



THE FIVE GOLDEN RULES OF MEDIA AI

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2018



2021

**In 2018, the scale
of hype around AI
was matched only
by the extent of
the challenges**

Disillusionment about the efficacy of generic models for content tagging and analysis meant that real business benefit was only being delivered in limited areas

**Three years later,
progress has been
significant,**

**if still somewhat
short of a complete
revolution**

1

**Necessity is
the mother of
innovation**

Hype has subsided.
Companies have moved beyond
generic AI tools, and are instead
solving specific business problems
with focussed solutions.

Factory processes of media receipt, processing, versioning, and distribution are the logical epicentre of automation.

AUTOMATED AUDIO CONFORM

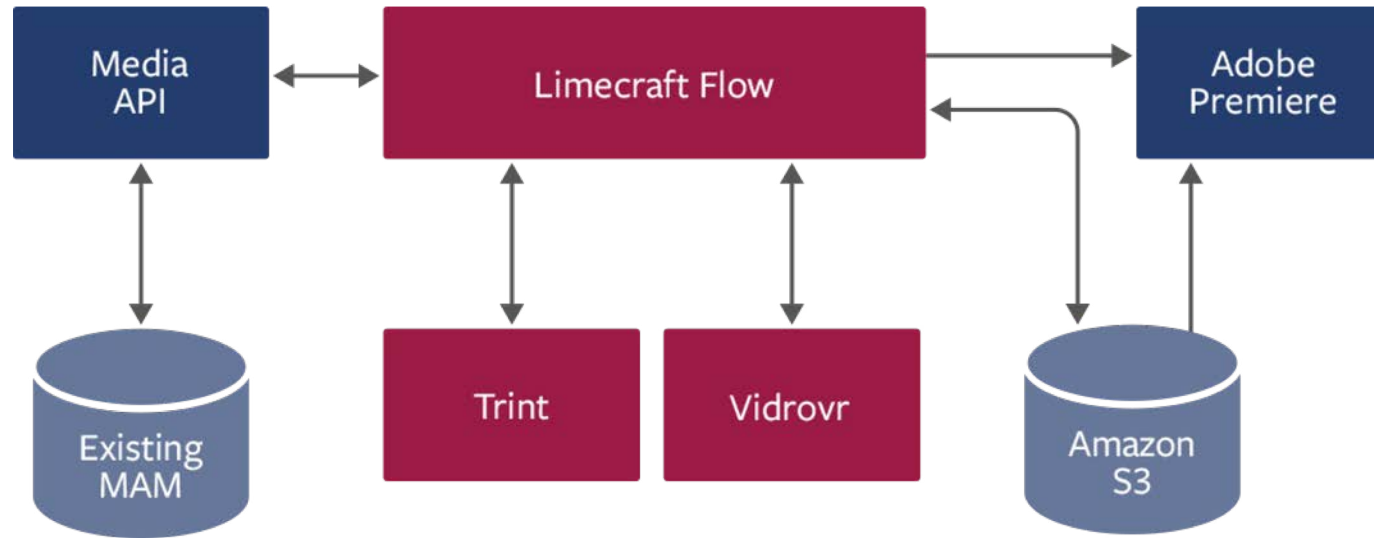
HBO Max launch in Latin America 1 → 40 countries overnight

40%

fixed automatically

60%

time saving on manual fixes



- Transcription, Shot Detection, Visual Analysis create detailed descriptions of each shot
- Editorial rules applied to create rough cut EDLs



AUTOMATED STORY EDITING

We didn't try to boil the ocean. In a first iteration, we used a system that was capable of recognising 250 international politicians, and delivers great results for approximately 20% of our coverage. Future iterations will refine the model and increase value accordingly.

