

Artificial Intelligence Made Actionable for M&E

Turning artificial intelligence into actionable intelligence

June 7, 2018

Veritone Your AI Partner

- Public Company Founded in 2014
- Developed an Open, AI Operating System
- Powerful Applications With Orchestrated Cognitive Computing
- Transforms Unstructured Audio and Video Data Into Actionable Intelligence

Veritone by the Numbers

- ▶ Cognitively Processed Over **5 Million** Hours of Media
- ▶ Ecosystem of Over **202** Cognitive Engines
- ▶ Over **170** Satisfied Clients Using AI To Transform Their Business, Spanning Media & Entertainment, Government, Public Safety, Legal, Compliance, and More

16.1 zettabytes
of data are created
annually and will
reach 163 by 2025

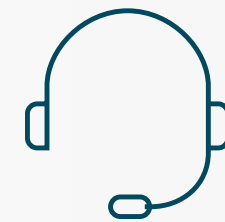
Yet, less than 0.5% of that data is
analyzed by organizations for
strategic decision making.

The business case for **AI**

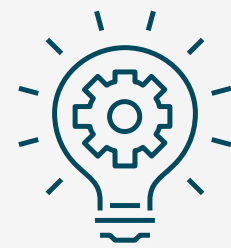
84% of executives believe **AI** will give their organization a competitive advantage.



Sales



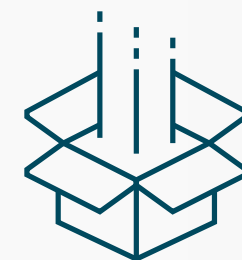
Customer Service



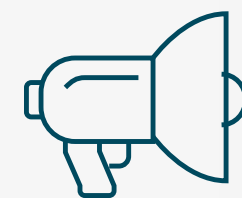
Strategy



Security



Product

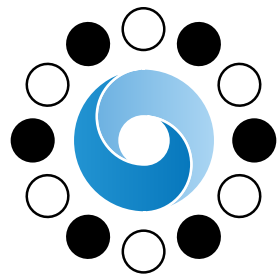


Marketing

- **Rapid Decision Support**
- **Operational Efficiency**
- **Service and Product Innovation**

A NEW APPROACH TO AI

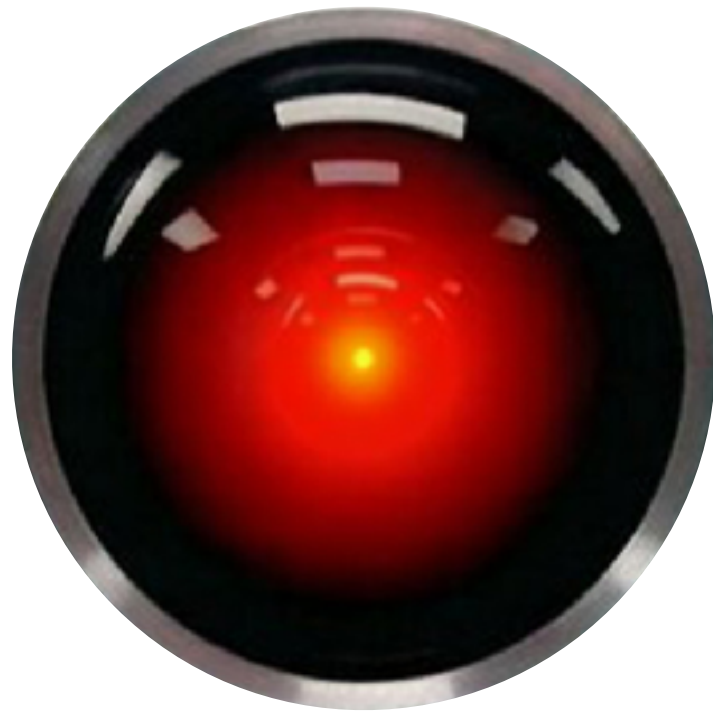
ANI



AlphaGo

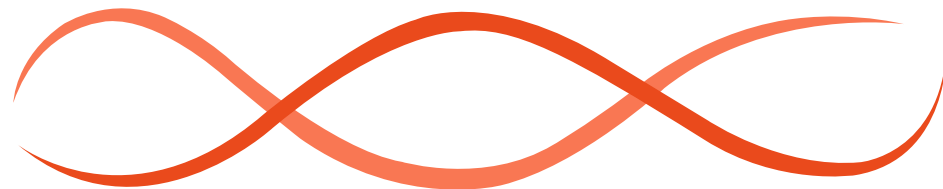
Artificial
Narrow Intelligence
(Knows A Lot About A Little)

