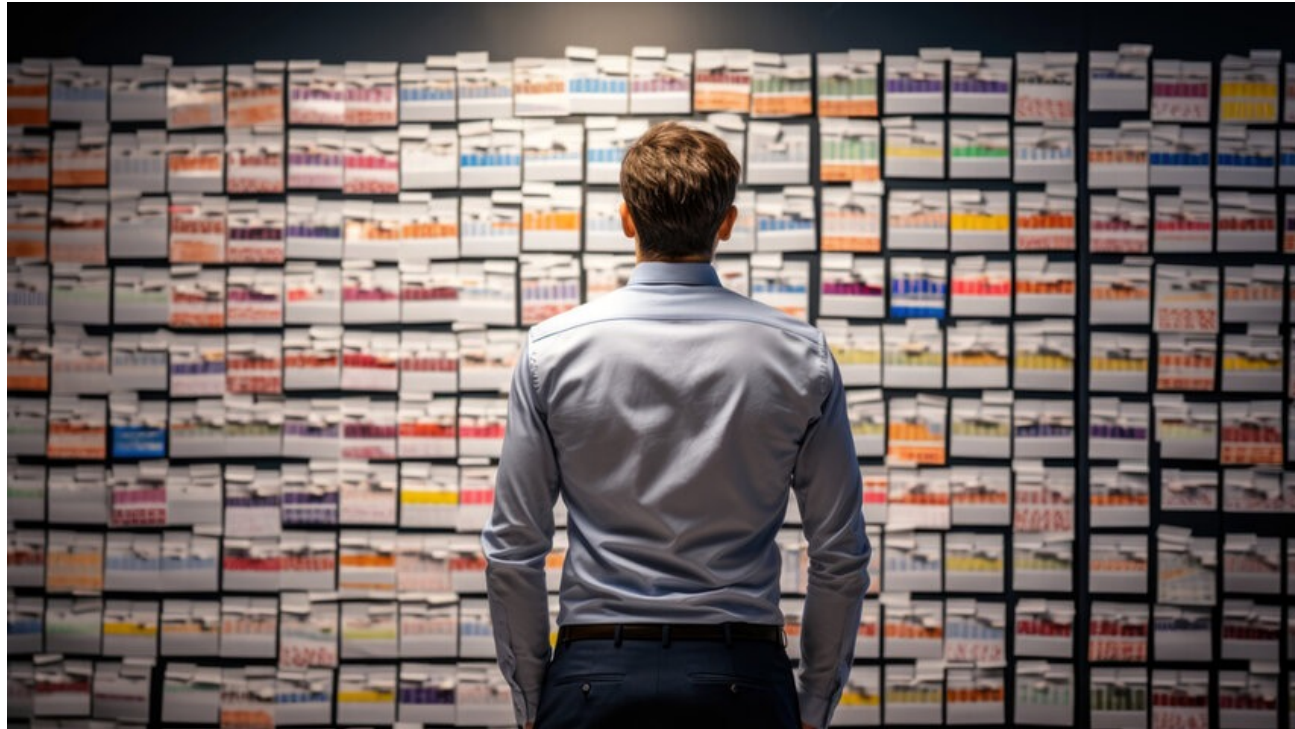




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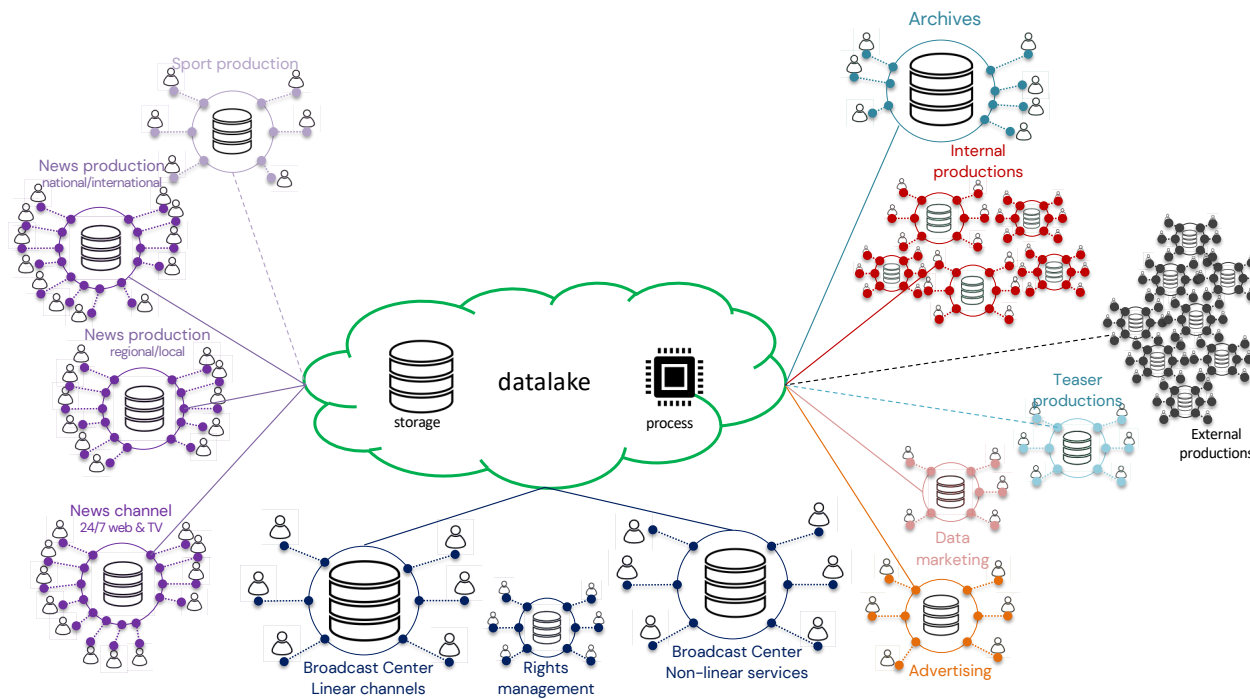
**Unlock the future**

