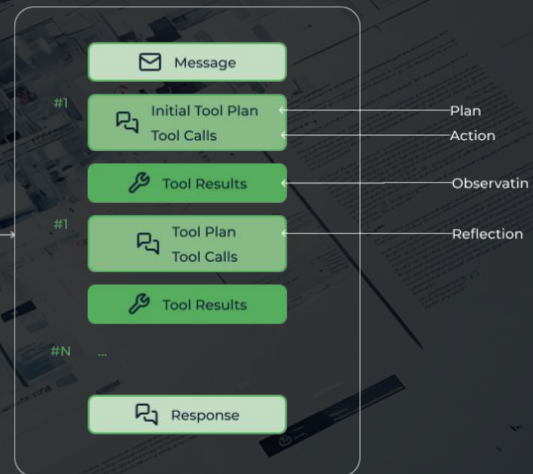
Agentic Workflows



Zero Shot Workflow



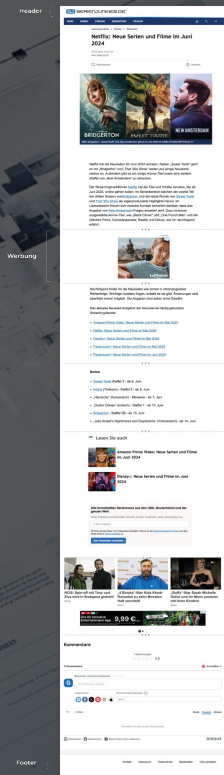
Agentic Workflows



Zero Shot Workflow



Agentic Workflows



Headline
Netflix: New Series and Films in 2024

Thumbnail
Netflix: New Series and Films in 2024

Video-Text
Netflix: New Series and Films in 2024

Werbung
Netflix: New Series and Films in 2024

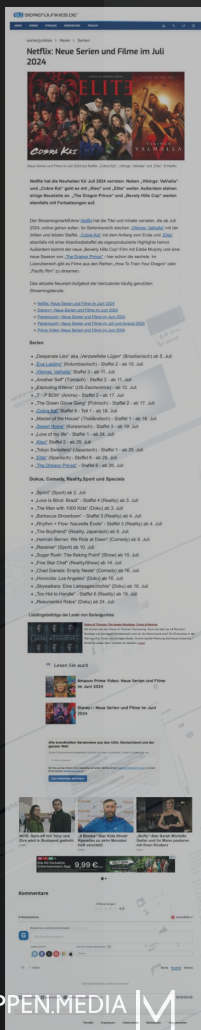
USING
Netflix: New Series and Films in 2024

