



IBC Accelerator Programme 2026

AI for Live Sports and Beyond: Rewiring live media
via Agentic AI Orchestration and “meCast”

Imagine the Future

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The idea

“What if AI could automate, unify and personalise every live media workflow, transforming complex siloed operations into one seamless, intelligent experience?”



AI for Live Sports and Beyond: Rewiring live media via Agentic AI Orchestration and “meCast”



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Champions

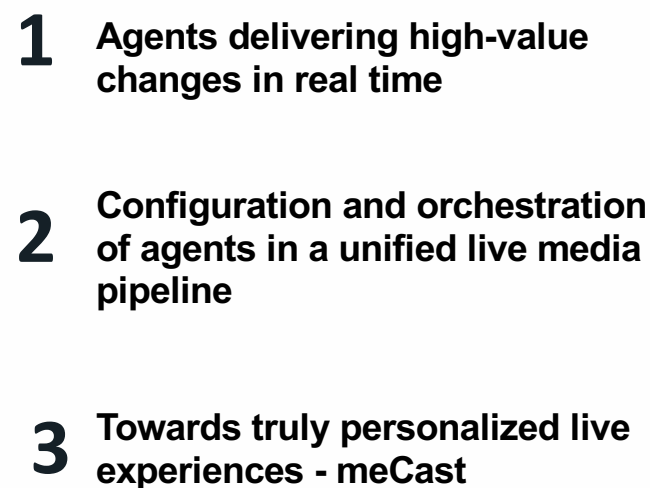


Participants





Exploring how AI agents can orchestrate live sports production to create personalized, adaptive and engaging experiences in real time.



Orchestrator

Dynamic Personalization

Responsible AI & Guardrails by design

Seamless Human-AI collaboration

IBC ACCELERATOR 2026 | AI FOR LIVE SPORTS AND BEYOND



The problem statement

To create a unified, AI-enabled live media pipeline, using agentic orchestration to connect technologies and coordinate workflows while enabling real-time personalization at scale.

The typical live media landscape is operationally complex

- Featuring heavy, manual, resource intensive workflows
- Often with fragmented systems, and complex technology and partner ecosystems

Orchestrated workflows promise new levels of efficiencies and engagement

- From manual, fragmented operations to efficient, unified orchestrated flow
- Audience demand for deeper personalization and engagement
- Move towards new monetization models, global audience and revenue

Right now in an ideal inflection point – the workflow is ready to go

- Agentic workflows and AI have reached sufficient maturity and readiness
- Opportunities for deeper audience engagement and personalized Ad/Marketing exist already through main, social media channels
- It is critical to retain trust and human edge



Project Objectives

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Exploring how AI agents can orchestrate live sports production to create personalized, adaptive and engaging experiences in real time.

The POC had the following objectives:

1

Create a foundational unified platform blueprint

2

Implement 3-4 key functional live agent use cases

3

Demonstrate a sample end-to-end agentic cross functional orchestration use case

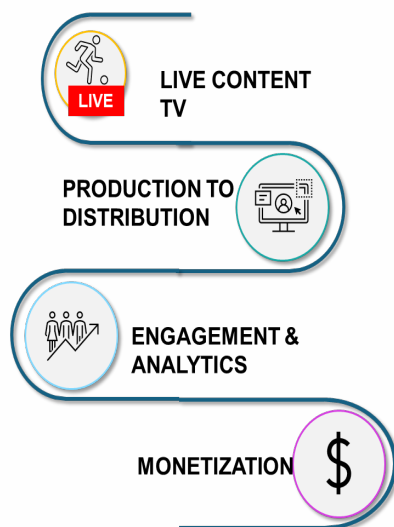
Pillars:

- Unified Agentic Orchestration
- Personalization & Dynamic content evolution
- Seamless human-machine collaboration
- Modular plug and play scalable Agentic components
- Responsible AI, Trust and Governance Guardrails



Use cases in scope

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Live semantic Intelligence and Highlights Agent

Sub-5s AI clipping, metadata & publishing at scale

Live Contextual Localization and Dubbing

Multilingual dubbing with near-zero latency

Live Content Intelligence & Moderation

Real-time compliance, fact-checking & moderation

Ad Intelligence & Monetization

Personalized Ad Insertion

Real-time compliance, fact-checking & moderation

Contextual Ad Decisioning Intelligence

Contextual SSAI, FAST channels & programmatic

Engagement Analytics and Real time vertical video

Personalized fan analytics & Parallel AI processing for mobile-first distribution

Personalized meCast Experience and Immersive Audio

astro

itv

mbc
GROUP



Overall solution blueprint

Intelligent end to end orchestration & Responsible AI



Six Agents, One live-media platform blueprint

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1

UNIFIED LIVE AI PLATFORM BLUEPRINT

2

ORCHESTRATION CORE— THE HEART

configure • plug and play • combine • scale

3

LIVE AGENTS IN ACTION + SCALE FOR FUTURE



CURRENT PARTNER ECOSYSTEM: TCS • CAMB.AI • DALET • ADMONGREL • SHURE • AWS

4

PERSONALIZED USER PLATFORM VIEW viewer context × live intelligence × monetization

PERSONALIZED FAST

HIGHLIGHTS

WATCH PARTIES

IMMERSIVE AUDIO

EMBEDDED RESPONSIBLE AI & TRUST • SEAMLESS HUMAN-AI COLLABORATION • MONETIZABLE

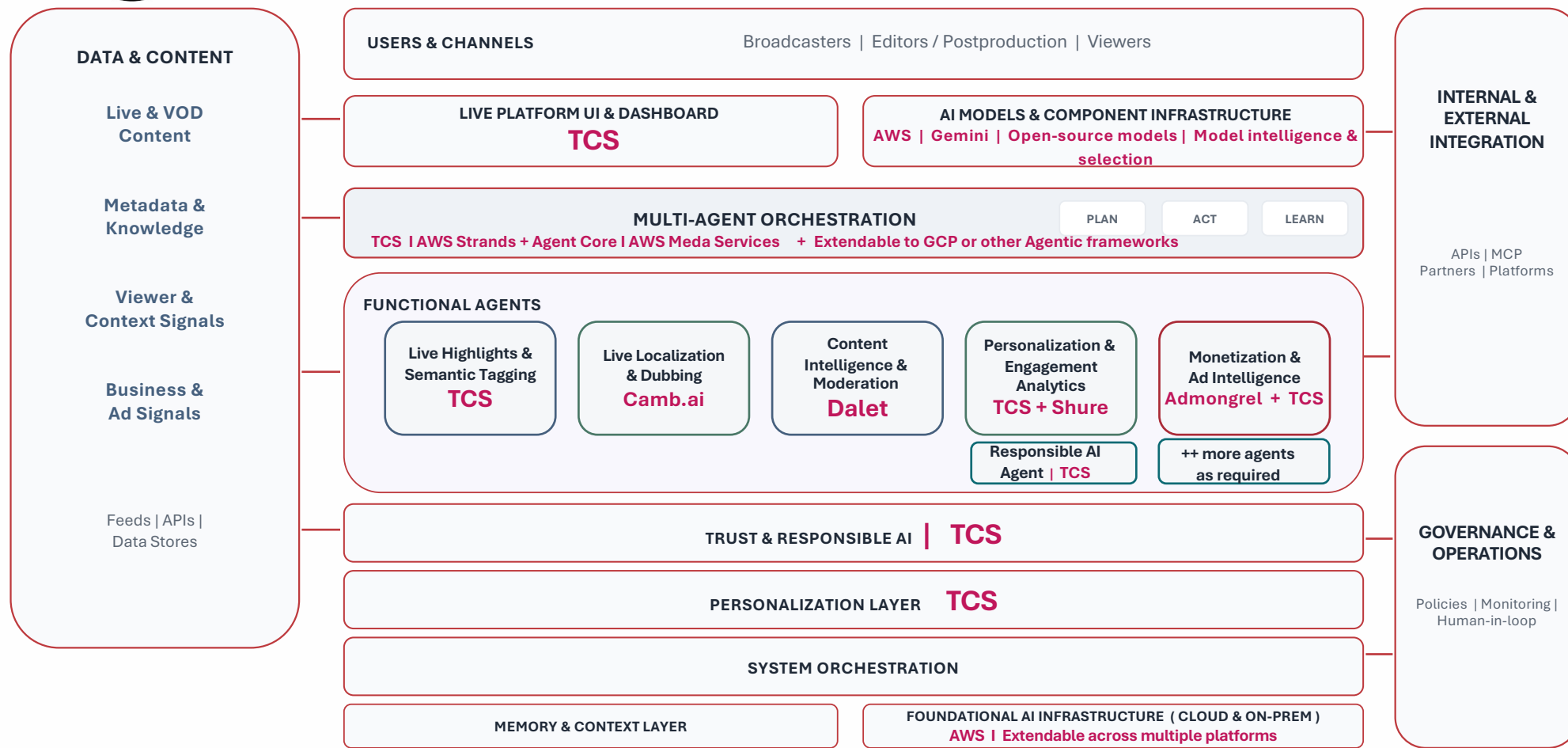
LIVE SPORT PROVED IT → NEWS • ENTERTAINMENT • EVERY FORM OF LIVE MEDIA



Agentic AI Platform for Live Media: Solution overview

We collaborated across the use cases and layers..

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Key Highlights – Approach to the solution

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1

Reinventing the Live Production Pipeline

Automated. Intelligent. Scalable.

BUSINESS FOCUS

- AI-assisted production and workflow automation
- Real-time highlights and content enrichment with live localization
- Integrated Content Moderation & Add Ecosystem

LIVE PRODUCTION PIPELINE ON MODERN CLOUD



Enhanced Audio Capture, Localization

IP Array Capture, AI Enhance, Custom Mix, Subtitling, Dubbing, Translation

VALUE-ADDED THROUGH ECOSYSTEM PARTNERS

Content Moderation

Toxicity, Brand safety, Policy enforcement

Ad Generation

DAI, Add Personalization

Capabilities

Responsible AI Framework

2

The Sports Agentic OS

Decide. Personalize. Monetize.

