



Accelerating Content for the Streaming Era

OSN's AI-Enabled Transformation with PFT's CLEAR® AI Agents and AI Applications



Introduction

OSN has consistently played a pioneering role in shaping the media and entertainment landscape in the Middle East and North Africa. Headquartered in Dubai, OSN has built a legacy of delivering premium content experiences to millions of households across the region through its satellite television channels & Video on demand platform via OSNtv and the OSN+ streaming platform.

As early as the 2010s, OSN demonstrated its forward-thinking approach by launching **OSN On Demand**, the region's first video-on-demand (VOD) service, followed by an SVOD subscription in 2015—well ahead of the global shift to streaming. This bold move set the tone for a series of innovations that followed, from advanced set-top box features to multiplatform content delivery, enabling subscribers to access high-quality Arabic and international programming wherever and whenever they chose.

OSN's strength has always stemmed from its commitment to **exclusive content partnerships** with major Hollywood studios namely Warner HBO Discovery+, NCBU and regional content, making it a hub for world-class entertainment in both English and Arabic. But as viewer expectations evolved—driven by the rise of digital consumption, personalisation, and social media—OSN recognised the need to reimagine its content operations.

To meet the growing demand for **real-time, personalised, and platform-agnostic experiences**, OSN embarked on a transformational journey to modernise its media supply chain. This included deploying **CLEAR® AI**, a cloud-native, AI-agentic platform, to automate complex content preparation workflows across linear TV, AVOD, and digital platforms.

Today, OSN leverages AI to drive efficiencies in **metadata enrichment, compliance, ad marker automation**, and content versioning—accelerating its time-to-air, improving discoverability, and ensuring compliance with cultural and editorial standards across the region. What began as a satellite TV operation has evolved into a **next-generation media powerhouse**, combining best-in-class content with cutting-edge technology to serve the future of entertainment in MENA.

The goal was not only to reduce manual effort, but also to increase accuracy, consistency, operational agility and audience's experience. **CLEAR® AI**, PFT's cloud-native AI agentic platform, was identified as the ideal engine to automate and accelerate OSN's media processing journey. The collaboration focused on enabling OSN to meet audience expectations for discoverability, accessibility, and responsiveness—while optimising internal workflows for efficiency and future readiness.

Key Challenges

OSN was managing a large and diverse content library spanning Arabic and English titles across multiple formats and platforms. As their content operations scaled, several key challenges emerged:

- **Manual and Time-Intensive Content Preparation:** Manual workflows for segmentation, metadata enrichment, ad marker placements, content discovery and compliance checks significantly slowed time-to-air and increased operational overhead, making it difficult to scale efficiently.
- **Inability to Fully Leverage Metadata:** Manual tagging for facial recognition, thumbnails, and key highlights, hampered content discoverability and slowed reuse, for digital distribution.
- **Limited Support for Versioning and Multilingual Workflows:** Creating TX Versions from Foreign Masters required extensive manual reconciliation to align edits with metadata, resulting in longer turnaround times and increased potential for error.
- **Subtitle Complexities:** Managing subtitle configurations across OSN platforms was a logistical challenge, leading to delays and inconsistent user experiences.
- **Need for Scalable Social Media Content Creation:** The manual effort involved in reframing content for different aspect ratios and platforms slowed social publishing and limited OSN's ability to capitalise on trends and drive engagement.
- **Collaboration:** Utilising various systems and processes to facilitate content collaboration across departments such as Legal, Programming and Media Operations.

Proposed Solution

How PFT Empowered OSN with CLEAR® AI

To modernise and scale its content operations, OSN partnered with PFT to implement the CLEAR® AI platform – a cloud-native solution powered by AI agents tailored for high-volume media workflows in the MENA region. The implementation addressed OSN's pressing needs around speed, compliance, metadata, and content scalability.

1. Tailored Solution Design

PFT worked closely with OSN to understand its operational pain points—ranging from manual workflows and regional compliance to social media content creation and versioning complexity. Based on this, PFT deployed a secure, regionally compliant CLEAR® AI environment hosted on AWS in Mumbai (UI and platform) and AWS UAE (media processing), ensuring data sovereignty and low-latency performance.