Announcements
Netflix: New Series and Films in 2024

ID Produkte
Netflix: New Series and Films in 2024

Outbrain Reco
Netflix: New Series and Films in 2024

ID Produkte
Netflix: New Series and Films in 2024



Headline

- Editor Agent
- Interne (D&G) Buchverleger
- Samenbräuter Carde

Tasertid

- Editor Agent
- Interne (D&G) Buchverleger
- Samenbräuter Carde

Kicker-Text

- Editor Agent
- Interne (D&G) Buchverleger
- Samenbräuter Carde

LinkG

- Editor Agent
- Interne (D&G) Buchverleger
- Samenbräuter Carde

Announcements

- Agent 1
- Interne (D&G) Buchverleger
- Samenbräuter Carde

Recommendations

- Agent 1
- Interne (D&G) Buchverleger
- Samenbräuter Carde

ID Produkte

Outbrain Teac

ID Produkte

26
process steps

10
skills & tools

approx. 60
minutes
effort



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Headline

Teaserfeld

Kicker-Text

LINKS

Rechtschreibkorrektur

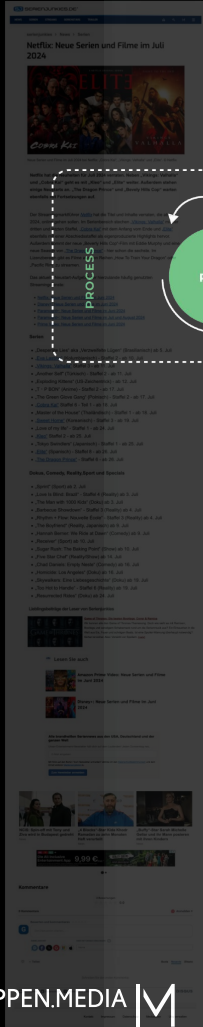
Recommendations

ID Produkte

Outstream-Beur

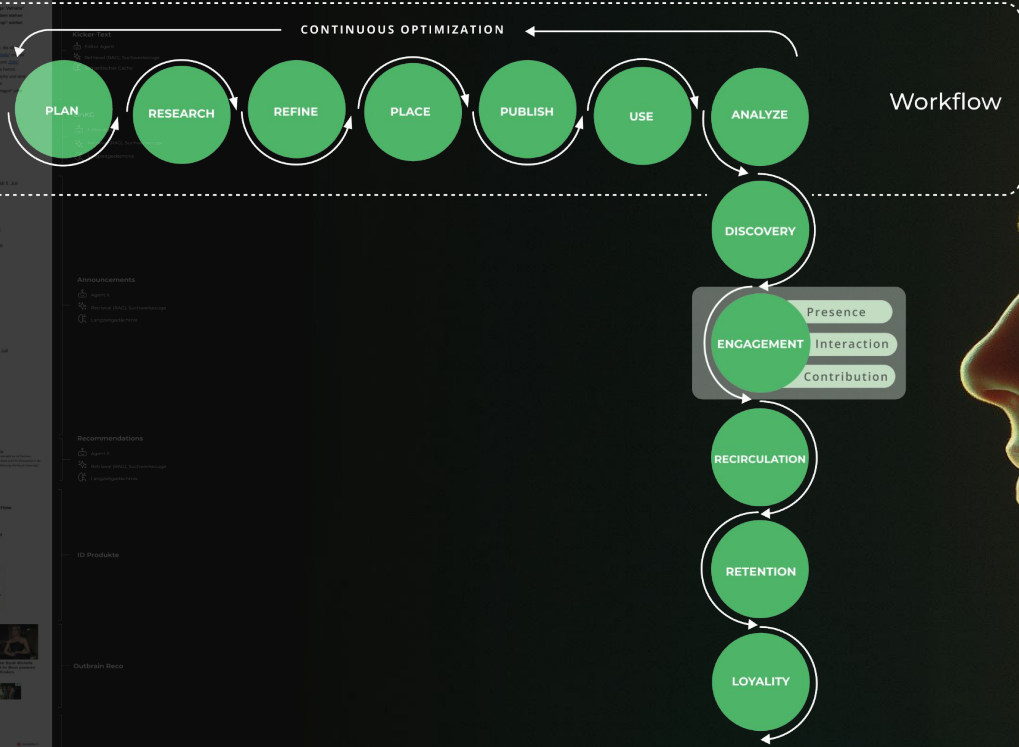
ID Produkte





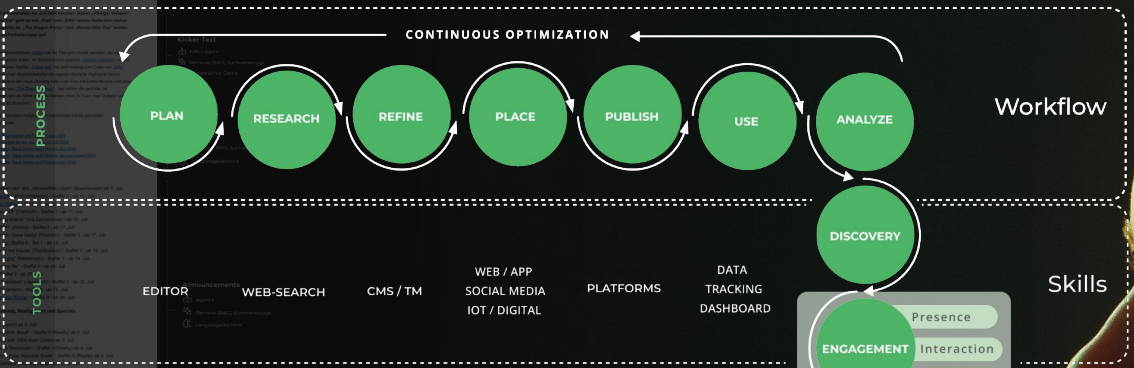
Headline
 Serien-News
 Serien-News
 Serien-News

