



Wipro Vantage:
Turn Raw Content into
Rich Insights with Wipro Vantage
A New Platform for Content Intelligence

Introduction

Content has become a complex challenge. Content producers and publishers must navigate changing user preferences and needs in order to deliver the right information at the right time through the right channel. One key to success is with metadata, and Wipro Vantage automatically extracts and analyses metadata for digital content in any form delivering multiple benefits.

Wipro Vantage can help reduce manual efforts in business operations and save 15-20% of these expenses.

Key takeaways

Wipro Vantage is rich in features and functionality:

- Artificial intelligence captures metadata and insights from audio, video, text, and Images.
- Handles 125 different languages.
- Can be used off-the-shelf or customized.
- AI-driven cloud-native to make it fully scalable
- Helps improve efficiency and accuracy significantly
- Enriches metadata to increase the discoverability of content in the right format.

Key benefits

Wipro Vantage offers several key benefits:

- Reduces manual efforts in business operations and save 15-20% of current spend.
- Improves content discoverability and engagement by 2x.
- Removes unwanted content through content moderation with 85-95% accuracy.
- Automates media monitoring with 80-90% accuracy.
- Dynamically inserts media-context aware ads to improve advertising recall and recognition by 20%.
- Reduces content usage violation royalties.
- Proactively spots and stops the spread of fake news across social media and messaging apps: reduces reaction time by 50-80% and reduces fact-checking time by 30-50% with fake news classification models.
- Delivered as an API



Key features

Wipro Vantage includes a robust set of features today:

- Trusted by our customers to automate content related processes
- Improve Content discovery by deep tagging of metadata keywords from frames, voice to text, NLP (Natural language processing) based techniques etc.
- Dynamic ad insertion
- Content moderation - Automate the moderation for user generated content for video/text. It helps in spotting the inappropriate / gory content and blur the content.
- Brand safety - Auto quality check of content to adhere to brand quality guidelines like beep the offensive language or mark the frames where there are drinking or smoking scenes in video
- Media Monitoring - Vantage assists in automating Advertising and reputational workflows. Using AI and ML technologies, classify and filter the relevant content to a customer brief.

- Fact checking - platform help Fact checkers, Social Media editors and Investigative journalists to monitor and spot the fake news on Social Media platform. Fact Checkers and Journalist can also upload the content on Vantage to verify the content, to identify the primary source of the content, if the source is a reliable source and if the content is published with the accurate context.
- Consumer emotions - Video and Audio emotion detection module helps a brand identify and classify the different emotions of customers while consuming your content or advertisement. Consumer emotions module recognizes different faces in the video, captures different emotions like sorrow, joy and excitement along the timeline of the video.

Wipro Vantage also has a well-defined roadmap with newly added features - emotion analysis, smart clip trimmer, and many more, added on a monthly basis.

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Wipro Vantage is a content intelligence solution with multiple use cases for newsrooms, media monitoring, moderation of user-generated content, subscription video on demand (SVOD), ad-based video on demand (AVOD), and programmatic advertising platforms. It facilitates content fact-checking, reputation management, and emotion analysis by extracting and analyzing metadata from digital content.



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strong commitment to sustainability and good corporate citizenship, we have over 190,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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