

Year 5

of the 3-year plan

2018 - 2023

Scott Rose
mediaglobalization.co
MESA – ITS Localization
Feb 28th, 2023

Year 5

of the 3-year vision

2018 - 2023

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March 1st, 2018

MESA - Content Workflow Management Forum

Connecting the Supply Chain

Scott Rose
CTO
SDI Media

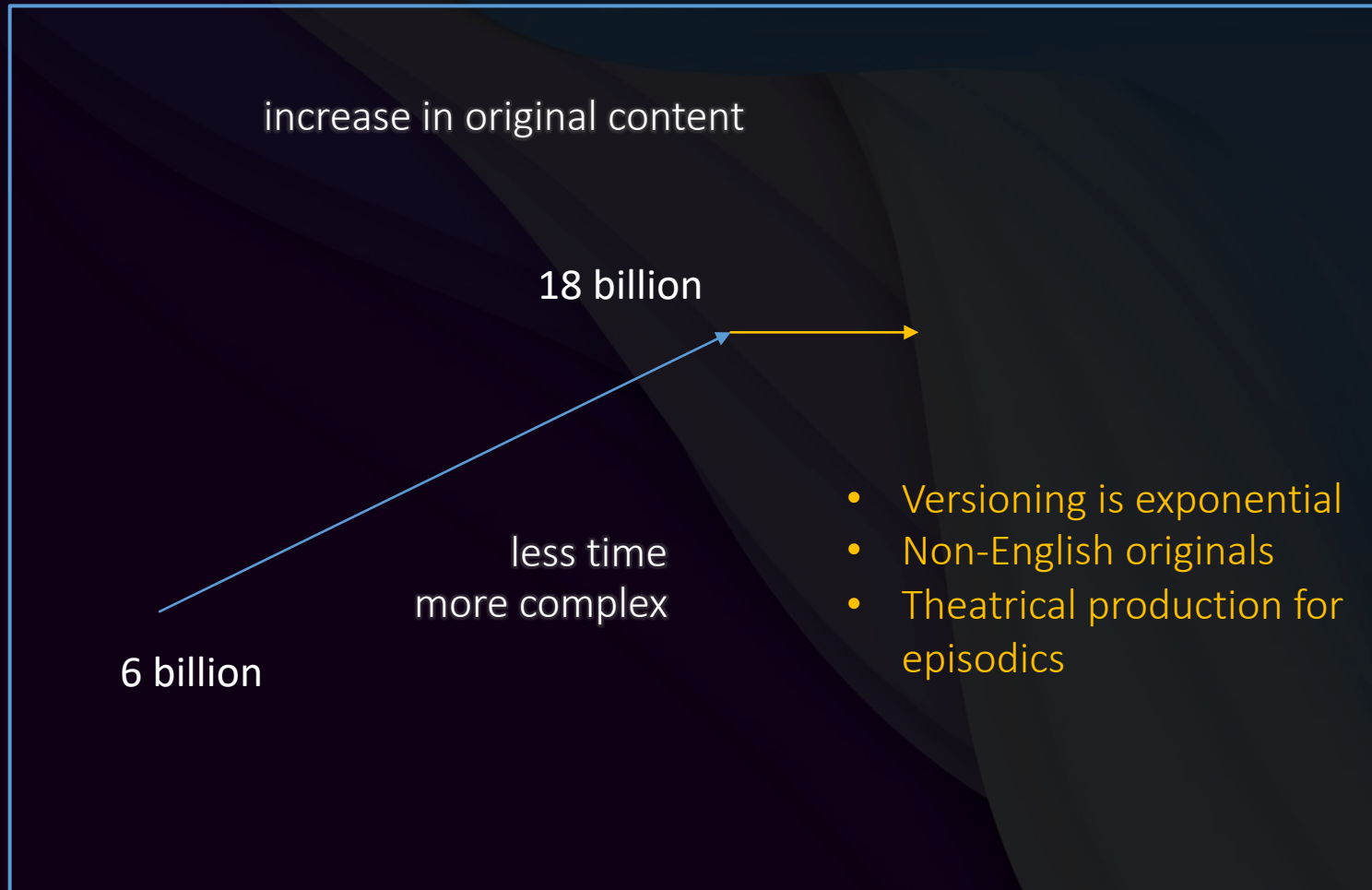
Time Travel

2018-2023

- *What's past is prologue* – William Shakespeare
- *The distinction between the past, present, and future is only a stubbornly persistent illusion* – Albert Einstein
- *If you know whence you came, there is really no limit to where you can go* – James Baldwin

2018

2023



Mergers and Acquisitions (consolidations)

Clients

- **2017 - Walt Disney Company**
 - 21st Century Fox
- **2018 – Comcast**
 - SKY, NBCU
- **2019 - Paramount Global**
 - Viacom, CBS
- **2022 - Warner Bros. Discovery**
 - Discovery, HBO, Turner...

