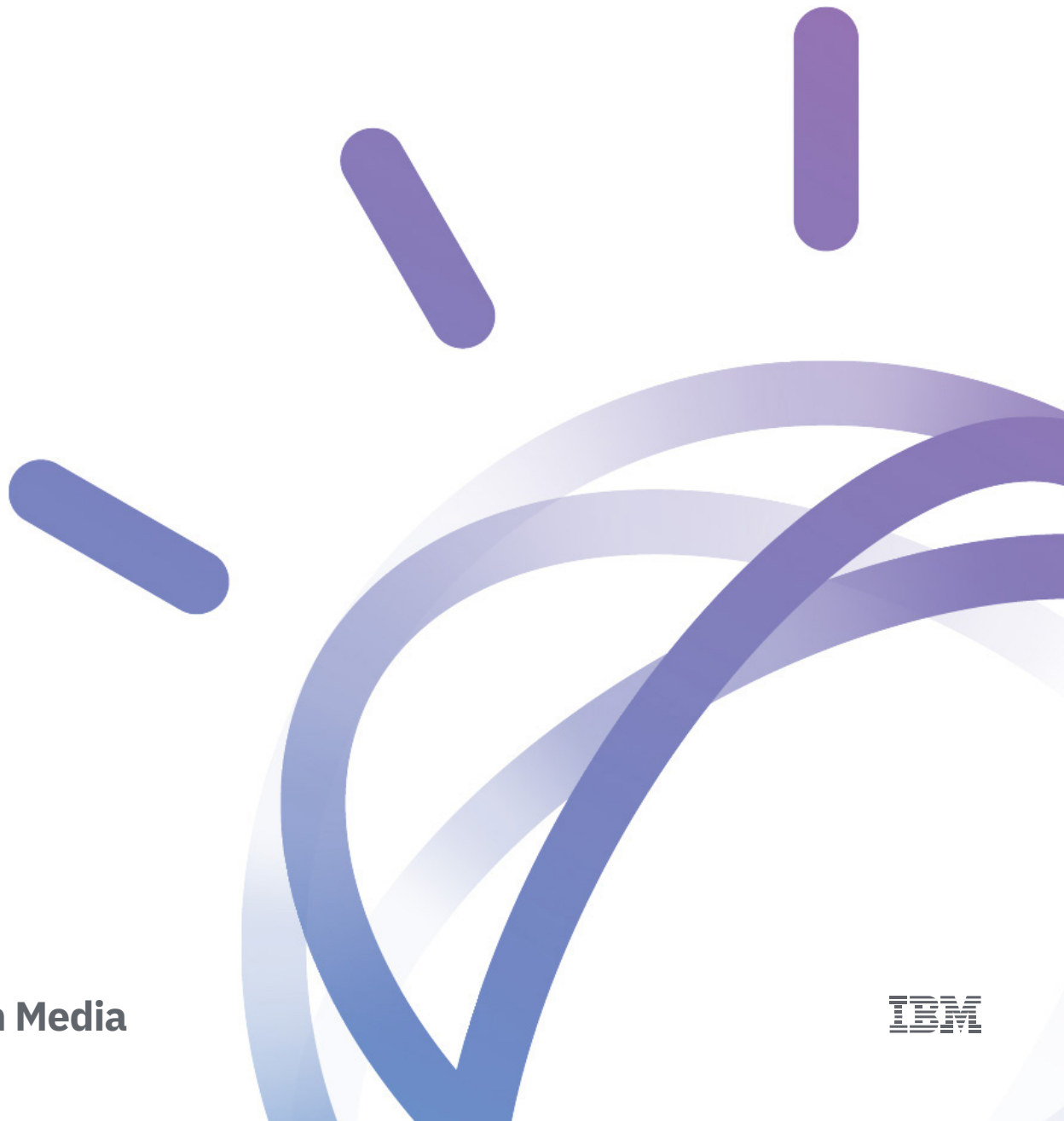


# Watson Captioning Live



## **Employing AI to simplify closed captions.**

Watson Captioning Live, an IBM Watson Media offering, leverages Watson's cognitive abilities to automate closed captioning services – providing businesses a scalable solution that saves time and money.

Watson Captioning Live streamlines workflows to maximize productivity and uses machine learning technology to increase caption accuracy over time. The customizable offering can be employed for live and file-based captions. Looking at live in particular, Watson Captioning Live offers a solution with promise to transform captioning across the entire broadcast industry.

