IBM Watson Video Enrichment allows content owners and distributors to improve content discovery and recommendations and can help increase operational efficiency

Table of contents

1 Overview
1 Key prerequisites
1 Planned availability date
2 Statement of general direction
2 Program number
2 Publications
3 Technical information
5 Ordering information
6 Terms and conditions
7 Prices
8 Order now

Overview

IBM Watson™ Video Enrichment uses Watson™ cognitive capabilities to analyze textual, audio, and visual data within multimedia content. This allows you to build searchable metadata packages for assets in your library.

Watson Video Enrichment is designed to extract various metadata automatically from videos that include:

- Transcription of spoken words
- Profanity
- Scenes
- Semantic categories
- Associated concepts
- Entities
- Objects visible
- Emotions
- Sentiment

The service is accessible primarily from an API for integration with existing video processing workflows. Additionally, a web interface allows you to monitor the extraction of metadata and review the results that are generated by the service.

Key prerequisites

Watson Video Enrichment requires an internet connection and a workstation with a browser.

For specific browser requirements, refer to the Technical information section.

Planned availability date

September 19, 2017
Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT), containing details about accessibility compliance, can be found on the IBM Accessibility website.

Statement of general direction

IBM intends to deliver additional enhancements in a future release of Watson Video Enrichment to improve video search capabilities and content discovery.

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion. Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remain at our sole discretion.

Reference information

For additional information about the Cloud Video solutions, refer to Software Announcements:

- 217-285, dated June 20, 2017
- 217-204, dated May 2, 2017
- 216-436, dated November 1, 2016
- 216-318, dated September 6, 2016

Program number

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<td>IBM Watson Video Enrichment</td>
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Offering Information

Product information is available on the IBM Offering Information website.

More information is also available on the Passport Advantage and Passport Advantage Express website.

Publications

For product documentation, contact your local IBM representative.

Services

Software Services

IBM Software Services has the breadth, depth, and reach to manage your services needs. You can leverage the deep technical skills of our lab-based, software services
team and the business consulting, project management, and infrastructure expertise of our IBM Global Services team. Also, we extend our IBM Software Services reach through IBM Business Partners to provide an extensive portfolio of capabilities. Together, we provide the global reach, intellectual capital, industry insight, and technology leadership to support a wide range of critical business needs.

To learn more about IBM Software Services, contact your Lab Services Sales or Delivery Leader.

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**Technical information**

**Specified operating environment**

**Hardware requirements**

Watson Video Enrichment requires:

- A workstation that supports one of the web browsers as listed in the Software requirements section
- A direct, internet connection

**Software requirements**

Watson Video Enrichment requires one of the following web browsers:

- Microsoft™ Internet Explorer, current version for your operating system
- Mozilla Firefox, current version for your operating system
- Google Chrome, current version for your operating system
- Safari, current version for Mac

The program’s specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

**Companion products**

The following products could be purchased with this product:

- **IBM Cloud Video Logistics Manager (5737-A90)**
  Logistics Manager is a multiscreen video logistics tool that simplifies the management and distribution of video content across platforms and devices. It helps alleviate the complexity of ingesting, compiling, and preparing metadata and video assets for delivery to any screen. The solution manages and implements content preparation from post-production to delivery to any supported platform or destination by using powerful multiscreen video logistics and workflow intelligence capabilities that help maximize operational efficiencies and control.

- **IBM Cloud Video Catalog and Subscriber Manager (5737-A91)**
  Catalog and Subscriber Manager helps simplify the administration of direct-to-consumer, online, video streaming services, with dashboards for catalog management and subscriber support. It provides robust catalog management, while propagating changes to the user across muliple screens, with the ability to:
  - Publish and manage video offerings.
  - Enforce content license windows.
  - Curate content categories.
  - Adjust metadata and availability window.
For additional information on these two Cloud Video offerings, see Software Announcements 217-285, dated June 20, 2017, and 216-318, dated September 6, 2016.

- **IBM Cloud Video Streaming Manager (5737-B04)**
  Cloud Video Streaming Manager allows for the management of live streams and on-demand video content for delivery to multiple audiences. It includes the following features and services:
  - Tools for live streaming content creation and video asset uploading
  - Video content management system (CMS)
  - Live streaming capability
  - Linear, live playback of pre-recorded video content
  - Playback optimization for all devices through an integrated, cloud-based transcoding system
  - Global stream delivery through multiple CDNs that are controlled by a Software Defined CDN (SD-CDN) architecture
  - Hosted viewing page with live player, chat, and video gallery
  - HTML5-compatible, embeddable player for live and on-demand content
  - Full, whitelabel video experience for viewers that includes the ability to customize branding of the player and associated functionality
  - Configurable, embedded video players; video gallery; and chat and social widget
  - APIs for reading and writing content, creating channels, customizing viewing experiences, controlling access, and retrieving analytics
  - Advanced video analytics that include content consumption and delivery Quality of Experience (QoE) metrics
  - Ability to secure content with passwords, geo-based or age-based restrictions, or integration with paywalls, single sign on (SSO) or corporate directories
  - Marketing module that can capture emails and other information about viewers to export to CRMs or marketing automation platforms

