

# The future of versioning: Content personalization

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# Versioning : State of the art

- Technical versioning : sound (5.1, 7.1, object...), languages, image, subtitles...
- Censorship
- Director's cut
- Eric Pearson's broccoli



# Product placement

- Started with Jules Verne
- Lumière brothers did it too
- In-video advertisement is not quite new either (VCR days)
- People skipping ads and sVOD nowadays



*Back To The Future, copyright Amblin Entertainment*



# Product re-placement

- Adding or replacing original content with other content that makes more sense for local market
- It's been on the market for years, but now technology makes it simple



Copyright Whisper Media



# Challenges

- Characterize what can be replaced
- Store the info as metadata
- Replace the object automatically



# Technology is there

- Text extraction
- Logo extraction
- Explicit content detection
- Landmark detection
- Face/expression detection



# Technology is there

- Machine learning for video replacement



Copyright Deepfakes



# Auto Editing

- Trailer personalization
- Colour Grading depending on your mood?



Copyright Netflix



# How far is too far?

- Replace the head of characters with someone else's?
- Well at least AI can do it for cheap now



*Screenshot of SceneVids*



# Content marketing

- It's about metadata to describe content
- It's about asset management
- It's about marketing the universe inside the content
- Automation is now possible
- Ad tech is ready!



# Thank you!

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*Thor, copyright Marvel Studios*

