IBM Watson Media

Video Highlights

Fan engagement with sports content is broadening. Sports leagues and broadcast partners face immense business challenges as fan tastes change, as cultural norms shift and as the multi-screen environment changes the field of vision for sports. Artificial intelligence is providing more advanced ways to personalize the fan experience and maximize engagement. IBM Watson Media's Video Highlights offering was developed to help ensure customers can take advantage of these new capabilities in a way that provides massive flexibility as the market continues to mature.

What does it do?

- Creates a broader and more personalized wealth of highlights leveraging descriptive metadata
- Presents highlights to viewers and fans in a way that allows them to customize to their tastes
- Catalogues and organizes content automatically to aide in video production
- Allows editors and producers to create and publish libraries rapidly

Features:

- Dynamically enrich content with deeper, automated metadata
- Generate post-match highlight reels programmatically
- Populate media asset management platforms, broadcast workflows, or consumer platforms
- Quickly surface key moments in a given event
- Create, package and automatically rank highlights
- Generate content insights to aide editorial decisions
- Generate dynamic excitement ratings to surface the most compelling content
- Leverage timeline markers to inform both VOD and live workflows
- Optional functionality enables fans to produce and share their own highlight clips
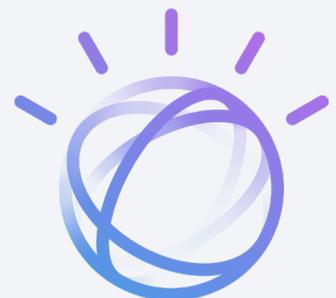
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Featured customer:

FOX SPORTS

"**Fans can sort through highlights involving a given player or team to create a reel of plays, which can then be shared on social media. Want to watch a 10-minute supercut of goals scored by Italians, or see a mix of classic moments involving Pele and, say, Neymar? You can do that.**"

USA Today on the Fox Sports Highlight Machine that is powered by Watson Media's Video Highlights

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