

Eran Fishov: Thank you Liat.

Eran Fishov: Hello, everyone, and thank you for joining us today for Artificial Intelligence,

Eran Fishov: empowering media professionals and accounting for viewer expectations.

Eran Fishov: My name is Eran Fishov,

Eran Fishov: and I'm very excited to have the opportunity to discuss the influence of

Eran Fishov: artificial Intelligence on the media industry, here at the Post Production World Online.

Eran Fishov: We'll start with a short introduction of myself and I will introduce you to Verbit.

Eran Fishov: My name is Eran Fishov and I'm the Head of Customer Success at Verbit.

Eran Fishov: Focusing on the media and enterprise domains

Eran Fishov: with over 20 years of experience in customer success and in driving

Eran Fishov: innovation and inclusivity with media and enterprise customers.

Eran Fishov: Verbit is a technology-based platform that provides media professionals with

Eran Fishov: a hybrid AI-driven transcription and captioning solutions,

Eran Fishov: guaranteeing over 99 percent accurate transcripts at

Eran Fishov: scale that are cost-effective and can fit into the production budget.

Eran Fishov: Verbit has been serving

Eran Fishov: many customers in the media production and broadcasting industry,

Eran Fishov: providing AI-based digital transcription and

Eran Fishov: captioning for streamlining the production workflow and meet the business needs.

Eran Fishov: On the agenda for today,

Eran Fishov: we'll start with an overview of AI and its mark on media.

Eran Fishov: We'll then discuss the media consumers' expectations and see how AI helps to

Eran Fishov: meet them and explore the method for AI to

Eran Fishov: help media professionals work more effectively.

Eran Fishov: We'll then shift gears to discuss the AI for media transcription and captioning,

Eran Fishov: and we'll end up with reviewing a couple of real use cases to see

Eran Fishov: how Verbit AI technology has empowered their business

Eran Fishov: and obviously, we'll leave some time at the end for Q&A.

Eran Fishov: But first, let's start with looking briefly at

Eran Fishov: AI and how it is making a substantial mark on media.

Eran Fishov: It is very important to just look at AI in how much it is impacting every industry.

Eran Fishov: AI is a huge area of investment these days.

Eran Fishov: People are seeing the value in it,

Eran Fishov: people are not scared of it anymore,

Eran Fishov: people are realizing how much it can impact every industry and

Eran Fishov: it is not blessing in disguise as people thought about AI at the beginning.

Eran Fishov: For example, US and China are both investing tremendous efforts and fortune in AI.

Eran Fishov: In the US only,

Eran Fishov: \$4.4 billion were invested

Eran Fishov: and \$4.9 billion invested in China in AI startups.

Eran Fishov: These kind of investments are happening in media as well since media

Eran Fishov: is one area where professionals can really stand to benefit from using AI.

Eran Fishov: Looking at the different current challenges

Eran Fishov: that we know you are all facing with media right now,

Eran Fishov: these things that you guys have been dealing with so many months out,

Eran Fishov: like for example, shooting that had been canceled,

Eran Fishov: or for example, shooting that were scheduled but have to be postponed.

Eran Fishov: Backlog of works that have been piled up,

Eran Fishov: budget being reduced, safety concerns that pop up,

Eran Fishov: these are all really top of mind for professionals and creating

Eran Fishov: some challenges that technology is really designed to be able to help with nowadays.

Eran Fishov: Looking at how to address these challenges in media,

Eran Fishov: it is imperative that media companies need that help with meeting the industry standards,

Eran Fishov: but also, they need to make sure they are satisfying the viewers' expectations.

Eran Fishov: Whether it is pulling together important data to create more personalized experience,

Eran Fishov: and by assisting in viewing needs of all viewers.

Eran Fishov: This kind of personalization can help people who have specific needs, like for example,

Eran Fishov: hearing loss that might need the captions

Eran Fishov: or just viewer preferences where they prefer to

Eran Fishov: have different tools that are available for them.

Eran Fishov: But this is a crucial point in time where the expectations of the viewers become

Eran Fishov: essential in their decision to consume or not consume one content over the other.

