

CREATIVITY MADE EASY - REIMAGINE WITH AI

Check out this infographic that highlights some of the key challenges faced by broadcasters and different ways an AI enabled platform can help them adapt and stay ahead of the competition.



CONTENT PRODUCTION

Production of content in studios or live venues



POST PRODUCTION

LOADING...



Post-production workflows (editing, QC, etc.) to ensure the content is ready for consumption



CHALLENGES

- 1** **Repetitive** tasks eating into bandwidth that should be focused on creativity
- 2** Manual editing and QC within content assets are **tedious & error-prone**
- 3** Higher **committed costs** due to lack of workforce scalability
- 4** **Data not getting captured** for acceleration or AI-based future proofing



HOW AI CAN HELP?

Free up valuable bandwidth for more creative tasks

by automating repetitive, objective tasks

Centralize editing workflows

through a one-stop solution using a microservices architecture

Reduce the problem space & save time

through auto QC / auto anomaly detection

Exercise greater control on workflow expenditure

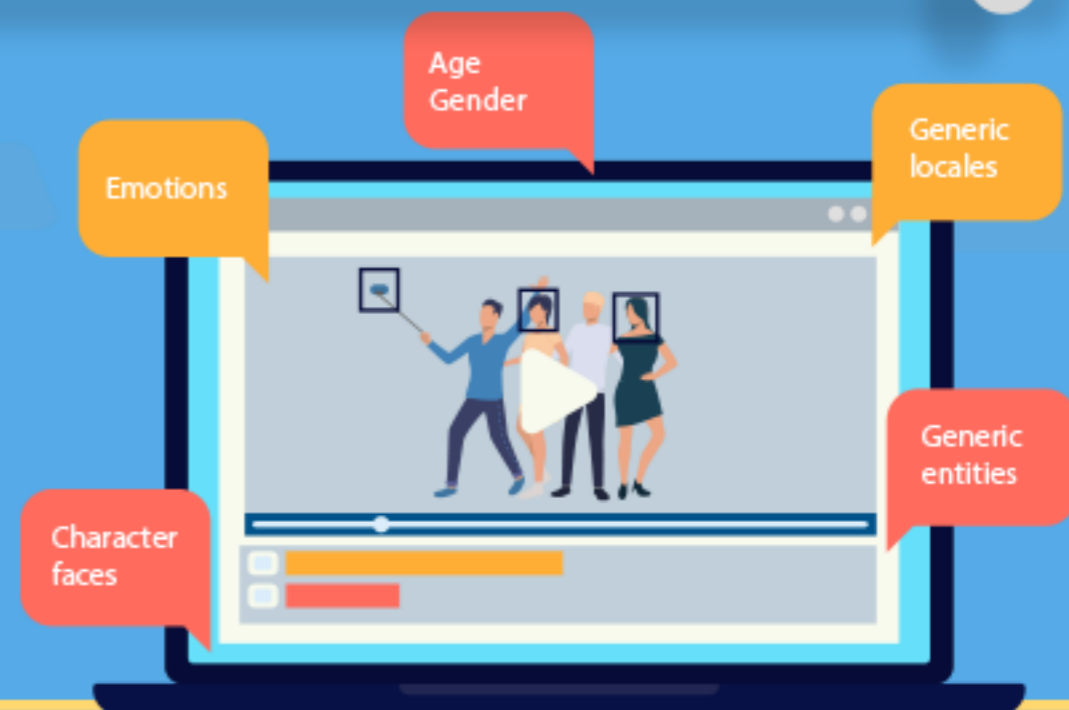
through a pay-per-use model

Alleviate technical debt

by capturing edit decisions as training data for AI-based acceleration

CONTENT MANAGEMENT

Content ingestion, tagging and centralization



CHALLENGES

1

Current video logging capabilities are manual & time-consuming

2

Archaic search & retrieval mechanisms for slow down repackaging

3

Cookie-cutter solutions do not cater to media-specific requirements

4

Silo solutions that do not integrate with current systems & processes



- **Specialized AI platform** that addresses specific media use cases

- **Tailor-made AI workflows** using context-trained & customized models

- **Active learning solutions** that continually improve over time

HOW AI CAN HELP?

- **Hassle free integration** with existing infrastructure systems and 3rd party APIs with



TV Character faces



Emotions



Age-gender



Generic locales



Generic entities



Frame colour palette



Camera shot-angles



Acoustic events (such as speech, music, silence, etc.)

CONTENT DISTRIBUTION

Content delivery across linear, OTT and D2C platforms

CHALLENGES

1

Deliver high volumes of distribution-ready content, at scale

2

Manual identification and editing of scenes for content localization

3

Ensure compliance with IMF and OTT regulations for different platforms

HOW AI CAN HELP?



Increase speed to market

with quicker turnaround times delivered by cloud flexibility



Enhance production efficiency

by automating workflows



Accelerate global & digital distribution

by automatic identification of scenes to be edited



CONTENT MONETIZATION

Drive new revenue streams through personalization and repackaging of content

CHALLENGES

1

Traditional ad placements do not guarantee user engagement

2

Need for data-driven insights to create "content that sells"

3

Editors spend hours of manual effort to repurpose & repackage existing content to drive higher ROI

Unleash new age advertising techniques

like contextual ad placements, brand visibility tracking and more..

Get data driven insights

on what content works and what doesn't

Empower easy repackaging of content

for diverse platforms & geographies

HOW AI CAN HELP?