AI/ML Revolutionizing Content Creation & Distribution

digital nirvana
Innovation at Work

Company Overview

digital nirvana

San Francisco Bay Area headquartered; Global offices serving clients since 1996

750+ employees worldwide; Global sales, development, and support teams

Innovator in AI & ML empowered technologies for content creation and distribution

Serving some of the largest media companies around the globe

TMZ

turner

Discovery

FOX NEWS

USTA

viacom18

UNIVISION

Fast and compliant content production and delivery with AI-empowered workflows

Camera

IP – Live/ File Based

Satellite

Content Acquisition and Contribution

MAM and Archive

Post Production

Master Control and Compliance Logger

Content Delivery

OTT

Linear

Publish to MVPD
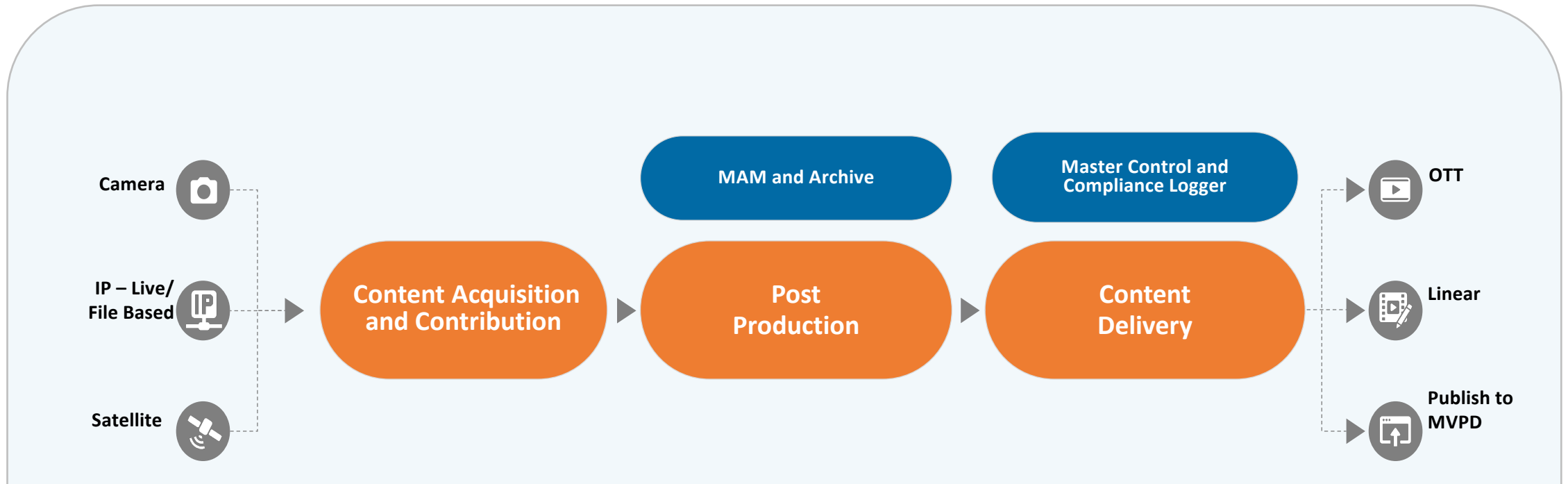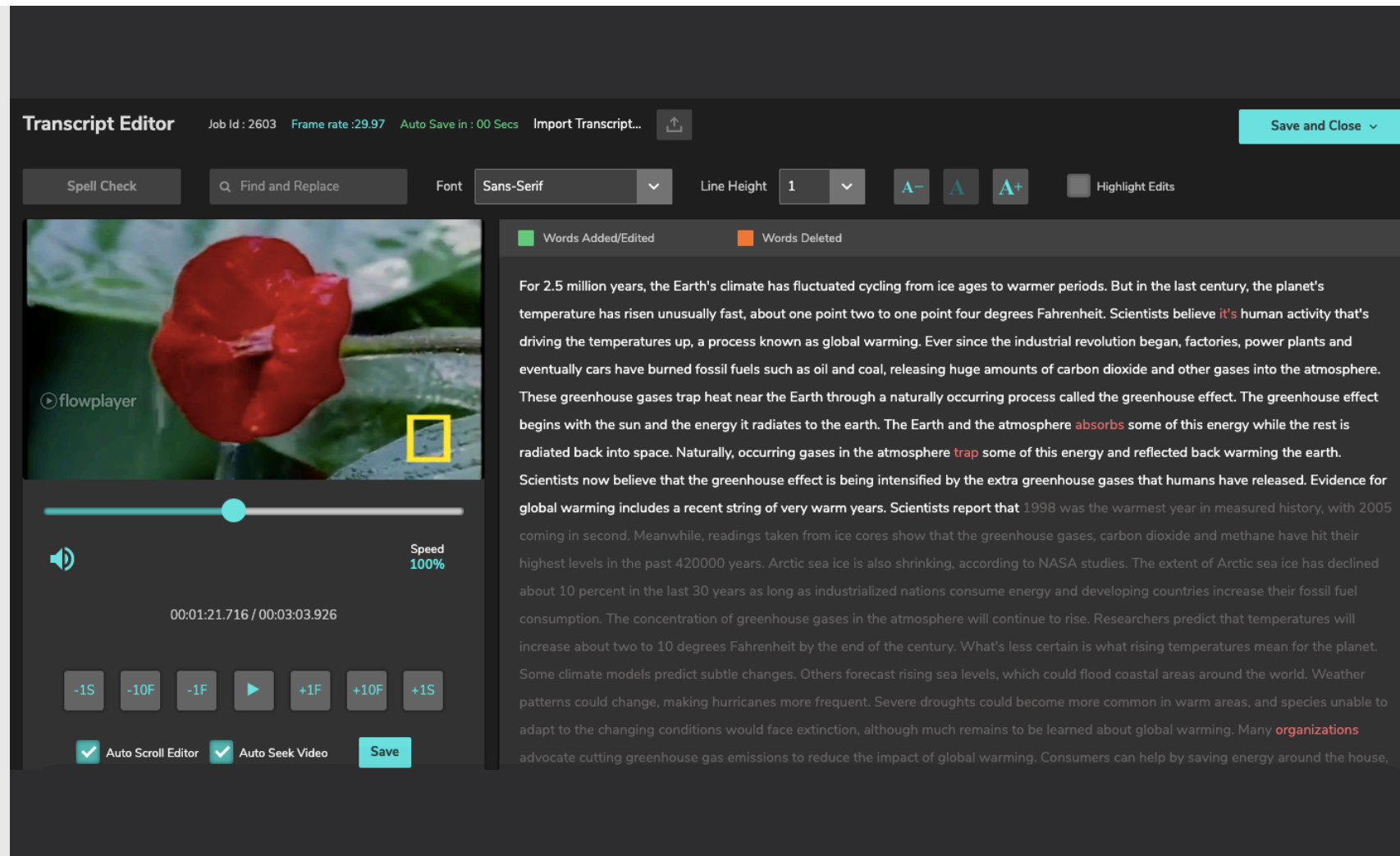
Automatic Transcription