BUSINESS FOCUS

- Right-model intelligence for every sports use case
- End-to-end ad insertion ecosystem expertise
- AI harness for orchestration, governance and scale

Model Intelligence & Selection

AI Harness: intelligence to choose the right model

Multi-model evaluation: frontier & open-source
Performance, cost, latency & quality insights
Continuous evaluation & re-ranking

Governance & Guardrails

Policies, guardrails & content controls

Observability, monitoring & auditability
Safe, responsible & compliant AI

Agentic Services

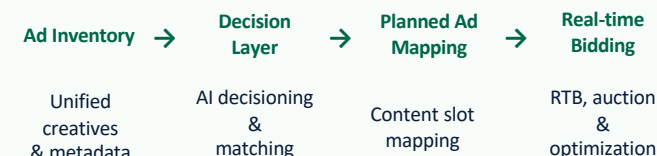
Highlight generation

Audience segmentation

Personalization & recommendations

End-to-End Ad Insertion Ecosystem

Competence across the entire ad value chain



WHAT THIS ENABLES

Right model for each task

Governed AI at scale

Personalized sports experiences

Integrated ad decisioning

Cloud-native live operations



Additional considerations – Model training and fine tuning, performance benchmarks

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Capability / Metric	Cloud-Hosted APIs (GPT-5.5, Nova 1.0 Pro, Gemini 3.1 Pro)	On-Premises Open-Weight (Llama 4, DeepSeek V4)
Live Broadcasting Execution	Excellent — native, sub-second multimodal audio/video ingestion allows direct stream parsing.	Good — requires decoupled pipelines (e.g., Whisper + vision models feeding an LLM), adding complexity.
VOD Catalog Processing	Cost-prohibitive — processing deep archives (thousands of hours) incurs massive token fees.	Highly cost-efficient — higher up-front infrastructure cost, near-zero marginal cost at bulk scale.
Data Privacy & Compliance	Moderate — relies on enterprise cloud agreements and data-protection addenda.	Maximum — proprietary, unreleased content stays within private, air-gapped infrastructure.
Customization & Controls	Restricted — prompt engineering, basic fine-tuning, rigid provider safety filters.	Full — deep domain fine-tuning (LoRA), structural formatting control, custom taxonomy alignment.
Infrastructure Overhead	None — serverless access via simple endpoints with globally managed scaling.	High — requires orchestration of local GPU clusters (H100s/B200s), vLLM engines, hardware upkeep.

LLM Model Recommendations: On-Premises vs. Frontier

ON-PREMISES

DeepSeek V4 Pro

Bulk micro-genre tagging, taxonomy mapping, automated scene-by-scene chapter markers.

Matches frontier benchmarks; runs locally at negligible marginal cost for vast archives.

ON-PREMISES

Meta Llama 4 (8B/70B)

High-volume automated summaries, SEO title extraction, structured recommendation vectors.

Exceptional value density; optimized for standard enterprise GPU clusters via quantization.

CLOUD API

Claude 4.8 Opus

Deep semantic script analysis, localized dubbing scripts, emotional tone matching.

Highest creative quality with strict compliance; premium pricing best for marquee titles.

CLOUD API

Gemini 3.1 Pro

Real-time multi-language translation, live sports commentary, interactive viewing agents.

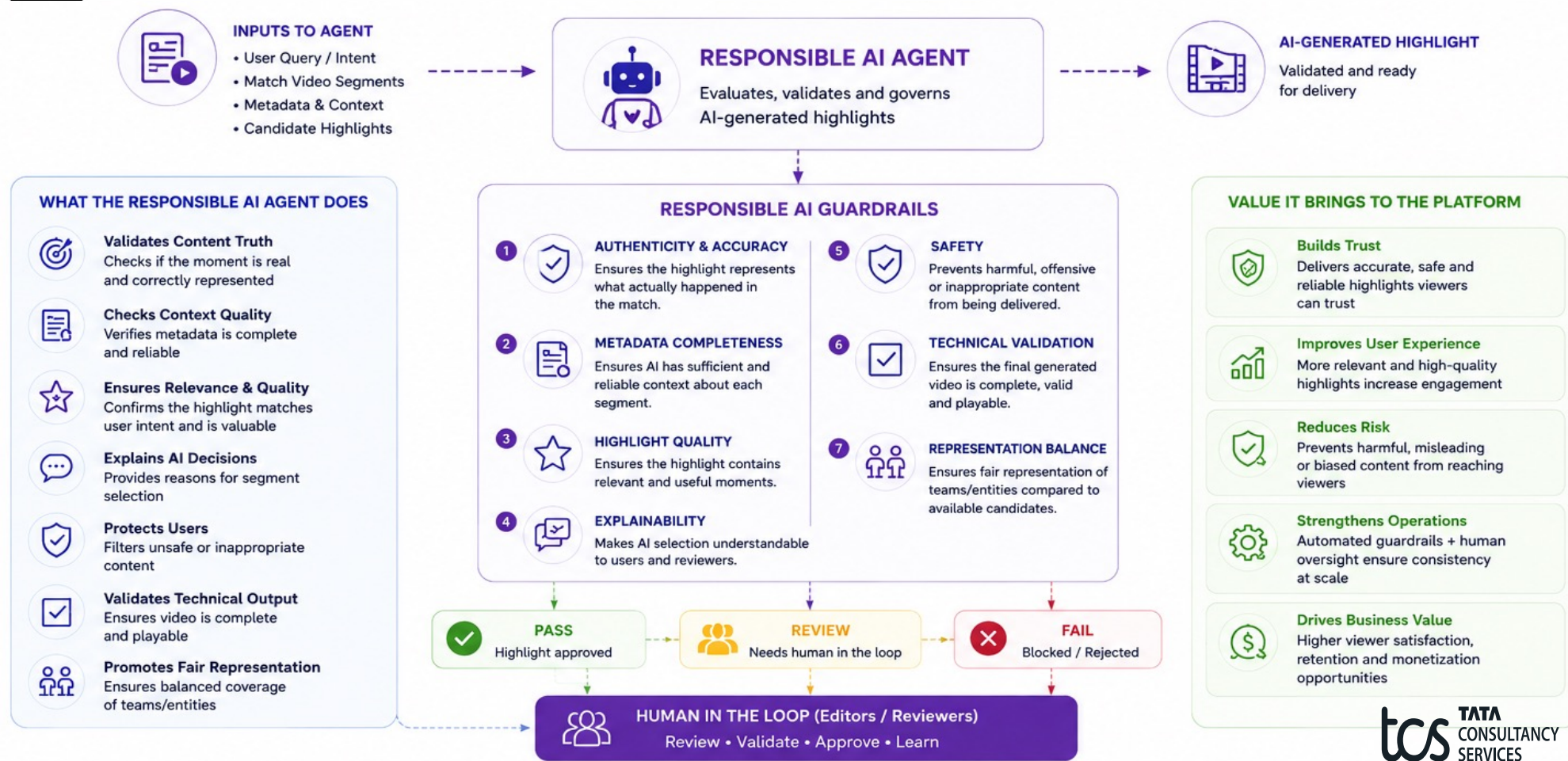
Leading cost-to-performance for multimodal streams; up to 2M token context.

Supervised fine tuning – Specific Media Data Training & Distillation Large Teacher Model to Train Specialized Student Model

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Responsible AI – we incorporated a few key scenarios #IBCAccelerators2026





Use case 1: Live semantic
intelligence and highlights
agent + real time vertical video





Live Semantic Intelligence + Highlights Agent + Real-time vertical video

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From a live moment to context-rich, audience-ready content

WHY IT MATTERS

Live sport creates moments faster than traditional metadata and editing workflows can respond.

The agentic workflow understands the event as it happens, then turns that context into usable clips and metadata for downstream experiences.

<5s

Ideal project target clip-to-publish

Latency metrics are being validated for the public showcase.

01

LIVE FEED

Video + audio



02

SEMANTIC AGENT

Detect event • player • action
• scene • emotion • Transcript



03

CONTEXT

Rich, searchable metadata
+ event understanding



04

HIGHLIGHTS AGENT

Default clips or intent-led creative cuts

RESPONSIBLE AI AGENT GATE → CLEARANCE

INTENT-DRIVEN ORCHESTRATION

“Show me every goal by this player”

Semantic Agent builds the context →

Highlights Agent creates the relevant cut →

Producer can review, merge, download or publish

THE UNLOCK

One semantic understanding layer → many live experiences

Highlights • discovery • personalization / meCast • localization • monetization

HUMAN IN THE LOOP



Use case 2: Live contextual localization and dubbing





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Use case 2: Live contextual localization and dubbing



SETUP STEPS

Connect Source

SRT, RTMP or HLS ingest - no new hardware required

Select Languages & Destinations

Choose from 150+ languages; output via SRT, HLS or RTMP

Go Live

Stream is becomes multilingual automatically

WHAT VIEWERS GET

Native-Sounding Voice

Cloned voice with emotion transfer that brings the excitement of sports to life

Original Broadcast Untouched

New language tracks added, nothing overwritten

One Track Per Language

Viewer picks their language in-player





Use case 3: Live content moderation



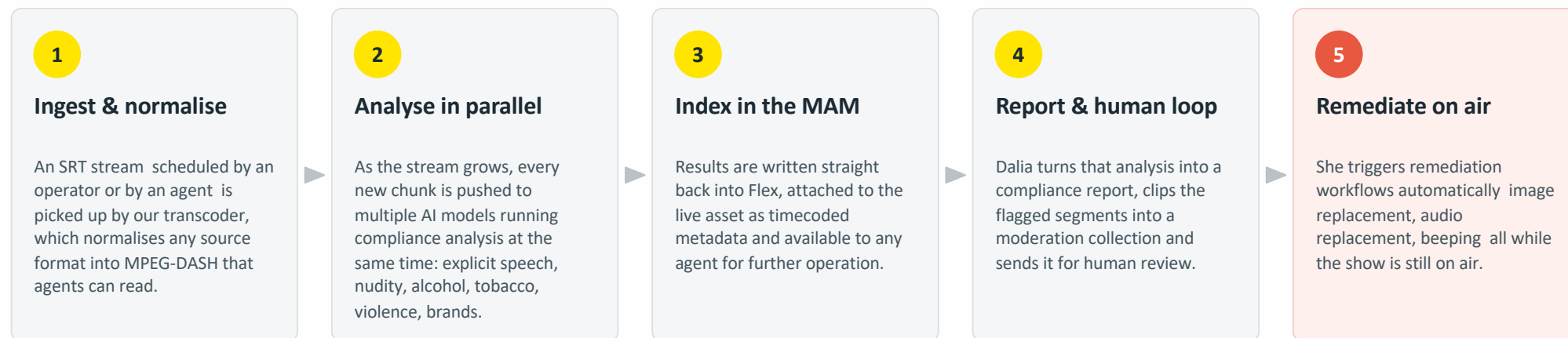


Use case 3: Live Content Moderation

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Moderation starts at ingest and acts while you are still on air

A live SRT feed becomes agent-readable media, analysed chunk by chunk by multiple AI models, indexed in the MAM, reported for human review and remediated automatically while live.



VALUE

Faster content discovery

Faster monetisation

Tag any use case while live

Automated downstream work

Agentic-first, everywhere

Dalet Ingest Portal · InStream · Flex MAM · Dalia · Dalet Cut & Review | Amazon Bedrock — Nova 2 Lite, Pegasus 1.0 | TCS agent swarm orchestration





Use case 4: Personalized Ad Intelligence





Workflow and technology

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One call in, one targeted stream per viewer out

ADMONGREL AD AGENT

Profiles in

viewer personas arrive with the source, in a single call

› Targeting

each profile becomes sport, team, player, league, language, market, device, tier

› Decision

unsuitable creatives excluded, then the agent chooses the break — and says why

› Ad server

that viewer's advertisement published as VAST, ready before the cue fires

› A stream each

one playback URL per viewer, all from the same channel

MEDIA PIPELINE

Ingest

MXF MP4 MOV TS
SRT RTMP HLS

Any broadcast source

› Normalize

H.264 / AAC
Master file

Files only — live skips this

› Encode

AWS
MediaLive

Encoded once for everyone

› Package

AWS
MediaPackage

HLS with SCTE-35 markers

› Personalize

AWS
MediaTailor

One session per viewer

› Deliver

CDN

HLS to any player

called at every break, once per viewer

Every advertisement is chosen and published before the break begins — so the cue fires into a decision that is already waiting, and nothing has to think while thirty seconds of airtime runs.



