VideoAI™ goes to the Olympics

Growing engagement at scale with AI/ML

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> — Zeidee Pineda, Sr. Director, Media Group Data Science

When it comes to sports programming, few events capture the world's attention like the Olympics. Truly an example of entertainment at the highest scale, this complex, high-profile global competition requires logistics to delivery its content that are in a league all their own. How does NBC make the most of its resources to serve world-class moments to fans around the world?

Media Group Data Science (MGDataSci), a business unit within NBCUniversal Media, empowers NBC with data-driven insights and innovative analytical solutions that enhance the strategic decision-making driving sustainable growth. By leveraging predictive analytics to guide content decisions, MGDataSci anticipates trends, optimizes content recommendations, and operates across the NBC network portfolio to connect audiences around the world with the content they love.

Automated analysis of massive content libraries

**Deeper context** to quickly leverage relevant highlights

Rich metadata to build engaging new experiences faster

⠶⠶ VideoAI™

SPORT:
Track & Field

EVENT:
Men's 200M

Thousands of footage hours...

Finding the best highlights from the extensive volume of content generated during previous Olympics presented considerable challenges to the MGDataSci team. The traditionally manual process of viewing and tagging footage required countless hours to find great moments from the past that are relevant to the action onscreen today. With thousands of hours of sports, events, interviews, and behind-the-scenes content anticipated for the 2024 Paris Games, a more efficient solution was crucial. To enable MGDataSci to concentrate on their core mission, they partnered with Comcast Technology Solutions (CTS) on a method to streamline — and enhance — the production of essential metadata.
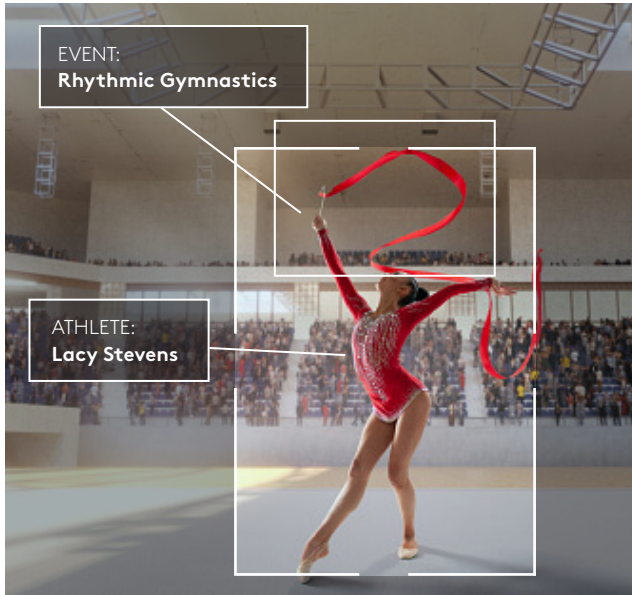

TEAM:
USA

TEAM:
France

SPORT:
Soccer
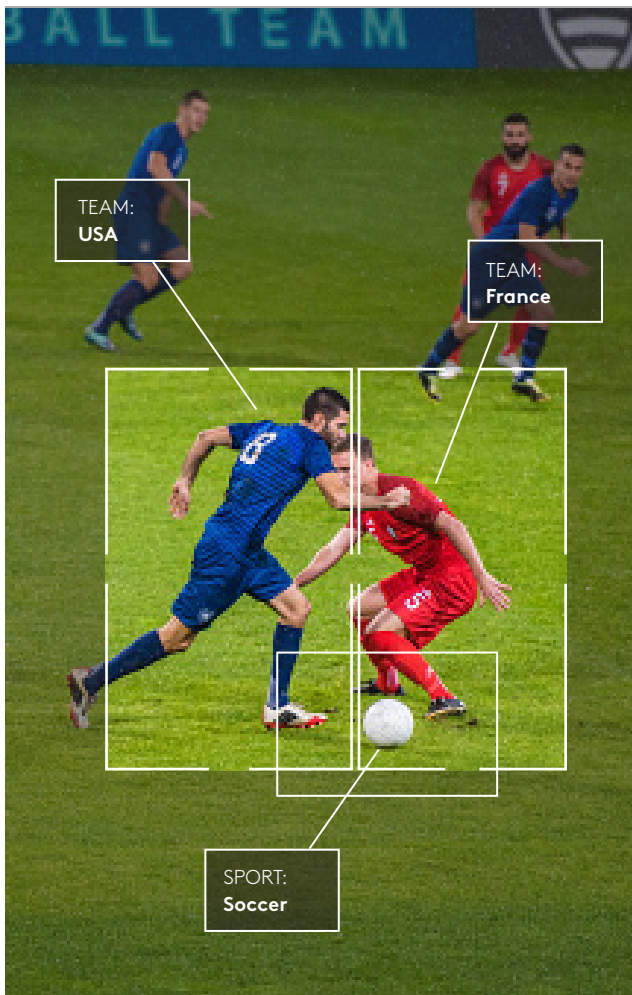
How VideoAI™ helps bring the Games to life

To tackle this problem, MGDataSci and CTS explored the concept of incorporating VideoAI™ into their data analytics framework. VideoAI's media scanning autonomously detects and labels a deep set of elements within Olympic content in order to identify context and relevance between content to a finer degree than was previously possible. From sports and events to rounds, interviews, athletes, countries, medal counts, ceremonies, and even ad break boundaries, VideoAI offered comprehensive tagging capabilities, which helped enhance the efficiency, speed, and utility of metadata production.

Deeper insights for gold-medal streaming at scale

"Working with CTS over the past few years to launch this Olympics solution has confirmed for us that technology like VideoAI is the future direction we want to continue to invest in to help solve problems just like this," explained Zeidee Pineda, Sr. Director for MGDataSci. "It's incredibly valuable for what we do, and we believe that it will only continue to get more efficient and accurate. We look forward to expanding this type of capability to other areas of our research."

The integration of CTS technology into MGDataSci's data analytics workflow markedly helped the MGDataSci team tackle the challenges posed by the enormous volume of Olympic content. As the team began to explore the power of AI to help accelerate and improve the labor-intensive task of viewing and tagging footage, MGDataSci believed that this approach could help them simultaneously improve efficiency and resource optimization. With the ability to operate at Olympic scale, MGDataSci was able to process and analyze additional hours of video content for the 2024 Paris Games, helping them improve on the already meaningful business impact for all of NBC.

EVENT:
Rhythmic Gymnastics

ATHLETE:
Lacy Stevens

"The CTS team was equally pleased with how the VideoAI solution was helping bring the 2024 Paris Games to screens around the world," said Paul Claussen, Director of Product Management in the Streaming, Broadcast, and Advertising unit of CTS. "We are thrilled to have contributed to the remarkable success of MGDataSci during the Paris Olympics. Being an integral part of their journey and witnessing the profound impact of VideoAI on the insights and business strategies generated by the MGDataSci team is truly fulfilling. We are excited to continue this partnership and are committed to supporting MGDataSci in achieving even greater success!"

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 advanced tools like VideoAI, our AI/ML framework, so you can focus on what matters most — your customers and the experiences they love. 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.

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