



Simplifying and Automating Metadata Generation

MetadataIQ Overview

MetadataIQ applies the AI and ML metadata expertise of Digital Nirvana to Avid and other content production workflows to auto- generate transcripts of live and historical assets, then indexes this transcript metadata with the corresponding media assets within the Avid Interplay and MediaCentral environments. This automated metadata creation and integration process allow producers and editors to accelerate the identification, search, and retrieval of critical media assets while reducing the time, effort, and complexity of delivering finished content.



Client Success Story

Digital Nirvana recently launched commercial deployment of MetadataIQ with a global news organization to create real-time transcript metadata for 60 live news feeds. MetadataIQ accurately time-indexes real-time transcript data to the corresponding media within the Avid Interplay workgroups. This automated metadata generation and indexing allow for enhanced media discovery and retrieval. MetadataIQ delivers accelerated news content production for air, OTT, and VOD distribution.

MetadataIQ Key Points

MetadataIQ is a hybrid application that functions as an intelligent software layer, operating between the Avid Interplay environment and Digital Nirvana's MediaServicesIQ (MSIQ) video intelligence platform. It integrates directly with Avid Interplay to extract, generate, and index speech-to-text transcripts from live (growing files/streams) and existing media assets. These metadata are then time-indexed as markers and the media back into the Avid Interplay environment, where they can be accessed globally via Avid Media Central.

MetadataIQ: How does it work?

MetadataIQ provides off-the-shelf integration with Avid Interplay and simplifies the automated transcription process and other metadata generation for Avid users. When new files are added to the configured storage locations, also known as watch folders, MetadataIQ automatically retrieves these files as new jobs and sends them to the cloud for processing by MediaServicesIQ (MSIQ). For real-time transcript generation, customers publish an RTMP stream (or similar) to the local MetadataIQ instance, including the MOB ID or other persistent metadata. This stream then goes through real-time speech-to-text processing in the cloud, and is correctly formatted, with the resulting time-indexed transcript data streamed back into Avid as markers along with the corresponding MOB ID.

Applications for MetadataIQ

MetadataIQ is an ideal solution for large and highly collaborative media operators with the following three use cases:



Organizations that deal with large volumes of raw field content



Outlets that routinely take in large volumes of news feeds lacking metadata references



Operators with media libraries that lack accessibility and visibility into the nature of archived assets

MetadataIQ, in concert with MediaServicesIQ, creates real-time speech-to-text transcript metadata of live, growing files and existing media assets. This automated metadata process empowers media professionals across the organization to easily search for and retrieve critical assets to reduce the time and effort needed to produce finished content.

For post-production requirements, operators can leverage MetadataIQ to submit files directly from their production workflow to Digital Nirvana to generate transcripts, closed captions or subtitles, and caption translations. The output of these processes is generated as separate sidecar files.

For media operators with in-house transcription, captioning, or translation teams, MetadataIQ can be used to send media assets with transcript data from Avid to Digital Nirvana's Trance SaaS application to refine machine transcripts for permanent archive applications, to create perfect closed captions or subtitles, or for localization of content for delivery in alternate languages. As we've already discussed earlier, refined content can always be re-ingested back into the Avid environment for future use.

MetadataIQ and other Digital Nirvana solutions

MetadataIQ was designed intentionally to leverage and interact with Digital Nirvana's other media applications: Trance and Transcript & Captions Services.



Use Case Examples

Suppose an operator has a requirement to perfect transcript metadata for permanent archival purposes, to create closed captions or subtitles, or to translate captions or subtitles into alternate languages. In that case, MetadataIQ can send files directly to Digital Nirvana's Trance application, where in-house personnel can seamlessly do this editorial work. Once complete, Trance can publish separate sidecar files in all industry-supported formats. Alternatively, the completed projects can be republished back into the Avid Interplay environment for later use by other personnel for other applications.

Similarly, if the exact requirement exists but an operator does not have in-house personnel to perform this work, MetadataIQ can send media assets directly from Avid to Digital Nirvana's Transcript & Captions Services for a complete turnkey, hands-off experience. Digital Nirvana's team of professionally trained transcriptionists and captioners will do this work and provide clients with fully perfected finished projects.

Like before, these projects can be published as either dedicated sidecar files or automatically republished back into the client's Avid Interplay environment.

MetadataIQ Summary

1. Scalability: Automated, real-time, cloud-based generation of highly accurate transcript metadata that does not require teams of 24x7 personnel to log and notate media manually
2. Global Visibility & Accessibility: All Avid media assets with transcript metadata are visible across the enterprise to identify, search for and retrieve critical media assets based on time-indexed markers and transcript keywords
3. Enhanced Productivity: The ability to produce finished content significantly faster and easier than ever before
4. Improved Utilization: Awareness and identification of assets, leading to better monetization and revenue generation from those same assets



Digital Nirvana is a global developer of knowledge management technologies that empower organizations to create, share, and mine insights from electronic media. The company's comprehensive portfolio of solutions includes media monitoring and analysis; generation and management of closed captions, subtitles, transcripts, and metadata; and advanced AI-based technologies that drive custom production workflows. Organizations worldwide rely on Digital Nirvana to improve operational efficiencies, ensure compliance, reduce costs, and expand revenue streams. Digital Nirvana's compliance-driven solutions deliver unmatched quality, proven versatility, and best-in-class performance to help organizations surmount difficult business challenges and drive rapid and profitable growth.

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