Eran Fishov: It's whether they are provided with

Eran Fishov: the ability to access the most relevant content for them.

Eran Fishov: The expectations is that media companies will use all data

Eran Fishov: available to know exactly what content to show the viewers and when.

Eran Fishov: So looking at AI and how it intersects with media,

Eran Fishov: let's start with the fundamental explanation that AI,

Eran Fishov: Artificial Intelligence, is the algorithm that helps

Eran Fishov: analyzing large volumes of data to identify trends.

Eran Fishov: When it comes to media,

Eran Fishov: AI is basically everywhere in media.

Eran Fishov: It's just operating behind the scenes.

Eran Fishov: It's targeting you and it's provided me with

Eran Fishov: recommendations for content like what to watch next on Netflix,

Eran Fishov: what to read next on social media.

Eran Fishov: There's a robot journalism going on where AI is being used by big news

Eran Fishov: and media entertainment firms to write and report on different articles.

Eran Fishov: Multimedia is a huge area where AI is able to

Eran Fishov: provide predictions and recommendations about which images to show with content.

Eran Fishov: So for example, if The New York Times is writing an article

Eran Fishov: and decided to show one image on the top.

Eran Fishov: AI is being used to determine which image to display

Eran Fishov: based on various characteristics of the viewers, in order to really pull the audience in.

Eran Fishov: Data is huge, data has always been the king,

Eran Fishov: but there's different aspects of content exposure that media companies use,

Eran Fishov: whether by creating infographics,

Eran Fishov: and AI is really being used to help

Eran Fishov: media companies tell different stories in different formats.

Eran Fishov: It goes to removing manual tasks in the production of the videos,

Eran Fishov: which is an important topic that we'll talk about later on.

Eran Fishov: It's also helping to drive accessibility for videos that are being watched,

Eran Fishov: so all viewers are able to actually and equally participate.

Eran Fishov: Getting more into this, with all these deadlines,

Eran Fishov: the backlog work that piled up and

Eran Fishov: all the large volume of the work that's ahead or in the pipeline,

Eran Fishov: media professionals nowadays are busier than ever and have endless tasks to complete.

Eran Fishov: This is where AI, Artificial Intelligence,

Eran Fishov: comes into play with the ability to remove so many manual tasks.

Eran Fishov: By using AI tools and leaning on AI,

Eran Fishov: in the media production industry,

Eran Fishov: all these media companies can better cope with all these challenges.

Eran Fishov: Now, in addition to how it's going to help you as a producer,

Eran Fishov: there's another aspect of it.

Eran Fishov: It's to address the media consumer and viewer expectations.

Eran Fishov: It's really important to help address

Eran Fishov: media consumers and viewer expectations for personalization,

Eran Fishov: for recommending and providing true,

Eran Fishov: unique experiences to all consumers.

Eran Fishov: Let me elaborate on that.

Eran Fishov: In this media era,

Eran Fishov: people want to be told what they should watch next.

Eran Fishov: They want to be targeted with things that are relevant to them.

Eran Fishov: They want be option of closed captions.

Eran Fishov: They want to be able to watch the content on the go.

Eran Fishov: They want accessibility needs that need to be met and they expect that out of you.

Eran Fishov: So companies in media that are not fulfilling

Eran Fishov: these capabilities are going to have an impact on the loyalty of their

customers.

Eran Fishov: Especially nowadays, when people are going to be turning to

Eran Fishov: tools that they know are going to give them the next great thing to watch,

Eran Fishov: you definitely want to be there.

Eran Fishov: One example where this started is

Eran Fishov: the Netflix use case and how they're accounting for a viewer expectations.

Eran Fishov: So the landing cards that people see on their screens when they

Eran Fishov: open Netflix are customized for every user.

Eran Fishov: So what you see and what I see is not going to be the same thing.

Eran Fishov: Personalizing landing cards are really playing into

Eran Fishov: the psychology of what you've watched before and what they think you want to watch next.

Eran Fishov: The idea behind it is that they really want to draw you in.

