Industry Challenge

Regional reach of content providers

Increased cost of post production

Diverse standards for OTT and traditional contents

Growing volumes new, archived & licensed content

Our Vision

Do more with less

Accelerate post production processes to deliver content at the pace and cost that meets industry requirements aligning with business ROI

- AI adoption to handle scale with increase in volume
- Platform to serve media houses to optimize the cost of post-production
- Cloud based secure solution
- Ability to monetize content
Platform Overview

Industry use cases

<table>
<thead>
<tr>
<th>Video Soft Marking</th>
<th>Subtitle Conformance</th>
<th>Audio Language Check</th>
<th>Metadata Creation</th>
<th>Person Detection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Conformance</td>
<td>Audio Subs Sync Check</td>
<td>Video Soft Marking UI</td>
<td>Auto Editing</td>
<td>Person Identification</td>
</tr>
</tbody>
</table>

Auto Conformance

Fully Customizable

Process

Input
To be conformed

Output

Audio Versions
Subtitle Versions
Video Versions

NFR Master

Conformed Audio
Conformed Video
Conformed Subtitle

Any volume
Any Version including compliance version
Any Language

Automation
Manual

Here the heavy lifting of batch conformance is done by the automation engine and the Human QC’s the output and corrects any scenarios missed by the automation engine

Reduces hours of conformance work to minutes
Audio Subtitle & Language Check

Audio Subtitle Sync Check
This solution checks if the subtitle and audio are in sync

Audio Language Check (with synced subtitle)
This solution checks if the audio language is what the metadata says it is. Input requires the audio file and a synced subtitle

Automated Video Soft Marking Workflow

Upload the season
Soft-Mark the 1st episode manually
Instruct SPOTON to Soft-Mark the remaining episodes of the season
QC the soft marks
Make special adjustments using our tools if required

- Identify color bars
- Blacks
- Plac’s
- Leaders
- Intro’s
- Outro’s
- Credits
- Billboards OR
- Create Segmentation
MIGRATE
Transform the media house to be future ready in accordance with industry’s global vision

MANAGE
Sustain the transformation:
Manage your media content and workflow

MONETIZE
Make all the content (Archived + New) searchable, discoverable and ready for playout on any platform leading to monetization opportunities

Unique Features

Infrastrucure Independent
can be deployed on Cloud or On-Premise

Extremely Cost Effective
can be used on a desktop machine without the use of GPU’s

Flexible Engagement Model
• Vendor service model
• Complete managed service

Fully Customizable Framework
to suit the requirement of various workflows & formats

Mail us at: FrontDoorMnE@TechMahindra.com