

AI-DRIVEN CONTENT LOCALISATION: BREAKING BARRIERS, REACHING GLOBAL AUDIENCES

As video consumption has become increasingly complex and competitive, mastering effective content localisation for domestic consumption is essential for media and broadcast companies to successfully reach diverse regional audiences. AsiaSat and its subsidiary, AMT, recognise this importance and have integrated the power of Artificial Intelligence (AI) capabilities within its end-to-end media solutions to help customers streamline the content localisation process, thereby extending accessibility and audience engagement globally across language divides.

LEVERAGING AI TO ADD VALUE

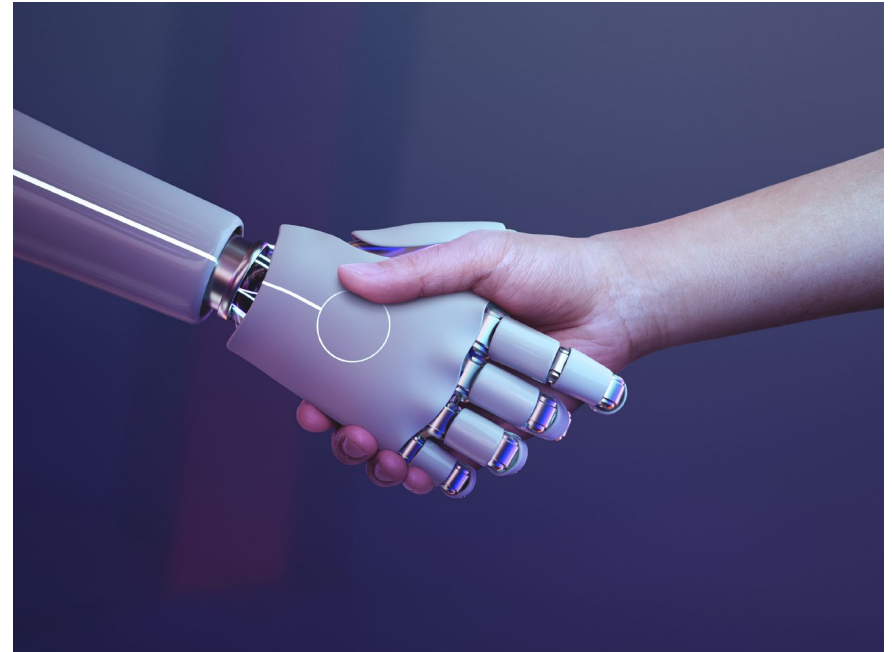
The integration of captions through AI in video broadcasting is transforming the way broadcasters approach content localisation. While the traditional manual process delivers quality subtitles, it is often labor-intensive, time-consuming and costly. AI complements the manual process by leveraging advanced machine learning algorithms to automate parts of the captioning process. This integration not only allows for faster and more efficient captioning at a reduced cost, but also enhances accuracy by minimising the risk of human errors that may occur during manual transcription, making it particularly ideal for captioning real-time content.

THE POTENTIAL OF AI IN CAPTIONING

The applications of AI-driven systems in the broadcasting industry are extensive, covering both pre-recorded and live content. For pre-recorded content, AI can generate and process reliable subtitles much quicker than traditional methods. Moreover, AI technology is also adept at enabling real-time captioning for live broadcasts of news, sports and other time-sensitive events. This dual capability exemplifies a transformative trend in which AI technologies not only complement but also significantly elevate traditional captioning processes, driving both innovation and efficiency.

AI captioning's advanced features include:

- **Adaptive Learning Capability:** Learns from user corrections to generate captions, to enhance accuracy over time through continuous monitoring and improvement
- **Personalisation:** Adapts to specific terminology, jargon and language styles unique to different industries or individual users to generate more natural subtitles
- **Advanced Speech Recognition:** Utilises state-of-the-art deep learning models to accurately transcribe speech in multiple languages and accents
- **Speaker Identification:** Automatically



distinguishes multiple speakers simultaneously in a conversation

- **Customisable Formatting:** Allows customisation of font styles, sizes, colors and positioning to match branding or accessibility needs

ENHANCING VIEWER ENGAGEMENT AND CONTENT ACCESSIBILITY

AI-driven localisation enables viewers from different linguistic backgrounds to access content more rapidly, thus broadening the broadcaster's reach and potentially increasing viewership and advertising revenues. Moreover, it allows broadcasters to meet diverse market demands more swiftly and economically without completely replacing the quality output of traditional captioning methods.

User benefits include:

- **User-Friendly Interface:** Simplifies the captioning process, allowing users to edit, review and publish subtitles with ease
- **Language Support:** Supports a wide range of languages and dialects, catering to global audiences
- **Enhanced Accessibility:** Improves accessibility for individuals with hearing impairments and non-native speakers

DRIVING CONTINUOUS INNOVATION TO ADDRESS CHALLENGES

Despite advancements, AI captioning faces challenges such as its robustness against background music and noisy

environment, improving accuracy in handling multilingual content or dialogue that is heavily accented, contains slang or includes unique cultural references. To overcome these challenges, AMT is committed to enhancing machine learning algorithms and logical reasoning to ensure speed and accuracy in both recorded and live content.

In addition to AI captioning, AMT also delivers a broad range of media technology solutions that span across media contribution, distribution and processing:

- Low Latency, High-Quality Streaming: Global delivery of live sports, events,

conferences, webinars, e-learning platforms and training programs

- FAST Channel and Content Distribution: Leveraging AI in FAST (Free Ad-Supported Streaming TV) channels and content distribution for TV platforms, hotels and through SAILAS TV, a TV streaming app specifically addressing the maritime market
- Personalised and Targeted Advertising: By analysing viewer data and content preferences to deliver personalised advertisements for maximising viewer engagement and advertising effectiveness. ■

Get in touch with one of our experts for a [demo](#) to explore how AI-driven localisation technology can work for your business.



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ASIASAT MEDIA TECHNOLOGY LIMITED (AMT) is specialised in providing innovative media technology solutions. AMT focuses on enhancing media and broadcast capabilities across the Asia-Pacific region, delivering advanced services that include high-quality live-streaming and broadcasting technologies. AMT is a subsidiary of AsiaSat, Asia's premier provider of managed media services with an end-to-end solution that addresses the changing dynamics of the video ecosystem.

