

VideoAI for newsrooms

Transforming news media with AI-powered video intelligence

VideoAI™, a cloud-based SaaS from Comcast Technology Solutions (CTS), revolutionizes how news organizations manage, monetize, and engage with video content. Built on over a decade of award-winning technology and already powering platforms like Sky Sports, Xfinity, and Peacock, VideoAI is designed to meet the evolving demands of modern newsrooms.

Strategic advantages for news media

VideoAI empowers publishers to streamline operations, enhance viewer engagement, and unlock new monetization opportunities. By automating key workflows and enabling intelligent content analysis, it helps newsrooms scale efficiently while maintaining editorial integrity.



Accelerated publishing:

Automate chaptering with precise time stamps and polished titles, transforming long-form content into compelling, shareable clips.



Enhanced engagement:

Deliver personalized content through sentiment analysis, celebrity recognition, and semantic search capabilities.



Boosted monetization:

Unlock premium ad placements with contextual and sentiment-based advertising that aligns with viewer preferences.



Brand safety & compliance:

Intelligent content detection ensures regulatory compliance and protects brand integrity, even in sensitive content zones.

AI-driven features



Chaptering:

Segment videos into cohesive narratives to streamline marketing and increase social media impact.



Sentiment analysis:

Categorize clips by emotional tone — positive, neutral, or negative — to optimize ad placement and improve viewer experience.



Contextual advertising:

Embed ads within relevant scenes using scene-level metadata, reducing disruption and increasing relevance.



Celebrity recognition:

Identify on-screen talent to enhance metadata, personalize content, and drive retention.



Content-based embeddings:

Enable semantic search and personalized recommendations, facilitating deeper engagement and scalable content management.

Why it matters

News organizations face increasing pressure to deliver timely, engaging content while navigating complex workflows and monetization challenges. VideoAI addresses these needs with a suite of intelligent tools that not only streamline production but also elevate the viewer's experience. From enhancing discoverability to ensuring brand-safe advertising, VideoAI is the newsroom's strategic partner in digital transformation.

Contact CTS to learn how VideoAI can elevate your newsroom's digital strategy.



VideoAI: Video evolved

Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions (CTS) offers more than 30 years of reliable real-world media and advertising experience. VideoAI is part of a portfolio of technology solutions that provide global content owners and distributors with the technology, reach, and expertise to expand and succeed in rapidly changing global media and entertainment markets.

Find out more

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