



**Welkom**

**Martin Prins**  
**Dutch Guild 62: AI in de praktijk**

# Mission

To create enhanced viewing experiences by **enabling faster access to relevant content** and **optimized advertising**

# Company

We boost user engagement for video platforms by distilling and understanding video content in real time with AI

# Track Record

**50K** hours of video analyzed per day on a **24/7** basis

All processing is **fully automated** and happens in **real time**

Used on **1000+** TV channels from **17** countries

**30M** households benefiting from improved viewing experiences



# Trusted by



## Awards & Recognitions



Uitzending Gezocht - Home

www.uitzendinggezocht.tv/home/


Uitzending Gezocht - Home Joost De Wit

Home Zoeken Over Uitzending Gezocht API

# Uitzending Gezocht

Zoeken Trend

## Nu doorzoekbaar



**De Wereld Draait Door**  
Nederland 2 - 13-5-2014 (11:29-12:29)

Bekijk

### Radio en TV voortaan doorzoekbaar

Media Distillery laat je zoeken in live Radio en TV! Het vinden van die ene uitzending of dat leuke fragment dat je laatst op TV zag is lastig. Als er niet in de beschrijving staat waar je naar op zoek bent kun je het wel schudden. Wij hebben technologie ontwikkeld waarmee radio en TV doorzoekbaar worden gemaakt. Je kunt zoeken op wat er gezegd werd en wat er in beeld was. Zo heb je in no-time gevonden wat je zoekt. Uitzending Gezocht laat zien wat je met deze technologie kunt. Je kunt hier zoeken in de programma's die op Uitzending Gemist staan. Zakelijke klanten die graag in alle Nederlandse zenders zoeken en ook bijvoorbeeld logo's willen herkennen kunnen contact met ons opnemen.

### Contact

Media Distillery is een jonge startup met grote ambitie. Als wij kunnen helpen bij jouw reputation management, het meten van de effectiviteit van je mediacampagne, financial research, enzovoorts, neem dan contact op met [info@mediadistillery.tv](mailto:info@mediadistillery.tv). Ook zijn wij geïnteresseerd in het verkennen van andere toepassingen, bijvoorbeeld op het gebied van second screen applicaties.

## DG43 - Artificial Intelligence in de Media

### De 43e Dutch Guild bijeenkomst van 19 september 2019 over Artificial Intelligence in de Media

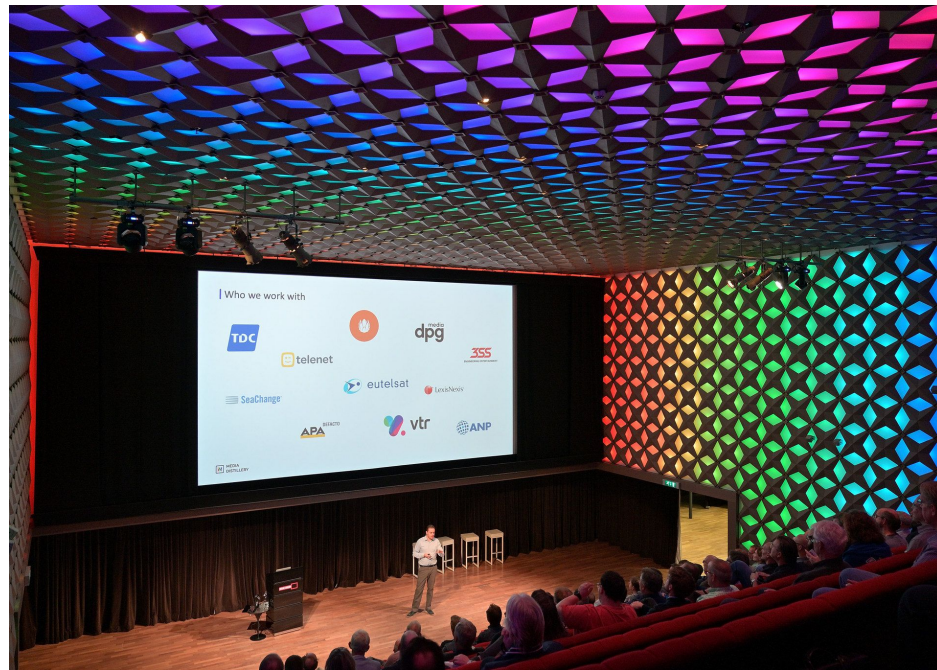
We bespraken hoe “AI” de mediaketen verandert, door de hele content-levenscyclus: Creatie, Productie, Kwaliteitscontrole, Distributie, Archivering.