Teamseite
 Serien-News
 Serien-News

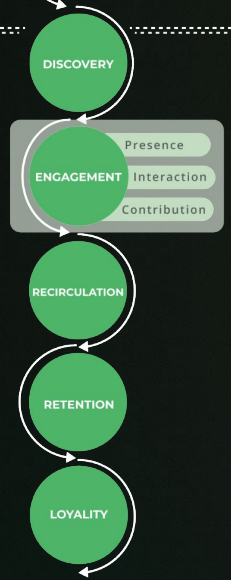




- Headline
- Neue Serie
 - Neue Serie
 - Neue Serie
- Teaserbild
- Neue Serie
 - Neue Serie
 - Neue Serie

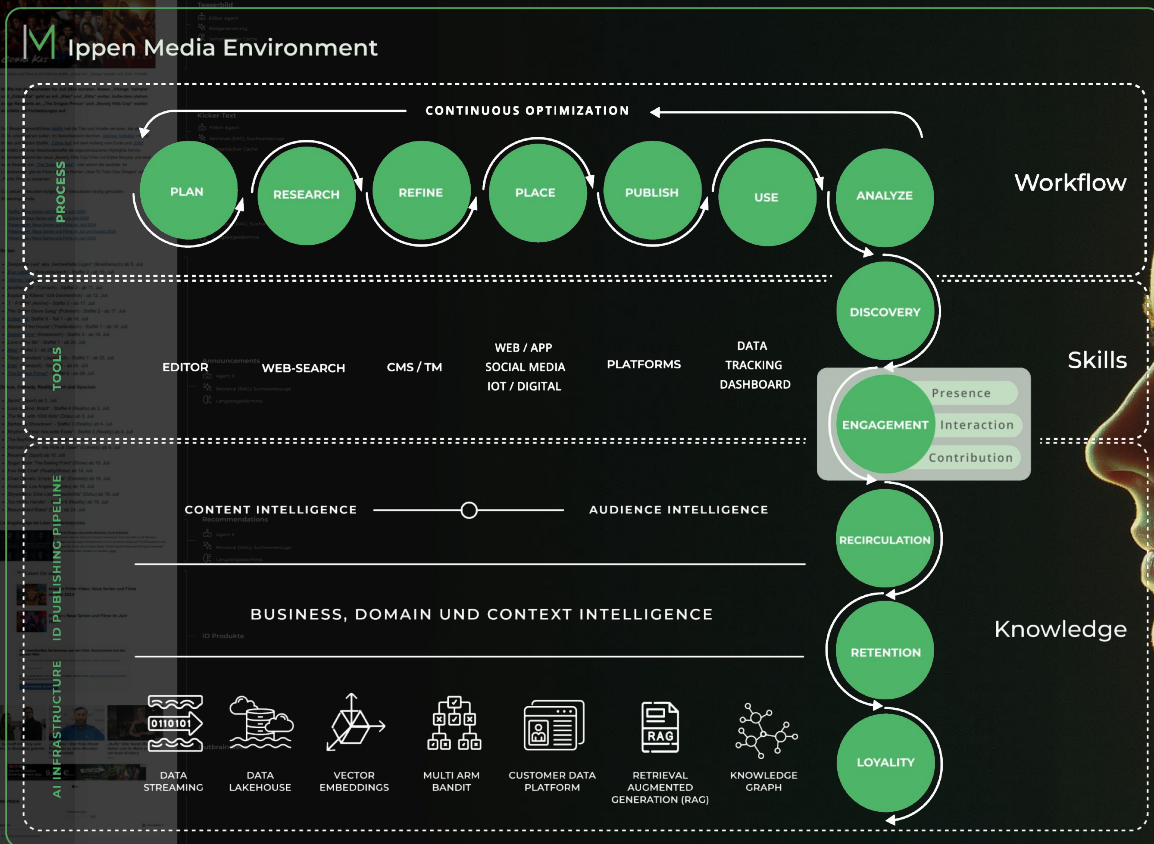
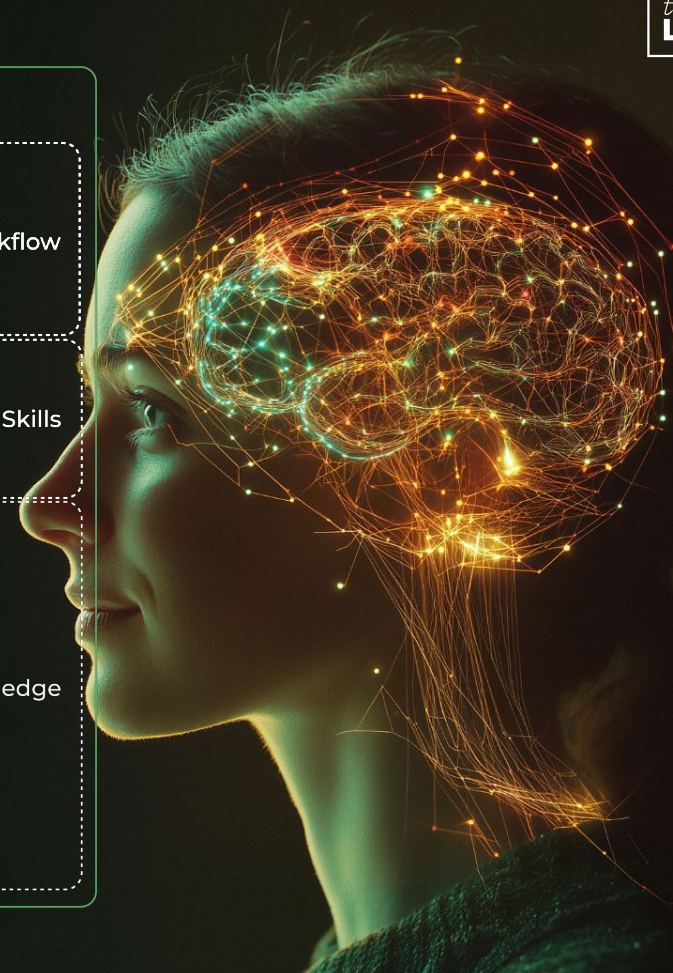