Eran Fishov: And not just images,

Eran Fishov: they're using AI to target you with different duration of content.

Eran Fishov: So if you're logging into Netflix late,

Eran Fishov: you're going to get recommendations for movies that are probably

Eran Fishov: shorter because they know that you might want to get

Eran Fishov: a quick watch and not something that is super long in length.

Eran Fishov: So they're taking into account a lot of

Eran Fishov: different consumer characteristics and past behavior.

Eran Fishov: So then they can offer the best fit for

Eran Fishov: you without needing to ask you the bothering question,

Eran Fishov: "What do you want to watch next?"

Eran Fishov: Moving forward with that,

Eran Fishov: the pursuit of the ultimate viewer expectations

Eran Fishov: pushes the entire media market to new heights.

Eran Fishov: There's fierce competition between media companies around that.

Eran Fishov: A great example of how stiff this competition is,

Eran Fishov: you've all probably seen in the news how Netflix stock fell down by five percent.

Eran Fishov: One main reason was the decline in the number

Eran Fishov: of new subscribers joining the third quarter,

Eran Fishov: having 2.2 million subscribers in the third quarter

Eran Fishov: rather than 28 million in the first and second quarters both together.

Eran Fishov: So looking at all that Netflix is doing,

Eran Fishov: how they are ahead of the game,

Eran Fishov: but yet, they are still encountering these issues on a scale.

Eran Fishov: They are encountering these challenges in this rocky industry.

Eran Fishov: The point is, that these events strongly emphasize why media companies have to

Eran Fishov: use robust AI tools and why they

Eran Fishov: have to think out of the box in order to stay competitive.

Eran Fishov: Even a powerhouse like Netflix is seeing and addressing these type of challenges.

Eran Fishov: Let's do a quick summary of what we've learned so far.

Eran Fishov: Media really should be customizing experiences as they

Eran Fishov: shouldn't be building on a one-size-fits-all approach.

Eran Fishov: Driving to customized experiences really help media companies to build

Eran Fishov: trust and loyalty with consumers and especially with their paid consumers.

Eran Fishov: Media companies should also be obviously designing different formats for consumption.

Eran Fishov: With so many devices and people watch it on the go,

Eran Fishov: people watching content without any sound,

Eran Fishov: which brings to the picture different accessibility needs that need to be met.

Eran Fishov: Meeting these needs can also help media companies reach a

Eran Fishov: greater pool of individuals to watch the content they are producing.

Eran Fishov: Now, let's go one level deeper into the practical level.

Eran Fishov: I come from the accessibility and the captioning needs area,

Eran Fishov: so when looking at the media industry at a glance,

Eran Fishov: as all of you are aware of,

Eran Fishov: media has a lot of specific needs and considerations.

Eran Fishov: In this slide, I've listed just a few of

Eran Fishov: the most important and obvious considerations that media professionals often deal with,

Eran Fishov: which is to separate between speakers,

Eran Fishov: include an accurate SMPTE timecode,

Eran Fishov: use various formats, keep the budget tight,

Eran Fishov: accuracy is key, has always been the key,

Eran Fishov: and using customized templates is also one of the top things on their mind.

Eran Fishov: So with all these specific needs,

Eran Fishov: using a generic solution that is not domain-specific,

Eran Fishov: or relying only on humans or manual work can be very cumbersome,

Eran Fishov: non-scalable, and eventually even end up being more expensive.

Eran Fishov: On the next slide, we'll see how AI addresses these considerations.

Eran Fishov: One of the great advantages in adopting an AI tool for media is that AI can

Eran Fishov: significantly improve the work efficiency by facilitating the manual tasks,

Eran Fishov: or carrying the heavy lifting of the tasks

Eran Fishov: that often take much of the time for producers and their teams.



Eran Fishov: The AI is far more predominant when it comes to separation between speakers,

Eran Fishov: producing accurate SMPTE timecoding, outlining specific formats,

Eran Fishov: and for using vertical captioning to avoid

Eran Fishov: having the captions blocking content shown on the screen,

Eran Fishov: as well as other manual activities that kill most of the production team's time

Eran Fishov: such as producing a reliable rough draft version

Eran Fishov: or generating a timed word for word transcripts.

