



CATEGORY: INNOVATION/TECHNOLOGY

Short description (why you apply)

ADVisor is the innovative application which leverages Video AI technologies to improve operational efficiency, content discovery, content monetization and audience experience.

It's an effective AI-powered assistant that supports typical day-to-day video management processes in a broadcasting environment, gaining real, measurable benefits and competitive advantage.

Product/Solution/Program or Idea for which you are applying

Mediaset and Fincons embarked on a project to leverage the full potential of AI technologies applied to video content for Mediaset Infinity OTT proposition. The project led to the development of ADVisor, which addresses three business-relevant use cases:

- 1) automatic identification of frame accurate suitable points within videos for inserting advertising breaks;
- 2) automatic understanding of content, topics and mood within video frames to match with advertisements with suitable content, enabling use cases of contextual advertising;
- 3) automatic generation of metadata associated to videos to properly identify, describe and categorize content.

It consists in a back-end system - which interacts with the AI Engines in charge of video processing based on Amazon Media2Cloud workflow - integrated by Fincons in the Mediaset environment, and of a dedicated user web portal developed by Fincons that allows users to view all outputs resulting from the back-end processing. Through this portal users can:

- navigate through the detected points for advertising breaks, in order to select/confirm the suitable points, update suggested points or insert new ones;
- view all metadata automatically associated to videos;
- search videos based on available metadata;
- train the AI model to recognize local celebrities.

ADVisor streamlines and automates several tasks, significantly reducing manual efforts and improving operational efficiency. In fact without ADVisor, cue point identification is a time consuming manual activity. The association of metadata to each video content is also completely automated, not only saving time but also significantly enriching the amount of metadata which can be collected.

The application also facilitates content discovery. In fact, the huge amount of metadata collected allows a detailed content categorization, enabling users to easily search and find video content through the definition of content criteria, for effective content consumption and distribution.

Benefits also extend to content monetization, as ADVisor allows effective contextual advertising by matching video content with relevant Advertising taxonomies, improving the engagement of the audience exposed to the ADV and the ROI of ADV campaigns.

Last but not least, ADVisor significantly improves the audience experience, as people will be able to watch content without advertisement interruptions in the middle of dialogues or key scenes. Moreover, viewers will be exposed to ADV in line with the content they typically watch, improving their interest.