

The background features a vibrant, multi-colored gradient. The top left corner is a deep blue, transitioning through purple and magenta to a bright orange and yellow in the center. The bottom right corner is a lighter, pale blue. A diagonal line separates the darker blue/purple area on the left from the lighter blue area on the right.

AWS
re:Invent

AIM340-R1

Next-gen video: Transcription, translation & search, powered by ML

Srivathsan Watson

Senior Product Manager
Amazon Web Services

Saida Chanda

Solutions Architect
Amazon Web Services

Mahendra Bairagi

Solutions Architect
Amazon Web Services

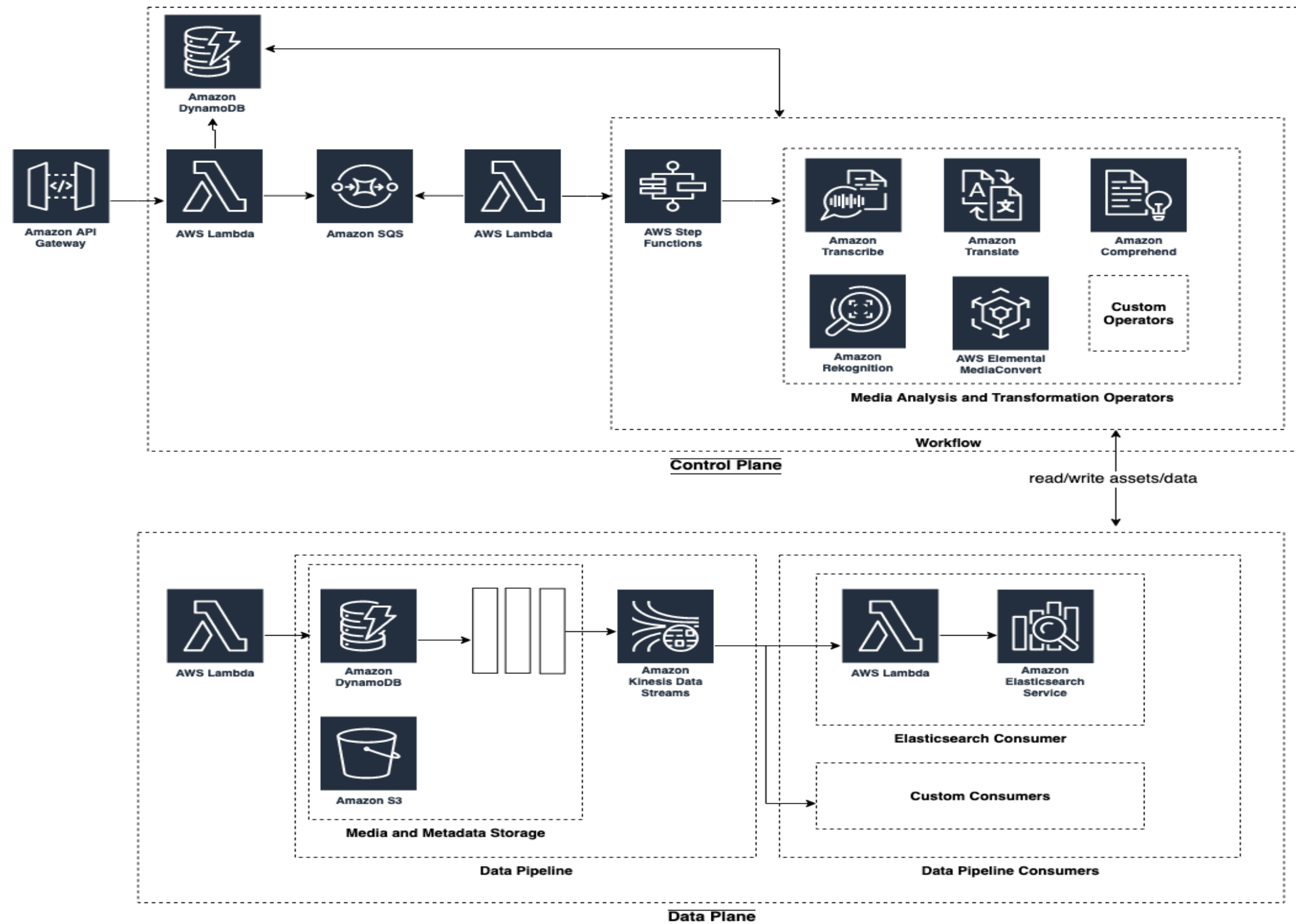
Use cases

- Metadata tagging
- Content recommendations
- Ad personalization and optimization
- Content moderation
- Highlight clipping
- Subtitling and localization of your content