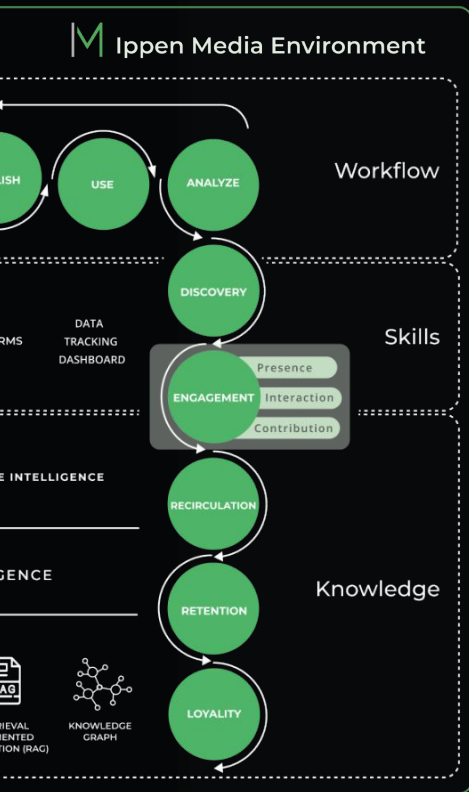
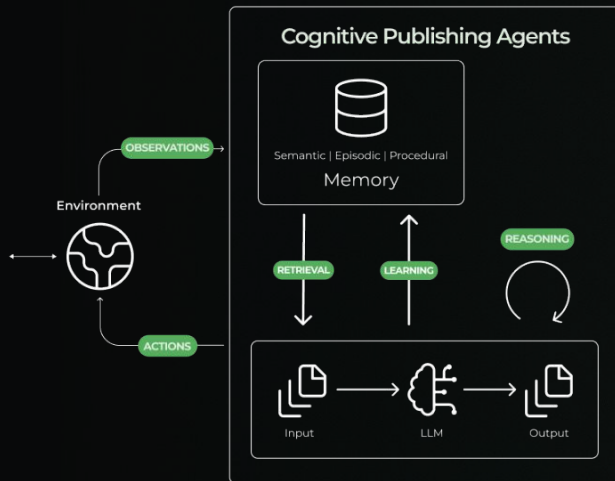
- TOOLS
- EDITOR
 - WEB-SEARCH
 - CMS / TM
 - WEB / APP
SOCIAL MEDIA
IOT / DIGITAL
 - PLATFORMS
 - DATA
TRACKING
DASHBOARD





