Unlocking the power of AI-based content discovery in OpenMedia with Condat's Smart Media Engine

CGI

Today, broadcast editors need to cope with tighter deadlines, more channels to serve and additional tasks to fulfill. Creating and reconfiguring contributions for non-linear distribution through media centers and social media requires a continuous and flexible reuse of available content.

CGI OpenMedia provides maximum speed and scalability for handling complex workflows in broadcast news production. It allows smooth integration of Condat® AI-based media solutions via the OpenMedia Interface Service (OMIS) and External Tool framework offering the following benefits to editorial teams:

1. Semantic search of own content
2. Topic detection and associating
3. Semantic search in social media

Smart Search: Repurposing archive content

The Condat Smart Media Engine supports editors developing their stories with its intelligent, AI-based approach and methods for the semantic analysis of content and automatic enrichment of metadata. The powerful set of categorization,

recommendation and verification features of the Smart Media Engine serves as a unified entry point for any editorial research, including newswires and social media, all fully integrated into the OpenMedia NRCS.

Smart News: Real-time newswire evaluation

The Condat Smart Media Engine analyzes the message stream in real time and forms thematic clusters that provide the editor with a quick overview of the current trending topics.
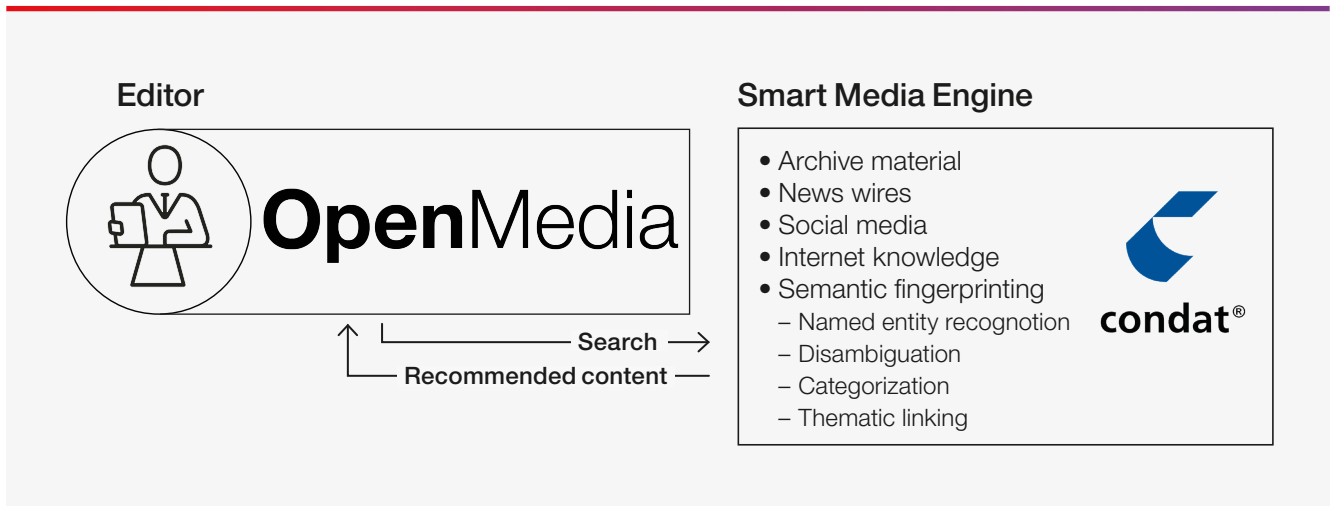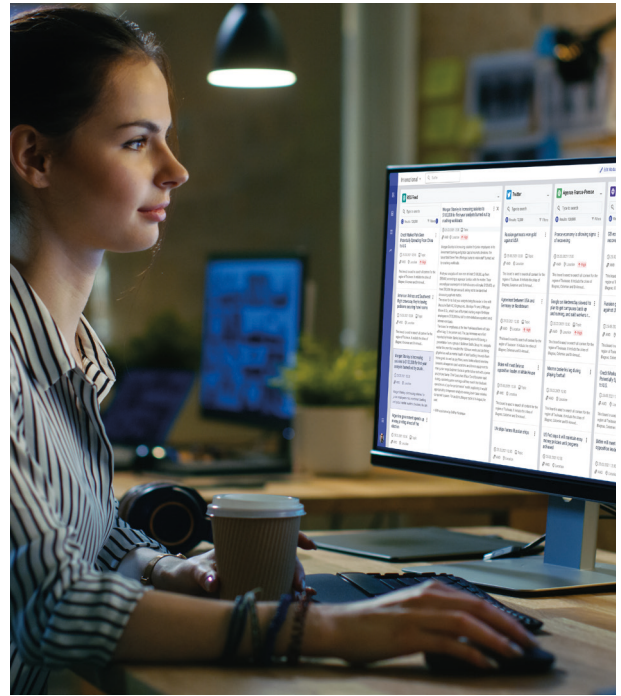
Smart Discovery: Social media monitoring

With the Condat Smart Media Engine, editors can perform a real-time semantic search for topics in major social media channels – including on-the-fly validation and verification of user-generated content.

The workflow

With the integration of Condat's AI-based solution, every news item that is managed in OpenMedia is automatically indexed into Condat's high-end semantic search engine. A news item can be any wire, Story Bin, RSS feed, TV, web and radio script, tweet, or MOS item from any audio or video production system.

Users can add a dedicated Condat search widget to their source board and execute full-text searches. Additionally, a widget within a Story Bin or script makes suggestions based on the footprint of the metadata of the Story Bin or script.

Editor

OpenMedia

Search →
Recommended content ←

Smart Media Engine

- Archive material
- News wires
- Social media
- Internet knowledge
- Semantic fingerprinting
  – Named entity recognotion
  – Disambiguation
  – Categorization
  – Thematic linking

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About Condat

Condat is a leading provider of innovative IT solutions for the media sector. The company helps broadcasters and media companies face the challenges of digital transformation and cross-channel communication. At Condat, employees are driven by the passion for software development and keep refining their skills to deliver cutting edge solutions.

Condat's customers include major European broadcasters.

For more information,
please visit **https://sme.condat.de/en/**

About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.
For more information, visit **cgi.com.**