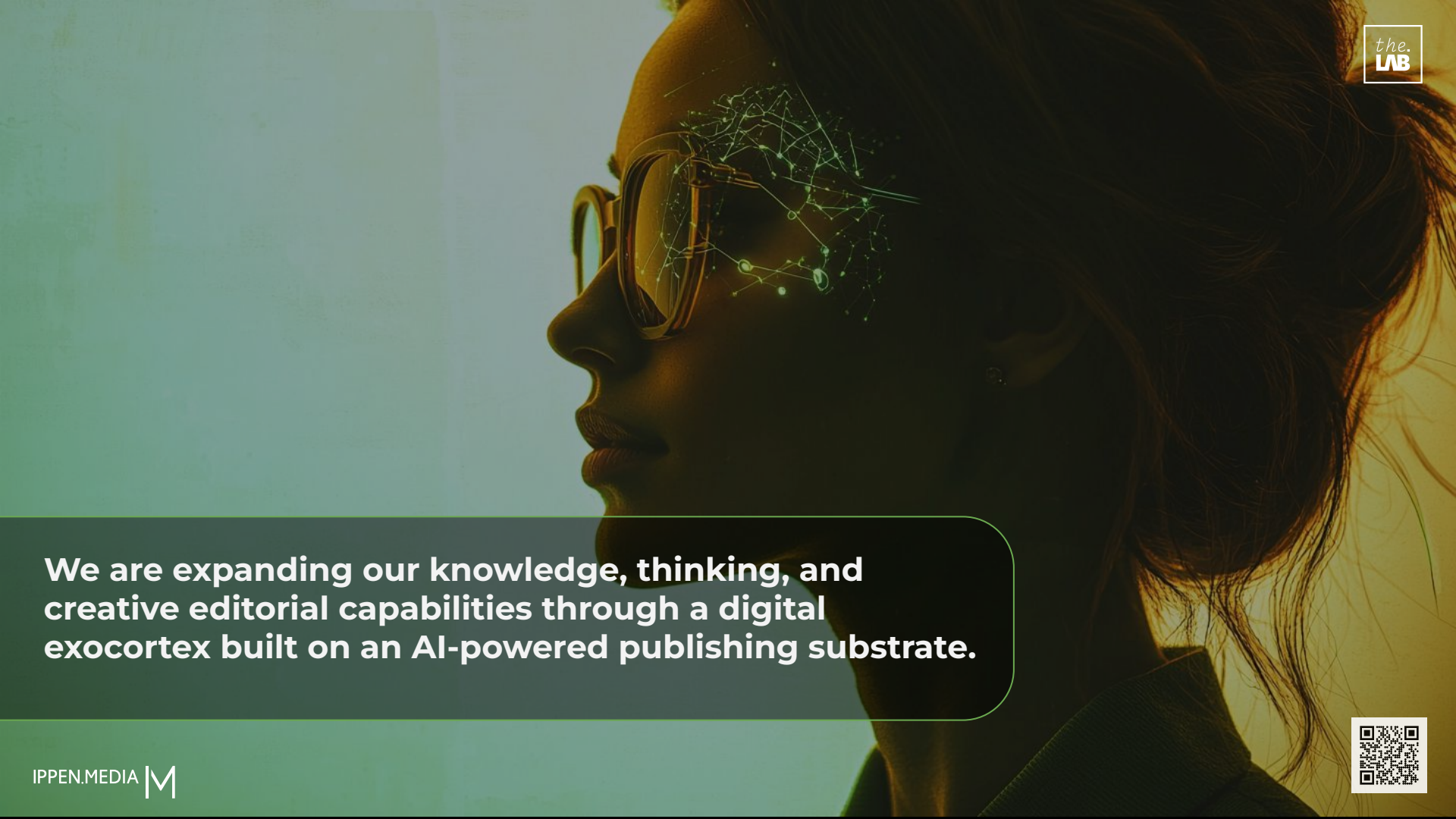
2025 Year of the Agent Orchestration: Rethinking Intelligent Collaboration

Mind-Machine Stories
Model updated, weights reconfigured.

IPPEN.MEDIA


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

1

Our weights

Our model

2

AI Agentic Workflows

From Prompts to AI Pipelines.

3

Augmented Storytelling

Adaptive experiences, merging minds and machine intelligence.

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AI Voice

Omni Multi Turn LLM

IPPEN.MEDIA

+2000
New Stories Daily

1200
Print Journalists

250
Online Journalists

+50
Regional Publishers

9
Online Editorial Offices

Network of opinion diversity
OUR PERFORMANCE FIGURES

Where do we come from?

