

AI/ML Revolutionizing Subtitle Creation Trance Use Cases

Company Overview



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

The logo for TMZ, featuring the letters 'TMZ' in a bold, black, sans-serif font.

The logo for Turner, featuring the word 'Turner' in a bold, black, sans-serif font.

The logo for Discovery, featuring a small globe icon followed by the word 'Discovery' in a bold, black, sans-serif font.

The logo for FOX NEWS, featuring the words 'FOX NEWS' in a bold, white, sans-serif font on a dark blue background.

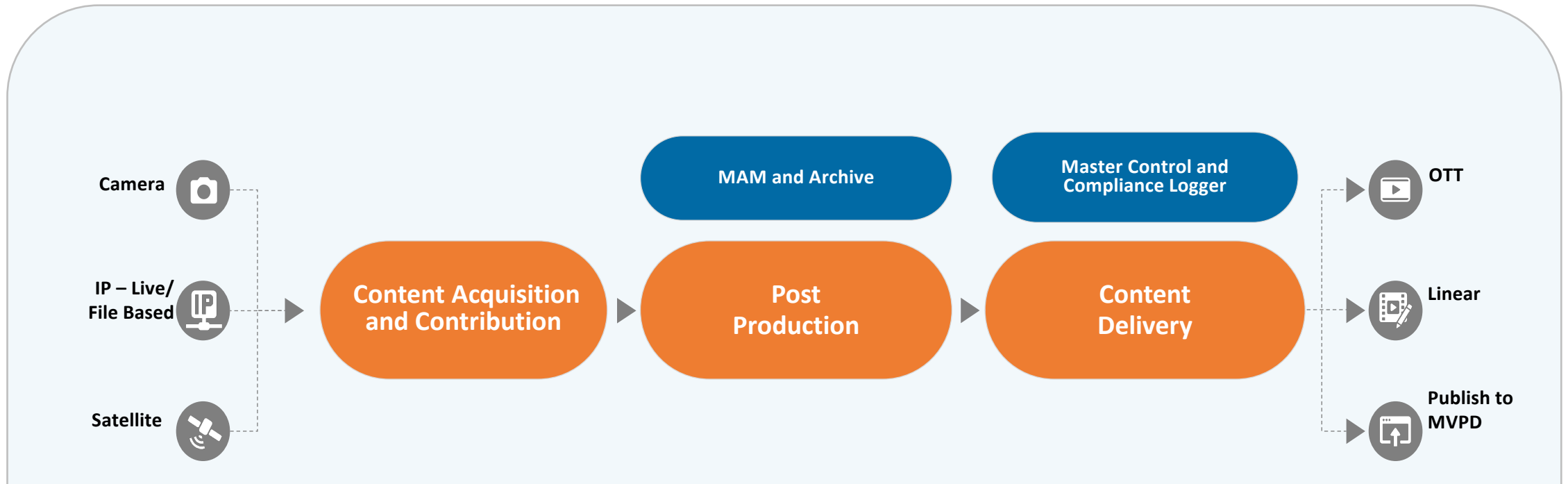
The logo for USTA, featuring the word 'USTA' in a bold, blue, sans-serif font, followed by a stylized graphic of a tennis ball and a flame.

The logo for Viacom 18, featuring the word 'VIACOM' in a bold, blue, sans-serif font, followed by the number '18' in a red box.