Vendors mirror Clients
Consolidation \neq more capacity
Consolidation \sim Synergies
> Entities in the mix
+ New players

Vendors

- Iyuno – BTI, SDI Media
- Transperfect – Hivent Group
- Blu Digital – Hamillan
- Dubbing Bros – Eurotroll
- Verbit – Take 1, VITAC
- Visual Data – SDC, DPS
- Pixelogic – Juice Media Korea
- Deluxe – Post Haste Digital
- AI Media – Caption IT, Caption Access

The Ecosystem - 2018

Production

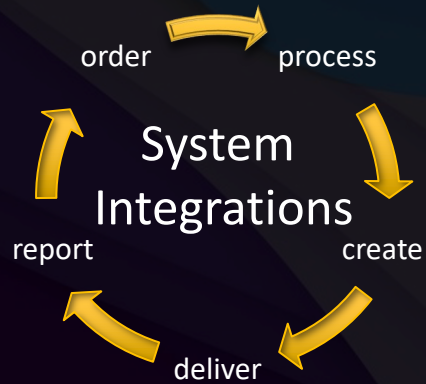
← E2E

- Movie
- Episodes
- Webisodes
- Promos
- EPKs
- Metadata
- Rights Management




CONTENT

IG
 YouTube
 TikTok
 Twitch
 Metaverse (?)




- Access services
- Voice Casting
- Voice Dubbing
- Subtitling
- Compliance / Watershed
- Program Metadata
- Terminology
- Dub Cards
- Graphics
- Approval Screeners



LOCALIZATION

- Digital Cinema
- TX
- OTT
- VOD
- Online
- Packaged Media



DISTRIBUTION

AVOD
 FAST

Cloud-based repository and fulfillment platforms

Ateliere
 SDVI
 Fabric
 NextSpec
 Eluvio (not cloud)
 5th Kind
 Frame IO
 Sohonet
 AWS Partner Program
 Azure

Connecting the Ecosystem and AI - 2018

MetaData Capture

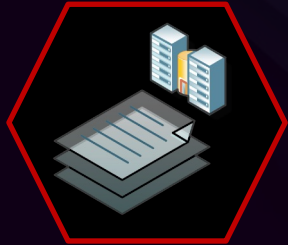


Image Recognition



Speech to Text



Machine Translation



Text to Speech



Speech to Speech



- Features
- Episodes
- Webisodes
- Promos
- EPKs
- Metadata
- Rights Management



CONTENT

- Access services
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LOCALIZATION

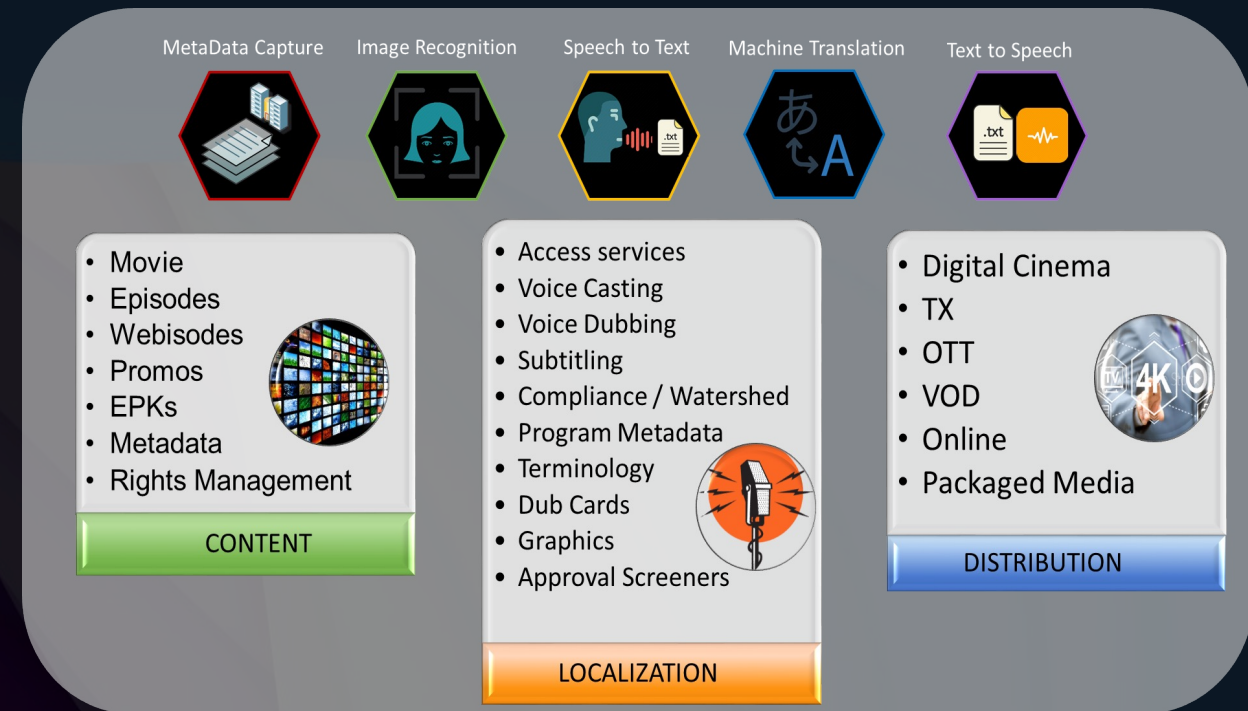
- Digital Cinema
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DISTRIBUTION

