AI for the Entertainment Industry

Established in 2014, StoryFit brings innovative technology to the entertainment industry through artificial intelligence, machine learning, and natural language processing. Seeing the valuable solutions that StoryFit's analysis held for their customers, in 2017 industry leader LSC Communications (formerly RR Donnelley) made a capital investment and entered into a strategic partnership with StoryFit, re-selling StoryFit Metadata and StoryFit Analytics to LSC's wide network of customers. StoryFit Metadata, Content Analytics and Market Insights validate professional intuition and give added confidence to investment decisions.

Leadership and Company

StoryFit leadership combines talent from some of the most successful and innovative technology, publishing, and entertainment companies in the world. The development team consists of a doctoral computational linguist, former NASA engineer, Apple iBooks data scientist, innovative developers with platform and NLP experience. The company's strategy and marketing forces bring experience from publishing, retail bookselling, television production, and screenwriting.

CEO Monica Landers is an accomplished entrepreneur, producer, and leader with experience in digital media technology, corporate strategy, and entertainment production. She worked for a decade in broadcast news production including Good Morning America, World News Tonight, Nightline, and 20/20 before moving into the tech space. She was VP of Media Innovation for Demand Media, a first-of-its-kind innovator in creating content at scale and predictive algorithms to ensure success. For over fifteen years, she has built and led rule-breaking and game-changing teams that integrate analytics, content creation, management, and distribution on a global scale and holds two media-technology patents.

**StoryFit delivers quality keywords and content insights that make a difference:**

"Within a few weeks of implementing our keywords to a batch of 1,000 titles, 30% had increased sales. StoryFit produced an overall **6% increase in sales and 25% increase in product page views"**

"Our content insights have helped 50+ publishers and agents sort through 22,000 submissions resulting in a reported average **20% increase in productivity and over 200 publications."**

Technology and Product

StoryFit AI allows studios and publishers to optimize all aspects of their business, from Acquisitions to Sales, so that worthy stories find passionate audiences. With no on-boarding or training required, it's built to help companies move fast and gain next-level understanding of target audiences and the content they want. Applied through StoryFit
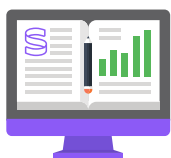
StoryFit Analytics offers deep narrative breakdown and delivers valuable audience and content insights including accessibility standards, likely consumer behavior, and multifaceted competitor comparisons. The result is a resilient and dynamic evaluation with actionable insights.
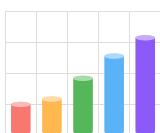
StoryFit Metadata helps promote high-performance keywords at scale, and continuously optimizes based on real-time sales performance and market shifts to improve sales.

For entertainment companies with unique business-driven questions and proprietary data sets, StoryFit also offers Custom AI solutions, working closely with customers to create custom algorithms that lead to competitive breakthroughs. StoryFit leverages multi-channel information to optimize future, current and past investments.
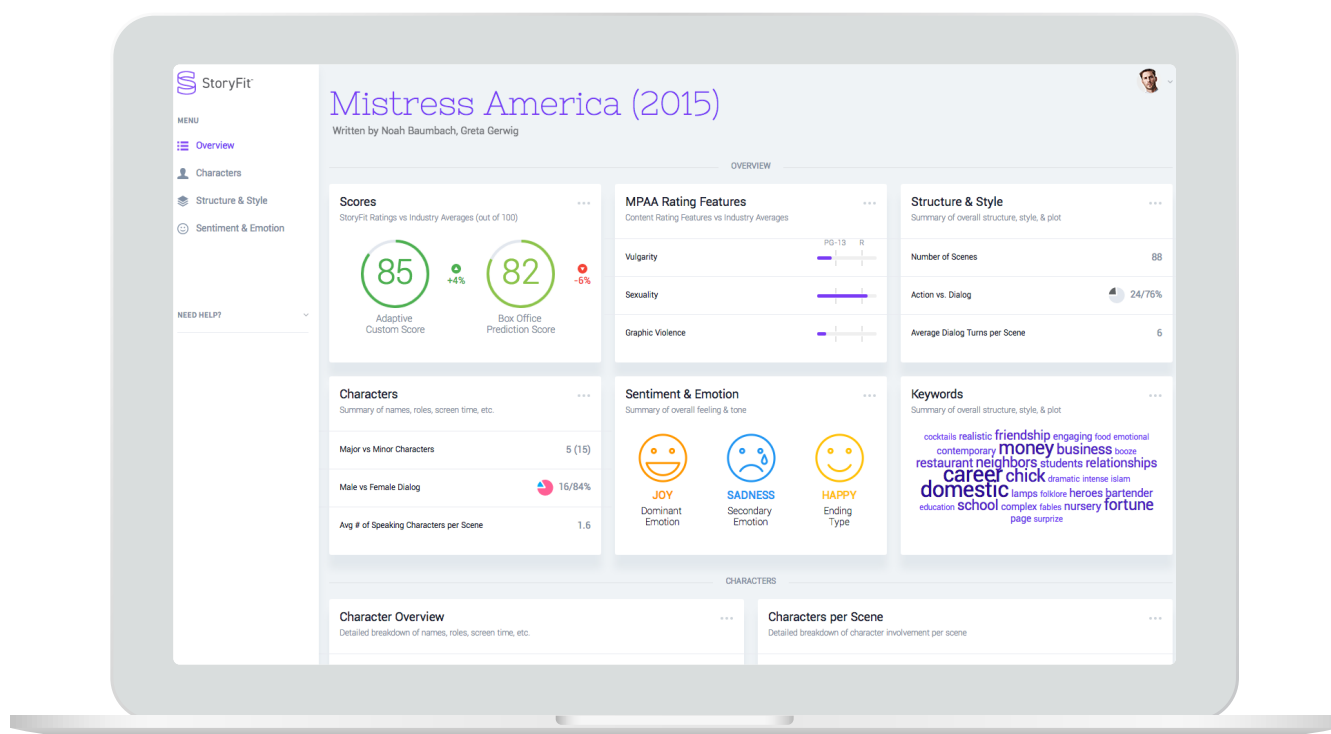
Smart, strong, straightforward solutions.