

AI-powered Video Deduplication

Quantiphi's Video Similarity-powered solution offering enables Media, Sports and Gaming Enterprises to dramatically transform their content management, save on cloud expenses and automate content operations.

Overview: Industry Challenge and Problem Statement



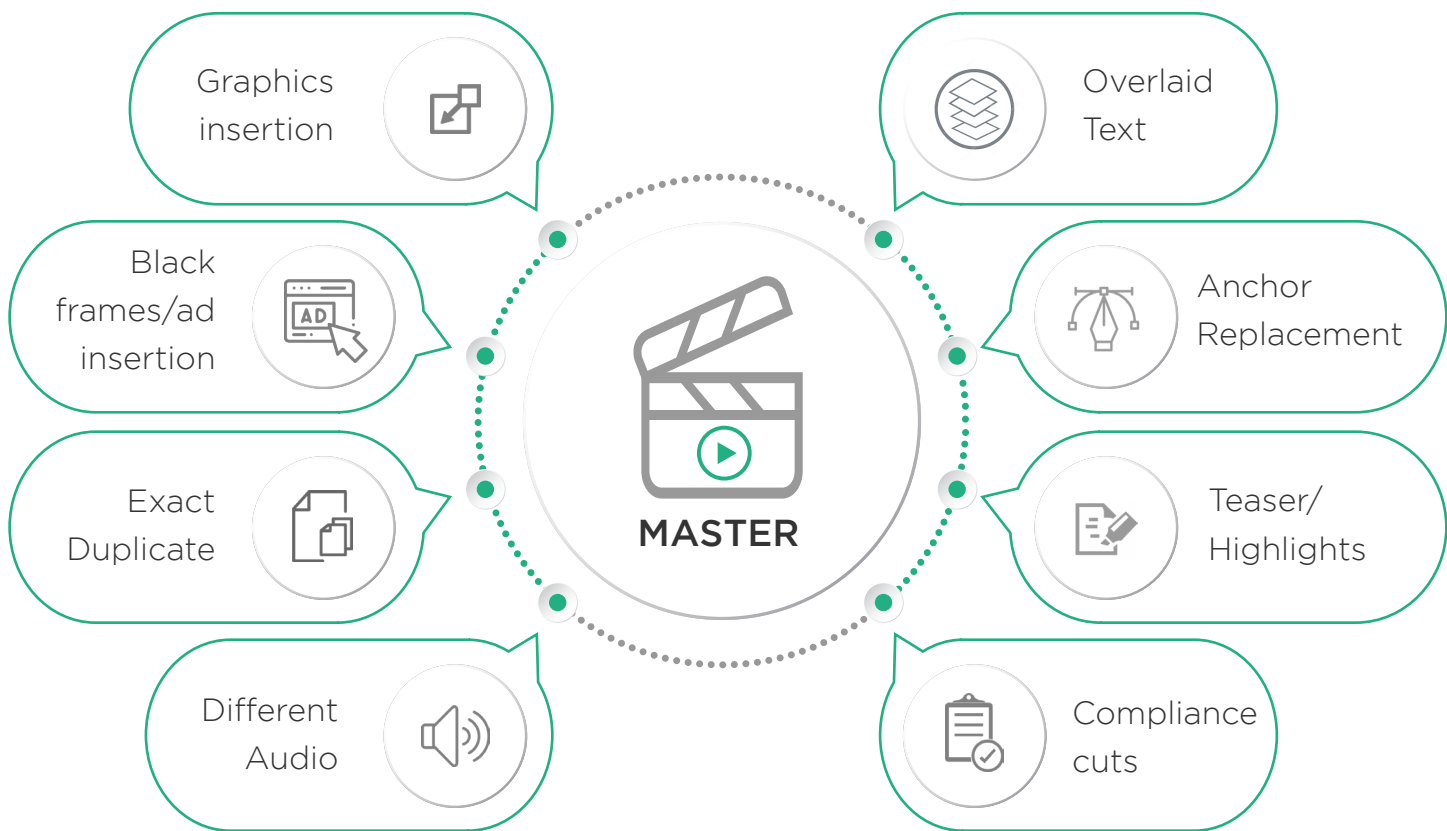
- Currently, Media & Sports enterprises rely on the cloud for large-scale management & distribution of content. While a gradual transition from LTO storage to cloud infrastructure is underway, still, a large fraction (27%-37%) of content resides over on-prem servers.
- Content operations for quality-checks and distribution compliances become expensive and extremely effort-intensive due to poor searchability and retrieval of desired content.
- Furthermore, while fast migration to the cloud is necessary to streamline content management, cloud storage is expensive. A recent study on Media Industry revealed that out of all the content spread around different servers & clouds, 25% to 30% are duplicates.

