About Media Distillery

We boost **user engagement** for video platforms by distilling and **understanding** video content in **real time** with AI.

**Our Track Record**

30,000 hours of video analyzed per day on a **24/7** basis

in **real time** from 15 countries with

30M households already benefiting from improved viewing experiences
Throwback Thursday
Where do we stand today?

- Standards coming “alive”
- Ultra HD is a commodity* at least in TV-sets and many OTT services
- Many new Video Services
- Broadcasters adopting new strategies
Viewing habits are changing

- On Demand viewing on the rise
- Live TV is extremely important and will remain so
- Catchup and replay viewing gives viewers flexibility
- Viewers (also) want short-form snacks
- Viewers want to follow topics of interest, regardless of the content source

Table: Average viewing minutes per day in NL. Source: SKO, Sept ‘21
Content discovery is changing

On an average day, how do you most often choose what you want to watch?

Source: Omdia Consumer Research - Devices, Media & Usage Spotlight Service.
Some Challenges Viewers face

Stock Images
- Long Browsing Time
- Limits Viewing

UI/UX doesn’t meet expectations
- Low Engagement
- High Churn Rate

0 results found
- User Frustration
- Content not utilised
How do we distill value?

Content in – Real-time actionable data out

LIVE
- Broadcast
- Streaming

ON-DEMAND
- VOD
- Podcasts
- Video Assets

- Speech
- Faces
- Objects
- Logos

- Visual Cues
- Audio Cues
- Text
- Topics

- Accurate Time Markers
- Appealing Descriptive Images
- Deep Metadata For Your Content

Any Content
Fully Automated
Real-Time
Appealing Images
Distilling images from live broadcasts

- Detect program start & end
- Recognize and cluster faces
- Detect Faces
- Detect Text
- Detect Channel Logo
- Crop
- Rate
- Set of Images
In practice

- 3000 images delivered to Telenet on a daily basis, fully automated
- Works for (non-scripted) live programs
- What’s a good image?
  - Image requirements
  - Context
  - Personalisation
  - Aspect ratios
Topics

SPACE X

MARS

Singing
Music
Games
Adventure
Documentary
War
Love
Travel
Sports
Ibiza
TheBeatles

Sci-Fi
Romance

Tennis
Formula 1
Paris
North Pole
Amsterdam
Space Travel
Virgin Galactic
Basketball
Ajax
Barcelona
FC Utrecht
Content viewers currently can’t discover
Findings

• It works quite well!

• 2 out of 3 main news topics detected with a high accuracy

• For 75% of programs we added relevant topics not in the EPG.

• Breaking news identified.

• Some challenges:
  • Speech is noisy, so anticipate for noisy results.
  • Less is more.
  • News is fluent so topic models become stale quite fast.
Where chapters can help

Multi-topic programs where viewers may only be interested in parts
Enabling short-form viewing with long-form content

News  Sports  Variety talkshows  Actuality
Takeaways

• Viewers have a lot of great content to choose from, from many services
• Video services have high quality content, but the UI & UX does not always meet their viewers’ needs
• A lot of video experience improvements can be done in an automated way, leveraging AI.
• The cases presented can easily be applied to HbbTV apps
Come visit our demo!