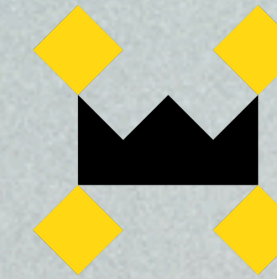




visualalyst



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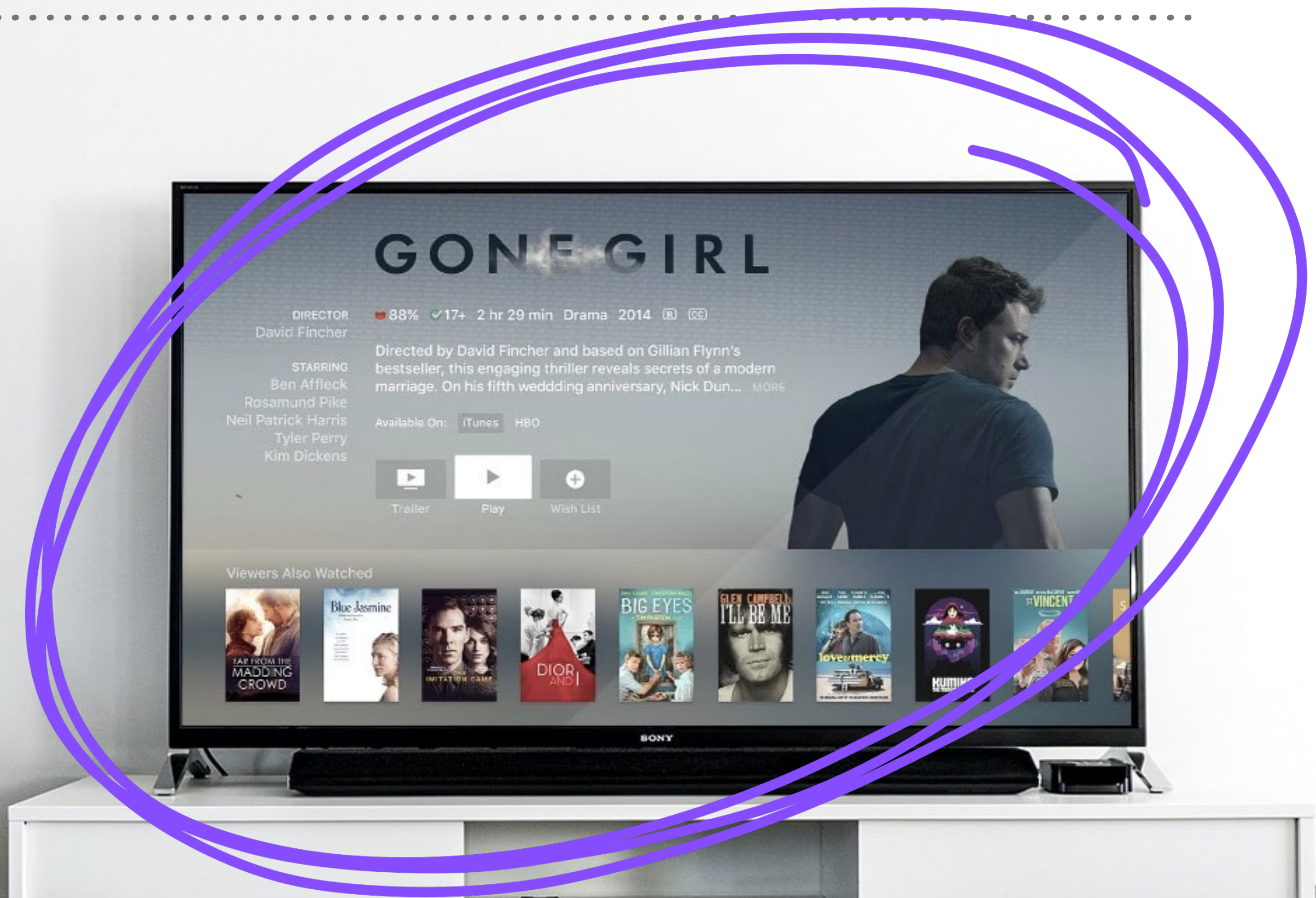
MOST PROMISING CREATIVETECH  
STARTUP IN OSLO- 2019