M Ippen Media Environment





1

Our weights

Our model

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AI Agentic Workflows

From Prompts to AI
Pipelines.

3

Augmented Storytelling

Adaptive experiences,
merging minds and
machine intelligence.

We're not just telling stories.

Mind-Machine Stories

We're augmenting stories – creating a new frontier where the audience's mind, our internal wisdom, and the world's collective knowledge seamlessly merge, shaping experiences that adapt and evolve with each moment.

Publishing	
Editor Agent	
Redaktions-Tools (QuE, NTF...)	
Semantischen Carika	

Announcements

- Agent X
- Desireal (D&C), Suchwerkzeuge
- Langzeitgedächtnis

ID Produkte

Outbrain Reco

— ID Produkte

— ID Produkte

— ID Produkte



1

1

1

L. longicaudata

[illegible]

- Headline
- Editor Agent
- Headlinegenerierung, Suchwerkzeuge
- ...

 Stern

Click here to learn more

Announcements

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Recommendations

ID Produkte

Outbrain Reco

ID Produkte

[illegible]

Headline

- Editor Agent
- red:regenerierung, Kuthwendung
- Samenleber Gasse

Teaserbild

Trailer

LinkC

Announcements

Subscription Widget

Product Affiliations

[illegible]



Too Hot to Handle: Staffel 6

19. Juli

Neue Staffel, neues Preigeld, neue Überraschungen und noch eine neue Veränderung für Lams, die die sexy Singles in der Villa aufbaut.

[+ MEHR WISSEN](#) [MEHR ERFAHREN](#)



Kiezo: Staffel 2

25. Juli

Die Ex-Datee Agleni Kien nochmal nach dem Katten Koo weiter mit ihren Vorgesängen ab. Dabei handelt es sich um ihre eigene Vergangenheit ab, als ihr lieb ist.

[+ MEHR WISSEN](#) [MEHR ERFAHREN](#)



The Decameron

25. Juli

Während sich in Italien die Pest ausbreitet, ziehen sich eine Gruppe Adressen und ihre Bedienten in eine Villa zurück. Doch ihr ausschweifender Aufenthalt endet nicht im Chaos.

[+ MEHR WISSEN](#) [MEHR ERFAHREN](#)



Love Is Blind: Brazil: Staffel 4

3. Juli

In dieser Staffel entdecken Singles nach ihrer Verbundenheit oder Herart neue romantische Perspektiven und schaffen tiefe Verbindungen, ohne sich zuvor gesehen zu haben.

[+ MEHR WISSEN](#) [MEHR ERFAHREN](#)

SEPTEMBER 1



100

It's the most iconic of all American movies: the story of a man who saves the world. The movie is a masterpiece of action and adventure, and it's a must-watch for anyone who loves a good movie.

5 Continents Per Second

It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time.



Along Came Polly

It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time.