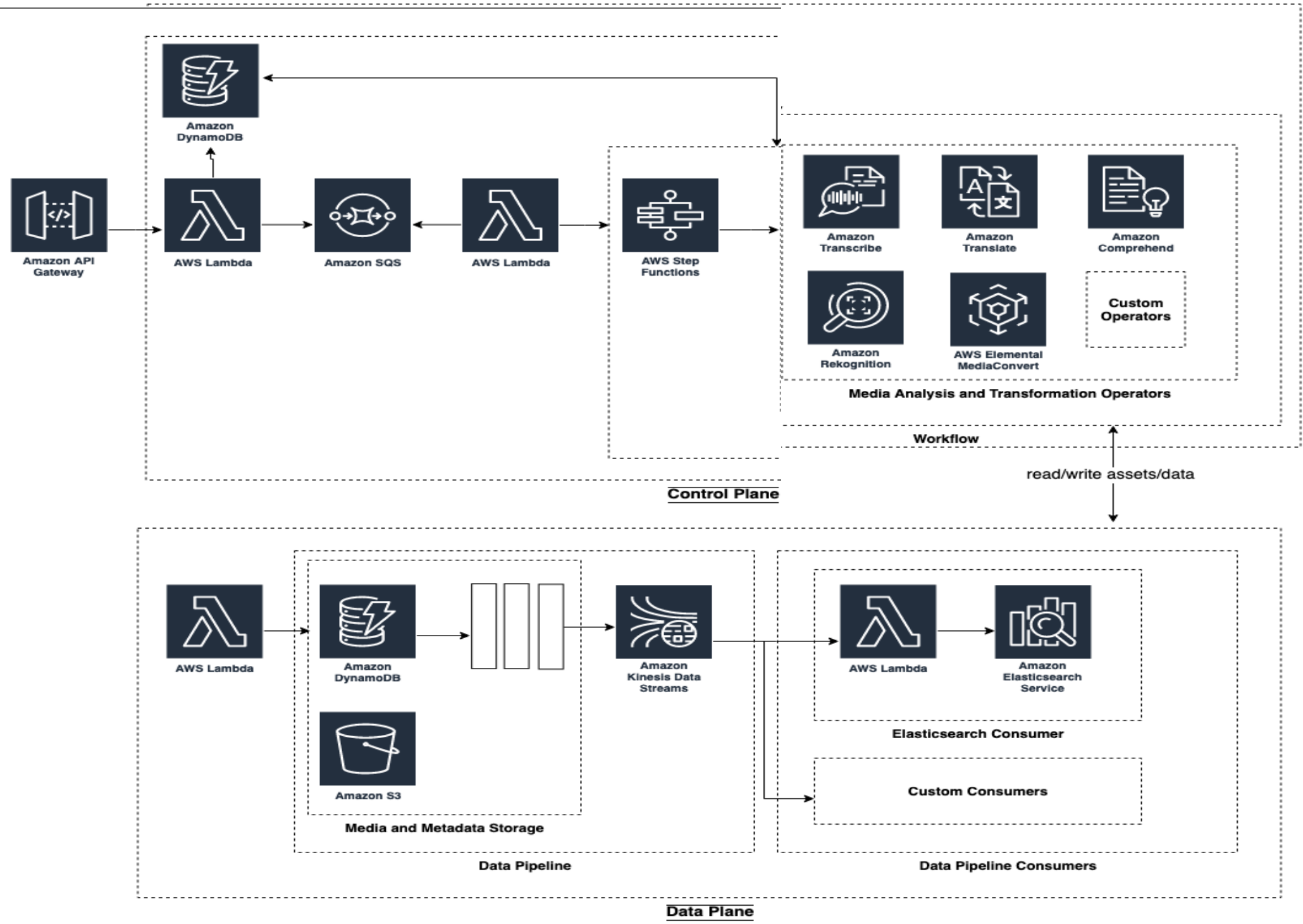
Demo: Media insights engine

https://mediaservices.elemental.rodeo/machinelearning/mie/mie_video_indexer/index.html

