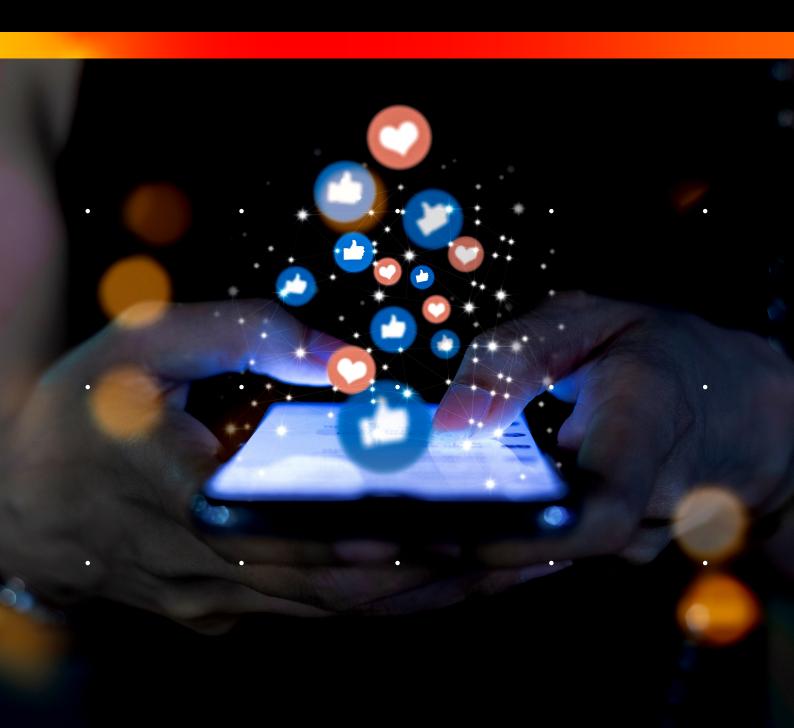# Leading Indian Media Conglomerate uses AI for YouTube Monetization.

Client Profile

A leafing Indian media conglomerate, runs more than 70 television channels in 8 languages, reaching approximately 790 million viewers a month across India and more than 100 countries. They generate more than 30,000 hours of content every year and is the largest television and entertainment network in India.

Business Context

The media conglomerate sought to improve the creative sophistication of their On-Air-Promos (OAP) being delivered to promote content. They wanted to set new benchmarks in operational excellence while bringing down the costs. Their traditional approach led to inefficiencies, including limited daily video uploads, inconsistent viewership growth, and underutilized content assets, which hindered monetization opportunities.

Challenges faced by the client

- Escalated costs and underutilization of assets
- Unable to maximize revenue from digital platforms
- Limited video uploads constrained audience engagement.
- Inconsistent viewership growth across multiple General Entertainment Channels (GECs).
- Inefficient content discovery

The client required a scalable, AI-driven content strategy to boost engagement, optimize monetization, and streamline content operations.

PFT Solution

With AI embedded at various stages of content lifecycle on CLEAR® platform, various departments like marketing, operations and post-production, the client teams were able to generate content for their YouTube channels at scale.

The client chose PFT as a digital transformation partner to:
- Scale content creation while maintaining quality.
- Enhance discoverability and engagement through AI-driven optimization.
- Leverage automation and analytics for strategic decision-making.
- Maximize monetization opportunities using data-led insights.

To enhance content monetization and audience engagement on YouTube, the media conglomerate deloyed multiple CLEAR® AI Content Studio Agents from PFT, enabling intelligent automation across the content lifecycle.

1. Deep Metadata Agent

Automatically analyzed video elements to improve discoverability and editing efficiency:
- Generated scene summaries, tagged characters, locations, and key actions.
- Detected music cues and non-content segments (slates, credits, black frames), speeding up editing by **up to 80%**.
- Identified recaps, bumpers, and teasers for global syndication.

2. Content Highlights Agent

Created snackable, platform-ready clips to drive views and engagement:
- Produced short-form promos, recaps, and sneak peeks.
- Generated **60–90 sec** highlight reels for daily/weekly news content.

3. Thumbnails, Titles, Synopses & Keywords (TSK) Agent

Boosted visibility with AI-optimized metadata:
- Auto-generated high-impact titles, synopses, hashtags, and keywords.
- Offered multiple thumbnail options via a conversational interface.

4. Reframe and Publish Agent

Streamlined multi-platform publishing:
- Resized and reframed content for various formats while preserving visual quality.
- Enabled quick edits and uploads via a hybrid cloud editor.

The above set of automations were activated to content creation at scale, boost views and engagement on the clients YouTube channels.

Business Outcomes

PFT's Content Studio Agents AI enhanced thumbnail generation to boost click-through rates. It let to smart scheduling based on audience behavior and engagement trends. Not only it provided for a data-backed content strategy for continuous performance optimization but also gave deep analytics and insights to drive monetization decisions.

- **3X increase** in daily video uploads without additional operational costs.
- **4X growth** in viewership through AI-driven content optimization expanding reach across platforms
- **300% higher revenue per clip** through AI-led strategic engagement.
- **30X revenue surge** within two years.
- **3X increase in subscribers**, strengthening audience loyalty.
- **AI-led efficiencies reduced costs by 40%.**