



**SUPERWORKER**<sup>TM</sup>

MEDIA AND  
COMMUNICATIONS

WHY YOUR PEOPLE, NOT YOUR AI TOOLS,  
DECIDE WHAT MEDIA'S 2026 AUDIENCE AND  
BRAND INVESTMENTS ARE WORTH.

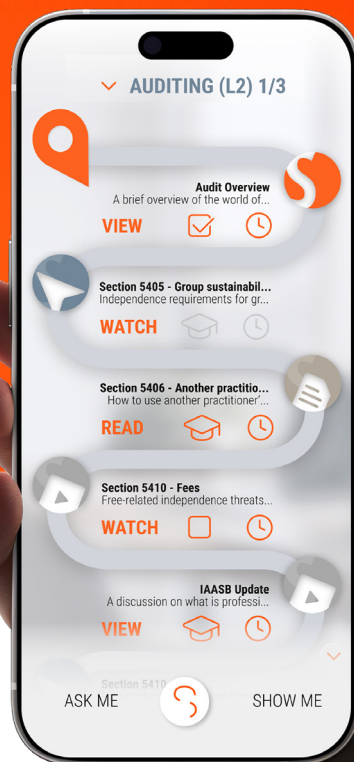
## YOUR WORLD

### Editorial and creative AI use at scale

Newsrooms now use AI tools to **draft copy, generate images** and **create video**. The board wants the scale. Your editors want to be sure the brand stays clean and the judgment lives at the desk. So far, you have answered this with policy documents and training. The rules pile up.

The desk doesn't follow them consistently. You cannot scale judgment through documentation. **Each editor runs their own gate**. Some are stricter. Some miss the brand line. The gap is scale without judgment collapsing. That is the real problem. Editorial AI is workable.

**The judgement lives at the desk, not in the policy.**



### Audience data and addressable advertising capability

Cookie deprecation made the addressable ad operator's job harder, not easier.

**You have deployed CDP platforms and ad-tech tools.** The data is there. Most operators still have not learned to use them the way the CFO expects. **The CDPs sit idle.** The addressable campaigns land at scale but your people are not fluent in the metrics that matter. Cost per acquisition. Cohort health. Attribution. The platform handles the data. **Your operator needs to handle the decision.** The data value is recoverable. It sits in operator capability, not platform features.

### Subscription and direct-to-consumer commercial fluency

Subscription media lives and dies on churn, ARPU and cohort health. **Every employee touching a customer should read these metrics and decide from them.** Most cannot. They do not know what healthy cohort retention looks like. They do not know how to read churn by segment. They cannot explain ARPU to a customer. The training budget has been spent. The CFO is still waiting for the metric literacy. Your people need to live in these numbers, not visit them once a year.

**Commercial fluency is teachable.** It just needs to live in daily decisions, not training rooms.

### Brand safety in the AI-content era

Brand consistency at scale used to mean one producer and a clear gate. Now your journalists, your production teams and your AI tools all create content. **The brand rules are the same.** The judgment is distributed. You have given your teams the policy. You have shown them the guidelines. The judgments still drift. Some teams are conservative. Some miss the line. You cannot train away this variance. **Judgment has to be coached at the moment it is needed.**

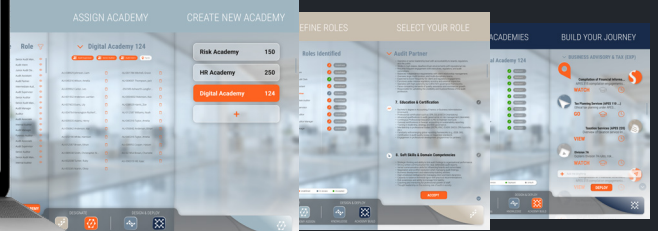
Brand safety is solvable at scale. **Judgment can be coached, not just trained.**





## WHERE SUPERWORKER PAYS FOR ITSELF

You do not need another platform. We sit on top of what you already have. We pay for ourselves by making the budget you have already approved go further. There are three places that is true.