UNIVISION

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



Automatic Transcription



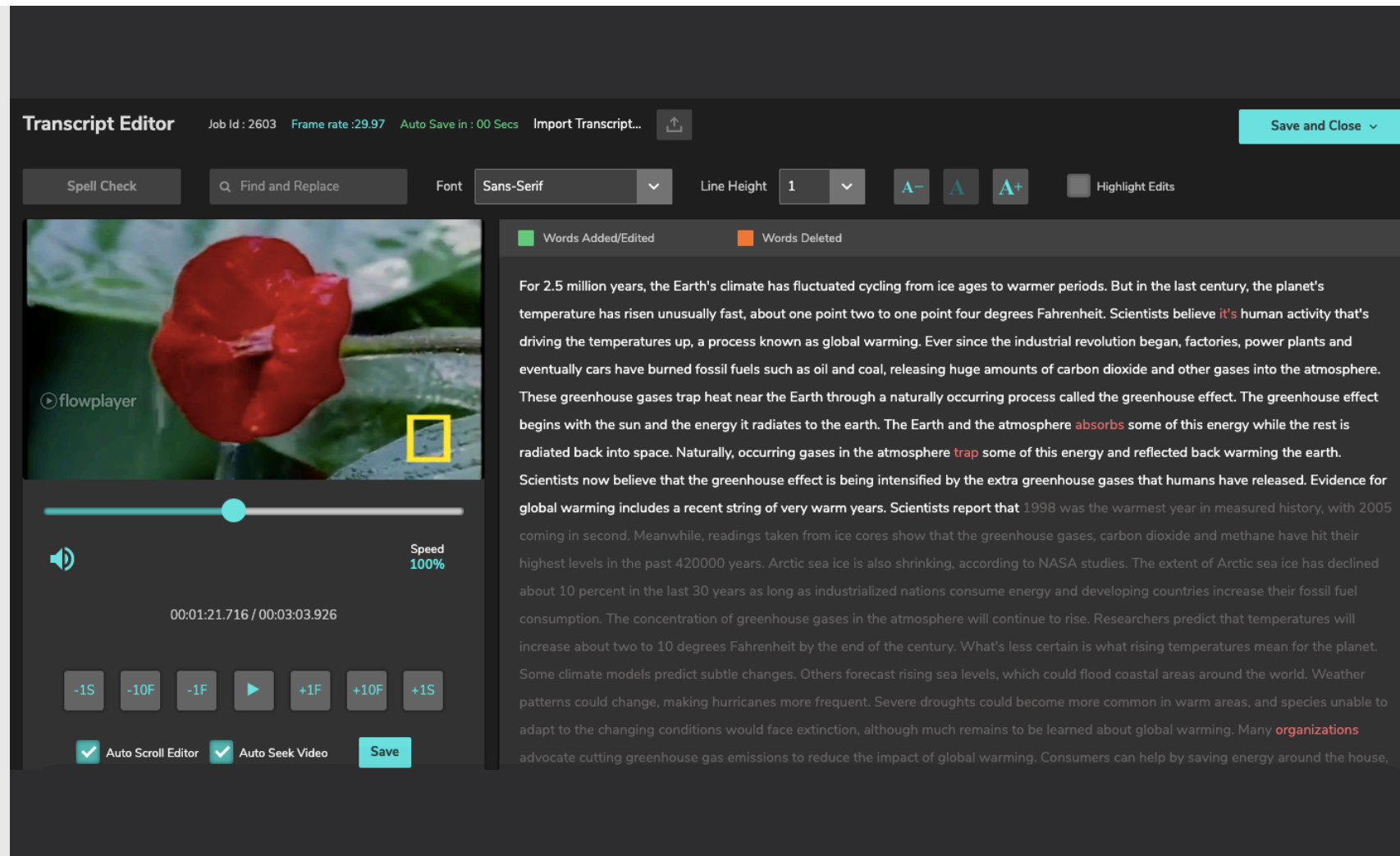
Business Challenges:

- 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



The screenshot displays the 'Transcript Editor' interface. At the top, it shows 'Job Id : 2603', 'Frame rate : 29.97', 'Auto Save in : 00 Secs', and an 'Import Transcript...' button. A 'Save and Close' button is in the top right. Below this is a toolbar with 'Spell Check', 'Find and Replace', 'Font' (set to Sans-Serif), 'Line Height' (set to 1), and 'Highlight Edits'. The main area is split: the left side shows a video player with a red flower and a yellow selection box, with a 'flowplayer' logo and a progress bar at 00:01:21.716 / 00:03:03.926. The right side shows a transcript with green text for 'Words Added/Edited' and orange text for 'Words Deleted'. The transcript text discusses global warming and climate change. At the bottom, there are speed controls (-1S, -10F, -1F, +1F, +10F, +1S), checkboxes for 'Auto Scroll Editor' and 'Auto Seek Video', and a 'Save' button.

