



***How to Ensure Your Next Media Monitoring and Compliance System Won't be Declared End of Life or Outdated***

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# Why Intelligent AI Platforms are Key to Driving Workflow Efficiencies

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Today, there is an increasing demand for compliance solutions in the broadcast and media environment. However, there has also been an influx end-of-life compliance products saturating the market. One of the most recent compliance solutions that was declared to be at the end of its life is Volicon Observer, and nearly all other vendors insist they're the replacement (there is no "official" Volicon replacement). However, Volicon is following in the footsteps of Axon TRACS, Suitcase, TV Log and other compliance solutions that were all declared end of life. To be clear: in some cases, the companies themselves are not shutting down, just their compliance products.

Why, despite an increasing demand for these products, are some reaching their end of life? When a product is discontinued, it leaves a large number of customers without support, both from a technical perspective and the product losing its capability to support ongoing new demands, resulting in revenue loss and the sudden need to find a replacement that was not budgeted. This is causing broadcasters to be even more cautious about what companies they engage with in terms of the vendor focus and future commitment. Moreover, broadcasters expect compliance solutions to do much more than their previous product. The word compliance is still used, but its definition includes many other solutions that have nothing to do with compliance. A product that only does the traditional compliance will not last.

## Potential Reasons for an End of Life Sentence

There are a few major reasons why popular compliance products have suddenly been declared as end of life.

Traditionally, broadcasters and media operators have used compliance solutions for recording, monitoring, and to maintain compliance with mandatory requirements, such as loudness regulations, SCTE standards, and closed caption rules. As the industry has evolved in recent years, the new reality is that media players need to be more efficient in terms of deploying simpler workflows, saving manual labor, and reducing costs. As a result, the requirements for a compliance solution have changed, and more options are now included. If the media is already recorded, why shouldn't broadcasters be able to do more with that? Furthermore, compliance solutions today need to not only fulfill broadcast (TV and radio) requirements but also address OTT platforms and new video protocols coming into the industry. All of these factors change the scope of compliance solutions.

Broadcasters and TV networks are looking for new ways to improve the efficiency of their workflow and reduce costs. They have realized compliance solutions can do so much more than just help them comply with the mandatory regulatory requirements. While complying with regulations is necessary, it doesn't bring in any revenue. The more capabilities the compliance solution provides and the more departments it serves, the better value and financial justification it has in the mind of broadcasters. Performing tasks like content repurposing and ratings analysis with a compliance solution allows broadcasters to achieve a ROI. For broadcasters and media operators, the sky is the limit.

## What Features are Critical for Broadcast Compliance

Ultimately, broadcasters want a compliance solution to do more than help them comply with regulations. They actually need a post-broadcast platform. The following sections of this paper will examine the main requirements expected from a compliance solution today. This is a result of the broadcasters coming up with new requirements, as well as new options offered by the vendors that with time become options that are needed from a compliance solution.

### **Capabilities That Go Beyond the Standard Requirements are a Must**

Media companies need a solution that pushes the boundaries of compliance well beyond supporting simple tasks, such as logging, monitoring, and regulation. It needs to be able to handle other tasks, such as quality assurance, video analysis, advanced clips creation for social, OTT monitoring, multiviewer capabilities, automatic clipping, keywords alerts, ads detection, and more, all from a single platform.

From our experience, when a broadcaster specifies the requirements for a compliance system, that description includes options that are not related to a “typical compliance solution” and were not expected not many years ago. Compliance technology companies that are not aware of or ignore the shifting requirements won’t survive.

Once content is aired on TV networks, broadcasters expect their compliance solution to have the ability to:

- Check the quality of service of the aired content, and send real-time alerts regarding any issues related to audio, video, loudness, closed captions, and subtitles.
- Perform program rating analysis as well as competitive analysis in order to improve future program planning as well as improve the content to gain higher ratings. This will help broadcasters better protect and increase their revenues.
- Maintain viewer engagement on social media platforms. Broadcasters want a platform that allows fast content turnaround and can help them repurpose content quickly to social media, web, and OTT platforms. There should be an easy workflow for clips editing, adding metadata, as well as automation options, using AI for keywords detection, defined rules, video analysis, ads detection, and more. The

purpose is to replace the old legacy editing systems for clips creation that were traditionally used for TV content to simpler tools. These simpler tools can be used by everyone and not only by professional editors. In addition, they provide faster clips creation workflow, from anywhere and from any workstation and, of course, they are more cost effective. When you talk about clips for new media platforms speed is the most significant factor.

- In today's competitive world, broadcasters need to track the aired ads both for ads verification and for competitive analysis, providing a comprehensive report on the results.
- Integrate between the different solutions in order to gain even more powerful tools. For example, you want to be able to automatically create clips with specific keywords based on clips abilities as well as speech-to-text abilities. Companies with a compliance solution that does not reply to the wide spectrum of requiring a monitoring and intelligent platform will not survive for long.

