



# IBM Watson Media Solutions

## Industry-leading AI to help take your video further

Video is growing at an unprecedented rate. By 2021, an estimated 17,000 hours of video content will cross the network every second.<sup>1</sup>

Broadcasters may create more original, high-value video than almost anyone. But fully optimizing that video requires the ability to effectively manage, deliver and monetize content.

That's why the IBM Watson Media portfolio offers a variety of solutions designed to help you do more with your video.

To learn how you can leverage industry-leading AI in your media workflow or video library, visit [ibm.com/watson/media](https://ibm.com/watson/media).

<sup>1</sup> "Video Marketing In 2018 Continues To Explode As Way To Reach Customers," TJ McCue - Contributor, Forbes, 22 June 2018, <https://www.forbes.com/sites/tjmccue/2018/06/22/video-marketing-2018-trends-continues-to-explode-as-the-way-to-reach-customers/#58806fa9598d>

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**Video Highlights** automates the creation of clips that feature important or exciting moments, helping you:



- Streamline workflows by automatically collecting and ranking highlights.
- Improve workflows by programmatically generating post-match highlight reels.
- Engage fans by empowering them to create their own clips from your archives.

**Video Recommendations** creates personalized playlists for every user, helping you:



- Increase engagement through personalized recommendations based on audience patterns.
- Improve monetization by influencing what content is recommended.
- Enhance search and discovery for virtually every video in your library.

**Video Enrichment** uses AI to unlock deeper insights into your video content, helping you:



- Increase video value by running audio, visual and text analysis to extract robust metadata.
- Improve content search and discovery through external search engines or internal DAMs/MAMs.
- Enhance quality by identifying and flagging non-compliant elements in video content.

**Watson Captioning Live** is designed to deliver automated, highly accurate closed captioning for live broadcasts, helping you:



- Improve captions with the power of AI.
- Increase accuracy by training the solution with client-specific terminology.
- Save time, money and resources by automating caption creation.