Automatic Captions/Subtitles for Web/OTT



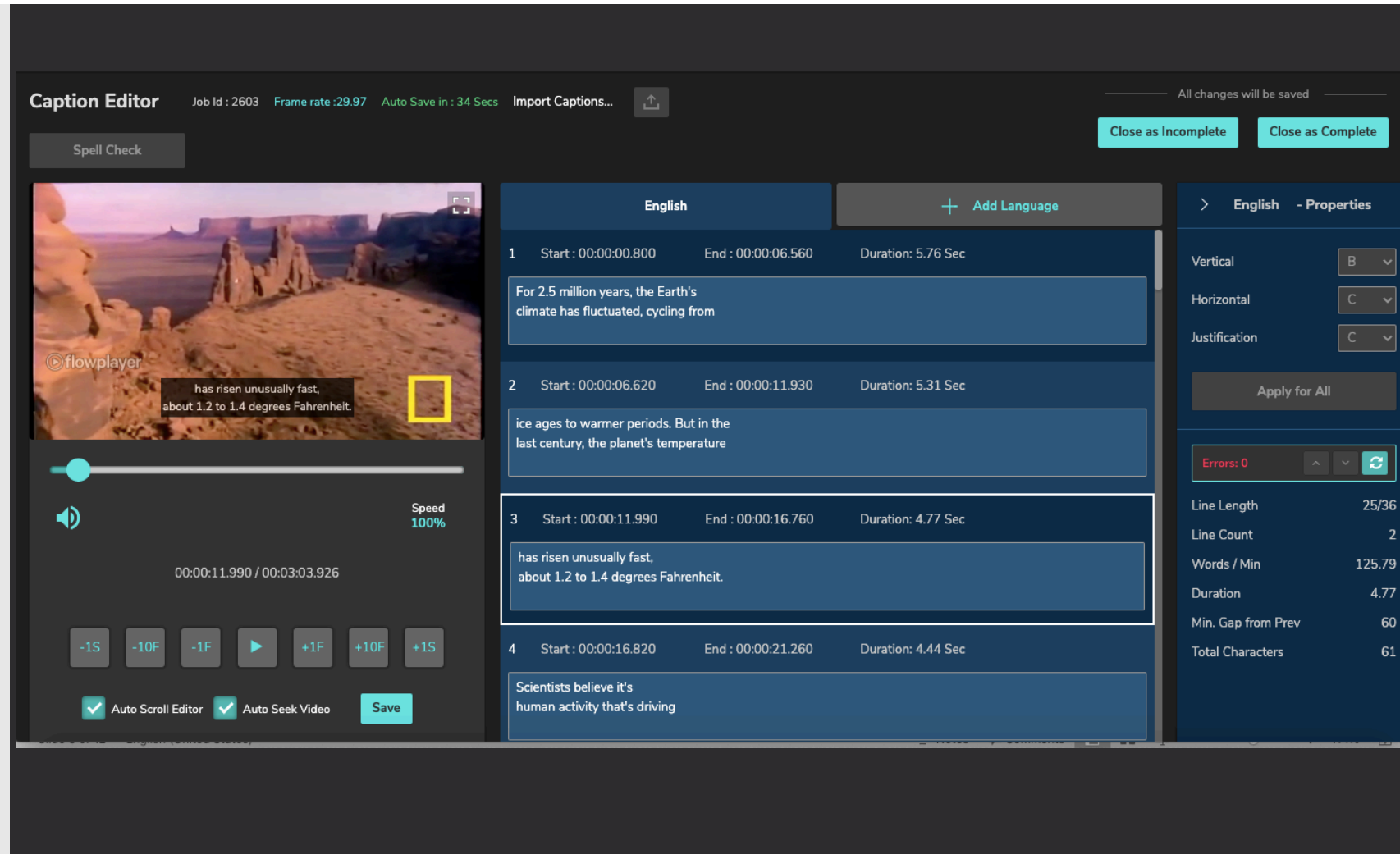
Business Challenges:

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



Solutions:

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



The screenshot displays the 'Caption Editor' interface. At the top, it shows 'Job Id : 2603', 'Frame rate :29.97', 'Auto Save in : 34 Secs', and an 'Import Captions...' button. A 'Spell Check' button is also visible. The main area is divided into three sections: a video player on the left, a list of captions in the center, and a properties panel on the right.