Use case 5: Personalized ads, engagement analytics & monetization

AI-Decision Contextual Ad Decisioning & Bidding

Bidder brief + approved pools → live moment intelligence → context-fit bidding → least-disruptive delivery



1 SIGNAL SOURCES

VIEWER & DEVICE

profile • territory • device • subscription

LIVE MATCH

score • event • phase • player involvement

CROWD SIGNALS

audio energy • visual engagement

BID FORM + POOLS

creative • bid • context mode • validity • guaranteed / auction

2 INTERPRET, MATCH & VALUE

GAME CONTEXT

event • phase • player

VIEWER MEANING

team affinity • tastes • moment

MOOD + ATTENTION

mood • energy • focus

DYNAMIC BIDDING ENGINE

$\text{bid} \times \text{ad-sport fit} \times \text{mood} \times \text{attention}$

dynamic floor • effective bid

freshness / pacing • creative rank

3 SELECT, FORMAT & DELIVER

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1 ELIGIBILITY

creative ready • mode fit • validity • duration

2 MOMENT GUARDRAIL

marquee entry / key play → hold

3 AD SELECTION

guaranteed / top bid • above floor • fresh

4 OUTPUT

creative • price • why • SSAI/SGAI • analytics

STATE + DELIVERY CONTROL

MEMORY

ad history • last brand

DELIVERY + WINS

caps • budget • pacing

POLICY + TIME

rules • duration • clock

RESUME COORDINATION

stop SGAI • shift SSAI • de-dupe

AI FORMAT POLICY • Based on the game events selects the least-disruptive format: Key play → OVERLAY / L-BAND / SIDE PANEL • Natural break → FULL AD

RIGHT AD • RIGHT VIEWER • RIGHT MOMENT • BEST VALUE



Use case 6: Live focused capture and custom audio mixing (Personalized audio experiences)

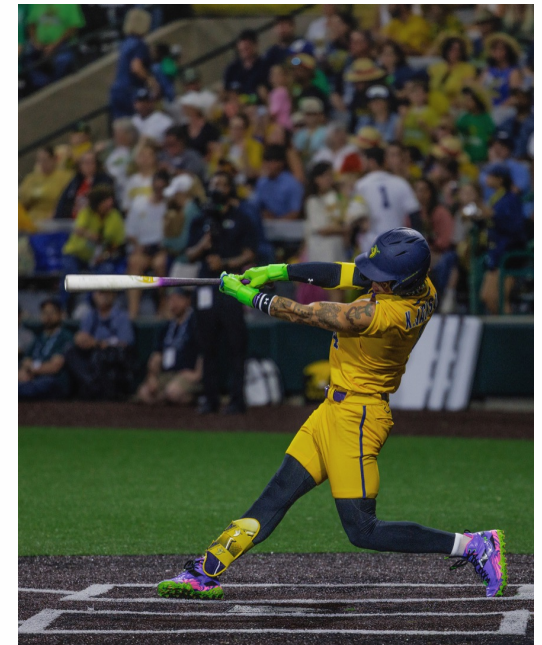
SHURE



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Exploring the Future of Personalized Sports Audio

- **Built around the fan.** Bring every viewer closer the players, plays and sounds they care about most.
- **Hear more of the game.** DCA901 broadcast mic array captures and isolates more of the sound across the field.
- **Put the vision to the test.** The Savannah Bananas bring a fast-moving live sports environment to help test the meCast proof of concept.





Results and impact



Results at a glance

What the accelerator proved across the joint live AI pipeline



01

Personalized options in a below 5 second vision

Live highlights & semantic insights

AI clipping, tagging and publishing at live pace

Editorial-ready metadata in the same breath

02

Go Multilingual in Minutes

Launch a multilingual feed without complex workflows

Set up and go live in minutes with languages including Spanish, French, Japanese, Arabic, Mandarin, Hindi and Malay

With the potential(translate+dub) for 150+ languages from a single feed

03

[Auto-flagging and action]

Live Content intelligence/Moderation

Semantic intelligence:
[improved agging accuracy]

Moderation: [XX% less manual review]

04

[Audience & Revenue uplift] Personalization & monetization

Personalized highlights: [>50% watch-time]

Personalized Audio feeds to choose

Personalized ads: [2x+ higher CPM]

[~100% VCR observed. 95% guaranteed ads watched to the end]

Engagement analytics: [higher return rate]

COMMON FOUNDATIONS ACROSS EVERY USE CASE

Orchestrator

Plug-and-play agents in one live workflow

Dynamic Personalization

Context-aware experiences for every fan

Guardrails by design

Rights, consent and human oversight built in

Seamless Human-AI collaboration

Editorial judgement stays in the loop

Bracketed figures are indicative outcomes from the accelerator POC, final benchmarks to be confirmed jointly.



Impact: By use case

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Each pod use case delivered a measurable shift in how live media is produced

01

Highlights and semantic tagging

Clipping and metadata at live pace, not post-production pace

02

Live localization, dubbing, and end-user custom audio mix

One feed reaches many languages simultaneously

03

Live content intelligence

Compliance and fact-checking move from after to during

04

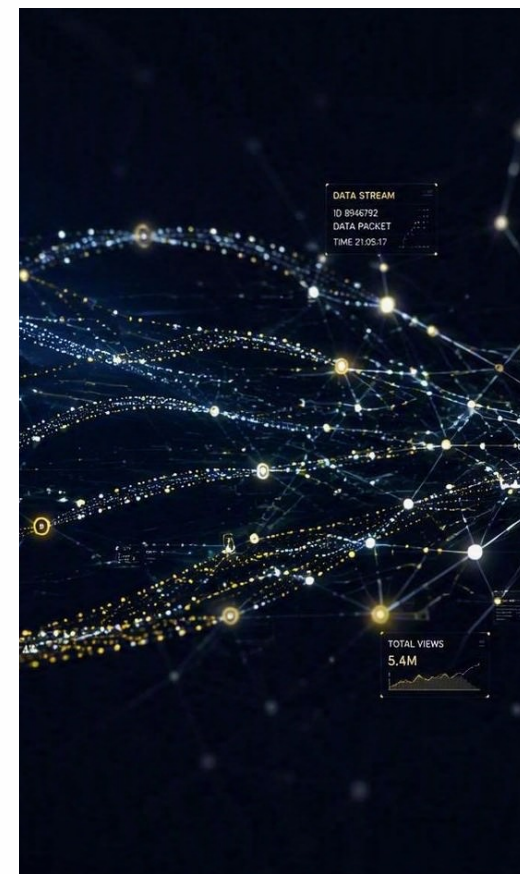
Personalized ad intelligence

Sponsor moments tied to the live action, not generic breaks

05

Fan experience and analytics

Personalized stats and replays without leaving the atmosphere





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Business impact and what it unlocks

From isolated AI pilots to a live pipeline the business can scale



Efficiency & Automation

- Manual, fragmented workflows to orchestrated configurable flow
- Improved efficiencies and speed to market
- Seamless Human-AI Agent collaboration: shift from repetitive tasks to creative judgement and refinement

Deeper Experience & Engagement

- Personalization delivered live, in language and in context
- Fans get choice, depth without losing the moment

Growth & Monetization

- Contextual sponsorship and new monetization models
- A blueprint that scales beyond a single event

The accelerator moved this from concept to a working, repeatable live pipeline. A scalable platform agnostic blueprint for the industry !!



Demo Placeholder

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IBC 2026 Accelerator - Champions/Participant: Astro, MBC, ITV, TCS, Camb.ai, Adhongrol, Shuze, Dalet

ACCELERATOR MEDIA INNOVATION PROGRAMME

AI for Live Sports and Beyond

Rewiring live media via Agentic AI Orchestration & “meCast”

One match becomes millions of personal broadcasts. The Live Agentic AI Platform coordinates the full live-media value chain — production to distribution to consumption — as one continuous, intelligent workflow.

[Open orchestration platform →](#) [See the value chain](#)

End-to-end live orchestration platform
One live feed, orchestrated through the chain into millions of personal streams

Signal flow Orchestrate

The diagram illustrates the live media value chain, starting from a 'LIVE FEED' and flowing through 'Ingestion', 'Intelligence', 'Content Curation', 'Personalization', 'Monetization', and 'Distribute'. The final output is '2.4M personalized streams'.

Live Agentic AI Platform

IBC ACCELERATOR 2026 - Agentic AI Engine

No Active Event
No description · Europe/London

• OFFLINE 67:31 START

LANGUAGE: Español (Spanish)

INGESTION

Control Room

Localization

INTELLIGENCE

Semantic Intelligence Agent

CURATION

Highlights Agent

RESPONSIBLE AI

SAFTI

AI-LOCALISED OUTPUT

Waiting for live ingest

The moment the source locks, this player mirrors it with the AI dub track and live captions in your chosen language.

WORKFLOW ORCHESTRATION PIPELINE

Multi-Agent · Plug & Play · Human-in-loop

1 INGESTION	2 INTELLIGENCE	3 CURATION	4 PERSONALISE	5 MONETISE	6 DISTRIBUTE
Localization Languages: 20+	Semantic Metadata Extraction Frames/s: 3,200	Highlight Detection Agent Detection: 62s	Personalisation Agent Profiles: 2.4M	Adaptive Dynamic Ad Insertion Decisioning: 207ms	PersonalAI Distribution Agent Viewers: 2.4M
Audio/Video Agent Sync: <ms	Semantic Tagging Agent Tags/Frame: 34	Contextual Localisation Agent Languages: 20+	User Profiling & Preference Agent Dimensions: 46	Monetisation Agent POT Channels: 3	Content Moderation Agent Pots Retn: 99.9%
Rights Validation Agent Rights: Cleared	Action Recognition Agent Actions/s: 248	Translation Agent Languages: 20+	Personalised Insight Agent Accuracy: 93%	Real-time Analytics Agent Interactions: 12M/hr	Speech-to-Text Agent WER: <2%
	Player Intelligence Agent	AI Commentary Agent	Social Media Auto-Clip Agent	Engagement Analytics Agent	Compliance + Rights Gate Agent



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Lessons learned & Next steps, Key considerations for future



1

Performance

Consistent quality and accuracy under live production load

2

Benefit Analysis: Cost and ROI

Sustainable economics as workloads grow

3

Latency

Real-time acceptable responsiveness at broadcast scale

4

Trust and Safety

Content integrity built in by design

5

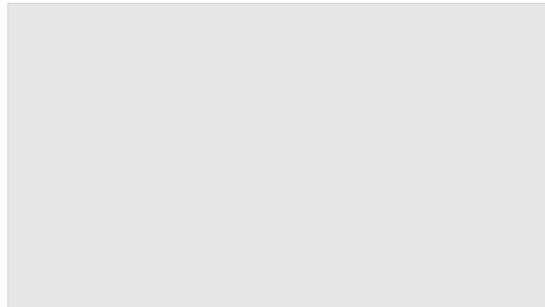
Responsible AI

Transparency, governance and human oversight



Summary of use cases

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Use case 1 : Live semantic intelligence and highlights agent + real time vertical video