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

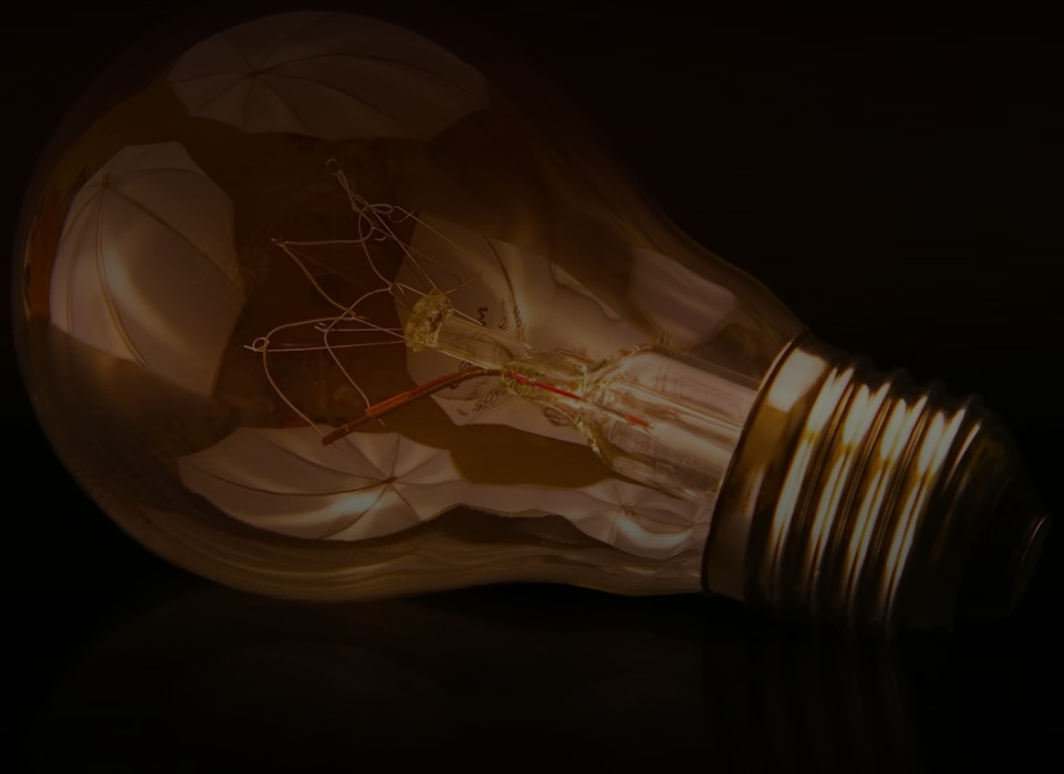
36,6 MIO.
UNIQUE USERS*

8,2 MIO.
SOCIAL MEDIA FOLLOWERS***

535 MIO.
MONTHLY PAGE VIEWS**

>500 MIO.
EDITORIAL VIDEO STARTS PER MONTH

* Agma 03/2023 ** IVW 09/2024 *** Internal Evaluation 04/2024



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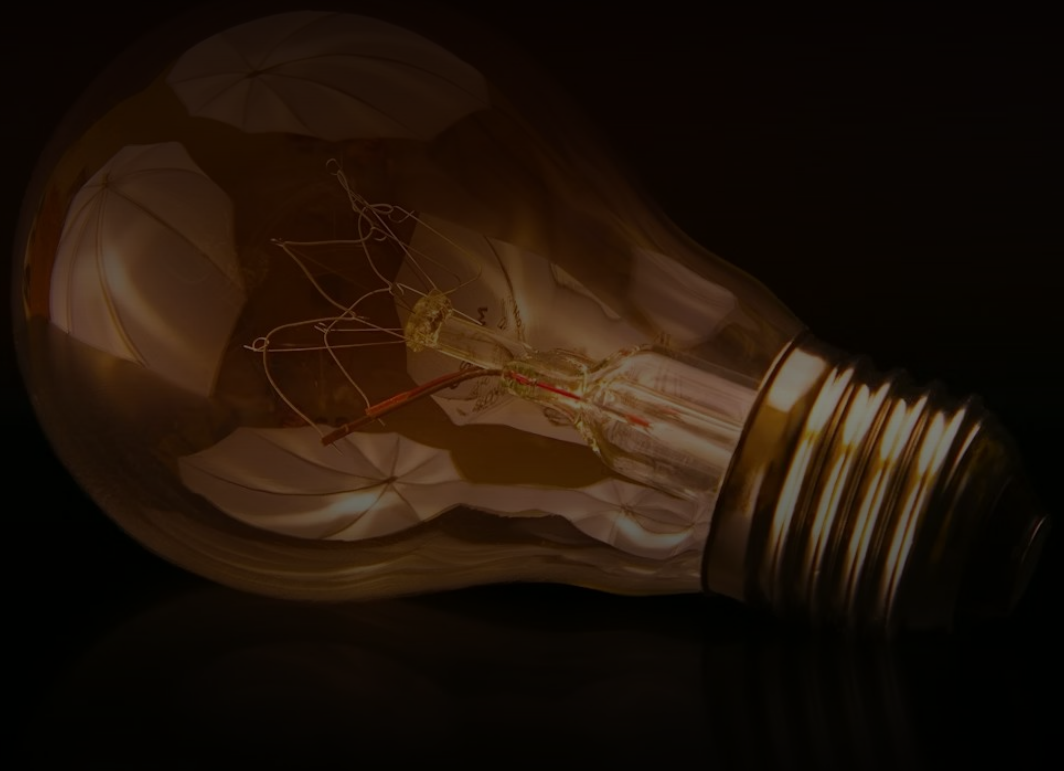
Innovation Model ¬‿¬



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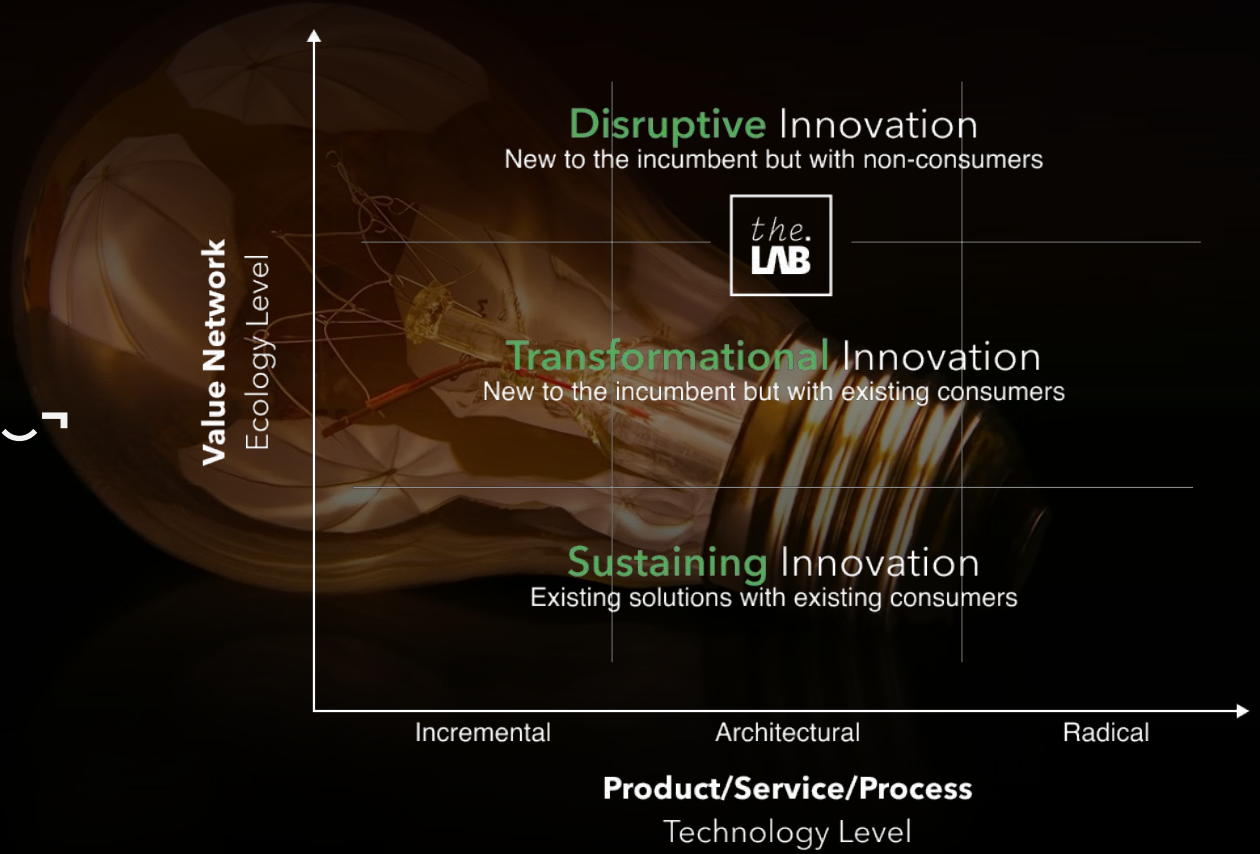
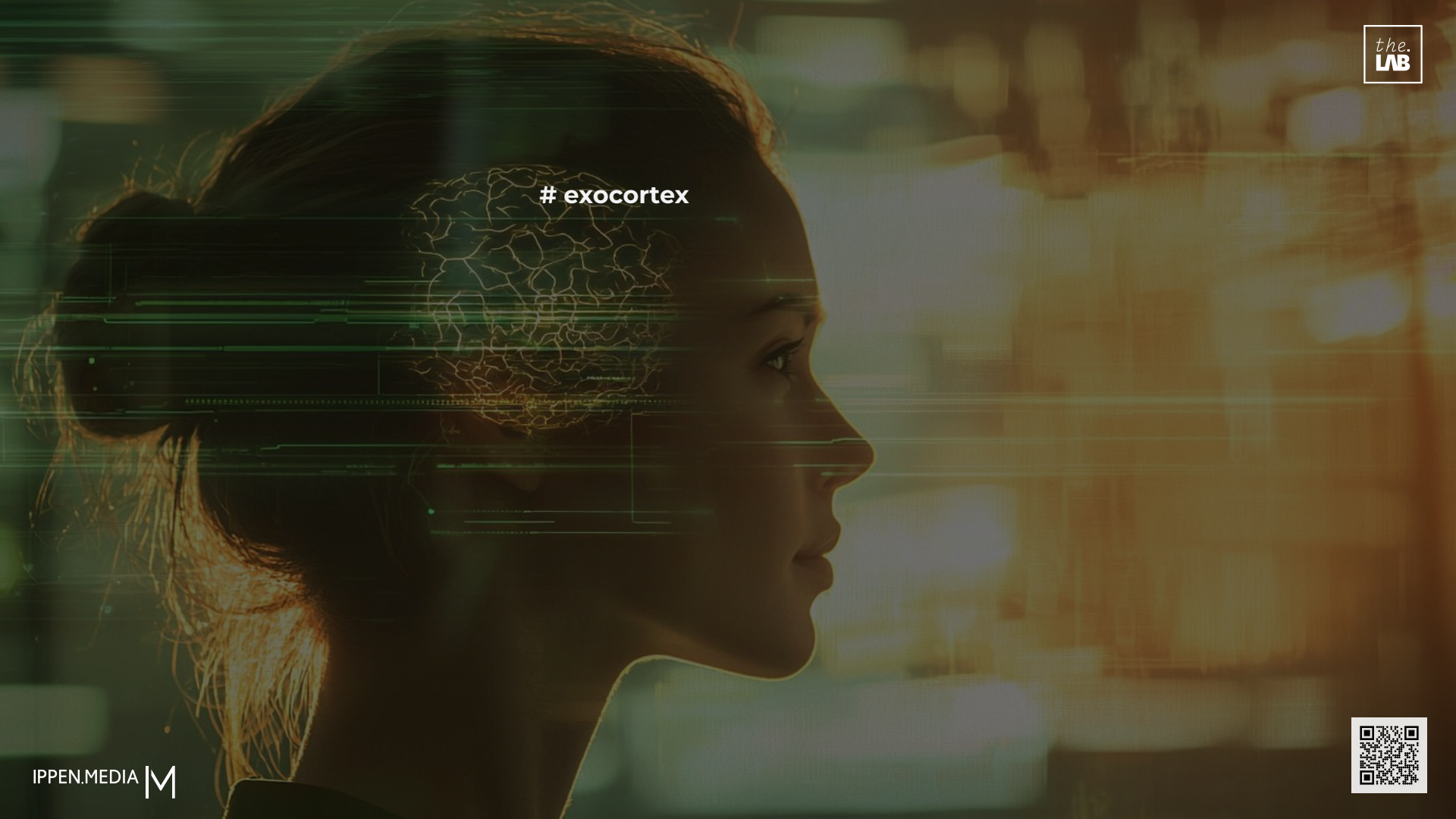
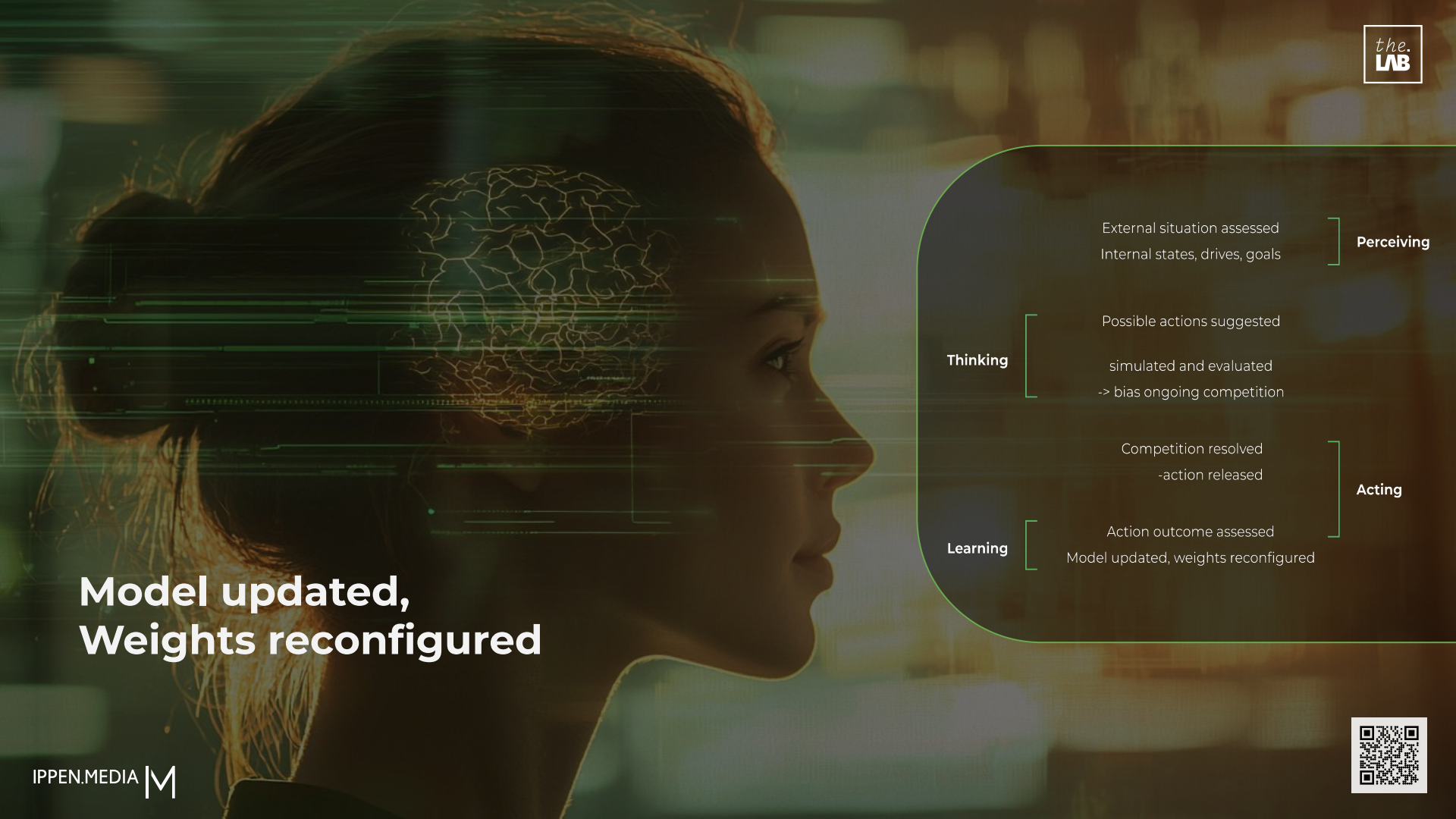
Competitive Economics ¬‿¬