The video player shows a landscape scene with a yellow box highlighting a caption: 'has risen unusually fast, about 1.2 to 1.4 degrees Fahrenheit.' Below the video player is a speed control slider set to 100% and a timestamp '00:00:11.990 / 00:03:03.926'.

The caption list contains four entries:

	Start	End	Duration
1	00:00:00.800	00:00:06.560	5.76 Sec
2	00:00:06.620	00:00:11.930	5.31 Sec
3	00:00:11.990	00:00:16.760	4.77 Sec
4	00:00:16.820	00:00:21.260	4.44 Sec

The properties panel on the right shows settings for 'English' including 'Vertical' (B), 'Horizontal' (C), and 'Justification' (C). It also displays 'Errors: 0' and various statistics: 'Line Length' (25/36), 'Line Count' (2), 'Words / Min' (125.79), 'Duration' (4.77), 'Min. Gap from Prev' (60), and 'Total Characters' (61).

Automatic Text Localization



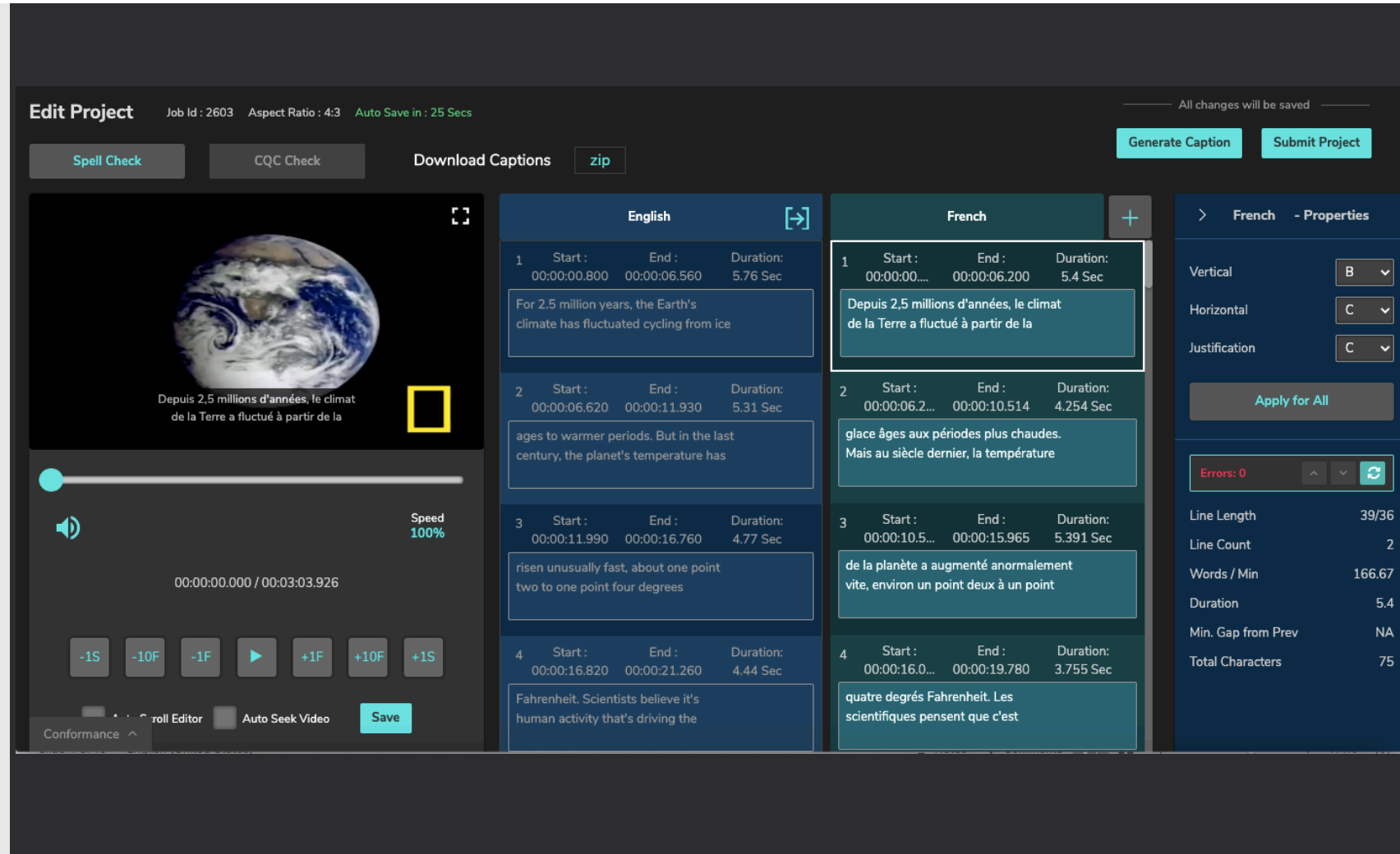
Business Challenges:

- Repurpose captions for different countries
- Use existing CC in another language and generate translations




Solutions:

- Automatic Translations created under three minutes
- Import existing captions/subtitles and generate new translations



Edit Project Job Id : 2603 Aspect Ratio : 4:3 Auto Save in : 25 Secs

Buttons: Spell Check, CQC Check, Download Captions (zip), Generate Caption, Submit Project

Video Player: 

Speed: 100%

Timeline: 00:00:00.000 / 00:03:03.926

Controls: -1S, -10F, -1F, Play, +1F, +10F, +1S, Conformance, Scroll Editor, Auto Seek Video, Save

	English	French
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 ice	Start : 00:00:00.... End : 00:00:06.200 Duration: 5.4 Sec Depuis 2,5 millions d'années, le climat de la Terre a fluctué à partir de la
2	Start : 00:00:06.620 End : 00:00:11.930 Duration: 5.31 Sec ages to warmer periods. But in the last century, the planet's temperature has	Start : 00:00:06.2... End : 00:00:10.514 Duration: 4.254 Sec glace âges aux périodes plus chaudes. Mais au siècle dernier, la température
3	Start : 00:00:11.990 End : 00:00:16.760 Duration: 4.77 Sec risen unusually fast, about one point two to one point four degrees	Start : 00:00:10.5... End : 00:00:15.965 Duration: 5.391 Sec de la planète a augmenté anormalement vite, environ un point deux à un point
4	Start : 00:00:16.820 End : 00:00:21.260 Duration: 4.44 Sec Fahrenheit. Scientists believe it's human activity that's driving the	Start : 00:00:16.0... End : 00:00:19.780 Duration: 3.755 Sec quatre degrés Fahrenheit. Les scientifiques pensent que c'est

Properties Panel (French - Properties): Vertical (B), Horizontal (C), Justification (C), Apply for All, Errors: 0, Line Length (39/36), Line Count (2), Words / Min (166.67), Duration (5.4), Min. Gap from Prev (NA), Total Characters (75)

Caption Conformance



Business Challenges:

- Ensure all captions meet regulation standards
- Adhere to standards of publishing platforms
- QC Requirement by publishers



Solutions:

- NLP & Parameter matching based reports
- Configurable parameters to match with various regulations and streaming platform guidelines
- Ability to integrate into existing workflow for MVPDs

