

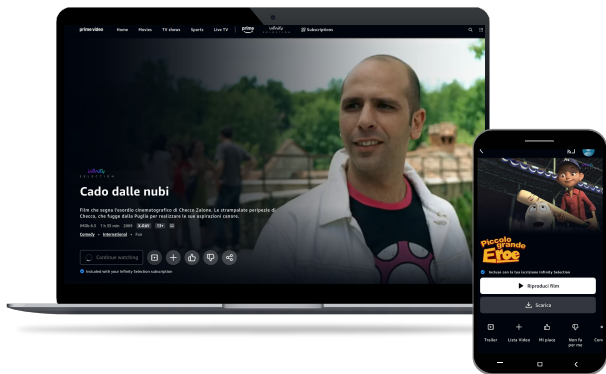
Thumbnail Generation & Banner Personalization

AI video processing

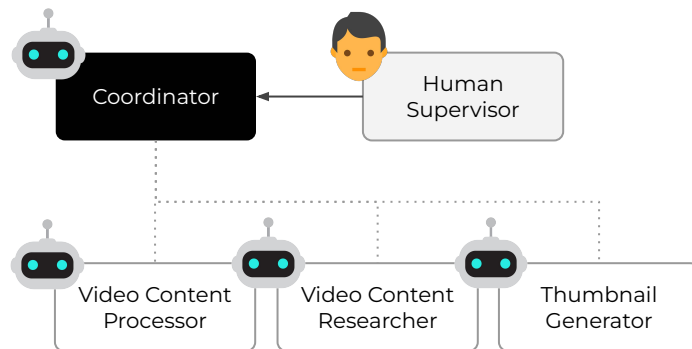
Multi-agent architectures enable the automation of high-complexity capabilities, maintaining human supervision and modeling enterprise-specific workflows and procedures.

Studio needs

Efficient automation of the “digital kit” for the channel on Amazon Prime Video, ensuring faster delivery, consistency, and compliance with platform standards.