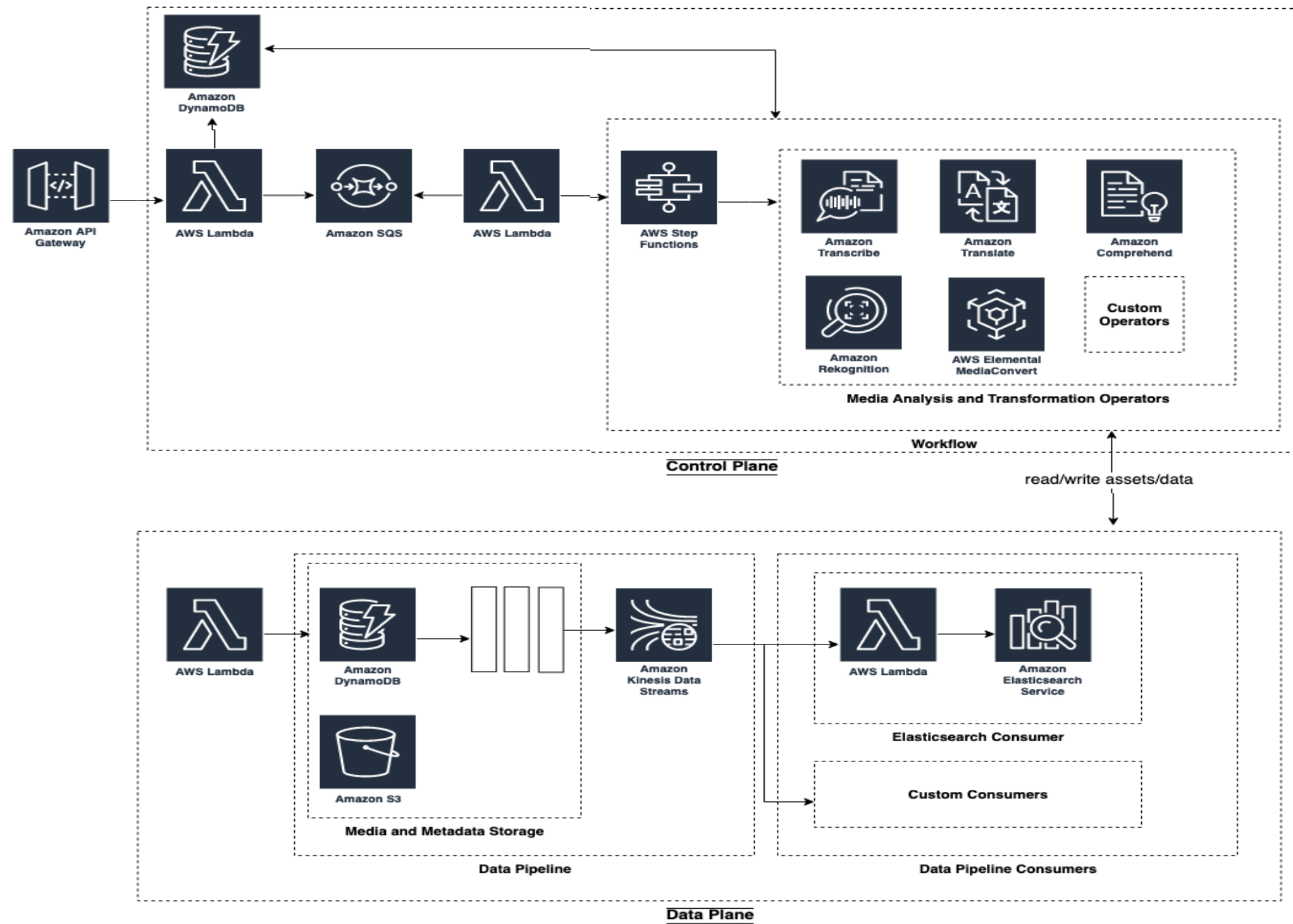
Solution overview