exocortex

the. LAB
External situation assessed
Internal states, drives, goals
Perceiving
Thinking
Possible actions suggested
simulated and evaluated
-> bias ongoing competition
Competition resolved
-action released
Acting
Learning
Action outcome assessed
Model updated, weights reconfigured
IPPEN.MEDIA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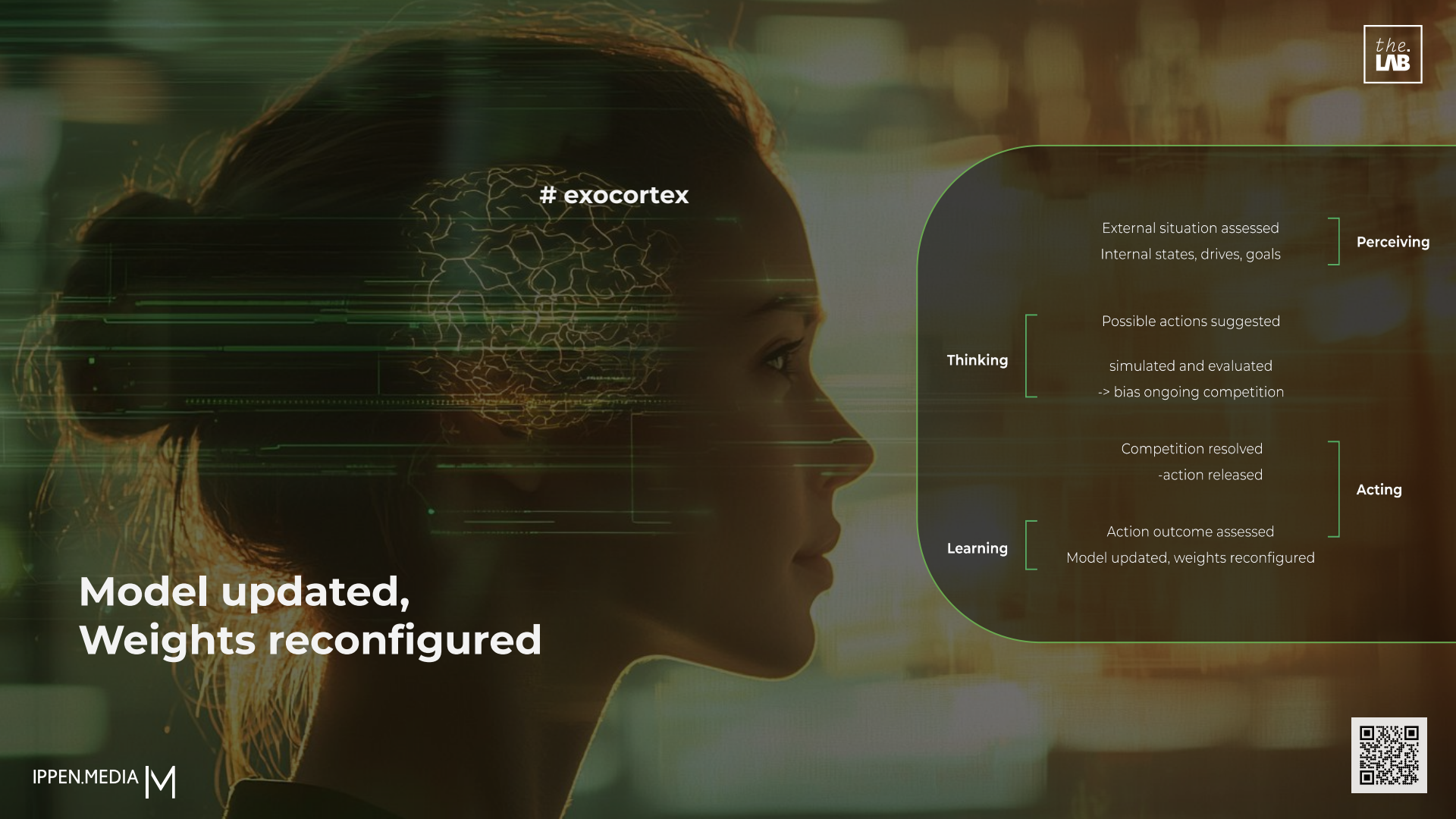
IPPEN.MEDIA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From Prompts to AI Pipelines.

