

“Discover the right media, quicker thought cost effective metadata enhancement and semantic searching”

As both the amount and number of sources increases for many media-based facilities, the ability to know what content you have where becomes a challenge. Whether the content be user generated, or simply drives upon drives of rushes – this “unstructured data” often remains just that – inaccessible to the business and a slow, painful process to locate content when needed.

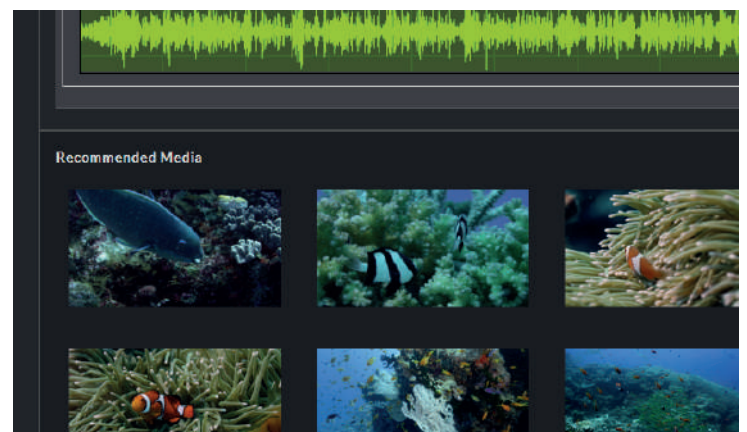
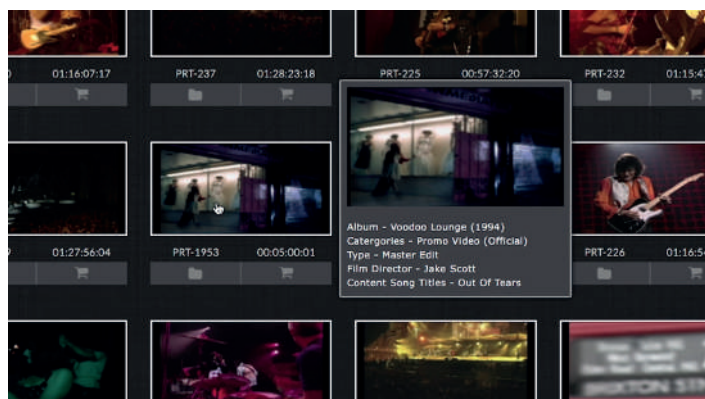
In recent years, a combination of Artificial Intelligence (AI) and Machine Learning (ML) services have launched within the public cloud domain – providing a wide range of features such as speech to text, label detection (where objects and other contextual image information is detected) – through to automatic content moderation for the detection of violence and nudity.

The first challenge is to integrate these services into the same media repository that houses the content, allowing for the existing metadata to be enriched – and then allow users to perform semantic-based searches across this combined media and metadata. However, the main challenge is to do this in a cost-effective manner, as often the reason that unstructured data was never “tagged” was one of time constraints and / or resource restrictions.