Eran Fishov: Finally, a proper AI solution will streamline

Eran Fishov: the push and pull of files for transcription to do it automatically,

Eran Fishov: and it will help them to cope better with large volume of files

Eran Fishov: at a short turnaround time,

Eran Fishov: which will eventually remove delays to production and we'll save a lot of editing time.

Eran Fishov: To summarize, artificial intelligence can help media professionals

Eran Fishov: address all of these considerations and work more

Eran Fishov: efficiently simply by automating and streamlining

Eran Fishov: these manual tasks.

Eran Fishov: Another topic which is important is that everybody knows that

Eran Fishov: in media industry, you need to comply with FCC guidelines.

Eran Fishov: It's important because, yes,

Eran Fishov: you need to meet FCC guidelines, and yes,

Eran Fishov: you want to be disability-friendly and you also want to be accountable for

Eran Fishov: the fact that there are people with

Eran Fishov: actual needs and you don't want to encounter any lawsuits.

Eran Fishov: However, regardless of that,

Eran Fishov: researches on that topic showcase how

Eran Fishov: captions are highly important today with media content.

Eran Fishov: The research shows that 81 percent of the people are muting their video ads.

Eran Fishov: 85 percent of the people are watching videos on Facebook without the audio.

Eran Fishov: Can you imagine to spend a fortune creating content on ads

Eran Fishov: for different clients in the media, and then most of the consumers are simply muted?

Eran Fishov: And if there are no captions,

Eran Fishov: then there is a huge missed opportunity since

Eran Fishov: you're not going to provide people with what they're expecting.

Eran Fishov: Also, another research shows that greater comprehension and

Eran Fishov: engagement takes place when viewers are able to engage with the content.

Eran Fishov: According to the research,

Eran Fishov: people are finishing videos to completion when they have the captions on

Eran Fishov: 91 percent versus 66 percent without captions.

Eran Fishov: Now, we'll take a deeper dive into one of the areas where AI is greatly used in media,

Eran Fishov: which is AI for transcription and captioning flows,

Eran Fishov: which is by using ASR,

Eran Fishov: for example, an Automatic Speech Recognition engine,

Eran Fishov: you can see how it all fits together.

Eran Fishov: In this slide, we tried to bring things a bit more simple to understand.

Eran Fishov: It started with Siri, Alexa, and Cortana,

Eran Fishov: and I'm sure you probably all heard of,

Eran Fishov: but it's really developed into a very mature technology these days.

Eran Fishov: Now, this part on

Eran Fishov: the left shows and explains that there are actually two type of ASR engines.

Eran Fishov: ASR, Automatic Speech Recognition.

Eran Fishov: One is a bit more simple and is based on a list of predefined words,

Eran Fishov: and the other one is a bit more sophisticated

Eran Fishov: that utilizes NLP, Natural Language Processing,

Eran Fishov: which is capable of understanding the context of the sentence.

Eran Fishov: The part on the right explains how ASR is being used for producers in media.

Eran Fishov: If we look at live broadcast, TV shows,

Eran Fishov: films, we understand that they all need accurate transcripts.

Eran Fishov: They need them to fact-check interviews,

Eran Fishov: avoid lawsuits, and also need to piece together segments of shows,

Eran Fishov: and really leaning on these tools can

Eran Fishov: help automating the caption and transcription processes,

Eran Fishov: and by that, making sure that we're not only saving time,

Eran Fishov: we're also meeting FCC guidelines for individuals with disabilities,

Eran Fishov: providing them with accurate and usable closed captioning.

Eran Fishov: Or in other words,

Eran Fishov: by using closed captions,

Eran Fishov: media producers can meet accessibility regulations,

Eran Fishov: and at the same time,

Eran Fishov: pull a bigger pool of individuals to consume the content.

Eran Fishov: This slide illustrates why the Verbit ASR stands out.