AGI



Artificial
General Intelligence
(Knows A Lot About A Lot)

ASI

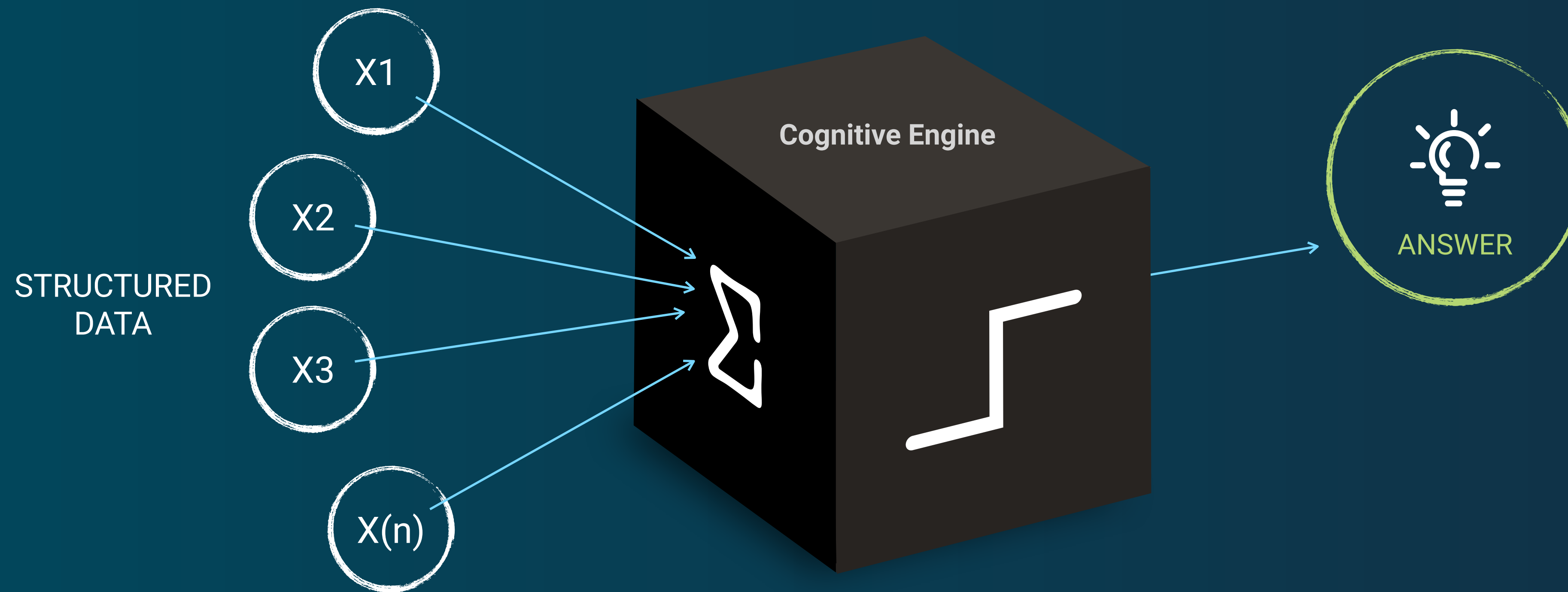


Artificial
Super Intelligence
(Knows More Than We'll Ever Know)

