



ANYCLIP

THE VISUAL INTELLIGENCE COMPANY

What was the problem?

NATPE was sitting on a 40-year, 1000+ hour content archive that was completely inaccessible:

- Multiple locations
- Myriad file sizes and formats
- No transparency
- Unindexed
- Uncategorized

What was the goal?

Centralize and analyze the content
to support *distribution, marketing*
and *monetization* opportunities.

What was the challenge?

- Aggregate 40 years and over 1000 hours of content
- Streamline/compress the content to unify files sizes and formats
- Centralize on one platform—host, search, distribute
- Analyze and organize—enriching with robust metadata, support in-video search
- Merchandise video online and trigger interactivity
- Time, resource and bandwidth constraints

What was
the solution?

Genius⁺_{TM}

1. Compressed, converted and unified file sizes and formats

The screenshot displays the ANYCLIP interface for a video titled "Tamron Hall is a NATPE Iris Award Recipient!". The video is dated August 4, 2022, at 09:23 AM. The interface includes a search bar, filter options (Any Time, Any Duration, Sort: Date, More Filters), and navigation tabs (All Videos (1258), My Videos (5), Shared With Me (0)). The video player shows a woman in a pink dress. The description area includes tags like "Tamron Hall", "Style & Fashion", "Waist", "Shop", "Flowerpot", "Blue", "Wear", "Cape", and "Clothing". The "Assets" tab is active, showing three tables: Videos, Thumbnail Images, and Closed Captions.

Videos

Resolution	Size	
1280×720(sou)	36.7 MB	↓
1280×720	10.93 MB	↓
852×480	6.1 MB	↓
640×360	4.03 MB	↓
480×270	2.64 MB	↓
HLS	—	🔒

Thumbnail Images

Resolution	Size	
1280×720(source)	169.34 KB	↓
852×480	94.42 KB	↓
640×360	60.38 KB	↓
480×270	41.31 KB	↓
248×140	15.77 KB	↓

Closed Captions

Name	Type	Language	Status
16622820...	Manual	English	Ready
+ CLOSED CAPTION			

2. Analyzed the 1000-hour archive 10x faster than real time, converting content into data

Tamron Hall is a NATPE Iris Award Recipient! - Full Video

Verify and Close

Search for scenes or tags

Classification + TAG

000:42:167	TEXT: TAMRON
000:42:167	KEYWORDS: clothing, apparel, individual, human, woman, outdoors, adult, people, wear, indoors, style, sky
000:44:667	PEOPLE: Tamron Hall
000:44:667	TEXT: TAMRON
000:44:667	KEYWORDS: clothing, apparel, female, individual, human, shoulder, dress, woman, adult, style, people, outdoors, wear, sky, business
000:47:167	PEOPLE: Tamron Hall
000:47:167	TEXT: TAMRON, JANRON
000:47:167	KEYWORDS: individual, human, clothing, apparel, purple, blue, people, adult, indoors, woman, wear, portrait, dress, child, cheerful, window
000:49:667	PEOPLE: Tamron Hall
000:49:667	TEXT: TAMRON
000:49:667	KEYWORDS: clothing, apparel, individual, human, purple, people, adult, indoors, woman, wear, portrait
000:52:167	PEOPLE: Tamron Hall
000:52:167	TEXT: TAMRON, FAMBON
000:52:167	KEYWORDS: clothing, apparel, individual, human, formalwear, gown, style, robe, purple, people, woman, indoors, adult, window, dress, wear
000:54:667	TEXT: TAMRON
000:54:667	KEYWORDS: individual, human, clothing, apparel, people, indoors, adult, woman, window, man
000:57:167	TEXT: TAMRON, IRIS AWARDS
000:57:167	KEYWORDS: individual, human, clothing, apparel, priest, outdoors, indoors, woman, people, adult, portrait
000:58:934	TEXT: TAMRON

3. Centralized and organized the entire library on a single platform

The screenshot displays the ANYCLIP video library interface. At the top, there is a search bar labeled "Search Videos" and navigation options: "Any Time", "Any Duration", "Sort: Date", and "More Filters". Below this, there are tabs for "All Videos (2051)", "My Videos (32)", and "Shared With Me (0)".

The main content area shows a list of videos. The first video is titled "Premium Content That Attracts Subscribers" and is dated "Oct 7, 2022 09:18 PM". The video description includes the text "expanding subscriber growth and maintaining retention." and lists the moderator, Adriana Waterston, and panelist, Nicole Fencel. Below the description are several tags: "Pop Culture", "Alcohol", "Competition", "Apparel", "Clothing", "Woman", "Knee", "Red", "Face", "Red Carpet", "Speech", "Leg", "Beauty", "Music", "Actor", "Smile", and "Event".

The second video is titled "A New Day for Ad-supported Streaming (Sample)" and is dated "Oct 7, 2022 09:16 PM". The description states: "This panel of revenue-focused executives from leading broadcasters, media buyers, and service providers explore the latest opportunities to stream timely content. Who are the new players in the marketplace and how will they impact revenues in both the broadcast and streaming industries,".

The third video is titled "Trends in Strategies for Streaming Original Content Worldwide (Sample)" and is dated "Oct 7, 2022 07:03 PM". The description lists panelists Kevin Cross and Emily Mraz.

On the left side of the interface, there is a vertical sidebar with icons for play, share, settings, device, refresh, and a bar chart. At the bottom of the sidebar, there are icons for help and a user profile labeled "JS".