Voor dit onderwerp waren we weer terug naar een zeer geschikte en toepasselijke locatie: Beeld en Geluid. **Roeland Ordelman** van dit mooie instituut vertelde ons hoe hij AI in de dagelijkse praktijk gebruikt. Maar gaf **Egon Verharen** van de NPO een breed overzicht van alle (?) toepassingen van AI in media. Verder legde **Martin Prins** uit hoe de snel groeiende start-up Media Distillery AI toepast, en daarna gingen we letterlijk de diepte in met **Sezer Karaoglu** van 3DUniversum. Sezer legde uit hoe AI gebruikt wordt voor “Deep Fakes”.

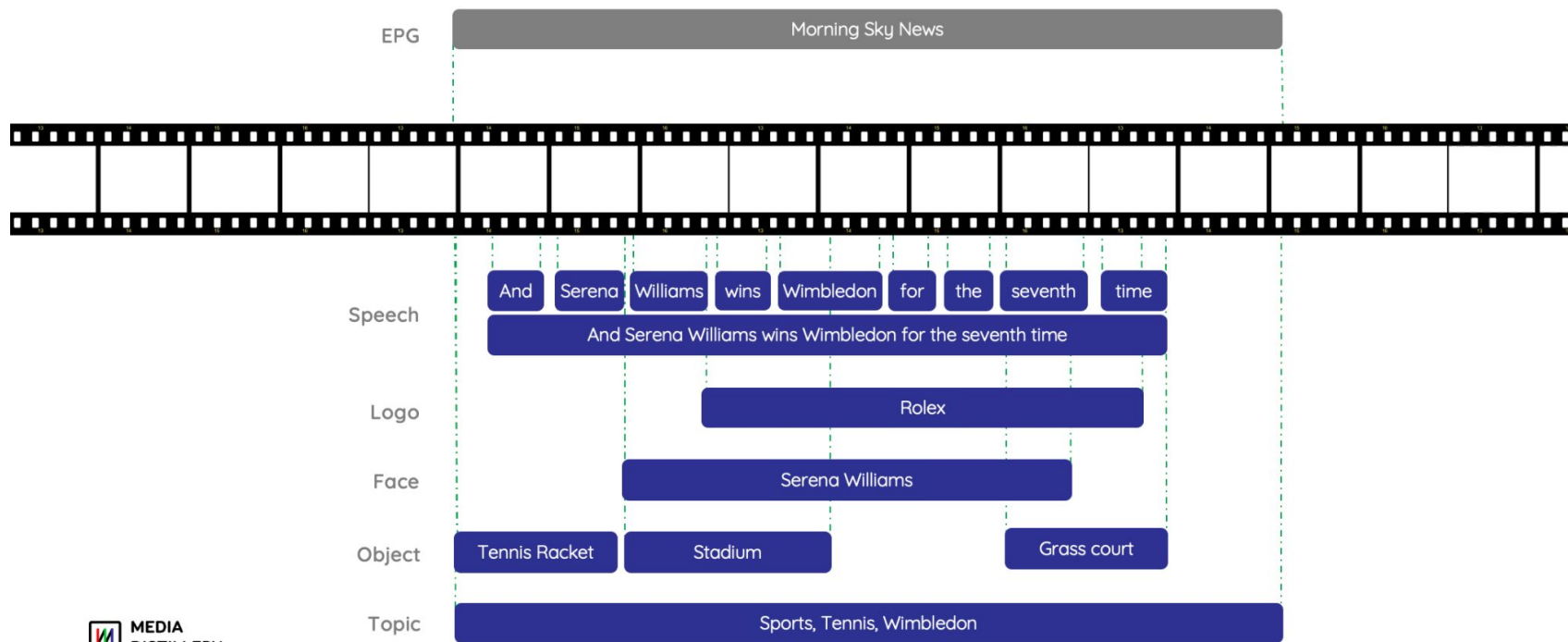
Presentaties:

- Egon Verharen, NPO: *AI in de media waardeketen*
- Roeland Ordelman, Beeld en Geluid: *AI in de praktijk*
- Martin Prins, Media Distillery: *Applying AI to improve the user experience of video services*
- Sezer Karaoglu, 3DUniversum Universiteit Amsterdam: *Deep Fakes*

En zoals altijd een mooie sfeerimpressie door krobbie: [Foto's Dutch Guild #43](#)



# | Traditional vs. Next Generation Metadata



**So**

**What Changed?**



# Attention Is All You Need

Ashish Vaswani\*  
Google Brain  
avaswani@google.com

Noam Shazeer\*  
Google Brain  
noam@google.com

Niki Parmar\*  
Google Research  
nikip@google.com

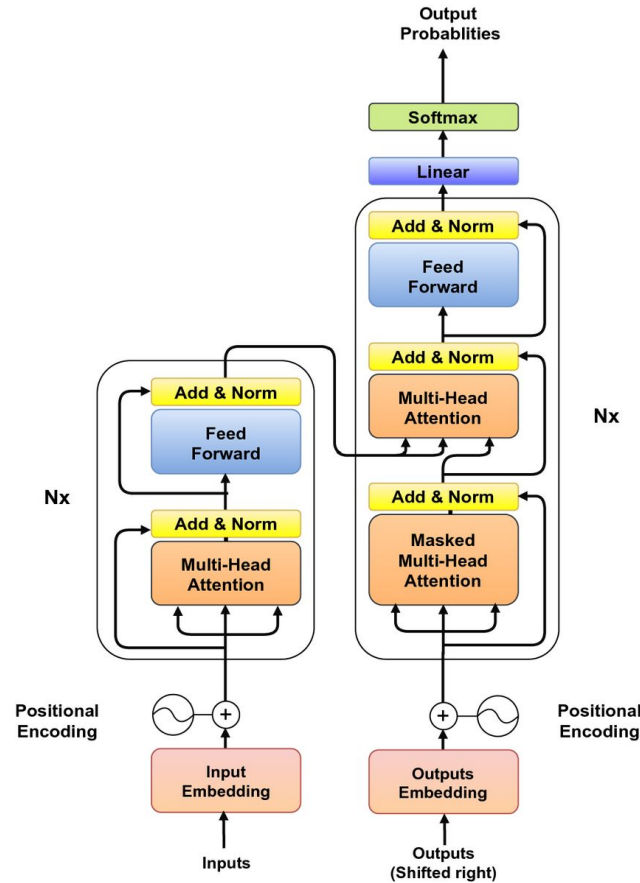
Jakob Uszkoreit\*  
Google Research  
usz@google.com

Llion Jones\*  
Google Research  
llion@google.com

Aidan N. Gomez\*<sup>†</sup>  
University of Toronto  
aidan@cs.toronto.edu

Lukasz Kaiser\*  
Google Brain  
lukaszkaiser@google.com

Illia Polosukhin\*<sup>‡</sup>  
illia.polosukhin@gmail.com





Describe the AI technique transformer model to a kid

Imagine you have a bunch of LEGO bricks, and you want to build something really cool, like a spaceship! Sometimes, the instructions tell you to look at the brick right next to the one you just put down. Other times, you need to look way across your pile of bricks to find the perfect piece.

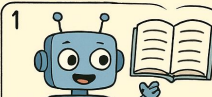
A Transformer model is like a super-smart builder that can look at *all* the LEGO bricks (which are like words in a sentence) at the same time to figure out how they all fit together. It doesn't just look at them one by one.

Think of it like this: if I say, "The cat sat on the mat," the Transformer can see that "cat" and "sat" are related, and also that "sat" and "mat" go together. It understands the *connections* between all the words, even if they aren't right next to each other.

It does this using something called "attention." Imagine you have a superpower that lets you focus really hard on the most important LEGO bricks for what you're trying to build at that moment. The Transformer has a similar superpower for words! It pays more "attention" to the words that matter most for understanding the meaning of the sentence.

