CLEAR®
VISION
CLOUD

Making AI work for you

Segmentation Use Cases

CLEAR® Vision Cloud

PFT's CLEAR® Vision Cloud is a Media Recognition AI platform that integrates best-of-breed AI engines like Microsoft, Google, Amazon Web Services, IBM Watson, and home-grown AI models along with a unique Machine Wisdom layer that is focused on harnessing the best quality data. Along with Technology, PFT offers bespoke strategic Consulting services to ensure AI works for the customer, taking into consideration their specific business challenges and unique content.

Data Packs and Action Toolkits

The data delivered by CLEAR® Vision Cloud can be utilized as XML output or through an API that we publish. However, certain Action Toolkits are bundled with the Data Packs so that you can easily visualize, do QC, audit and validate the data. Basic Metadata Data Pack can be bundled with Segmentation Action Toolkit, Advanced/Premium Metadata Data Pack with Discovery Action Toolkit, Video Comparison Data Pack with Video Comparator Action Toolkit, Compliance Data Pack with Content Moderation Action Toolkit and Transcript Data Pack with Languages Action Toolkit.

Basic Metadata Data Pack

CLEAR® Vision Cloud AI Data Pack for Basic Metadata helps identify physical video segments (blacks, color bars, slates, pre-caps, re-caps, montages, essence); text & textless segments; specific captioned segments; and custom segments based on customer need across long form and short form content with 100% accuracy & 100% frame accuracy.

Segmentation Action Toolkit

The toolkit allows review & QC automatically identified segments; filter out content segments & export EDLs; and generate a video of the custom segment by stripping out the rest of the physical segments. Substantial reduction of time and cost of segment marking, and content segment extraction is achieved. Automatic learning of segment signatures based on QC input is an industry first and a key enabler in workflow automation.

Benefits:

- 100% automation of segmentation workflow giving near 100% operational efficiencies

- Content gets processed as it comes in, without much latency on a scalable cloud. For example, if a content lands up in the middle of the night, it gets resolved right then, without having to wait for its turn after an operator reports to office

- Frees up operators to focus on more nuanced and important functions

- Reduces cost, time and latency in the workflow

Use Cases

While we have built a basic toolkit for segmentation, there are many requirements that can be addressed and many use cases one can think of. We believe AI has the capability to address all of these effectively. PFT's AI model is home grown and customized to solve specific M&E use cases to make AI work for you.

Broadcast, Direct to Consumer

- Identify physical segments like color bars, blacks, slates, etc. in Ad Spots, extract the Ad Spots and send to playout

- Identify barter segments & Content segments and insert local ads on Barter segments in Long form content

- Identify pre-caps, re-caps, credits, bumpers, custom segments in Long form content and extract content to distribute to OTT

- Identify Ads from an Ad database in the broadcast content and prepare Ad placement reports

E-Sports: Enable marketing to

- Segment content into games and matches

- Identify segments with specific signatures like leaderboards, points table, characters, ammunition, etc. in games