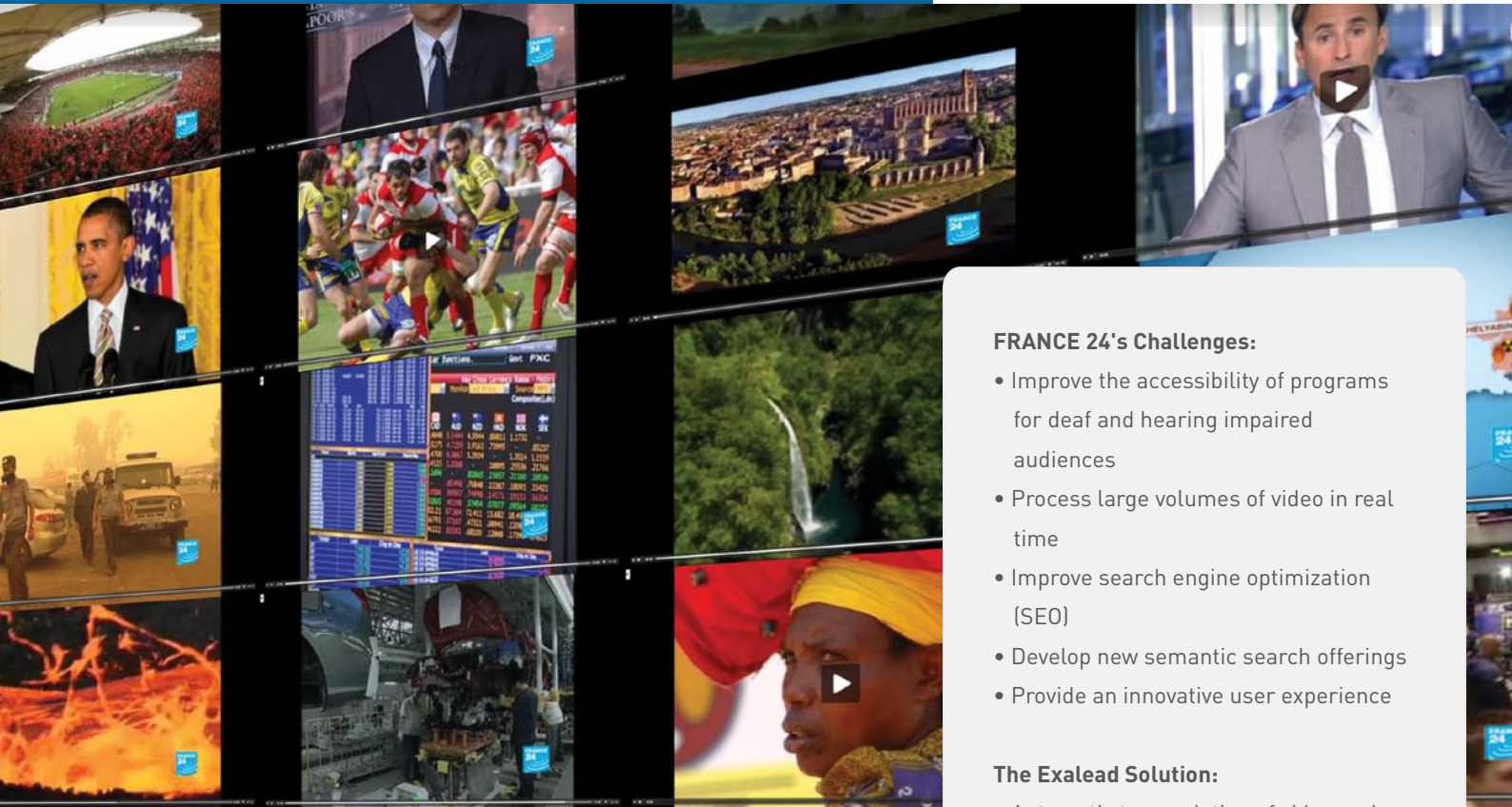


TV Online: FRANCE 24 video clips transcribed automatically to text!



FRANCE 24's Challenges:

- Improve the accessibility of programs for deaf and hearing impaired audiences
- Process large volumes of video in real time
- Improve search engine optimization (SEO)
- Develop new semantic search offerings
- Provide an innovative user experience

The Exalead Solution:

- Automatic transcription of video and audio into text, or "speech-to-text transcription"
- Real-time semantic indexation of transcripts to enable online audiences to search and navigate within the last 24 hours of broadcasting
- Automatic categorization and clustering using thematic keywords and the names of people, places, organizations and events, significantly improving the referencing and archiving of broadcasts
- Navigation via timeline of video content

About FRANCE 24

FRANCE 24 is the first international news channel that brings a French perspective and sensibility to coverage of world events. It broadcasts on a 24/7 basis in French, English and Arabic across Europe, the Middle East, Africa, Asia and the Americas. FRANCE 24 can be accessed by cable, satellite, ADSL and mobile phone. The website www.france24.com is available in 3 languages (English, French and Arabic).

