

Proposal for Collaboration on Multi-Voice System Patent for Innovation in Meta's AI Personalization Services

Hello,

I have always been impressed by Meta's AI technology and Metaverse vision. Recently, Meta has shown great interest in providing more personalized experiences to users by utilizing the voices of celebrities. This interest is directly connected to the **multi-voice system patent**.

This patent includes technology that allows users to choose various voices, particularly those of celebrities, to consume content, aligning with Meta's strategy and vision. This demonstrates why Meta would naturally have a strong interest in this patent.

We propose a multi-voice system patent collaboration that aligns with Meta's vision, offering ways to further enhance personalized user experiences.

Patent Information

- **Patent Title:**Multi-Voice System for Implementing Online Media Services
- **U.S. Patent Number:**US11,521,593 B2
- **Japan Patent Number:**JP7262142
- **Korea Patent Number:**No. 10-2111360
- **Registration Date:**April 13, 2023

Patent Description

This patent relates to a method for implementing a **multi-voice system** that allows users to select and listen to online articles and content in the voices of various individuals across various online content platforms. This enables users to listen to digital content in their preferred voice, which can be a crucial technical element for personalizing and enhancing the user experience on Meta's various platforms.

Technical Concept

1. **Online Article and Content Collection:**Collect articles from specific media sites and display them on a user's device screen.
2. **Subscriber Voice Setting:**The subscriber can input their own voice or select the voice of a specific person stored in the database.
3. **Article and Content Recognition and Classification:**Recognize and classify online articles and content.
4. **Voice Conversion:**Convert the classified online articles and content into voice.
5. **Voice Output:**Output the articles in voice according to the subscriber's or

specific individual's voice settings.

Through this technology, **Meta's platform** will allow users to enjoy digital content in their preferred voice.

Market Analysis and Growth Prospects

The **AI voice technology market** is growing rapidly, and Meta has the potential to be a leader in this market. The AI voice assistant market is expected to grow at an **annual growth rate of over 20%**, reaching approximately \$4 billion by 2025. Key market players include Google, Apple, Microsoft, and Amazon, all of whom emphasize the importance of AI voice technology.

Competitive Analysis

The reasons why Meta should engage in a multi-voice system patent collaboration are as follows:

1. Google:

- **Competitive Service:** Google Assistant
- **Meta's Advantage:** While Google Assistant provides natural voice recognition and response, personalized voice services are still limited. Meta can leverage this patent to offer a user-specific personalized voice experience, establishing a unique differentiation from Google Assistant.
- **Expected Revenue:** By capturing a portion of Google Assistant's market share, Meta could generate over \$120M in additional annual revenue through a premium subscription model and ad revenue driven by personalized services.

2. Apple:

- **Competitive Service:** Siri
- **Meta's Advantage:** Siri benefits from integration with Apple's ecosystem but has limited voice personalization options. Meta can provide a more personalized voice experience than Siri, driving stronger user engagement.
- **Expected Revenue:** By capturing a portion of Siri's market share, Meta could generate over \$90M in additional annual revenue through direct revenue from celebrity voice licenses, as well as through advertising and subscription models.

3. Microsoft:

- **Competitive Service:** Cortana
- **Meta's Advantage:** Cortana is primarily focused on enterprise services and has limited use in the consumer market. Meta can expand into both consumer and enterprise markets with this patent.
- **Expected Revenue:** By capturing a portion of Cortana's market share, Meta could generate over \$70M in additional annual revenue through tailored voice solutions targeted at corporate clients.

4. Amazon:

- **Competitive Service:** Alexa

- **Meta's Advantage:**Alexa is dominant in the smart speaker market, but Meta can offer a more personalized user experience with this patent, securing a competitive edge in both home and commercial markets.
- **Expected Revenue:**By capturing a portion of Alexa's market share, Meta could generate over \$100M in additional annual revenue through smart home solutions and ad revenue.

5. OpenAI:

- **Competitive Service:**ChatGPT
- **Meta's Advantage:**While ChatGPT is popular for its conversational AI services, Meta can enhance user experience with personalized voice features.
- **Expected Revenue:**By capturing a portion of ChatGPT's market share, Meta could generate over \$80M in additional annual revenue through personalized conversational services and ad revenue.

User Scenarios

1. Family User Case:

- **Morning Greetings:**Provide morning greetings through the voices of family members via Meta's platform, supporting a familiar start to the day.
 - **Expected Effect:**Enhance daily satisfaction and strengthen family bonds by providing a familiar environment.
- News Summaries:**Offer news summaries in the voice of a favorite celebrity, providing a more immersive experience.
 - **Expected Effect:**Increase user immersion in content and enhance the enjoyment of consuming information.
- Schedule Reminders:**Add a personal touch by using family members' voices for schedule reminders.
 - **Expected Effect:**Improve scheduling efficiency and personalize the user experience.
- Story Reading:**Read bedtime stories to children in the voice of a parent, strengthening emotional bonds.
 - **Expected Effect:**Strengthen the relationship between parents and children and increase motivation for learning.
- Voice Commands:**Control smart home devices with the voices of individual family members, providing a personalized experience.
 - **Expected Effect:**Personalize the user experience in the smart home environment and improve convenience.