## Data & AI – transforming media business and maintaining trust



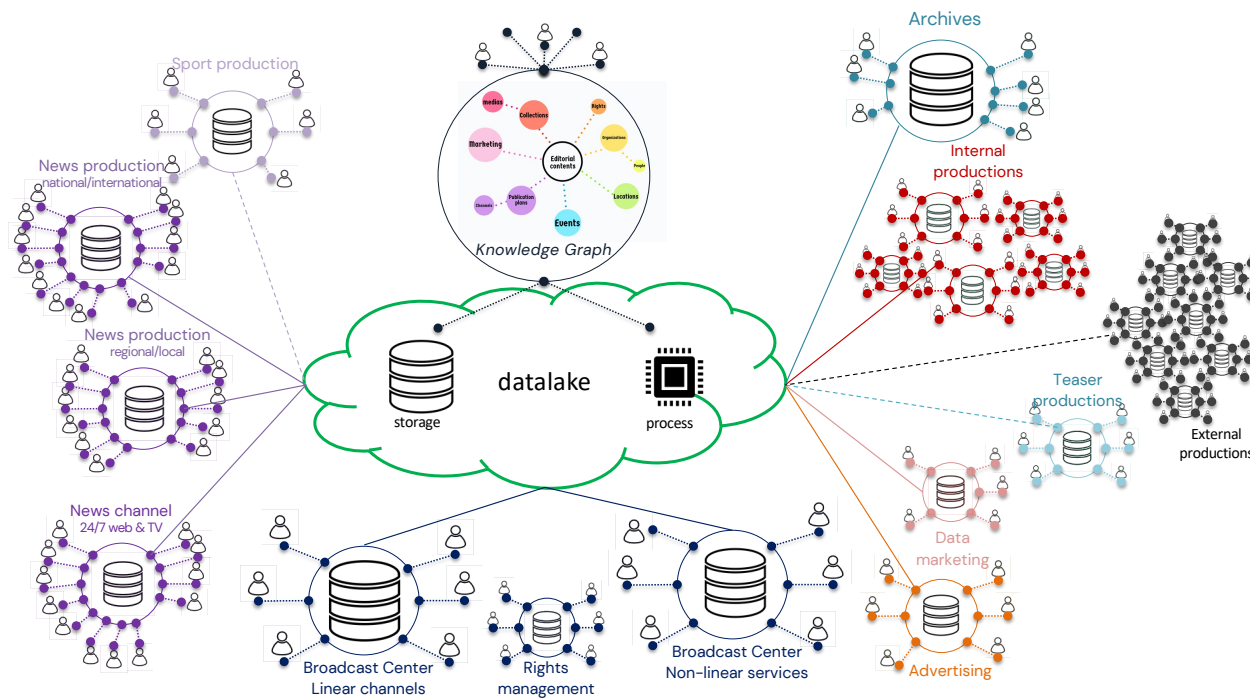
**Unlock the future**

# Data & AI – transforming media business and maintaining trust



**Unlock the future**

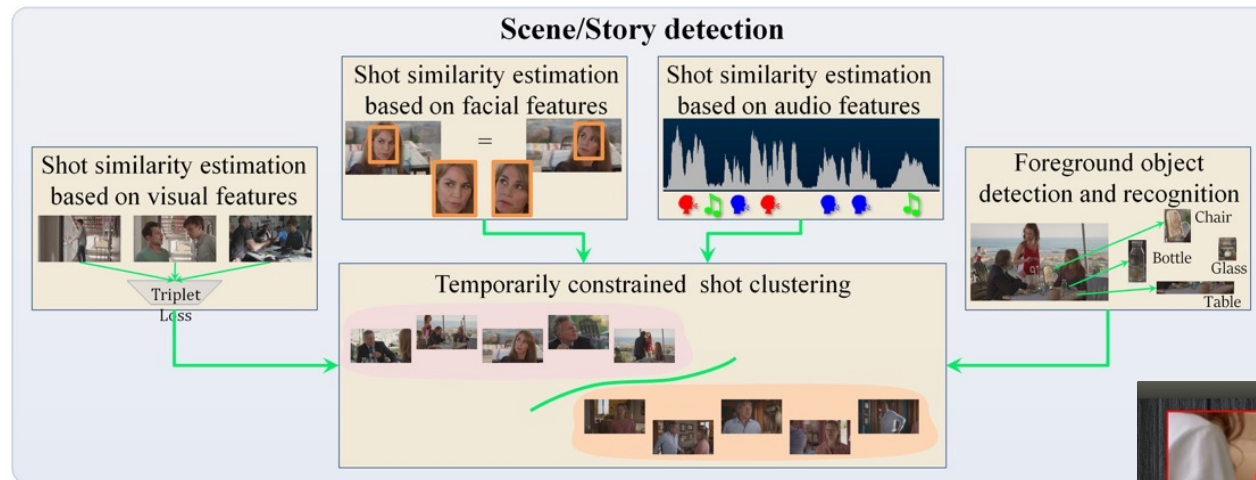
# Data & AI – transforming media business and maintaining trust



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# Data & AI – transforming media business and maintaining trust