So, instead of just reading words in order like a regular reader, the Transformer can jump around and see how all the words connect, like a super-smart LEGO builder looking at all their bricks at once to build something amazing! This helps it understand what sentences mean, translate languages, and even write stories!

## What is a Transformer Model?



1  
A transformer is like a super smart robot brain that helps computers understand and use language.



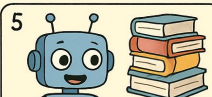
2  
It reads all the words at once. Instead of one at a time, so it can understand the full meaning better



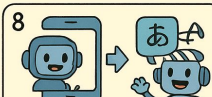
3  
It pays attention to important words in a sentence, kind of like how you listen closely to the main parts of a story



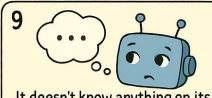
4  
It's made of layers, kind of like a cake, where each layer helps understand the sentence better



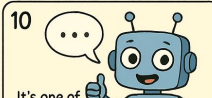
5  
It learns by reading a LOT of stuff, like books, websites, and stories, so it gets better over time



6  
It's used in things like chatbots, translation, and writing help, even in games and movies!



7  
It doesn't know anything on its own—it just learns from patterns in what people have written



8  
It's one of the smartest tools we have for helping computers read, write



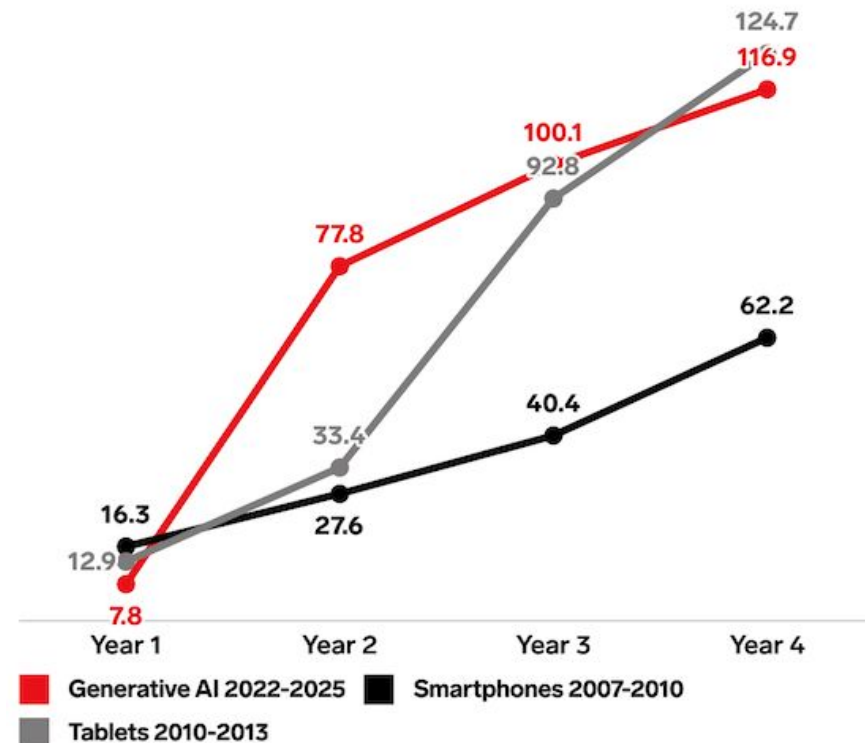
Full screen (f)

▶ 🔍 Det slimme boek is een beetje hoe een



## Generative AI Has a Steeper Initial Adoption Curve Than Other Recent Technologies

millions of US users

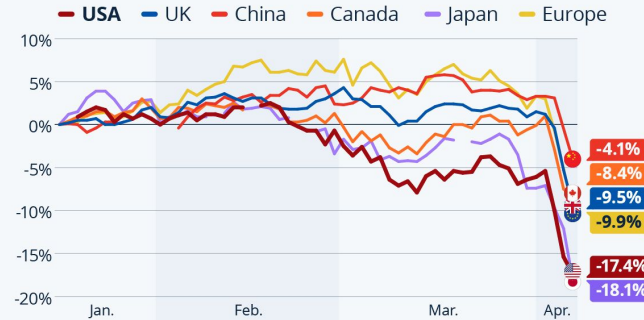


Trump Accused of Using ChatGPT to Create Tariff Plan After AI Leads Users to Same Formula: 'So AI is Running the Country'