- **IBM Cloud Video Streaming Manager for Enterprise (5737-B05)**
  Cloud Video Streaming Manager for Enterprise provides the tools for creation and distribution of live and on-demand video with enhanced security and connection to corporate directories. It includes following features and services:
  - A portal for distribution of on-demand videos and consumption of live events that are restricted to a corporate directory.
  - Single sign-on (SSO) integration and tracking of individual viewing
  - Tools for live-streaming content creation and video asset uploading
  - Video content management system (CMS)
  - Live streaming capability
  - Linear, live playback of pre-recorded video content
  - Playback optimization for all devices through an integrated cloud-based transcoding system
  - Global stream delivery via multiple CDNs controlled by a SD-CDN architecture
  - Hosted viewing page with live player, chat, and video gallery
  - HTML5-compatible, embeddable player for live and on-demand content
  - Full, whitelabel video experience for viewers that include customizing the branding of the player and associated functionality
  - Configurable embeddable video players; video gallery; and chat and social widget
  - APIs for reading and writing content; creating channels; customizing viewing experiences; controlling access; and retrieving analytics
  - Advanced video analytics that include content consumption and delivery Quality of Experience (QoE) metrics
• Ability to secure content with passwords, website, geo-based or age-based restrictions, or integration with paywalls, SSO or corporate directories

For additional information on the Cloud Video Streaming family offerings, see Software Announcements 217-204, dated May 2, 2017, and 216-436, dated November 1, 2016.

Planning information

Packaging

This offering is accessed through the internet. There is no physical media or electronic deliverable.

Ordering information

This product is only available through Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Channel Value Rewards.

More information can be found on the IBM Channel Value Rewards website.

To locate IBM Business Partners for Channel Value Rewards in your geography for a specific Channel Value Rewards portfolio, go to the Find a Business Partner page.

Product Group: Cloud Service Entry

Product name | Program name
---|---
IBM Watson Video Enrichment | 5900-A0Z

Product Category: Cloud Video

Passport Advantage

IBM Watson Video Enrichment (5900-A0Z)

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Charge metric

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| IBM Watson Video Enrichment | 5900-A0Z | • Engagement  
| | | • Instance  
| | | • Minutes |

Engagement

Engagement is a unit of measure by which the services can be obtained. An Engagement consists of professional and/or training services related to the Cloud Service. Sufficient entitlements must be obtained to cover each Engagement.

Instance
Instance is a unit of measure by which the Cloud Service can be obtained. An Instance is access to a specific configuration of the Cloud Service. Sufficient entitlements must be obtained for each Instance of the Cloud Service made available to access and use during the measurement period specified in Client’s PoE or Transaction Document.

Minutes

Minute is a unit of measure by which the Cloud Service can be obtained. Sufficient Minute entitlements must be obtained to cover the total number of whole or partial Minutes of the Cloud Service used during the measurement period specified in Client’s PoE or Transaction Document.

Terms and conditions

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction for the acquisition of Cloud Services from IBM consist of either the IBM Cloud Services Agreement and the applicable offering Service Description or the IBM International Passport Advantage Agreement or the International Passport Advantage Express Agreement and the IBM Terms of Use -- General Terms for Cloud Offerings and the applicable offering Service Description.

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Technical support is provided for Cloud Services and enabling software, as applicable, during the subscription period. Any enhancements, updates, and other materials provided by IBM as part of any such technical support are considered to be part of the Cloud Service, as applicable, and therefore governed by the applicable agreement as defined in Client's quote or transaction document. Technical support is included with the Cloud Service and is not available as a separate offering.

Additional technical support information for this Cloud Service offering may be found in the IBM Support Handbook or in service-specific documentation.

Terms of Use

Cloud Service offering-specific terms are available on the Cloud Service terms website.

Limited warranty

Refer to the warranty defined in the applicable agreement governing Client’s acquisition for this offering.

Money-back guarantee

No

Volume orders (IVO)

No

Passport Advantage applies

Yes, information is available on the Passport Advantage and Passport Advantage Express website.
Software Subscription and Support applies

No

IBM Operational Support Services - SoftwareXcel

No

Other support
Passport Advantage

Variable charges apply
No

Educational allowance available
Not applicable.

Statement of good security practices

IT system security involves protecting systems and information through intrusion prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a regulatory compliant, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.

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Prices

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