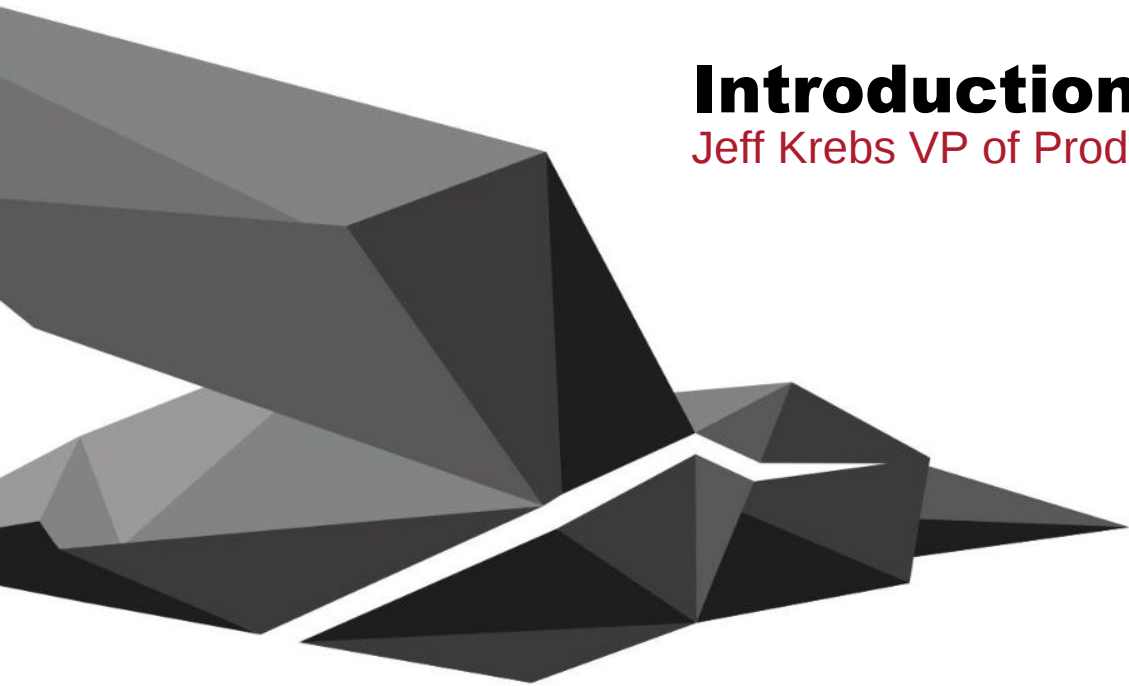
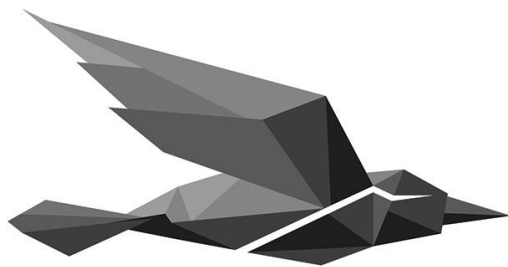




Introduction

Jeff Krebs VP of Products



B L A C K B I R D

AI for Production and Post Environments

To Discuss

Workflow and pipelines

Blackbird as a hub for AI engines

Actual Services

Expectations



Quick Poll

Transcription
Translation
Image recognition
Logo recognition
OCR use cases
Ad insertion
Closed Captioning



AI - Why Yes?

Required services

Problem solving

Cost of labour

Required delivery



AI - Why No?

Service comprehension

Perceived expense too costly

Negative experience

Not understanding use

Content transport concerns**



Perceived Cloud Video Red-Flags (fake news)

High bit-rate transport

Transcode to H.264

No production/post production tools in the cloud that our relevant.



