Artificial Intelligence

Empowering media professionals & accounting for viewer expectations

SPEAKER

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Introduction: Verbit & Media

Verbit's AI technology provides media producers with transcription and captioning of news, talk shows, video interviews, movies and more.

AGENDA

1. Overview of AI & Its Mark on Media
2. How AI Helps Meet Media Consumers' Expectations
3. How AI Helps Media Pros Work More Efficiently
4. Deep Dive: AI for Media Transcription & Captioning
5. Real AI Media Use Case

Overview of AI and its indelible mark on media

The US and China are leading the AI race, with AI startups in the US raising **$4.4 billion from 155 investments** and Chinese startups raising **$4.9 billion from 19 investments**, as they tend to focus more on mature AI applications.

The industry use cases are endless and media is one area where professionals can stand to benefit.

Media Industry: Addressing Current Challenges

The need to social distance and operate remotely has led to:

Cancelled shoots and moved premiere dates

Backlog of work

Reduces Budgets

Safety concerns for producers, actors, showrunners and live audience members

Media Industry: Addressing Current Challenges

Media challenges can be met and overcome by leaning on technology tools and personalization methods to gain and retain audiences and scale video views.

Media companies require assistance with:

- Aggregating data
- Providing personalized experiences
- Assisting with individuals' specific viewing needs

What Is AI? How Does It Intersect With Media?

AI is everywhere in media, operating behind-the-scenes:

- ○ Targeting and recommendations for content
  - ■ What to watch next on Netflix, what to read on social
- ○ 'Robot journalism' - writing and reporting articles
- ○ Recommending multimedia like images to show with content
- ○ Drafting data visualizations with information points
- ○ Removing manual tasks in production of video content
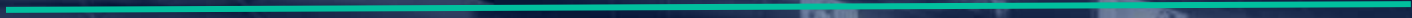- ○ Driving accessibility for video materials to be watched by all

At the end of the day, AI can remove manual media tasks ,by handling large volumes of work and counteracting missed deadlines.

Addressing media consumer and viewer expectations

Consumer & Viewer Expectations for Personalization

- **Since AI has been operating-behind-the-scenes, consumers now expect recommendations and personalization**

  - They want to be told what to watch next.

  - They want to be targeted with relevant videos and content.

  - They want the option of closed captions.

  - They want to watch content on-the-go.

  - They want their accessibility needs to be met.

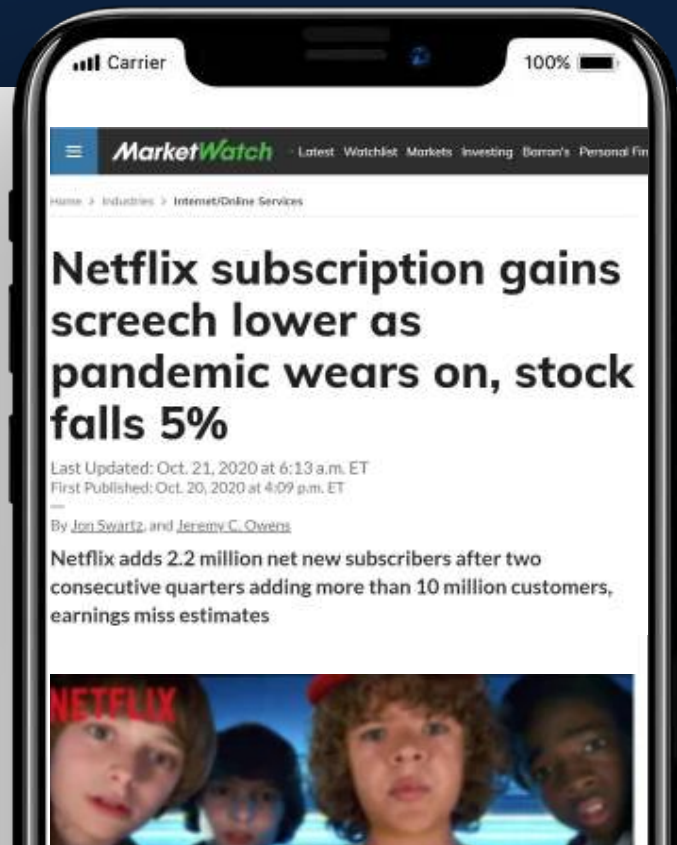# Where AI Comes In to Address Industry Challenges & Viewer Expectations

Netflix as an example:

- Landing cards play into psychology of viewer
- Customized homepages for each unique viewer
- Timing: Login late, you'll get recommendations that are shorter in length

Meeting MedNetflix & The Importance of Staying Competitive

Media that customize experiences rather than enlist 'one-size-fits-all approaches' will build trust & loyalty with consumers.