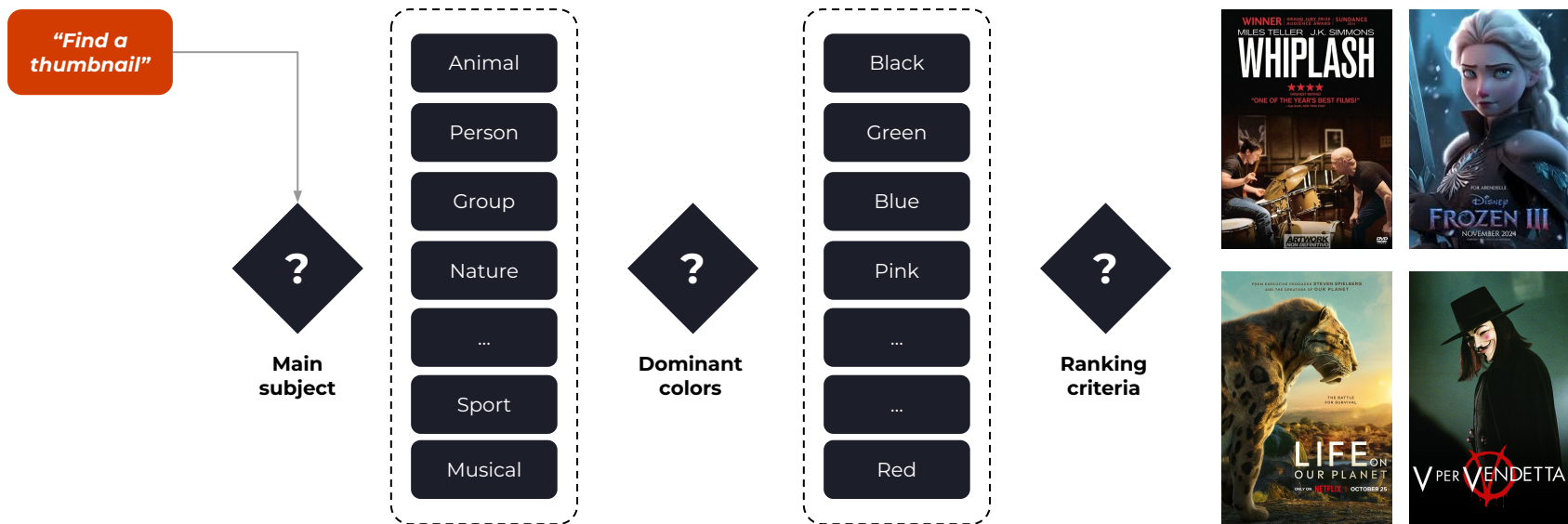


Carousels: thumbnail generator



AI agents

A complex flowchart benefits from AI-agent architecture for adaptability, scalability, decision automation, enhanced efficiency, error reduction, and dynamic problem-solving capabilities in evolving environments.



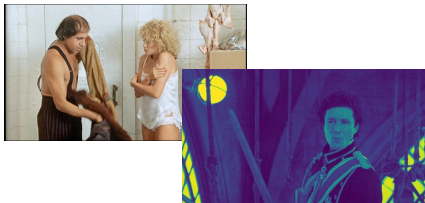
Computer Vision

To find the best thumbnail, all the frames must be processed through a series of computer vision algorithms to gather objective frame metadata, representation of the frame and contextual metadata. The annotation can be grouped into 3 main categories:

Visual

Objective properties contained at pixel-level.

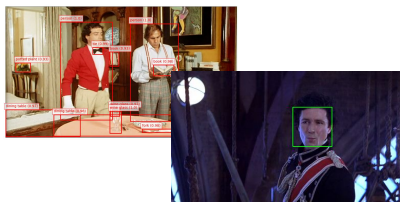
Some visual properties are brightness, color, contrast and motion blur.



Contextual

Elements that are aggregated to derive meaning.

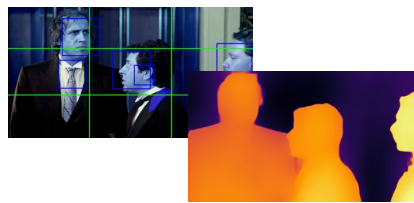
Some contextual properties are face detection, motion, camera shot and object detection.



Composition

Refers to a set principles in photography.

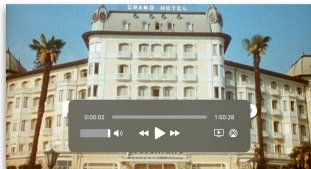
Some composition are rule-of-third, depth-of field and symmetry.



How it works

Video & Topic Analysis

Video Analysis



Audio Analysis

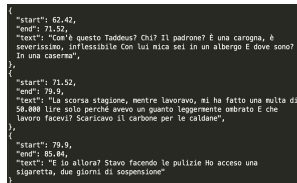


Topic Extraction

*Commedia italiana, Anni '80,
Hotel di lusso, Enrico Montesano,
Carlo Verdone, Diego Abatantuono,
Personaggi eccentrici, Situazioni
comiche, Gag surreali, Satira sociale*

Scene Analysis

Detection by transcription

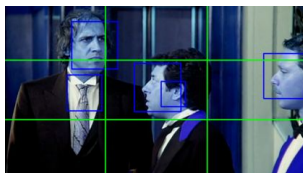
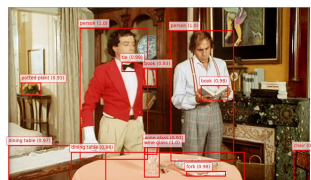