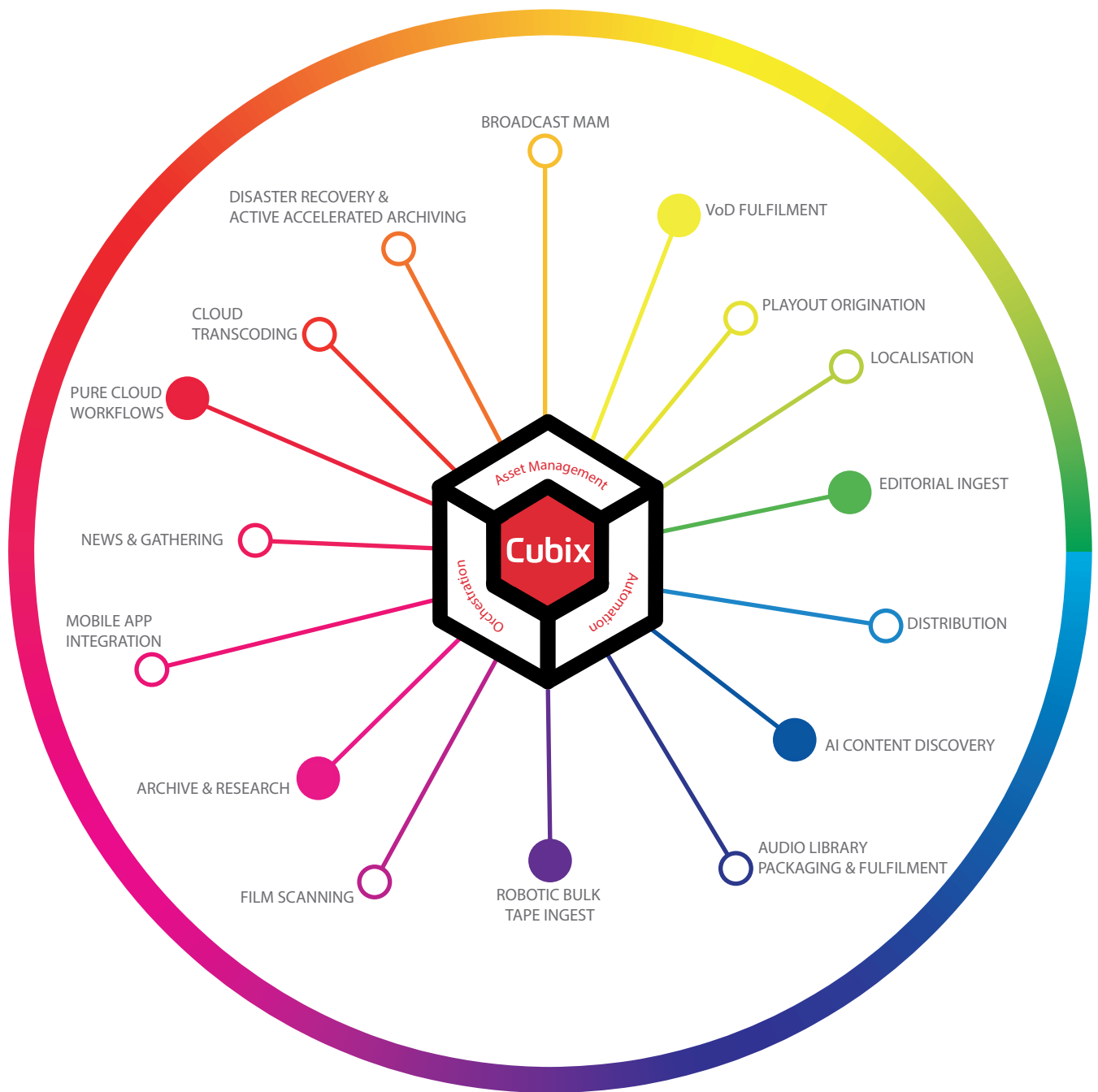
Many DAMs which offer these integrations make use of the standard “video” based APIs from such providers as Amazon and Microsoft – however the opex costs for running these services can be significant. Furthermore, unless the metadata returned is not presented in a contextual way, the value of such metadata is diminished.

The Content Discovery engine within Cubix is different, understanding and resolving these primary challenges faced by a wide range of media operations such as broadcasters and post production facilities. Cubix, building on its long tradition of integration, supports a wide range of AI and ML based public cloud services – and is able to use its Orchestration engine to intelligently request only those indexing services required for the content in hand. These “in flight” decisions are based on reviewing the results of previous AI / ML calls, which then combined with configured business rules allow then for “more focused” but “more detailed” indexing to occur.

Another key feature the Content Discovery engine is that it does not need to send whole chunks of video into the cloud. Instead, using a configurable frequency, Cubix will automatically extract full frame still images from content (e.g. once every second), and submit those to the cloud using image APIs rather than video APIs. The image APIs today are a lot “richer” in features to their matching video APIs, plus they are a lot more cost effective too. Cubix then automatically combines this resulting metadata back into the asset, understanding where objects appear and disappear within the timeline – and providing a rich contextual experience at a fraction of the cost of using the standard video APIs.




By combing speech to text with label detection, as well as existing ancillary files such as subtitles, still images and PDFs, etc. - Cubix provides smart and contextual content recommendations that match the content and context currently being searched on. Results are weighted based on relevance, and these results can then easily be exported for use within edit environments and more.



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