

# Revolutionizing Content Management with AI

Effortless Media Metadata Tagging for Enhanced Organization, Classification & Discoverability





LTIMindtree's AI-based Automated Metadata Tagging solution helps content creators get AI-driven insights on their media content. The insights can be used for better content organization, classification, targeted marketing, monetization, and enhanced search and discovery.

**Several stakeholders within the media supply chain can benefit from an Automated Metadata tagging solution, namely:**

**Content creators/producers**

Accurate labeling makes content easily discoverable and identifiable. It also ensures proper rights management, brand licensing, and getting insights into how digital assets are being used.

**Content catalog managers**

The content cataloging solution enables catalog managers with improved user experience and adds structure to all the valuable unstructured data within media assets.

**Content marketing and sales**

Targeted and efficient content promotion improves engagement and strategic campaigns.

**Content Editors**

Ensuring coherence and a streamlined flow enhances storytelling, making it engaging.

# Value Proposition

Enhanced analytics, search, and discoverability

Scalable, flexible, configurable, and agile solution leveraging AWS stack

Targeted marketing and brand promotions

Content classification and organization

Consolidated data on objects and celebrities with frame-level detailing

Automate Metadata Tagging is an AI-driven solution to overcome the manual and time-consuming process of extracting metadata details on objects and celebrities. It captures their semantic interactions at the frame level, using various computer vision and NLP techniques.

## Benefits

Up to **30%** improved monetization

Up to **90%** enhanced content organization

Eliminate manual efforts on search and tagging and improve efficiency and cost savings by **80%**

## Why LTIMindtree

LTIMindtree's solution leverages in-house trained data models to detect objects of day-to-day use in media files combined with powerful open-source AI models.

The solution offers the best of Gen AI capabilities at zero sunk costs.

The solution framework provides the ability to accommodate customizations as per the client's business needs.

We bring over two decades of experience serving media and entertainment clients globally and being part of their strategic transformation programs.



LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree – a Larsen & Toubro Group company – combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>