Designing for different formats of consumption and devices also will help you meet the different accessibility needs of viewers.

Meeting Media-Specific Needs

Important Media Considerations:

- Media expertise:

Speaker identification, SMPTE timecode capabilities, various spatial video formats and vertical captioning

- Cost efficiency

- Reliable accuracy

- Quick turnaround times

- Customized templates

- Key integrations to remove manual effort

- Top security for projects and interviews

How AI Removes These Manual Media Industry Tasks

- AI-based tools made for media handle:
    - Speaker identification
    - SMPTE timecodes
    - Spatial formats and vertical captioning
    - Push and pull files for transcription & captioning automatically
    - Offer rough drafts that remove delays to production & editing time
    - Provide word-for-word transcripts for fact checking and to avoid legal matters in the future

Finite ways AI helps media professionals address these considerations and work more efficiently

Here is why you should care about accessibility tools (hint - it's not only because of FCC guidelines)

Captions are critical for video today to reach the largest pool of audience possible:

81% of consumers mute video ads

Captions boost video shares by 15%, and 26%, more CTA click-throughs

85% Facebook users watch video without audio

91% of videos with subtitles are watched to completion compared to 66% of videos without captions

Deep-diving into AI-based transcription and captioning for media

AI-Based Automatic Speech Recognition (ASR) Tools for Media

Two main types of ASR

○ **Directed Dialogue**: Simpler form of ASR, select from menu of words

○ **Natural Language Conversations** (NLP): Sophisticated form of ASR - "understand real conversations."*

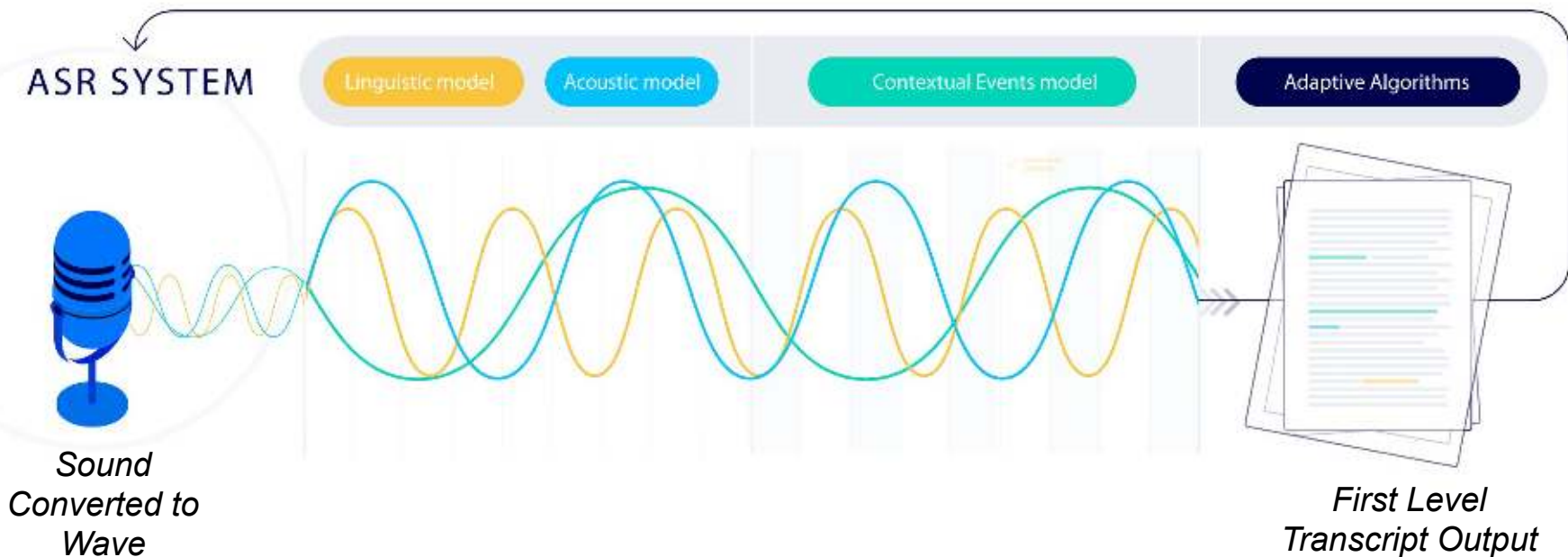 ■ **Within NLP, more complex applications & approaches than others**

How ASR Helps Producers & Media

○ **Live Broadcasts, TV Shows, Global Films** need accurate transcripts to provide fact checking for interviews, piece together edits for segments of shows, automate captioning and transcription processes and ensure media companies are both meeting FCC guidelines and helping individuals with disabilities, commuters, non-native English speakers and others still interact with their content with the additional aid of CC.

