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CASE STUDY:

LA Chargers Transform 371 Days of Metadata Work Into Hours With AI

The clock says one minute and thirty seconds left in overtime. After throwing a 53-yard bomb, putting the Chargers a yard away from winning the game, rookie Justin Herbert lines up under center. Hiking the ball, he lunges over a wall of silver helmets for the score, defeating the Raiders, their division rivals.

Moments like these, and so many more from years past, are now part of the LA Chargers' history. These moments are ingrained into the minds of their diehard fans and were in danger of becoming lost in an aging archive.

Using Veritone's Enterprise AI platform, aiWARE™, Integrated Media Technologies, Inc. (IMT) was able to help the LA Chargers integrate their current media asset management system with SoDA data management software and a cloud architecture that included AI engines from the aiWARE ecosystem.

With this new, integrated solution, they were able to avoid adding 3 additional headcount while reducing IT resources and minimizing storage costs. The Chargers can also more seamlessly find and distribute content. But it took strong partner relationships to accomplish.

About IMT

- *Founded in 2007 with 750 customers worldwide*

- *Has obtained over 300 certifications with a team that has over 27 years of experience*

- *Worked with some of the largest brands, including the Miami Dolphins, Buzzfeed, and Beachbody*

≫ IMT

About LA Chargers

- *Founded in 1959 in LA, moving to San Diego in 1961 before returning to LA in 2017*

- *Won 15 division championships with 19 playoff appearances and 1 Super Bowl appearance*

- *Produced 33 Hall of Famers since 1976*

LOS ANGELES CHARGERS

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THE CHALLENGE

Migrating to a cloud-based digital asset management architecture

Like most sports organizations, the LA Chargers utilize video content heavily, capturing games, practices, and interviews. With a 60-year historical archive, their current storage methods quickly became outdated as they adopted 4K and 8K video content. These new file formats increased the demands on their storage infrastructure, which could not support the performance and petabyte requirements.

With their archive primarily stored offline in Beta, VHS, and DVD formats, they could not access and search their archive for content. To publish finished content, they needed a remote, editorial solution that could help them unlock every piece of content in their archive and streamline distribution.

After digitizing their archive, they needed a media asset management solution with the proper cloud infrastructure supporting it to make their content accessible. And to make content search as easy as searching something on Google, they needed to adopt artificial intelligence (AI), which comes with its own integration challenges.

THE SOLUTION

An integrated Enterprise AI platform

Data cost and speed were critical concerns for the Chargers. SoDA, the first data mover of its kind that predicts the cost data transfer speed to and from the cloud, was incorporated into the architecture. This enabled the Chargers to migrate from the legacy system to their selected media asset management solution. While many media organizations already have a deployed MAM solution—what they usually lack is the AI piece.

"People want a more google-like experience in media and entertainment, and AI is the way to achieve that," said Roy Burns, VP of Media Solutions, Integrated Media Technologies. "It's an amazing thing to see customers realize that there's more than one way to accomplish a workflow. Having a deep archive of hundreds of terabytes of footage, they can do a keyword search for a specific line of text or game footage with specific logos and players."
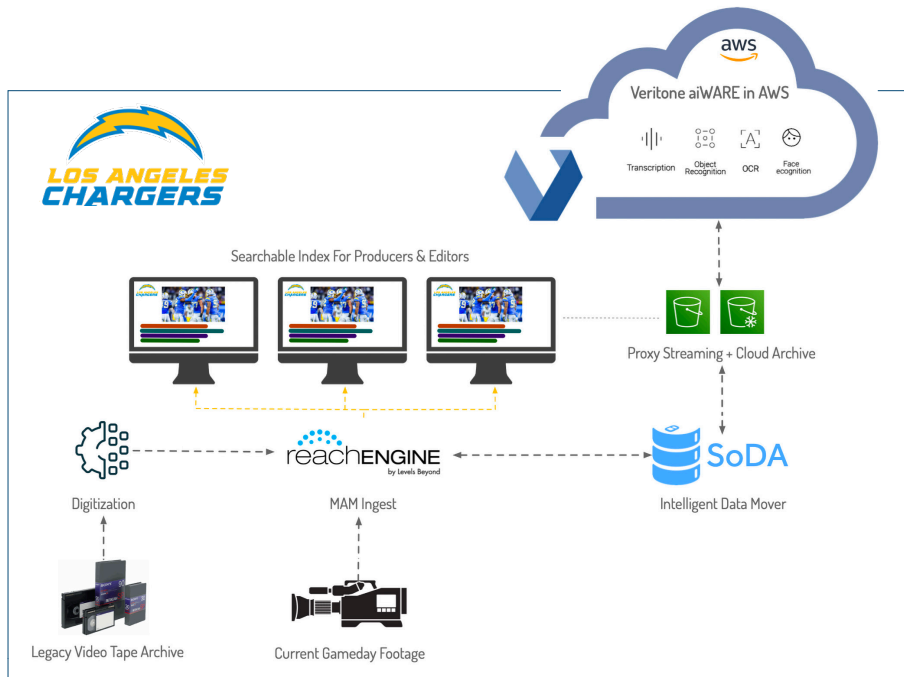
> "
> *As the media and entertainment industry has evolved, we've evolved with it. We're on the leading edge with new technologies including artificial intelligence and machine learning. By partnering with Veritone, we can show customers like the LA Chargers how they can unlock their deep archive."*

ROY BURNS
VP of Media Solutions,
Integrated Media Technologies, Inc.

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Augmenting the capabilities of their MAM with the highly flexible aiWARE platform, Veritone and IMT helped the Chargers connect to over 300 AI models from a variety of vendors. Veritone regularly updates the aiWARE engine ecosystem with the latest and greatest AI engines, such as keyword extraction, object detection, and logo detection. In addition, Veritone AI Object Notation (AION) standard removes the need to build separate APIs for different vendor AI models, cutting costs and accelerating the adoption of new models when they come online.

THE RESULTS

AI-powered metadata tagging enables content search and discovery

The Chargers can now leverage their entire content archive to engage with the public to create new fans, move fans along from casual to fanatic, and drive revenue growth through a variety of mediums including social media, documentaries, podcasts, and more.

With Veritone, the Chargers were able to:

Avoid Additional Headcount
Chargers were able to avoid taking on 3 additional headcounts to process and tag all of their content

Increase AI Capability
Chargers were able to access to an ecosystem of over 300 AI engines without building additional integrations

Reduce Time
Chargers reduced 371 days of metadata down to hours using artificial intelligence and machine learning engines to automate the process

Minimize Costs
Chargers have the capability to use AI engines if and when they are needed, paying for usage rather than a flat rate

The future success of sports brands will depend on the flexibility of their solution architecture to manage the ingestion, searchability, and distribution of content. By increasing accessibility and streamlining the production lifecycle of content, brands like the Chargers can engage more effectively with fans year around. Not only will it ensure their content remains preserved for future fans, but it will serve as the vital cornerstone in unlocking new revenue opportunities.

Learn more: Veritone aiWARE

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