

# How Agentic AI Is Unlocking New Markets for MediaTech

Matt Stagg in conversation with Nicola Cogotti, Alpha Cogs

---

IAMT Studio Visual Podcast Series

Duration: 10:07

Hello, and welcome back to the IAMT Podcast Studio with myself, Matt Stagg, looking at all things MediaTech and how the IAMT members can start to really push through their revenue and models, and be able to look at new technology and how that is opening up new verticals. Well, I'm delighted to be joined again by Nic, this time talking... We'll go a little bit deeper into Alpha Cogs, Nic's company. He's the founder and CEO. And lovely to have you here. Now, we talked because — if you saw the previous one — Alpha Cogs and Nic did the new agentic AI on the IAMT platform. But what I'd really like to know is, because you work across so many markets, what type of customers have you got that are really pushing the boundaries of MediaTech innovation?

Yeah. For now, at least, our experience is that what has been called pro AV are the ones that actually are pushing and investing on technology and innovation the most. Particularly for us, at least, the sectors of fashion, luxury, education, healthcare. Mainly because historically these sectors were not really technology-prone. They were very much low-technology-profile industries. And in the last eight years they faced one of the biggest challenges they have ever seen: the change in their audience, in a very radical way. And that forced them to rethink their approach in connecting with their audience, and be more efficient and be more present. And that led to a huge investment, especially with the new technologies such as agentic AI, generative AI, and trying to get in contact with their audience in an innovative way.

Yeah. No, that's really interesting. I'd like to dig a little bit deeper into... So you do great work across your fashion, luxury, healthcare, all of that, but I wondered what similarities, or maybe differences, do you see when working with clients from, say, some of your other markets — so fashion and sport — and the media and entertainment broadcast sector?

Yeah. All these sectors are accommodated by a common factor, which is the new generation of their audience. These sectors, and broadcast especially, they were used to have to deal with an audience that was not very much digital. The broadcasters used to have the ownership of the technology, and therefore their, let's say, relation between themselves and the audience was one way only, right? Now that the audience are getting much more digital, and they have access to technology that can directly compete with the best broadcasters out there, this paradigm is not true anymore. So all these verticals are accommodated by the fact that they have to relate with their audience in an innovative way. So all of them, they have the same problem, and nine out of ten, the technology that solves these problems is the same, right? So that's why, for example, MAI is one of the best examples we can talk about today, because that technology is directly coming from the luxury sector and the fashion sector.

So, one second, just so I can tell the viewers: MAI is the agentic AI agent that you can find on the IAMT website if you want to take a look. But yeah, Alpha Cogs and Nic did it, but I just wanted to — that's called MAI.

So yeah, that technology comes directly from the fashion industry. That is used, for example, to connect with their audience in a new way, transforming the content in real time and personalising the content in real time, interacting with the user in an agentic way. So that is, let's say, the best example to see that technology is technology, and they serve a purpose. There is no such a thing like technology for broadcasters, for fashion, for... Technology is just a tool. What is important is the results that you want to reach, and there is the right technology to do it. But the technology, nine out of ten, is always the same one.

Yeah. One thing that I've heard you speak about, and we've had many discussions in the past, is — we look at AI and people talk about how it makes humans more efficient. And you sort of said almost behaving more machine-like, but you flip that on its head when you talk about it. And I wonder if you could expand on that.

Yeah. This is a topic that is very close to my beliefs. Technology should serve people and not the other way around. So all these AI and agentic AI and workflows have... I think that sent the message in the industry that we needed to be more efficient, we needed to be more proactive, we needed to cut the cost — cut, most of times, also people. And that is a vision, for me, that drives people to behave more like machines rather than the other way around. And AI is such a good tool because, like we were discussing before, it gives reasoning to the technology. And therefore, for example, what we have innovated is what we call the Emotional Intelligence Engine: a system that is capable of creating an emotional digital twin of a person in real time, understanding what are you feeling at that moment, so that the AI can adapt the content, keeping in the context even your current emotional status, not only your profile data.

So the users are not seen anymore as a bunch of aggregated data, but also considering even what makes us people: our feelings, our emotions. And emotions in all sectors are the key topic. Because if you think that, for research, 90% of actions are taken by emotions and not by rational thinking, any sector that deals with people needs to deal with emotions.

Yes. Well, I mean, if you look at the whole media and entertainment sector, you're selling emotion. We always say, "Oh, we're storytellers," but actually, at the end of the day, if you want to make money, you have to sell emotion.

Yeah. But a story, what it is, if not something that wants to drive emotions in you, right? So it is what the industry sells. We sell emotions.

No, it's absolutely fantastic. It's really nice to see, and to talk to you, and see your passion, and also looking at how things can be done in the right way for the right reasons. You know, we've all seen the recent news about Meta — because they were saying that what they were being served was bad for the mental health — and it just struck me then about if you can have some of those checks and balances to say, "Okay, well, this person is almost not in the right mind frame to have all of this content," and bring them back. That's just not something I've heard, but... Because I've got children, you know? That's all you worry about now: online, and what are they being fed, and stuff like that. Well, it's been absolutely fantastic. Thank you for coming. We could chat, and we will. We'll chat over a beer later.

Oh, yeah. With pleasure. I can't wait for it.

Okay. So thank you everyone for joining us. We'll be back later on with more talks.

---

*Transcript produced automatically from the episode audio and lightly edited for readability. Minor wording may differ from the recording. © IAMT — [theiamt.org/studio](https://theiamt.org/studio)*