**Could Artificial Intelligence Predict the Next Avengers: Infinity War?**

"Filmmakers are getting closer to understanding what moviegoers go to theaters to see thanks to neural networks fed off of data from previous box office hits,” says Landon Starr, the head of data science at Clearlink, which uses machine learning to help companies understand consumer behavior. “Although this technology isn’t spot-on quite yet, AI-powered predictions are likely stronger than the human calculations used in the past."

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<https://www.wired.com/story/artificial-intelligence-box-office-predictions/?utm_campaign=6ec6cee610-EMAIL_CAMPAIGN_2018_05_07&utm_medium=email&utm_source=API+Need+to+Know+newsletter&utm_term=0_e3bf78af04-6ec6cee610-31697553>

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