

VideoAI™

Machine learning to media
mastermind: Video evolved



Video Artificial Intelligence (VideoAI™) from Comcast Technology Solutions (CTS) is a comprehensive framework of intelligent technologies that deliver greater advertising efficiency and streamline operations.

Built on Comcast's AI/ML infrastructure, VideoAI scans video content, including every word, action, and object, to derive information from your assets to create actionable metadata. Years of experience and refined algorithms put VideoAI at the forefront of video management technology. It's binge-watching as an applied science.

VideoAI: Experience that is ahead of the curve

VideoAI is more than a product or a set of detectors; it is a full AI/ML solution that incorporates the best in technology with refined algorithms to lay the groundwork for the future of media and entertainment.

We have put years of media-focused AI/ML thought leadership and active practice into the VideoAI architecture and are now bringing this solution to you.

Smart decisioning with human checks helps ensure brand safety, triggering the right detector at the right time.

Scale to meet global demands: Global solutions need a partner that understands international media delivery. We get it — because we do it every day.

Fully managed, totally customizable: VideoAI is a fully managed service that provides an optimal experience — one that's designed for a multitude of uses. Wherever an intelligent system can reduce complexity and cost and improve outcomes, VideoAI serves as the ground floor for your vision. And VideoAI includes 24x7 support so help is available when you need it.



AI/ML experience:

The power of AI/ML, designed specifically for video at scale



Poised for the future:

VideoAI lays the foundation for the future of media management



Intelligence & learning:

Derived from millions of hours of content

Binge-watching as an applied science

CTS designed VideoAI as a software-as-a-service (SaaS) solution compatible with any player.

Simply put, we developed it as a smarter toolkit specifically built for the demands of modern media. VideoAI is a learning platform that continues to rise in capabilities as new tools and functions emerge.

Together with the Cloud Video Platform in our Cloud TV Suite, VideoAI lays the foundation for simplified management and publishing and stronger content monetization.

Some initial capabilities are:



Segmentation

Segmentation is a functionality that leads to a more streamlined experience and provides for more valuable advertising.



Contextual advertising

VideoAI can increase the value of advertising by serving ads based on contextual information around what's being watched. VideoAI detects content for brand opportunities or sensitivities, improving the value of every ad break.



From live to VOD, faster

Providers can prepare live events for video on demand (VOD) — creating on-the-fly thumbnails, titles, and summaries quickly after a live event has aired.

About Comcast Technology Solutions

Comcast Technology Solutions, a division of one of the world's leading media and technology companies, brings Comcast Corporation's proven technologies to an evolving list of industries worldwide. We believe in continuous innovation, always looking for new and better ways to connect with our customers, as well as aggregate, distribute, and secure our own content, advertising, and data. We invest in and test these solutions, so you don't have to — freeing you up to focus on accelerating your business, not your tech stack. We bring these innovations to the global marketplace, enabling our partners to think big, go beyond, and lead the way in media, technology, and cybersecurity.

Find out more

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