

AI Driven Short Form Content Curation

Business Scenario

With the explosion of digital content across OTT platforms, sports broadcasts, and news channels, content providers face challenges in efficiently curating and delivering engaging short-form content. Traditional content curation methods are time-consuming, labor-intensive, and often struggle to scale with increasing volumes of media. There is a pressing need for automated, AI-driven solutions that can extract highlights, create compelling teasers, and enhance audience engagement in real time.

Solution

Tata Elxsi's AIVA, its proprietary and patented AI platform, is specifically designed for intelligent content solutions. AIVA leverages advanced AI/ML techniques to automate short-form content curation through:

- Customizable Setup – Tailored configuration for precise content curation.
- Full Automation – AI-driven frame and audio processing for intelligent clip selection.
- Seamless API Integration – REST-based dynamic outputs ensuring easy integration with existing systems.
- Flexible Deployments – Supports on-premise, cloud, and hybrid environments.
- Intuitive Dashboard – Enables real-time review and editing.

AIVA delivers automation at scale, helping content providers extract key moments, generate engaging highlights, and enhance content discoverability across multiple formats, including:

- Entertainment & OTT – Auto-generates short video summaries and trailers.
- Sports Highlights – Captures key moments like goals and match-winning plays.
- News Clips – Turns long segments into trending news bites.
- Reality & Talk Shows – Extracts engaging, shareable moments.



Business Benefits

- Speed & Efficiency – Processing is 50-60% faster than traditional methods.
- Scalability – Handles 3x-5x more content, ensuring large-scale automation.
- Cost Savings – Reduces content curation costs by 20-30% over time.