



For Broadcasters and Media Professionals

ENABLE DEEP SEARCH WITHIN YOUR ARCHIVE TO MAXIMIZE THE ROI ON YOUR MEDIA ASSETS

THE NEED FOR AI-POWERED VIDEO METADATA

With increasing demand and changing viewer behavior, broadcasters are broadening their distribution channel to newer digital platforms such as OTT and VOD. Hence, media houses need to catalog their content, at a granular level, for quick search and discovery of video content.

One of the biggest challenges faced by media companies is having to sift through large volumes of content with little-to-poor metadata. While doing manually, it could take hours, days, or even weeks to find what you need, making it a time-consuming and expensive affair. Existing technologies in the market do not address the specific needs of the media domain.

INTRODUCING ATHENASOWL SMART CATALOG

An AI-assisted solution custom designed for broadcasters and media companies, which enables deep content archive search with granular metadata. This enables quick search & discovery of content leading to faster repurposing and repackaging to unlock latent monetization opportunities that remain unexplored today.

BUILT FOR MEDIA & ENTERTAINMENT



Enable quick search & discovery

Unleash the hidden value within your video content by generating time coded granular metadata across your assets and track faces, emotions, age, gender, locales, camera shot-angles and more.



Active Learning Workflows

Reduce manually-reliant tagging tasks with a self learning model that improves over time as new entities are introduced.



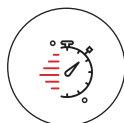
Boost operational efficiency

Media-specific contextualization ensures consistent, accurate, and useful outputs to solve the business needs specifically in the media domain.



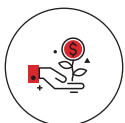
Maximize your ROI

Drive better ROI for existing content with smarter and faster searches for repackaging existing video content.



Accelerate turnaround times

Utilize cloud infrastructure for flexible load handling that enables both horizontal and vertical scaling.



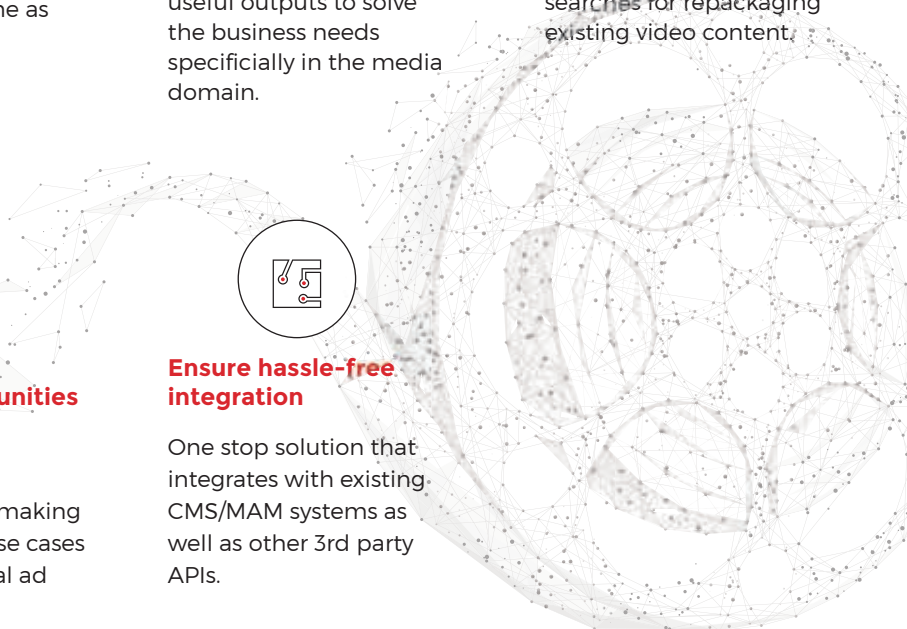
Unlock new revenue opportunities

Tap into latent monetisation opportunities by making use of new-age use cases such as contextual ad placement



Ensure hassle-free integration

One stop solution that integrates with existing CMS/MAM systems as well as other 3rd party APIs.



WHY ATHENASOWL?