**We refocus your L&D budget.** Same envelope. Different vendor mix. Less classroom and content licence. More activation and measurement. The line item is the same. What you bill against it is different.

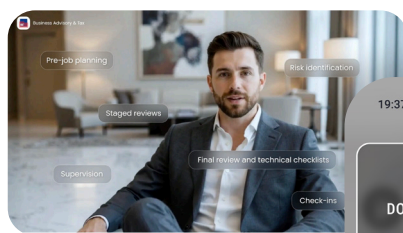
**We replace the slowest part of your editorial and brand activation.** The newsroom comms cycle. The brand training PDFs that do not reach the desk. The town halls and policy memos. Replaced with a four-week working rhythm in the production flow.

**We unlock the value of the AI and data tools you have already deployed.** Media firms now hold seat licences for CDPs, ad-tech, addressable platforms and AI content tools. Every percentage point of usage you recover is real money the CFO can model. The tools are paid. We help your people actually use them.

### Audience data and addressable advertising

## HOW THIS WORKS FOR EACH ONE

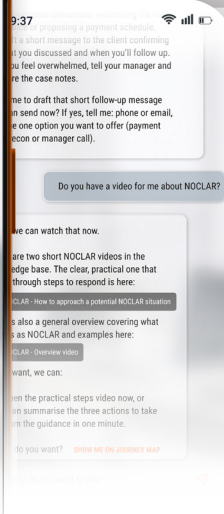
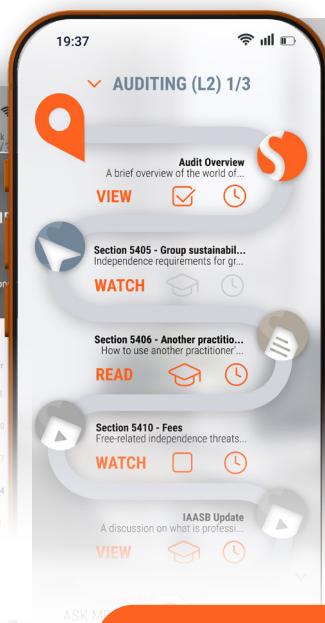
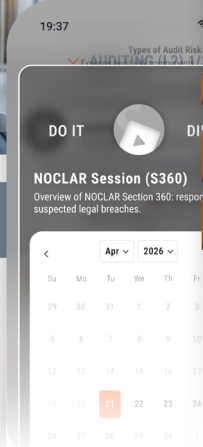
Companion drives operator adoption of your CDP and ad-tech stack. The Reporting layer ties operator capability to campaign outcomes.



### Editorial AI use

Builder maps editorial AI standards per role. Companion captures editorial decisions in the production flow.

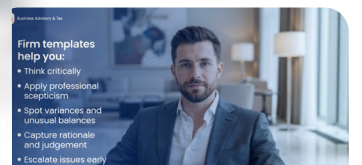
Responsible AI provides the governance your editor and legal team need to sign it off.



### Brand safety

Builder maps brand-safe practice per role. Companion coaches at production moments.

Responsible AI gives your brand and legal team what they need to defend the work.



### Subscription and DTC commercial fluency

Builder defines what fluent looks like for every role that touches churn, ARPU and cohort. Companion coaches in-context as decisions happen.





## LET'S TALK

This land mine hits five people at your company at once. Your CEO on subscription growth. Your Chief Editor on AI policy.

Your CMO on brand safety. Your CRO on audience data. Your CFO on tool ROI. One gap drives all five conversations. There is a working rhythm that connects them.

We work with Advisory Partners across South Africa, Australia, the Middle East and the United Kingdom. We will match you to the right partner for your region and your media business.

W&L HUMAN CAPITAL

EQUATE

TALEXUS

CAN!DO

FLOURISH COUNSELLING



DGE Recruit  
TALENT, NETWORK, VALUE

GENSAFE AI

blackslope



Book a meeting

We will show you what it looks like.

# SUPERWORKER<sup>3</sup>



## LET'S TALK

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# SUPERWORKER™



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