Today, an end-to-end smart Video Intelligence solution is a must-have to manage content well and save on unnecessary expenses.

Managing content is effort-intensive, riddled with redundant costs and is ripe for some intelligent automation.

For mid-to-large Media Enterprises, over 50k content operations could happen within a month. Several versions of the same content get created due to post-production operations or editing operations needed to achieve distribution-related compliances.

- ☐ These operations are responsible for generating multiple duplicates that eventually take a toll on storage costs and slow down migration to content.
- ☐ These duplicates are multiple versions of the same content with little differences, making searching & retrieval effort intensive.



● Breaking it Down!



Poor searchability & content management



Duplicate content adding to storage costs



Content unevenly spread across cloud and on-prem.



Computer Vision for Content Management & Deduplication



Content Fingerprinting

Digital Fingerprinting

Greater control on the copyrighted content by effective identification, tracking and monitoring across distribution channels.

The fingerprints helps keep track of licenses and avoid organization facing hefty fines for copyright infringement



Content Discovery

Smart Archives

The rich audio-visual embeddings can be used to detect the similar assets across the archives and deduplicate the content before migrating to cloud storage saving costs.

The embeddings also helps in transforming the search and retrieval system smart and efficient.



Content Operations

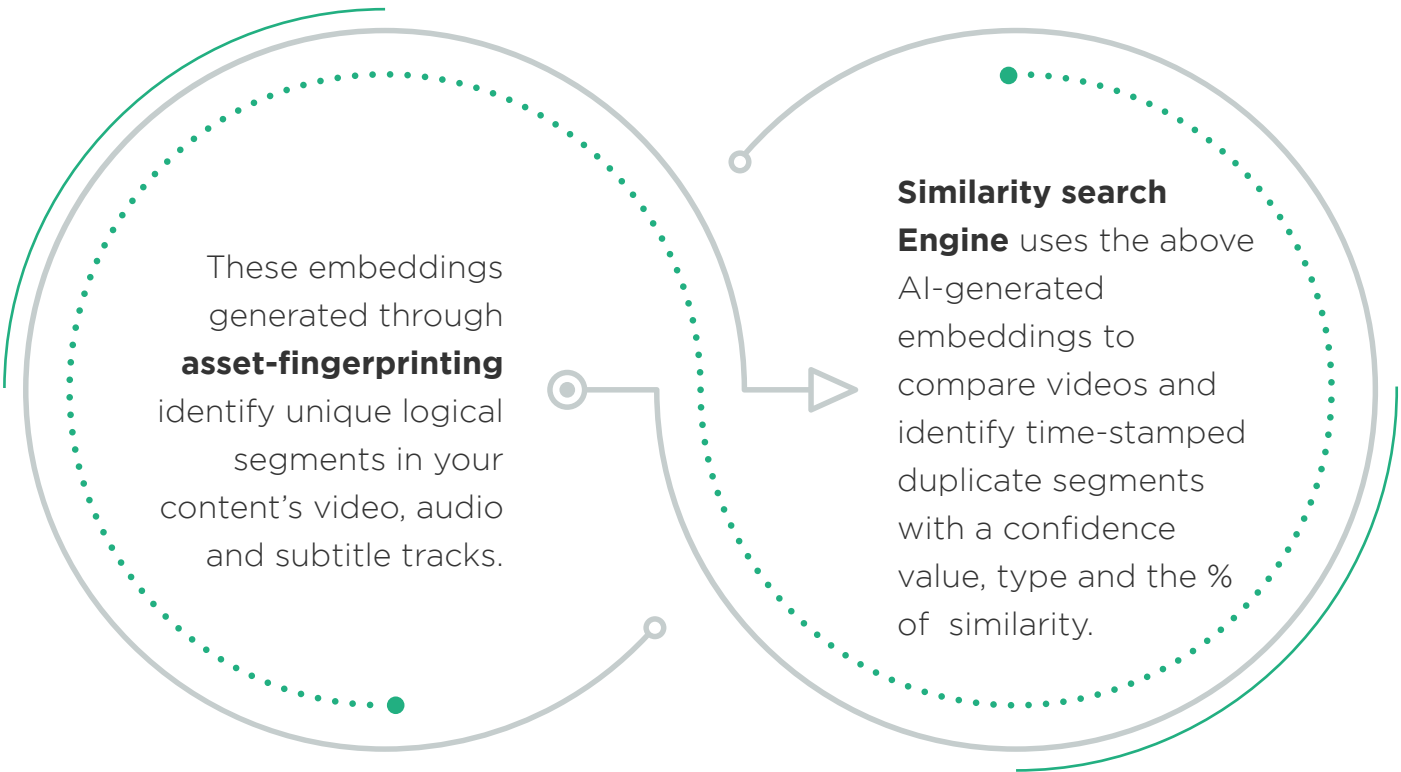
QC Checks and OTT Distribution

The generated metadata is reusable for other use-cases and/or QC checks such as detection of textless Elements, Remastering, Audio Similarity Detection, etc

The metadata also enables AI-assisted content operations for OTT Distribution helping in monetizing the media assets with quick turnaround time and lesser costs.

