

VideoAI™

Machine learning to media mastermind: **video evolved**

Video Artificial Intelligence (VideoAI) from Comcast Technology Solutions (CTS) is a comprehensive framework of intelligent technologies that deliver greater advertising efficiency and streamline operations.

Built on Comcast's AI/ML infrastructure, VideoAI scans video content including every word, action, and object, to derive information from your assets to create actionable metadata. Years of experience and refined algorithms put VideoAI at the forefront of video management technology. It's binge-watching as an applied science.



AI/ML EXPERIENCE

The power of AI/ML, designed specifically for video at scale



POISED FOR THE FUTURE

VideoAI lays the foundation for the future of media management



INTELLIGENCE & LEARNING

Derived from millions of hours of content

VideoAI: Experience That Is Ahead of the Curve.

VideoAI is more than a product or a set of detectors, it is a full AI/ML solution that incorporates the best in technology with refined algorithms to lay the groundwork for the future of media and entertainment.

We have put years of media-focused AI/ML thought leadership and active practice into the VideoAI architecture and are now bringing this solution to you.

- **Smart decisioning** with human checks helps ensure brand safety, triggering the right detector at the right time.
- **Scale to Meet Global Demands:** Global solutions need a partner who understands international media delivery. We get it – because we do it every day.
- **Fully Managed, Totally Customizable:** VideoAI is a fully managed service that provides an optimal experience; one that's designed for a multitude of uses. Wherever an intelligent system can reduce complexity and cost, and improve outcomes, VideoAI serves as the ground floor for your vision. VideoAI includes 24/7 support.

BINGE-WATCHING AS AN APPLIED SCIENCE

Comcast Technology Solutions designed VideoAI as a software-as-a-service (SaaS) solution compatible with any player.

Simply put, we developed it as a smarter toolkit specifically built for the demands of modern media. VideoAI is a learning platform that continues to rise in capabilities as new tools and functions emerge.

Together with the Cloud Video Platform in our Direct-to-Consumer Suite, VideoAI lays the foundation for simplified management and publishing and stronger content monetization.

JUST SOME OF THE INITIAL CAPABILITIES ARE:



SEGMENTATION

Segmentation is functionality that leads to a more streamlined experience and provides for more valuable advertising.



CONTEXTUAL ADVERTISING

VideoAI can increase the value of advertising by serving ads based on contextual information around what's being watched. VideoAI detects content for brand opportunities or sensitivities, improving the value of every ad break.



FROM LIVE TO VOD, FASTER

Providers can prepare live events for VOD – creating on-the-fly thumbnails, titles, and summaries quickly after a live event has aired.

ABOUT COMCAST TECHNOLOGY SOLUTIONS

Comcast Technology Solutions provides a portfolio of media, entertainment, and technology solutions. We invent technology that solves industry challenges, reimagines what is possible, and transforms business through new innovations. Built on Comcast's knowhow, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine business strategies and deliver the future to global audiences.

FIND OUT MORE

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