

# Al Jazeera Digital

Al Jazeera collaborated with Oredata to create a cloud-native application solution that utilizes the benefits of the cloud, such as effortless scalability as a user interface to manage underlying video captioning services running on GCP.

## The challenge

Al Jazeera required a solution to effortlessly collect a large volume of video content from various sources and generate closed captions, while ensuring cost-effectiveness, efficiency, and high performance. They partnered with Google, Qatar to use GCP for its extensive Data and AI services that empower the needed solution.

## The solution

Leveraging Google Cloud's capabilities and Oredata's expertise, Oredata built an application with Pub/Sub, Cloud Run, and Cloud Functions to manage Al Jazeera's caption generation pipeline. The pipeline uses Google Cloud's GPUs and Vertex AI to process the videos and generate closed captions. The application offers a user-friendly interface to manage video processing queues and monitor past jobs.

## The result

The application was developed as part of video processing pipelines for automated closed captioning generation. The application offers an intuitive UI and features making it easy to trigger and track video processing jobs.

**“**This application was developed as a UI for a Video Closed Captioning project. Its success greatly depends on our strong partnership and collaboration with Google Qatar and Oredata. Their support, from initial planning to full production, was very helpful. Being fully cloud-based, the solution is scalable, reliable, and meets our needs. We appreciated their expertise. **”**

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