# *Fast and accurate visual analysis software for the film and TV Industry*

AI Inspire Event

May 2021

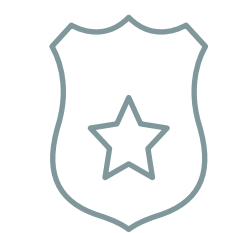
# PROBLEM



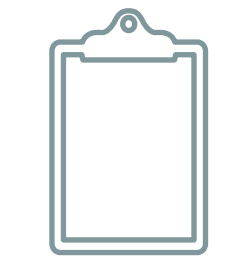
## Checklist



Rights?



Regulations?



Policies?



???

# PROCESS IS LABOR INTENSIVE

1 hr of Video= 2 hrs of compliance

6.5 hours of fresh content/day

X

12 channels

=156 compliance hours per day



# COMPLIANCE IS COMPLEX

---

- **Legal Compliance**

- **Technical Compliance**

- **Content Compliance (Editorial Compliance)**



**Pokémon (Cartoon)**

653 children were hospitalised with epileptic seizures in Japan after an episode aired

**Reason: Harmful visual composition**

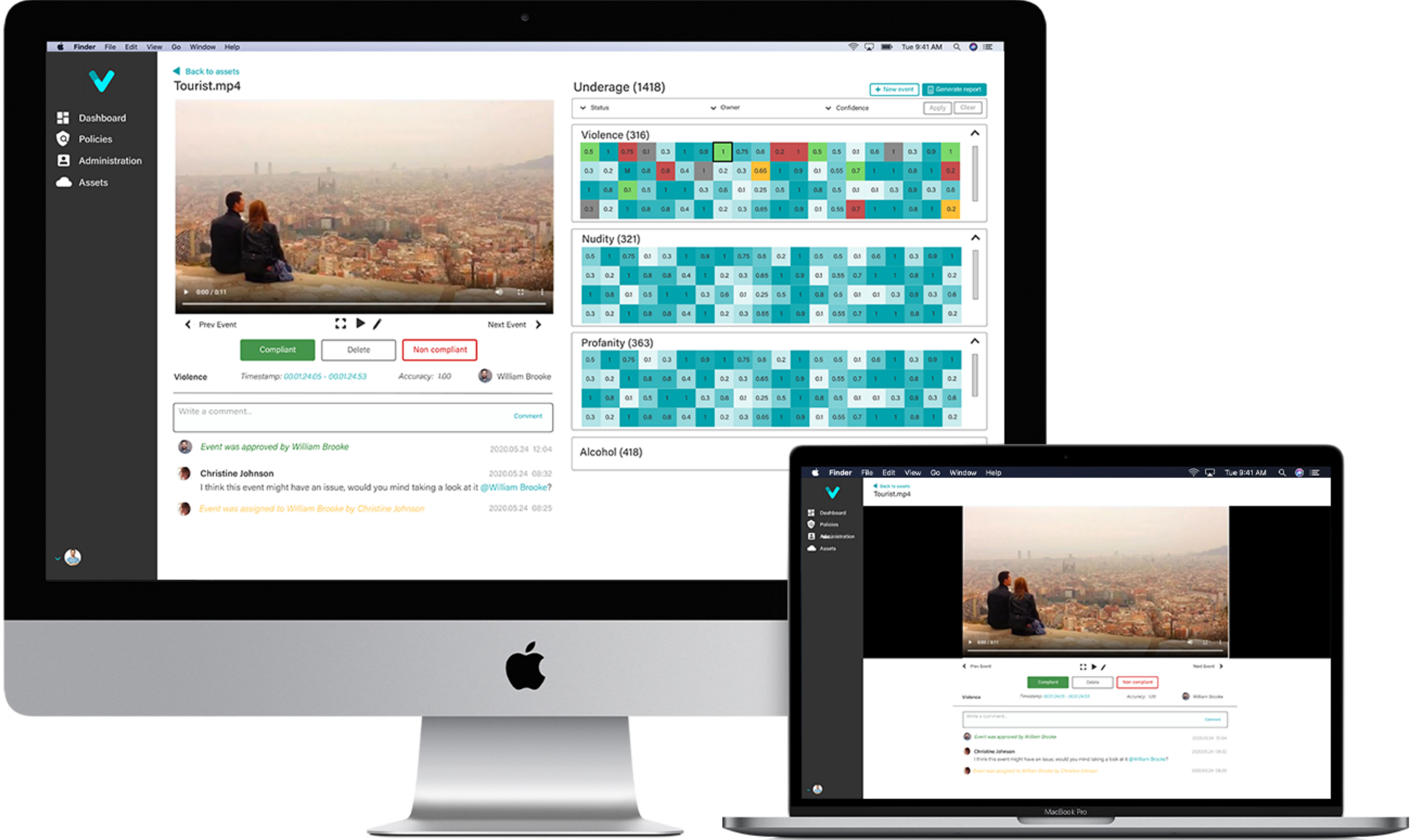


**Volkswagen and Philadelphia (Ads,)**

Two ads were investigated by the UK Advertising Standards Agency and removed from television.

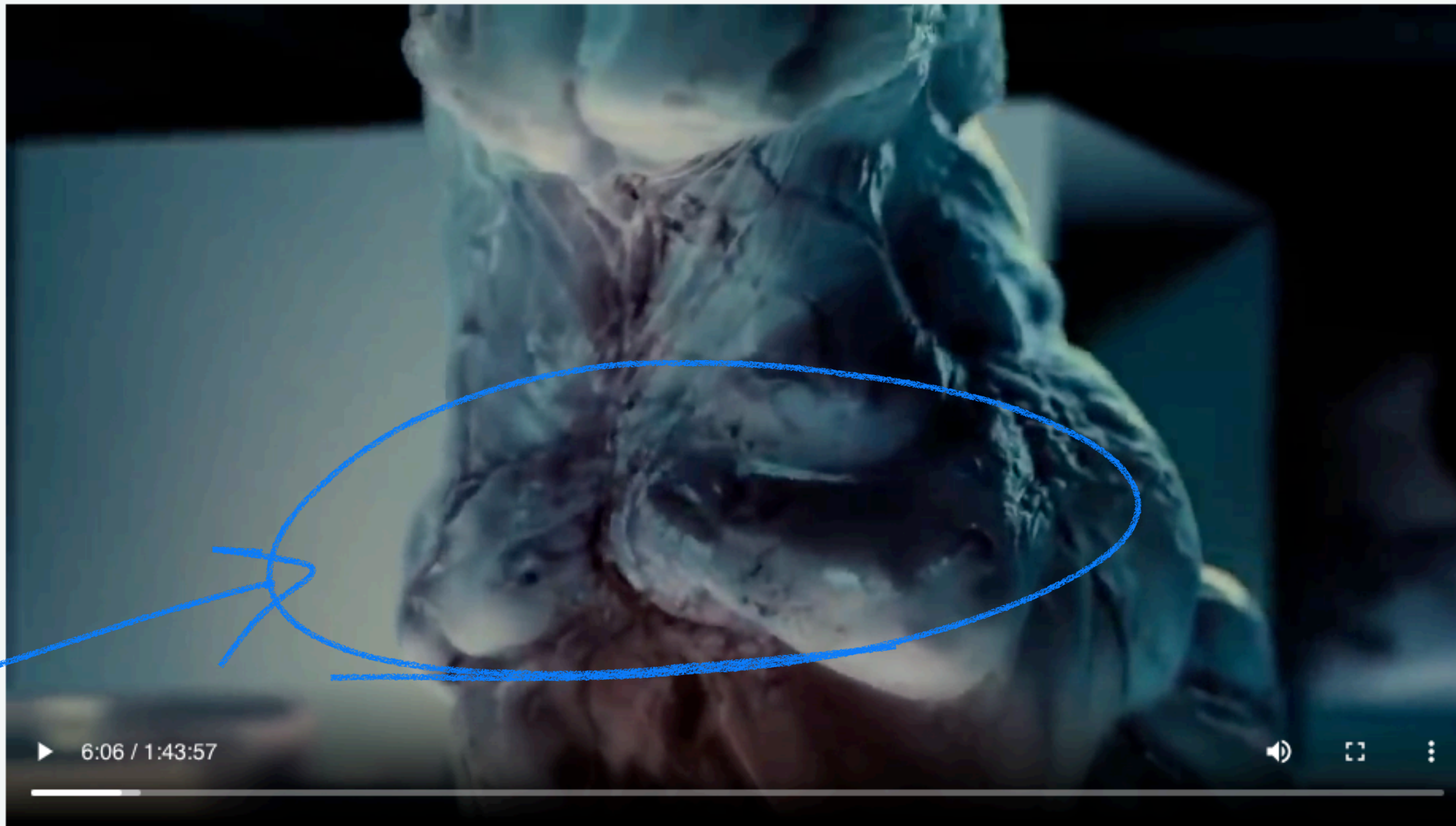
**Reason: Breach of gender stereotype rules**