The **Traditional AI Approach**

Single Engine AI - ANI or Narrow Intelligence

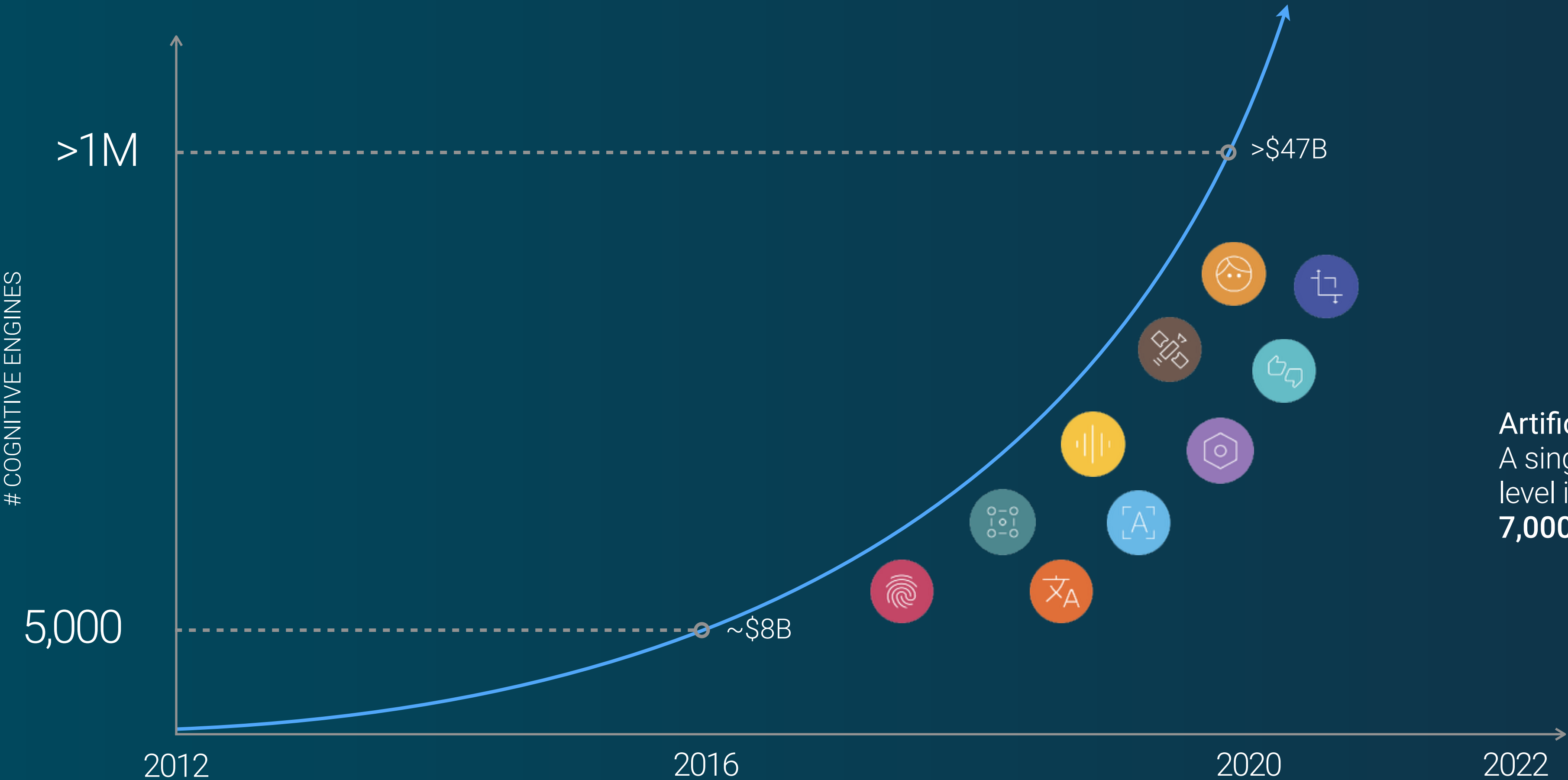
Pre-processed data coupled with hand crafted machine learning algorithms outperforms humans, but requires well structured datasets within **narrowly defined** domains.



The **Traditional AI Approach**

ANI Engines are **Multiplying Exponentially**

Creating A Challenge For Enterprises To Tap Into The Full Value And Benefit Of The AI Market