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AI Voice

Omni Multi Turn LLM

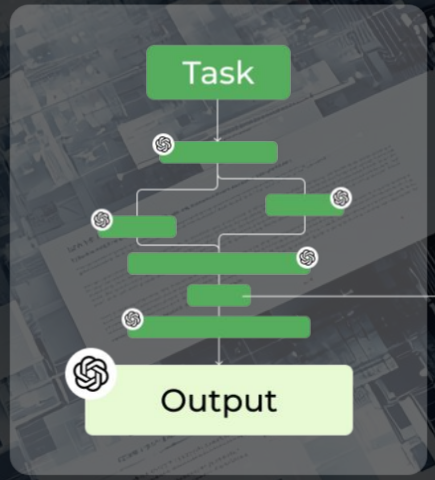
Zero Shot Workflow

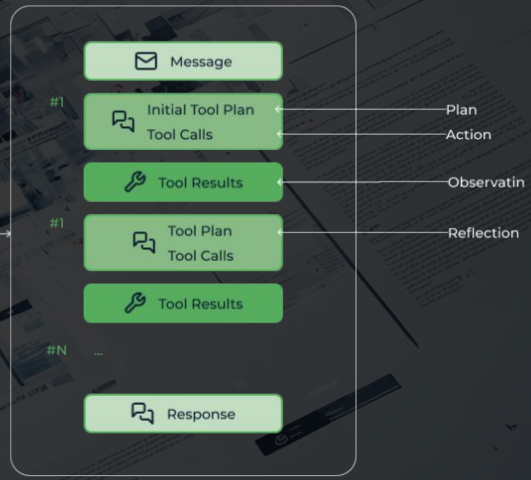
Zero Shot Workflow

Agentic Workflows

Zero Shot Workflow

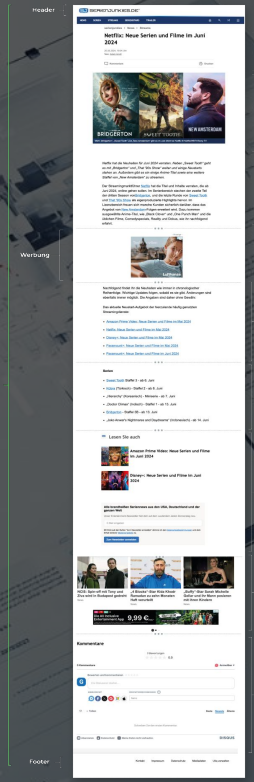
Agentic Workflows

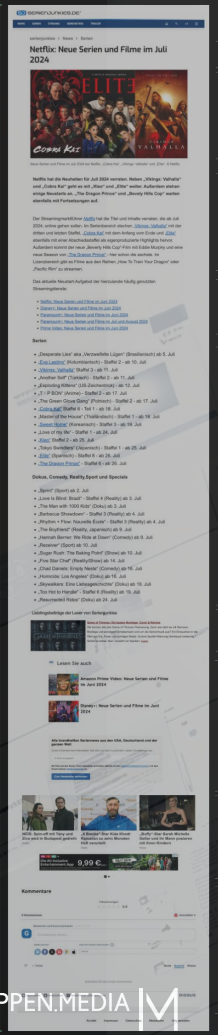




Zero Shot Workflow

Agentic Workflows





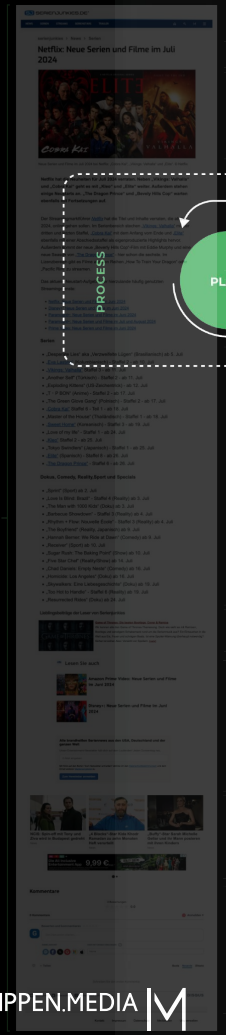
26 process steps

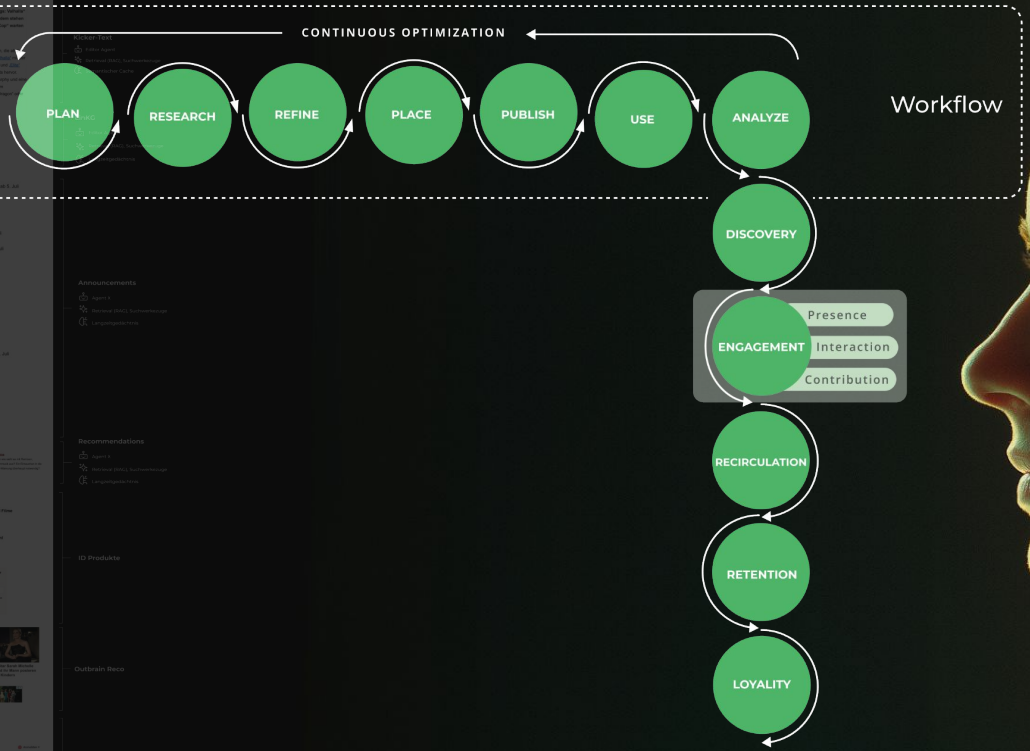
10 skills & tools

approx. **60** minutes effort

IPPEN.MEDIA

Netflix: Neue Serien und Filme im Juli 2024
Headline
Teaserbild
Kicker-Text
LinkG
Announcements
Recommendations
ID Produkte
Outbrain Reco
ID Produkte
the. LAB
IPPEN.MEDIA





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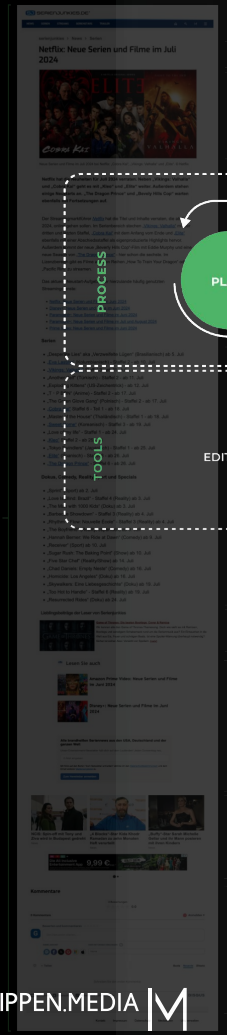


