

Content Versioning

Maximize your content reach with localized, compliant content

Solution Overview:

Media companies today face a plethora of distribution outlets around the world for their content. In addition, consumer demand for content, particularly international content, continues to grow unabated. Meeting that demand with content that has been localized for each distinct market and audience has become a key challenge for most media companies. It is not uncommon for a piece of content to be re-versioned more than a hundred times to meet these distribution requirements.

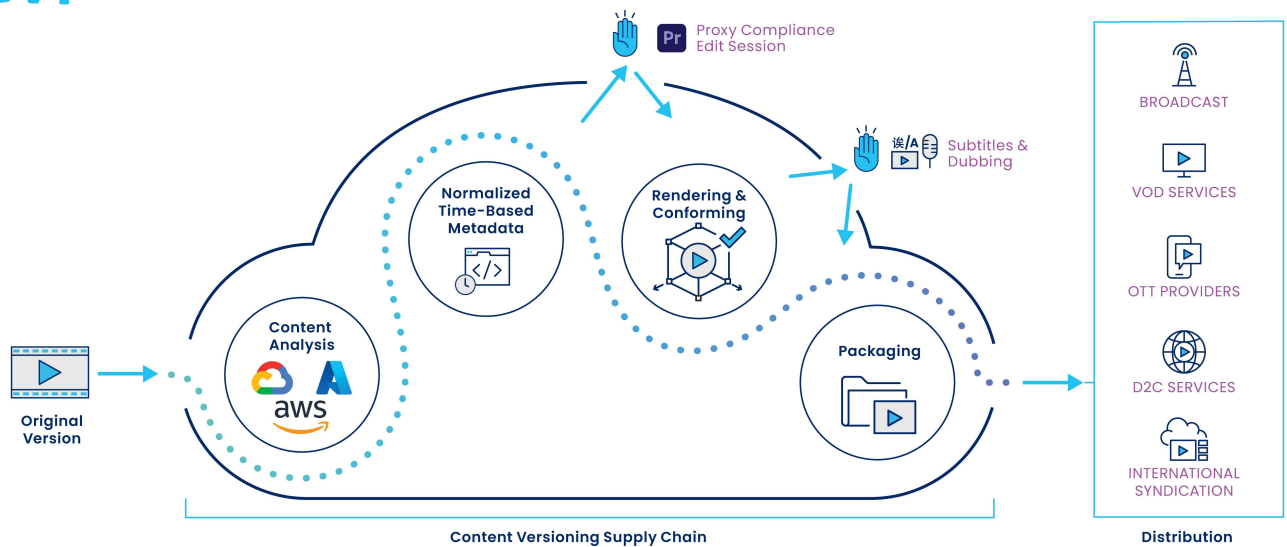
From the moment that a content master arrives at a media company, the versioning process starts. It often begins with the need to create versions of the content that are compliant with any domestic market requirements (for example, removing bad language or covering violence, nudity, etc.) for the channel and time it will be broadcast. Other versions will be created to fit the format requirements needed for OTT streaming.

Beyond the domestic market versions, dozens more versions are needed to meet localization needs. Content localization is the process by which a piece of media is adapted for distribution and viewing in local markets. Localization tasks may include adding secondary language audio tracks, adding secondary language captions or subtitles, adding or modifying graphics or branding to suit the local market, and modification of the video to meet local specifications on language/nudity/violence or other content deemed regionally inappropriate.

The SDVI content versioning solution uses a variety of media AI tools to accelerate the process of content analysis and increase the throughput of content modifications performed by manual operators. The SDVI Rally platform enables high-capacity media supply chains with automated video analysis and detection using cloud AI tools such as Amazon Rekognition, Google Video Intelligence and Microsoft Azure Video Analyzer. The results of this automated processing feeds downstream supply chain steps, including manual reviews and compliance editing made more efficient with time-based metadata guiding these operators. Even workorders for external suppliers, such as dubbing houses, can be incorporated in the supply chain.

Benefits:

- 1. Meet the demand for localized content and maximize your content versioning throughput**
- 2. Use AI and intelligent automation to make manual operations more productive**
- 3. Speed up edit operations by using time-based metadata right within Adobe Premiere Pro to guide editors**
- 4. Improve efficiency by integrating the management of automated jobs and manual workorders**



Solution Description:

The Content Versioning Solution includes components from major cloud vendors (AWS, Google, Microsoft), Adobe, and SDVI to give you an efficient way to make your content compliant and understandable for every local market where you want to distribute that content. The solution starts with the SDVI Rally media supply chain platform as content is received and registered by the platform. As master assets are ingested, SDVI Rally begins orchestrating the content versioning workflows needed in the supply chain to satisfy the distribution requirements. Once assets are in the cloud and managed by Rally, a wide range of media analysis engines can be triggered, including processing by AWS Rekognition, Google Video Intelligence and Azure Video Analyzer for Media, the time-based metadata associated with any desired result (identify scene changes, nudity, inappropriate language, alcohol, etc.) is then harmonized by the Rally platform. Rally can then initiate a workorder for a manual QC operator or compliance editor to review or create the new compliant version. Rally presents all of the detected items in a customized panel right within the Adobe Premiere Pro user interface, allowing editors to quickly move from scene to scene as needed to make the edits that may be necessary. By guiding editors to specific sections of content that may need review, these editors are able to reduce the time it takes to create approved versions by 80% and enables them to increase the amount of content they can process in a day.

Combined, the solution makes it possible to keep up with the demands and opportunities for your content around the world in a time- and cost-efficient manner. Leveraging cloud-based media supply chains, with the scalability and elasticity to handle bursts in content workloads, gives you the power and flexibility to produce as many versions of your content as you need.

About SDVI Rally:

SDVI Rally is a cloud-native media supply chain platform that automates and orchestrates the deployment of all applications and infrastructure to create a dynamic, responsive media supply chain. Delivering unmatched levels of agility, efficiency, elasticity and data-driven insights, Rally gives media companies a competitive advantage to pursue new opportunities faster and more intelligently.

For further information, visit www.sdvi.com, or email us at info@sdvi.com