



AI Quality

AI-Powered Quality Control for Modern Media Workflows

Deliver Better Quality with Less Manual Effort

Today's media supply chains are vast and complex, yet a significant amount of content quality control and validation is still done manually. This creates bottlenecks that delay content delivery or allow quality issues to reach viewers, diminishing the viewing experience. If the content is not properly validated, it can result in fines, lost revenue, and damage to your reputation and audience trust.



AI Quality is a set of AI-powered capabilities within Quality that automate quality control tasks previously requiring human review, including lip sync and caption synchronization.

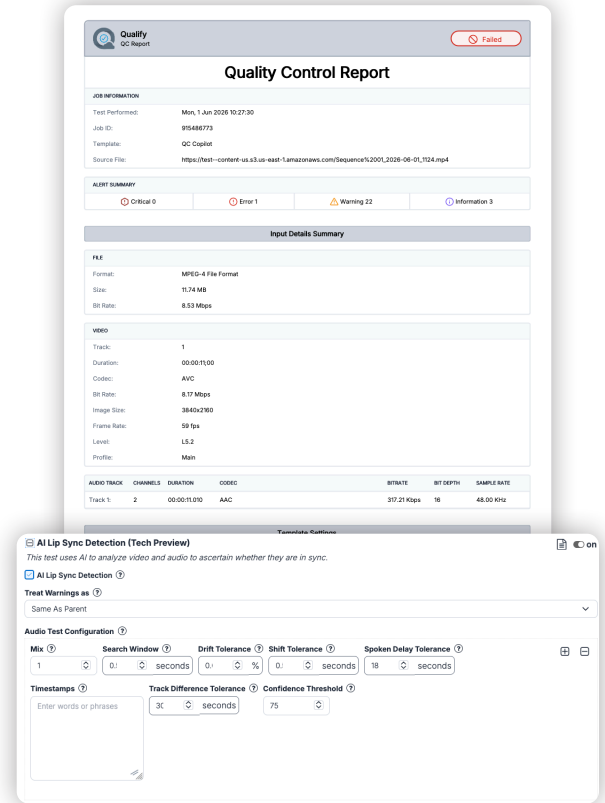
Available in cloud, on premises or hybrid environments, AI Quality can automate tasks at scale which normally need human oversight.

Bottom line: AI-Quality enables human-like quality control checks to be automated at scale.

The Challenge: Modern Media Workflows Demand Quality Control at Scale

Current media supply chains are a complex blend of systems and applications. They often encompass everything from on-premise content (LTO) archives and NAS/SAN storage to cloud-based processing and distribution systems. As the complexity of connecting these systems changes and grows, both internally and externally, one thing remains the top priority – the need to ensure quality of content for the end user. QC Teams face constant pressure from evolving delivery specifications, platform migrations, mergers and acquisitions, and reduced staffing levels. At the same time, demand for faster turnaround continues to increase, stretching already limited operational resources.

The challenge is clear: deliver more content, more quickly, with fewer resources.



The Solution: Eliminate Manual QC with AI-Powered Automation

AI Qualify addresses some of the most challenging quality control tasks in modern media workflows. It streamlines QC to accelerate content delivery. By automating QC during ingest and production, AI Qualify reduces delivery times, checks for compliance, and automatically rejects non-compliant media. This process lowers costs and increases content ROI.

One of the biggest challenges in automating QC has been detecting sync problems. Traditionally, QC solutions focused on comparing stream lengths to determine whether audio and video or audio and captions aligned. AI Qualify utilizes AI models to analyze lip movement and compare it to the timing of the audio dialogue. These AI models help with accuracy for both Caption and Audio syncing.

AI Qualify can also automatically detect the spoken language in content – greatly reducing the need for manual review and the cost associated with reviewing hundreds of hours of audio and video. In addition, utilizing Telestream’s proprietary scoring algorithm and computer vision, AI Qualify can provide a Telestream Mean Opinion Scoring (TMOS) to objectively assess video quality giving a deeper insights into the media being ingested.

Paired with frameworks built using Telestream’s deep media technology knowledge, AI Qualify supports human-like QC, at scale, in any environment.

AI-Powered Quality Control for Faster, More Confident Delivery

AI Qualify helps media organizations reduce manual QC bottlenecks by improving the speed, consistency and confidence of content delivery. By automating checks that previously required human review, such as lip sync and caption sync, teams can process more content without increasing operational overhead. AI Qualify integrates into cloud, on-premises or hybrid environments, allowing QC automation to scale across complex supply chains while fitting existing infrastructure and workflows.

The benefits of AI Qualify are:



Lip Sync Analysis and Timing Detection

Identify complex sync issues such as audio drift and audio shift faster than human review, helping teams catch cumulative and constant offsets that are difficult to assess manually.



Universal Caption and Subtitle Sync Checks

Validate sync across all major caption and subtitle formats, helping ensure timed text remains aligned with dialogue wherever content is delivered.



Automatic Languages Detection

Quickly identify the spoken language in content, helping teams verify language metadata, route assets and support faster multilingual delivery.



Objective Video Quality Scoring

Use TMOS (Telestream Mean Opinion Scoring) to turn subjective quality assessment into a measurable, repeatable process, helping teams make faster decisions with greater consistency and confidence.



Deploy AI Qualify Wherever Your Workflows Run

Access AI Qualify through EDC for API-driven cloud workflows, Telestream Cloud for Vantage integration or Vantage for on-premises, hybrid and cloud-burst deployments.



Lower QC Costs Through Automation

Helps reduce manual labor and operational overhead by automating time-consuming quality control tasks, enabling teams to process more content with greater efficiency.

Learn more about AI Qualify:
telestream.com/qualify



Ready to automate your quality control?
Contact us at telestream.com/contact-us