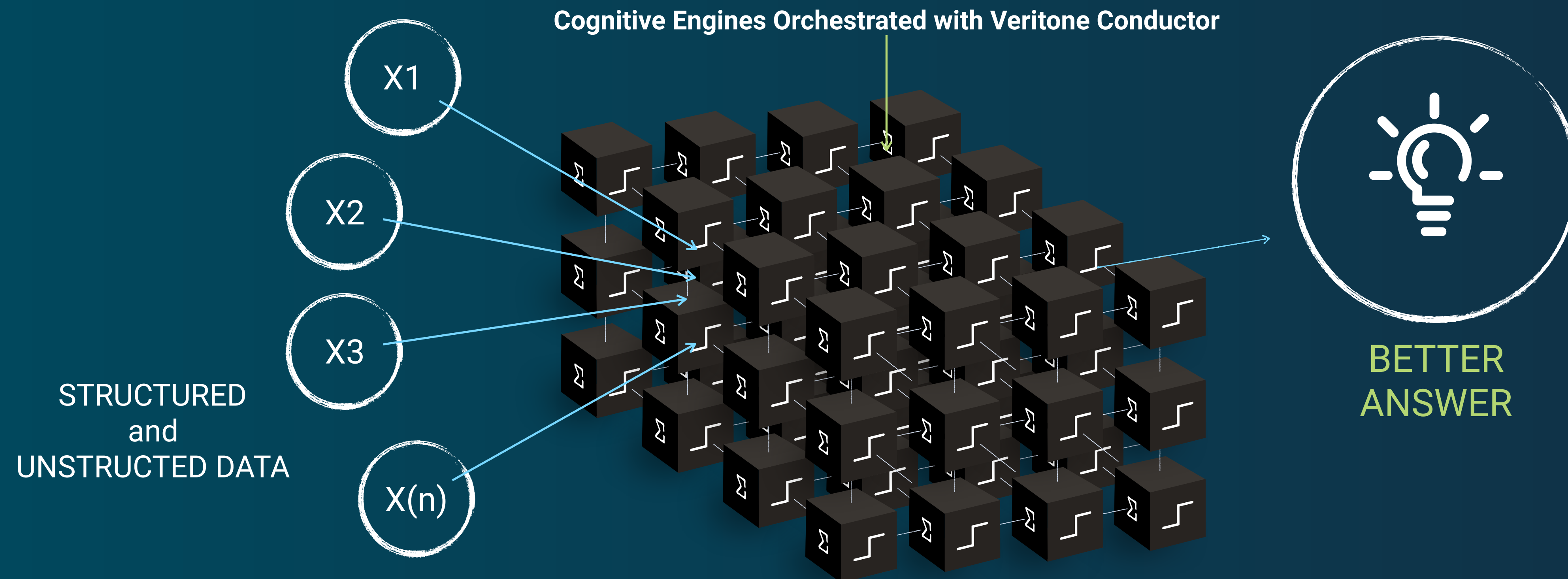
Artificial Narrow Intelligence:
A single machine equivalent to human
level in a single cognitive function.
7,000+ ENGINES IN MARKET TODAY

Revenue Source: IDC

The Veritone Approach

Multi-engine - An AI “Operating Platform”

Advanced conducted learning, leveraging more than one cognitive engine, cumulating the results, are capable of solving broadly defined problems while **increasing accuracy** of output on average of **15-20%**



What Humans See...



EcoBoost

6

DARRELL WALLACE JR.

