



AI MEDIA

Portland Trail Blazers Automates Captions with AI-Media's Technology

CASE STUDY



“ Every NBA team should take a look at LEXI.”

Bruce Williams, Technical Manager,
Portland Trail Blazers

The Portland Trail Blazers is one of the NBA's best-known franchises, with a fanbase that extends well beyond its home in America's Pacific Northwest.

With AI-Media as their captioning partner, the Trail Blazers has simplified broadcast captioning for their games with a highly accurate and cost-effective end-to-end solution.



Key Outcomes



Saved significant time and money with an integrated LEXI and Encoder Pro solution



Achieved up to 98% caption accuracy while reducing per hour costs



LEXI's custom dictionary enhanced accuracy by recognizing basketball terms



Encoder Pro streamlined workflows while ensuring low-latency captions



Encoder Pro saved time with easy set up and efficient caption management

Challenge

Previously, the Trail Blazers used live human captioners to provide accessibility for its game coverage. However, its technical team was spending significant time managing captioning resources, and the price of human captions soon exceeded its production budget, limiting the team's ability to meet their accessibility targets and obligations.

Solutions

After assessing competing captioning vendors, the Trail Blazers chose AI-Media for its highly accurate and cost-effective solutions. We delivered an end-to-end solution that provides all the technology the franchise needs in one place, combining our LEXI automated captions with our Encoder Pro encoder.

Easy to manage and affordable, LEXI's accuracy far exceeds that of typical 'out-of-the-box' captioning solutions. The secret to LEXI's high accuracy is its unique Topic Models – or custom dictionary – which is perfect for sports captioning. It enhances accuracy by recognizing:

- ▶ Sport-specific terms and athlete names
- ▶ Commentator names
- ▶ Event-specific information like venue names and locations

AI-Media's Encoder Pro encoder is the market-leading HD-SDI encoder that's trusted by major TV networks worldwide. Easy to set up and use, Encoder Pro offers low operational cost and low-latency caption display.

Results

With LEXI and Encoder Pro, the Trail Blazers maximized caption accuracy while saving time and significantly reducing costs.

LEXI allowed the Trail Blazers to achieve up to 98% caption accuracy. Its technical team were able to scan the Trail Blazer's website to add specific terms into LEXI's Topic Models, providing a quick and easy way to enhance accuracy.

Our Encoder Pro encoder was very easy to set up and manage. Its web portal allowed the team to efficiently schedule captions, as well as turn them on and off.

“LEXI has provided us with accuracy above expectations, while significantly reducing our costs.”

Bruce Williams, Technical Manager,
Portland Trail Blazers



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Find out more about AI-Media's
captioning solutions at ai-media.tv
or contact sales@ai-media.tv