

Monetization



KEY TAKE AWAYS

- UNDERSTAND HOW TO DEVELOP A DATA/CONTENT MONETIZATION STRATEGY
- UNDERSTAND HOW TO PREPARE YOUR BIG DATA FOR MONETIZATION
- UNDERSTAND THE LANDSCAPE OF AVAILABLE AI TOOLS TO SUPPORT CONTENT MONETIZATION
- UNDERSTAND MONETIZATION STRATEGIES WORK BEST FOR YOUR ORGANIZATION

ACHIEVE GREATER MONETIZATION EFFICIENCY AND DISTRIBUTION OF YOUR ORGANIZATION'S BIG DATA WORK

Content monetization involves learning new ways to package, distribute and market your digital assets (data, information, and knowledge) to generate revenue. In the age of Artificial Intelligence (AI) and Big Data (i.e., Unstructured, Semi-structured, and Structured data) more organizations are looking for ways that their content can be packaged and distributed to take advantage of this new revenue opportunity.

However, to take advantage of AI and your Big Data assets you must curate your content in order to prepare your content to take advantage of AI tools and the increased opportunities for monetization.



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