# OUR PRODUCT= SIMPLIFICATION





# CHALLENGE 1: ACCURACY

SPLICE (2009).mp4



NOPE!

Explicit Nudity  
Event

Video:  

Events: < > ▶

Frames: < >

✓ COMPLIANT

✗ DELETE

⚠ NON COMPLIANT

0.66  
Accuracy

00:06:06 - 00:06:06  
Timestamp

None + assign  
Assigned user

# CHALLENGE 2: CONSISTENCY

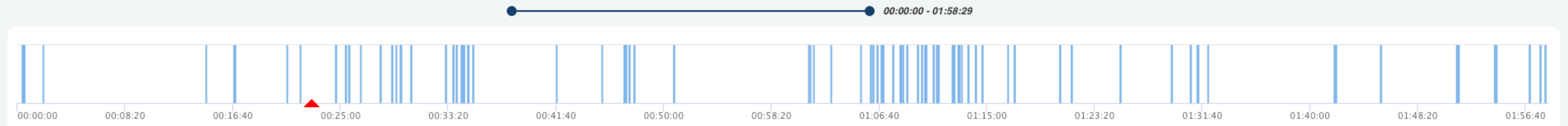
**ONE**  
LOKI

- Dashboard
- Policies
- Assets
- Analyses
- Settings
- Notifications
- Billing

## Mua-nudity-violance

Complete Analysis Generate Report

Analyzed



563 Detections

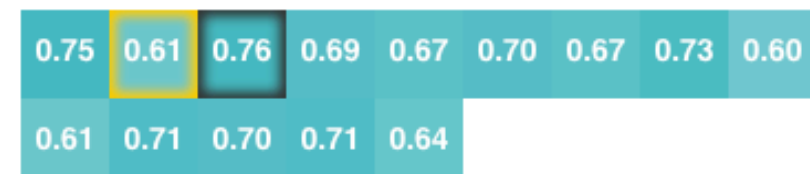
+ New Event

Search detection...

### Detections

Graphic Female Nudity (1)	Graphic Male Nudity (3)
Nudity (19)	Explicit Nudity (48)
Sexual Activity (30)	Suggestive (162)
Partial Nudity (4)	Revealing Clothes (14)

### Revealing Clothes (14)



## Basic.Instinct.Nude.Explicit.mp4



Video:   Events: < > Frames: < >

COMPLIANT DELETE NON COMPLIANT

Revealing Clothes Event	0.76 Accuracy	00:24:13 - 00:24:14 Timestamp	None + assign Assigned user
----------------------------	------------------	----------------------------------	--------------------------------

Write your comments here...  
ADD COMMENT 0/500

### Live detections

REVEALING CLOTHES	00:24:13
76%	
SUGGESTIVE	00:24:13
76%	

???

NUDITY

## CHALLENGE 3: CONTEXT

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- **Age 18 Rating:** “violent content and/or expression, and that contain a lot of gross, cynical and/or detailed violent acts...”
- **Age 6 Rating:** “violent portrayals are permitted if they are clearly humorous and over-the-top (“slapstick”)...”

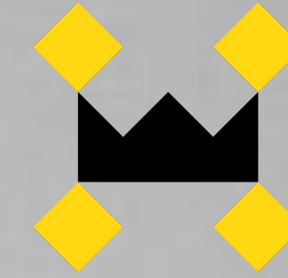






**Miguel Silva**

Helping film and TV upgrade their video compliance reviews through AI-assiste...



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STARTUP IN OSLO- 2019**

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