Detection by frames



Frame Analysis

Computer Vision Analysis



Frame Scoring



Adjustments

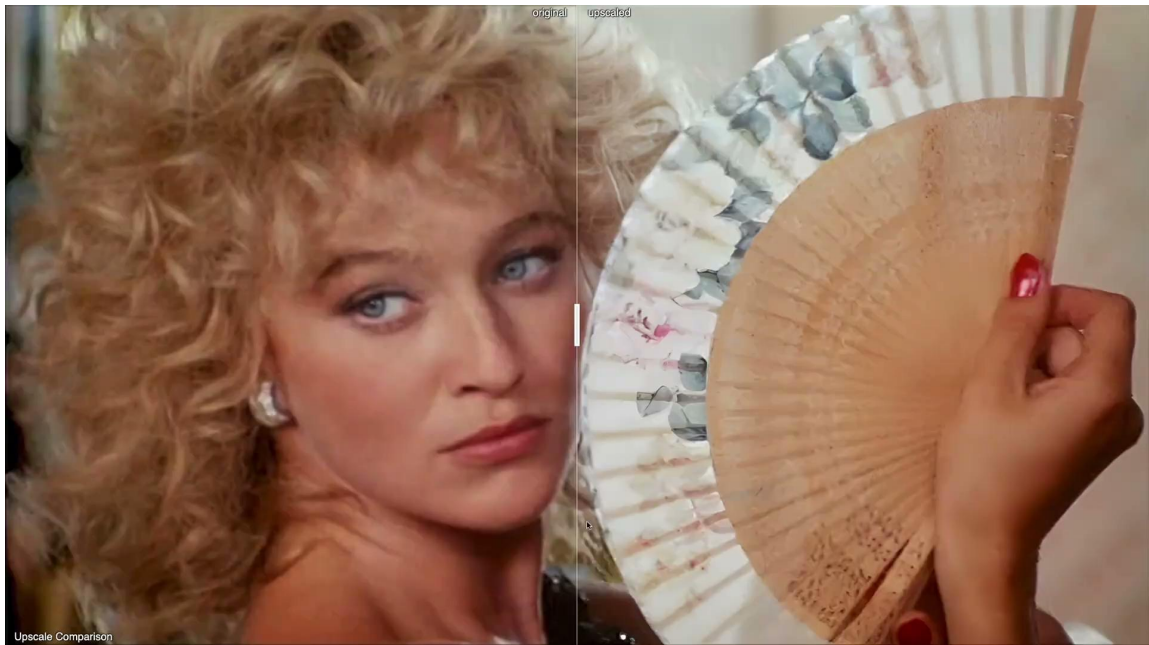
Upscale
Cropping
Edit
Save

Thumbnail editing

Provides tools for creating and customizing thumbnails. Integrates suggested frames, offers editing options.

CROP

UPSCALE

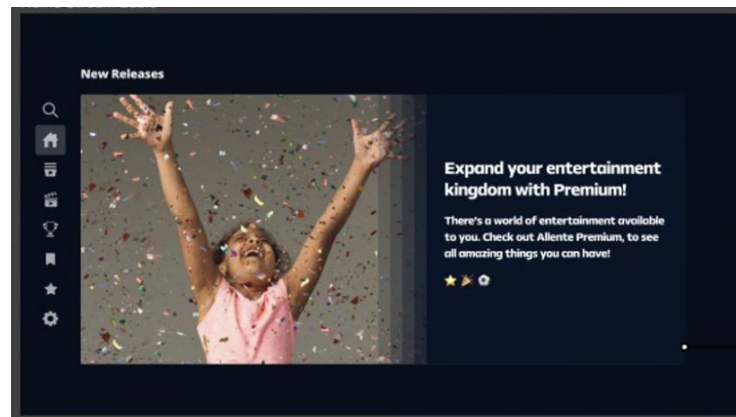


Banner Personalization

Elevate user engagement with tailored content images

From the head of the editorial team

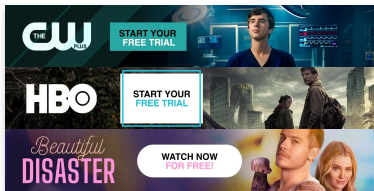
- Automating **the association of upselling banners to customer segments**
- Tens of customer segments (based on: location, package, device)
- Each marketing campaign consists of ~2 banners (image + text) and multiple format variations
- **Goal:** match a customer segment to a banner (creative artwork)
- After the generation step, personalization of banners will follow



