



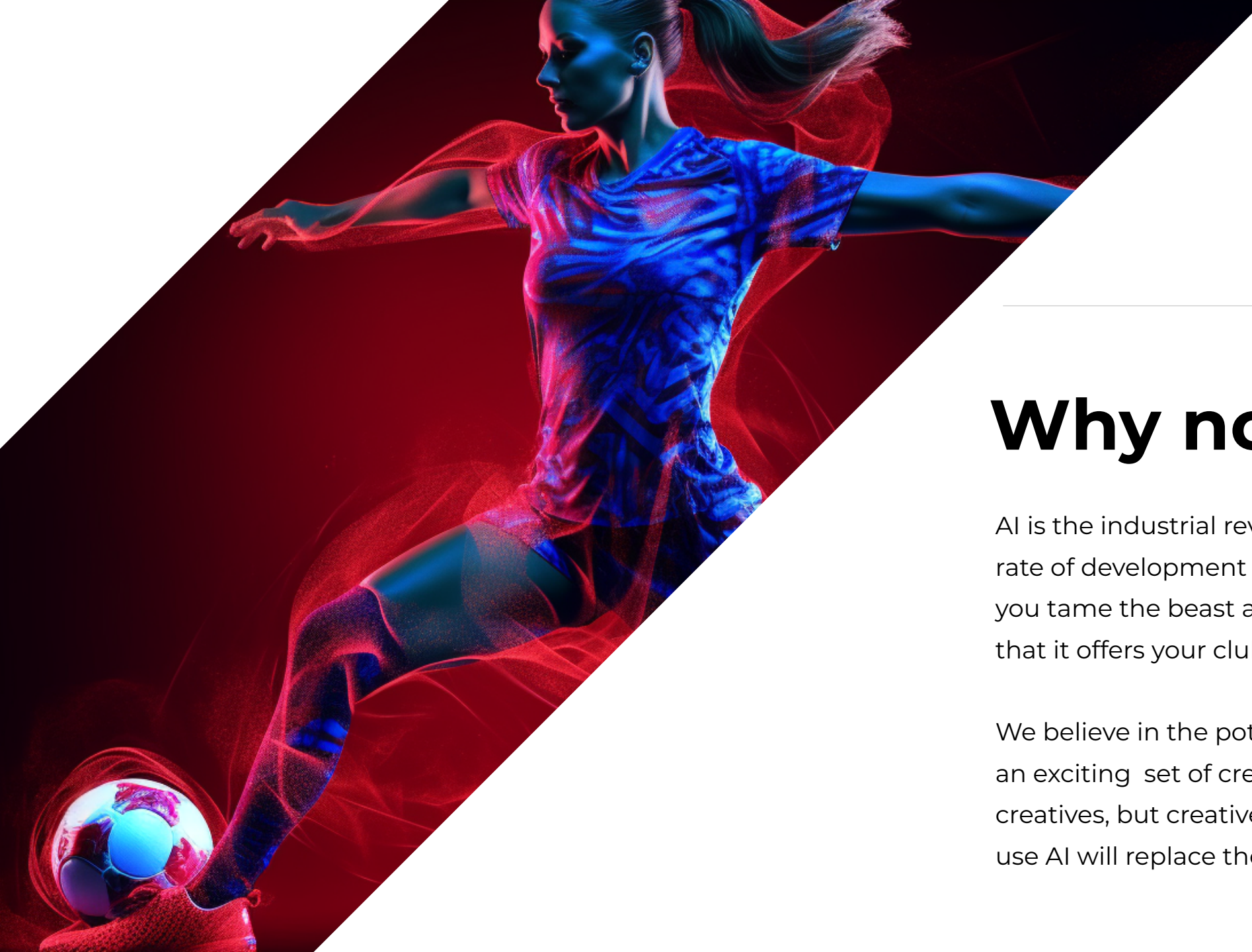
TAIM

by J40 Media

Navigate the future of AI sports content production

TAIM is a consultancy framework developed by content and media tech experts at J40 Media. It's designed to help you identify and integrate AI tools into your production workflows and tech stacks. We want to help you produce more, produce better and free up your creatives to make stunning new content strands.





Why now?

AI is the industrial revolution of our age, and the rate of development is astonishing. Let us help you tame the beast and realise the potential that it offers your club, league or agency.

We believe in the potential of generative AI as an exciting set of creative tools. AI won't replace creatives, but creative teams who know how to use AI will replace those who don't.



What *TAIM* can do for you

Whether your media team is one overworked rockstar with an iPhone, or a global team delivering everything from match day programmes to VR experiences, we'll help you assess your tools, workflows and creative output.

We'll then recommend where you can use mature AI plugins to smooth production, elevate creativity and increase value.

TECH STACK REVIEW

Where can AI smooth out your technical production workflows?

WORKFLOW REVIEW

Where are the bottlenecks that are slowing down your production and publishing?



TEAM INTERVIEWS

Where are your production tools and workflows eating disproportionate amounts of your team's time? How could AI help elevate their creativity?

OUTPUT SCORING

Where are your current practices not delivering value against your KPIs, and where can AI help deliver greater engagement for fewer production hours?

What *TAIM* won't do to you

With decades of club content production and distribution experience behind us, we will only make realistic and additive recommendations. We won't suggest you pull up your existing tech stacks, launch new platforms or add work load to your already stretched content teams. We also don't believe in reach and engagement for its own sake, so all recommendations will be tied to your specific objectives and KPIs.





Contact

tom@theJ40.com