



CONTENT QC

USE CASE

CLEAR VISION CLOUD

PFT's native media recognition AI platform CLEAR 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 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 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

Automatically quality-control the bag & tag versions of several promos daily to deliver 100% quality and prevent leakage in your advertising revenue.

Every day, a channel runs hundreds of promos to attract viewership for their programming—thousands of promo creative need to be developed and versioned for this. For example, let's assume a channel plays out 200 promos in a week as part of different campaigns. Creating these promos involves versioning that adds 5x assets and localization, another 5x. This would mean manually managing about 5000 AV elements in a week and about 20,000 in a month! It is mind-boggling.

Promo version QC operators have to manually check for parameters like duration, version, channel, sponsor, title info, etc., and identify those that do not meet the specifications, both creative and technical, which editors have to work on to correct. This is time-consuming, with each Promo taking 5-7 minutes and highly prone to errors of omission. Failure to meet some of the parameters like duration and version have a direct impact on monetization too.

An AI-powered promo version QC appliance that can auto-detect all parameters in a promo and flag deviations to a QC editor is easier said than achieved. The parameters are many – duration, version, channel, sponsor, title info, tune info, blacks, audio tracks, video tracks, start of media, and house number. However, if the automated QC does not return 100% accurate results, the manual effort, including maintaining spreadsheets and reviewing each promo asset, cannot be escaped.

PFT has started deploying this internally to serve client projects. The initial challenge was to ensure that every Promo passed by CLEAR Vision Cloud should reliably pass without exception. If the AI has an iota of doubt, it should invoke human verification to ensure 100% accuracy to payout. As a result, CLEAR Vision Cloud tuned its engines towards 100% precision, ensuring that only a tiny percentage of promos go for a human review and thereby providing 100% accuracy to play out at much-increased efficiencies.

- QC Promo basis parameters like duration, version, channel, sponsor, title info, tune-in info, blacks, audio tracks, video tracks, safe frames, the start of media and house number, and many other.
- The parameters are auto-detected in a video and presented to the QC editor.
- The dashboard gives complete visibility into promo status – rejected or approved.
- Allows the editor to check the rejected ones if it's a creative or technical reason, override it if okay, or reject the Promo.

Advantages

The AI-powered Promo version QC appliance can drastically reduce manual promo version QC time to seconds as the parameters are auto-detected. The dashboard gives complete visibility into promo status. If the promo asset is rejected for a creative or technical reason, the Promo version QC editor can work on it within CLEAR to make the asset good.

As a result, there is no longer a need to use spreadsheets. And CLEAR Vision Cloud ensures no revenue loss for the M&E enterprise as the AI-enabled Promo version QC appliance detects “duration” and “version” parameters accurately so adverts can be inserted as planned.

- Automatic detection of the above parameters means the user will no longer have to maintain a checklist and review these manually, which would take about 5-7 minutes per Promo. They are served automatically.
- The tool also offers the editor to work on the cut. For example, if the editor should reduce Promo length by 15 seconds, the tool allows them to do so.
- Sometimes, the user might miss a few parameters, but the tool would never miss.
- The duration feature ensures there is no ad loss for a content enterprise because of human error. Since the duration is accurate, the broadcaster can plan for the ad accordingly.
- The version feature ensures no ad revenue loss due to human error.