



# **POWERHOUSE**

**Your Source for Waterpower Insights**

---

The official industry information source from the  
National Hydropower Association



# INSIGHT: RELEVANT CONTENT



## ABOUT THIS MEDIA PLATFORM

NHA's POWERHOUSE media platform -- [www.hydro.org/powerhouse](http://www.hydro.org/powerhouse) -- features articles providing insights on a variety of waterpower-related topics, ways to connect and learn with other waterpower professionals, and announcements about company activities.

In addition, NHA sends a weekly free-of-charge, individually-personalized email to those involved in waterpower (hydropower and/or marine energy). Each recipient receives his or her personalized version of the email, containing AI-curated articles, as well as links to the articles posted on the POWERHOUSE webpage.

Through the combination of content posted on the website and the personalized e-mail, NHA's POWERHOUSE is a one-of-a-kind service, offering:

- Information
- Tips
- Insights
- Intelligence

Through POWERHOUSE, you gain insights, learn lessons, and expand your knowledge and understanding - ultimately helping you do your specific job more effectively and more cost efficiently.

## TARGETED POWERHOUSE READER

- Any individual working in North American waterpower (industry owners/operators/developers and service/product suppliers)
- Any individual that affects the industry (resource agencies, regulators, power marketers, government entities)

## ACCESS:

### WHY IT'S NEEDED

In today's world of information overload, we all receive lots of “stuff” – much of which is not directly relevant to our specific day-to-day work. We have to read and sort through a lot to get to what's most useful, most relevant. And, that takes time. Time none of us have.

Through POWERHOUSE, the National Hydropower Association gathers and delivers digital content weekly, which is curated by your preferences to ensure you are receiving information specifically relevant to you.

## INTELLIGENCE:

### SEPARATING US FROM THE PACK

NHA is taking advantage of available tools... machine learning and artificial intelligence (AI)... to deliver a “smart” product, individually customized for each recipient - based upon personal digital consumption patterns.

Over time, the AI learns each recipient's topic preferences based on evolving behavioral observation, and automatically customizes the content for that individual.

### TYPES OF CONTENT

- Insights about policy
- The “Why” behind market sector developments
- Technical information
- Lessons learned
- Case studies
- Best practices
- “How To” information

## CONNECTED:

### HOW IT WORKS

NHA's POWERHOUSE service includes two components:

- New content posted each week on [www.hydro.org/powerhouse](http://www.hydro.org/powerhouse)
- A weekly email, personalized for each recipient, with links to the articles on the website, PLUS curated content from various media outlets.

### UNIQUE AND PERSONALIZED:

NHA uses AI technology to deliver content in the email that is based on each recipient's reading behavior. So, the more you click on the articles in the email, the more we can tailor the content in your email to meet your specific interests.

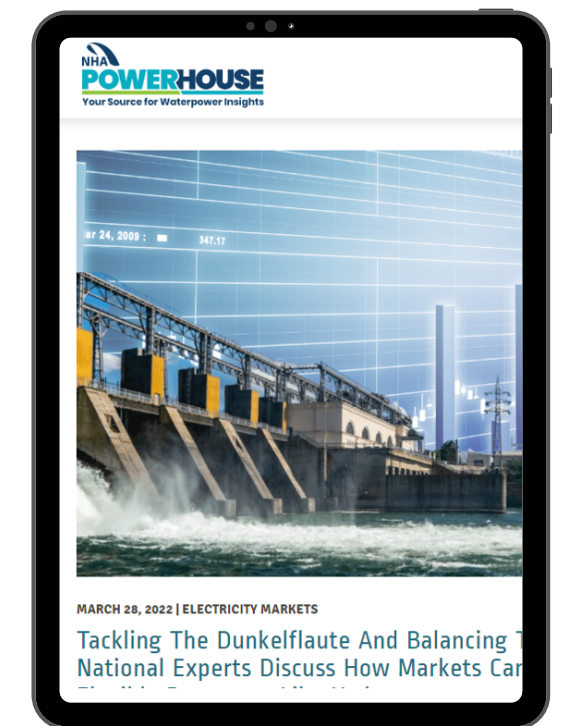
### FEATURED TOPICS

- Electricity Markets
- Innovation/Technology
- Marine Energy (coverage includes wave, tidal, ocean)
- People
- Policy Drivers
- Project Development
- Project Operations
- Regulatory Insights

#### WEEKLY E-MAIL



#### WEBSITE



We are committed to delivering high quality content in innovative, interesting ways that provide added value to readers