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Use case 2: Live contextual localization and dubbing

CAMB.AI



Use case 3: Live content moderation

dalet



Use case 4: Personalized ad intelligence

admgrel



Use case 5: Personalized ads, engagement analytics & monetization

tcs TATA CONSULTANCY SERVICES



Use case 6: Live focused capture and custom audio mixing (Personalized audio experiences)

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**Thank
You**



Overall solution blueprint

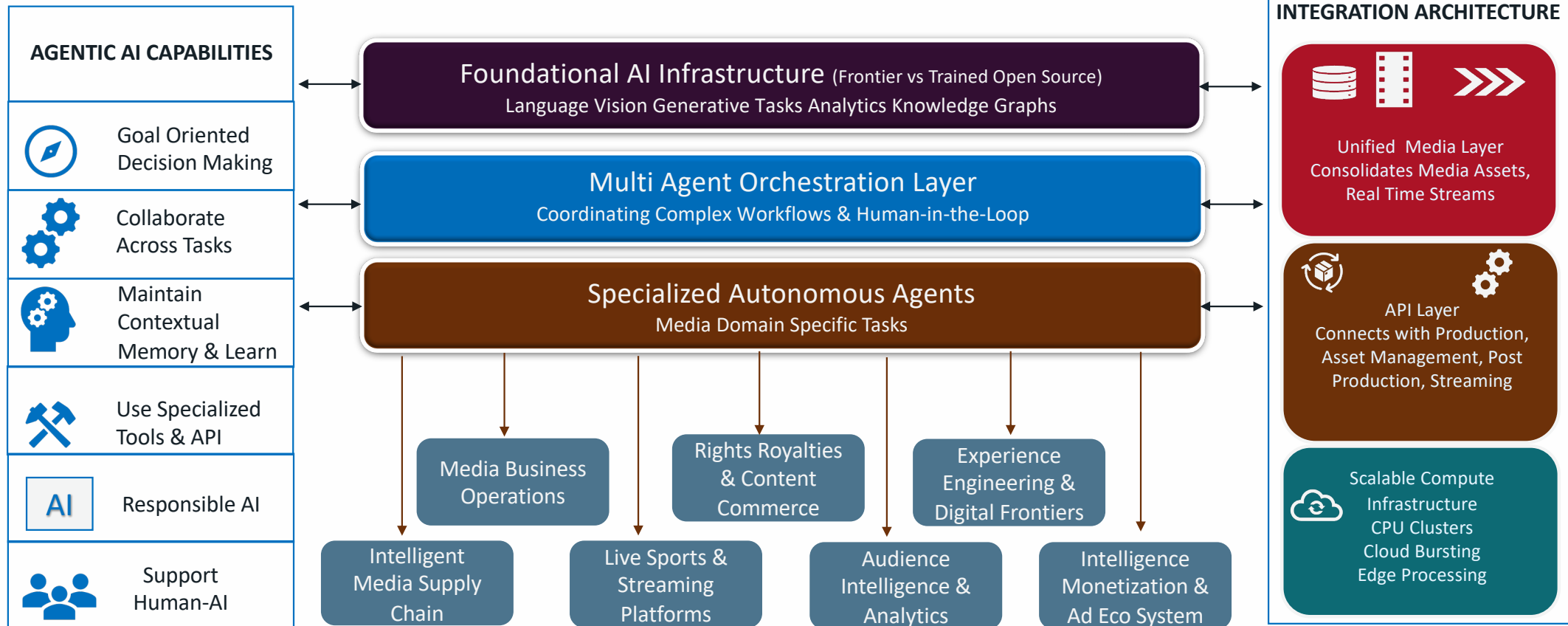
Intelligent end to end orchestration & Responsible AI

AI Blueprint For Media Broadcasting



The architecture built on **Three-Layer Framework** and focuses on agentic AI systems—Autonomous intelligent agents that can make decisions, collaborate, and execute complex workflows.

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Enhancing the E2E Content Lifecycle with Autonomous Agentic AI Systems

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Use case 1 : Live semantic
intelligence and highlights
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Live Semantic Intelligence + Highlights Agent + Real-time vertical video

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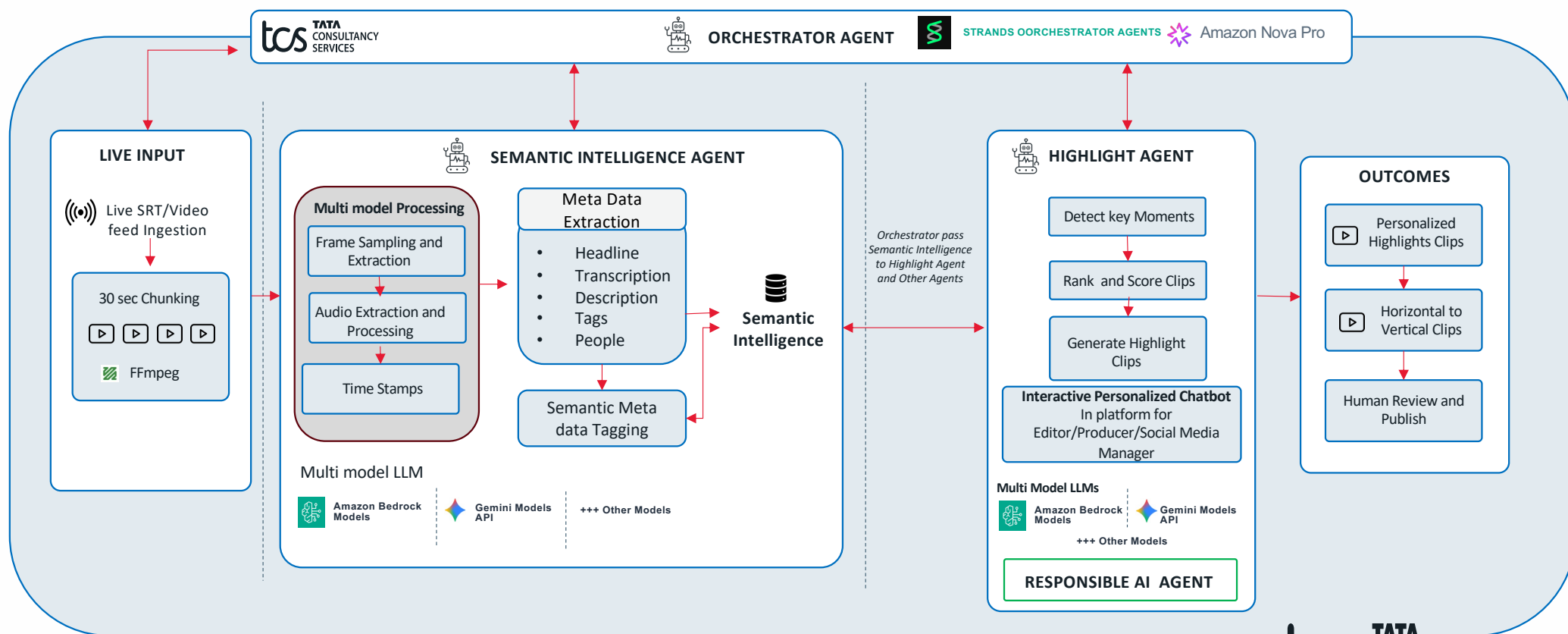
Highlights • discovery • personalization / meCast • localization • monetization

HUMAN IN THE LOOP



Live Semantic Intelligence + Highlights Agent + Real-time vertical video

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Guardrails by design—from editor intent to publish decision

Broadcast-speed AI needs guardrails before delivery.

The agent checks editor intent, generated content and metadata for authenticity, safety and alignment—then routes uncertain outcomes to human review.

Critical gates
Authenticity • Safety • Highlight
Quality

Guardrails can block delivery regardless of overall score.

AI HIGHLIGHT

Generated clip +
summary

RESPONSIBLE AI AGENT + GUARDRAILS EVAL

Policy • safety • metadata checks	Authenticity • safety • query alignment • Tech Validation
-----------------------------------	---

OUTCOME

PASS • REVIEW • FAIL /
BLOCK

“Publish this highlight now”

Agent checks intent + output →

Critical rules override score

**Editor
can
review,
approve
or block**

Fast content creation with guardrails built into orchestration

Rights • consent • transparency • observability • auditability

HUMAN IN THE LOOP

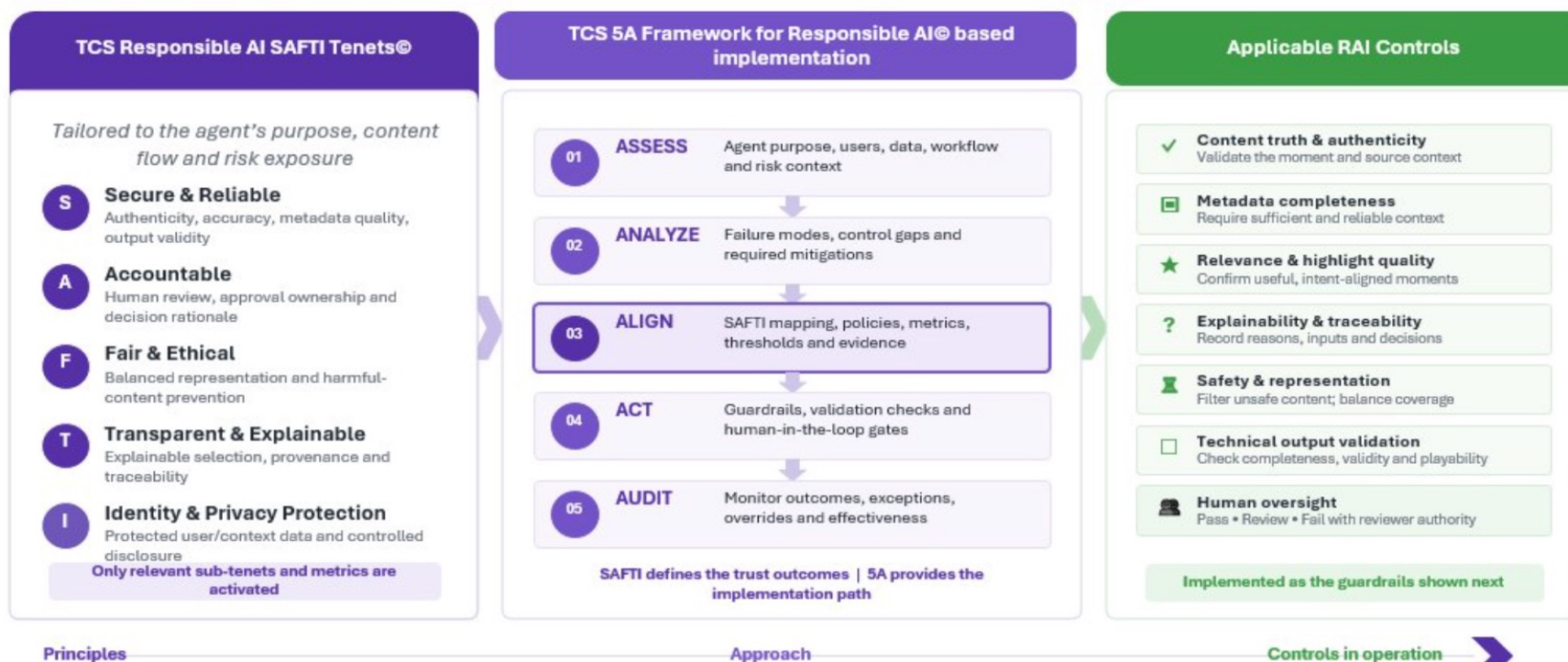


Responsible AI - tailored principles implemented through TCS SAFTI and 5A Framework

