Intelligent Search and AI-Powered Video Archives are Revolutionizing Traditional Media: Here's How

Introduction

BROADCAST MEDIA AI TRENDS:
FROM PRODUCTION TO DEPLOYMENT

Pressure is intensifying for media production and marketing teams to adopt AI technologies, ensuring they stay ahead of the curve and meet the escalating expectations of an audience that craves seamless, immersive, and personalized content experiences.

By leveraging video management software with integrated automation, intelligent search components, and Artificial Intelligence (AI), global production studios and large media enterprises are already taking advantage of massive productivity gains to elevate content quality, boost video output, and intelligently manage their video assets to create new revenue streams and boost bottom-line earnings.

AI In Over The Top Platforms -
The Challenge with Too Much Data

Over-the-top (OTT) platforms have revolutionized data collection compared to traditional broadcast methods. Unlike conventional television, which relies on limited viewer metrics, OTT platforms harness the power of digital streaming to accumulate a wealth of user data. Every click, pause, rewind, and interaction within the application generates valuable insights into individual preferences and viewing habits.

However, this abundance of information creates a unique challenge for media professionals: making sense of a mountain of data and acting on concrete insights.

But, by leveraging different AI components, large-scale video production enterprises can quickly decipher and understand vast amounts of data without manually compiling and comparing data points. This provides massive productivity and efficiency gains and empowers video professionals to make truly data-informed decisions from pre-production to post-production and promotion.

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AI's Role in Post-Production

AI's automation capabilities are revolutionizing editing and post-production processes, enhancing speed and efficiency for creative and studio teams. AI can analyze video footage, identify objects, and comprehend in-scene emotions to propose automated editing suggestions.

This content acceleration process is helped by incorporating object, facial, logo, and text recognition into intelligent video search options within video asset management software. This secret sauce allows editors to rapidly find specific frames within massive amounts of video instead of manually scrolling through entire media clips to uncover the specific scenes they need.

When shifting to the cloud, editors can have ongoing access to top-notch tools, elevating their overall editing experience to new heights and providing massive productivity efficiencies on every project.

By 2024

more than 20% of all film editing will use AI.

Source: zipdo.co

Automated Metadata Tagging

AI-powered video archives use automatically generated metadata to make the archive accessible to navigate and search. The result is fast, accurate search returns, even at the specific frame level, versus manually searching full-length videos that must be watched entirely to find a particular clip. Thus, metadata automation supercharges traditional broadcast environments where editors are challenged to find the content they need to begin working. The average editor spends around 10 hours per week looking for their media. These search times add up across editors and significantly impact budgets when applied to multiple editors across the business.

However, these heavily manual, clunky workflows are being streamlined with automated tagging capabilities to sort and store video accurately, and then video is rapidly surfaced on the clip level with intelligent search platforms that incorporate AI components.

This is a critical advancement as untagged video libraries are impossible to navigate, which risks media loss and requires editors to duplicate efforts to create existing assets. Moreover, manually tagging media with metadata takes several hours per project, and metadata tags can vary from editor to editor, resulting in poor metadata accuracy. Finally, manually applying metadata to an entire, untagged video library can take months, costing a significant budget and requiring a massive time and cost investment.

Automated metadata tagging simplifies and speeds up the tagging of massive video libraries, facilitating more effective sorting and storage of content. To make operations even faster, AI-powered intelligent search simplifies and accelerates editors' ability to locate specific media footage quickly and easily.

This progress is invaluable for editors, and provides them a streamlined and efficient means to locate specific video footage within massive content archives and begin working much faster and more effectively. This removes the need for editors to scrub through an entire video to find pieces of content they need to work on, ultimately giving them more time to create high-quality content.

In 2023,

AI automated 25%

of media content tagging processes
in the global movie industry.

Editors spend

1.8 hrs daily & 9.3 hrs weekly

searching and gathering information.

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Effective Content Management

More than 39% of media decision-makers cited content silos as the top challenge in building immersive customer experiences. Luckily, AI is already helping alleviate that pressure across industries by removing the legwork of media collection, sorting, and storage.

By making sense of massive swaths of video data and using detailed metadata, intelligent search applications with AI components dramatically enhance media archives to make them centralized, structured, and highly searchable rather than requiring editors to spend hours on media asset location. Furthermore, AI-powered media archives allow users complete visibility of their video, which empowers them to use media content effectively, maximizing media ROI by making it easy to find and increasing usage across platforms and teams. This increased media reuse squeezes more value out of each video asset, thereby increasing the value of the entire video archive.

