

VIDEO AI (#)



Enable powerful content discovery and engaging video experiences.

Get started ▾



See how a small team at CBS Interactive is serving 38 media brands with content discovery and recommendation solutions.

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Two ways to make your media more discoverable

Google offers two fully-featured video AI products to make your video library more searchable and valuable.

AutoML Video Intelligence

[AutoML Video Intelligence](#)

(<https://cloud.google.com/video-intelligence/automl/docs/quickstart-console/>) has a graphical interface that makes it easy to train your own custom models to classify and track objects within videos, even if you have minimal machine learning experience. It's ideal for projects that require custom labels which aren't covered by the pre-trained Video Intelligence API.

Video Intelligence API

[Video Intelligence API \(https://cloud.google.com/video-intelligence/docs/quickstart\)](https://cloud.google.com/video-intelligence/docs/quickstart) has pre-trained machine learning models that automatically recognize a vast number of objects, places, and actions in stored and streaming video. It's highly efficient for

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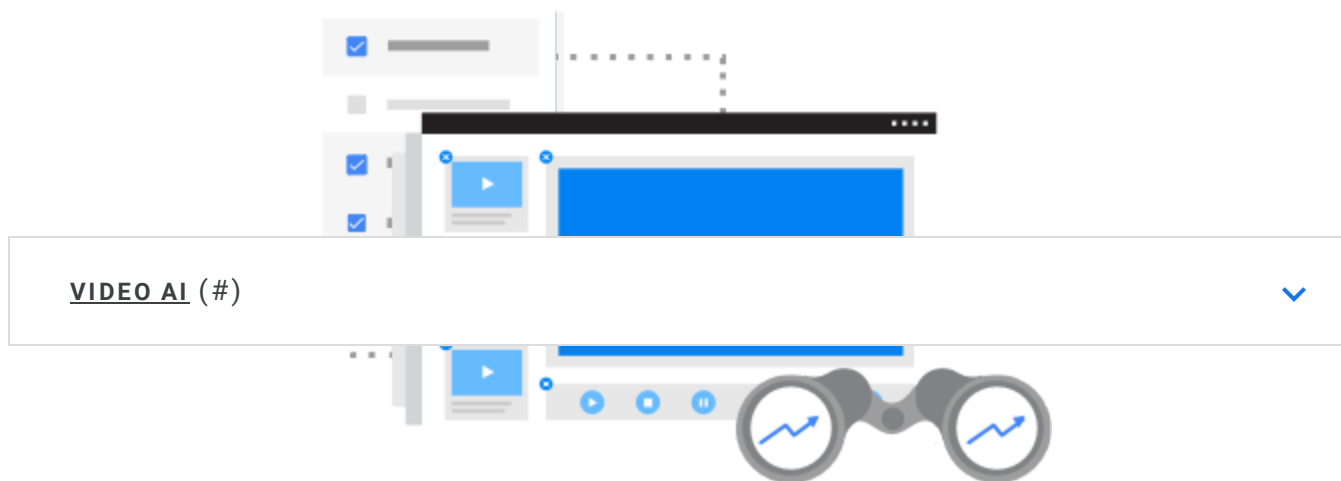


Video Intelligence API demo

Select a Sample Video to Annotate

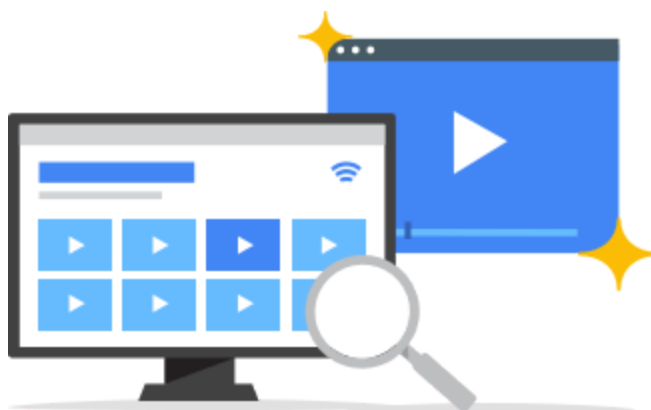


Benefits



Precise video analysis

Video Intelligence API automatically recognizes more than 20,000 objects, places, and actions in stored and streaming video. It also distinguishes scene changes and extracts rich metadata at the video, shot, or frame level. Use in combination with AutoML Video Intelligence to create your own custom entity labels to categorize content.



Simplify media management

Find value in vast archives by making media easily searchable and discoverable. Easily search your video catalog the same way you search text documents. Extract metadata that can be used to index, organize, and search your video content, as well as control and filter content for what's most relevant.



Easily create intelligent video apps

Gain insights from video in near real time using the Video Intelligence Streaming Video APIs, and trigger events based on objects detected. Build engaging customer experiences with highlight reels, recommendations, interactive videos, and more.