Website: <http://www.france24.com>



www.france24.com : en direct et en VOD où que vous soyez

Context and Objectives

Since its launch in 2006, FRANCE 24 has emerged as an industry leader by offering a unique perspective on international news and by taking advantage of new technologies to do so effectively. All the while, FRANCE 24 has stayed true to its original mission: to cover international news around the clock from a French perspective and to convey French values throughout the world.

With the support of its parent company AEF, a publicly funded holding company that ensures the development and promotion of new French audiovisual media on an international scope, FRANCE 24 is continually expanding its coverage to new audiences and international regions. In order to maintain its role as a leader in international news, FRANCE 24 decided to invest in the convergence of its mediums and develop a digital and Web infrastructure for all its programming. So, the company launched FRANCE 24 Lab to focus on research and development in Internet technologies and new media.

In February 2008, FRANCE 24 launched its first prototype of an HD (High Definition) Video Player. With the player, users can not only navigate through FRANCE 24's archives, but also stop, pause and rewind live programming without waiting until the program has ended or been published in the channel's video-on-demand (VoD) directory.

But FRANCE 24 didn't want to stop there. FRANCE 24 Lab wanted to be at the forefront of innovation; so they sought out a technology partner who could help them evolve and differentiate their offering.

FRANCE 24 in Brief

- Available in 125 million households in 180 countries.
- 20 million weekly viewers in 2009 across its broadcasting zones.
- 6 million unique online visitors per month. Nearly 80 percent of the online audience is logging on outside of France (including 1.5 million from the USA).
- The first international news channel to broadcast live programs for free, in multiple languages, on the iPhone®, earning FRANCE 24 the "Best Innovative Technology" first prize in the 2009 AIB Media Awards.

The Exalead Choice

FRANCE 24 researched many possible partners, but ultimately chose Exalead to help meet its technological challenges. “After we launched our prototype in 2008, we needed a partner who could help us enhance our product and enrich it with distinctive new functionalities within a very short timeframe. Exalead was a natural choice given their track record of innovation and reactivity,” states Michel Lévy-Provençal, Multimedia Studio Director at FRANCE 24.

“Exalead produced a compelling demonstration of the power of a search based application to provide transcription and semantic indexation of our videos and content.”

Michel Lévy-Provençal
Multimedia Studio Director
FRANCE 24.



The Project

In partnership with Exalead, Yacast Media and Vecsys, FRANCE 24 Lab decided to launch a new feature on its broadband video player that could automatically transcribe texts from the last 24 hours of programming. “Exalead produced a compelling demonstration of the power of a search based application to provide transcription and semantic indexation of our videos and content,” notes Michel Lévy-Provençal, Multimedia Studio Director at FRANCE 24.

FRANCE 24 Labs was able to rapidly integrate these functionalities into its HD player, with automatic transcriptions produced for every word spoken - from the comments of program hosts or guests to journalist reports - appearing in a panel adjacent to the broadcast video.

The application of semantic processing to these transcripts enables video content to be analyzed, classified and categorized without any human intervention. It is a breakthrough for the archival and referencing of content, and opens up new possibilities including:

- **Automatic translation:**

Once a transcript has been extracted from a video stream (which happens automatically and in near real-time), it becomes available for a host of processing possibilities, including subtitling and automatic translation. Imagine a translation tool that could be automatically applied to a transcript of a live broadcast. Even if the translation was not perfect, it would still provide an invaluable aid to comprehension.

- **“Full Text” Video Search:**

As a result of semantic indexation of transcripts, keyword search within the entirety of a video’s content could also be offered. Using thematic keywords or the names of people, places, organizations and events, audiences could use a simple Web-style search text box to determine if a video contains a given term (or a close match), and jump right to the point in the broadcast where the term is used.

- **Dynamic Navigation of Videos:**

As a further aid to exploration and accessibility, the digital segmentation of videos and the semantic structuring of video content could also be used to generate a dynamic navigational menu for each individual video.



What's Next

All of these possibilities are being evaluated by FRANCE 24. According to Michel Lévy-Provençal, "We have been very pleased with the results to date. We now have the capacity to transcribe our programming with only a slight delay, and even though the transcriptions contain minor errors, they represent a huge advance in content accessibility. We foresee being able to leverage this technology in the near future to automatically categorize our video content, add metadata and subtitles and even achieve automatic translation."

Moreover, as a leading international news channel, FRANCE 24 understands the importance of public search engines and the user experience in maintaining a strong market position on the Internet. "Within a very short period of time, this technology will also greatly improve the relevance and visibility of our content in public search engines. And this technology is providing a valuable, differentiating service to our hearing impaired audience. Finally, we have also succeeded in producing something that can be used as a helpful educational tool for learning new languages – certainly another advantage in attracting and retaining new audiences."



Contact us to discover for yourself why Exalead is the right search platform to work with your structured and unstructured information. Visit www.exalead.com to learn more.

About Exalead

- E.U. Headquarters, Paris, France - U.S. Headquarters, San Francisco, CA
- Offices in 7 countries
- 250+ customers worldwide
- Founded in 2000 by AltaVista executives

Exalead is a division of Dassault Systèmes, whose 9000 employees and 6000 partners provide 3D based applications, PLM based applications, and Search based applications to more than 115,000 customers in 80 countries.

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