Media Services IQ

Dashboard

File

Administrator

Settings

Admin

<

Conformance Report

Job Id : 3002 | Total Errors : 106 | 35% Errors

Export

Edit Captions

Parameter		Description		Total Errors	
Char Length		Character length exceeds prescribed limits (>36 characters)		12	^
No.	Start Time	End Time	Caption		
1	10:00:44.16	10:00:46.22	In the verdant garden, Rani and red fairy are dancing		
2	10:00:47.11	10:00:48.20	Moti, today too I don't have money to buy ice-cream		
3	10:00:51.23	10:00:53.09	How many times I told you not to come from the backdoor		
4	10:00:54.18	10:00:56.12	So many times I have told you that I will recover the money		
5	10:00:57.16	10:00:59.16	The cradle of hope. And the string of tears.		
6	10:01:01.01	10:01:04.01	I would have been drinking foreign brand. Understood!		
7	10:01:05.07	10:01:07.05	We should drill a hole in her head and then throw her in the ocean		
8	10:01:09.01	10:01:11.01	"Her eyes were watery, as if she will cry any moment now."		
9	10:01:21.21	10:01:23.21	Thinking that this child has some divine powers		
10	10:01:31.03	10:01:34.03	Look there. Near the clouds;- Do you have a mother?		
Spell Check		Misspelled words detected		32	v
Speaker ID / Sound Effects		Invalid Speaker / sound format tags detected.		5	v
Text Frame Line Count		Captions exceed 2 lines		12	v
Box Background		Captions contain no background		32	v
Caption Type		Caption type is applicable only for TTML and SCC formats		5	v
Check Only Percentage		Position value missing		8	v

Workflow Management



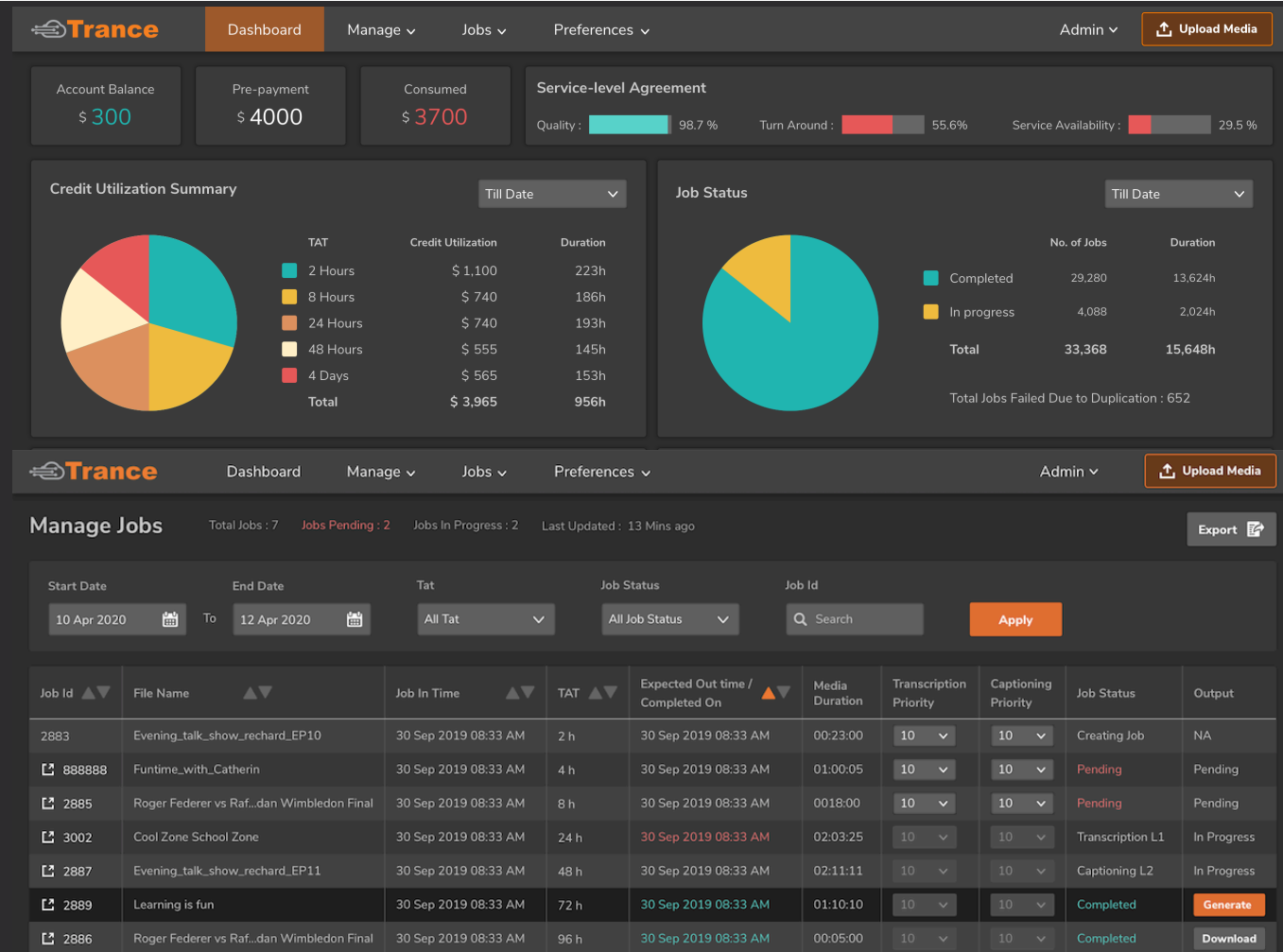
Business Challenges:

- Management of work items assigned
- Visibility of status and reporting
- Remote workforce management
- Adherence to schedules and alerting

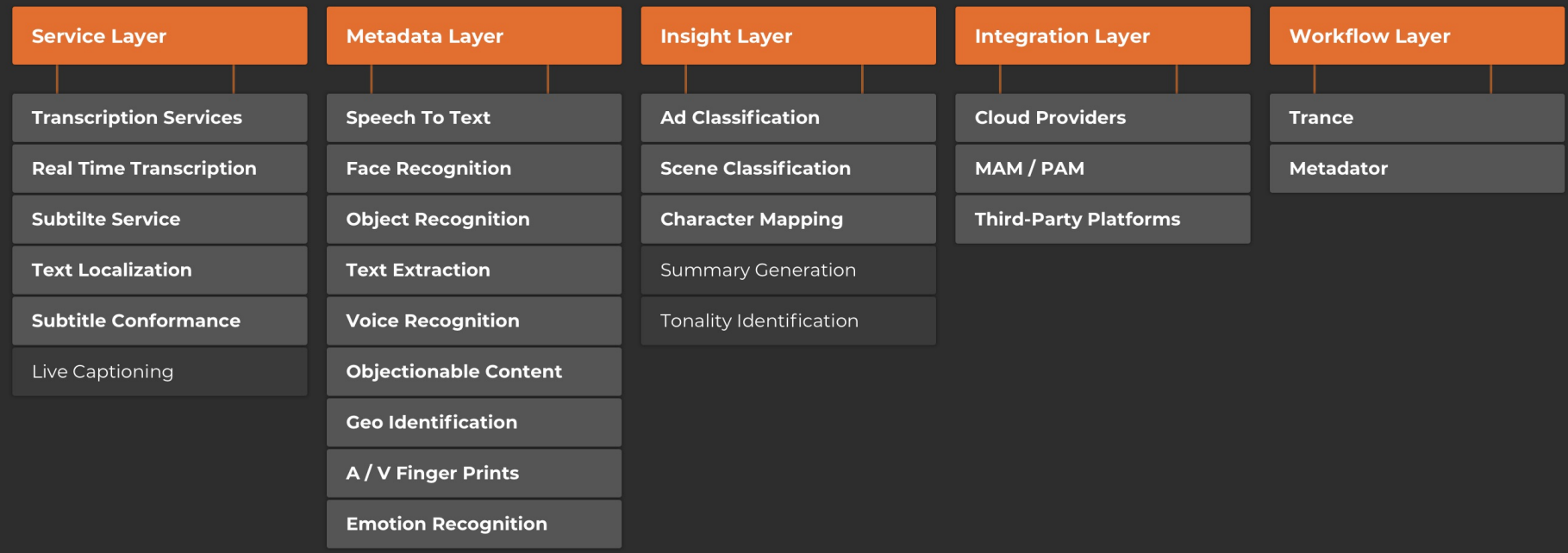


Solutions:

- Comprehensive Scheduling module
- Assign, prioritize, monitor
- Define workflow for projects
- Alerts on timelines



◀ MediaServicesIQ



Thank You

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.

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