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Business Challenges:

- Daily show content to be created in two-hour window
- Footages and field recordings not searchable based on spoken content
- 15-20 hours to create a standard montage clip

Solutions:

- Portal/API based speech-to-text conversion and returning to PAM/MAM
- Searchable video reducing standard montage clip creation to 2 hours

Transcript Editor Job Id : 2603 Frame rate :29.97 Auto Save in : 00 Secs Import Transcript... Save and Close

Spell Check | Find and Replace   Font Sans-Serif   Line Height 1   A− A A+   ☐ Highlight Edits

▶flowplayer

☐ Words Added/Edited   ☐ Words Deleted

Speed 100%

00:01:21.716 / 00:03:03.926

-1S -10F -1F ▶ +1F +10F +1S

☑ Auto Scroll Editor ☑ Auto Seek Video Save

For 2.5 million years, the Earth's climate has fluctuated cycling from ice ages to warmer periods. But in the last century, the planet's temperature has risen unusually fast, about one point two to one point four degrees Fahrenheit. Scientists believe it's human activity that's driving the temperatures up, a process known as global warming. Ever since the industrial revolution began, factories, power plants and eventually cars have burned fossil fuels such as oil and coal, releasing huge amounts of carbon dioxide and other gases into the atmosphere. These greenhouse gases trap heat near the Earth through a naturally occurring process called the greenhouse effect. The greenhouse effect begins with the sun and the energy it radiates to the earth. The Earth and the atmosphere absorbs some of this energy while the rest is radiated back into space. Naturally, occurring gases in the atmosphere trap some of this energy and reflected back warming the earth. Scientists now believe that the greenhouse effect is being intensified by the extra greenhouse gases that humans have released. Evidence for global warming includes a recent string of very warm years. Scientists report that 1998 was the warmest year in measured history, with 2005 coming in second. Meanwhile, readings taken from ice cores show that the greenhouse gases, carbon dioxide and methane have hit their highest levels in the past 420000 years. Arctic sea ice is also shrinking, according to NASA studies. The extent of Arctic sea ice has declined about 10 percent in the last 30 years as long as industrialized nations consume energy and developing countries increase their fossil fuel consumption. The concentration of greenhouse gases in the atmosphere will continue to rise. Researchers predict that temperatures will increase about two to 10 degrees Fahrenheit by the end of the century. What's less certain is what rising temperatures mean for the planet. Some climate models predict subtle changes. Others forecast rising sea levels, which could flood coastal areas around the world. Weather patterns could change, making hurricanes more frequent. Severe droughts could become more common in warm areas, and species unable to adapt to the changing conditions would face extinction, although much remains to be learned about global warming. Many organizations advocate cutting greenhouse gas emissions to reduce the impact of global warming. Consumers can help by saving energy around the house,

