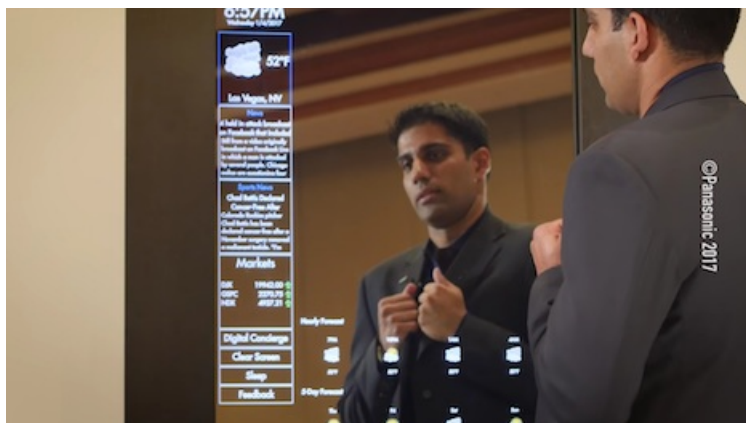


SOFTWARE AND TECHNOLOGY

IBM's Watson to discern important moments from video

April 25, 2017



Panasonic IBM's Watson

By BRIELLE JAEKEL

Technology firm IBM is enabling its artificial intelligence software Watson to comb through videos for media brands and marketers to better discover the right audience for the right content.

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IBM has issued a new service for marketers named Cloud Video Service that will pair video metadata with audience habits. Video from the Masters golf tournament was the first to pilot the new capability.

"The new Content Enrichment Service IBM is unveiling at the show leverages IBM Watson to tell media companies what's inside a video so they can find the right audiences, create more personalized viewing experiences, optimize content creation and expand advertising opportunities," said Dave Mowrey, vice president of strategy for Cloud Video. "The service is unique in that it provides a deeper understanding of video than current offerings because it uses AI to analyze a range of factors, including images, people, objects, sentiment and tone."

Watson growth

Through the use of AI, Watson was able to scan video from the masters for highlights from the events. The technology was able to listen and watch the footage to find moments in which the crowd was cheering and other actions that signified an important event.

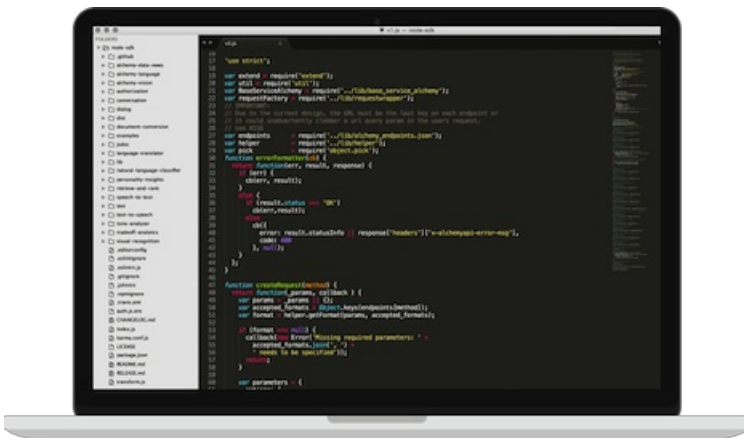


Image courtesy of IBM

The technology was even able to detect high fives, fist bumps, tone of voice, specific words of excitement throughout the commentary based on Watson Speech to Text API.

IBM's new system is allowing marketers and media companies to better tap the unprecedented amount of data.

On Monday, April 24, IBM revealed the new solution at the annual NAB show. The company explained that its platform can now be used for cutting movie trailers faster that better appeal to consumers, create better content and promote it better.

The Cloud Video Service will also be able to figure out viewer behavior by the minute in regards to emotionality and viewing interests.

IBM has also recently teamed up with Tribeca Film Festival in contest that will urge young minds to come up with the next exciting AI innovation.

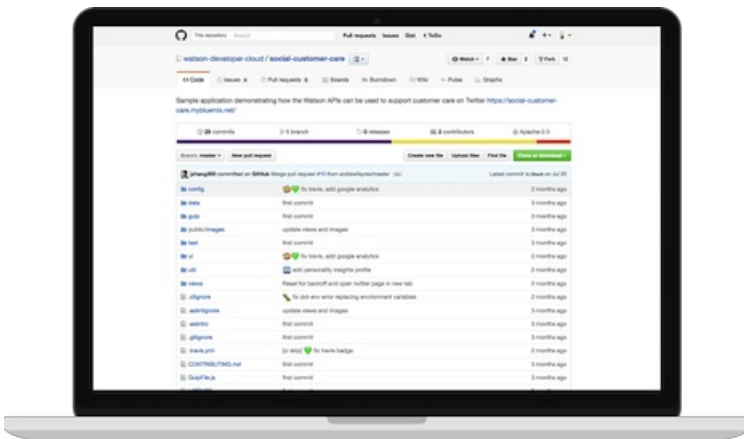


Image courtesy of IBM

While IBM's video service is currently being tested and piloted it will be fully available later this year.

IBM innovations

Panasonic and IBM Watson also recently worked on a new way to improve the traveling experience for consumers with a digital concierge service that lets them access all hotel services from a unique cloud-based service.

The partnership is still in its early phases. The two will also work on a separate mobile app that will allow consumers to interact with digital signage through their phones.

The service will live in a special mirror in a guest's room that will allow them to access all of the standard concierge services they expect from one digital location ([see more](#)).

With reams of information pouring into a brand's servers thank to new data-collecting technologies, cognitive marketing systems can help marketers sift through the noise and find the vital information buried within.

Speaking at Forrester's Consumer Marketing event in New York last week, the head of IBM Watson's marketing team spoke about the ways that cognitive systems will revolutionize the marketing process. In IBM's view, cognitive technology will act as a trusted advisor to marketers, helping them navigate the marketing world without supplanting them fully ([see more](#)).

"Combining the video content metadata generated by the new service with viewer behavior insights can dramatically improve the user experience," Mr. Mowrey said. "The Content Enrichment Service builds on other cognitive technologies piloted by IBM.

"For example during the Masters earlier this month, we trained Watson to "watch" and "hear" the live broadcasts in real time. We were then able to accurately identify the beginning and end of event highlights by understanding the tone of the commentator and identifying factors like cheering crowds and high-fives."

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