Context-trained AI models that are media specific

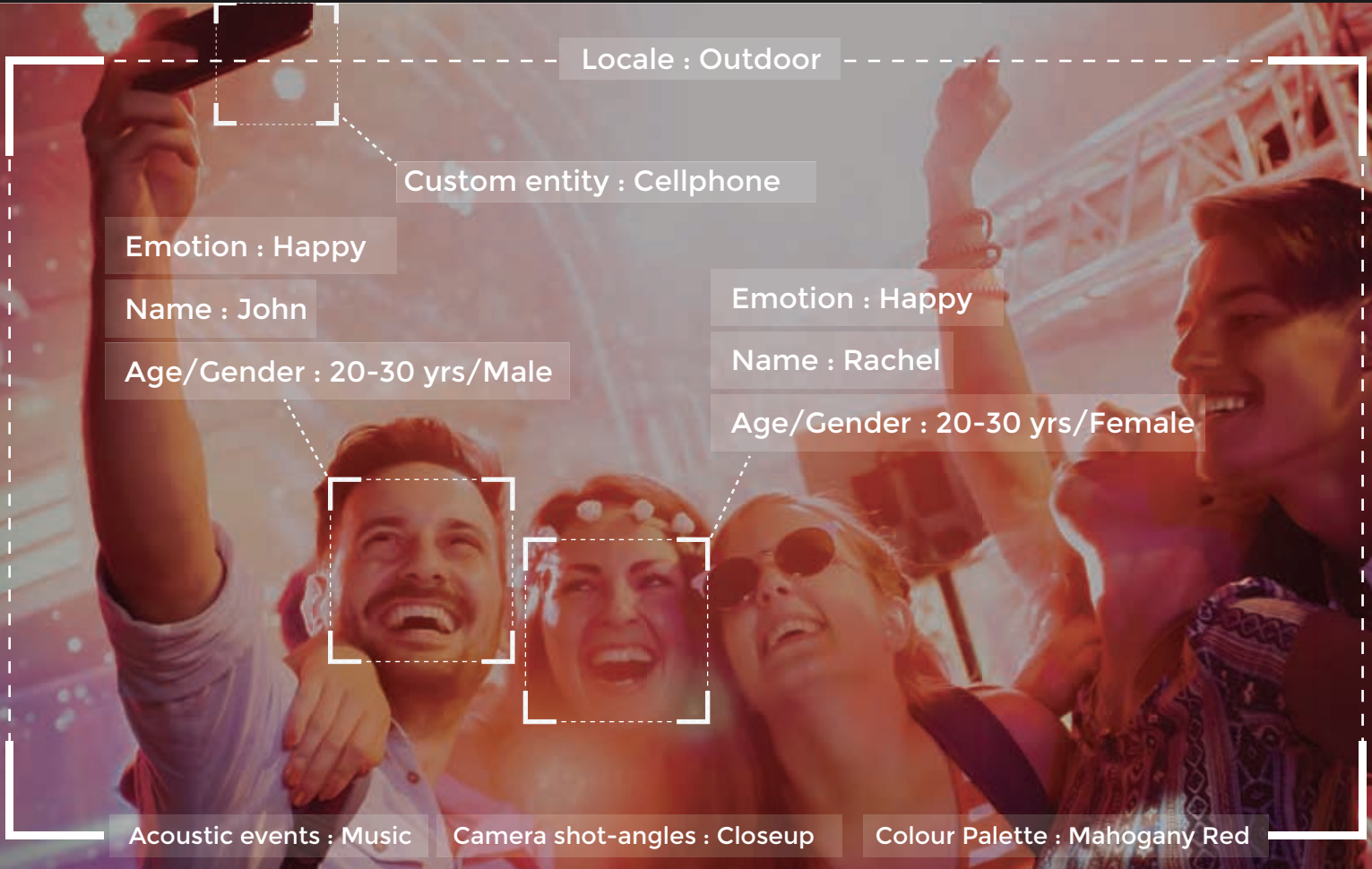
Customizable models for user requirements delivered via managed-technology service

Secure cloud agnostic deployment options

Active learning workflows that continually improve over time

API-based containerized architecture

GENERATE GRANULAR METADATA USING CUSTOM AI MODELS DESIGNED FOR MEDIA & ENTERTAINMENT



CASE STUDY

We helped one of the top 5 American Broadcasting company transform their media archive and enable quick search & retrieval of their content to unlock latent monetization opportunities.

PROBLEM

The existing tagging processes were highly manual, time consuming and inefficient leading to lack of quality and inaccurate tags.

Business Units spent hours searching for content and still could not retrieve the most relevant clips.

SOLUTION

Created 11 granular meta-tags to automatically detect all moments within the videos (Ex. Faces, emotions, camera shot-angles, highpoints and more)

Developed a Smart Archive, where editors could search & retrieve clips in mere minute.

BENEFITS

A smart media archive that allows quick retrieval of relevant content for effective content planning & repurposing for custom videos, unlocking latent monetizing opportunities for the sales team.