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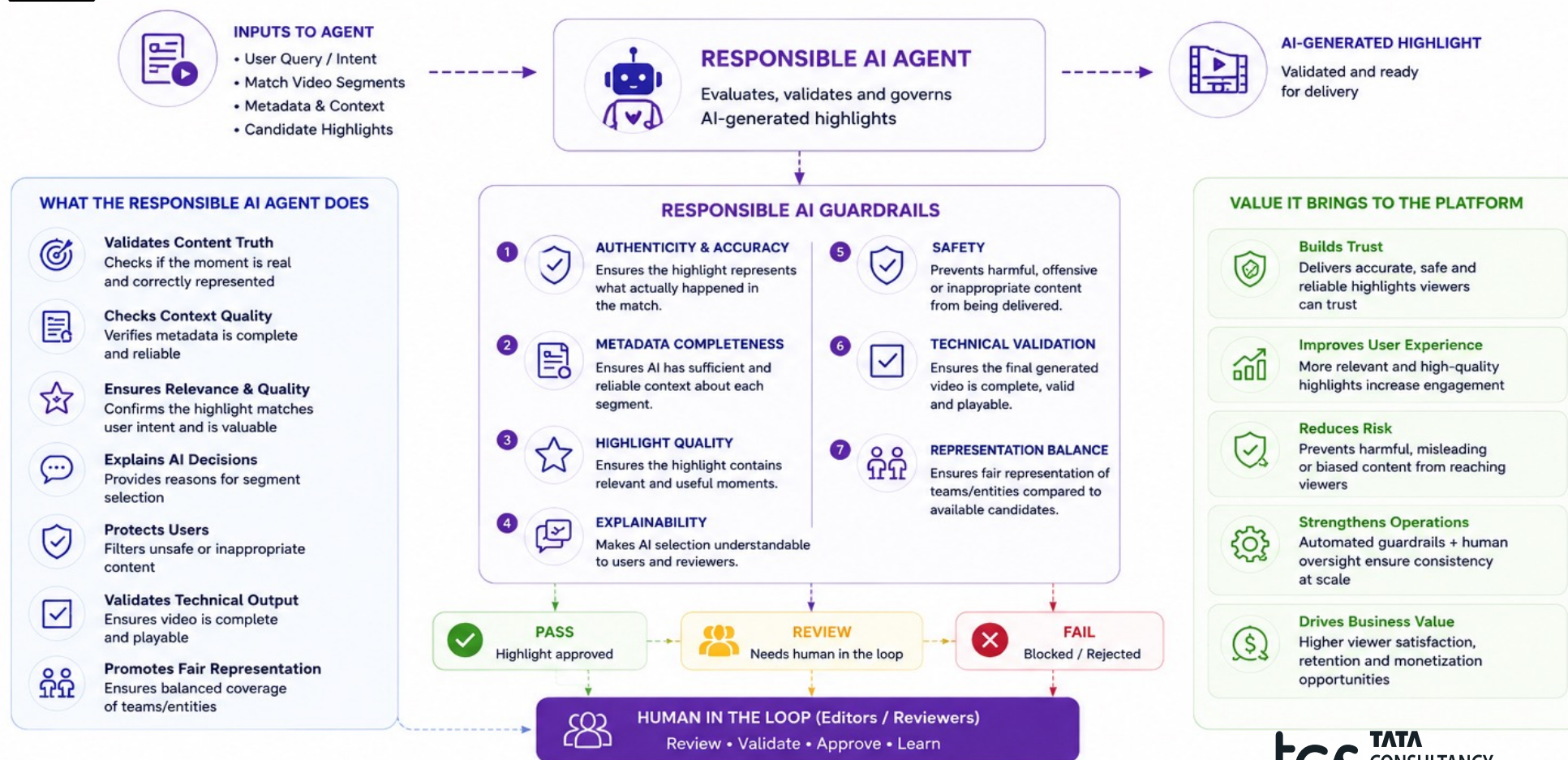
Live Semantic Intelligence + Highlights Agent

Our approach: define a scenario-specific SAFTI profile, then use the 5A Framework to translate applicable Responsible AI principles into controls, evidence and ongoing oversight.





Responsible AI – we incorporated a few key scenarios ^{#IBCAccelerators2026}





Use case 2: Live contextual localization and dubbing





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Use case 2: Live contextual localization and dubbing



SETUP STEPS

Connect Source

SRT, RTMP or HLS ingest - no new hardware required

Select Languages & Destinations

Choose from 150+ languages; output via SRT, HLS or RTMP

Go Live

Stream is becomes multilingual automatically

WHAT VIEWERS GET

Native-Sounding Voice

Cloned voice with emotion transfer that brings the excitement of sports to life

Original Broadcast Untouched

New language tracks added, nothing overwritten

One Track Per Language

Viewer picks their language in-player





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Beyond Live: One Platform. Any Modality. Every Language.

From videos to websites,
from images to live-feeds
CAMB.AI studio is the
localization infrastructure to
reach **8bn people**.

Localize anything.
Reach everyone.

VIDEOS & FILM

Real-time speech
translation and
interpretation at scale.



WEBSITES

Real-time speech
translation and
interpretation at scale.



IMAGES

Real-time speech
translation and
interpretation at scale.



AUDIOBOOKS

Real-time speech
translation and
interpretation at scale.



DOCUMENTS

Real-time speech
translation and
interpretation at scale.





Use case 3: Live content moderation





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What: Live Sport Video Intelligence Workflow, Consumable and Actionable by Agents

- Detect and Tag specific content (Alcohol, Cigarette, Nudity, Brand...) while live Ingesting content
- Create Report and trigger human loop review
- Automate edit for compliance and fastest monetization of the content
- Agentic first

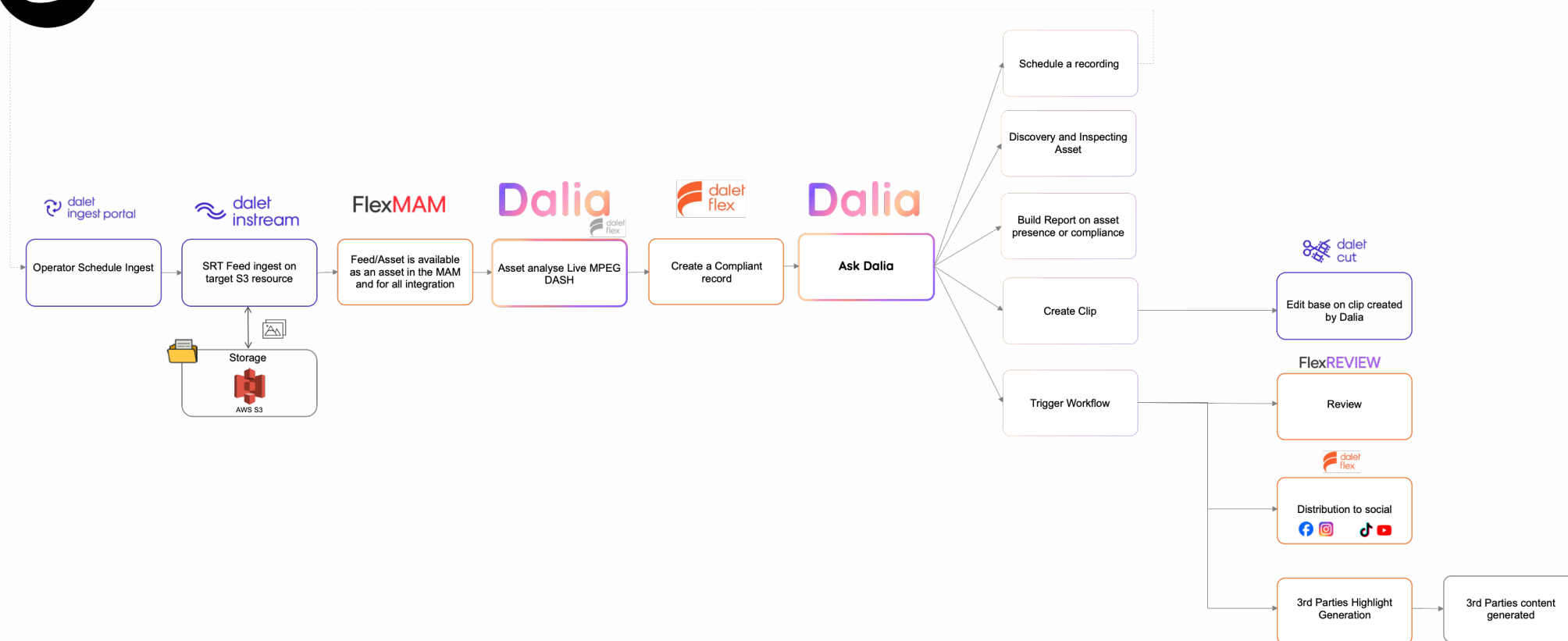
Key Point: What need to build

- SRT Ingestion that that convert to DASH
- Audio/Video Live analyze pipeline
- A replacement clip and beeping workflow
- An Agent Interface to schedule live/ trigger analyses and replacement workflow
- A Human Loop Verification