SANDY MACINTYRE

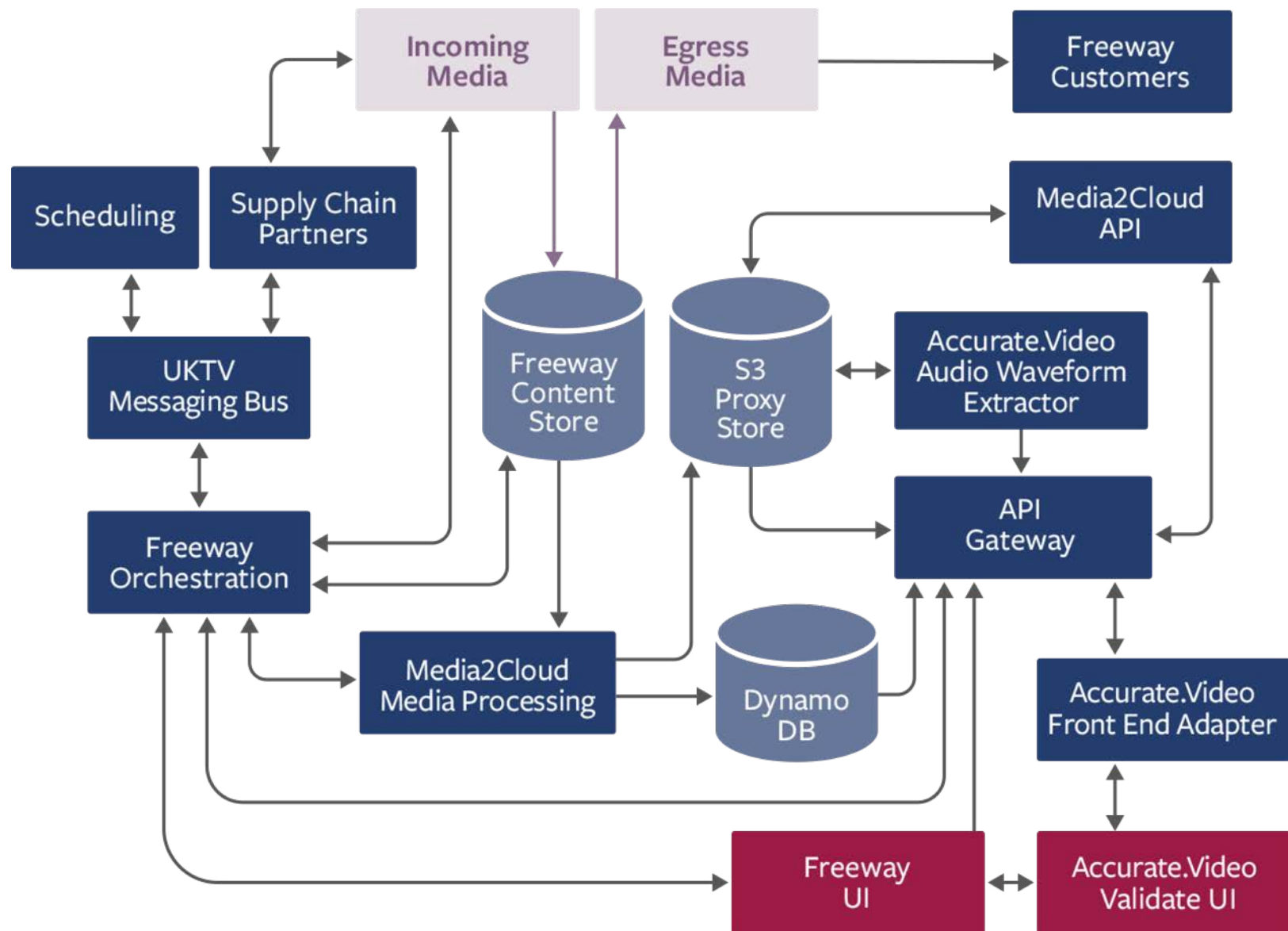
2

**Obey the
laws of (data)
gravity**



Consider Data as if it were a Planet or other object with sufficient mass. As Data accumulates (builds mass) there is a greater likelihood that additional Services and Applications will be attracted to this data. This is the same effect Gravity has on objects around a planet.

DAVID McCRORY



3

**People are
a robot's
best friend**



Fully automated

Trained on common vocabulary, presenter names, local place names, etc.

Human enhanced

The system is primed in advance with specific vocabulary for the programme or event

4

**Share risk
and reward**


The value of ML models comes from both the technology and the training.

There are now good precedents for commercial models which respect both.


**If both parties
have skin in the game,
there's a shared
desire to succeed**


Primary Video

Textless Video




LAURA STERBENS
DIRECTOR OF OPERATIONS







00:30/02:12




00:07 m00:14 m00:21 m00:28 m00:35 m00:42 m00:49 m00:56 m01:03 m01:10 m01:17 m01:24 m01:31 m01:38 m01:45 m01:52 m


◀ ▶ Aligned








◀ ▶ Program Segments



◀ ▶ Slate Segments





**TEXTED
VIDEO
REPLACEMENT
SERVICE**

TEXTED VIDEO REPLACEMENT SERVICE

- Collaborative working
- Mutual investment
- Aligned incentives

5

**Seek revenue
not savings**

It goes without saying that companies want to reduce costs, and automation can help.

**But in almost every use case,
a more important factor emerges:**

**automation speeds up processes,
reducing time to market,
and therefore time to revenue**

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- 1 Necessity is the mother of innovation**
- 2 Obey the laws of (data) gravity**
- 3 People are a robot's best friend**
- 4 Share risk and reward**
- 5 Seek revenue not savings**



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