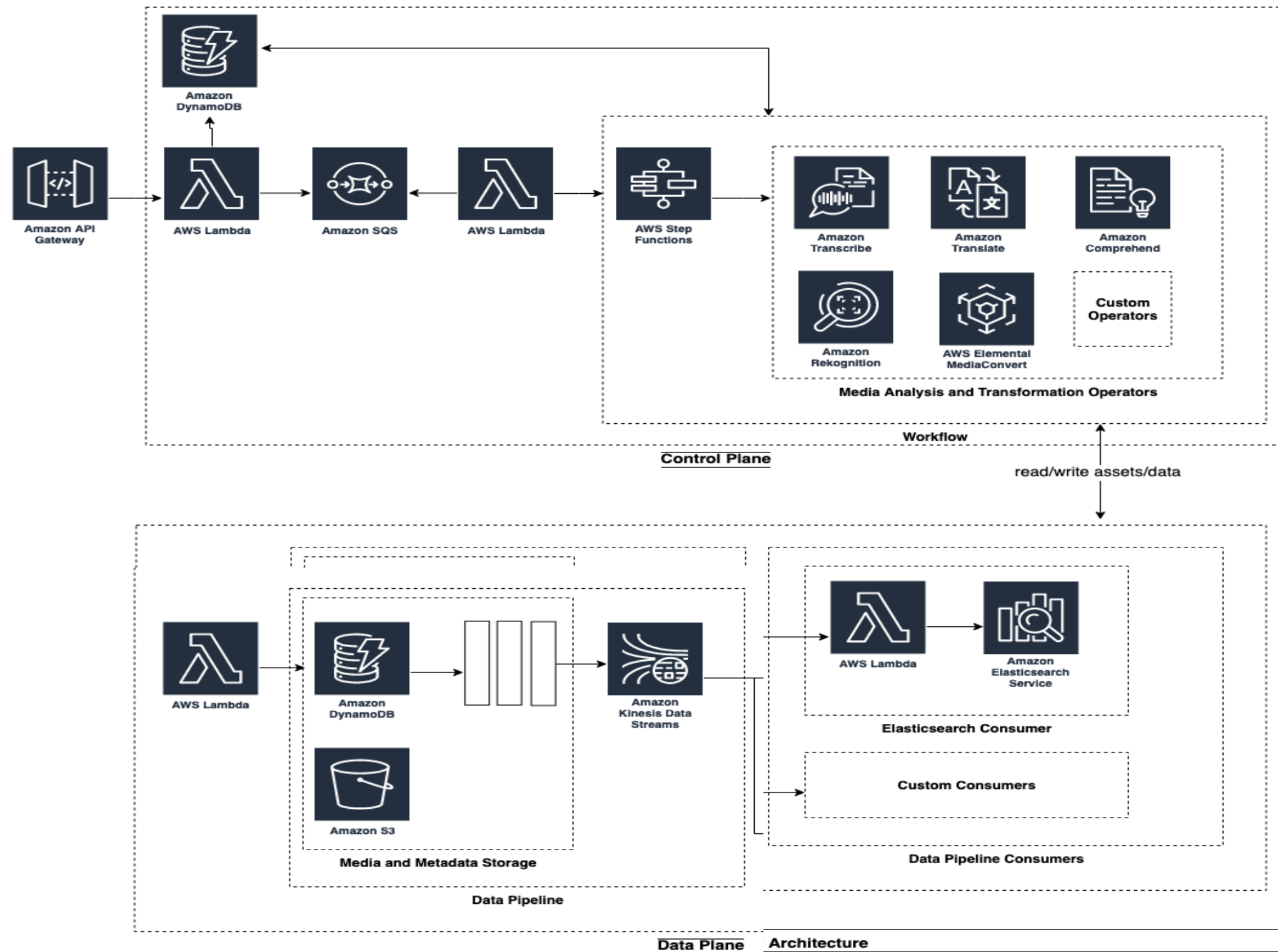
Media Insights Engine - - Execute Workflow Architecture