Use case 3: Live Content Moderation

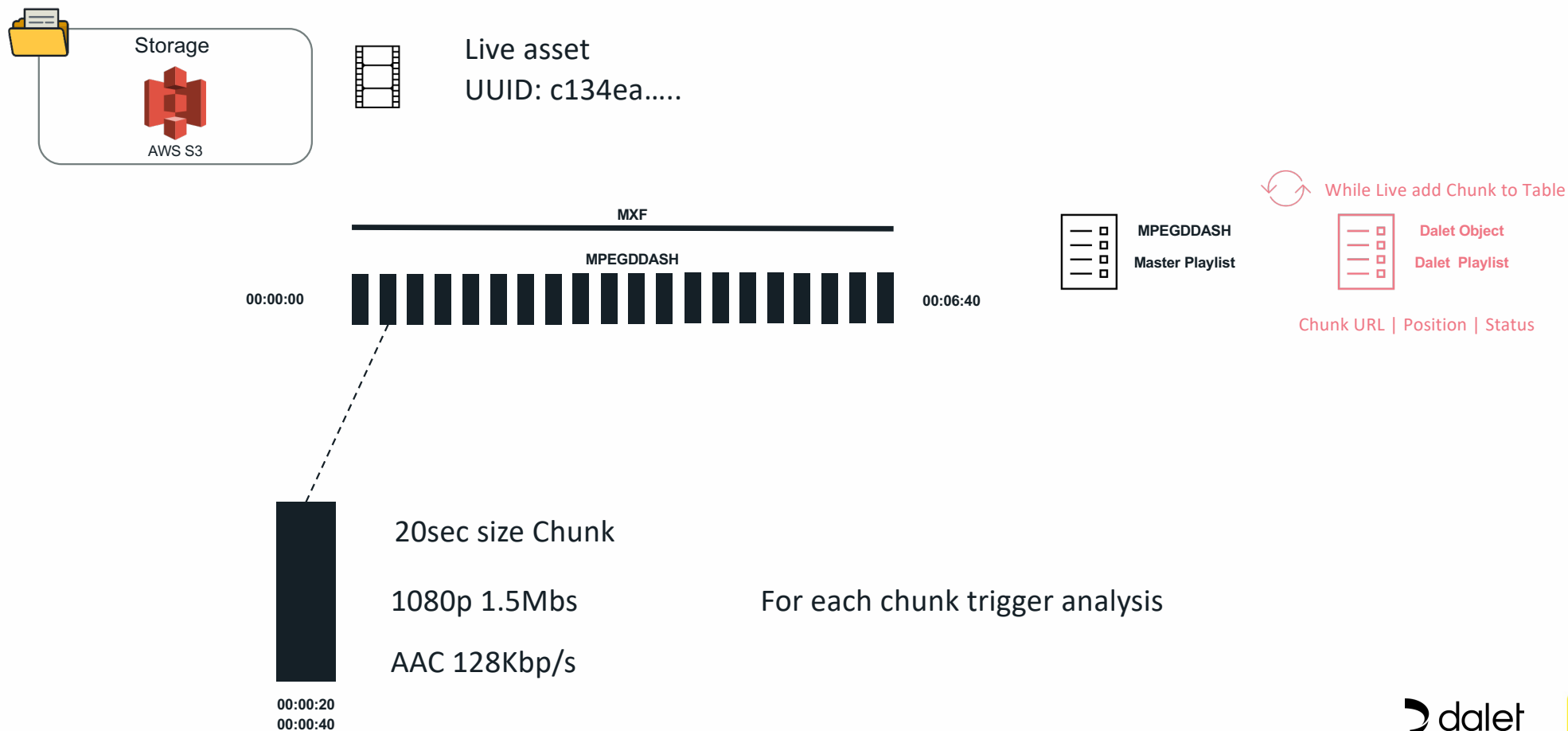
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Use case 3: Live Content Moderation

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Use case 3: Live Content Moderation

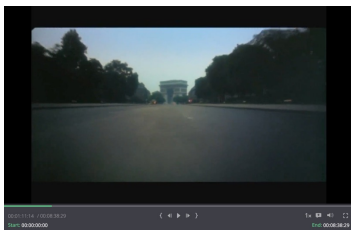
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Amazon Bedrock



Live asset
UUID: c134ea.....



00:00:20
00:00:40

Create a signed url



Analyze Audio for F* word or
any other explicit content



Nova 2 Lite



Analyze Video for Nudity or
Alcohol or cigarette



Nova 2 Lite



Describe the scene and flag
Violent Content



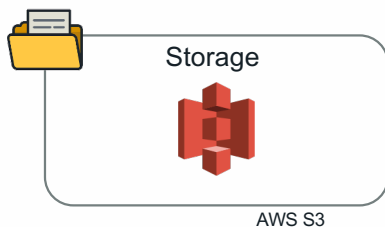
Pegasus 1.0



Detect any brand



Nova 2 Lite

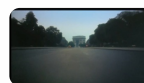




Use case 3: Live Content Moderation

#IBCAccelerators2026

00:00:20



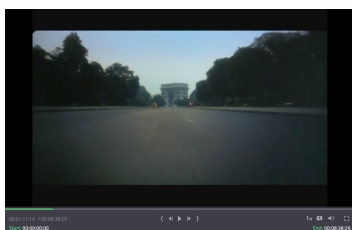
Car drives through city at night



Nova 2 Lite



Live asset
UUID: c134ea.....



Retime and Create Markers



Storage



AWS S3

```
{ "nova-result.json" > ...
1
2
3 "summary": "A car drives through various urban settings, passing buildings, trees, and streetlights, both day and night, with occasional pedestrian",
4 "duration_sec": 519.5,
5 "events": [
6   {
7     "start_sec": 24.0,
8     "end_sec": 59.0,
9     "label": "Car drives on road",
10    "confidence": 0.9
11  },
12  {
13    "start_sec": 60.0,
14    "end_sec": 120.0,
15    "label": "Car drives through city at night.",
16    "confidence": 0.95
17  },
18  {
19    "start_sec": 120.0,
20    "end_sec": 153.0,
21    "label": "Driving on a road",
22    "confidence": 0.95
23  },
24  {
25    "start_sec": 153.0,
26    "end_sec": 163.0,
27    "label": "Driving on a road",
28    "confidence": 0.95
29  },
30  {
31    "start_sec": 163.0,
32    "end_sec": 175.0,
33    "label": "Driving on a road",
34    "confidence": 0.95
35  },
36  {
37    "start_sec": 180.0,
38    "end_sec": 239.0,
39    "label": "car drives down the road",
40    "confidence": 0.9
41  },
42  ]
}
```



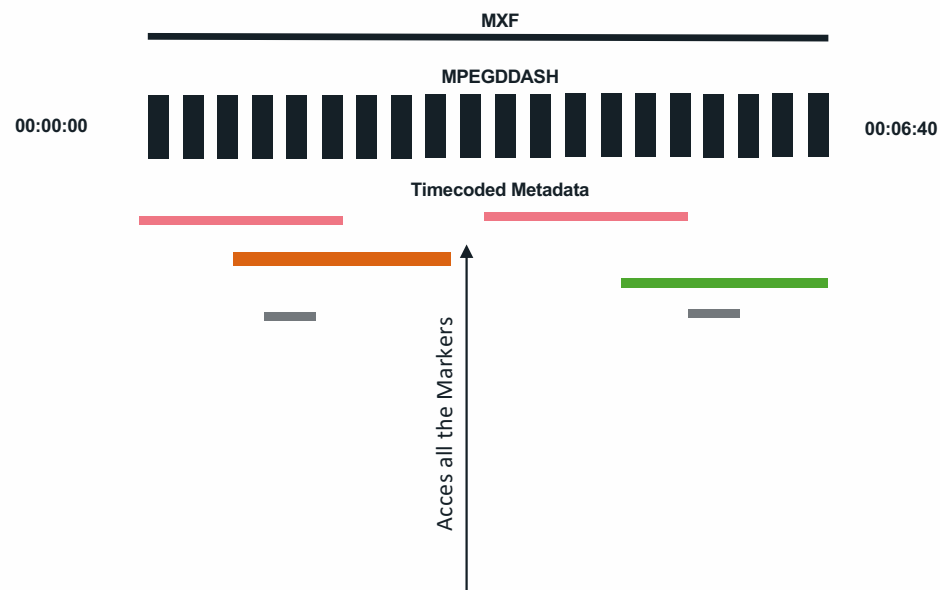
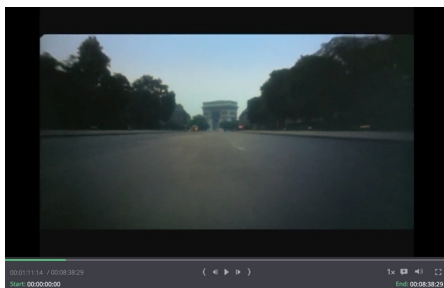


Use case 3: Live Content Moderation

#IBCAccelerators2026



Live asset
UUID: c134ea.....



Dalia





Use case 3: Live Content Moderation

#IBCAccelerators2026

Dalia

Timecoded Metadata

“Can you clip all the violent and put in a moderation Collection ? ”

Done! Here's a summary of what was accomplished:

Moderation Collection Created

I've created a new "Moderation" collection and clipped 7 violent/potentially violent scenes from the trailer:

#	Clip Name	Timecode	Content
1	Man forcefully restraining woman	00:22 – 00:23	Military uniformed man physically holds a distressed woman on a dark street
2	Tense confrontation with officer	01:16 – 01:17	Aggressive confrontation between two men, one appearing to attack/threaten
3	Agitated man throwing papers	01:23 – 01:25	Man in frustrated rage tossing documents across an ornate room
4	Flintlock pistols displayed	01:36 – 01:37	Close-up of dueling pistols in a velvet-lined case
5	Firearms handling / duel prep	01:37 – 01:37	Two individuals loading and handling firearms
6	Armed standoff	01:43 – 01:44	Five men with drawn pistols and rifles in confrontation
7	Dangerous storm on ship	01:44 – 01:44	Crew in peril during a violent storm at sea

= High severity | = Moderate severity

All clips are now ready for review in the **Moderation** collection. Would you like me to share this collection with a reviewer or take any further action on these clips?

Ask Dalia...

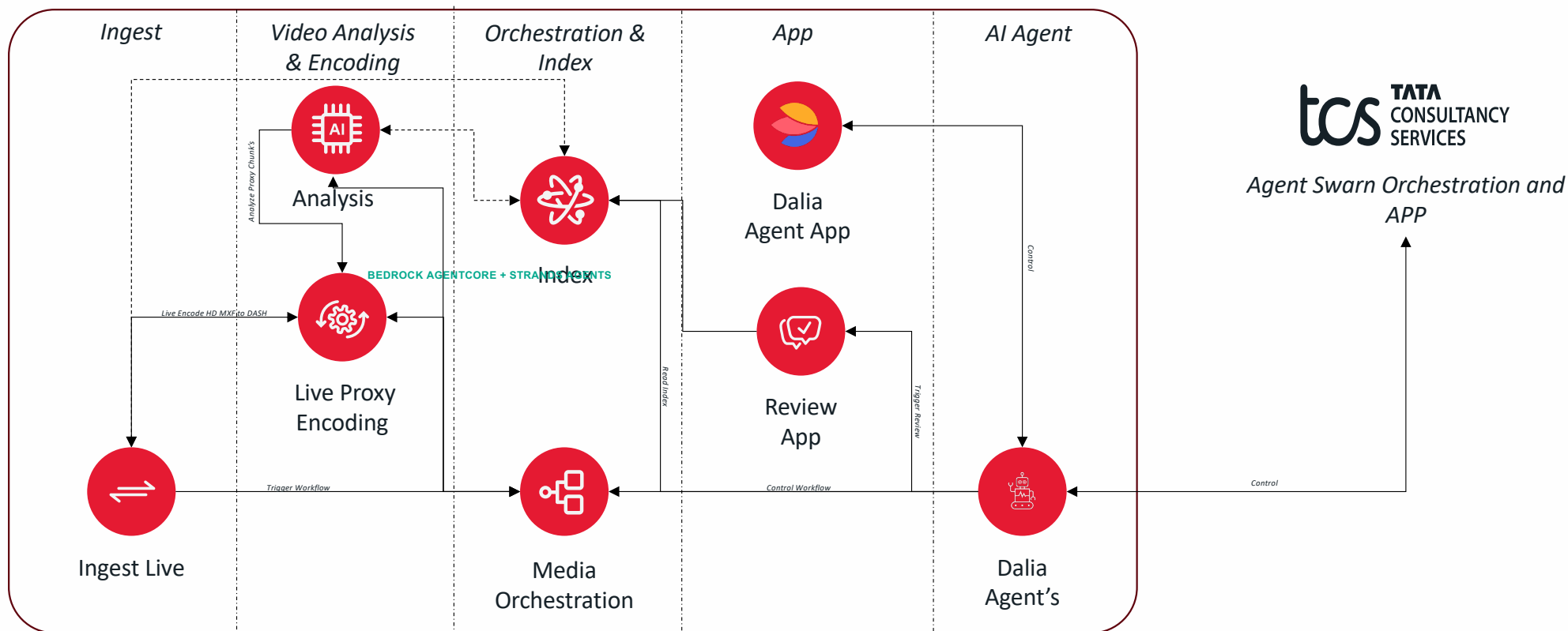


Dalia can make mistakes. Consider checking important information.