Key components of the solution included:

- **Dedicated CLEAR® AI Tenant for OSN:** Enabled secure proxy-format content ingestion (HEVC mp4, 3 Mbps) with embedded XML metadata (e.g., OSN House ID).
- **SSO Integration & Access Controls:** Ensured secure access via Single Sign-On and 2FA using OSN-controlled credentials.
- **Seamless S3 Integration:** Direct connectivity to OSN's cloud buckets for streamlined media transfer and delivery.
- **Licensing:** Supports licensing to OSN's affiliates (including subsidiaries and regional partners), enabling broader organisational adoption.

2. Intelligent Workflow Automation via CLEAR® AI Modules

CLEAR® AI automated and unified OSN's end-to-end content processing through intelligent modules:

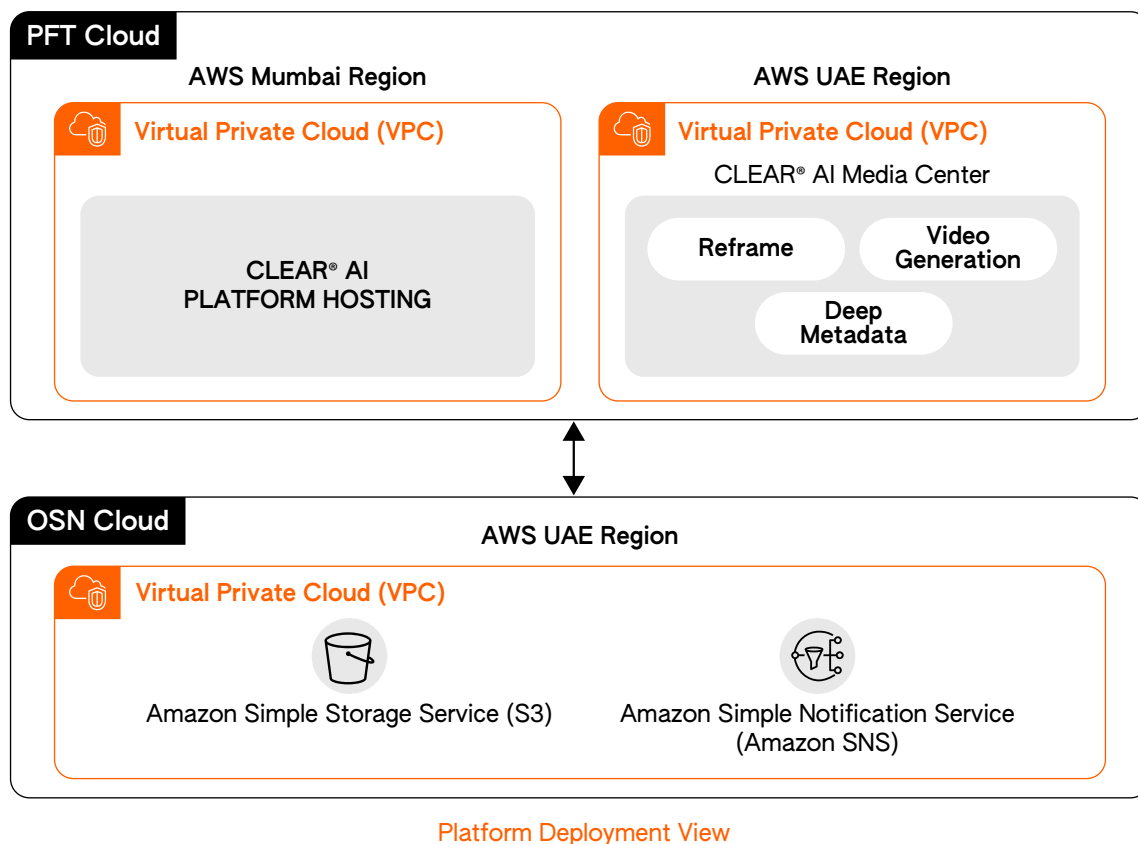
- **Segmentation AI Agent:** Automatically identified blacks, slates, SOM/EOM, and credits, generating EDLs with frame-accurate timecodes.
- **Compliance AI Agent:** Detected sensitive content (e.g., nudity, violence, brand mentions) based on MENA standards and OSN-specific rules.
- **Metadata AI Agent:** Extracted insights like celebrity face IDs, key moments, and synopses leading to enhanced content search and personalisation.
- **Ad Marker AI Agent:** Applied OSN-defined logic to generate break markers tailored for both Linear and AVOD content.
- **Thumbnail AI Agent:** Ranked and timestamped thumbnail options for digital publishing, with outputs provided in JSON.
- **Transcription & Subtitling (Localisation AI Agents):** Auto-generated English and Arabic transcripts in .SRT/.VTT formats for accessibility and subtitling.
- **Reframe AI Agent:** Converted horizontal clips to vertical formats optimised for Instagram, TikTok, and YouTube Shorts.
- **Highlights AI Agent:** Curated highlight clips and dialogue-driven packages for promos and social media, accelerating marketing output.