Consider this - you have a fantastic video clip illustrating your company's value. It took your team around 15 production hours to create that asset. But, if it's lost after its initial run, the return on investment is drastically reduced.

However, if you can easily find, edit, or use pieces of that asset, its increased usage prevents the need to create it again. Moreover, intelligent search allows you to reuse that asset across promotional and external marketing channels, generating more visibility, engagement, and conversions - that's how you drive true ROI from media archives, by making it easy to use and reuse your assets instead of replicating or re-creating from scratch.

By enhancing media archives to make media more visible and instantly accessible, AI, combined with intelligent search platforms, helps video and marketing teams gain massive production and time efficiencies. This leads to more content output, higher-quality content production, and safeguards against the need for costly re-shoots.

83% of creative employees

had to recreate a video asset because they couldn't find it.

The Business Impacts of AI in Media Workflows

AI and automation are incredibly exciting theoretically, but these technologies already lead to real-world business impacts in media production workflows. Critical functionalities like automated metadata tagging, enriching the media archive to be searchable at the clip level, and automating asset rendering and conforming for multiple platforms save media teams hours upon hours of work that would otherwise have to be done by hand. When combined, these functionalities create massive efficiency gains for media teams to focus on creating higher-quality content and allow them to make more content across channels. The final result is improved market saturation and global media ROI.

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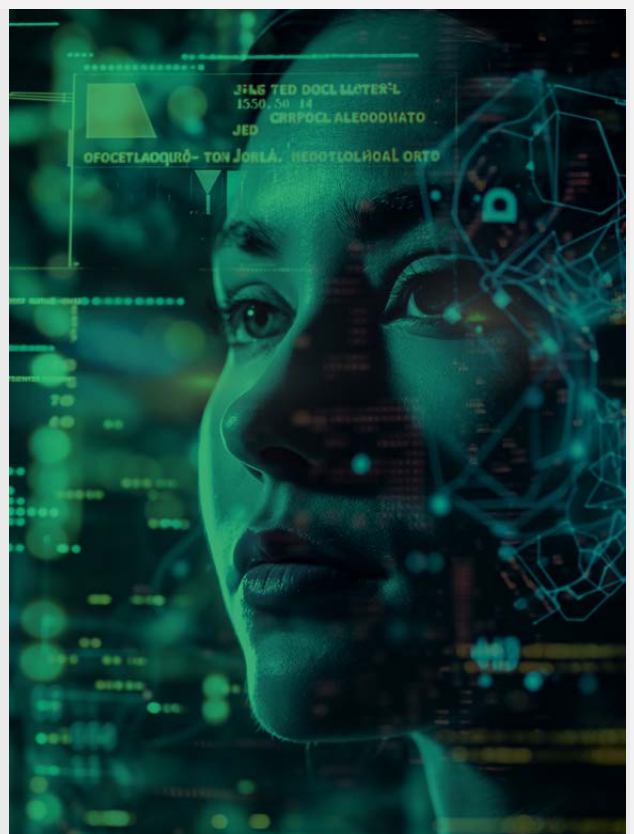
IPV Curator: The World's Leading Media Management Software

While the AI landscape may seem theoretical, IPV Curator provides intelligent search options with enhanced, AI-powered archives that help enterprises drive more usage and revenue from their media assets by making them easier to find, quicker to edit and deploy across channels. Curator allows enterprises to create new revenue streams from legacy content, drastically boosting video revenue by more than 5% from existing video assets.

Curator's AI-powered media archives utilize a unique intelligent search capability. This removes the need to manually sift through massive content archives or dust off long-forgotten hard drives. Curator delivers targeted search results for video editors, saving hours of video search and creative downtime for each video editor per week.

For more info on how IPV Curator automates and streamlines creative video workflows using intelligent search with facial, object, logo, and speech-to-text AI components, visit www.ipv.com or click the link below for a customized demo.

Using Curator's intelligent search, a global travel and tourism agency reduced media asset search time from 13 hours per week to 13 minutes per week per editor.

Interested in knowing more about IPV Curator?

Feel free to reply to this email or let's schedule a call.

Gabrielle Skidmore – Director of Marketing Campaigns

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