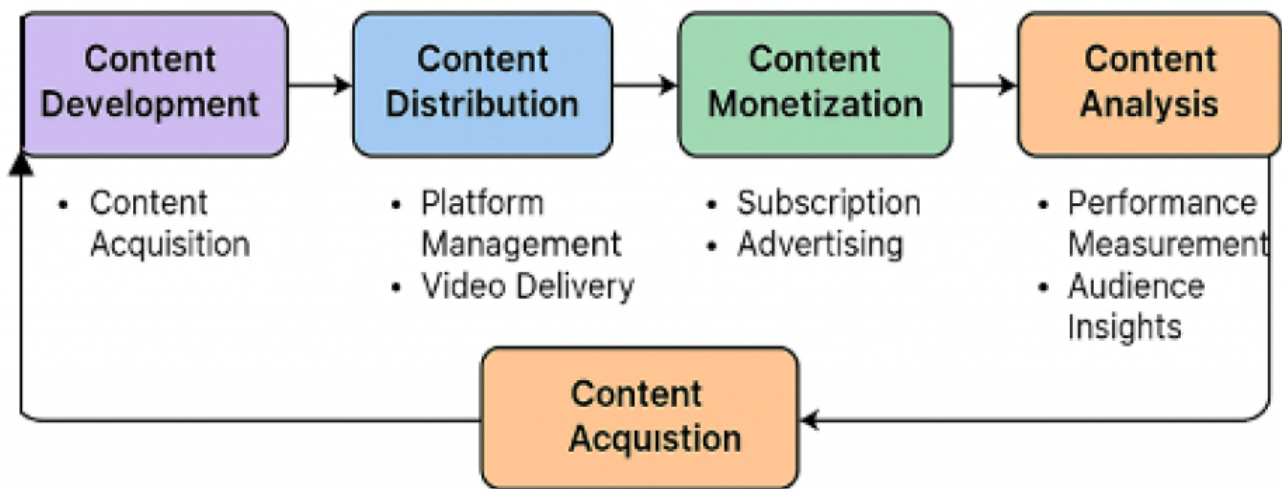


The Future of Streaming Intelligence: Multi-Agent AI Framework Drives Strategic ROI

Multi-Agent Generative AI Framework for ROI-Driven Media Decisioning

OTT Lifecycle ROI



kolkata, West bengal Jun 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - New research unveils a comprehensive AI orchestration framework that promises to transform strategic decision-making processes for media companies, delivering measurable improvements in return on investment across streaming operations.

Here are the key insights:

1. What is the paper about?

- The paper presents a comprehensive evaluation of ROI elements across OTT analytics platforms and proposes a multi-agent orchestration framework to optimize business processes.
- It maps the complete OTT business lifecycle and introduces an AI-driven approach to maximize ROI across the media value chain.

2. The OTT Business Lifecycle

The research maps the complete OTT analytics lifecycle through 4 interconnected stages:

- Audience Acquisition & Marketing (tracking CAC, conversion rates)
- Content Portfolio & Licensing (content investment vs. performance)
- Engagement & Personalization (user behavior, satisfaction)
- Retention & Monetization (churn, ARPU, lifetime value)

3. Multi-Agent Orchestration Framework

The proposed architecture features specialized AI agents that collaborate under an AI Orchestrator:

- Audience targeting agents
- Content valuation agents
- Personalization agents
- Forecasting agents

4. ROI Analysis & Benefits

The paper demonstrates how transforming siloed analytics into a cohesive AI-driven decision system delivers:

- Improved agility in responding to market trends
- Finely tuned personalization strategies
- More efficient allocation of content and marketing spend
- Higher ROI on every dollar invested

5. Generative AI & Media

The research explores cutting-edge applications of generative AI in media:

- AI-assisted content creation
- Advanced personalization
- Operational automation
- Marketing optimizations
- Localization and metadata enrichment

6. AI Governance

For media companies, adopting AI is not just a technical decision but a socio-ethical one. The study emphasizes strong governance frameworks to ensure:

- Transparency
- Fairness
- Protection of creative rights
- Consumer trust
- Sustainable AI implementation

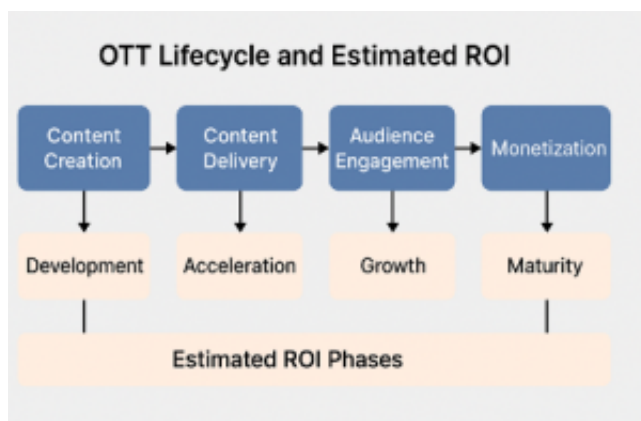
7. Future Roadmap

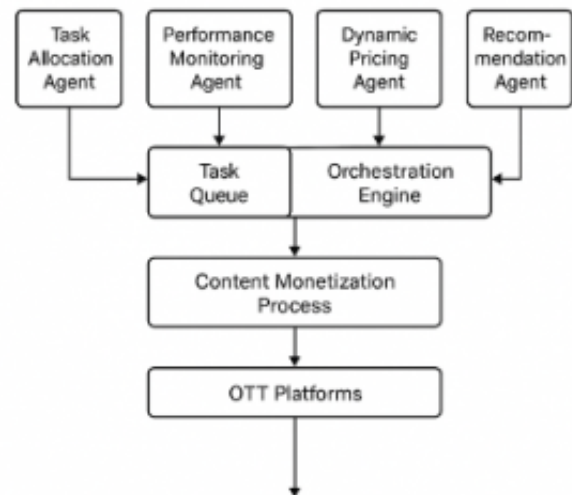
Research opportunities identified include:

- Prototype simulations of multi-agent systems to quantify ROI improvements
- Studies on user acceptance of AI-optimized experiences
- Longitudinal research on AI governance in media companies
- Exploring generative AI's role in content ROI

As competition intensifies in the streaming sector, platforms that leverage AI as agents for action will create more responsive, efficient, and innovative services that delight audiences and satisfy stakeholders equally.

Paper Link: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5258226





**Multi-Agent System Architecture for
OTT Content Monetization**

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Source : Doctoral Research

[See on IssueWire](#)