

Ad Signal and Perifery

Advanced integration enabling accurate deduplication of assets, cost savings & reduced carbon.

Object Matrix by Perifery

BENEFITS

- Highest levels of digital content governance
- Built-in security, analytics, and intuitive interfaces providing future-proof access to your content from anywhere
- Cross-compatibility means you can always access your data and metadata
- True cost savings and monetization of video assets

Ad Signal Match

BENEFITS

- Game-changing accurate deduplication of assets
- Add advanced metadata via low-touch AI scanning of important frames only
- Simple integration using secure keys and standard SDK protocols for future proof workflows
- Improve productivity and efficiency across digital content workflows

Overview

The generation of multiple versions of the same content has become commonplace with the media industry. Duplicated versions typically feature little or no difference, which makes the process of retrieving the right content time-consuming and complex. Manually searching storage systems for duplicate content is impractical, however, keeping multiple copies of the same content can become unmanageable. Media teams need to handle their video archives effectively so that their media can be easily managed and monetized.

Ad Signal and Perifery have come together to address the challenges. Ad Signal's Match now integrates with Perifery's Object Matrix, providing media teams with an efficient tool to automatically identify duplicate assets.

Why Object Matrix and Match?

Ad Signal is a SaaS and bespoke development company specializing in the broadcast and advertising industries. Its deduplication solution, Match, helps content owners increase productivity by reducing the time it takes to find required assets. It rapidly identifies duplicate versions so media managers can ensure only the copies they need remain, which in turn, saves on storage capacity and costs. Utilizing advanced AI technology, Match is able to quickly and accurately apply metadata based on the video content shown.

Object Matrix is a media-focused object storage platform with built-in security, analytics, and intuitive interfaces. It benefits organizations, financially and operationally, by modernizing video workflows and providing instant access to all media assets. The design meets security, performance, collaboration, and accessibility challenges faced by many organizations creating, ingesting, logging, editing, sharing, distributing, and archiving large volumes of video content.

The integration allows content managers to efficiently analyze and take action on media content. It enables users to effortlessly organize their video assets, minimize their storage costs and carbon footprint, and maximize their monetization opportunities.

“

Our combined solutions enable content holders to take control of their ever-growing libraries of content, ensuring that only unique copies exist across all storage locations. Our AI deduplication process saves you $\frac{3}{4}$ of the cost of any AI service, including those provided by Object Matrix partners; making AI affordable and allowing you to understand and monetize your content.”

Tom Dunning, CEO, Ad Signal

“

Ad Signal with Object Matrix gives media teams a great tool set to easily manage and monetize their video archive. With sustainability in the forefront of everyone's minds, safely and securely storing the right data is key to good business practices. With Ad Signal adding extra AI metadata to Object Matrix video assets, it gives the end user easy, self-serve access and retrieval.”

Mark Habberfield, Senior Solutions Architect, Object Matrix

Streamlining Content Management

A UK broadcaster recently informed Ad Signal that it had 127 versions of the same TV episode, with no idea what the differences were and which ones needed to be kept. Match can automatically find the unique versions at the best quality (~25 in this case), allowing you to make informed decisions on duplicated media. The Comparison UI tool within Match will highlight exactly where the differences are between versions, enabling you to better understand your content.

AI and Automation

Match's AI optimization feature extracts every frame and every millisecond of audio and then deduplicates it, both within and across assets, so that only unique content is sent to AI. For example, if you have a 5 minute scene with two people talking on a sofa, Match would take 1-2 images to pass through your AI services of choice and apply the data back to the whole scene and anywhere else the imagery occurs. Our audio deduplication works the same way, but also filters content to ensure only speech is sent to speech-to-text and only music goes to music recognition. On average, Match AI optimization saves clients $\frac{3}{4}$ of their AI cost & carbon, whilst increasing granularity.

The Workflows

Match integrates directly with the Object Matrix storage solutions. This enables all stored data to be accurately and efficiently analyzed by the Match technology. Locating a specific piece of content can be difficult, especially if multiple copies exist. Match will rapidly identify duplicate media, allowing you to take action on unnecessary copies and utilize only the versions you need. Simply point Match at the Object Matrix S3 gateway for a simple, egress free, read. Match will then write the metadata back to the stored objects.