Moving Content into the Cloud

In prep for AI Cognitive Services

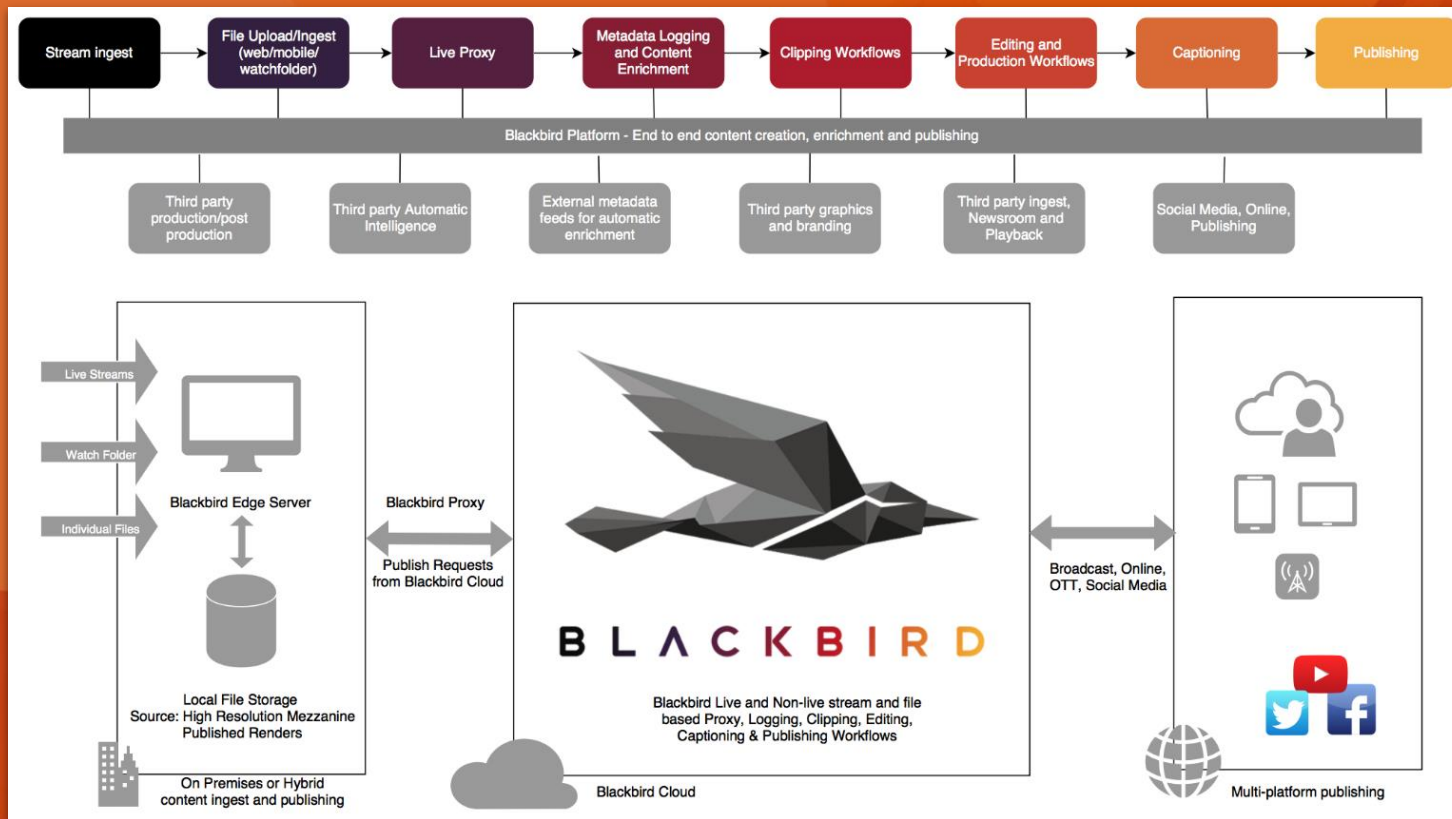


B L A C K B I R D



Born on the Edge, Living in the Cloud

Blackbird Overview



Blackbird and Veritone

Cognitive
Engines



Form
Function

AI - Cloud or On Premise

Cloud

High Privacy

On-demand responsive scalability

No limit scale/load

Easy on-boarding

Affordable

On Premise

Ultimate Privacy

Additional server and installation needed

Scale/load limited by infrastructure

Requires installation

Higher cost of ownership

Nature of the Blackbird Codec



Every frame thumbnailed
Metadata enrichment
Embrace timed data



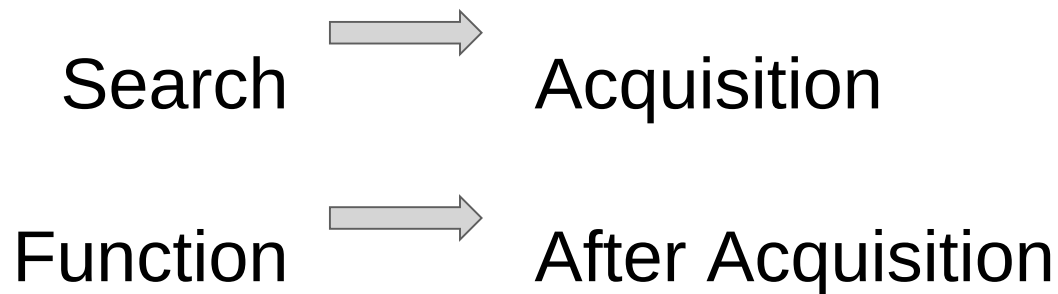