Use case 3: Live Content Moderation

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Use case 3: Live Content Moderation

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What value does this workflow unlock?

- Faster Content Discovery
- Faster Monetization
- Unlock Tagging (Tag various of use case while staying live)
- Automatize work base on your tagging
- Available everywhere

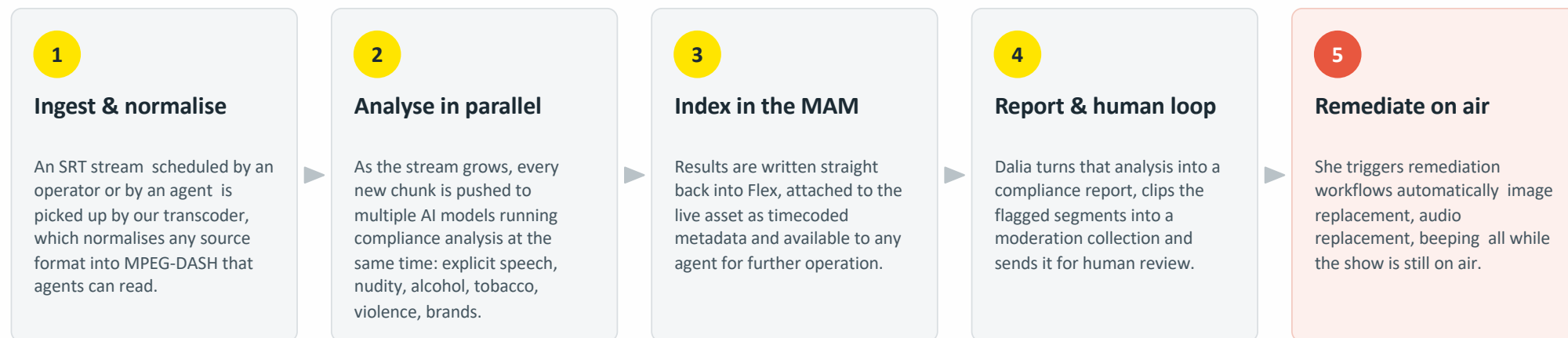


Use case 3: Live Content Moderation

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Moderation starts at ingest and acts while you are still on air

A live SRT feed becomes agent-readable media, analysed chunk by chunk by multiple AI models, indexed in the MAM, reported for human review and remediated automatically while live.



VALUE

Faster content discovery

Faster monetisation

Tag any use case while live

Automated downstream work

Agentic-first, everywhere

Dalet Ingest Portal · InStream · Flex MAM · Dalia · Dalet Cut & Review | Amazon Bedrock — Nova 2 Lite, Pegasus 1.0 | TCS agent swarm orchestration





Use case 4: Personalized ad intelligence





MONETISATION & Personalized AD INTELLIGENCE

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Personalized Ad Intelligence

One live channel. A different advertisement for every viewer.



Chosen per viewer

from their profile — not one advertisement for the whole audience



Stitched server-side

no player SDK, works on connected TV, cannot be blocked



One encode, many viewers

personalization costs manifest manipulation, not compute



Workflow and technology

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One call in, one targeted stream per viewer out

ADMONGREL AD AGENT

Profiles in

viewer personas arrive with the source, in a single call

› Targeting

each profile becomes sport, team, player, league, language, market, device, tier

› Decision

unsuitable creatives excluded, then the agent chooses the break — and says why

› Ad server

that viewer's advertisement published as VAST, ready before the cue fires

› A stream each

one playback URL per viewer, all from the same channel

MEDIA PIPELINE

Ingest

MXF MP4 MOV TS
SRT RTMP HLS

Any broadcast source

› Normalize

H.264 / AAC
Master file

Files only — live skips this

› Encode

AWS
MediaLive

Encoded once for everyone

› Package

AWS
MediaPackage

HLS with SCTE-35 markers

› Personalize

AWS
MediaTailor

One session per viewer

› Deliver

CDN

HLS to any player

called at every break, once per viewer

Every advertisement is chosen and published before the break begins — so the cue fires into a decision that is already waiting, and nothing has to think while thirty seconds of airtime runs.



The Value

One call in, one targeted stream per viewer out

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2x+

CPM potential

Targeted inventory earns more

Targeted TV advertising can command more than double conventional untargeted CPMs. Admongrel is seeing targeted inventory achieve €30–€40 CPMs, with further upside expected around premium content.

~100%

VCR observed · 95% guaranteed

Ads watched to the end

Campaign performance to date is showing video completion rates close to 100%, with Admongrel commercially guaranteeing advertisers a minimum 95% VCR.

Zero

decision time in the break

Chosen before the cue fires

Each viewer's advertisement is selected and published in advance, so the break plays a decision that is already waiting — no model call and no auction inside the thirty seconds of airtime.

Premium inventory, not more inventory

Personalization increases the value of existing ad breaks by matching individual impressions to more relevant audiences — creating higher-value inventory without increasing advertising load.

One feed, personalized at scale

One underlying live stream can support different advertising experiences for different viewers, combining broadcast-scale delivery with digital-style audience targeting.

Same break. Same channel. A different advertisement for every viewer.





Use case 5: Personalized ads, engagement analytics & monetization

AI-Decision Contextual Ad Decisioning & Bidding

Bidder brief + approved pools → live moment intelligence → context-fit bidding → least-disruptive delivery



1 SIGNAL SOURCES

VIEWER & DEVICE

profile • territory • device • subscription

LIVE MATCH

score • event • phase • player involvement

CROWD SIGNALS

audio energy • visual engagement

BID FORM + POOLS

creative • bid • context mode • validity • guaranteed / auction

2 INTERPRET, MATCH & VALUE

GAME CONTEXT

event • phase • player

VIEWER MEANING

team affinity • tastes • moment

MOOD + ATTENTION

mood • energy • focus

DYNAMIC BIDDING ENGINE

$\text{bid} \times \text{ad-sport fit} \times \text{mood} \times \text{attention}$

dynamic floor • effective bid

freshness / pacing • creative rank

3 SELECT, FORMAT & DELIVER

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1 ELIGIBILITY

creative ready • mode fit • validity • duration

2 MOMENT GUARDRAIL

marquee entry / key play → hold

3 AD SELECTION

guaranteed / top bid • above floor • fresh

4 OUTPUT

creative • price • why • SSAI/SGAI • analytics

STATE + DELIVERY CONTROL

MEMORY

ad history • last brand

DELIVERY + WINS

caps • budget • pacing

POLICY + TIME

rules • duration • clock

RESUME COORDINATION

stop SGAI • shift SSAI • de-dupe

AI FORMAT POLICY • Based on the game events selects the least-disruptive format: Key play → OVERLAY / L-BAND / SIDE PANEL • Natural break → FULL AD

RIGHT AD • RIGHT VIEWER • RIGHT MOMENT • BEST VALUE

MeCast + Ad Decision Platform

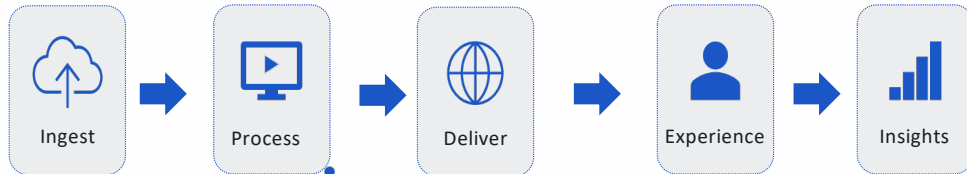
Intelligent Streaming. Smarter Ads. Higher Value.



#IBCAccelerators2026



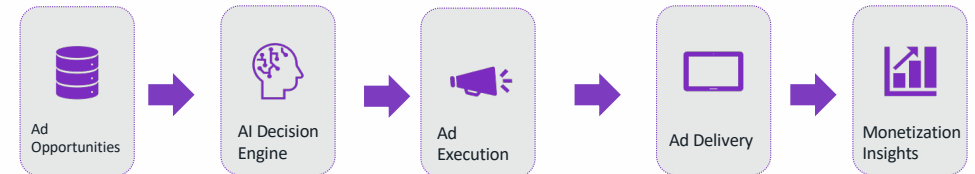
1. MECAST – ENGAGE & STREAM



☆ Better Experience | 👤 Higher Engagement | 📈 Operational Efficiency | 🛡️ Scalable & Reliable



2. AD DECISION - DECIDE & MONETIZE



💰 Higher Yield | 🎯 Better Relevance | 🤝 Advertiser Satisfaction | 📊 Revenue Growth

3. INTELLIGENT MODEL LAYER – FRONTIER + OPEN SOURCE

FRONTIER MODELS

OpenAI Claude Gemini Llama



Open Source Models

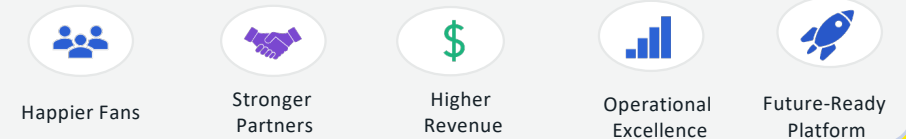
DeepSeek Llama Mistral ... Others

✅ Best Performance | ✅ Cost Efficiency | ✅ Flexibility | ✅ Data Privacy | ✅ Scalability

4. TEST, LEARN & OPTIMIZE



BUSINESS OUTCOMES



One Unified Platform. Two Powerful Products. Infinite Possibilities.

Intelligent Streaming + Intelligent Ad Decisions = Maximum Impact



Monetization & Ad Intelligence – Agentic AI Architecture

Strategic Architectural Comparison Matrix

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Capability / Metric	Traditional Rule-Based / Programmatic Serving	Agentic AI Monetization (LLM + RAG + MCP)
Ad Placement Decisioning	Static — fixed rules and waterfall logic decide pre/mid/post-roll slots regardless of viewer context.	Dynamic — agent reasons over viewer, brand-safety and inventory signals in real time to place each ad.
Personalization Depth	Limited — segment-level targeting from cached audience buckets, refreshed on a batch cadence.	Individualized — RAG retrieves live viewer preference and moment context for each impression.
Revenue & Fill Optimization	Reactive — yield managers tune floors manually; unsold inventory falls back to house ads.	Proactive — scoring engine continuously optimizes ad-content fit, lifting revenue and fill rate.
Execution Latency	Seconds-scale — ad-server auctions and header-bidding waterfalls add sequential round-trips.	Sub-200ms — MCP tool calls push agentic decisions directly into the live playout pipeline.
Learning & Adaptation	Manual — insights surface in dashboards; strategy updates require analyst review and re-config.	Closed-loop — impression outcomes write back to the vector store, sharpening future retrieval.

