

AI IN PRACTICE – NATAS TV EMMY AWARDS

- > **Development of Perceptual Metrics for Video Encoding Optimization:** recognizing ATEME's Quality Index, a perceptual video quality metric.
- > **Artificial Intelligence Optimization for Video Compression:** acknowledging ATEME's Content Adaptive Encoding.
- > **Development of Massive Processing Optimized Compression Technologies:** saluting ATEME's efficient use of microservices in scalable clusters to distribute transcoding of multi-screen VOD assets.



AI THE WINNING TECHNOLOGY

#1 In the coding core

In loop fast decision

- 1 - Improve Quadtree decision
- 2 - Improve Intra Coding efficiency

#2 In the preprocessing core

- Reduce the flow / cost evaluation of an image
- Reduce latency
- Film Grain Synthesis
- Key Moment detection



#3 In the cloud

- Video quality-driven orchestration
- 1 - Improve load balancing
- 2 - Improve orchestration based on triplet (VQ/CPU/Memory)

ATEME Captures i-Nov Innovation Contest Grant

By SVG Staff
Monday, January 27, 2020 - 9:31 am
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ATEME is a recipient of the i-Nov Innovation Contest grant for the IA4SEC project, involving its video technologies.

The project is operated by Bpifrance, the public bank for entrepreneurs, and supported by Programme d'Investissements d'Avenir (PIA), a program set up by the French government to finance innovative and promising investments in the territory.



The video industry market continues to face a changing landscape with increasing complexity of video payload standards such as HEVC, AV1, VVC / H.266, and EVC / MPEG-5 part 1. ATEME's technology offers customers a path to the latest video techniques by leveraging artificial intelligence (AI).

In the context of this project, ATEME proposed several levels of innovation in AI for video delivery. This included improvements in core encoding to enable bitrate reduction, Content Adaptive Encoding for higher video quality, and elastic encoding orchestration to optimize media supply chain and cloud usage. ATEME also outlined how AI can help in reducing latency for an enhanced OTT viewing experience.

"We are very proud to have been awarded a grant for the IA4SEC project," says **Mickaël Raulet, VP, innovation, ATEME**. "It highlights the value of our innovation teams and our expertise in video coding, which we have developed over time to help our customers transform their video delivery services. As a result, end-users will receive better compressed, higher quality video with an overall improved experience."

French Innovation Contest Grant