❖ Scene/story detection based on a *multi-modal* approach



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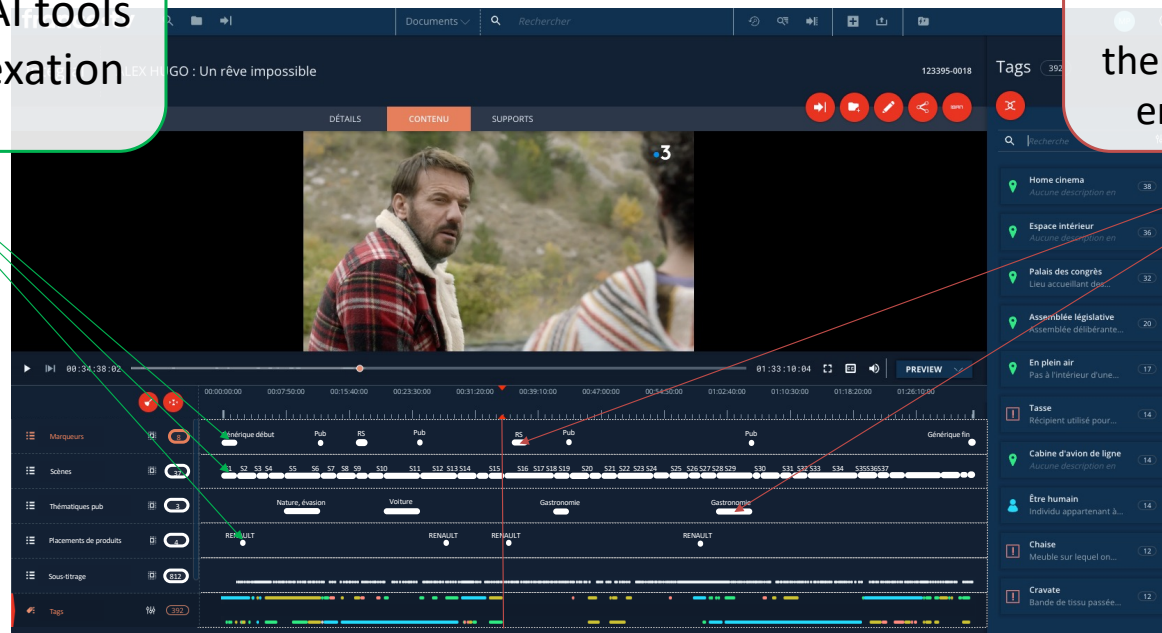
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# Data & AI – transforming media business and maintaining trust

Use trusted data from production with AI tools for coherent indexing

Multiply trusted insights during the subtitling production: thematic tags, ad breaks, enhanced transcripts



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