
The Broadcasters' Ultimate Guide to AI-Assisted Production

How to future-proof your post-production workflow

THE PROMISE OF AI

STATE OF THE MEDIA INDUSTRY

“Our team is struggling to keep up with the changing demands and increasing volumes of work in post-production. Tackling every project manually is an inefficient use of our resources, and it’s significantly slowing our time to market for OTT and international distribution.”

Sound familiar?

The media industry is evolving. As consumers’ tastes turn toward digital-first content for entertainment and information, opportunities and threats are arising for traditional media organizations. While platforms like Amazon Prime, Hulu and Netflix are creating new distribution avenues for traditional media houses, they also are forcing legacy media content to undergo significant transformation. The technologies and capabilities required to adapt to this new reality need to be more diverse and agile than ever before.

To stay competitive and tap into newer revenue streams, most post-production teams are given increasingly large workloads and expected to deliver in shorter time frames. Most are still using standard manual workflows, which tie up resources, create bottlenecks and put a strain on time to market. These issues have become even more critical in an industry that now needs to transform and deliver content through multiple platforms and in different formats – all while addressing OTT and international distribution compliance standards. Under these constraints, teams are missing opportunities to maximize new revenue streams and best utilize their resources.

Artificial intelligence (AI) can be the key to saving time and resources. Instead of sacrificing quality or missing deadlines, your team can leverage AI to improve core stages in your post-production workflow.

Save your team hours of manually going through content to identify any problems or compliance issues. AI can quickly pinpoint potential issues so your team can focus their time on solutions.



Major direct-to-consumer channels are rapidly expanding. By 2023, new OTT video subscription services will add **\$3.6 billion** to the U.S. market.

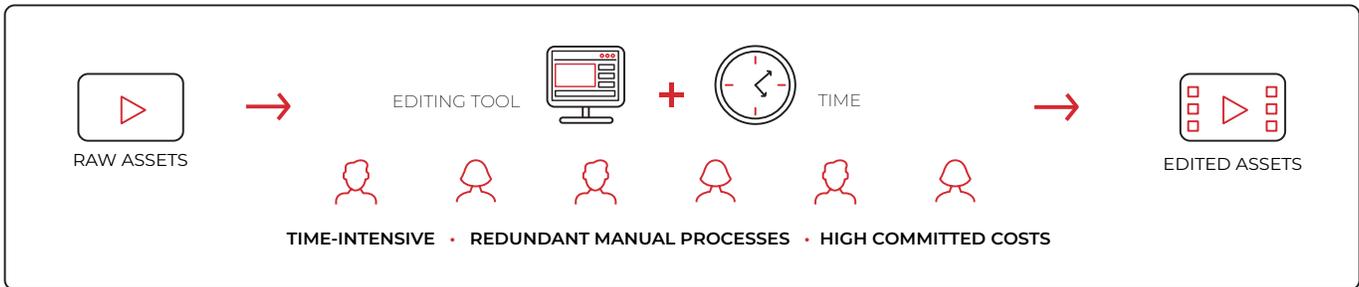
Source: [IHS Markit](#)

HOW AI CAN MAKE YOUR LIFE BETTER

The power of AI comes from an unprecedented ability to automate. Picture this: your post-production teams are already generating valuable data in the form of edit logs, which are not currently being captured or leveraged. Instead of continuing the same manual process every day, AI-enabled systems can be trained with this data to automate the workflow. Feeding the system edit decisions as training data helps the model learn over time, consistently speeding up the process. Implementing an AI system also enables quick search and retrieval of specific versions of an asset – a huge benefit in the era of multiple platform and format needs.

EXISTING WORKFLOW:

The production team spends a lot of time and effort to manually identify problem areas before making the creative edits; fewer files are edited in the process.



AO SMART WORKFLOWS:

AthenasOwl Smart Workflows automates the redundant tasks that make up 80% of total effort, thereby releasing the existing workforce for editing up to 5x more files.