FORD ECO-BOOST IN-CAR CAMERA

What Veritone Sees



An **Open Ecosystem** of Best-of-Breed Cognitive Engines

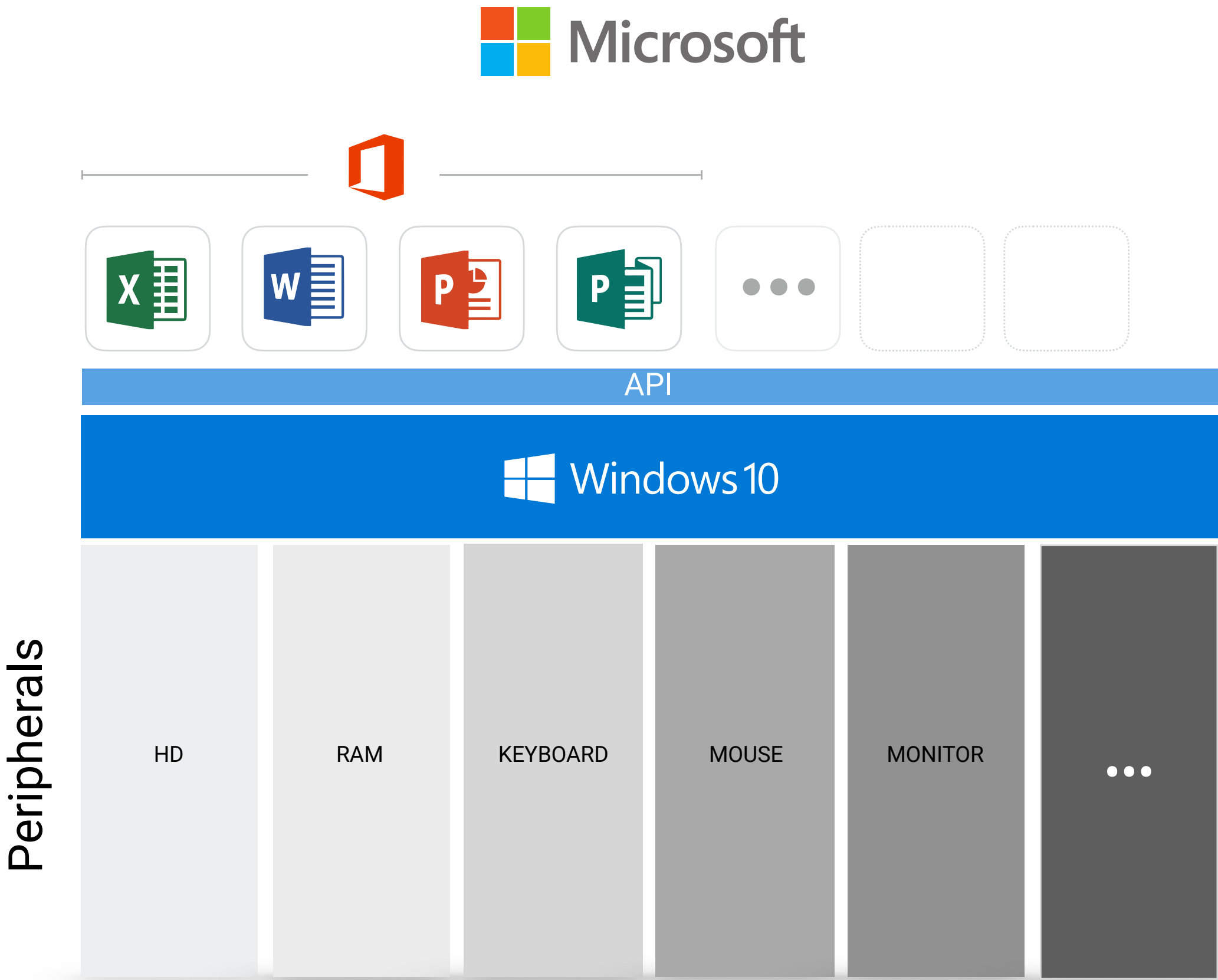
With over **202 cognitive engines on ONE platform**, Veritone is a simple and scalable solution to improve operational capabilities.

Veritone provides:

- ▶ An evolving, open ecosystem that **future-proofs** your AI technology investment
- ▶ Ability to **ingest, index, search, correlate, analyze** and **share** audio and video content from any source
- ▶ Support of **multiple deployment models** (cloud, hybrid and on-premise)



AN OPERATING SYSTEM FOR ARTIFICIAL INTELLIGENCE





Media & Entertainment Demo

15 Cognitive Engine Categories on aiWARE Today

Transcription

Convert spoken word recordings to rich and searchable text

Face Detection

Identify and index the presence of faces in video or still image content

Visual Moderation

Classifier for nudity, guns, language, gestures, gore, etc.

Orchestration

Extracts features from data files to determine optimal combination of engines e.g. Conductor

Translation

Translate transcribed text from one language to another

Face Recognition

Recognize known faces in images or video; based on library training

A/V Fingerprinting

Generate a condensed audio or video summary to quickly locate similar items

Transcoding

Changes filetype and features (mono/stereo, bitrate, etc.)

