**Press Release - for immediate release**

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**Sonnant releases AI tech that blows-the-dust off historical content.**

Sonnant today launched Archival Revival, the latest tool in its Artificial Intelligence platform. Archival Revival breathes life back into historical content whenever it corresponds to trending social media topics. The AI recommends it, clips it, summarises it, collates the relevant trending hashtags and writes the headline ready for immediate, “one-click”, posting.

CEO Tony Simmons explains, “Artificial Intelligence (AI) has already changed content creation and consumption forever…. and it’s only version 1.0! We recognised that content marketing was time consuming, and understood that content creators never have enough time, money or capabilities to extract maximum leverage from their expensive content. Both the creators and the audiences are losers in this equation. We knew the possibilities of AI and natural language processing (NLP) and challenged ourselves to solve many of these well-known content promotion and discovery problems.”

Sonnant has developed and deployed over 20 AI based tools on its platform. And, it’s only just getting started. For example, automated clip recommendations, turns long form video and audio content into SEO ready promotional snippets and audiograms.

Sonnant is not only changing the way that content marketers and promoters can manage and promote content at scale, it’s changing the way organisations think about what is possible with content and what is the standard requirements to connect with your audiences.

“After receiving investment from Southern Cross Austereo (ASX: SXL), we were emboldened to push the boundaries of AI and machine learning. Working closely with a massive content creator, we have been able to see the trends, desires and benefits of AI-based automation first-hand. That has meant we have solved real problems, and created real benefits, from day one. More importantly, we’ve come to understand that the best AI doesn’t seek to replace humans, it helps them do more with less and lets them focus their energies on the most critical goal of content, effectively engaging and growing an audience.” says Simmons.

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If you would like more information on Sonnant, or would like to discuss AI trends, technology and possibilities in content, marketing and media, please contact:

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