Eran Fishov: The Verbit ASR, it's

Eran Fishov: our own proprietary model combines sophisticated ASR engine to provide accurate,

Eran Fishov: scalable, and cost-effective transcription and captioning solutions.

Eran Fishov: In high level, without getting too deep into the technicality of the workflow,

Eran Fishov: our sophisticated ASR engine deciphers any sound and converts it into a wave,

Eran Fishov: which is being processed by the acoustic and linguistic models that

Eran Fishov: detect the speech coherence and the familiarity of words and the terminologies,

Eran Fishov: which is then processed through the contextual event model that

Eran Fishov: produces a first level transcript output.

Eran Fishov: At this stage, our hybrid model involves human supervision layer

Eran Fishov: performed by our large community of professional transcribers

Eran Fishov: that are editing and fine-tuning transcripts to produce the final piece of deliverable,

Eran Fishov: a 99 percent accurate transcript and a timed caption file.

Eran Fishov: One of the main key differentiators of Verbit AI ASR, is

Eran Fishov: that it is constantly being fed with

Eran Fishov: the corrections made by the professional human transcribers,

Eran Fishov: so the machine is actually in a constant learning mode,

Eran Fishov: correcting itself on an ongoing basis,

Eran Fishov: fully supervised by our unique adaptive algorithm,

Eran Fishov: ensuring consistent accuracy at scale.

Eran Fishov: Now that we're all are bit more knowledgeable on AI,

Eran Fishov: and we know about the need for captions,

Eran Fishov: and the other manual efforts involved in producing the captions properly,

Eran Fishov: I would like to share with you a couple of real use cases of using Verbit AI in media,

Eran Fishov: and showcase how AI is completely changing the job,

Eran Fishov: and creating peace of mind by helping them save budget.

Eran Fishov: The first use case is of Dr. Oz Show,

Eran Fishov: which is produced by ZoCo Productions.

Eran Fishov: I'm sure you've all heard about the show.

Eran Fishov: But for the ones of you haven't,

Eran Fishov: I'd just briefly mention that The Dr. Oz Show,

Eran Fishov: which is on its 11th season already,

Eran Fishov: is a daily show featuring America's favorite doctor,

Eran Fishov: Dr. Mehmet Öz. The show is produced by the media company ZoCo Productions.

Eran Fishov: ZoCo Productions utilizes Verbit AI-based transcription

Eran Fishov: to produce show segments quickly and efficiently.

Eran Fishov: The transcription is then used not only by the show producers,

Eran Fishov: but also its attorneys and medical teams,

Eran Fishov: to ensure the content from a legal standpoint,

Eran Fishov: and correct use of terminologies.

Eran Fishov: Helping them to fact-check video

Eran Fishov: captured is also one of the great things they use Verbit for.

Eran Fishov: The show selected Verbit as its transcription partner for its ability to

Eran Fishov: transcribe taped segments within five minutes at unparalleled accuracy,

Eran Fishov: and all that by using its Verbit hybrid model combining

Eran Fishov: AI ASR technology coupled with human professional transcription layer.

Eran Fishov: A little bit about the considerations that ZoCo had before choosing Verbit,

Eran Fishov: and main considerations that they had for choosing the right solution where related to

Eran Fishov: the ability of the provider to streamline the taping-to-transcription process.

Eran Fishov: They we're looking for a solution that involves

Eran Fishov: the robust technology that can cope with special terminologies.

Eran Fishov: It also will be able to add accurate timecodes to the transcript.

Eran Fishov: Finally, they were looking for a trusted partner who owns

Eran Fishov: a technology that continuously evolves with the media trends and methodologies.

Eran Fishov: So after using Verbit for a few months,

Eran Fishov: ZoCo Productions achieved a significant improvement in their efficiency.

Eran Fishov: They enhanced their internal workflow by adopting

Eran Fishov: a smart technology that provided them with high-quality confidence level.

