

AI-enhanced workflows for the Cloud Video Platform

Premium processing for your whole library — not just the top titles

AI has developed rapidly from being just a generic buzzword to delivering production applications with tangible returns on investment. Content processing is an area where this impact is particularly significant, since AI is bringing capabilities that were previously too expensive to use beyond premium titles to the whole content library.

Cloud Media Processing (CMP) is the Cloud Video Platform's (CVP) flexible, programmable workflow orchestration engine. It provides a single ingest point for content, metadata, and business rules, preparing and transforming content ready for distribution and monetization.

CMP's workflows can be enriched with a suite of AI-enhanced processors, powered by VideoAI™. These processors are integrated into the workflow, and so can be enabled without any specialist AI knowledge or developer integrations, delivering processing capabilities that previously required specialist technology or human intervention.

Read on to learn more about how the CVP can enhance your library with AI-enhanced workflows.

CMP at a glance

- Not just encoding — full cloud-based workflow orchestration
- Ingest content, metadata, and business rules
- Build workflows from a suite of processors
- Programmatically select background processing for library content or express processing for premium content needing fast turnaround
- Integrated with the CVP's built-in DRM service for content protection

CMP AI-enhanced workflow processors

A comprehensive suite of end-to-end workflow accelerators, powered by AI

Chapters

- Intro and credit detection
- Ad breaks: Request N ad breaks. The CVP will select the best candidates and condition the stream at the break points.

Enrichment

- Scene- and asset-level metadata automatically generated and passed into the CVP's reco engine for enhanced personalization.

QC

- Virtual eyes-on glass QC for content where full QC isn't practical or desired

Verticalization

- Create vertical videos ready for social media syndication, using intelligent pan-and-scan to minimize manual editing.

Localization

- Use AI-generated voices to automate dubbing, drastically reducing time to market for content
- Automated translation of captions sidecar files

Clipping

- Automatically identify candidate clips and have selected clips readied for distribution.
- Use natural language prompts to manually identify clips.

Integrating AI into CMP workflows

Workflows are constructed in CMP by chaining together functional blocks called processors. Transcoding and packaging are central to this, but CMP workflows can be built without either of these steps since CMP offers powerful tools for tweaking content prior to distribution without needing a full re-encode.

The AI-enhanced processors can be inserted into the chained blocks in three ways:

- **Pre-processors:** These enhance source content, primarily at the video level, in order to enrich metadata, localize languages, and so on.
- **Content manipulation:** Some existing processors have been enhanced with AI capabilities that can be used as needed in workflows.
- **Post-processors:** CMP's AI-powered quality control (QC) checks enable content verification to be performed cost-effectively on a much wider portion of your library.

CVP workflow and processors view

Ingest

S3

Aspera

(S)FTP

GCS

Pre-processors

Chapters NEW

Enrichment NEW

Localization (Dubbing) NEW

Clipping NEW

Content manipulation

ffmpeg processor

Thumbnail processor

Encoder NEW
Verticalization

Captions processor NEW
Localization (Captions)

Packager

Post-processors

Auto-QC NEW

Egress

S3

Akamai

(S)FTP

GCS

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