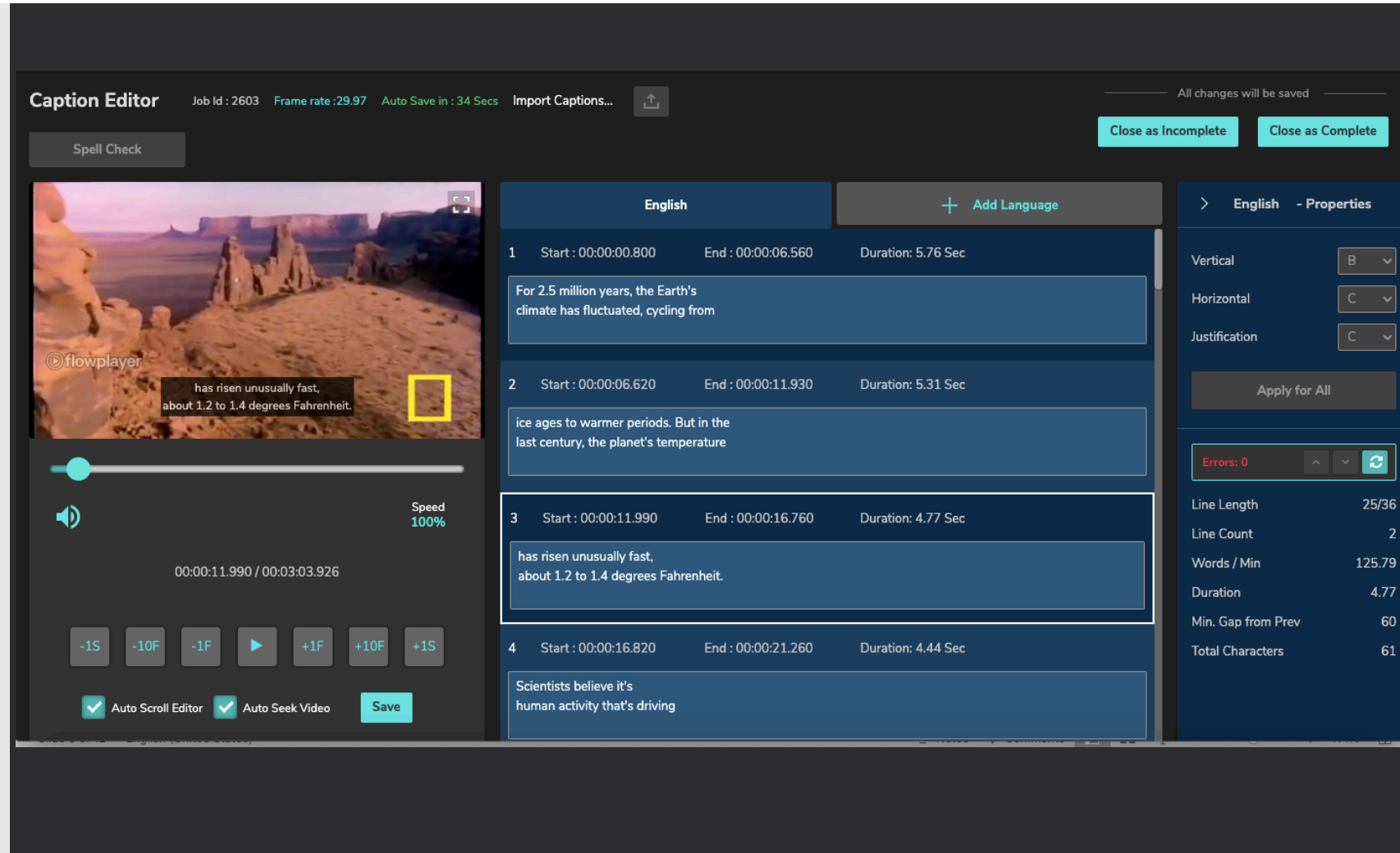# Automatic Captioning for Web/OTT

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Business Challenges:

- Automating in-house captioning process
- Compliance with streaming platform standards

Solutions:

- Automatic Transcripts created in real-time
- Caption conversion using presets, audio sync, and NLP
- Parameters and NLP-based auto-QC for compliance with various streaming platforms

Caption Editor — Job Id : 2603 — Frame rate :29.97 — Auto Save in : 34 Secs — Import Captions...

All changes will be saved

Close as Incomplete   Close as Complete

Spell Check

| English | + Add Language |

English - Properties

Vertical   B
Horizontal   C
Justification C

Apply for All

1 Start : 00:00:00.800   End : 00:00:06.560   Duration: 5.76 Sec

For 2.5 million years, the Earth's climate has fluctuated, cycling from

2 Start : 00:00:06.620   End : 00:00:11.930   Duration: 5.31 Sec

ice ages to warmer periods. But in the last century, the planet's temperature

3 Start : 00:00:11.990   End : 00:00:16.760   Duration: 4.77 Sec

has risen unusually fast, about 1.2 to 1.4 degrees Fahrenheit.

4 Start : 00:00:16.820   End : 00:00:21.260   Duration: 4.44 Sec

Scientists believe it's human activity that's driving

has risen unusually fast, about 1.2 to 1.4 degrees Fahrenheit.