Eran Fishov: They also earned the ability to generate

Eran Fishov: a first rough draft of a transcript within minutes,

Eran Fishov: including timecodes embedded within a transcript,

Eran Fishov: which saved them a lot of extra manual work,

Eran Fishov: extra rush jobs, and helped them to keep the production within budget.

Eran Fishov: The second use case that I would like to share with you today is of MAK Pictures,

Eran Fishov: in how they utilize Verbit AI-based transcription.

Eran Fishov: MAK Pictures produces high-quality unscripted television

Eran Fishov: and streaming content that involves many interviews.

Eran Fishov: All of these interviews must be

Eran Fishov: transcribed as a crucial aspect of their post-production process.

Eran Fishov: In order to put the show together,

Eran Fishov: everyone, writers, producers, and editors

Eran Fishov: need to search through this transcript

Eran Fishov: and search for specific terms to find a particular clip they need.

Eran Fishov: The main considerations that MAK Pictures

Eran Fishov: had for choosing the right solution were related to

Eran Fishov: finding a trusted partner that can guarantee fast delivery of accurate transcripts,

Eran Fishov: that can also offer a cost-effective solution,

Eran Fishov: and would also fit into the production budget,

Eran Fishov: and finally, they were looking for a provider that will support their tailored workflow,

Eran Fishov: including the support of SMPTE format in the transcription workflow.

Eran Fishov: With Verbit AI solution, MAK Pictures gained value by increasing the efficiency,

Eran Fishov: lowering overall costs, and improving the workflow through automation

Eran Fishov: and faster turnaround time of delivery of the transcripts.

Eran Fishov: MAK Pictures evidenced that with Verbit's AI solution,

Eran Fishov: they were able to produce the transcripts for

Eran Fishov: the interviews twice faster than they used to before,

Eran Fishov: while cutting the overall transcription costs by 50 percent.

Eran Fishov: With that, I've concluded my presentation,

Eran Fishov: and I hope you've enjoyed the session,

Eran Fishov: and learned more about artificial intelligence and how Verbit

Eran Fishov: empowers media professionals and accounting for viewer expectations.

Eran Fishov: Happy to take any questions, if there are any, right now.

Eran Fishov: Liat, our host will moderate the questions.

Eran Fishov: Liat, do we have any questions from the audience?

Liat: Not that I see in the chat right now.

Liat: Thank you for this very informative session,

Liat: Eran, on behalf of Verbit.

Liat: Feel free, attendees, to use the chat pod on the bottom of your screen,

Liat: or Q&A, if you'd like to submit a question directly to Eran.

Liat: We'll give it a few more minutes.

Liat: I just want to remind everyone that we have the marketplace,

Liat: the sponsor hub in your app,

Liat: on your event app.

Liat: You'll see on the left-hand side sponsor hub,

Liat: where you can visit sponsor's virtual booths by simply clicking on their logo,

Liat: and it will bring it to their profile page,

Liat: and that is where you can schedule one-on-one's with experts from the companies,

Liat: ask for a follow-up or a demos,

Liat: and so definitely take advantage of that.

Liat: We've seen that people found jobs through these conferences, and insights,

Liat: and answers to workflows that have helped them throughout their career,

Liat: so this is real stuff,

Liat: you should use it and enjoy it and it's here for you.

Liat: Let's just give it one more minute.

Liat: If anyone has any questions for Eran.

Liat: Doug says, thank you,

Liat: we all truly enjoyed your session, Eran. Perfect.

Liat: Once again, thank you for being here,

Liat: Eran, and thank you to Verbit for being a gold sponsor,

Liat: and for your support, and if there's anything else

Liat: you'd like to add Eran to our attendees before we end the session?

Eran Fishov: Yeah, so thanks again very much for joining my session today.

Eran Fishov: I hope you've enjoyed and learned more about AI and how Verbit is revolutionizing

Eran Fishov: the media industry by utilizing

Eran Fishov: AI-based transcription and captioning to empower media professionals.

Eran Fishov: If you have more questions, feel free to contact me,



Eran Fishov: you have my e-mail address down at the bottom of the slide.

Eran Fishov: Have a great day and enjoy the rest of the conference.