

AI Finance Explainer: Recommendations

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1 Introduction

In this document I cover topics I didn't manage to work on but are definitely worth looking into.

2 Creatify for Video Generation

Currently, the video generation tool Tavus has been integrated into the workflow. However, Creatify may offer a better alternative and is therefore worth investigating. While some preliminary research on Creatify has been conducted, it is not yet sufficient to draw definitive conclusions [1, 2].

3 Hosting Explainer Videos

Currently, the video delivery process uses polling to present a download link to the user. However, the goal is to have the polling mechanism return a streaming link instead, eliminating the need for users to download the videos.

To achieve this, it is common practice to use an object storage solution to host the videos. Object storage provides scalable, durable, and cost-effective storage for large video files and integrates well with streaming workflows. Typically, these object stores are paired with a Content Delivery Network (CDN) to deliver video streams efficiently and with low latency to users across different regions.

Choosing a storage provider with data centers in Europe and integrating it with a CDN ensures smooth and fast video playback without requiring users to download the entire file. It is typically advised to choose the object storage service from the cloud provider you are already using for easier integration and management.

Popular enterprise object storage services for this use case include Amazon S3, Google Cloud Storage, and Azure Blob Storage. Each has minor advantages:

- **Amazon S3** is a solid choice if you want the widest global reach and a mature, battle-tested ecosystem with extensive integrations.
- **Google Cloud Storage** stands out for strong AI and analytics integrations as well as fast network performance, which can benefit data-heavy or AI-enhanced applications.

- **Azure Blob Storage** is ideal if your environment is Microsoft-heavy or if you require hybrid cloud capabilities alongside your object storage.

All three offer native CDN integrations and support streaming directly from storage, making them well-suited for hosting and delivering explainer videos.

4 Hosting Services

The individual microservices are ready to be hosted but have not been hosted yet. It is recommended to begin researching suitable hosting options and determine where each service should reside. Once the host is defined, the services can be connected by configuring the environment variables.

5 Overlaying Media

One idea was to create a large media pool containing images and videos of the BNP and NN portals for both desktop and mobile platforms, as well as other relevant media. By analyzing the video script, we aim to automate the display of related media whenever they are mentioned. For example, if the speaker refers to viewing a BNPL product in the BNP portal, the video could show a short clip demonstrating how to navigate to the "My Products" section.

This logic has already been implemented for displaying relevant graphs, but not yet for general media. To move forward, a brainstorming session is needed to determine how and where media should appear especially in cases where multiple media items are relevant at the same timestamp. Additionally, the application must have access to a comprehensive media pool and an automated pipeline for analyzing the script, selecting appropriate media, and overlaying it onto the video.

References

- [1] Gögcay, K. (2025). *What available high quality conversational AI tool can give financial advice?* Unpublished manuscript.
- [2] Gögcay, K. (2025). *How can we ensure that the generated videos are clear, useful and engaging?* Unpublished manuscript.