Object Recognition

Detect and recognize multiple objects such as logos within video content

Sentiment

Infer emotion or sentiment from text, audio, and video content

Scene Detection

Detect scene changes in video

Metadata Extraction

Extract data features from files

Optical Character Recognition (OCR)

Find and identify complex alphanumeric characters in images

Geolocation

Extract location, acceleration, velocity, and altitude from media files

Speaker Separation

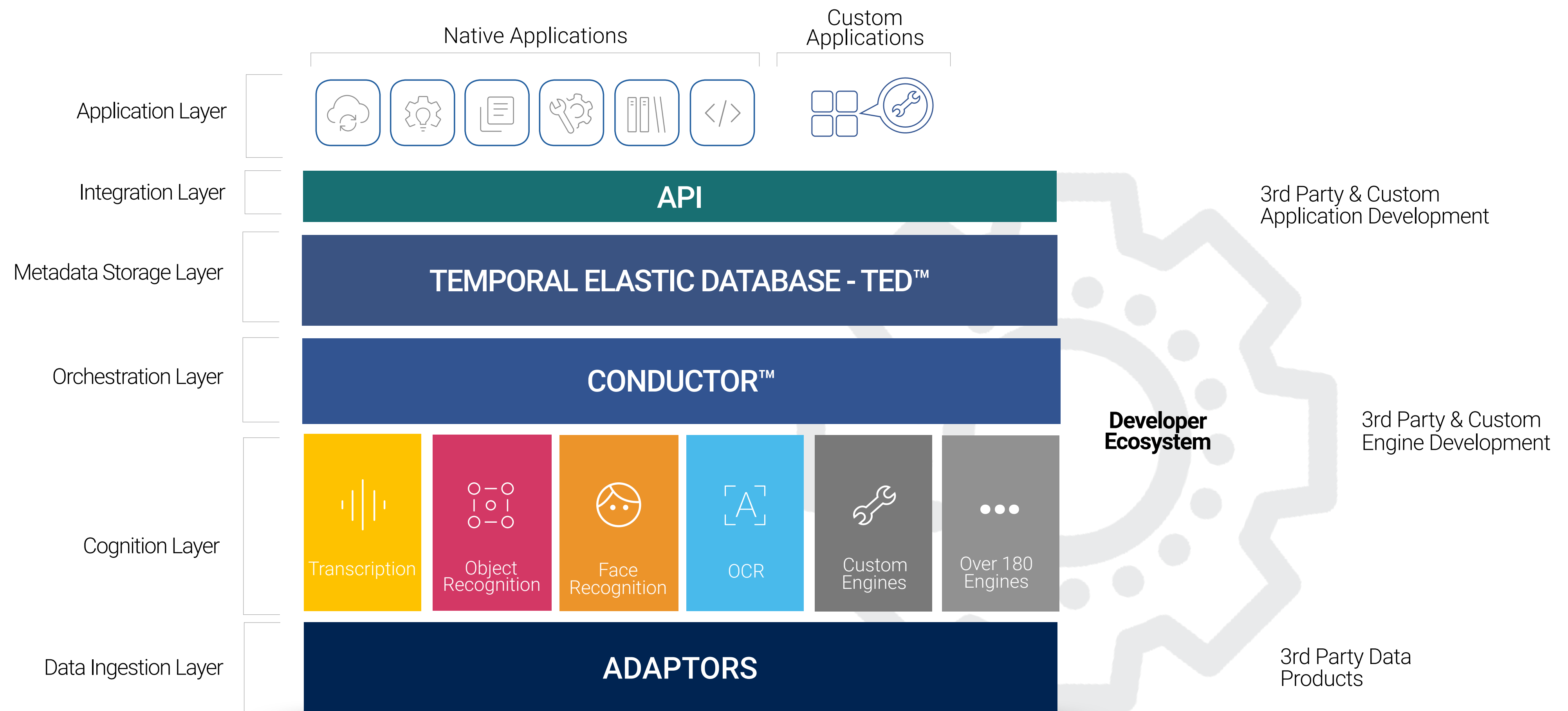
AKA "Diarization"; Distinguish between multiple speakers in audio or video