### **FLEXIBLE, ACCESSIBLE TECHNOLOGY**

Watson Captioning Live seamlessly integrates into existing station hardware. Once deployed, Watson Captioning Live is always available. Gone are the days of 3rd party surcharges during breaking news events. Watson Captioning Live clients only pay for the minutes used. Start your captioning for immediate or extended broadcasts with the click of a button.

### **LOW COST, LOW RISK**

Watson Captioning Live can be implemented with minimal up-front investment using our 1RU on-premises appliance(s). After install and training, Watson Captioning Live requires minimal oversight - freeing up internal resources to focus on other broadcast challenges. Pay only for the minutes of captioning you use, at a very competitive rate.

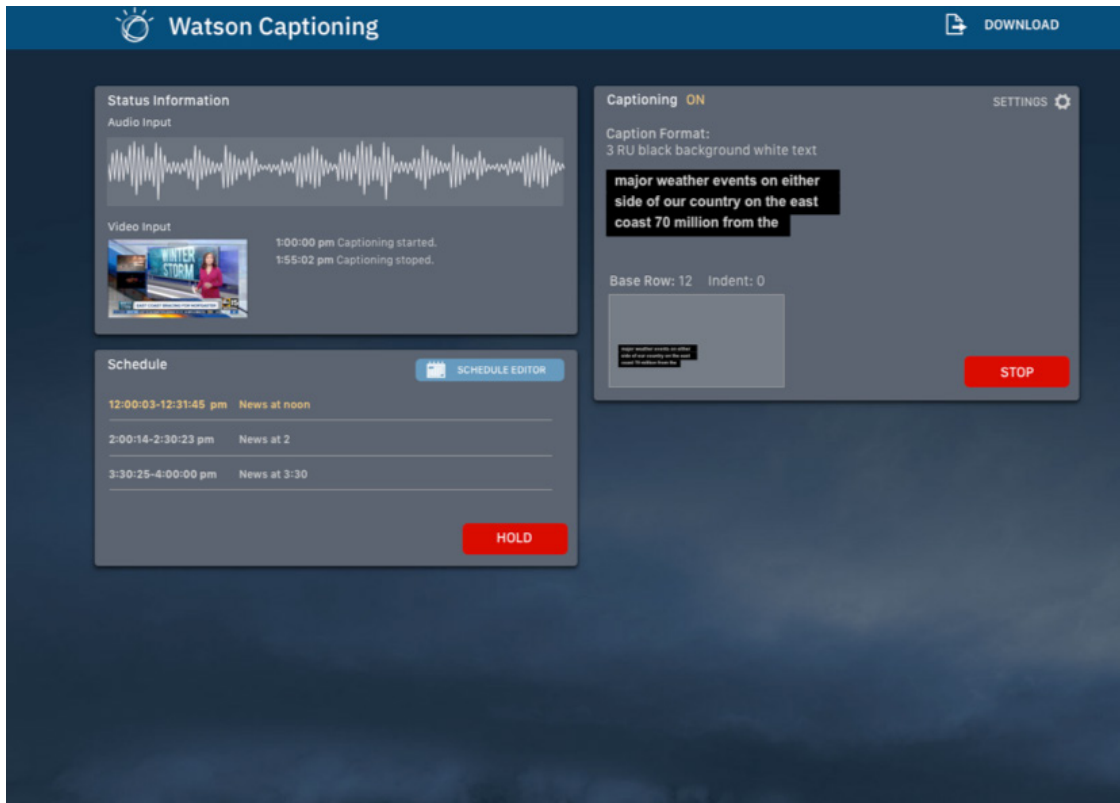
### **BRINGING COGNITIVE TO CAPTIONS**

Watson Captioning Live is a trainable system. Beginning with custom corpora, users can upload a glossary of specialized terminology that arms Watson with greater context and ultimately, improves caption accuracy at no additional cost. Watson Captioning Live is also self-learning - using AI and machine-learning technology to continuously evolve and improve over time without any manual intervention.