A Solution in 3 steps

1: Personalized Banners

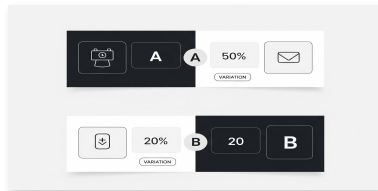
ingest a new item 'Banner'
and use its metadata to
recommend it to users based
on their profile



- Creative artworks
- Metadata

2: A/B testing of campaigns

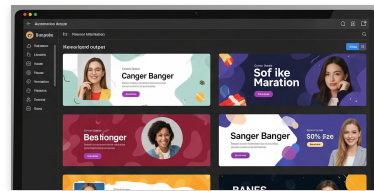
perform A/B testing and
check how the upselling
campaigns are performing on
the platform and optimize the
strategy accordingly



- Campaigns

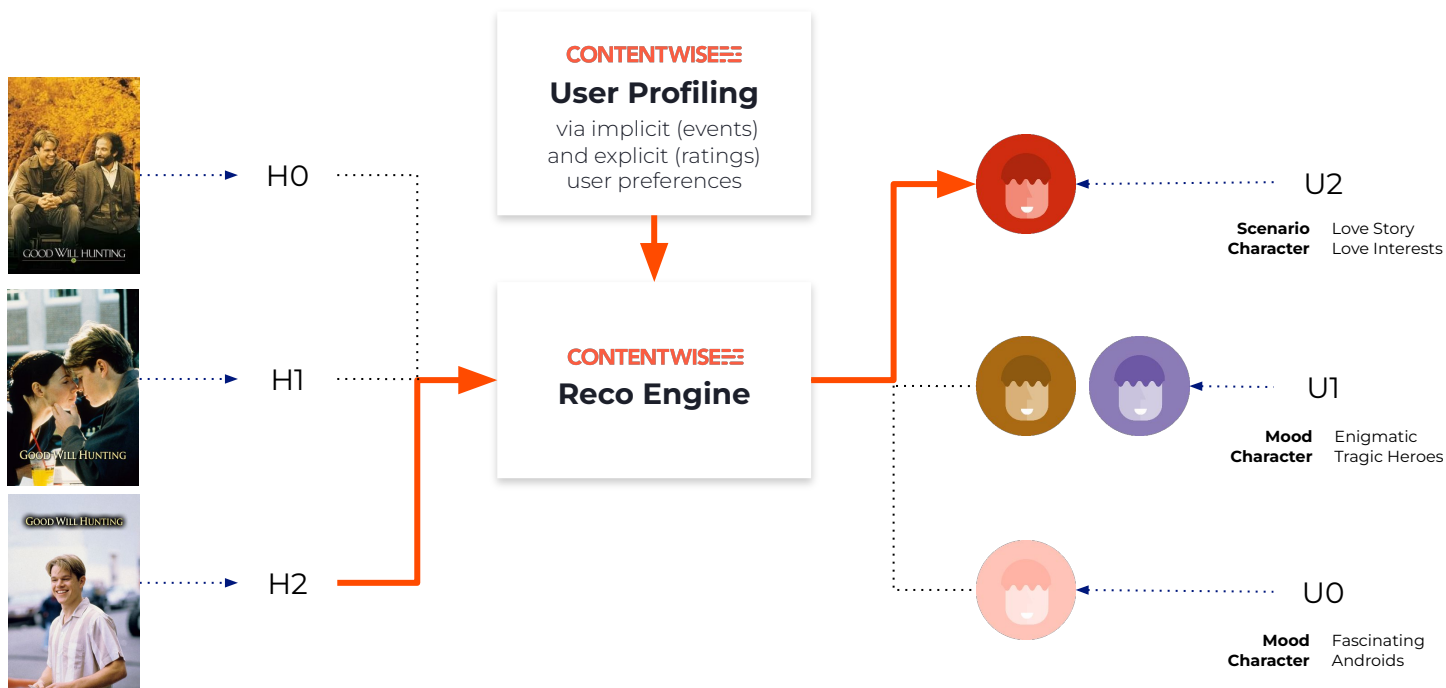
3 : Optimization

automatically generate
multiple variations for each
banner and use them to craft
more compelling and
personalized messages
automatically