CONTINUOUS OPTIMIZATION

PROCESS

PLAN

RESEARCH

REFINE

PLACE

PUBLISH

USE

ANALYZE

Workflow

TOOLS

EDITOR

WEB-SEARCH

CMS / TM

WEB / APP
SOCIAL MEDIA
IOT / DIGITAL

PLATFORMS

DATA
TRACKING
DASHBOARD

DISCOVERY

ENGAGEMENT

Presence

Interaction

Contribution

RECIRCULATION

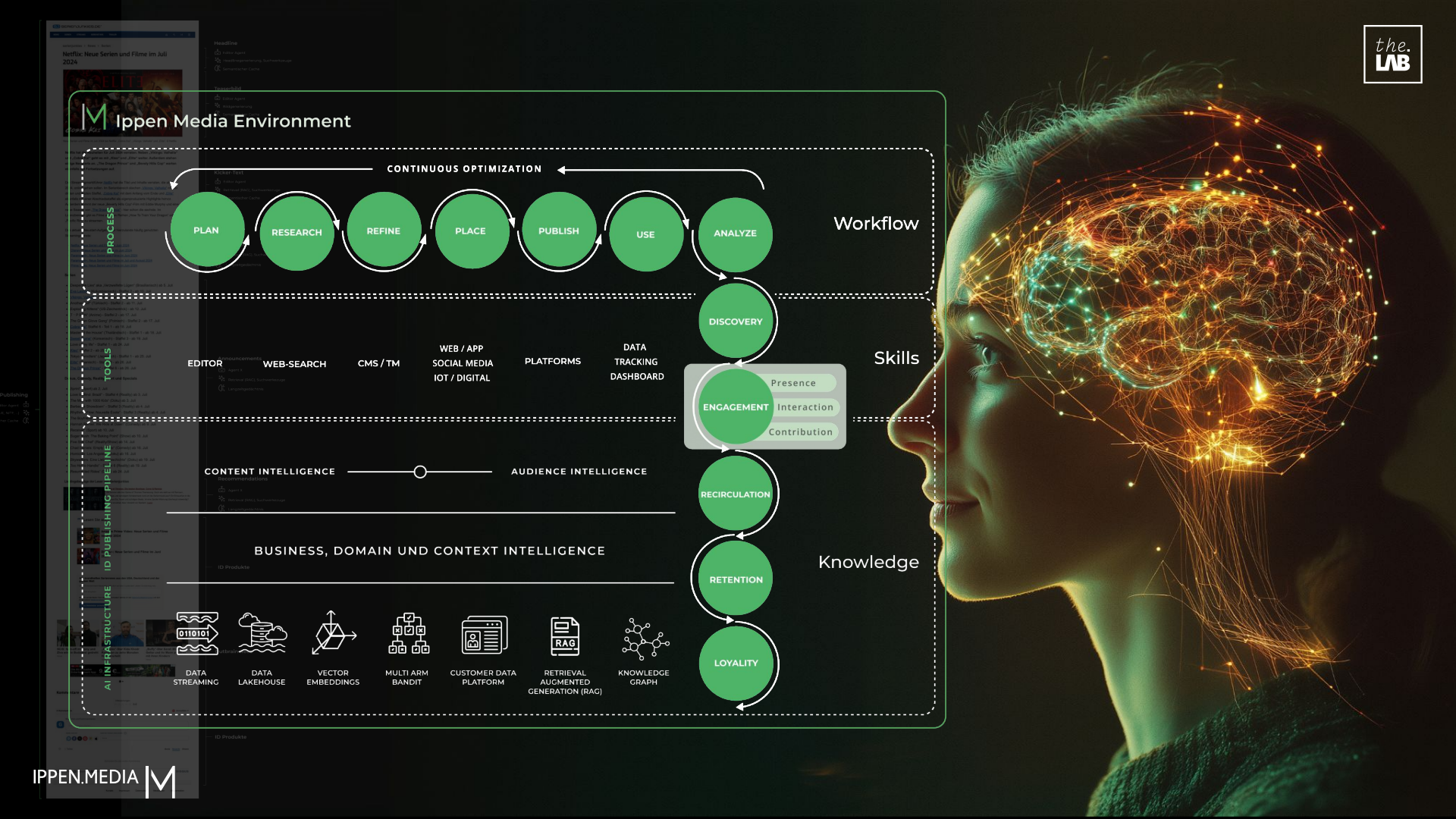
RETENTION

LOYALTY

Skills

IPPEN.MEDIA

the. LAB


Ippen Media Environment
CONTINUOUS OPTIMIZATION
PROCESS
PLAN
RESEARCH
REFINE
PLACE
PUBLISH
USE
ANALYZE
Workflow
TOOLS
EDITOR
WEB-SEARCH
CMS / TM
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SOCIAL MEDIA
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PLATFORMS
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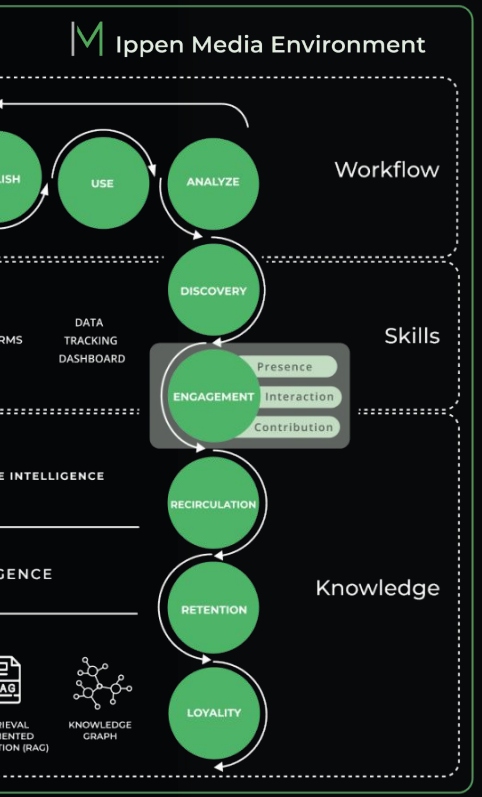
DISCOVERY
ENGAGEMENT
Presence
Interaction
Contribution
Skills
ID PUBLISHING PIPELINE
CONTENT INTELLIGENCE
AUDIENCE INTELLIGENCE
RECIRCULATION
BUSINESS, DOMAIN UND CONTEXT INTELLIGENCE
RETENTION
Knowledge
AI INFRASTRUCTURE
DATA STREAMING
DATA LAKEHOUSE
VECTOR EMBEDDINGS
MULTI ARM BANDIT
CUSTOMER DATA PLATFORM
RETRIEVAL AUGMENTED GENERATION (RAG)
KNOWLEDGE GRAPH
LOYALITY
RAG
the. LAB
IPPEN.MEDIA


Ippen Media Environment
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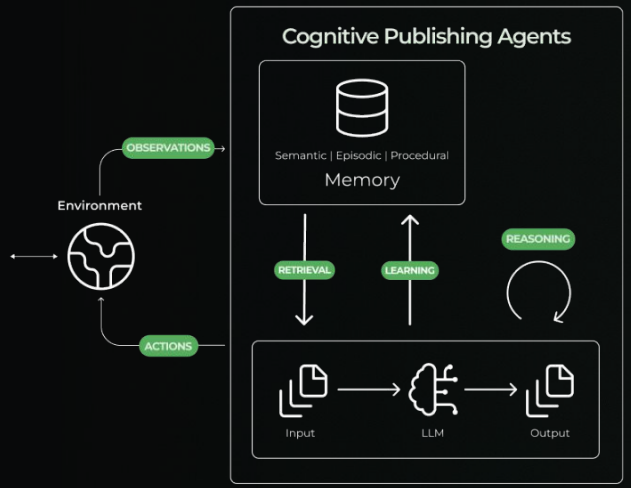
KNOWLEDGE
GRAPH


Cognitive Publishing Agents
Semantic | Episodic | Procedural
Memory
OBSERVATIONS
Environment
ACTIONS
RETRIEVAL
LEARNING
REASONING
Input
LLM
Output

IPPEN.MEDIA

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3

Augmented Storytelling

Adaptive experiences, merging minds and machine intelligence.