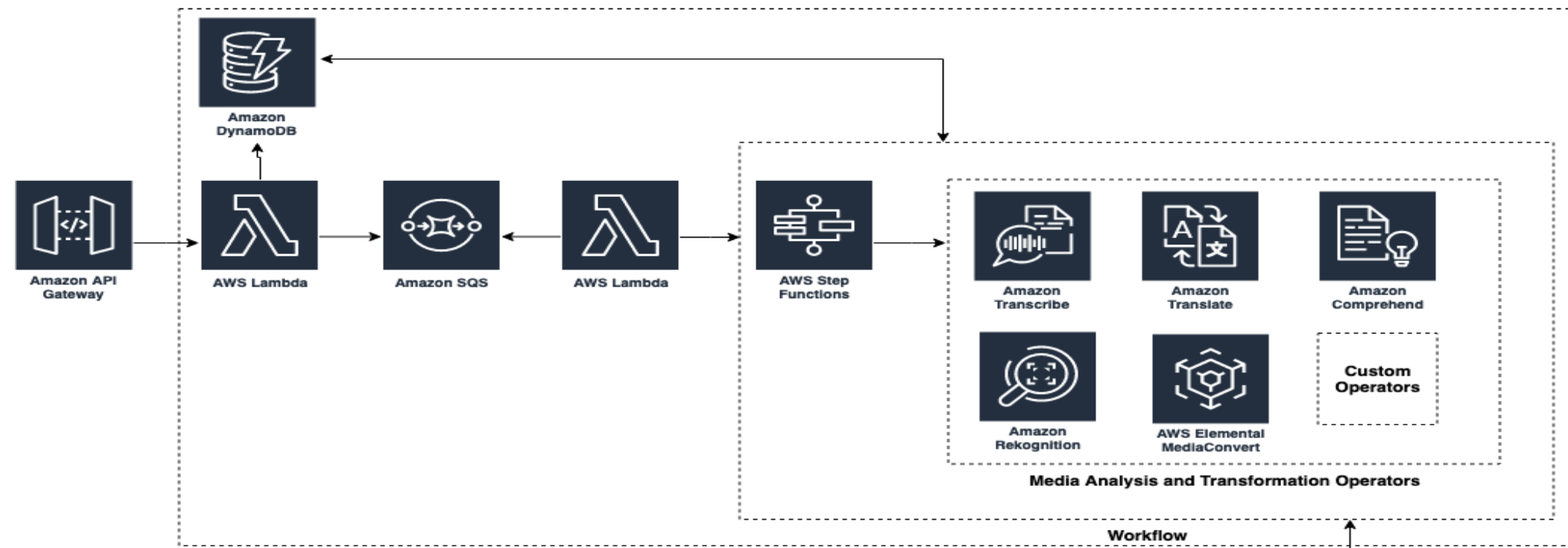


Media Insights Engine - - Execute Workflow Architecture



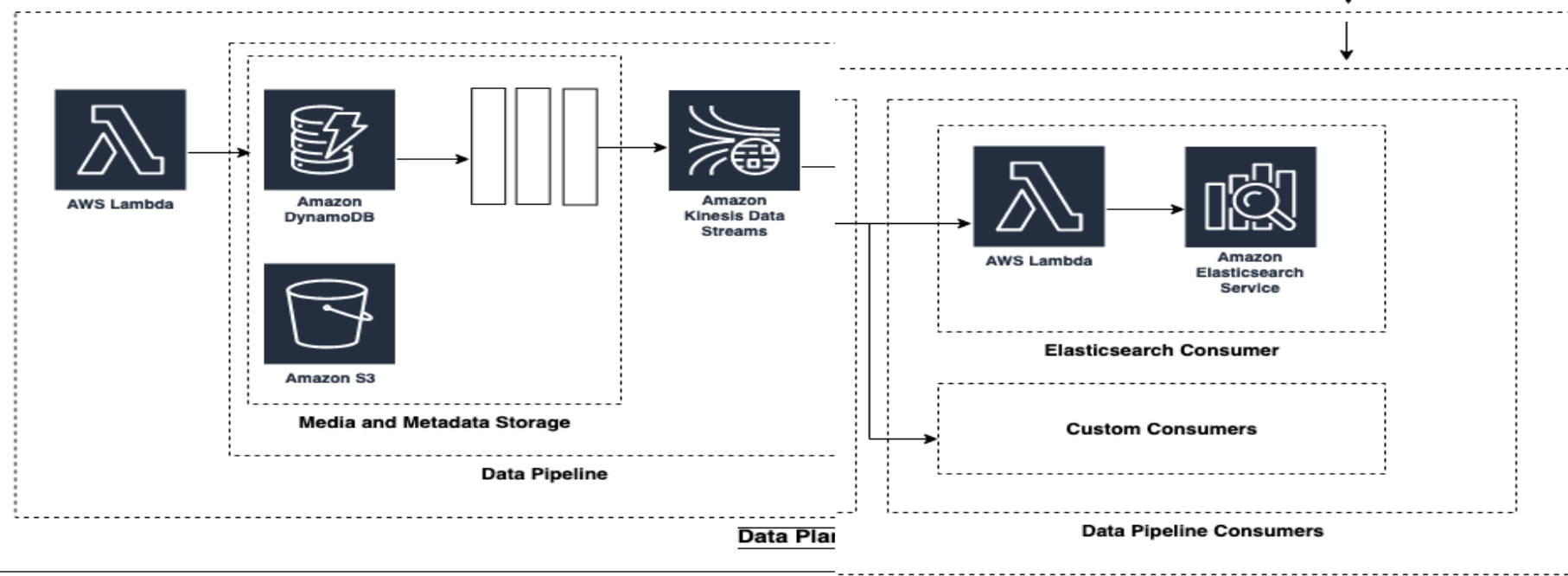
Media Insights Engine - - Execute Workflow Architecture