What do we want the results of AI to do for us?

Search

Function/Enrichment

Delivery

When do we want the evaluation to happen.



Services you may have heard about

Transcription

Translation

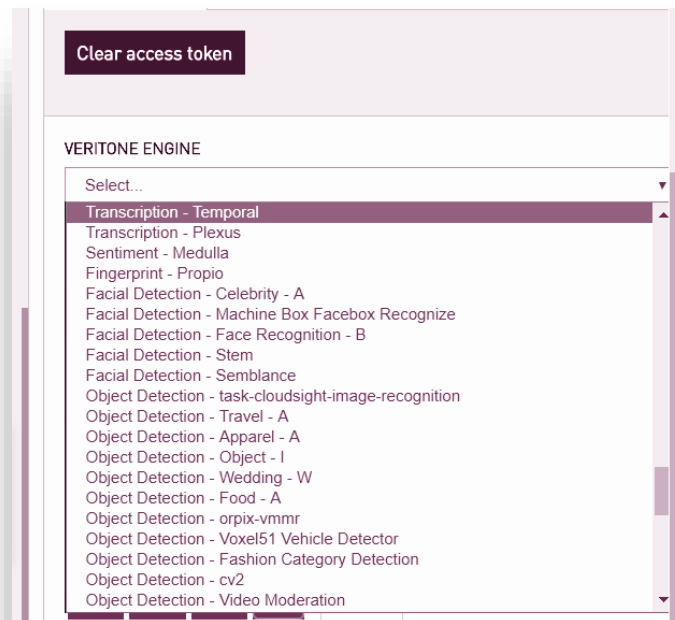
OCR

Image analysis

Sentiment analysis

Emotion analysis

Cadence analysis



What are we trying to achieve?



Problem Solving

Production challenges to a compliant delivery

AI to solve bottlenecks

Budget

Schedule

Content

What are some realistic services

Speech

Transcription
Translation*
Closed Captioning



Image

OCR
Logo
Object*
Facial*



Data

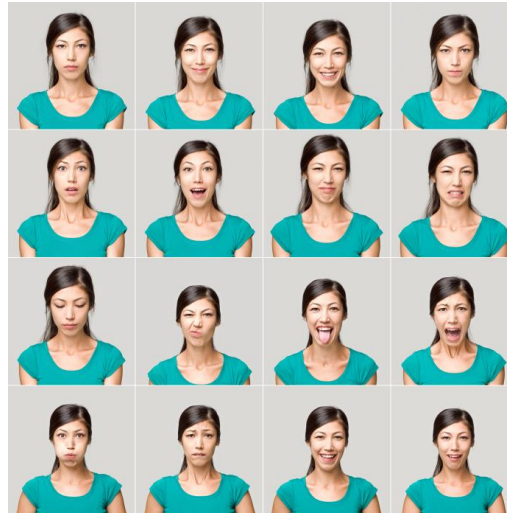
Geo
Sport
Social Timing
Ad Insertion



What aren't we ready for?