Automate expensive workflows

Reduce time and costs associated with transcribing videos and generating closed captions, as well as flagging and filtering inappropriate content.




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Process and store on Google Cloud Platform

Seamlessly integrate with [Google Cloud Storage \(https://cloud.google.com/storage/\)](https://cloud.google.com/storage/) to easily store and upload videos to your model. Select the region where processing will take place and choose from any region where Google Cloud Platform is available. Benefit from a consistent API, low-latency, and speed across multiple storage classes.

Which video product is right for you?

You can work with either one or reap the benefits of both products by using Video Intelligence API to quickly categorize content using thousands of predefined labels and using AutoML Video Intelligence to create additional custom labels to suit your specific needs.

	AutoML Video Intelligence	Video Intelligence API
USER INTERFACE		
VIDEO AI (#) 		
SECRET AND PRIVATE		
Use a graphical UI Use a graphical user interface.	✓	
PREDEFINED OR CUSTOM LABELING		
Classify video using predefined labels Pre-trained models leverage vast libraries of pre-defined labels.		✓
Classify video using custom labels Train models to classify video via labels you choose.	✓	
ADDITIONAL FEATURES		
Detect shot changes Detect scene changes (https://cloud.google.com/video-intelligence/docs/analyze-shots/) in a segment or throughout the video.	✓	✓
Detect and track objects Detect and track objects, how many, where they are within the frame (bounding box), and when they show up (timestamp).	✓	✓

	AutoML Video Intelligence	Video Intelligence API
Detect and extract text		
<u>VIDEO AI</u> (#) ▼		
intelligence/docs/text-detection/ , know where it is within the frame (bounding box), and when it shows up (timestamp).		✓
Moderate content Detect explicit content (https://cloud.google.com/video-intelligence/docs/analyze-safesearch/) (adult, violent, etc.) within images.		✓
Analyze streaming and stored video Analyze streaming video and stored video.		✓
Automate video transcription for closed captioning and subtitles Transcribe speech (https://cloud.google.com/video-intelligence/docs/transcription/) to text with punctuation. Refine results with alternatives provided for transcribed words or phrases. Censor profanities. Transcribe up to two audio tracks from multitrack video files. Currently supports English.		✓

	AutoML Video Intelligence	Video Intelligence API
Celebrity recognition		
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documentation (https://cloud.google.com/video-intelligence/docs/celebrity-recognition) .)		✓

“ Google Video Intelligence allows CBS Interactive to plug into our existing video encoding framework to generate video metadata. It provides us with options to use as is or to enhance other models. The performance and reliability allows us to enhance the video experience for our customers and improve content awareness and personalization. ”

Adam Leary, VP, Data Science Services, CBS Interactive



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Content moderation

Identify when inappropriate content is being shown in a given video. You can instantly conduct content moderation across petabytes of data and more quickly and efficiently filter your content or user-generated content.



Recommended content

Build a content recommendation engine with labels generated by Video Intelligence API and a user's viewing history and preferences. This will simplify content discovery for your users and guide them to the most relevant content that they want.



Media archives

Create an indexed archive of your entire video library by using the metadata from Video Intelligence API. Ideal for mass media companies, Video Intelligence API can automatically analyze content and make the results immediately accessible via the API.



Contextual advertisements

You can identify appropriate locations in videos to insert ads that are contextually

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Pricing

Video Intelligence products	Pricing guide
Video Intelligence API	Get 1,000 free minutes of stored video plus 1,000 free minutes of streamed video each month. Documentation (https://cloud.google.com/video-intelligence/pricing)
AutoML Video Intelligence	Documentation (https://cloud.google.com/video-intelligence/automl/pricing/)

Resources

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**Forrester New Wave™:
Computer Vision (CV)
Platforms, Q4 2019**

Read the report → (<https://cloud.google.com/forrester-new-wave/computer-vision/>)

**AutoML Video Intelligence
docs**

View documentation → (<https://cloud.google.com/video-intelligence/automl/docs>)



Video Intelligence API docs

View documentation → (<https://cloud.google.com/video-intelligence/docs/>)



**Video Intelligence API
reference**

View documentation → (<https://cloud.google.com/video-intelligence/docs/reference>)



Get started

AutoML Video Intelligence

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Get started (<https://cloud.google.com/video-intelligence/automl/docs/quickstart-console/>)

Video Intelligence API

Integrate video detection features within apps, in the coding language of your choice.

Get started (<https://cloud.google.com/video-intelligence/docs/quickstart>)

Products or features listed on this page are in beta. For more information on our product launch stages, see [here](https://cloud.google.com/products/#product-launch-stages) (<https://cloud.google.com/products/#product-launch-stages>).

Cloud AI products comply with the SLA policies listed [here](https://cloud.google.com/terms/sla/) (<https://cloud.google.com/terms/sla/>). They may offer different latency or availability guarantees from other Google Cloud services.