Control Plane

read/write assets/data

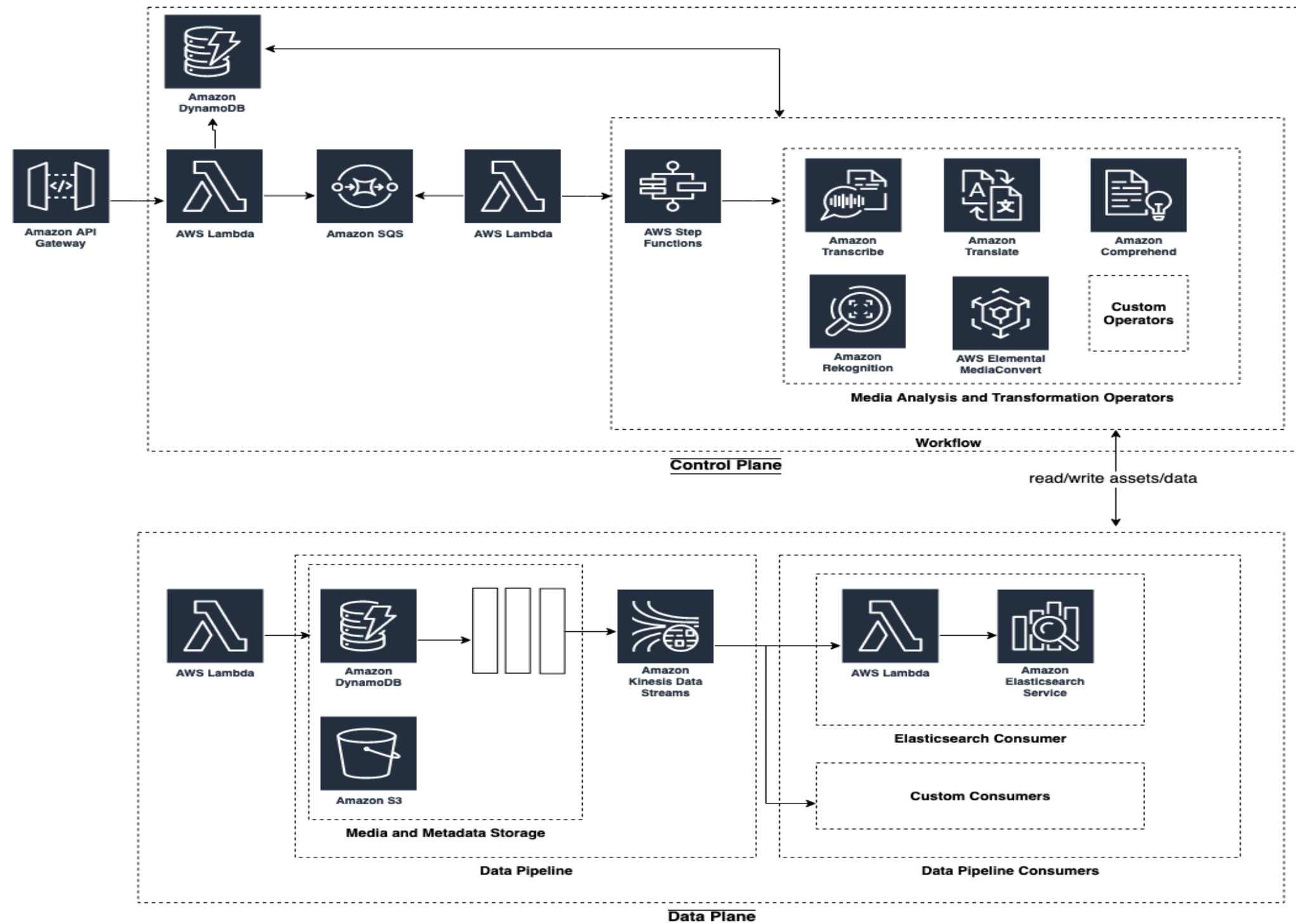


Data Pipeline

Data Pipeline Consumers

Media Insights Engine - - Execute Workflows

Workflow Architecture



Media Insights Engine - - Execute Workflow Architecture

ML services used

Amazon Rekognition

Faces



Celebrities



Labels



Text



Moderation



Activities



Paths



Scenes



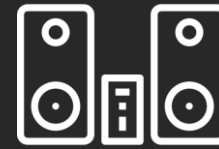
Amazon Transcribe



**Custom
vocabulary**



**Speaker
identification**



**Channel
identification**



**Punctuation and
capitalization**



**Word-level
timestamps**



**Word-level
confidence scores**



**Alternative
transcriptions**

Amazon Comprehend

Discover insights and relationships in text



Documents

Email, chat,
social, media
transcripts,
phone calls, and
more



Amazon
Comprehend

Automatically
extract insights
from text



