FOR IMMEDIATE RELEASE:

CONDÉ NAST AND NOTRE DAME DEVELOPING RESEARCH PARTNERSHIP FOR DEEP LEARNING INNOVATIONS

NEW YORK – December 8, 2016 - Condé Nast today announced the development of a joint research partnership with the University of Notre Dame to innovate and advance deep learning research around content consumption. The partnership will employ Condé Nast's data team and Notre Dame's Interdisciplinary Center for Network Science and Applications (iCeNSA) to build deep learning systems that focus on how audiences discover and interact with a full spectrum of digital content, including text, images, audio and video. The primary goal of the collaboration is to develop a cognitive system to learn how content is consumed, to improve how content is developed, and to create content that is more personalized and engaging.

"Humans consume digital content and react in a variety of ways. In some cases these interactions can lead to positive outcomes for the individual - increased knowledge on current topics and trends, or information gathering to find the right product to purchase," said Karthic Bala, head of data strategy at Condé Nast. "In a world where humans and machines are working together in increasingly collaborative relationships, breakthroughs in the field of deep learning will potentially help us live more productive lives. By bringing together researchers and data scientists to solve this complex technical challenge, we will advance the state-of-the-art in AI with our collaborators at Notre Dame."

The ability to improve content experiences with machines is rapidly changing with the advent of cloud computing and advances in new and open source algorithms. By contributing to these advances, content can be created, analyzed and curated to provide consumers with a highly personalized and improved experience.

"Our team is excited to collaborate with the data scientists and engineers from Condé Nast to achieve next-generation deep learning and cognitive computing advances around publishing and content consumption," said Nitesh V. Chawla, director of iCeNSA and Frank M. Freimann Professor of Computer Science and Engineering at Notre Dame. "We believe that we are well-poised to make key advances in the very challenging domain of multi-modal content personalization and we are looking forward to this new collaboration and driving innovation."

About Condé Nast:
Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow @CondeNast on Twitter.

VOGUE   VANITY FAIR   GLAMOUR   BRIDES   SELF   GQ   GQStyle   THE NEW YORKER   CONDÉ NAST Traveler   allure   ARCHITECTURAL DIGEST   bon appétit   epicurious   WIRED   W   GolfDigest   Golfworld   teenVOGUE   arstechnica   SCENE   Pitchfork   BACKCHANNEL

About the University of Notre Dame:
Founded in 1842, the University of Notre Dame provides a distinctive voice in higher education that is at once rigorously intellectual, unapologetically moral in orientation, and firmly embracing of a service ethos. The nation's pre-eminent Catholic university and rated among the top 15 of all U.S. institutions of higher learning, Notre Dame is organized into four undergraduate colleges — Arts and Letters, Science, Engineering, and the Mendoza College of Business — the School of Architecture, the Keough School of Global Affairs, the Law School, the Graduate School, 10 major research institutes, more than 40 centers and special programs, and the University library system. Located adjacent to the city of South Bend, Indiana, which has a metropolitan population of more than 300,000, Notre Dame is highly residential, with 80 percent of students living on campus, and also is known for the quality of its physical plant and the beauty of its campus, including the Golden Dome of the Main Building, the world's most recognized university landmark.

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