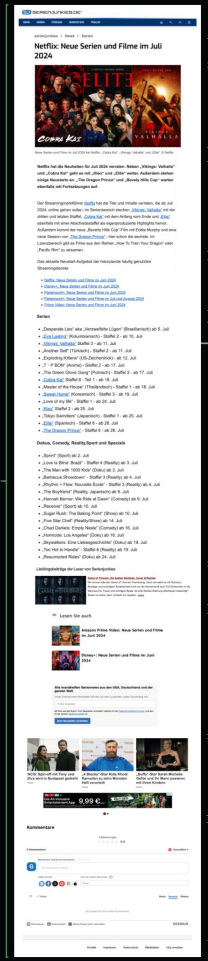
We’re not just telling stories.

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.

IPPEN.MEDIA

the. LAB



Headline
Editor Agent
Headlinegenerierung, Suchworteauge
Semantischer Cache

Teaserbild
Editor Agent
Bildgenerierung
Semantischer Cache

Kicker-Text
Editor Agent
Retrieval (RAG), Suchworteauge
Semantischer Cache

LinkG
Editor Agent
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

Publishing
Editor Agent
Redaktions-Tools (CUE, NITF ...)
Semantischer Cache

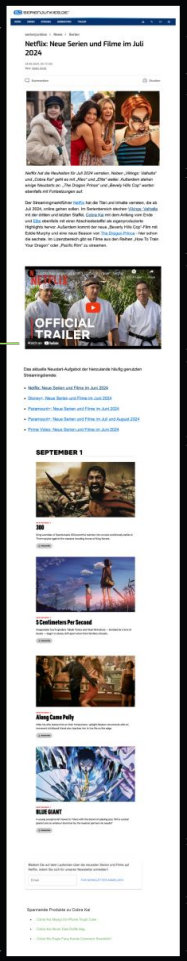
Announcements
Agent 4
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

Recommendations
Agent 4
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

ID Produkte

Outbrain Reco

ID Produkte



Publishing by Agents
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Headlinegenerierung, Suchworteauge
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Trailer
Editor Agent
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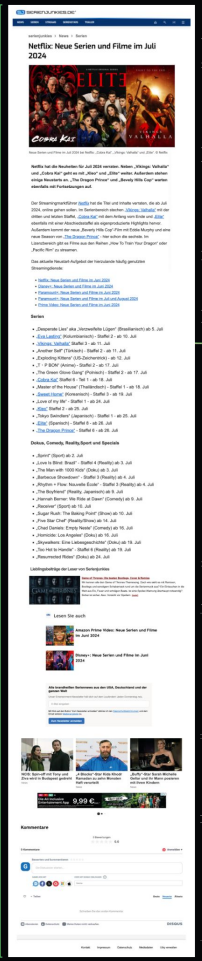
LinkG
Editor Agent
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

Annoncements
Agent aktualisiert asynchron
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

Subscription Widget
Marketing Agent
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

Product Affiliations
Marketing Agent
Retrieval (RAG), Suchworteauge
Langzeitgedächtnis

IPPEN.MEDIA



Publishing
Editor Agent
Redaktions-Tools (CUE, NITF...)
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchworte
Semantischer Cache

Teaserbild
Editor Agent
Bildgenerierung
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Kicker-Text
Editor Agent
Retrieval (RAG), Suchworte
Semantischer Cache

LinkG
Editor Agent
Retrieval (RAG), Suchworte
Langzeitgedächtnis

Announcements
Agent 4
Retrieval (RAG), Suchworte
Langzeitgedächtnis

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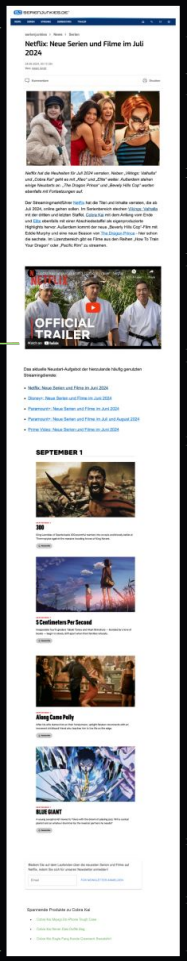
ID Produkte

Outbrain Reco

ID Produkte



Publishing by Agents
Editor Agent
Redaktions-Tools (CUE, NITF...)
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchworte
Semantischer Cache

Teaserbild
Editor Agent
Bildgenerierung
Semantischer Cache

Kicker-Text
Editor Agent
Retrieval (RAG), Suchworte
Semantischer Cache

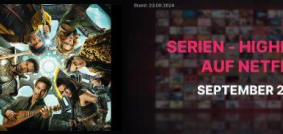
Trailer
Editor Agent
Retrieval (RAG), Suchworte
Semantischer Cache

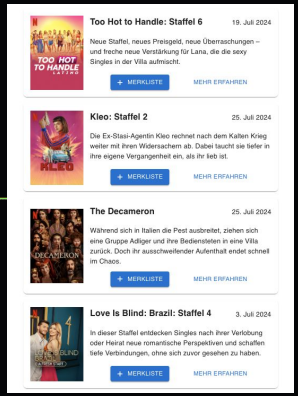
LinkG
Editor Agent
Retrieval (RAG), Suchworte
Langzeitgedächtnis

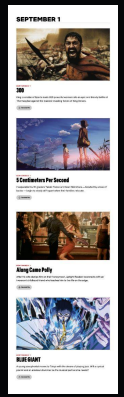
Annoncements
Agent aktualisiert asynchron
Retrieval (RAG), Suchworte
Langzeitgedächtnis

Subscription Widget
Marketing Agent
Retrieval (RAG), Suchworte
Langzeitgedächtnis

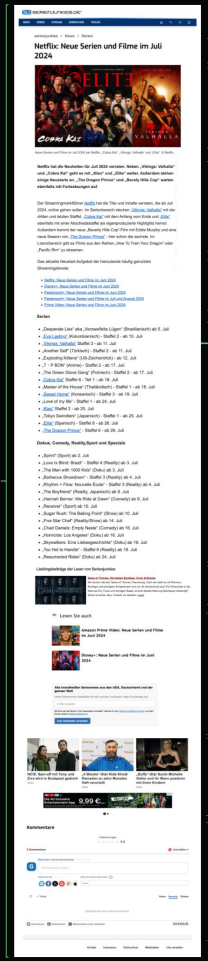
Product Affiliations
Marketing Agent
Retrieval (RAG), Suchworte
Langzeitgedächtnis







IPPEN.MEDIA



Publishing
Editor Agent
Redaktions-Tools (CUE, NITF...)
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchworte
Semantischer Cache

Teaserbild
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Kicker-Text
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Retrieval (RAG), Suchworte
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Langzeitgedächtnis

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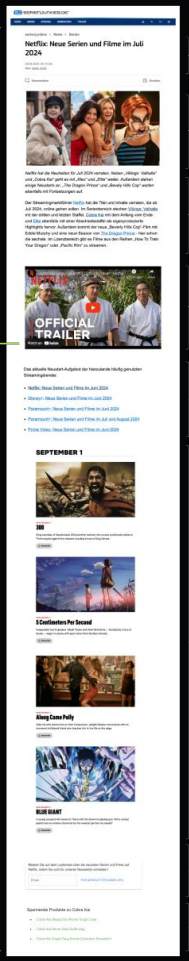
ID Produkte

Outbrain Reco

ID Produkte



Publishing by Agents
Editor Agent
Redaktions-Tools (CUE, NITF, ...)
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchworte
Semantischer Cache

Teaserbild
Editor Agent
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Kicker-Text
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Trailer
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Retrieval (RAG), Suchworte
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Retrieval (RAG), Suchworte
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Subscription Widget
Marketing Agent
Retrieval (RAG), Suchworte
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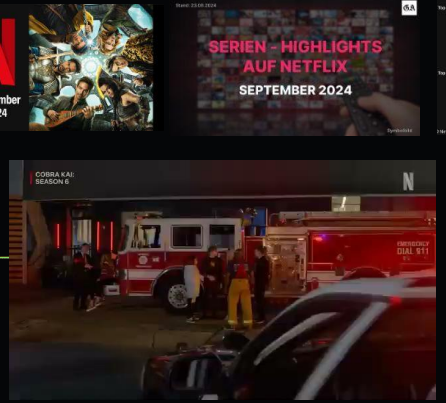
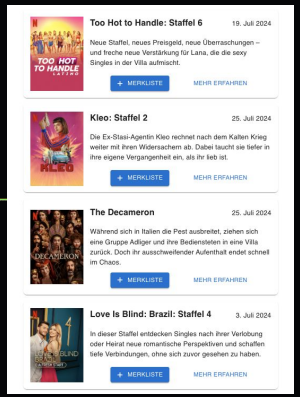
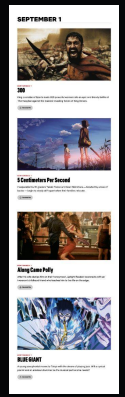
Product Affiliations
Marketing Agent
Retrieval (RAG), Suchworte
Langzeitgedächtnis