2. Student User Case:

- **Listening to Learning Content:**Improve concentration by allowing students to listen to learning content in their preferred voice.
 - **Expected Effect:**Enhance learning focus and improve learning efficiency.
- Language Learning:**Offer a bilingual learning environment by selecting both the native and target languages.
 - **Expected Effect:**Increase motivation and effectiveness in language learning.
- Customized Quizzes:**Provide customized quizzes in the preferred voice to boost learning motivation and efficiency.
 - **Expected Effect:**Strengthen learner motivation and improve learning

outcomes.

Motivational Messages: Deliver motivational messages in the voice of a celebrity to boost student motivation.

- **Expected Effect:** Stimulate students' learning motivation and encourage goal achievement.

Learning Schedule Reminders: Manage learning plans effectively by receiving learning schedule reminders in a customized voice.

- **Expected Effect:** Increase the execution of learning plans and support learning success.

3. Business Professional Case:

• **Listening to Audiobooks:** Provide an immersive experience by listening to business-related audiobooks in the voice of a specific celebrity.

- **Expected Effect:** Increase content immersion and improve learning efficiency.

Meeting Schedule Reminders: Improve work efficiency by setting meeting reminders in a customized voice.

- **Expected Effect:** Enhance scheduling efficiency and improve work focus.

Email Summaries: Summarize important emails in the preferred voice to streamline information gathering.

- **Expected Effect:** Improve work efficiency and increase the speed and accuracy of information processing.

Task Alerts: Set task alerts in a specific voice to boost work efficiency.

- **Expected Effect:** Enhance work management efficiency and clarify task priorities.

Networking Messages: Strengthen business relationships by receiving customized networking messages in a specific voice.

- **Expected Effect:** Strengthen business relationships and maximize the effectiveness of networking.

Technology Integration Plan

1st Year:

Introduce the multi-voice system on Meta's main platforms, offering various voice selection features.

- **Implementation Plan:** Improve the user interface to allow users to select and use multiple voices.
- **Expected Effect:** Improve user experience and increase engagement. Strengthen platform differentiation through personalized voice features.

2nd Year:

Add personalized voice narration features to Metaverse and VR/AR content.

- **Implementation Plan:** Enhance immersion by providing personalized voice narration in the Metaverse environment.
- **Expected Effect:** Increase user immersion and activity within the Metaverse. Expect increased commercial activity within the Metaverse and the attraction of new users.

3rd Year:

Expand AI-based personalized voice technology across Meta's various services.

- **Implementation Plan:** Integrate AI-based personalized voice technology into Meta's various services to expand the user experience.
 - **Expected Effect:** Increase overall user satisfaction and strengthen service loyalty. Enhance Meta's technological leadership and secure long-term market competitiveness.
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Economic Synergy and Expected Revenue

Through patent collaboration, Meta can narrow the technological gap with competitors, secure a competitive advantage, and expect the following revenue growth:

1. Platform Integration:

Provide personalized voice services across Meta's various platforms, increasing user engagement and generating over \$150M in additional annual revenue.

- **Specific Business Model:** Strengthen the premium subscription service and personalized advertising model through user-customized voice experiences. Maximize ad revenue by offering higher ROI to advertisers.

2. Advertising Revenue:

Maximize advertising effectiveness through personalized advertising services and increase ad revenue.

- **Specific Business Model:** Provide customized ads based on user data and preferences to increase click-through and conversion rates. Generate additional revenue by offering optimal targeting solutions to advertisers.

3. Metaverse Application:

Enhance user immersion within the Metaverse through personalized voice experiences, attracting new users and generating additional revenue.

- **Specific Business Model:** Increase user engagement within the Metaverse through personalized commercial activities and events, developing a revenue model based on this engagement.

4. Subscription Service Revenue:

Attract new users and increase revenue by offering personalized voice features through a premium subscription service.

- **Specific Business Model:** Expand the subscriber base by offering premium services that allow users to enjoy content in their preferred voice. Generate additional revenue through celebrity voice usage licenses.

5. B2B Solution Provision:

Create new revenue models by offering customized voice solutions across various industries.

- **Specific Business Model:** Provide customized voice solutions to corporate clients to improve customer satisfaction and develop new B2B revenue streams. Enhance customer service and internal work efficiency for companies.

Diversification of Business Models

1. Subscription Model:

Expand the subscriber base and increase revenue by offering premium subscription services that allow users to select various voice options.

- **Expected Effect:** Activate subscription services by expanding user choice and secure long-term profitability.

2. Advertising Model:

Increase the ROI for advertisers and enhance the profitability of Meta's advertising platform through personalized voice ads.

- **Expected Effect:** Personalized ads can lead to higher click-through and conversion rates, directly contributing to increased ad revenue.