Open Ecosystem

Create new cognitive engines and place them in our ever-growing portfolio

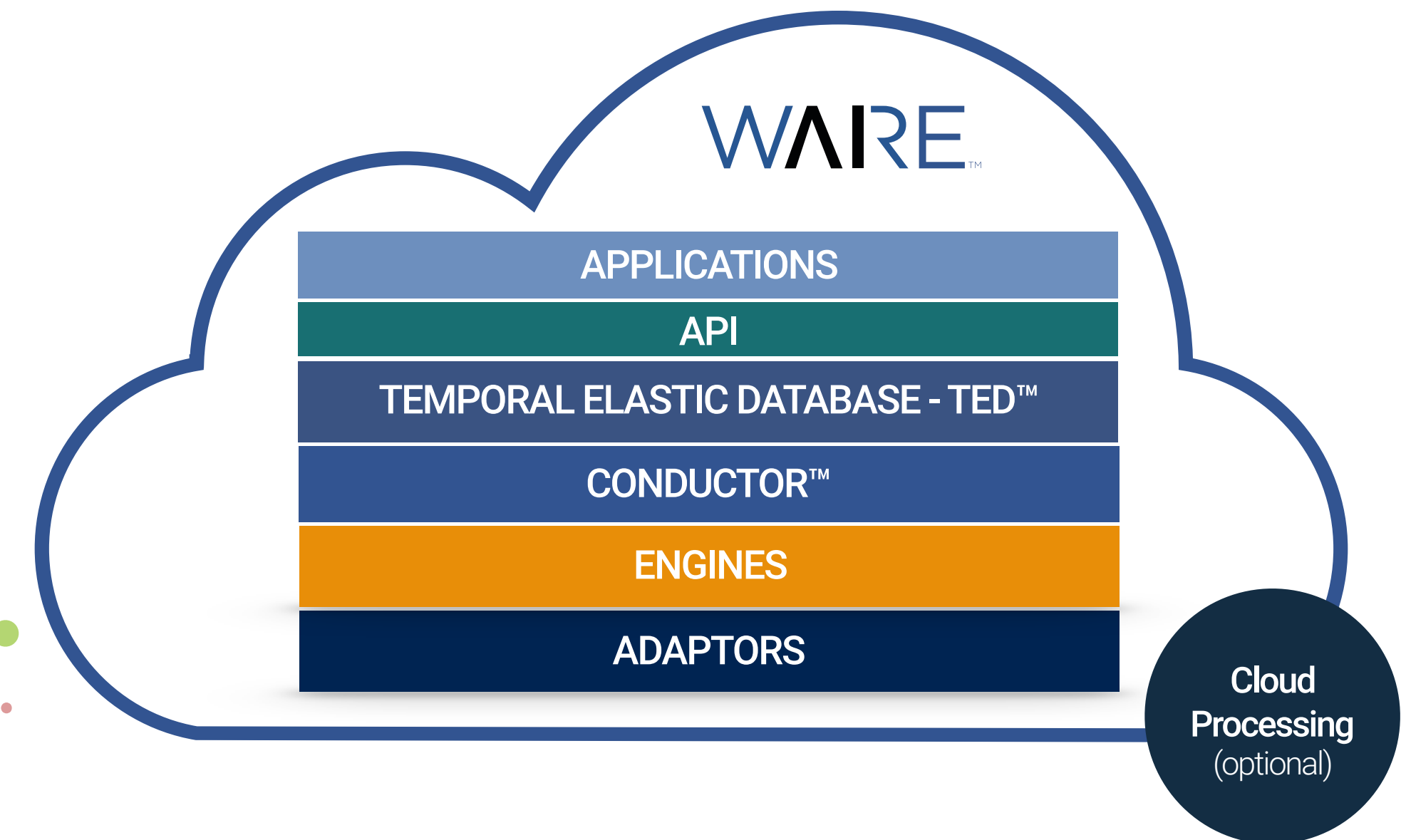
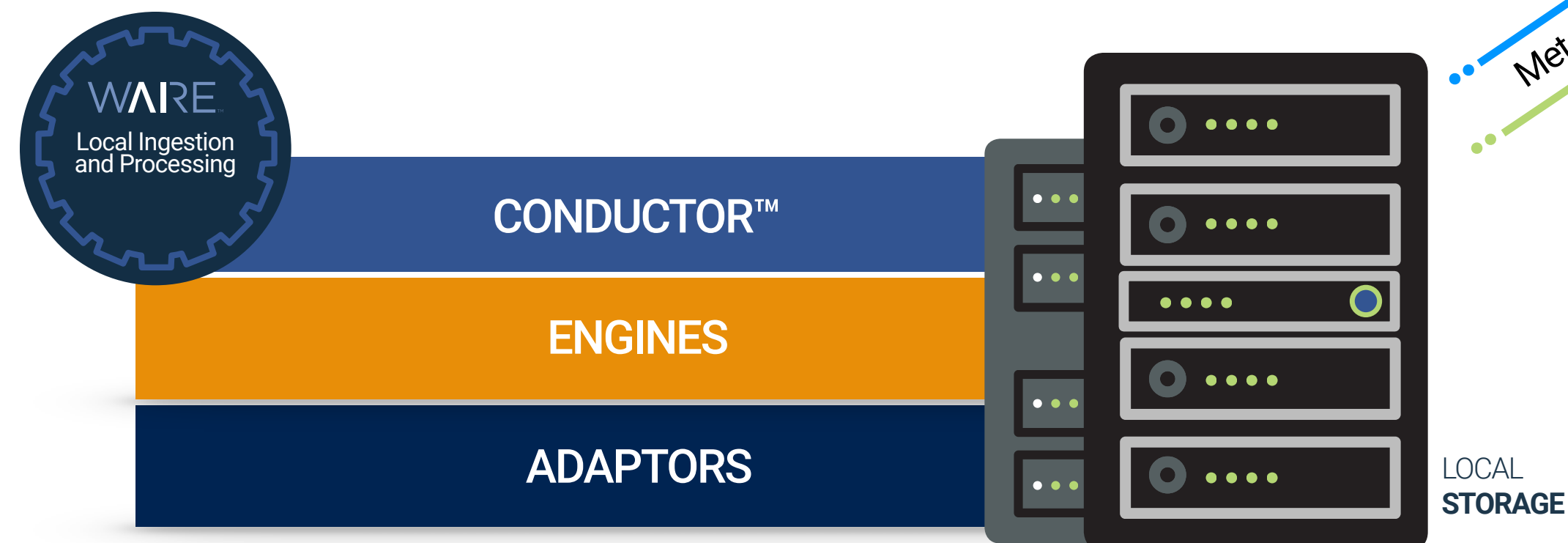
Veritone aiWARE™ Platform and Ecosystem