The AI Workflow - 2018

- Source Content
 - Content DNA, speech, text, images, metadata
 - Confidence scoring
- Localization
 - Appropriate editorial processes to create 100% accuracy
 - Data aware, connected workspaces
- Distribution
 - Feedback to train models, deep learning



- The human in the loop
- Seamless integration of toolsets with the AI services
- Content needs to be tiered (SLA)

Truly connected supply chain - 2018

- Content with EIDER ID's sitting in a component-based architecture
- Integrations give us seamless connection to the Supply Chain - work order, work materials and distribution order – all as data
- Supply Chain is a managed workflow of cloud-based micro-services and workspaces
- AI ML technologies connected seamlessly to the ecosystems traveling through workspaces whose output contributes to deep learning
- Distribution and delivery platform to create 500 different content types at the press of a button
- Full transparency into all of it

Cloud Localization Blueprint IBC Accelerator – Sept 2022



the torso of a man holding the digital world in his hand - \$8

Emerging trends, solutions - 2018

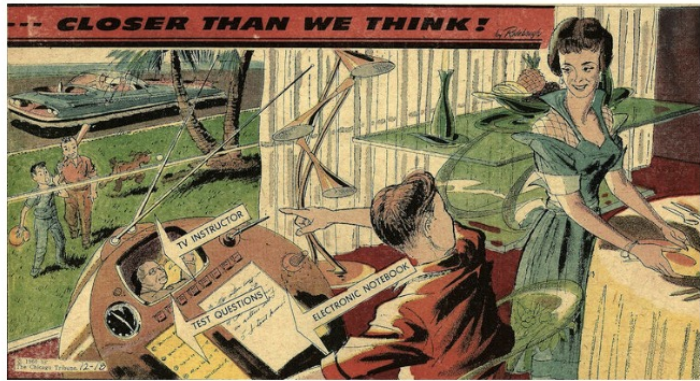
- Component based Asset Management
 - IMF – still not fully embraced, shockingly
- Cloud-based workspaces and connected resources (transparency)
 - The pandemic accelerated this significantly
- Automated workflows
 - Good for machine-to-machine processes and pushing tasks to resources with assets
- Descriptive metadata repositories
 - Sadly, still a mess
- Automation tools based on AI, Machine Learning, Deep Learning, Natural Language Processing
 - Service aggregation
 - NMT and Voice Synthesis most impactful
- System integrations (API)
 - The not-so-happy path
 - Exceptions rule the day
 - Major effort to align business data with business logic
- The Solutions Architect
 - Have become critical – especially in engaging AI
- Ecosystems
 - Micro and macro
- Data normalization/parsing engines – order, language codes, dictionaries, scripts as data
 - This is still the reality:

The image shows a collage of overlapping screenshots from various data management and integration systems. The screenshots display complex data tables, forms, and logs, illustrating the complexity and 'mess' of data normalization and parsing engines. The data appears to be related to system integrations, with columns for various attributes and rows of data points. Some screenshots show error messages or status indicators, suggesting the challenges of integrating different systems.

2023....

