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MEDIA & ENTERTAINMENT

Use AI to provide personalized customer experiences.

How AI is transforming media and entertainment

The media and entertainment industry is becoming more digital, data-driven, and complex. New disrupters are putting pressure on businesses to reduce operating costs, including video analysis, which is a manual and time consuming process and lends itself to human error.

By automating repetitive tasks, AI is playing a big role in improving efficiencies and contributing to profitable growth. AI and Machine Learning are helping to predict churn rates more accurately, place advertising at the right time and in the right place, and deliver more appropriate, personalized content to increase conversions.

Adopt innovative ways of creating and sharing content with AI

AI offers a competitive advantage. Its use in media and entertainment is giving rise to the following applications:

Recommendation engines

Predict what should be promoted to users at the right time by analyzing customer viewing data, search history, rating data, duration, and date.
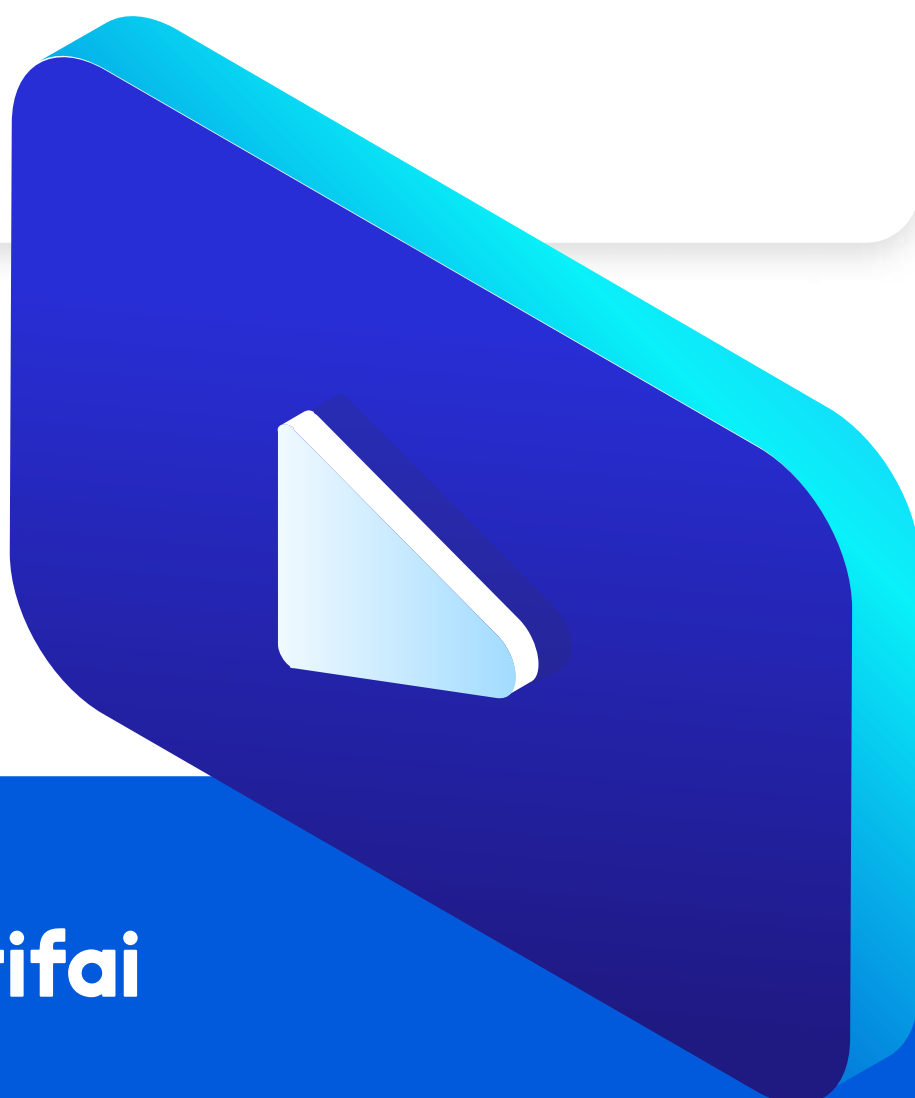
Metadata tagging

Use AI to analyze video content frame by frame. Identify objects and add appropriate tags to make these items easy to classify and search.

Subtitle generation

Leverage NLP to provide accurate multilingual subtitles. Reduce time spent on the error prone, manual process of writing multi-lingual subtitles.

Content moderation

Perform sentiment recognition and image and object analysis to identify inappropriate content. Use NLP to detect offensive language in dialogues.

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Spend on AI in media and entertainment is expected to increase from **$329M in 2019** to **$1.86B by 2025**

Utilize AI-based video intelligence tools for shot and scene detection

AI-based video intelligence tools can identify objects and scenes in images and video and add context to media processing.
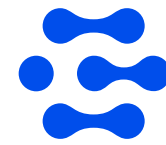
Scene detection

Use Computer Vision to split videos into clips or scenes which are semantically or visually similar. Make media easily searchable and discoverable at the video, shot, or frame level.