Trump Tariffs Cause Global Market Meltdown

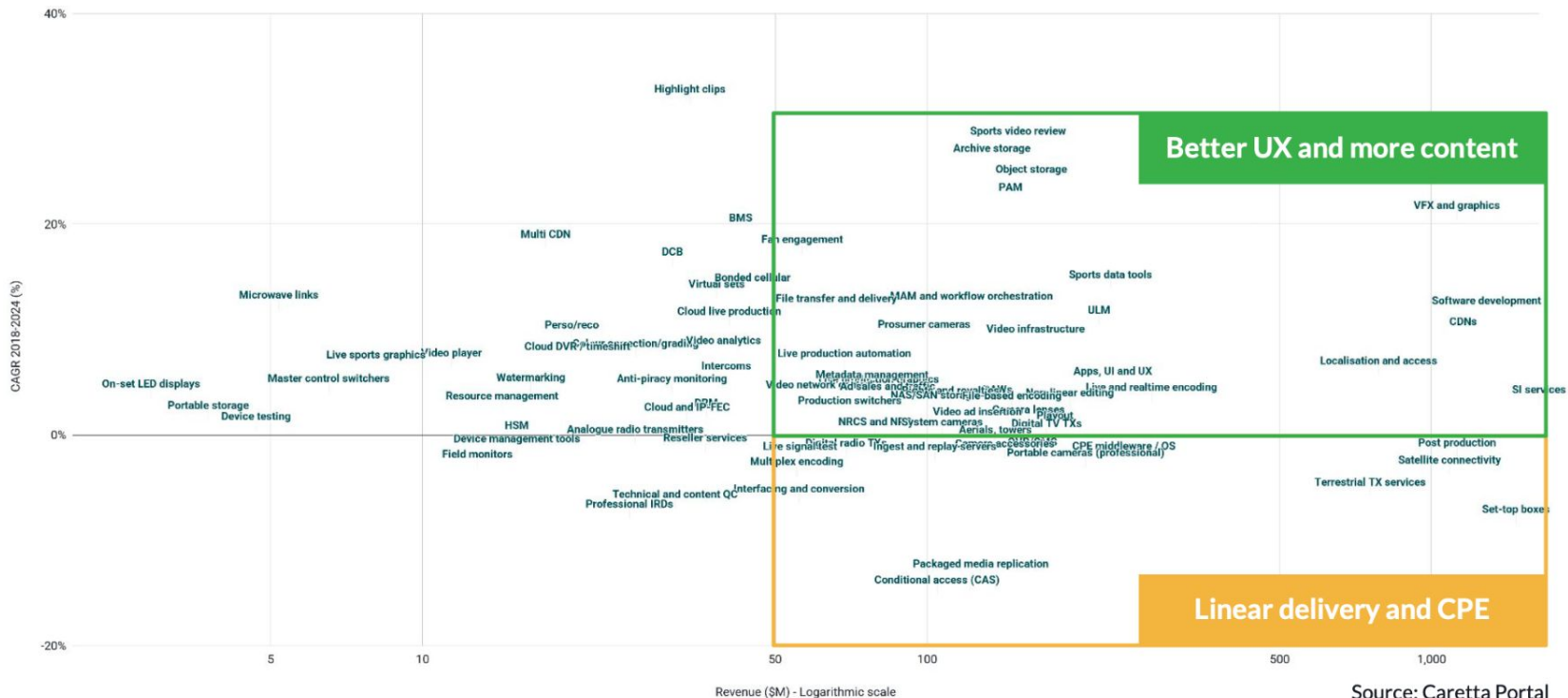
Change in major stock market indices since Trump's inauguration (vs. closing prices on Jan. 17, 2025)



Indexes used: S&P 500 (U.S.), FTSE 100 (UK), Shanghai Composite (China), S&P/TSX Composite (Canada), Nikkei 225 (Japan), Euro Stoxx 50 (Euro area)  
As of April 7, 9:30 EDT (Shanghai Composite/Nikkei 225: as of close)  
Source: Finanzen.net



# Where are investments currently being made?



Source: Caretta Portal



UNDERSTAND. DISCOVER. ENGAGE.



