AI-powered Video Deduplication

Quantiphi's Video Intelligence solution that enables Media & Entertainment houses to optimize their archive, cut down on data storage expenditure and accelerate migration to cloud.

quantiphi
Solving What Matters

"A hidden and uncalled-for burden." Very few Media organizations find out that at least **25-30 %** of their archives contain duplicates responsible for annual overheads in their content & storage expenses.

OVERVIEW: INDUSTRY CHALLENGE AND PROBLEM STATEMENT

Currently, Media & Sports enterprises rely on the cloud for large-scale management and distribution of content. While a gradual transition from LTO storage to cloud infrastructure is underway, still, a large fraction (27%-37%) of content resides over on-prem servers.

Content operations for quality-checks and distribution compliances become expensive and extremely effort-intensive due to poor searchability and retrieval of desired content.

Furthermore, while fast migration to the cloud is necessary to streamline content management, cloud storage is expensive

Today, an end-to-end smart Video Intelligence solution is a must-have to manage content and save on storage expenses.

WHAT CAUSES THESE DUPLICATES AND HOW MUCH CAN BE SAVED?

For mid-to-large media enterprises, over 50k content operations could happen within a month. Several versions of the same content get created due to post-production or editing operations.

These operations are responsible for generating multiple duplicates. Typical media enterprises have data archives greater than **5 Petabytes** in volume. At least **25%-30%** of it is duplicate content
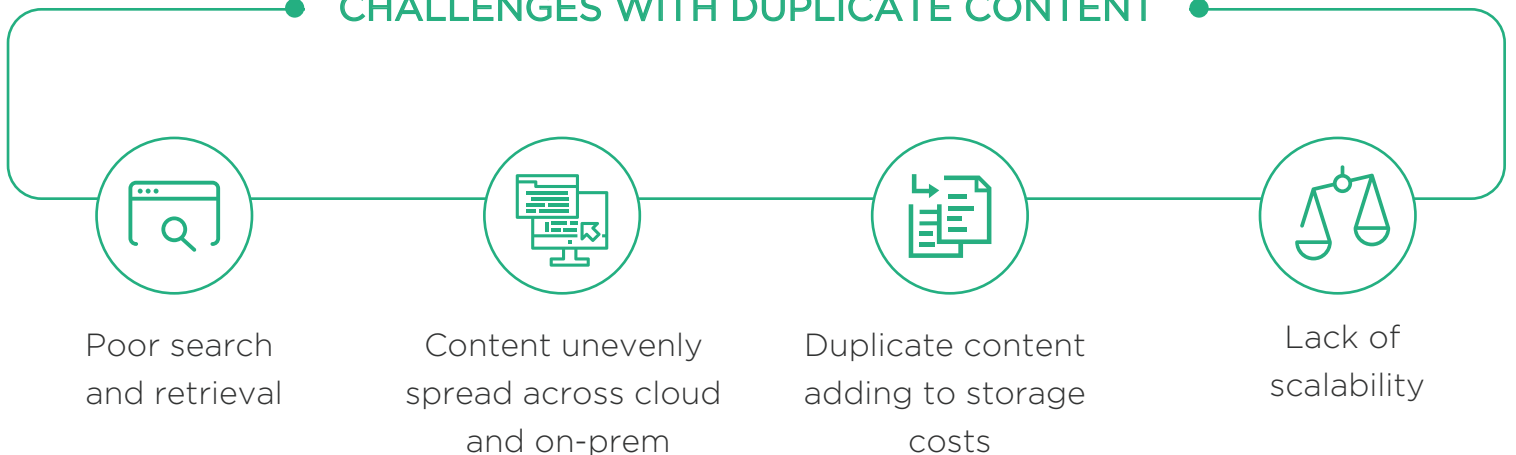
Annual unwarranted expenditure of duplicate content amounts to **$200K**. Almost **$1 million** is spent on overhead storage costs for 5 years.