### **Flexible Deployment Support is Critical**

It's essential to choose a media monitoring platform that supports multiple deployment environments and options to easily switch between different deployment environments, including on-premise, virtualization, cloud, and hybrid. This gives broadcasters the most flexibility, allowing them to select the model that fits their business the best. Compliance solutions that fail to offer all these options will not be able to support the new business models and technologies dictated by the market.

### **Cost Efficiency is Paramount**

Another important consideration is the cost of compliance systems. Companies used to invest more in all their systems. Today they expect more options for the same or even less price. Compliance solutions that don't adopt the new pricing expectations of the market will lose customers and revenues.

Being able to perform a wide range of tasks from one platform not only saves costs, it reduces rack space, maintenance, and training.

### **Assurance the Product Will Keep Evolving**

As many compliance solutions are being declared end of life, broadcasters today are even more cautious when it comes to choosing a compliance solution. Beyond getting vendor references, analyzing how long the company has provided these solutions to the market, and following the company roadmap, they also need to see that compliance vendors are focused on ensuring that their solution will always be the top of the line, offer the largest scope of capabilities, and will evolve to meet customers' changing requirements and market needs. It is important to know that the solution will offer ongoing software upgrades for many years to come and that this is the focus of the company, rather than being one of many other solutions that may get lower priority

## Why AI is the Future of Compliance and Monitoring

Today's media companies are dealing with a massive amount of content and data. Being able to quickly analyze data, find relevant content and turn that content into engaging clips is critical for broadcasters to increase viewer engagement, support content that is aired on TV, and build their brands.

AI has emerged as a solution for speeding up workflows, allowing media companies to automatically tag, organize, and categorize video recordings. This enables rapid retrieval of relevant content and clips creation for social media outlets and the web. Processes that used to require hours of manual labor are now completely instantaneous.

AI-based solutions also allow media companies to more intelligently monitor and search for content beyond the channel name, date/time, extracted metadata (i.e., as run/EPG, closed caption), and any extracted or manually entered metadata. Broadcasters can search on spoken words, text that appears in video content, specific faces and ads that have been aired. In addition to searching, they can be automatically alerted any time relevant data appears within the audio or video.

How is this useful? Let's say a broadcaster wants to automatically generate clips every time the word "football" is said. Assuming the monitoring platform includes a workflow for clips creation AI enables ultra-fast clips turnaround, saving broadcasters valuable time and money. There's no need for human resources to monitor or search: the information will pop up and clips can be done automatically. This process is extremely accurate, ensuring that they do not miss any relevant content.

The best AI-based monitoring systems offer broadcasters a single, integrated solution for compliance, clips creation, and quality of service monitoring. Not long ago, each of these tasks required a different piece of equipment, from different vendors.

Nowadays, the AI capabilities of monitoring systems are exclusively cloud-based to enable transparent AI engine upgrades and continuous advancements. Hosted in the cloud, the AI

engine keeps learning, and no training is needed, which are benefits that on-premises and VM systems simply cannot offer.

## **Conclusion**

The expectation from a compliance solution these days is far different than even just a few years ago. Solutions that refuse to identify the changes will end up declaring end of life. Just having a reliable solution is not enough anymore.

The best way to ensure your compliance platform doesn't reach its end of life or become outdated, in terms of being unable to support new ongoing requirements, is partnering with a vendor that offers software-based solutions with flexible deployment options, many different capabilities beyond just compliance, and AI capabilities.

Having a unified platform for all broadcast requirements — from recording to monitoring, compliance, clips creation and exporting to OTT, social media, analysis, quality assurance — makes the most financial sense for media companies. By adding AI to the mix, broadcasters can further streamline their operations and drive monetization.

## The Actus Digital Difference

How can you trust that Actus Digital will never be end of life or outdated?

**For over 16 years, Actus Digital has been providing broadcasters globally with a world-class monitoring, compliance and logging platform. The Actus Digital platform is renowned for being the most comprehensive, easy to use and advanced on the market. Our platform is the company's only focus. This gives our existing and new customers peace of mind that the product will always move forward and comply with new technological requirements. It will always be refreshed with the latest development tools and standards.**

**Actus Digital is a market-driven company. Listening to our customers' ideas and requests helps us to enhance the scope of our solution. It allows us to have the most advanced compliance and media monitoring platform that exists today, with options beyond compliance like AI and automatic clips creation options. Used actively by more than 500 customers that keep expanding and updating their solutions, Actus Digital's platform is not going anywhere.**

**If you have an end-of-life or an outdated compliance and monitoring solution, please visit:**

**[www.actusdigital.com/volicon](http://www.actusdigital.com/volicon) or email us at: [info@actusdigital.com](mailto:info@actusdigital.com)**

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