An auto-AI platform augments your current workflow by dynamically training a base model to make decisions that are currently done manually. The result is an optimized post-production workflow that:

- **Gives you more control over workflow expenditure:** Pay only for the assets that are processed without committing costs.
- **Reduces redundancy:** Save your team from repetitive efforts and time wasted identifying content and mapping it to its respective derivatives.
- **Narrows searches to help you fix problems more efficiently:** By automating the anomaly detection process to ensure compliance with IMF/OTT standards, you can now jump directly to glitches and fix them quickly. Gone are the days of watching 30 minutes of video to find 5 seconds of issues.

Let's look at a few common scenarios that can be streamlined and optimized with AI:



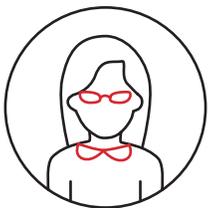
As a **Production Operations Manager**, my life would be better if I could accurately forecast the post-production workload for thousands of hours of video before my team starts the work.



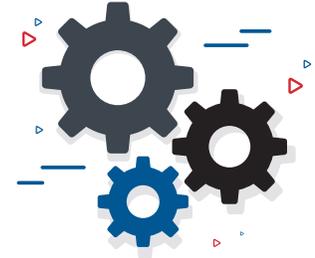
As a **Project Manager**, my life would be better if my team didn't have to manually watch every second of each video to ensure compliance with international distribution regulations. It would help immensely to reduce those needs to just a few minutes per hour of footage. My team should avoid spending time on redundant processes.



As a **Creative Editor**, my life would be better if I could spend more time doing the creative edits instead of trying to identify where problems exist. Once I've critically solved a problem, the machine should learn how to do the same. I should be able to spend more time doing subjective tasks like creating graphics and inserting edits, while AI should do the objective and repetitive tasks like finding areas to edit.



As a **COO** for a top media organization, my life would be better if I could boost efficiency through increased productivity of my existing teams for production. This could help lower my cost of operations, improve SLAs and drive business performance.



AI-ASSISTED AUTOMATED WORKFLOWS CAN:

Unlock content monetization opportunities by speeding content transformation and delivering it through multiple digital platforms in different formats.

Increase speed to market by accelerating turnarounds for your content.

Improve operational efficiency by reducing manually-reliant content transformation and quality control (QC) processes in the content supply chain.

Enhance resource flexibility and make workflow expenditures more controllable by paying only for the assets processed, devoid of committed costs.

Reduce the problem space through automated anomaly detection, enabling you to quickly fix any glitches and ensure adherence to IMF/OTT standards.

Creating personalized user experiences, resulting in better viewer experience.

THE IMPACT OF AI ON YOUR POST-PRODUCTION

PRIMARY BENEFITS OF AI

Post-production processes are heavily manual and repetitive, which takes a toll on the people doing the work. They can be made more efficient by training an AI model to handle the majority of decisions a human would typically make in a traditional workflow. That equates to:

- A boost in production efficiency.
- Increased speed to market by addressing peak-time traffic and other fluctuations in the workload.
- Quick turnaround time and predictability in meeting timelines.
- Improved content monetization through licensing to digital platforms such as Amazon Prime, Hulu and Netflix.
- Reduced reliance on manual workflow interventions, as edit decisions continuously train and improve the AI model over time.
- Centralized workflows that address several use cases for the same file in one go, reducing repetitive processes.

AI POST-PRODUCTION EFFICIENCY CALCULATOR

How much can you save?

Now that you understand how AI can benefit your organization, use the following worksheet to calculate what your improved post-production efficiency could look like with an auto-AI platform. These numbers are based on a major broadcaster that saw a significant improvement in its speed, efficiency, and turnaround with our Smart Workflows solution.

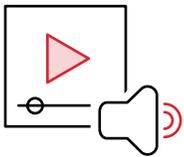
Pre-AI		Post-AI	
Enter the average number of work hours for your team in one day:	Ex. <input type="text" value="540"/> Box 1	Enter the average number of work hours for your team in one day:	Ex. <input type="text" value="540"/> Box 3
Enter the average number of minutes it takes to conform one file:	<input type="text" value="45"/> Box 2	Enter the average number of minutes required after AI-enabled QC:	<input type="text" value="6"/> Box 4
Files finished in one day: <i>Divide Box 1 by Box 2</i>	<input type="text" value="12"/>	Files finished in one day: <i>Divide Box 3 by Box 4</i>	<input type="text" value="90"/>

BREAKING IT DOWN

WHAT KIND OF AI-ASSISTED SOLUTIONS CAN I USE?