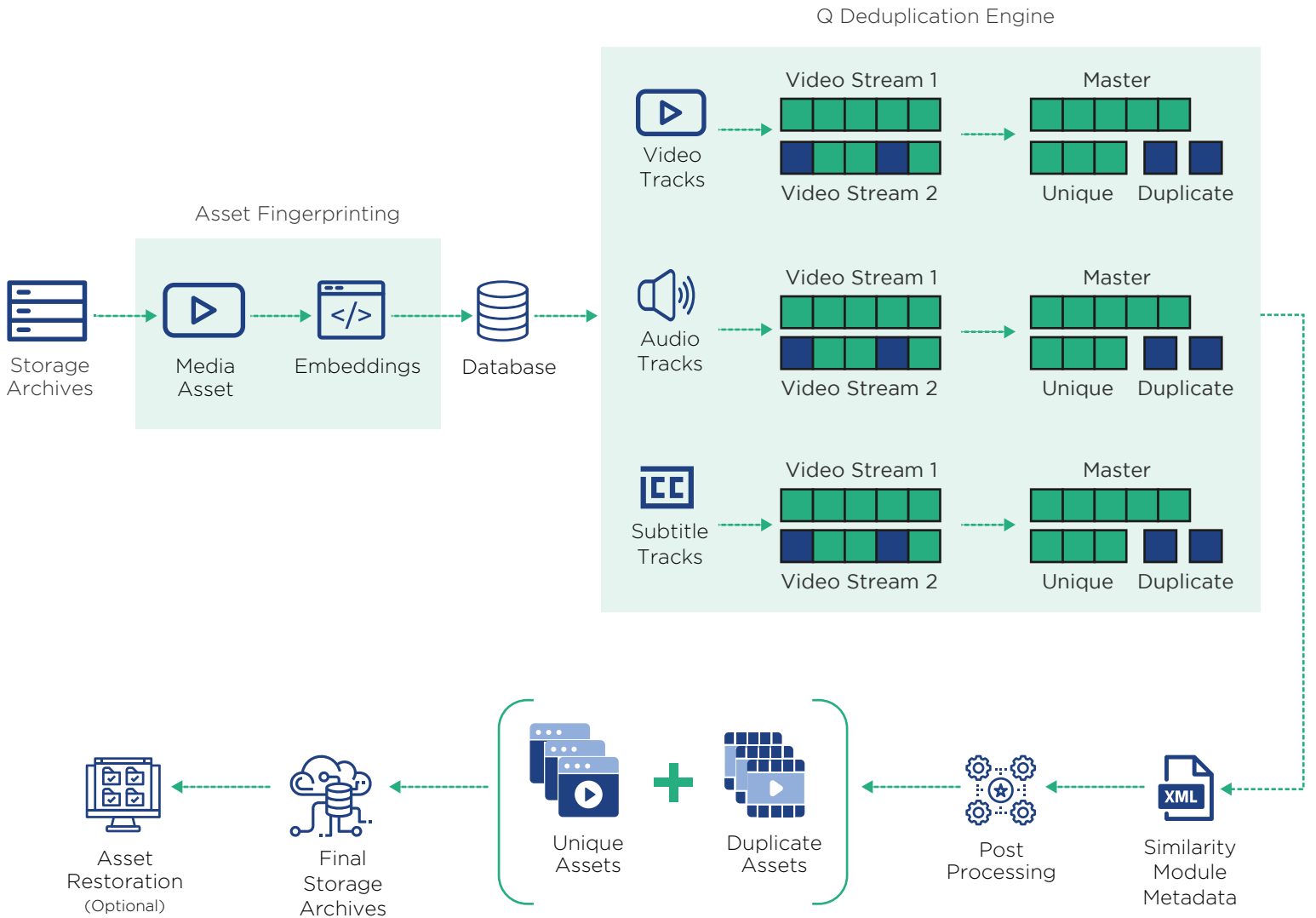# DIFFERENT CONTENT OPERATIONS CAUSE MUTLIPLE VARIANTS OF A SINGLE MASTER VIDEO FILE

Graphics insertion

Overlaid Text

Black frames /ad insertion

Anchor Replacement

Exact Duplicate

Teaser/ Highlights

Different Audio

Compliance cuts

CHALLENGES WITH DUPLICATE CONTENT

Poor search and retrieval

Content unevenly spread across cloud and on-prem

Duplicate content adding to storage costs

Lack of scalability

SOLUTION ARCHITECTURE

Quantiphi's AI-powered deduplication solution enables efficient management of content assets, streamline content workflows, and save on storage expenditure.

The solution scans through the storage archives and generates fingerprints for video and audio tracks of every asset. These fingerprints help the AI engine understand the content present in a frame/audio track and help identify the duplicates.

The similarity search engine is used to compare individual frames of different assets and output a duplication score between the assets with confidence. The end result would be clusters of unique files and duplicate videos mapped to parent assets with a report of % duplication and the nature of repetition,

SOLUTION FEATURES

- Frame-level Accuracy
- Multipurpose Embeddings
- Easier Search and Retrieval
- Versatile Similarity Models
- Simple Integration
- Copyright Management

AI-POWERED VIDEO DEDUPLICATION: WINNER OF 2021 IABM BAM AWARDS - STORE CATEGORY.

AI-powered Video
Deduplications wins
at IABM BaM Awards® 2021
for the 'Store' category

Comments by IABM Jury:

"Very Few Media Organizations get to utilize new technology without negotiating legacy issues. Any library built over time in different systems and for different purposes and managed in different ways, utilizing AI to identify what is related and what the differences have untold benefits."

"...valuable technology in the world that is increasing data storage. With the huge movement of content to the cloud, this is a vital tool in managing wastage storage costs. "

"This looks like a great solution to solve real and expensive problems."

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