



CONFORM

USE CASE

CLEAR[®] VISION CLOUD

PFT's native media recognition AI platform CLEAR[®] Vision Cloud helps solve real-world business problems of TV networks, studios, and Streaming platforms because of its perfect combination of technology and consulting.

CLEAR[®] Vision Cloud is a fusion of homegrown AI engines (over 35 & counting) and best-of-breed AI models enveloped by PFT's unique Machine Wisdom layer. The Machine Wisdom makes a higher-level sense of details identified by the basic AI engines to increase accuracy and actionability. Think of it as an AI platform with a human-like brain (or close to it).

At PFT, our media services team has been leveraging AI to deliver customer projects for over two years now. This experience has helped us learn two things:

- AI delivers in unique M&E business contexts, and
- AI models can be tweaked to provide more accurate outcomes

As a result, CLEAR[®] Vision Cloud produces accurate data and makes it actionable.

Here is a successful use case PFT has championed in the conformance space that can add immense business value to content enterprises:

Use Case

Automatically conform regional edits, subtitles & dub tracks on global masters in a multiple frame rate baseline.

Currently, film and television studios are creating content at 29.97 or 23.97 FPS. They could also have mastered it at 25 FPS with local dubbed audio or the other way around. However, to distribute the content, the audio of the dubbed master has to be conformed to the source video master. Not just that, the subtitles in one FPS version have to be conformed to the source video master too. And, last but not least, forced narrations have to be identified and exported to a sidecar file in sync with the source video.

Needless to add, conforming audios and subtitles to the source video are highly labor-intensive tasks. Plus, forced narrations in the source have to be identified and translated by professionals before Conformance. As much as these are time and effort-intensive, they are highly error-prone too. However, the good news is AI can help here.

An AI-powered video comparator can quickly conform the audio in the regional master to the source video master. In addition, it can automatically identify the gaps in audio and forced narration in the regional master compared to the source video master.

With CLEAR® Vision Cloud, conformance issues flagged are exported for a quick human QC/Edit to finalize and publish. The audio gaps are addressed in dubbing. The forced narration issues are exported to a sidecar file lined up on the subtitle tool within Vision Cloud, and a linguist does a quick QC.

Advantages

CLEAR® Vision Cloud has ensured very high accuracy across frame rates, enabling a reduction in time, effort, and cost involved in Conformance by leveraging a high level of ML-led automation to suit specific M&E requirements.

- Significantly reduces time and effort involved and enhances the accuracy across frame rates.
- The reduction in time and effort also optimizes the cost of conforming forced narrations.
- The high level of automation that ML will bring over time as the machines pick up the logic can help scale up the conformance activity for a large volume of content.