Analyze (search) for anything. Why?

Emotion
Sentiment





Results

We can't completely remove the human resource

85-95 percent accuracy would be helpful for most tasks

Predictable

Repeatable

Human = Quality Control

Example of closed captioning



B L A C K B I R D



Speech Translation

Localization Workflows = Precise Delivery = Blackbird Cloud

Secure Codec
Instant Watermarking
Timed Data Control Tools
Revoke of Access

Translation need context

Logo recognition

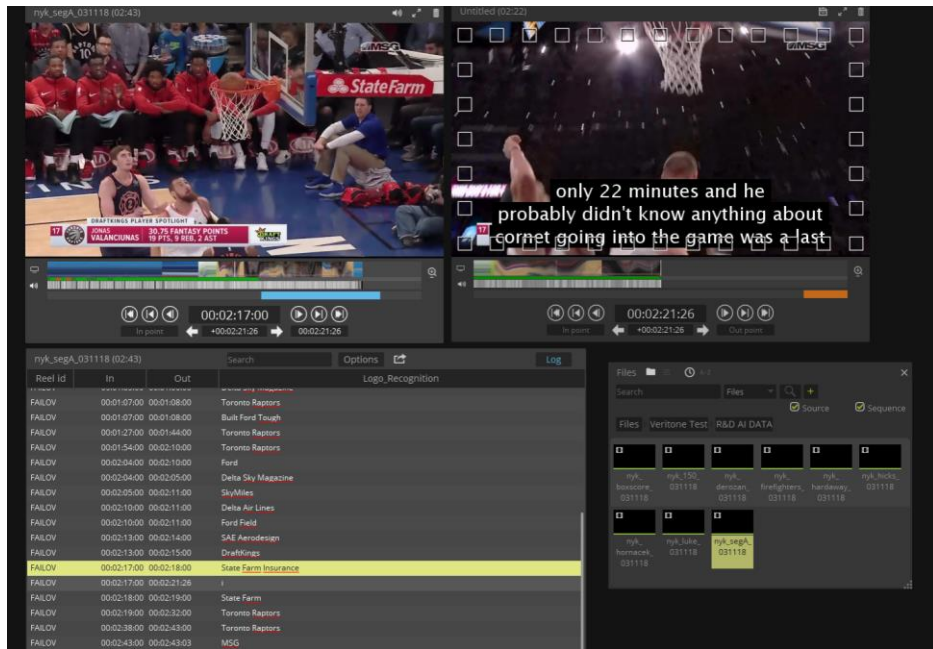
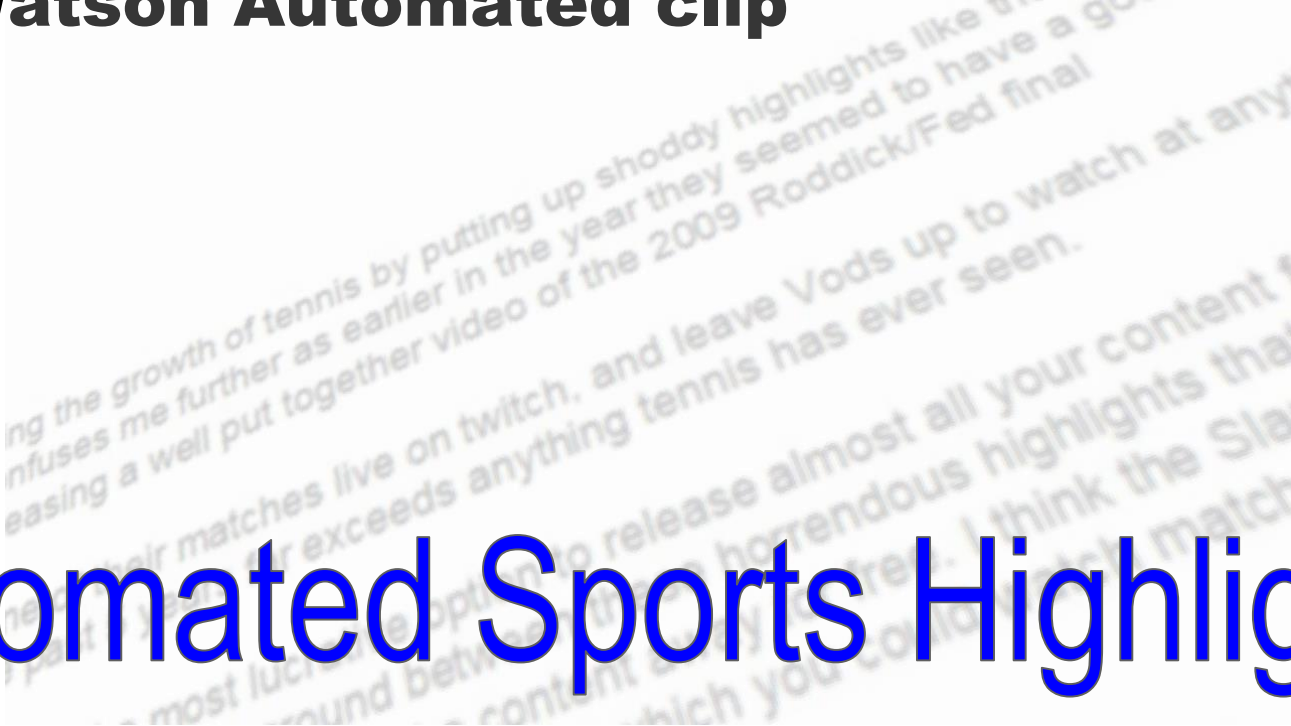


