

# 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

The screenshot displays the Primestream Xchange interface. At the top, there are navigation tabs: Xchange, Xplore, Workspace, Upload, System Monitor, Capture, Configs, and Logout. The main content area is titled "OAS Sample - SP - ENG - PORT" with Record ID: d49af833-1. It shows a video player on the left with a timestamp of 0:00 / 0:30. To the right of the video player, there are controls for Speaker Name (#1), Faces (No Face), Start (0), and End (3). Below these are buttons for "Prev", "Next", and "Edit". The Transcript Text is displayed as "Buenas tardes, distinguidos colegas representantes". The Language is identified as Spanish with a Confidence of 91.94%. On the right side, there are dropdown menus for Faces, OCR, Transcript, Speakers, and Labels. At the bottom, a timeline visualization shows a horizontal axis from 0s to 22s. Below the axis, there are colored bars representing different segments: BRASIL (teal), RELATOR (teal), ESPECIAL (teal), English (red), Portuguese (Br...) (red), Spanish (red), Transcript Final (red), English (yellow), Portuguese (Br...) (yellow), and Spanish (yellow). A "Confidence" slider is visible at the bottom right, currently set to 0%.



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# 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