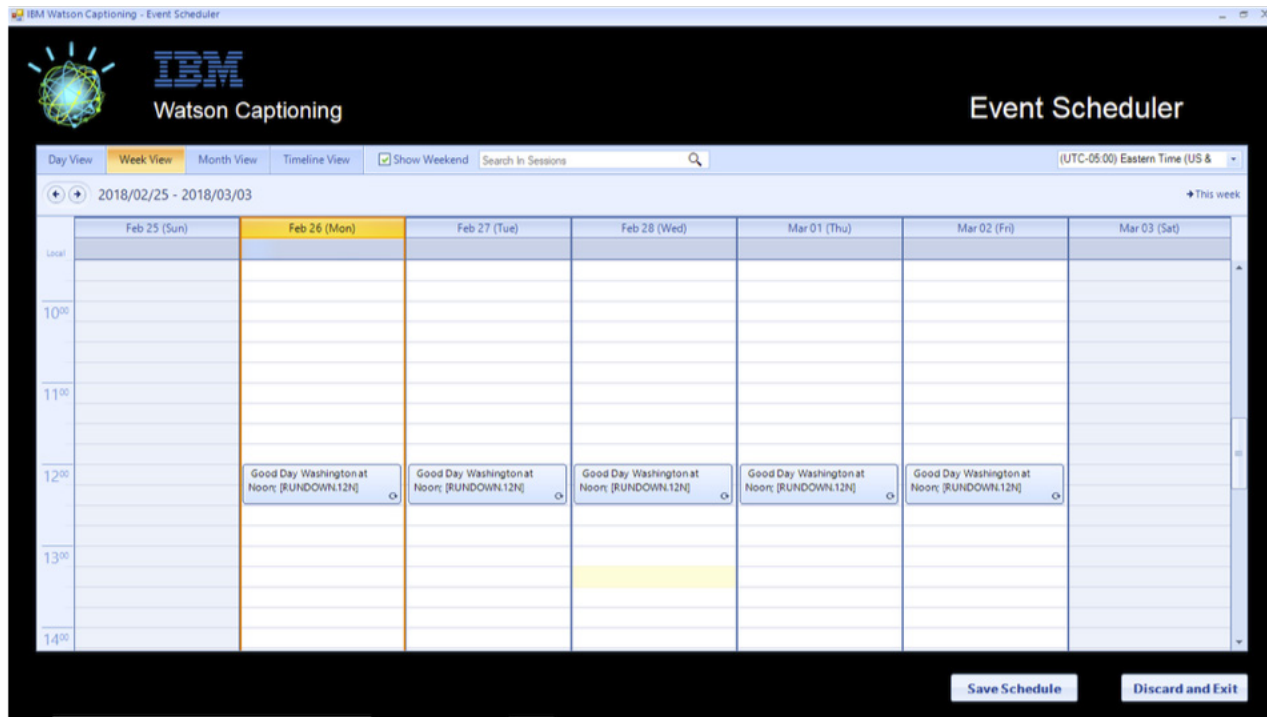
### **POSITIONED FOR FUTURE EXPANSION**

By partnering with IBM, clients have access to the most innovative and intelligent AI solutions. Combine Watson Captioning Live with other IBM Watson Media offerings, such as Watson Video Enrichment, and unlock the true value hidden in video content.

# Watson Captioning Live UI



Main Console



Event Scheduler



## Train language model to improve captioning accuracy

Training lets Watson Captioning get better in generating captions for your videos by learning about your organization lingo. There are multiple ways to train Watson, but they all come down to uploading training data, and letting Watson process them to get familiar with the context of your contents and learn special words found in your videos.

### Build a vocabulary

Collect names, brands, product names, technical expressions or other words that can be found in your videos and are important to be recognized correctly. Add words one by one, or import them from a txt file (?).

WORD	SOUNDS LIKE	<a href="#">+ Add word</a>	<a href="#">↑ Import words from file</a>
IEEE	I triple E		Ready for training
HHonors	hilton honors		Ready for training
NoSQL	no seek well		Ready for training

### Run training to teach updates!

- 3 new vocabulary words
- 3 new corpus files

Run training

### Add corpus documents

Corpus documents are different kinds of text files written in your company lingo. These help Watson to learn about the context of your videos and improve captioning accuracy.

CAPTION FILES (?)	<a href="#">↑ Upload captions</a>
Internal_training_01-15-2018.srt	Ready for training
Internal_training_01-13-2018.srt	Ready for training

MANUALLY CREATED CORPORA (?)	<a href="#">↑ Upload corpus</a>
Support articles.txt	Ready for training

CORPORA IMPORTED VIA API
Corpus files can also be imported programmatically. <a href="#">Learn how to import corpora via API.</a>

### Training UI

Watson Captioning Live provides flexibility and productivity, poses minimal business risk, and has the potential to transform industries beyond media and entertainment. To learn more, visit [www.ibm.com/watson/media/watson-captioning](http://www.ibm.com/watson/media/watson-captioning).

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Produced in the United States of America  
February 2018

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