CELTIC-NEXT
Proposers Brokerage Day
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Global   Empathetic   Natural   Intelligence   Engine

GENIE

Tan Ruşan - DIGITURK
tan.rusan@digiturk.com.tr

Teaser

Main Benefit

- Personalized experiences
- Higher service relevance
- Better customer journeys
- Reduced user friction
- Insight-driven engagement
- Scalable intelligence

Added Value

- Customer Digital Twin
- Preference & intent modeling
- Scenario-based insight
- Human-led decisions
- Modular architecture
- Privacy by design

Why Participate?

- European collaboration
- Real pilot validation
- OTT & telecom scope
- Reusable platform
- Trusted AI innovation

Organisation Profile

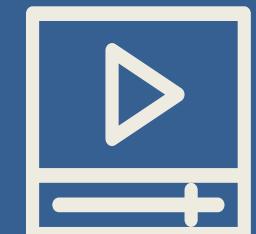**Leading pay-TV, streaming and ISP in Turkey**

Founded 1999

Part of beIN Media Group

250+ channels
millions of users

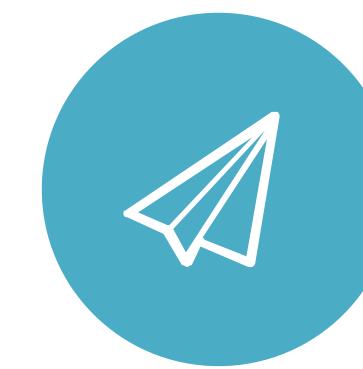Services reaching
160+ countries

Strong R&D in OTT,
networks & CX

Proven R&D-to-production
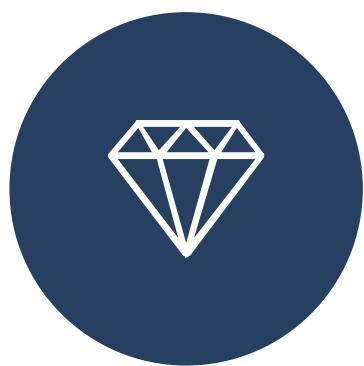capability

Proposal Introduction (1)

Vision

From fragmented interactions...
...to continuous, personalized experiences

Motivation

Fragmented journeys across devices and channels
Limited understanding of customer intent and context
Need for scalable, consent-aware intelligence

Concept

Combine customer interactions and service context
into a living Digital Twin of the Customer
Use AI to generate insight, guidance, and simulation
- not autonomous decisions

Innovation

Consent-based Customer Digital Twin
Explainable insight and scenario simulation
Human-led decision support
Cloud, edge, and on-prem ready)

GUARD, Tan Ruşan, beIN Digiturk & tan.rusan@digiturk.com.tr

Proposal Introduction (2)

Target Impact

Better customer decisions
Higher experience relevance
Reduced offer friction
Increased engagement & retention
Scalable personalization

Expected Outcomes

Multi-country validation
OTT & telco interoperability
Standards-aligned design
Reusable European platform

Timeline

36 months (2026–2029)

Phase 1: Core GENIE & Digital Twin
Phase 2: Assistant & integrations
Phase 3: Multi-country pilots

Cross-Border Adoption & Standards

Multi-country validation
OTT & telco interoperability
Standards-aligned design
Reusable European platform

Partners

Consortium Lead: beIN Digiturk (Turkey)
OTT & digital services · Live customer pilots

Partners we are looking for

- *Telecom Operators*
  Mobile & fixed · Multi-country pilots

- *OTT & Digital Service Providers*
  Content, platforms, user journeys

- *Standardisation Partners*
  ETSI · 3GPP · TM Forum · DVB

- *Cybersecurity & Privacy Experts*
  GDPR · Privacy-by-design · Trust

- *Research & Academia*
  AI, personalization, trustworthy AI

- *AI & Digital Twin Builders*
  Customer modeling · Decision insight

- *Data, Cloud & MLOps Providers*
  Scalable, secure intelligence

Contact Info

For more information and for interest to participate please contact:

Tan Ruşan – Digiturk

tan.rusan@digiturk.com.tr

+90 5325550481