LLM Model Recommendations: On-Premises vs. Frontier

ON-PREMISES Meta Llama 4 (8B/70B) Bulk historical impression scoring and cost-efficient retraining of ranking models. Runs on standard GPU clusters; near-zero marginal cost at high decision volume.	ON-PREMISES DeepSeek V4 Pro High-volume brand-safety filtering and private inventory taxonomy tagging. Keeps proprietary rate cards and unreleased inventory data fully air-gapped.	CLOUD API Claude 4.8 Opus Brand-safety reasoning and creative ad-copy scoring for premium, high-stakes inventory. Highest judgment quality; best reserved for top-tier placements, not bulk decisioning.	CLOUD API GPT-5.5 Real-time bid reasoning and multimodal creative matching during live events. Low-latency frontier reasoning; ideal where context changes second to second.
---	---	--	--

Supervised fine tuning – Specific Media Data Training & Distillation Large Teacher Model to Train Specialized Student Model





Use case 6: Live focused capture and custom audio mixing (Personalized audio experiences)



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Meet the Savannah Bananas: Reinventing the Fan Experience

The Savannah Bananas have built one of the most in-demand live sports experiences in the world. With a ticket waitlist in the millions and a rapidly growing online audience, most fans experience Banana Ball primarily through the broadcast. This unique sport has many challenges requiring advanced capture architecture.



SHURE



Shure DCA Video: Savannah Bananas Live

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SHURE



Don't Just Hear the Stadium. Feel Closer to the Game.

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The Savannah Bananas partnered with **Shure** to move beyond static sound capture and traditional DSP, using the Shure **DCA901 Broadcast Microphone Array** and **Action Isolator AI Digital Signal Processing software**.

The **DCA901** uses **8 steerable shotgun lobes** and **automixing** to bring viewers closer to the action with greater clarity and control over what they hear.



Shure Action Isolator identifies and **isolates game-defining sounds while reducing surrounding noise**. It processes up to eight microphone channels independently in real time, with **five selectable modes** designed for different live sports and broadcast applications.

Basketball | Baseball | Hockey | Commentator | General

SHURE



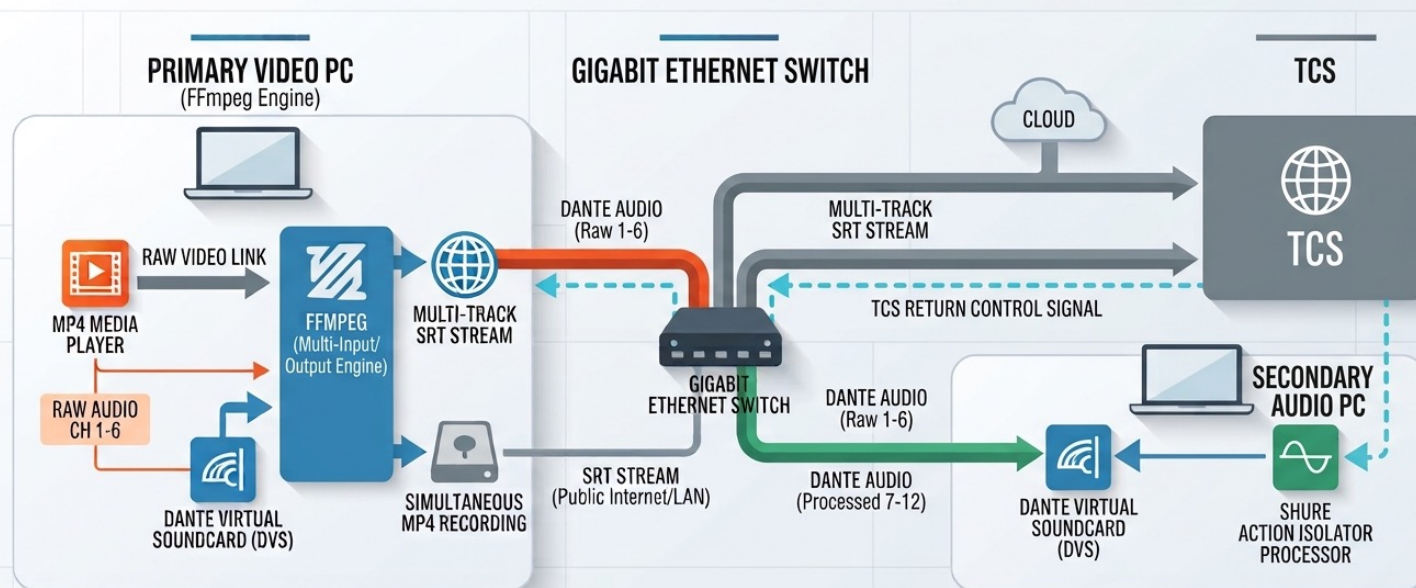
POC Capture Architecture

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- Multi-track video file replicates a broadcast truck stream using VLC and FFmpeg to Dante (Reaper may be an alternate)
- Dante routes to the Shure AI processor to remove unwanted sounds to cleanup FX and Commentator tracks
- TCS UI allows remote level mixing of the broadcast feeds
- The cleaned audio then flows back over Dante back through Ffmpeg to convert to SRT
- SRT subscribers TCS accept the stream and process for highlights and more
- Camb.ai receives the edited SRT stream and translates and dubs the new language audio

NEXT-GENERATION BROADCAST WORKFLOW WITH TIGHT TCS CONTROL

Optimized workflow for discrete multi-track audio processing with perfect A/V sync via FFmpeg

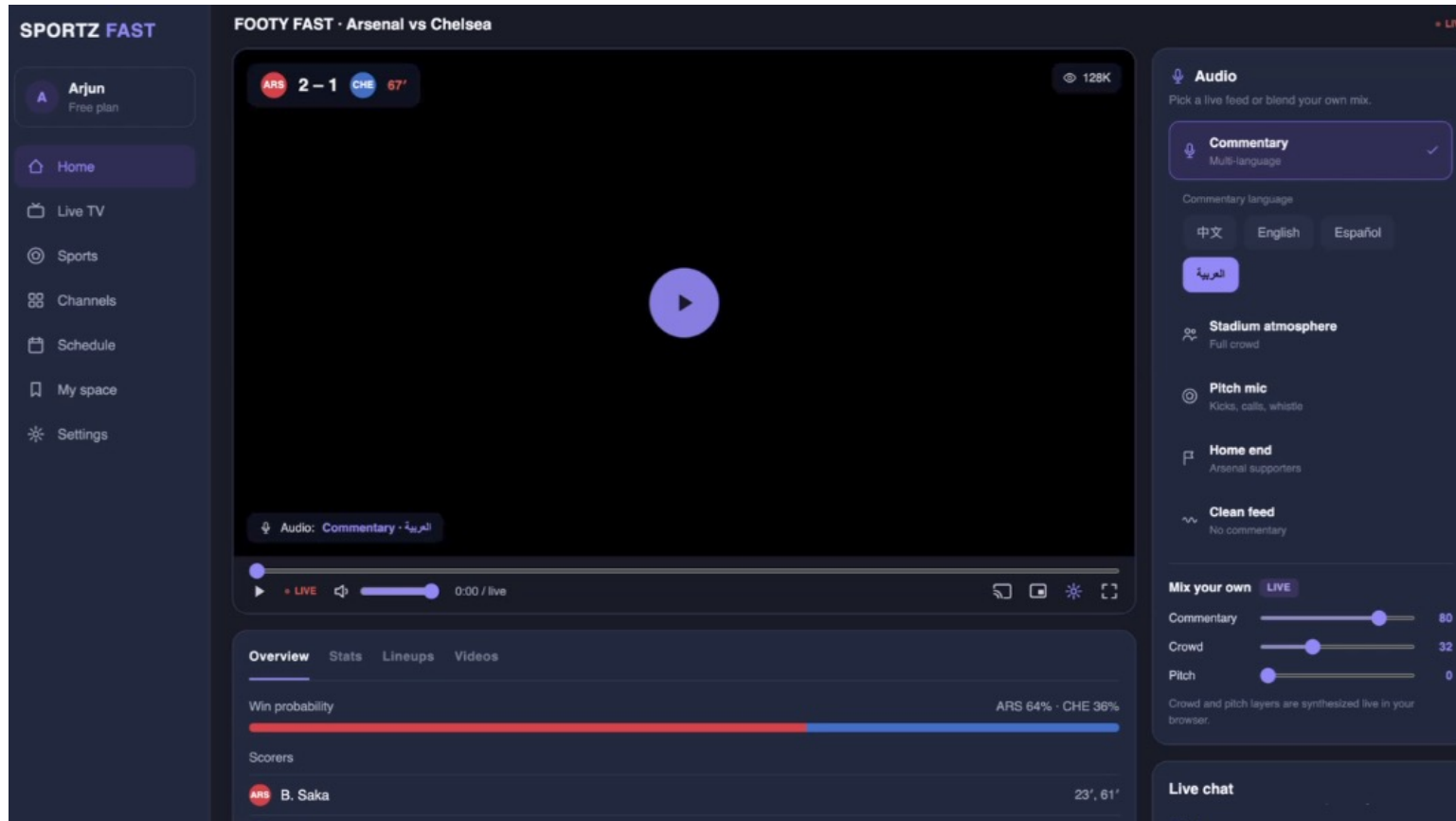


SHURE



POC User Interface for Customizable Audio

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TCS UI allows the end user to customize the audio of their optimized highlight video

Shure DCA 901 Array mics Digital beam forming for tightly focused audio pickup to capture more of what you want and less of what you don't

Shure Action Isolator Further removes background noise like music, crowd, announcements, and buzzers for better FX sounds and Commentator mics

Camb.ai Better translation and dubbing with isolated commentator audio

User defined audio mix for a custom experience

tcs TATA
CONSULTANCY
SERVICES

SHURE

CAMB.AI



Team





#IBCAccelerators2026

Champions



Participants





Team: Astro **astro**

#IBCAccelerators2026



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Vice President and
Head of Broadcast &
Platform Engineering

Anil Kumar
Head Platform
Engineering & AI



Team: ITV



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Tim Guilder

Head of Production Technology,
ITV



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Developer



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#IBCAccelerators2026



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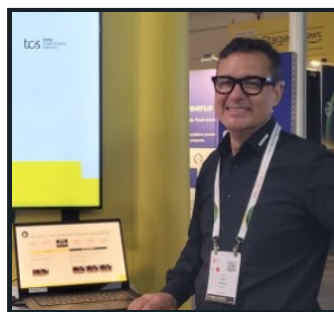
Head of product



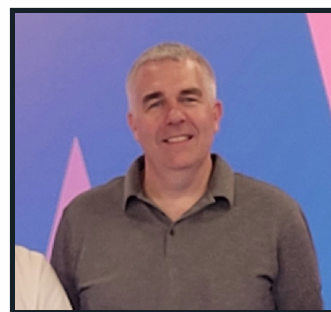
Team: Shure



#IBCAccelerators2026



Paul Massaro



Ian Davis



**Thank
You**