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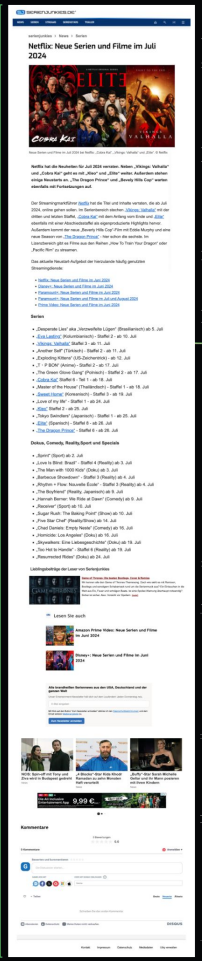


Headline
Editor Agent
Headlinegenerierung, Suchworkouge
Semantischer Cache

Teaserbild
Editor Agent
Bildgenerierung
Semantischer Cache

Kicker-Text
Editor Agent
Retrieval (RAG), Suchworkouge
Semantischer Cache

LinkG
Editor Agent
Retrieval (RAG), Suchworkouge
Langzeitgedächtnis

Announcements
Agent 4
Retrieval (RAG), Suchworkouge
Langzeitgedächtnis

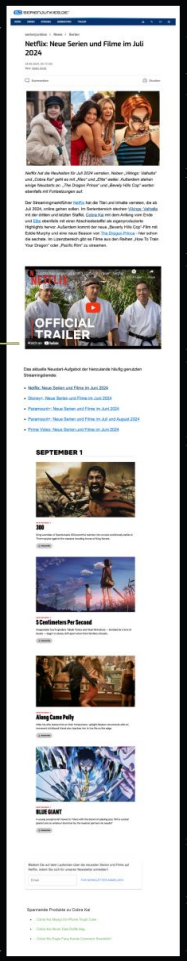
Recommendations
Agent 4
Retrieval (RAG), Suchworkouge
Langzeitgedächtnis

ID Produkte

Outbrain Reco

ID Produkte

Publishing
Editor Agent
Redaktions-Tools (CUE, NITF ...)
Semantischer Cache



Publishing by Agents
Editor Agent
Redaktions-Tools (CUE, NITF ...)
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchworkouge
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Teaserbild
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Langzeitgedächtnis

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Marketing Agent
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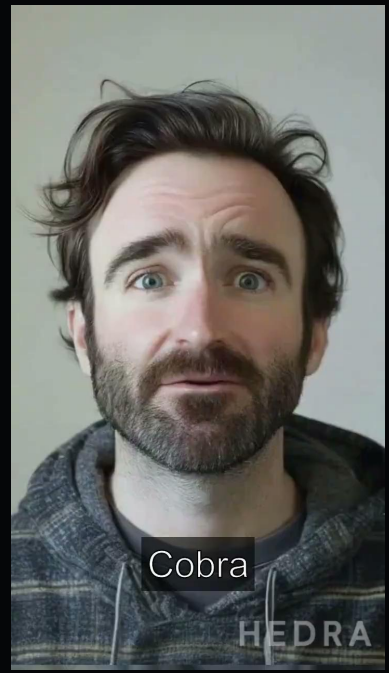
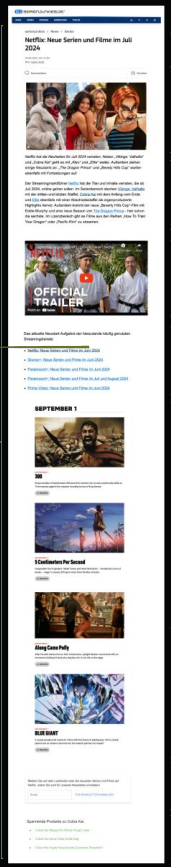
Product Affiliations
Marketing Agent
Retrieval (RAG), Suchworkouge
Langzeitgedächtnis



IPPEN.MEDIA

audience augmented story elements



Publishing by Agents
Editor Agent
Generative Tools (LLM, ART) ...
Semantischer Cache

Headline
Editor Agent
Headlinegenerierung, Suchanfrage
Semantischer Cache

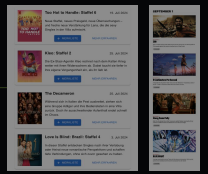
Teasertbild
Editor Agent
Bildgenerierung
Semantischer Cache

Kicker-Text
Editor Agent
Kicker (kurz), Suchanfrage
Semantischer Cache

Trailer
Editor Agent
Semantischer Cache

LinkC
Editor Agent
Semantic (kurz), Suchanfrage
Langettigkeitstitle

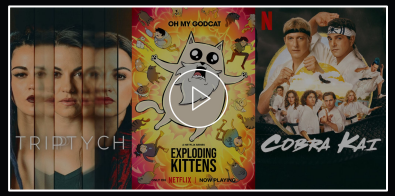
Announcements
Agent: aktualisiert asynchron
Semantic (kurz), Suchanfrage
Langettigkeitstitle



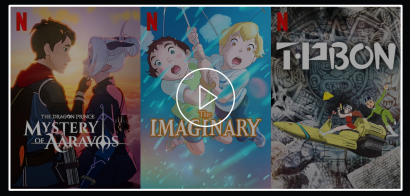
Subscription Widget
Marketing Agent
Retrieval (kurz), Suchanfrage
Langettigkeitstitle

Product Affiliations
Marketing Agent
Retrieval (kurz), Suchanfrage
Langettigkeitstitle