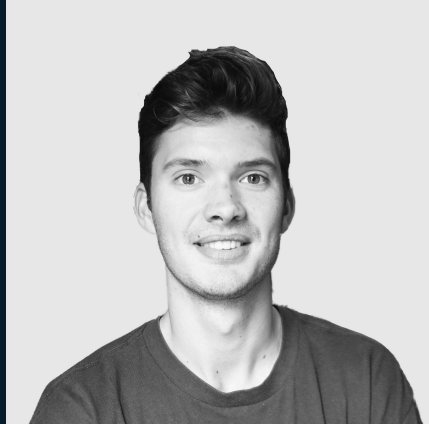


# **AI in Practice: Preview Distillery**

62ste Dutch Guild

May 2025

# Media Distillers



**Ward Pennink**

Machine Learning  
Engineer



**Alba Vega Mulet**

Product Owner



# Media Distillery - AI in Practice

## Preview Distillery™

Enhance Content Discovery with AI-Generated Video Previews



Using AI and machine learning to automatically identify and deliver **representative, dynamic snippets** from live broadcast and on-demand content.

Giving viewers a quick and **appealing glimpse of a program's content**, improving the experience of choosing something to watch.





# Preview Distillery - *Why?*



# Preview Distillery - *Why?*



**Time**



**Clarity**



**Frustration  
reduction**



**Dynamic**



**Accessible**

# Preview Distillery - Challenges

## The Previews

Short & Informative

No Spoilers

No commercials/promos (Broadcast)

No graphics on screen (Broadcast)

No nudity/profanity/extreme violence/etc

No cut sentences



# Before Foundation Models



## Single-Purpose Training

Models built for specific tasks only



## Resource Intensive

Required extensive data collection and annotation work



## Limited Adaptability

Poor performance on new domains

# Foundation Models

“

A foundation model is a large-scale AI model **pre trained on broad, diverse data** using self-supervised objectives, which can then be adapted to a **wide range of downstream tasks.**

”

*ChatGPT*

# Foundation Models



General *understanding* of  
the world



Ability to execute any task



Work in subjective domain

At Media Distillery, we want to leverage these **broad**  
capabilities for our products

# Subjectivity

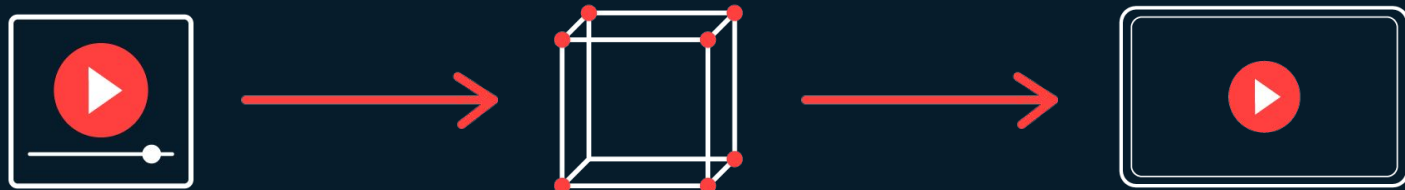


# Preview Distillery





# Preview Distillery



*Black box*

# But...

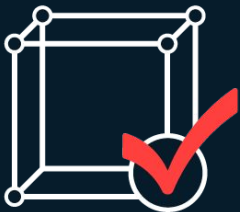
We don't really understand how these models work

- ▶ Hallucinations
- ▶ Inconsistency
- ▶ Incorrect reasoning

# In practice

Models behave like an intelligent, stubborn **child**

they will *understand* what you're saying, but there's no guarantee that they will listen



