

Rally with Vionlabs

Enrich your content library with AI-powered metadata, ad-break detection, binge markers, and creative asset generation, integrated directly into your Rally media supply chain.

Vionlabs' domain-specific AI, purpose-built for Media & Entertainment, analyzes video, audio, and dialogue to extract deep emotional and structural metadata from every title in your library. Available as a Rally Application Service, Vionlabs enables supply chain teams to automate content enrichment, generate creative assets, detect binge markers, and identify optimal ad-break insertion points—all orchestrated seamlessly within Rally.

Rather than relying on generic AI models, Vionlabs trains its own models specifically on entertainment content. The AI understands mood, pacing, character dynamics, and narrative structure, delivering metadata and insights that are production-ready and human-level in quality. All processing runs within the customer's infrastructure, ensuring content never leaves the environment.

When content enters a Rally media supply chain, it can be automatically routed to Vionlabs for analysis. Vionlabs ingests video, audio, and text sources on a unified timeline, and produces structured, time-coded metadata. That metadata is returned to Rally, stored with the asset, and made available for downstream workflows including editorial curation, ad insertion, creative packaging, compliance review, and distribution.

Rally orchestrates both the automated analysis and any subsequent manual review steps. Operators can spot-check AI-generated ad breaks or validate binge markers directly through Rally Access workorders, reducing manual review time from hours to minutes per episode.

Benefits:

- **Enrich every title with mood, genre, keyword, and scene-level metadata automatically.**
- **Detect intros, recaps, and credits across all content types and regions.**
- **Identify natural, non-disruptive ad-break insertion points using story-aware AI.**
- **Generate mood-matched thumbnails, preview clips, and short-form assets at catalogue scale.**
- **Build editorial smart lists covering 90%+ of your catalogue with zero manual curation.**
- **Deploy on your infrastructure so content never leaves your environment.**



Metadata Enrichment

Automatically tag every asset with mood categories, keywords, genres, topics, and compliance indicators, all powered by scene-level video, audio, and text analysis. Ideal for platforms with large, multilingual, or regionally distributed libraries, eliminating the need for manual tagging.



Editorial Curation

An AI Media Agent automatically suggests mood-based and thematic editorial lists tailored to your library. Teams can request seasonal collections, tone-based discovery rows, or plot-driven groupings, covering 90%+ of the catalogue with auto-generated list names and descriptions.



Creative Asset Generation

Produce mood-matched thumbnails, preview clips, and short-form content using customizable creative recipes based on mood, character, or key moments. Apply across entire catalogues in any format, from cinematic 16:9 to vertical 9:16 for mobile and social.



Binge Markers

Detect intro, recap, and end-credit segments across episodic content, including anime, telenovelas, and formats with non-standard credit structures. Enable skip-intro, skip-recap, and next-episode countdown features at scale with minimal operator involvement.



Ad-Break Detection

Evaluate scene boundaries, dialogue, story flow, and visual rhythm to detect optimal ad-break moments. Confidence-ranked suggestions let operators spot-check results instead of scrubbing through entire episodes.



Contextual Advertising

Leverage scene-level metadata including objects, emotions, environments, and characters to serve contextually relevant ads that align with the content being viewed, increasing viewer engagement and ad revenue without disrupting the experience.



The Vionlabs + Rally workflow

Integration with Rally:

Vionlabs is available as an Application Service Provider in the SDVI Application Services Market. Within a Rally supply chain, users configure a workflow step that routes media assets to Vionlabs for automated analysis. Vionlabs processes video, audio, and text concurrently and returns structured, time-coded metadata to Rally, where it is stored with the asset and made available to downstream workflow steps. When human review is needed, Rally Access workorders allow operators to validate AI-generated outputs—such as ad-break placements and binge markers—before downstream delivery. All processing runs within the customer’s infrastructure, either within a virtual private cloud or within on-premises infrastructure.

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. Rally’s SaaS control layer is always cloud-hosted, with extensible integration tooling enabling customers to connect on-premises storage and processing infrastructure into Rally-managed supply chains.

About Vionlabs:

Founded in Stockholm in 2016, Vionlabs is on a mission to bring storytelling intelligence to every screen, turning content into connection. The company develops domain-specific AI models trained on entertainment content that understand stories, characters, emotions, and structure, just like a human viewer. Vionlabs’ platform powers millions of hours of video for leading media brands including Paramount+, Hulu, Plex, Deutsche Telekom, and ProSieben. Solutions deploy on-prem within customer infrastructure and integrate via robust APIs into existing broadcast, OTT, and editorial systems. For more information, visit www.vionlabs.com

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