Quantiphi's AI-powered deduplication solutions enable efficient management of content assets, streamline content workflows and save on storage expenditure.

Quantiphi's offering generates valuable content embeddings using audio and Computer Vision-based feature extractors.



How is this useful for Media & Sports Enterprises?



- Auto -identify, delete & restore duplicates using multiple content components - audio, video & subtitles.
- The generated embeddings can be re-used for other use-cases and/or qc checks such as Textless elements detection, Remastering/audio similarity detection, etc
- The assets can be finger-printed and help in identifying the copyrights status. This helps keeping track of licenses and avoid organization facing hefty fines for copyright infringement
- Solution is infra-agnostic for integration into several on-prem servers & MAMs.

Solution Features:



● **Frame-level Accuracy:**

Embeddings generated are accurate at frame level



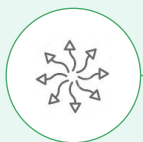
● **Multipurpose Embeddings:**

Generated embeddings can be used for other applications such as remastering, visual similarity search, textless elements detection for localization edits, etc.



● **Easier Search and Retrieval:**

Clear association of parent and child assets can be used for easier search and retrieval as well as enhancing version control.



● **Versatile Similarity Models:**

The solution can be customised to identify similarity between segments which are similar with slight changes done to the frames, like subtitles, dubbed audio, different resolutions etc.

Quantiphi Advantage: Computer Vision Capabilities + Engagement Journey



Quantiphi has been rated a LEADER in The Forrester New Wave™ Computer Vision Consultancies, Q4 2020 in terms of strategy & breadth of offerings.



Quantiphi Has been recognized as an IDC Innovator in AI services. Our engagement model takes clients from ideation to pilot to production applications to a enterprise-grade scalable model for AI solutions.