All AI-generated assets were available for preview and download via an intuitive UI, supporting multiple output formats like EDL, XLS, SRT, and JSON for seamless downstream use.

3. Advanced Customisations for OSN's Workflow Nuances

To meet OSN's operational intricacies, PFT delivered enhanced solutions:

- **Multi-Track Audio Support:** Maintained source audio track integrity during editing, integrated with Adobe Premiere Pro pipelines.
- **Foreign Master Reconciliation:** Automated metadata alignment between Foreign Master files and edited TX versions, reducing manual rework.
- **Subtitled Package Generation:** Enabled subtitle burn-in for content packages while preserving original file specs and audio configurations.
- **Audio Toggle Playback:** Empowered OSN editors to switch between multiple audio tracks during QA processes.



Outcome

- **Automated Workflows:** Tasks like segmentation, compliance, metadata tagging, and social edits are now driven by CLEAR® AI Agents—cutting effort and turnaround time.
- **Smarter Versioning:** Multi-track audio, TX/Foreign Master reconciliation, and metadata reuse enables faster, error-free distribution across platforms.
- **Faster Packaging:** Subtitled clips, thumbnails, and social edits export in ready-to-publish formats with minimal human input.
- **Secure, Compliant Cloud:** Hosted on AWS in India with processing in UAE, SSO access, and full data sovereignty for MENA compliance.
- **Clear IP Ownership:** OSN retains all rights to content and metadata, ensuring control and flexibility.

CLEAR® AI has helped OSN streamline operations, reduce costs, and scale smarter positioning them for faster growth in a competitive media market.

At a Glance

Value Area	Impact
Manual Effort	↓ Upto 60% via automation
Creative Promo Production	↑ 25–30% efficiency
Turnaround Time	20% faster content delivery
Operational Costs	↓ ~20%
Viewer Engagement	↑ ~30% on social platforms

“At OSN, we’ve always aimed to stay ahead of the curve in innovation, continuously enhancing how we deliver premium entertainment to our audiences. Our deployment of CLEAR® AI was a strategic leap in that direction. It demanded deep domain expertise, technical precision, and close cross-functional collaboration—and has proven to be one of the most impactful digital transformations in our operations.

We’ve been able to automate labour-intensive processes by integrating AI into our media workflows, to accelerate time-to-air, and significantly enhance content discoverability—all while upholding compliance with regional sensitivities.

CLEAR® AI now delivers a rich, structured metadata that is crucial to fuel our recommendation engine, automate contextual ad marker placements, and support personalised content experiences at scale. The platform’s adaptability—whether for multilingual versioning, foreign master reconciliation, or editorial compliance—has been exceptional. This collaboration has truly positioned us for smarter scaling and future-ready operations in a rapidly evolving media landscape.”

Melvin Saldanha
SVP – Technology, OSN

"Ensuring compliance and editorial integrity across a diverse content slate has always been a priority for OSN and a core commitment to our customers. There are many solutions on the market, and we spent a great deal of time assessing them. One of the biggest challenges with any new technology is getting people to buy in, as change often brings resistance. After evaluating the CLEAR® AI platform, we were confident we could win the hearts and minds of the multiple departments who would use it. The user-friendly interface, coupled with real-world benefits for each department, made the internal pitch smoother for the Operations and Technology Teams.

With CLEAR® AI, we've been able to bring intelligence and automation into compliance workflows—detecting sensitive content, managing regional norms, and improving turnaround times significantly. From subtitle management to content versioning and multi-track audio QA, the system integrates seamlessly into our operations. The ability to maintain high standards while reducing manual overhead has been a real game-changer for our broadcast and digital operations."

Tom Jones

VP – Broadcast & Digital Operations, OSN