← Back

Maury

Search in this video

Search in Library



Playlist Deep Search

Must include all tags

Maury X Maury Povich X

All (79) People (42) Brands (0) Transcript (37)

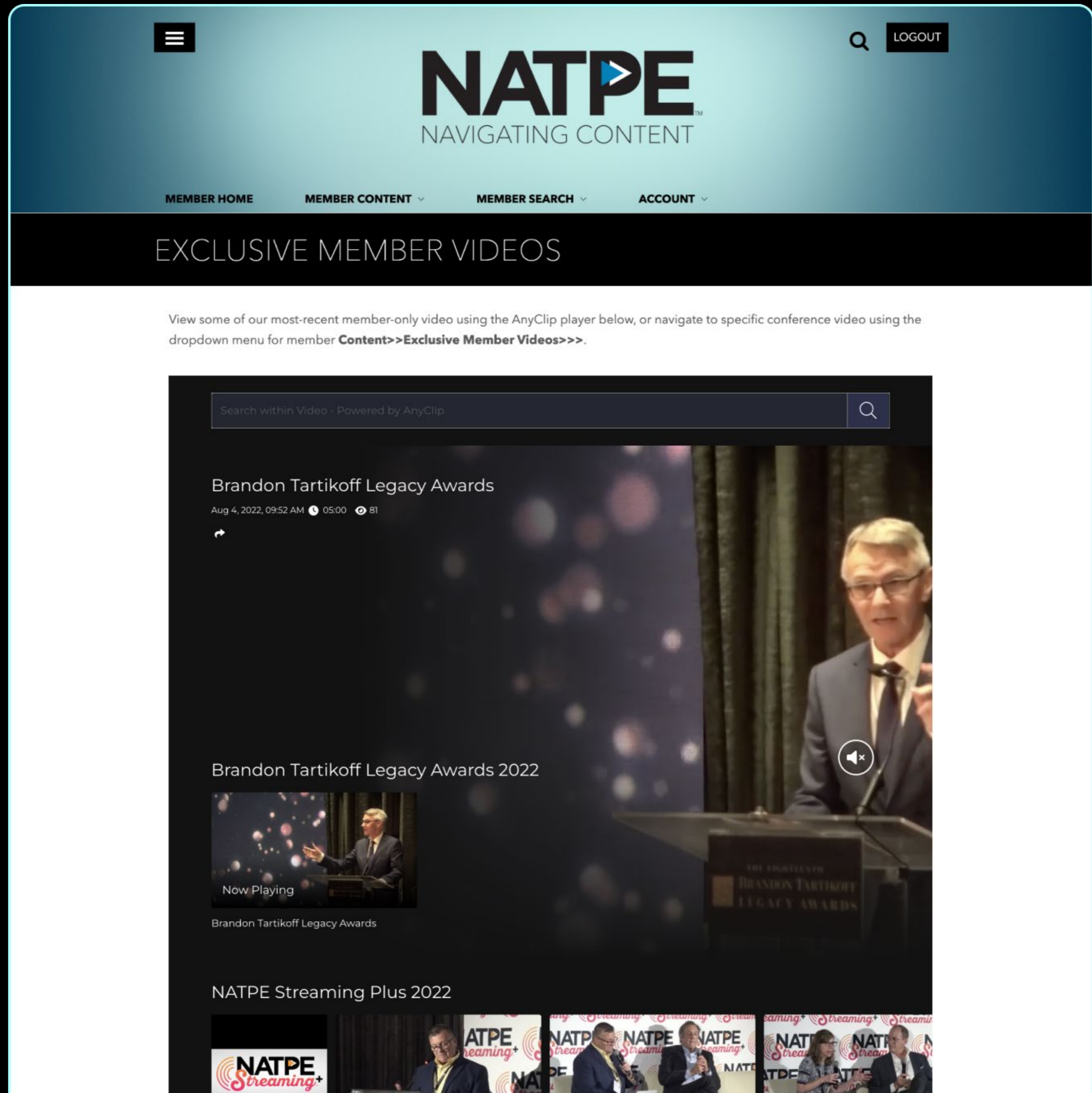
- 00:42:57 - Maury Povich
- 00:43:07
- 00:43:12 Maury Povich
- 00:43:20 - Maury Povich
- 00:43:22
- 00:43:32 - Maury Povich
- 00:43:35
- 00:43:40 Maury Povich
- 00:43:50 Maury Povich
- 00:43:57 Maury Povich
- 00:44:02 Maury Povich
- 00:44:07 - Maury Povich
- 00:44:10

Brandon Tartikoff Legacy Awards - Full Video

Aug 22, 2022, 05:31 PM 01:29:44 30

4. Enabled in-video search

5. Instantly created a gated and ungated video portal





←  Iris Awards 2022

Search within Video - Powered by A

 Search in this video

 Search in Library



Playlist

Editor Picks ▾ ↓



Tamron Hall NATPE Iris Awards Intro


Aug 4, 2022, 09:24 AM


 230






Tamron Hall is a NATPE Iris Award Recipient!

Aug 4, 2022, 09:23 AM

 228

Tamron Hall is a NATPE Iris Award Recipient! 

Aug 4, 2022, 09:23 AM  00:30  228 

6. Triggered interactivity

Why it matters.

- Large libraries are largely underutilized, unexploited and under-monetized
- Content that is enabled is searchable, personalized, merchandisable, collaborative, measurable, interactive and monetizable
- Maximize ROI; access centralized, real-time performance analytics
- Automated workflows drive efficiencies and alleviate bandwidth constraints
- AI is the anecdote to on premise and manual solutions