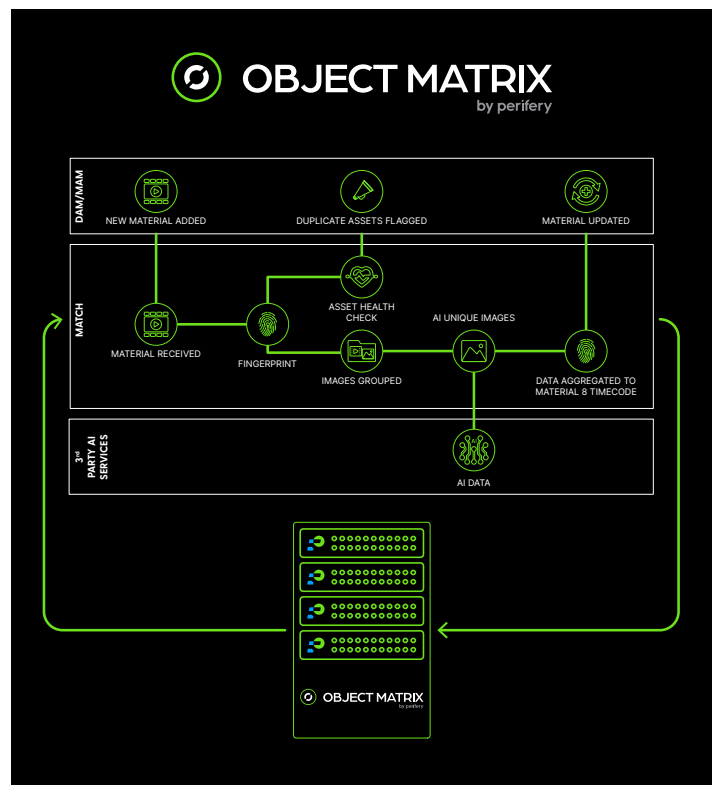
Object Matrix from Periphery

Object Matrix is a media-focused on-prem object storage platform that benefits organizations, financially and operationally, by modernizing video workflows and providing instant access to all media assets. Built on mature, feature-rich, and future-proof object-based storage technology, it delivers operational efficiencies, full digital content governance, and multiple media-based workflows, providing secure access to all archive content from anywhere.

Deployed in-house or at your organization's data centers, Object Matrix ensures creative professionals have the fastest, most secure access to content using the tools and applications they are familiar with.

Benefits of Object Matrix

- Self-serve access to content from anywhere
- Predictable cloud workflows and economics
- Security and governance first
- Future-proof access
- Enhanced metadata and business rules support
- An easy-to-use product, not an inhouse project
- Satisfies all stakeholders with total flexibility
- Fantastic ROI
- Find, share, secure and audit
- Dedicated to the media industry and world-class support



Object Matrix Product Highlights

- Intelligent data and metadata protection ensures you will always be able to find, use, and share your content with internal or external teams
- Future proof and non-disruptive scalability ensures you will never run out of storage
- Support to ensure your organization is putting data protection, audit, and content security first
- Built-in Disaster Recovery & Business Continuity ensures organizations can keep working in the event of a local outage
- Unique Process in Place (PiP) functionality processes the data where it lives providing a platform to put AI at the heart of your workflows
- Standard interfaces and formats ensure you are not tied into a proprietary platform
- Object Matrix works with the tech you work with and integrates seamlessly into your daily workflows
- Direct file system access to your objects on Mac, Windows, and Linux



Match from Ad Signal

Match from Ad Signal scans stored assets to identify duplicate content, reducing the cost of AI by selecting keyframes from within assets so that only unique content is sent to AI. The dual benefits of asset deduplication and AI optimization can reduce the cost and carbon footprint of your digital asset management, and make searches in your archives much easier.

Match is AI service agnostic - so you can continue to use your existing AI services, or choose from a range of AI providers.

Benefits of Match

- Deduplicates your content, saving time and the cost of archiving.
- Reduces your organization's carbon footprint
- Compares your assets and identifies which can be purged from your archive and, where there is more than one file format, which is the best one to keep.
- Makes AI affordable so you can tag specific takes within assets to improve your ability to search for specific scenes, logos and featured artists.
- With enhanced searchability, Match makes what you already own more accessible, thus increasing your productivity.
- Enables monetization of these more accessible assets, both when they are used for edits within your own organization, or by selling them on to other parties.

Match Product Highlights

- On average, Match AI optimization saves users $\frac{3}{4}$ of their AI cost & carbon whilst increasing granularity.
- Match's Comparison UI tool shows you exactly where the differences are between any versions, enabling you to better understand your content.
- Match is AI service agnostic - so you can continue to use your existing AI services, or choose from a range of providers.
- Match's audio deduplication filters content to ensure only speech is sent to speech-to-text and only music goes to music recognition.

1023