MetadataIQ

SOLUTION BRIEF

What is MetadataIQ

MetadataIQ provides off-the-shelf integration with Avid Interplay for media extraction and insertion of speech-to-text and video intelligence metadata as markers within Avid, and which can be accessed via the Avid Media Central environment.

It can be used for generating streaming transcripts of growing media. In addition, different types of metadata can be generated and ingested such as speech-to-text, facial recognition, OCR, logos, and objects, each with customizable marker durations and color codes for easy identification of metadata type.

MetadataIQ does not require users create low-res proxies, or manually import files into Avid MediaCentral and it intelligently extracts audio files to generate speech-to-text transcripts.

The system is also integrated with Digital Nirvana's cloud centers that provides the ability to automatically submit media files to Digital Nirvana's transcription & caption service to receive the highest quality, human curated output.

It also integrates directly with Digital Nirvana's Trance product to generate transcripts, captions and translations by customer's in-house staff and publishes files in all industry supported formats.

Some Use Cases Include:

Raw camera feeds and clips can be ingested to create speech-to-text and video intelligence metadata, which can be consumed by the **editors** in real time, if required. Editors can easily type a search term within Interplay or MC, identify the relevant clip, and start creating content.

For certain shows (reality, on-street interviews, etc.), the transcript generated by machines (or human curated) can be used in **script** generation process.

The **postproduction** team can submit the files directly from their existing workflow to Digital Nirvana to generate transcripts, closed captions/subtitles, and translations and receive the output as sidecar files or ingest it directly back into AVID Inerplay as markers.

If the postproduction team includes **inhouse** transcribers/captioners/translators, they can use MetadataIQ, automatically route the media asset from AVID to create a low-res proxy, generate speech-to-text, and present it to the inhouse team in a user-friendly UI called Trance where users can efficiently use for captioning and translation using AI/ML support.

With the timecoded logo detection metadata, **sales** teams can get clearer picture on the total screen presence of each sponsor/advertiser.

For **VOD** and content repurposing, the abundant video intelligence metadata helps with accurate identification of ad spots, helps with additional brand/product placement and replacement.

Description of Solution

Functionally, MetadataIQ's prime responsibility is to access media assets from specific folders in AVID's InterPlay infrastructure and send them to DN's cloud service for transcription. The application is based on AVID's IPWS API and "Send-To-Playback" feature available in AVID installation to get content in and out for processing.

The following diagram presents the connector topology. MetadataIQ can be installed on premises on a VM, which communicates with AVID's IPWS and requests for an FTP transfer over LAN. The MetadataIQ server will communicate with Customer's internal AVID infrastructure and extract media and securely post it to DN's cloud metadata generation platform. Following job posting, MetadataIQ continues to poll for finished transcripts for each job. For file-based jobs, once transcripts are available, the application will fetch the data and post it into Customer's internal infrastructure. For real-time transcripts, the application maintains a persistent connection to DN's Media Services IQ, over which the text is pushed to on-prem by the cloud platform.
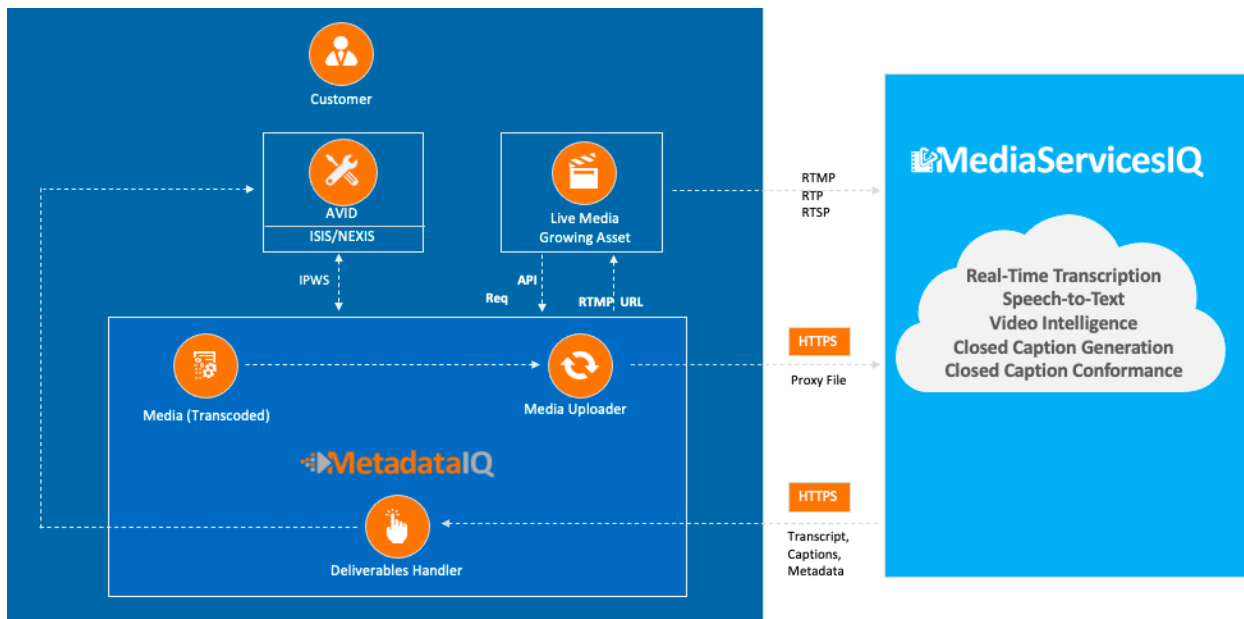
The metadata ingested as markers is configurable based on duration and color-coding as required by the customers for easy search and organization.

Editors find it easier and faster to generate final content; users have quoted a 15-hour task of creating montage/promo clips have been reduced to 2 hours.   Larger reduction of manual processes within the workflow in postproduction to create transcripts, captions, etc.   Better organization of archive and easy retrieval of content from archive library, increasing the value of content