

Al Jazeera Digital

Al Jazeera collaborated with Oredata to develop a robust closed captioning system powered by Google's native Video AI models that process both verbal and non-verbal sounds. Oredata utilized GCP's state-of-the-art AI and GPU-accelerated cloud tech.

The challenge

As a global news organization, Al Jazeera aimed to enable closed captions for its video playback experiences across digital products and services. To achieve this, Al Jazeera partnered with Google, Qatar, and Oredata, utilizing their expertise in AI and cloud technology tailored to its needs.

The solution

Oredata developed an ML model pipeline in Vertex AI for generating captions, utilizing Google Cloud's speech-to-text models. All MLOps operations were managed within Vertex AI, ensuring smooth integration and high performance. This solution has enabled Al Jazeera to produce video captions through UI as well as workflow integrations.

The result

Al Jazeera's partnership with Google Cloud has delivered a fully functional system for video captions generation. An automated pipeline was implemented for video processing, captions generation as well as continuous job queue monitoring. This cloud-based solution enhances productivity, and supports growth, by significantly reducing caption generation time, and improving overall efficiency.

“Our partnership with Google, Qatar, and Oredata delivered a cloud-based video captioning system on Google Cloud. It has enabled us to have capabilities that can generate captions efficiently through a UI or automatically through workflow integrations.”

Selvamuthu Balakrishnan, Principal Product Manager, Al Jazeera Digital



About Al Jazeera Digital

Al Jazeera is a globally recognized media network with a reputation as the "Voice of the Voiceless" due to its extensive news coverage and reporting on underreported regions and stories. It offers news in various languages, including Al Jazeera Arabic, English, and Balkans.

Vertical/horizontal solution: Media & Entertainment

Primary project location: Qatar



About Oredata Yazılım Limited Şirketi

Oredata is a digital and cloud transformation consultancy company that helps businesses modernize and innovate through technology.



Products

Google Cloud Platform