Shot classification

Use Computer Vision to identify what objects are present in an image and where they're located. Extract metadata that can be used to index, organize, and search your video content, as well as control and filter content for what's most relevant.

Why Clarifai

Clarifai offers a leading enterprise platform for Computer Vision, Natural Language Processing, and Deep Learning that is used to model unstructured image, video, and textual data. We help organizations and enterprises gain value from their unstructured data to solve the most challenging use cases.

The platform comes with the broadest repository of pre-trained, out-of-the-box AI models built with millions of inputs and context. Clarifai offers the ability to detect explicit content, recognize faces as well as predict attributes such as food, textures, colors, and people. Our models give you a head start; extending your ability to create custom and deep trained models. To learn more, please visit: www.clarifai.com.

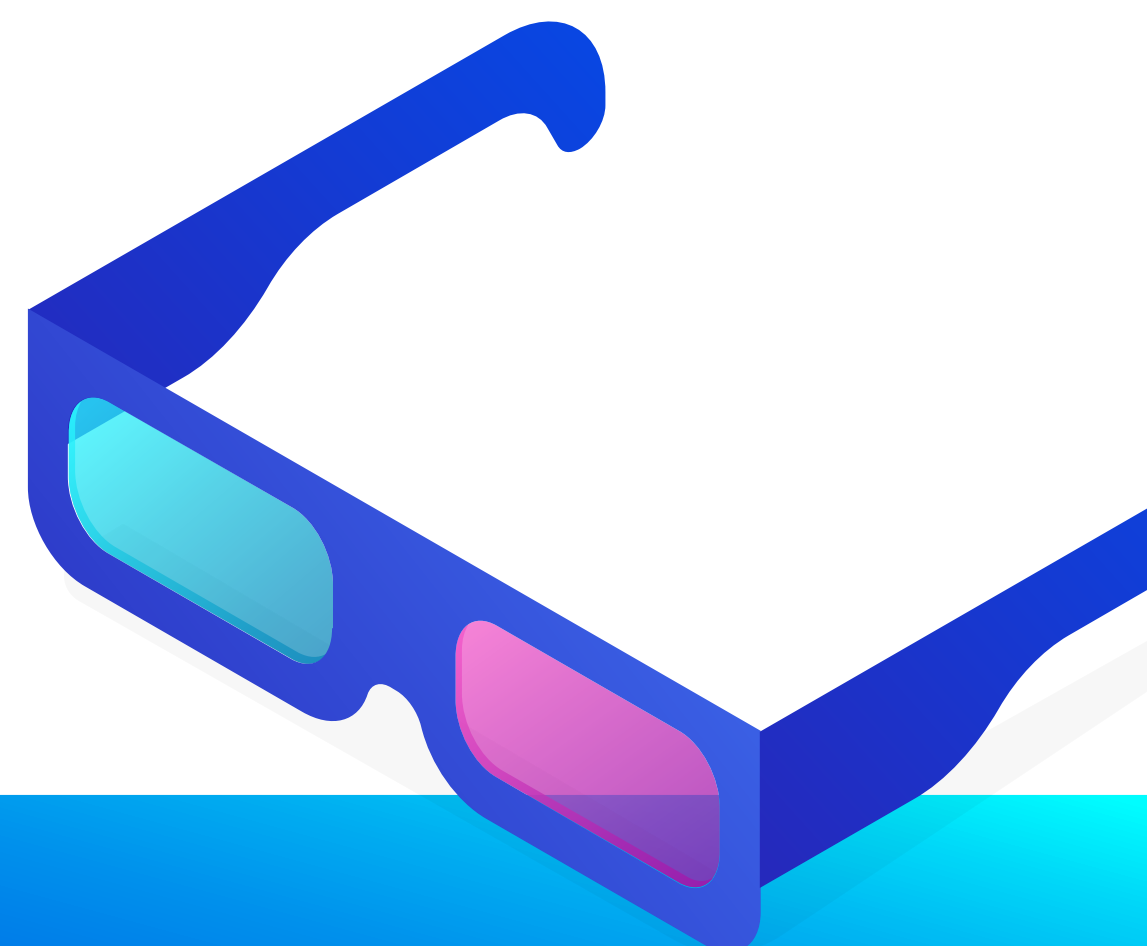## Automate repetitive tasks to speed production delivery time with AI

- ✓ Optimize advertising placement and serve ads based on their content using visual search.

- ✓ Reduce manual tasks and speed videos into production 100x faster with AI-automation.

- ✓ Improve asset managment by tagging millions of images and videos quicker and more accurately.

- ✓ Use advanced video annotation to detect and index objects in scenes in milliseconds.

Contact us to learn more.

We can help you advance your AI projects. **Contact us** to schedule a demo to learn about our AI-driven solutions.

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