



# MARKETING USE CASE

## CLEAR<sup>®</sup> VISION CLOUD

PFT's native media recognition AI platform CLEAR<sup>®</sup> Vision Cloud helps solve real-world business problems of TV networks, studios, and Streaming platforms because of its perfect combination of technology and consulting.

CLEAR<sup>®</sup> Vision Cloud is a fusion of homegrown AI engines (over 35 & counting) and best-of-breed AI models enveloped by PFT's unique Machine Wisdom layer. The Machine Wisdom makes a higher-level sense of details identified by the basic AI engines to increase accuracy and actionability. Think of it as an AI platform with a human-like brain (or close to it).

At PFT, our media services team has been leveraging AI to deliver customer projects for over two years now. This experience has helped us learn two things:

- AI delivers in unique M&E business contexts, and
- AI models can be tweaked to provide more accurate outcomes

As a result, CLEAR<sup>®</sup> Vision Cloud produces accurate data and makes it actionable.

Of the many successful use cases PFT has championed in the content QC space, here is one that can add immense business value to content enterprises.

# Use Case

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## Locate the right clips you need to build a variety of cross-platform promo material with high-quality discovery of data, automatically.

Promos are necessary to market shows and retain interest and viewership when they are episodic or re-runs. Therefore, no content enterprise can escape the daily rigors of promo marketing. Yet promo development as a creative process remains highly inefficient. Promo editors have to spend copious amounts of time searching through the entire video footage running into hours for the suitable clips to make a line-up and still may miss a few critical shots by mere forwards.

Even suggesting that AI can help deliver exciting promos to a creative team is treated as blasphemous. That is because promos are considered short-duration, highly creative, and engaging expressions of the main story's exciting facets even though they follow a specific template like key moments, punch dialogues, effects, etc. Building an AI-powered promo assist tool that will speed up the process while still offering the promo editor creative freedom is impossible!

Not really.

AI can auto-generate and rank key highlights, moments, and dialogues, and based on input parameters like duration, scene selections, transition effects, and others, line up a set of shots for the promo editor to re-arrange and lock. The editor can also search in natural language for more scenes as the ingested content is cataloged. Since the project can be exported to Adobe Premiere Pro, further post activities are also not hindered.

But when PFT deployed the AI-powered promo assist tool internally, getting the right quality natural language search (like a Google search) into the content archive was a big challenge. However, with refinement and learning, the machines can now classify and predict interesting clips like key moments, key dialogues, and entry scenes that fill up a promo.

CLEAR® Vision Cloud has built one of the best search solutions into the content archive for the global M&E industry.

- Key highlights, moments, dialogues are auto-generated and ranked
- Detailed metadata are auto-identified.
- The tool throws up parameters for a promo (duration, scene selections, transition effects, to name a few).
- The editor can re-arrange the chosen shots based on the order they would like them.
- The editor can also search for scenes they want in English.
- The project is exported to editing software like Adobe Premiere Pro as an EDL (Edit Decision List) file.
- The cuts and final touches to the promo (rough cut) are applied within Premiere Pro.
- Background sounds, transitions, color correction, graphics, etc., are applied to the rough cut to shape the final version of the promo.



**And we have tried  
to achieve just that!**

# Advantages

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Automatic identification of key shots is helping save 60-80% of the search time, and with the tool, there is no question of missing any key moments.

- Automatic key moment identification means the user will no longer have to sit through the entire video footage and scrub through 2 hours of content; they are served automatically. The editor now needs just 15 min. to quickly search and review the auto-generated compilations and shortlist the clips.
- Sometimes, the user might miss a few key shots by mere forwards, but the tool would never miss.