Entities



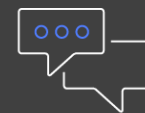
Sentiment



Key phrases



Syntax



Language



Topics



Document classification

Amazon Translate

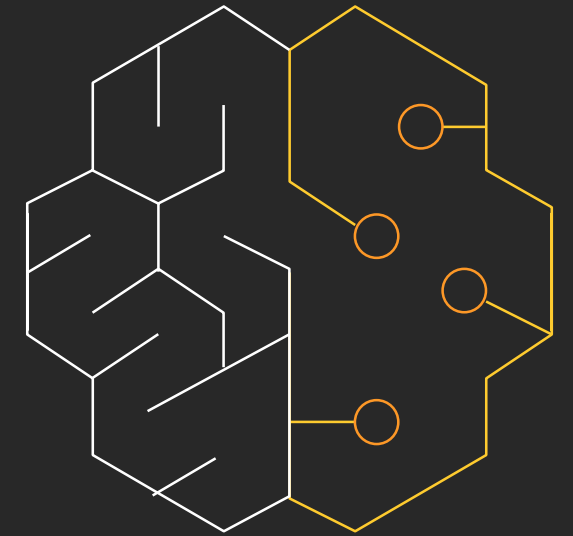
Neural machine translation

Contextual

Fluent

Custom terminology

54 languages

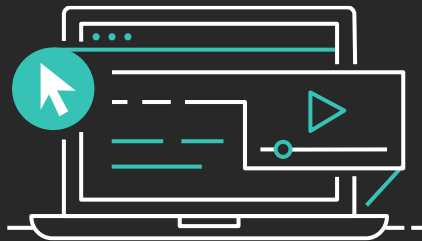


Learn ML with AWS Training and Certification

The same training that our own developers use, now available on demand



Role-based ML learning paths for developers, data scientists, data platform engineers, and business decision makers



70+ free digital ML courses from AWS experts let you learn from real-world challenges tackled at AWS



Validate expertise with the
AWS Certified Machine Learning - Specialty exam

Visit <https://aws.training/machinelearning>

Thank you!



Please complete the session survey in the mobile app.