Unique and open artificial intelligence operating system



Deployment Models: aiWARE Hybrid

- ▶ Ingest and perform near edge process on content locally or in the Cloud
- ▶ Cognitively process content with the full Veritone Ecosystem of over 202 engines or opt to utilize network-isolated engines only
- ▶ Run cloud-based native or custom AI-powered applications
- ▶ Readily available for Quantum Xcellis and StorNext environments



TV Case Study | Leading financial television broadcaster increases their workflow efficiency and saves more than \$100k per year using aiWARE

Challenge

This leading financial television broadcaster wanted a more efficient way to search and track all its branded partnerships (spoken & visual) across all its US and international TV programs.

Currently, it takes 2 full-time production assistants to manually log and produce reports to track their advertisers and their performance. Traditionally, these reports traditionally would take days to even weeks to produce.

Solution

- ▶ The leading financial broadcaster leveraged aiWARE's Discovery app and its Watchlist feature to track and monitor all of its advertisers and their campaigns
- ▶ What used to take the work of 2 full-time production assistants to do, is now automated and results can be found in near real-time

Benefits

- ▶ Saved over \$100K in human capital
- ▶ Improved workflow efficiency by a factor of 2
- ▶ Allowed the 2 PAs to focus on other important tasks
- ▶ Provided immediate ad verification and reports to its advertisers
- ▶ Improved cross functional communication through data sharing

Radio Case Study | Entercom leverages aiWARE to bring advertising efficacy in near real-time

Challenge

When you are a radio broadcasting powerhouse reaching over 65 million people each week like Entercom you don't have days or weeks to wait for airchecks or for campaign reach and efficacy insight.

With stale, often incomplete information as their only source of reporting, Entercom was at a disadvantage compared to data-rich mediums like digital.

Solution

- ▶ Fresh, comprehensive intelligence delivered by aiWARE
- ▶ Entercom programming is ingested and recorded in real-time
- ▶ The media is indexed, organized, and analyzed to satisfy the rapidly multiplying demands for actionable media intelligence from brands, businesses and advertisers

Benefits

- ▶ Near real-time ad verification and content tracking
- ▶ Additional revenue generation by repurposing and extending content
- ▶ Smarter media library with enriched metadata
- ▶ Further customer engagement with actionable analytics and reporting
- ▶ More dedication on creative marketing strategies vs. analyzation of data.
- ▶ Gained hundreds of thousands of dollars in incremental revenue in a single market as a result of Veritone partnership

Thank You