Examples AI in Media

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Primestream + Azure + Video Indexer

Customer Case Study: Organization of American States

- Primestream Xchange MAM integrated with Video Indexer

- AI Metadata Extraction
  - Multi-language Speech to Text (English, Spanish, Portuguese)
  - Facial Recognition
  - OCR
  - Topic Extraction/Labels
  - Timeline based visualization of AI Data
  - Review and Modify generated Transcription
  - Export of AI Data and Transcriptions to Closed Caption or Document

- Results/Impact
  - Time & Cost Savings
  - 30 day process with distributed translators and QA reduced to auto generated transcripts and QA process
  - Complete Cloud Solution
Zone.tv

Partner use case

Created AI driven dynamic personalization of video content

Use Video Indexer to extract faces, objects, brands and STT as input to Zone.tv AI studio, along with User’s viewing selection to create personalized watch lists

Aiming to deeper user engagements and get feedback loop of user behavior