audience & communities

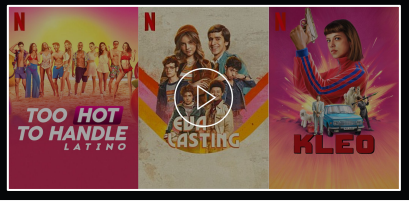


Audience A



Audience B

Audience C



Audience D

t

Video length and dwell time

IPPEN.MEDIA

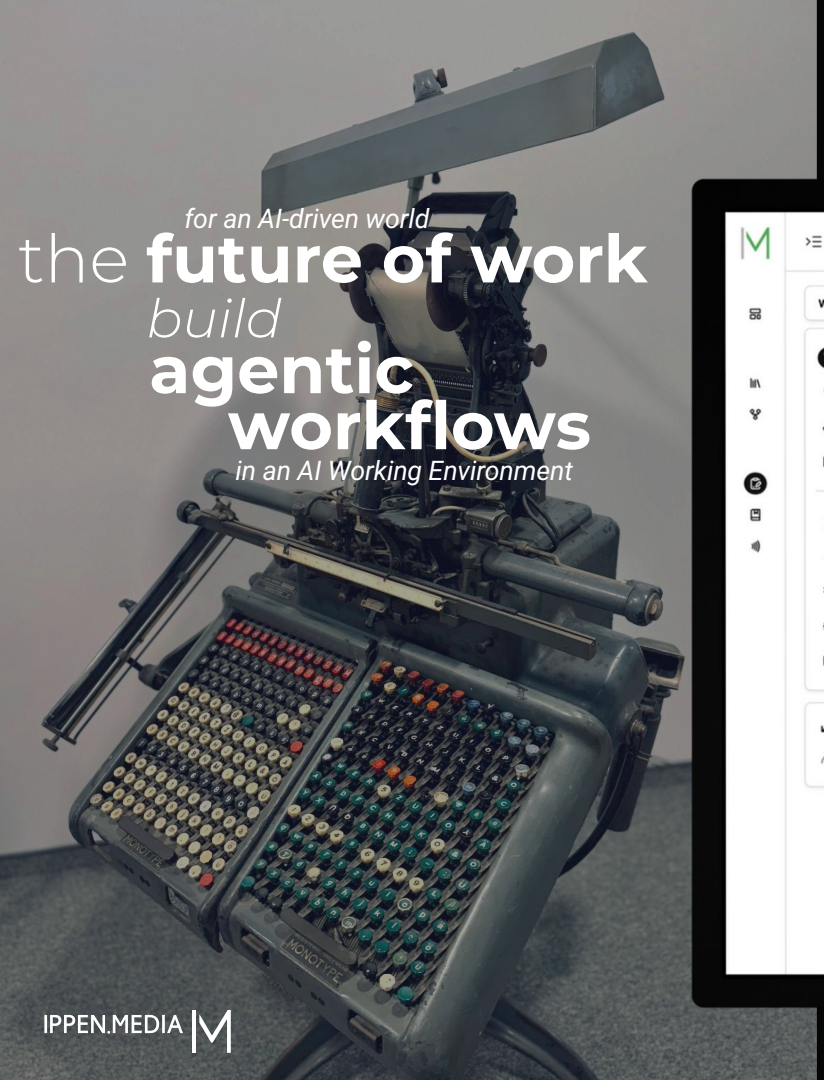
for an AI-driven world

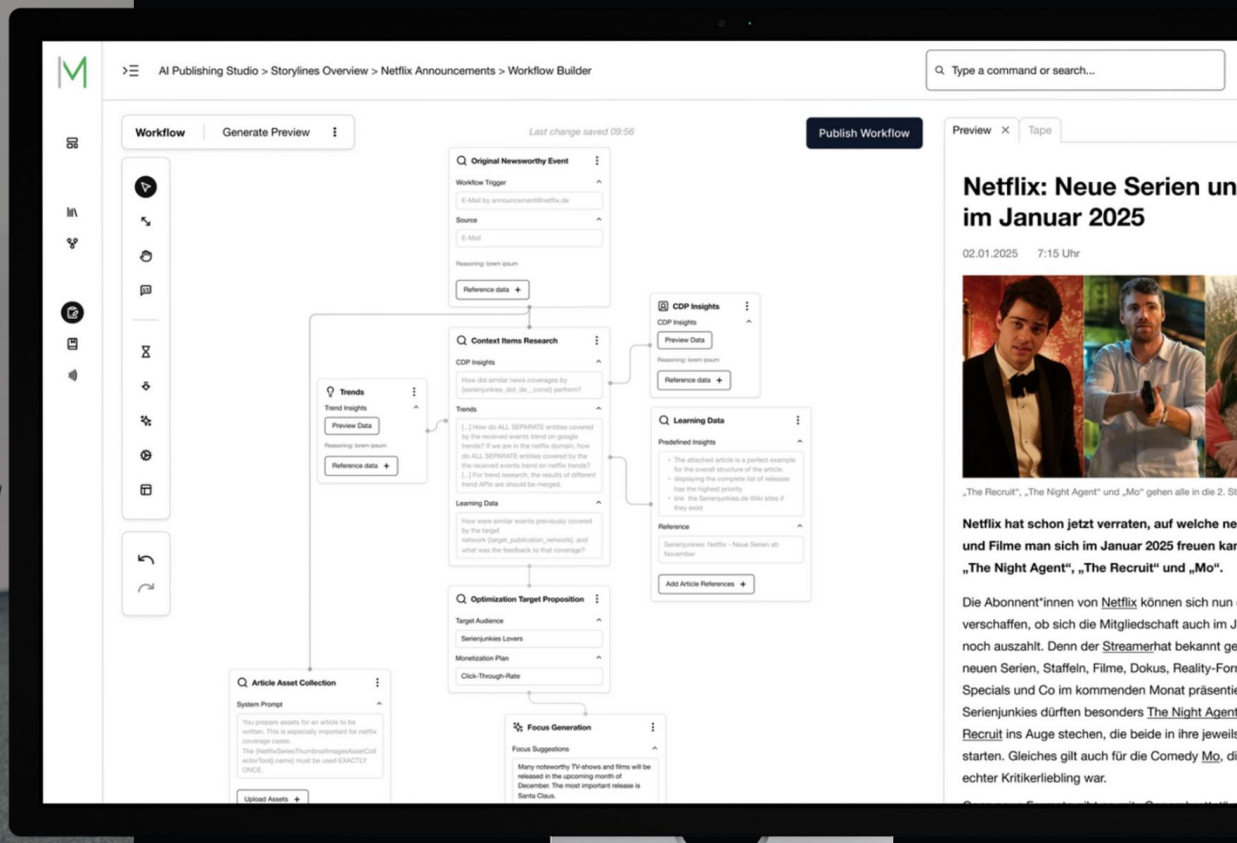
the **future of work**

build

agentic workflows

in an AI Working Environment





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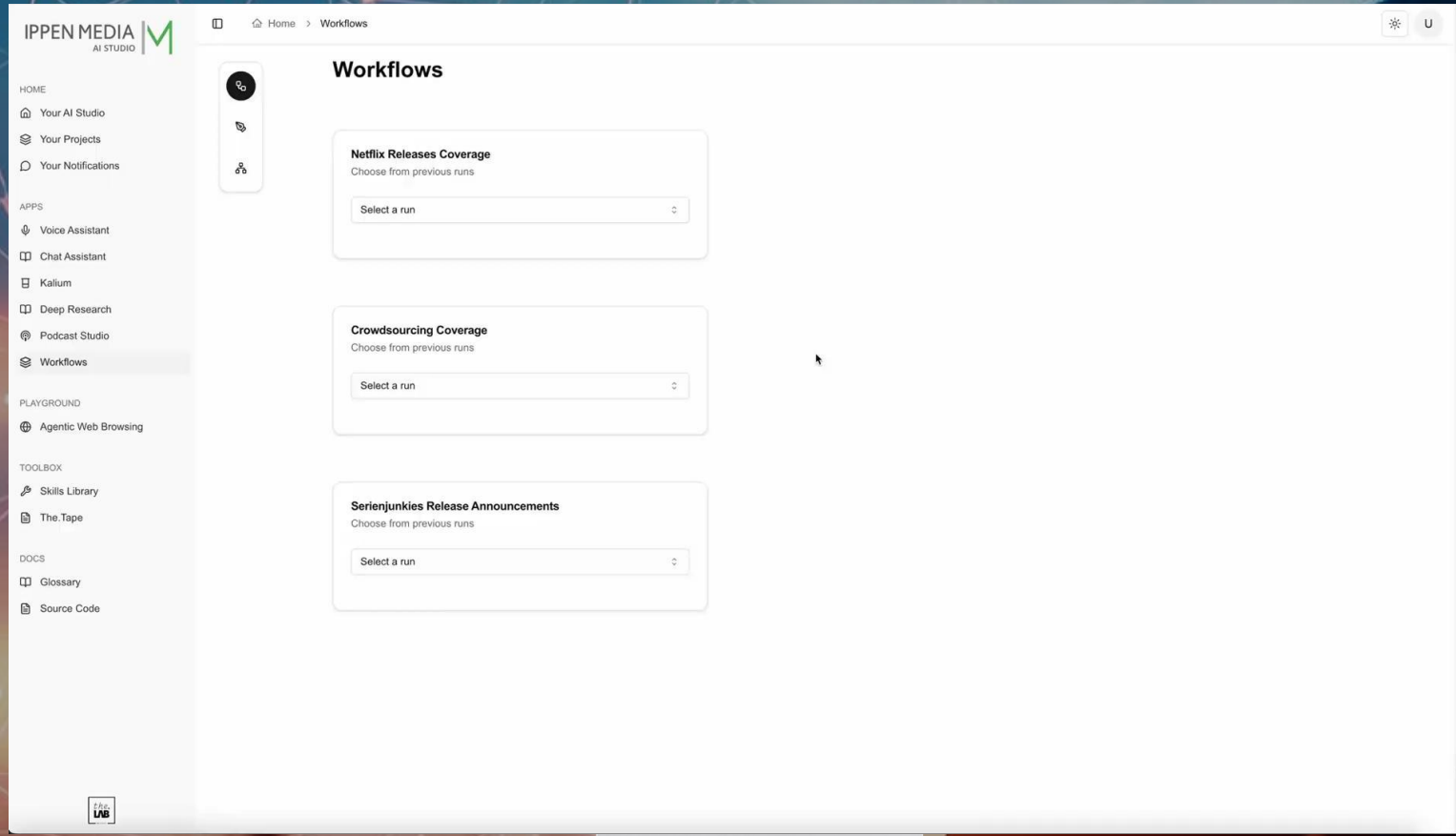
AGENTIC WORKFLOWS

Sequential Intelligence

Thinks. Plans. (Re-)Acts.



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Thanks!
Connect with me!

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