Image cadence and transition





The Watson Automated clip



Automated Sports Highlights

What did you think was going to happen?

-  **Joaquim Araújo** 20 hours ago
This is highlights?? lol
Reply · 41  
[View all 3 replies](#) ▾
-  **Poncho Gp** 14 hours ago
Highlights Wim's incompetence more like. Thats why they haven't posted up many from day 3 after the sxxx ones they'd posted here for day 1 and 2
Reply ·  
-  **Rajesh Parab** 20 hours ago
Please improve on your coverage guys! You are hurting your reputation by posting such a bad quality highlights :(
Reply ·  
-  **gENESyx 82** 5 hours ago
chill
Reply ·  
-  **dzgiba** 20 hours ago
2:02 are you  kidding us?:D roland garros was at least 3 minutes
Reply · 22  
-  **F4m1LyGuy10** 19 hours ago
Yet look at the like/dislike ratio. Weird that there's a difference.
Reply ·  
-  **Fábio Honda** 20 hours ago
These bunch os  are not seeing the commentaries. The worst highlights ever!!!!!!!!!!!!!!!!!!!!!!!!!!!!
Reply · 15  
-  **beatniece** 18 hours ago
hey wimbledon, we were all shocked at the terrible highlights videos they did at the french open. are you trying on purpose to do even worse?
Reply · 9  
-  **shahed saffari** 15 hours ago (edited)
Dear Wimbledon, please use 0.01% of the prize funds and increase the benefits of your video editor, he's clearly demotivated
Reply · 7  
-  **Indrani Das** 20 hours ago
deaf dumb blind wimbledon people
Reply · 7  

Putting it all together

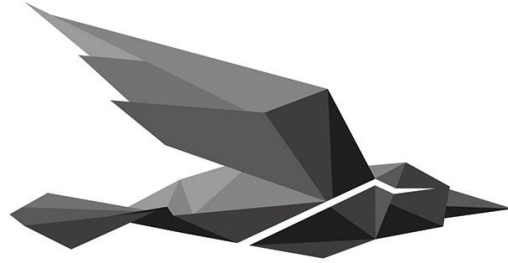
Blackbird and Veritone

Relevant tools for a media supply chain

Growing number of engines

Growing number of services





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Thank You