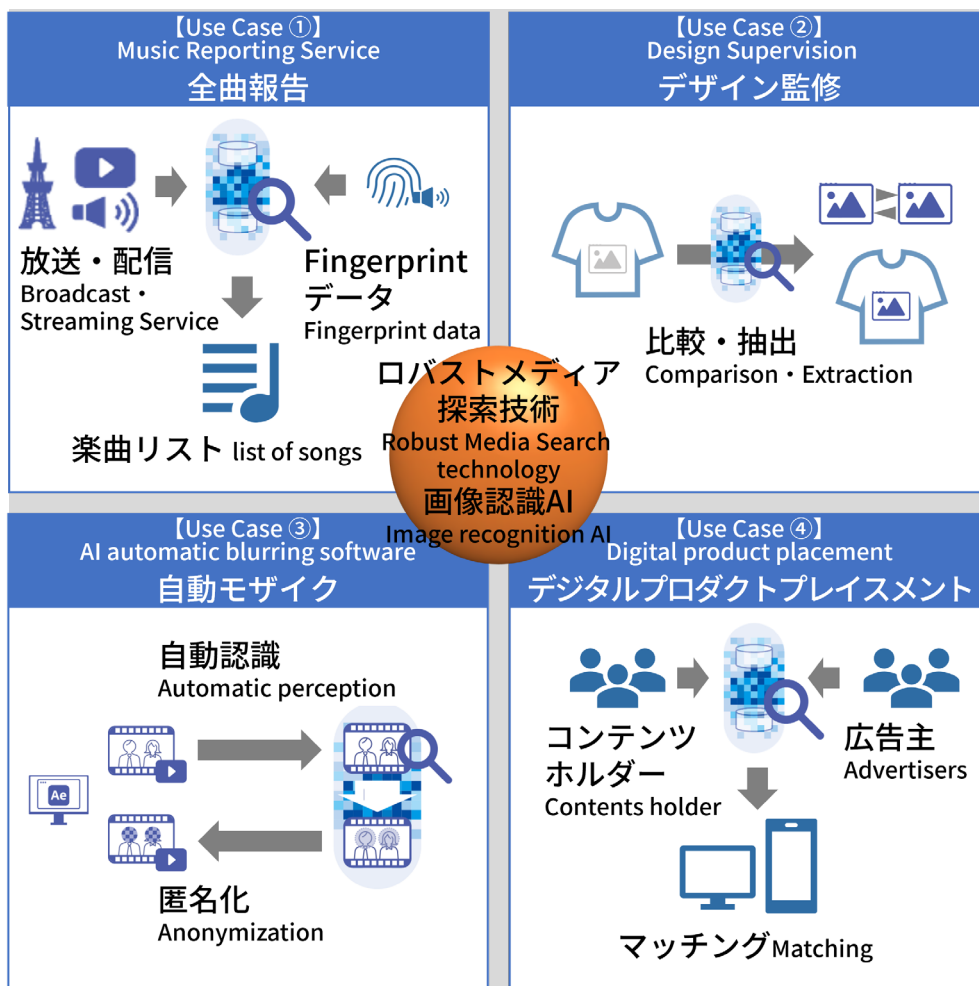# Media AI technology for business applications
AI automates audiovisual decisions to reform operations, increase revenue, and commercialize

#Productivity Improvement   #Customer Experience Value Creation

【Use Case ①】
Music Reporting Service
全曲報告

放送・配信
Broadcast・Streaming Service

Fingerprint
データ
Fingerprint data

楽曲リスト list of songs

【Use Case ②】
Design Supervision
デザイン監修

比較・抽出
Comparison・Extraction

ロバストメディア
探索技術
Robust Media Search technology
画像認識AI
Image recognition AI

【Use Case ③】
AI automatic blurring software
自動モザイク

自動認識
Automatic perception

匿名化
Anonymization

【Use Case ④】
Digital product placement
デジタルプロダクトプレイスメント

コンテンツ
ホルダー
Contents holder

広告主
Advertisers

マッチングMatching

///Technical Issue
Companies handling video and audio data miss profit opportunities due to the manpower needed for audiovisual judgments.

///Research Goal
Two media AI technologies streamline operations for video, audio, and image data by up to 90%, creating revenue opportunities.

---Technology
- RMS(Robust Media Search) technology researched and developed by NTT Laboratories.
- Image recognition AI originally developed by NTT Data.

---Novelty
- Fast and accurate search, and high robustness
- Detection accuracy as high as 98%, compared to 70-80% for conventional technologies.

---Applicable Business
①Service listing broadcast program songs and reporting to rights organizations. Currently provided.
②Detect character image differences and confirm licenses to expedite product launches. Available January 2025.
③Detect and anonymize personal information like faces and license plates through mosaic processing. Currently offered.
④Monetize through advertisements by replacing parts of drama videos or video distribution with sponsor products. Currently offered.