PFT

CLEAR® AI accelerates the time to market for A+E Networks® legacy content.

Client Profile

A+E Networks® is a collection of culture brands that includes A&E®, The HISTORY® Channel, Crime + Investigation, History2, BLAZE, Lifetime®, LMN™, FYI™, Vice TV, and History en Espanol. We are in seven out of ten American homes, operating 78 channel feeds in approximately 196 territories in 40 languages worldwide that reach more than 414 million domestic and international households through joint ventures and wholly owned subsidiaries, and have 500+ million digital users.

A+E Networks® is a joint venture with Hearst Communications and Disney–ABC Television Group, a unit of The Walt Disney Company

Business Context

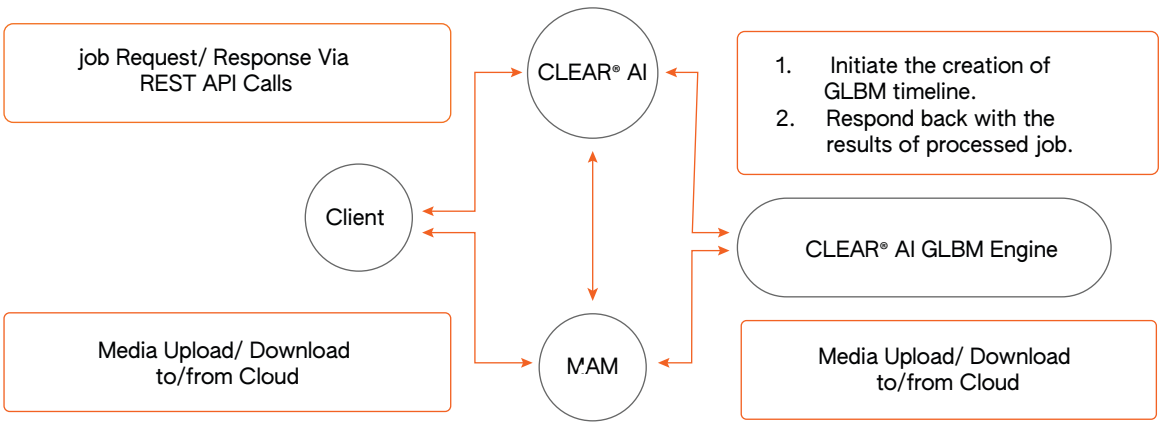
To handle the growing demand for linear and non-linear outlets (FAST, NextGen TV, OTT, AVOD, and SVOD) and digitize its legacy content for cloud readiness, A+E Networks (AETN) required a partner who could optimize their files for faster content reuse and distribution to meet future end-point specifications.

PFT Solution

PFT combined its CLEAR® AI and media services team to deliver for AETN (A+E Television Networks). Legacy videotapes were first digitized at PFT's New York facility. The digitized files were then ingested into CLEAR® for further processing. CLEAR® supply chain management tools enabled PFT and AETN teams to automate media logistics, track tasks and offer visibility into the process. CLEAR® AI then processed the file automatically and organized all segments according to AETN specifications to create a master file.

Details:
CLEAR® AI processed AETN provided content and identified segment categories (blacks, slates, bars & tones, end credits, content segment) in the content. The content was then analyzed further to detect the presence of creatives (opening/closing bumpers, teasers, snap-ins, etc.). All identified blocks were arranged into the pre-defined layout specified by AETN. The content was organized as an edit decision list (XML) within Adobe Premiere Pro. Aside from the prescribed layout, CLEAR® AI also generated editable slates with content metadata, color bars, and blacks. These elements were included in the timeline delivered to editors for final touch-up and QC before being exported as the final deliverable to the client's cloud storage.

Generic Workflow



CLEAR® used AWS (Amazon Web Services) S3 (Simple Storage Service) cloud storage for receiving input files (video files + scc files to be offset) from AETN and store the output files back to AETN's bucket which include fcp.xml lining up the output files on the global timeline as per specifications.

CLEAR® utilizes AWS OCR (Optical Character Recognition) to recognize text on the screen during the processing of GLBM workflow.

Benefits

CLEAR® cut Global Masters creation time by one-third. CLEAR® facilitated scaling by enabling parallel creation of hundreds of global masters. Using AI to develop international masters resulted in significant time and cost savings. PFT prioritizes the accuracy and actionability of AI/ML tools. Use cases like this will continue to improve operational efficiency, accelerate monetization, and deliver quantifiable business benefits to customers.

Client Outcome

PFT used CLEAR® and its AI to process and transform large payloads of content for AETN to date. A vital aspect of this project was to train the CLEAR® AI engine on the editorial guidelines. Both teams collaborated to ensure prompt completion and achieve the necessary scale to meet the desired timeline. CLEAR® technology stack enables AETN by reducing Total Cost of Operations, speeding up TAT, increasing efficiency, and offering unprece-dented operational scale.

CLEAR® AI accurately detects:

- Credits – credits segments displayed over blacks.
- Snap-in – segments which are present in between slates with silent audio.
- Teasers – integrated vocals before the speech-to-text processing.
- Shot boundaries – better teasers and bumpers boundaries.
- And reuses Optical Character Recognition (OCR) data.