flowplayer

Speed 100%

00:00:11.990 / 00:03:03.926

-1S -10F -1F ▶ +1F +10F +1S

☑ Auto Scroll Editor   ☑ Auto Seek Video   Save

Errors: 0

Line Length   25/36
Line Count   2
Words / Min   125.79
Duration   4.77
Min. Gap from Prev 60
Total Characters   61
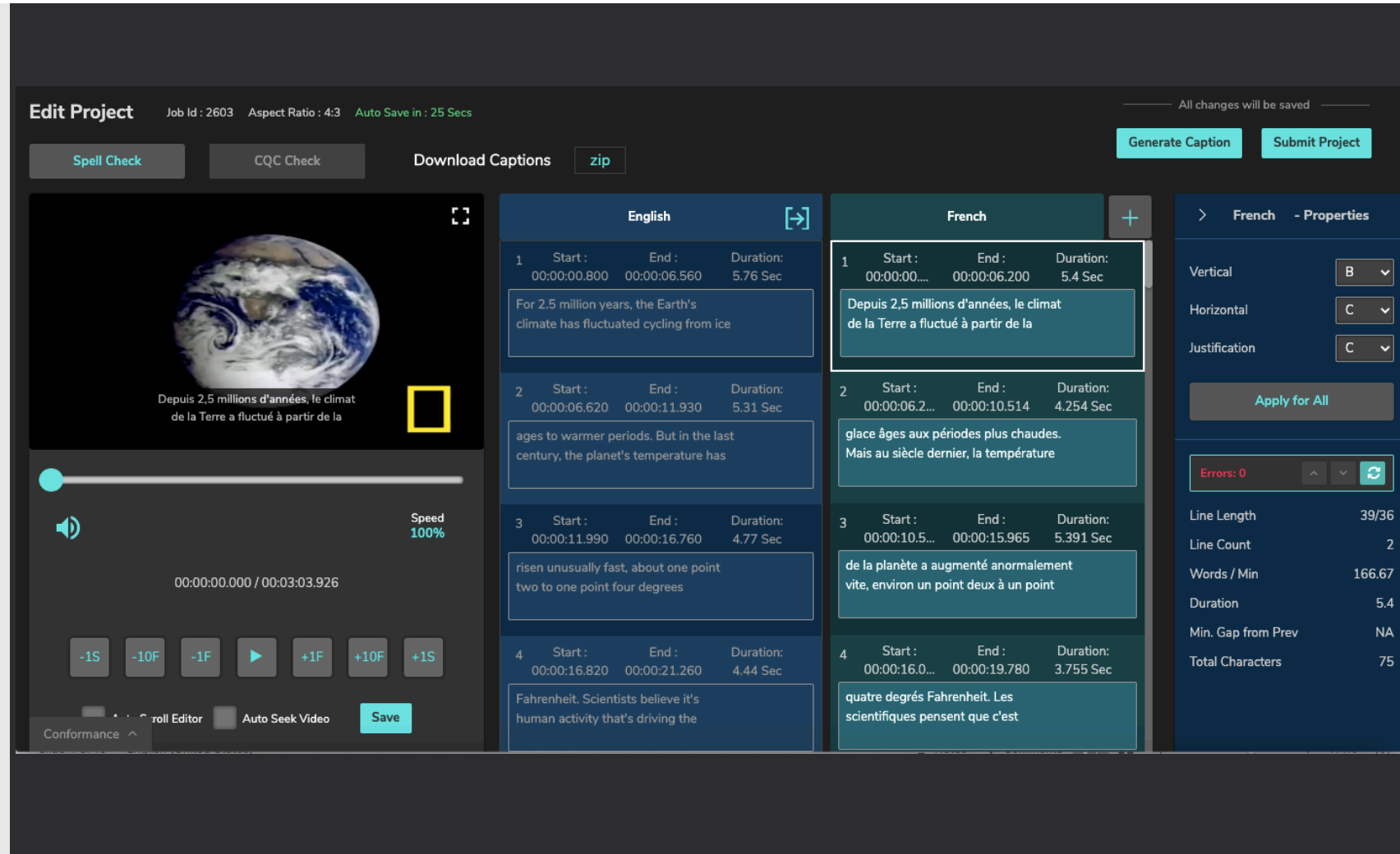
Automatic Text Localization

Business Challenges:

- Repurpose captions for different countries

- Use existing CC in another language and generate translations

Solutions:

- Automatic Translations created under three minutes

- Import existing captions and generate new translations
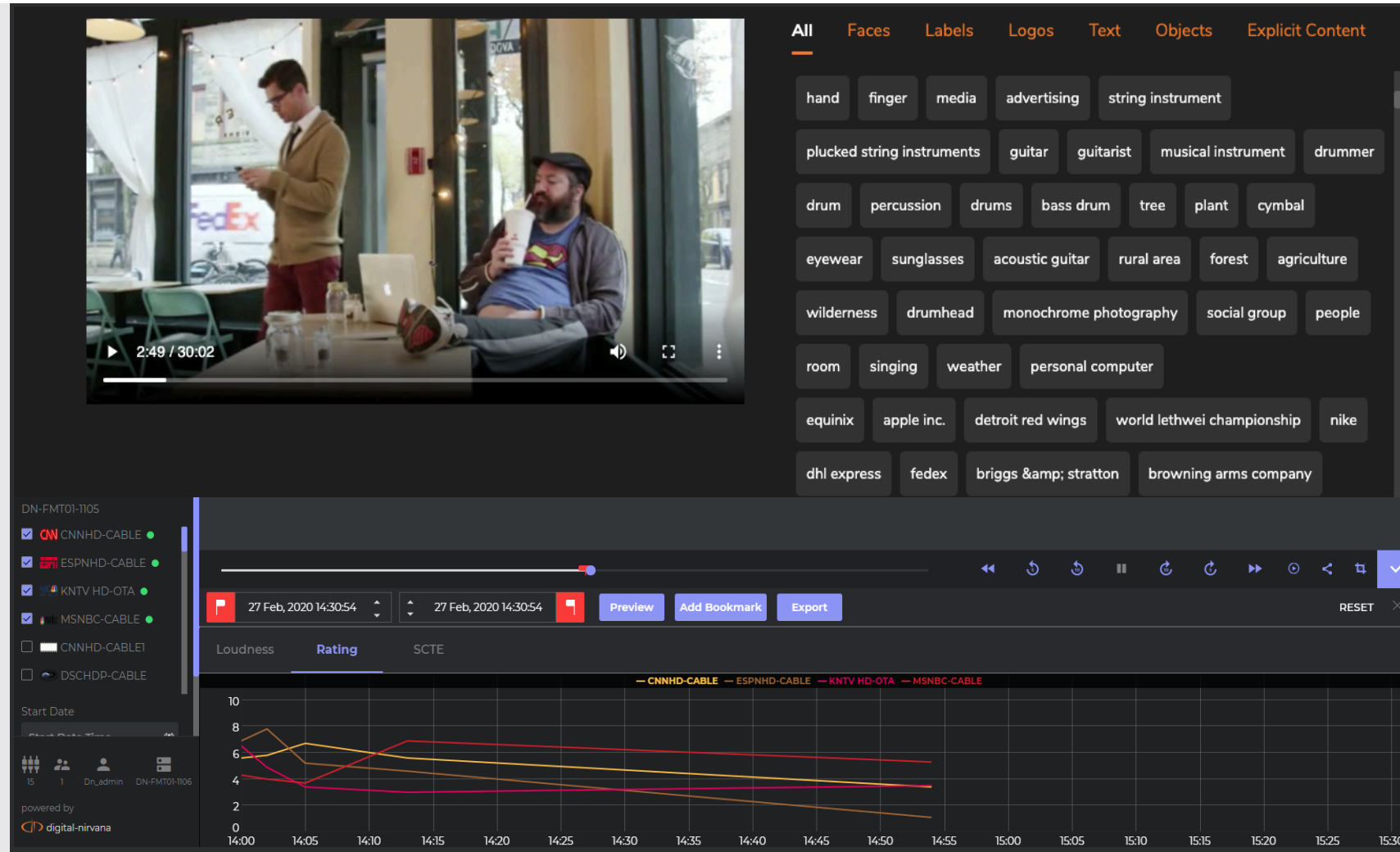
Video Metadata

Business Challenges:

- Identification of spots for relevant ad placement
- Product placement in original content
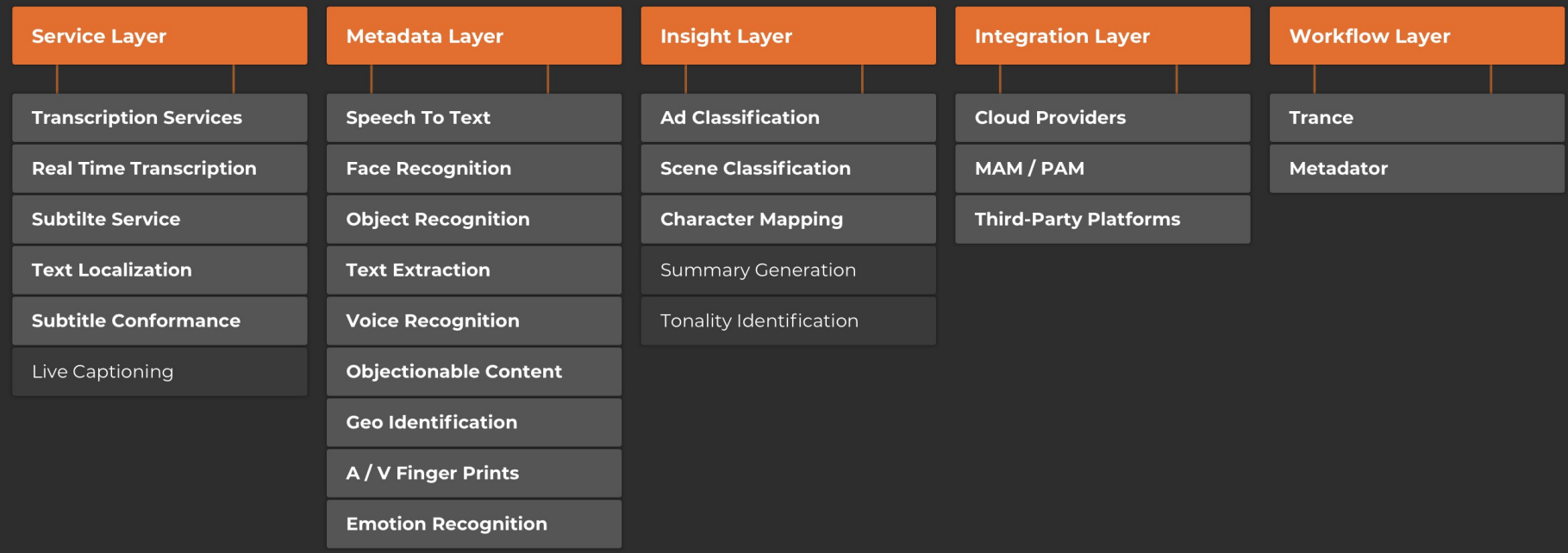- Automatically identify explicit content

Solutions:

- Accurately identify spots based on content (e.g., mobile phones, cars)
- Identify and replace brands within content based on consumer data
- Reduction of effort in identifying explicit content

MediaServicesIQ

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Jessica ⌄

‹ **MediaServicesIQ**

Service Layer	Metadata Layer	Insight Layer	Integration Layer	Workflow Layer
Transcription Services	Speech To Text	Ad Classification	Cloud Providers	Trance
Real Time Transcription	Face Recognition	Scene Classification	MAM / PAM	Metadator
Subtilte Service	Object Recognition	Character Mapping	Third-Party Platforms	
Text Localization	Text Extraction	Summary Generation		
Subtitle Conformance	Voice Recognition	Tonality Identification		
Live Captioning	Objectionable Content			
	Geo Identification			
	A / V Finger Prints			
	Emotion Recognition			

About digital-nirvana

Digital Nirvana delivers knowledge management technologies that empower organizations worldwide to create content, automate the generation of captions, subtitles, and metadata, as well as monitor the delivery of broadcast media. Built on two decades of industry experience and equipped with next-generation capabilities, the company's Trance and MonitorIQ, products harness best-of-breed video, audio, and AI technologies to drive new levels of speed, creativity, quality, and insight. Addressing the needs of modern broadcast media companies, these agile products scale to deliver high-impact services for organizations of all sizes, across all regions.

Thank You

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