**Psychological or behavioral** analysis of the model

# Simplify the problem



## Technical constraints

Sentence cutting  
Single scene  
Match program



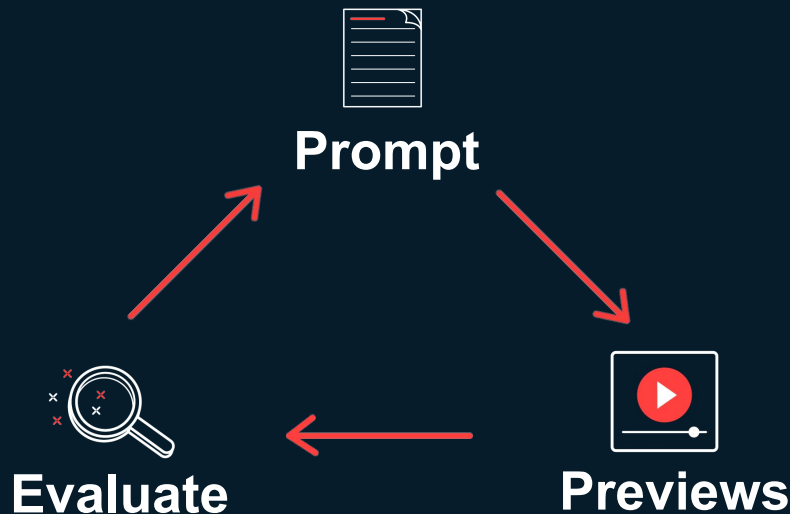
## Filter large part of the video



## List of candidate videos


# Iterative improvements


Out of clips that satisfy these constraints, find the *best*



# Preview Distillery

## Feedback





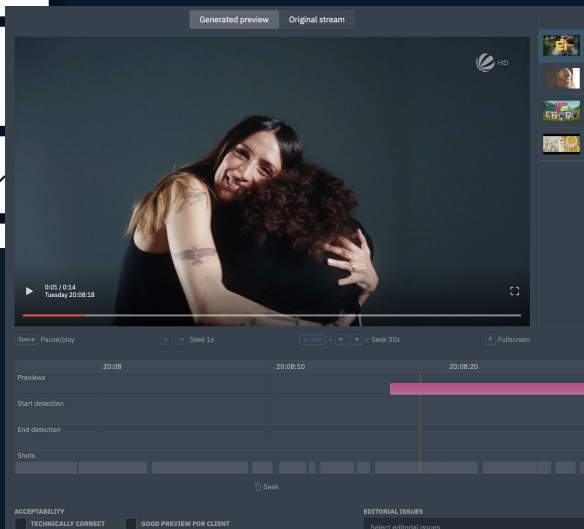
Title: Beyond Paradise


Preview Quality:  
☆☆☆☆


Does this Preview help me decide if I want to watch this program?  
☒ Yes ☐ No

Please elaborate why  
Good sequence

Duration feeling:







 **Preview distilled - stream0607 - prod**  
**Program Title:** Terra X  
**Program ID:** 72aba171-c6c9-3f65-a0f8-aeac250cec65


Preview Time: 2025-05-13 22:52:13 - 2025-05-13 22:52:31  
Pipeline Type: heuristic\_clip  
Length: 17.5s  
Genres: Documentary,History,Nature,Science  
Ad Break Detected:   
Detected EPG Start: 2025-05-13 22:43:58  
EPG Start Time: 2025-05-13 22:45:00  
EPG Stop Time: 2025-05-13 23:15:00

Play Preview: [Video Teaser](#)

(8 kB) ▾



 1  1 

 **6 replies** Last reply today at 4:06 PM





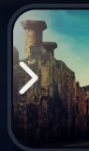
# Mary Berry's Simple Comforts

Mary Berry explores the wonderful world of simple comfort food, bringing fuss-free recipes that can warm the cockles and lift the spirits.



Watch First

Highlights powered by Preview Distillery



For you



Graham Norton Show

Watch now

On Graham's sofa are Cate Blanchett, Kate ...



For you



David Mitchell's Outs...

Watch now

Six intrepid comedians. One pedantic host. F...





# Preview Distillery - AI in Business terms



**Transparency**



**Collaboration**



**Flexibility**



**Communication**

# Preview Distillery - AI in Practice

Q&A



UNDERSTAND. DISCOVER. ENGAGE.

**Alba Vega Mulet**

alba.vega@mediadistillery.com

**Ward Pennink**

ward@mediadistillery.com



[www.mediadistillery.com](http://www.mediadistillery.com)