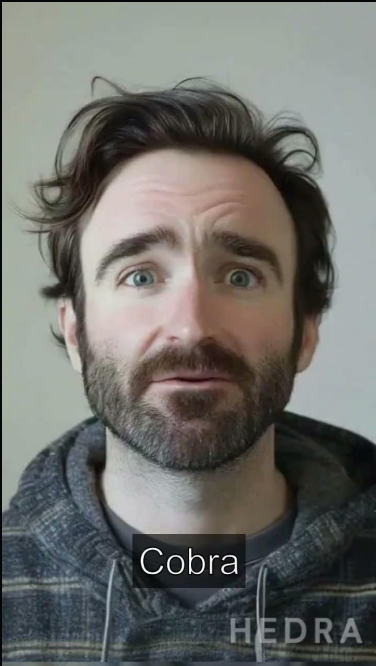
BLUE DRAGON

It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time. It's a movie that's been in the air for a long time.

IPPEN.MEDIA | M

Product Affiliations

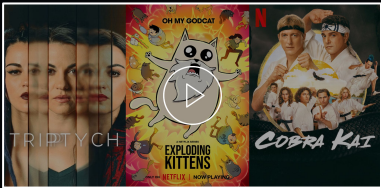
-  Marketing Agent
-  Sub-brand (SNC) Sub-Product/Service
-  Sub-brand (SNC) Sub-Product/Service



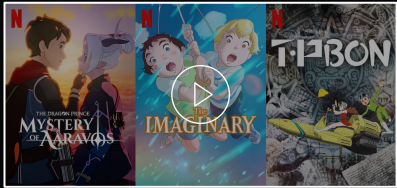
audience augmented story elements



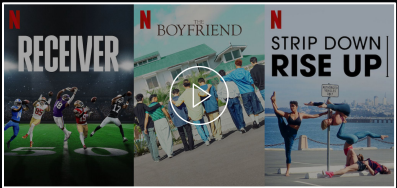
audience & communities



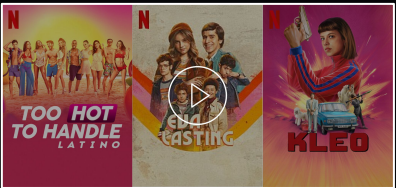
Audience A



Audience B



Audience C



Audience D

Video length
and dwell time

t



for an AI-driven world



the **future of work**

build

agentic workflows

in an AI Working Environment



>≡ AI Publishing Studio > Storylines Overview > Netflix Announcements > Workflow Builder

Q Type a command or search...

Workflow

Generate Preview

Last change saved 09:56

Publish Workflow

Preview X Tape

Netflix: Neue Serien und Filme im Januar 2025

02.01.2025 7:15 Uhr



„The Recruit“, „The Night Agent“ und „Mo“ gehen alle in die 2. Staffel.

Netflix hat schon jetzt verraten, auf welche ne
und Filme man sich im Januar 2025 freuen kan
„The Night Agent“, „The Recruit“ und „Mo“.

Die Abonnent*innen von Netflix können sich nun verschaffen, ob sich die Mitgliedschaft auch im J noch auszahlt. Denn der Streamerhat bekannt gemacht, dass er neue Serien, Staffeln, Filme, Dokus, Reality-Formate und Co im kommenden Monat präsentieren wird. Serienjunkies dürften besonders The Night Agent ins Auge stechen, die beide in ihre jeweiligen Reihen aufgenommen werden. Gleiches gilt auch für die Comedy Mo, die schon Kritikerliebling war.

IPPEN.MEDIA | M



AGENTIC WORKFLOWS
**Sequential
 Intelligence**
 Thinks. Plans.
 (Re-)Acts.

IPPEN MEDIA AI STUDIO

M

Home

Workflows

U

HOME

Your AI Studio

Your Projects

Your Notifications

APPS

Voice Assistant

Chat Assistant

Kallium

Deep Research

Podcast Studio

Workflows

PLAYGROUND

Agentic Web Browsing

TOOLBOX

Skills Library

The Tape

DOCS

Glossary

Source Code

Netflix Releases Coverage

Choose from previous runs

Select a run

Crowdsourcing Coverage

Choose from previous runs

Select a run

Serienjunkies Release Announcements

Choose from previous runs

Select a run

the.
LAB

Thanks!
Connect with me!

Markus Franz

Chief Technical Officer (CTO)

✉ markus.franz@ippen-digital.de
🌐 www.ippen-digital.de
👤 www.linkedin.com/in/markus-franz