"A Simple Introduction to Natural Language Processing", becoming human.ai, M. Garbade, October 15th, 2018)

Verbit's ASR Process- Putting It All Together

Phoneme sequence to word > word into sentences, using punctuation > then sentence assigned to which speaker

ASR SYSTEM   Linguistic model   Acoustic model   Contextual Events model   Adaptive Algorithms

Sound Converted to Wave

First Level Transcript Output

Real use cases of AI in media

How Zoco Productions & The Dr. Oz Show Are Utilizing AI-based transcription

Important Considerations

- An efficient taping-to-transcription process
- Technology trained to detect difficult terminology, different speakers and quick cadences
- The ability to have time codes embedded into the transcript
- A trusted partner to evolve with media industry changes and needs

Accomplishments with Verbit AI

○ **Seven hours to five minutes:** Created efficiencies that reduce costs and multi-hour delays of receiving transcripts necessary to produce segments

○ **Provided trusted media-focused transcript** expertise and features, including time code capabilities and speaker identification

○ **Delivered AI-based transcriptions** with high accuracy that post-production work can begin even before human edited versions are received

How MAK Pictures Is Utilizing AI-based transcription

Important Considerations

- Provide fast delivery of accurate transcripts of interviews in a timely manner.
- Offer a cost-effective solution that would fit into the production budget
- Support their tailored workflow , including the support of SMPTE format in the transcription workflow.

Accomplishments with Verbit AI

- **Increased the efficiency,** by meeting the needs for rush transcripts in less than 24 hours without allocating additional resources
- **Lowered the overall costs,** by bringing the costs down per transcript, were able to transcribe a lot more, which helped to put together more compelling content and enrich the stories
- **Improved the workflow** through automation and faster turnaround time delivery of the transcripts

Empowering Media Professionals

Any Questions?

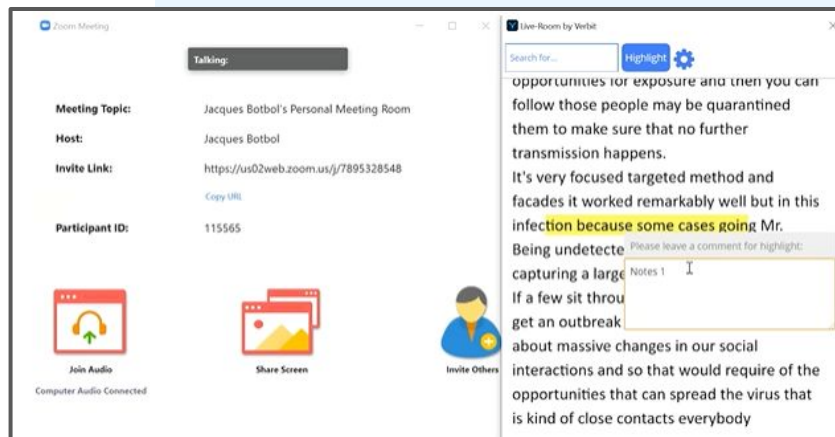# THANK YOU!

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verbit

Appendix

Enabling Verbit's Built-In Captions & Live Transcription in Zoom

- To enable **closed captions**, please click the CC button on the bottom menu of Zoom.

- To enable the live **transcript**, click on the arrow next to the CC button and select 'View Full Transcript'.

Media Industry: Addressing Current Challenges

The media industry is held to the highest standard of accuracy and its professionals are tasked with delivering on deadlines quickly. With last minute rushes to cover news and release new content, media professionals can greatly benefit from tools that are tailor-made for their needs.

Complex Speech to Text: It's About Context

Social queue, context, interactions - all the senses

Predictions - Statistics, Probability and Data (Content, Sounds, Lexicon

Not all ASR Software Performs the Same

Alexa, Siri, Google Home: Direct and Simple Commands (Do This, Get Directions, Turn on) - Not necessarily great at context (Just check your text messages after dicating).

Domain Specific: Legal, Medical, **MEDIA** etc.
(This is a deposition, and the discussion is about _____, and the speaker is Mr/S Smith)