3. Licensing Model:

Generate voice licensing revenue by utilizing celebrity voices and develop additional revenue streams through Meta's voice store.

- **Expected Effect:** Secure a stable revenue source through licensing revenue and enhance users' personalized experiences.

4. New Market Entry Strategy:

Explore new market opportunities for Meta to enter various industries, such as healthcare and education, using the patented technology.

- **Expected Effect:** Expand Meta's business portfolio and secure long-term growth potential by entering new markets.

Partnerships and Collaboration Strategies

1. Proposed Collaboration Partners:

Propose potential partners with whom Meta can collaborate using the patented technology.

- **Content Creators:** Enhance user experience by developing diverse content through collaboration with renowned content creators.
- **Educational Institutions:** Convert educational content into voice to improve learning efficiency and strengthen influence in the education sector.
- **Medical Institutions:** Expand presence in the medical field by providing personalized healthcare management services through healthcare solutions.

Expected Effect

- **Maximized Synergy:** Expand the scope of patent technology utilization through collaboration with various partners and strengthen Meta's technological leadership.

- **Market Expansion:**Create new market entry and business opportunities through partnerships, enhancing Meta's global market competitiveness.
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The reasons why Meta must engage in patent collaboration

1. Strengthen Personalized User Experience

- **Expected Effect:**Strengthen user loyalty to Meta's platform through personalized experiences, contributing to higher user retention. Meta can expand market share by offering a differentiated user experience compared to competitors.

2. Create Profitable New Business Models

- **Expected Effect:**By creating personalized voice ads and subscription models, Meta can develop new revenue streams, contributing to long-term profitability. Meta can generate over \$400M in additional annual revenue by maximizing premium services and ad revenue.

3. Innovate the Metaverse and Digital Ecosystem

- **Expected Effect:**Enhance user engagement in the Metaverse, attracting new users and increasing platform activity. This will support sustainable growth alongside Meta's ecosystem expansion.

4. Secure Technological Superiority Over Competitors

- **Expected Effect:**Meta can achieve technological differentiation through the multi-voice system patent, offering an opportunity to outpace competitors. Generate additional revenue through patent licensing and strengthen Meta's global market position based on technological superiority.

5. Support Long-Term Growth and Innovation

- **Expected Effect:**By building a future technology foundation, Meta can lead the development of AI and voice recognition technology, creating long-term innovation opportunities. Explore the potential for application across various industries, enter new markets, and expand the business portfolio.
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Economic Benefits and Risk Analysis

1. Economic Benefits

Total Revenue Generation: Through the multi-voice system patent collaboration, Meta can generate approximately \$450M in additional annual revenue across various business sectors. The specific revenue-generating areas are as follows:

- **Advertising Revenue (\$180M):**
 - **Description:**Maximize advertisers' ROI by providing customized ads based on user data and preferences through personalized voice ads.
 - **Specific Model:**Increase revenue through customized voice ad campaigns, execution, and strengthened partnerships with advertisers.
- Subscription Revenue (\$120M):**
 - **Description:**Attract new users and strengthen existing user loyalty through a premium subscription model for personalized voice services.
 - **Specific Model:**Provide premium services that allow users to listen to content in their preferred celebrity voice, expanding the subscriber base and generating additional subscription revenue.
- B2B Solution Provision (\$100M):**
 - **Description:**Provide customized voice solutions to corporate clients, supporting applications across various industries.
 - **Specific Model:**Offer voice solutions that enhance customer service and internal work efficiency, generating revenue through partnerships in healthcare and education.
- Licensing Revenue (\$50M):**
 - **Description:**Secure additional revenue by providing technology licenses to other companies based on the multi-voice system patent.
 - **Specific Model:**Generate ongoing licensing revenue by offering licenses to other companies, leveraging technological superiority for joint development and commercial partnerships.

2. Risk Analysis

Loss If Not Acquired

- **Loss of Technological Leadership and Economic Loss (\$200M):**
 - **Description:** If Meta does not engage in the multi-voice system patent collaboration, competitors may adopt this technology and expand their market share. This could result in the loss of Meta's technological leadership and lead to economic losses.
 - **Specific Case:**Competitors could attract Meta's existing users by offering personalized voice experiences, negatively impacting Meta's annual revenue and causing an estimated \$200M loss.

Brand Value Loss:

- **Description:**Competitors offering personalized voice experiences could reduce Meta's user loyalty, negatively impacting Meta's brand value.
- **Specific Case:**Competitors providing innovative user experiences could lower Meta's brand recognition and preference, potentially weakening Meta's market competitiveness in the long term.

Conclusion

By engaging in patent collaboration, Meta can secure technological superiority and strengthen its influence in various application areas within the global market. Considering the potential future revenue and technological advantages, this patent collaboration is a highly profitable investment.

Furthermore, this collaboration is essential to prevent potential economic and brand losses that may arise from not pursuing the partnership.
Thank you.