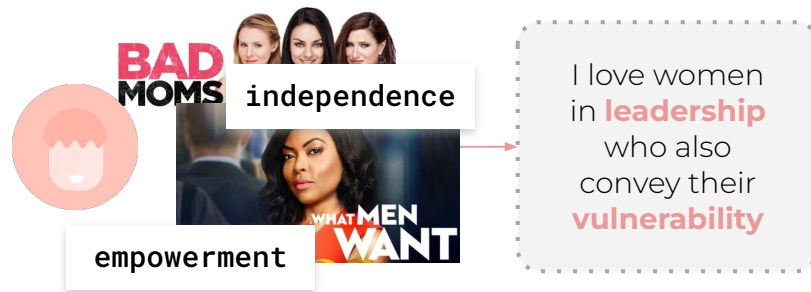
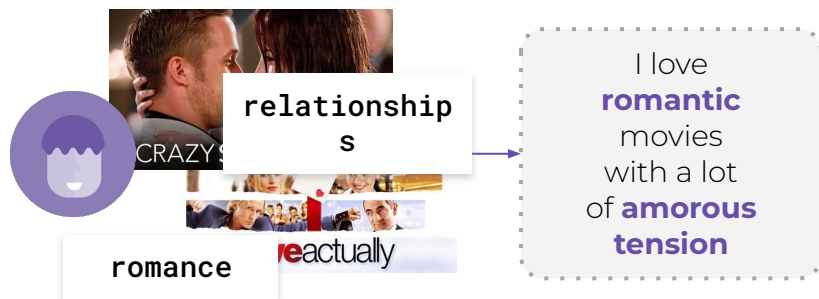
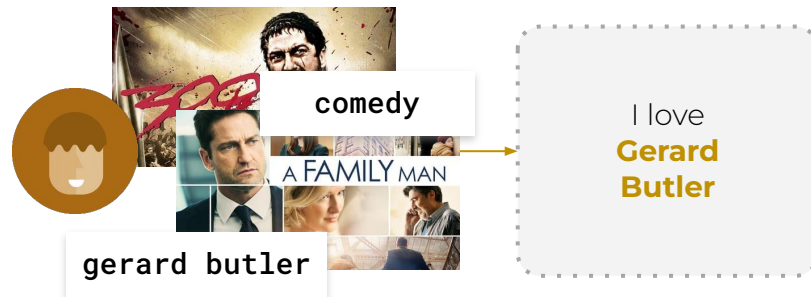


- Variations

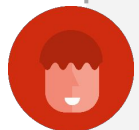
User to artwork **recommendation**



How it works: understand user profile



How it works: match user to image



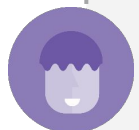
I love
comedies
with a twist
of **double
entendre**

For you:



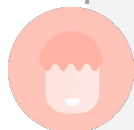
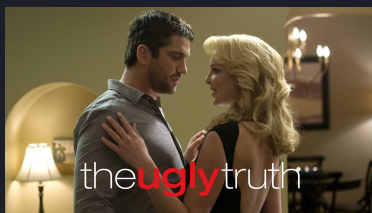
I love
**Gerard
Butler**

For you:



I love
romantic
movies
with a lot
of **amorous
tension**

For you:



I love women
in **leadership**
who also
convey their
vulnerability

For you:



Elevate user engagement!

Create tailored content images!

**BOOK A
DEMO!**