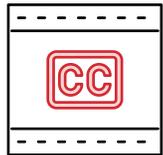
OTT & International Distribution Accelerators

Enable automation of various QC processes in post-production to accelerate international distribution while also addressing the needs of OTT.



AUDIO & VIDEO CONFORMANCE

AI-based solution to synchronize misaligned audio tracks to videos. With audio conformance, we have reduced the total QC time to 20%.



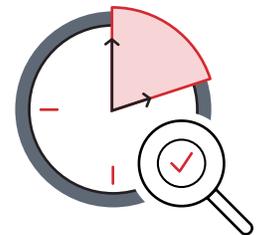
SUBTITLE CONFORMANCE

Aligning the subtitles in different languages to the corresponding scenes to automatically generate a conformed asset complying with standard IMF/OTT rules.



TEXTLESS ELEMENTS

AI-based solution to identify scenes with overlaid text for faster content localization required for international distribution.



With audio conformance, you can **reduce the total quality control time to 20%**

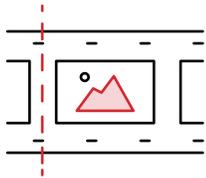
Source: AthenasOwl Use Case

What you get out of it:

- **Ready-to-onboard repository of accurately conformed master video feeds, audio feeds and subtitles** for OTT platforms like Amazon Prime, Hulu and Netflix, enabling accelerated content distribution.
- **Faster content localization** required for international distribution.
- **Reduction in costs and effort** involved in manual quality control and editing processes.

Production Process Optimizers

Optimize the processes in post-production to reduce the repetitive and redundant manual intervention for scalable content repurposing.



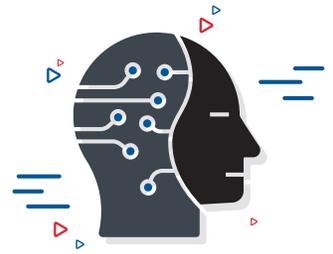
SCENE SEGMENTATION

Automatically identify contextual scenes in video content for creation of promos, teasers, previews, documentaries and more.



AUTO HIGHLIGHTS/PROMO CREATION

Automatically generate highlight-worthy moments from sports content for quick production of highlights packages based on players, brands, etc.



By training AI systems to take over **80% of its repetitive OTT-readiness decisions**, AthenasOwl's Smart Workflows helped one of the largest broadcast media companies in the U.S. **boost its efficiency by 5x.**

Source: AthenasOwl Use Case

What you get out of it:

- **Optimizes current processes** and drives more efficient results across the entire workflow, contrary to ones solely reliant on manual techniques.
- **Enhances turnaround times and efficiency** of the processes during peak times.
- **Empowers easy repurposing and targeting of content** for diverse geographies.
- **Eases the task of content production and delivery** through multiple platforms.
- **Unlock latent content monetization potential** through deep search and retrieval enabled by a metadata-enriched content library.

GET STARTED TODAY

As the saying goes, time is the one thing we will never get more of, so use it wisely. Simply by using the data your team already generates every day, AI can significantly reduce your post-production time. Your workflow data can be used to train an AI system, saving your team time and your organization money. As a result, you can effectively manage tighter deadlines while delivering quality content.

LET US DO THE WORK FOR YOU.

Smart Workflows is AthenasOwl's AI-assisted end-to-end automation solution for content transformation and QC processes leveraged by broadcasters, production houses and content aggregators across the media supply chain. This integrated, modular and scalable solution based on active learning workflows enables effective utilization of the workforce, providing an ability to adapt to changing demands in media production, faster speed-to-market and accelerated readiness for OTT and international distribution.

AthenasOwl is a leading provider of artificial intelligence solutions that revolutionizes the way video content is created, managed and distributed. Our deep understanding of the media industry and an approach that combines AI with cloud enables customers to overcome their most complex business challenges and create transformational results.

*It's time to empower transformation across your entire content creation and distribution value chain: **[talk to an expert today.](#)***

TALK TO AN EXPERT