- Service providers will need to adjust to a flattening / contracting market
- Non-English source and multi-language original content will continue to find market share
- Local dubbing will not be constrained by assets on-prem (Protocols)
- Content security should be more focused on social
- Localization will go upstream into production – creative process
- Mainstreaming AI generated localization will become a primary focus – particularly for mid and lower tier content
- Block chain and Generative AI (ChatGPT) will find their footing in our workflows
- **Consumers appetite for content will increase**

The History of the Future (predictions '50s-60s)



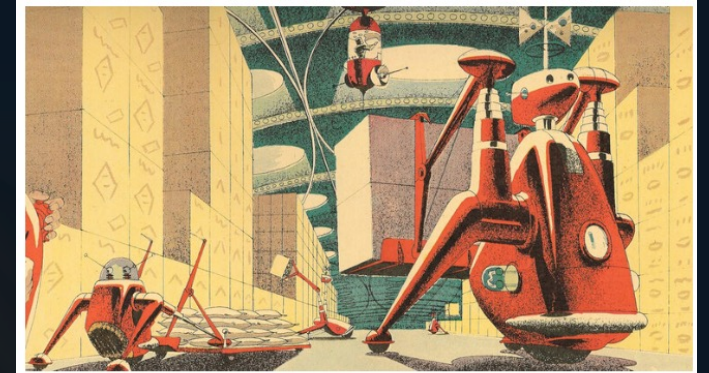
24) Computerized Desk for the Home

This desk was going to fix the Baby Boomers' school overcrowding problem for good — by keeping those rugrats at home, where they belong!



26) Cash Registers That Understand Speech

The checkout robots now so common at major supermarket chains are a huge pain. But just imagine if you could swear at them and they'd understand you!



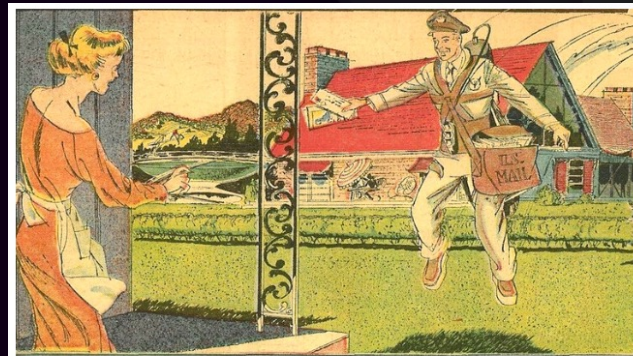
4) Robot Warehouses

If you've seen the inside of an Amazon warehouse recently, you know that the futuristic robot warehouse is kind of here. But sadly, they're not quite as cool looking as these robo-helpers from Closer Than We Think.



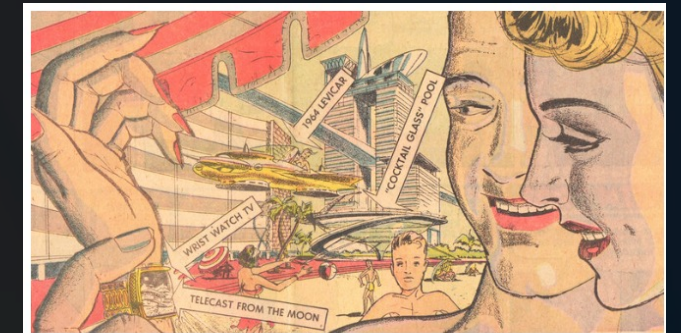
1) Solar-Powered Cars

Cars have made tremendous strides in fuel efficiency over the past half century. But we're still waiting for this sun-ray sedan — a solar-powered car that was promised from no less an authority than a vice president at Chrysler.



8) Jetpack Mailmen

The postal delivery worker of the future would get his very own jetpack! It's just too bad that he didn't see that whole electronic mail thing coming.



11) Wristwatch TV

Everybody is wondering if smartwatches and other wearables are the Next Big Thing™. That remains to be seen in the wake of Google Glass, but we can't say that we haven't been waiting for generations.

Change

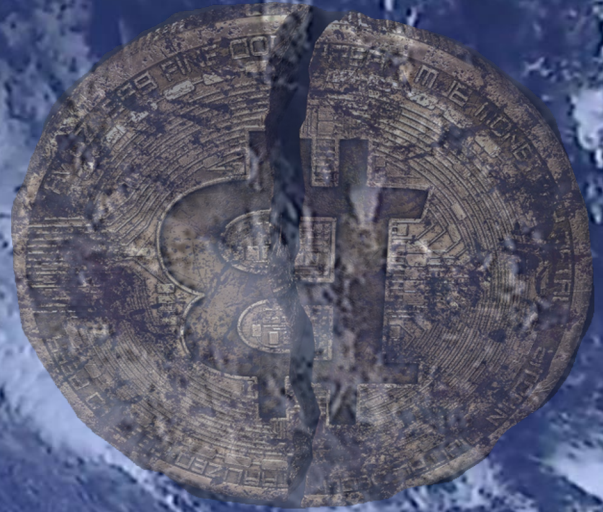
“If you want to make enemies, try to change something” - Woodrow Wilson

“Change before you have to” - Jack Welch

“They always say time changes things, but you actually have to change them yourself” - Andy Warhol

2018
then there is security....





2023
then there is security...

Thank you