



Persistent

AI-Powered Highlights and Trailers

Accelerating Content Discovery



Abstract

Audiences today are faced with an overwhelming abundance of content, yet the process of creating promotional assets such as trailers, teasers and highlight reels remains slow, manual and resource-intensive. Traditional workflows rely heavily on skilled editors, complex toolchains and lengthy production cycles, often resulting in generic outputs that fail to resonate with diverse viewer preferences.

AI-powered highlight and trailer generation transforms this landscape by automating scene understanding, emotion detection, audio cue analysis and platform-specific formatting.

This enables streaming platforms, broadcasters and media companies to produce high-quality, personalized and multilingual previews in minutes instead of hours. By accelerating time-to-market, enhancing viewer engagement through contextual relevance and reducing operational overhead, AI-driven automation delivers a scalable, cost effective and globally adaptable solution for modern content discovery and promotion.

The Challenge

- Manual highlight creation is slow and resource-intensive, limiting scalability across large and growing content libraries.
- Generic trailers fail to engage diverse audiences, leading to lower click-through rates and weaker conversion performance.
- Fragmented workflows across devices and languages introduce inefficiencies and delay time-to-market for promotional assets.

The Opportunity

Streamlining platforms are facing rising churn and shrinking attention spans, while manual editing of highlights and trailers remains resource-intensive and difficult to personalize at scale. AI transforms this process by automating the creation of context-aware, audience specific previews that significantly enhance content discovery and viewer retention.

By leveraging machine learning, platforms can generate high-quality promotional assets in minutes instead of hours, dramatically reducing operational costs. This approach also enables seamless multi-language and multi-device distribution, ensuring global reach and consistent audience engagement.



Unlock new monetization streams by repurposing highlights for social media, advertising and cross-platform marketing campaigns.



Increase user stickiness and loyalty through personalized previews tailored to individual tastes and viewing behavior.



Reduce operational overhead by replacing manual workflows with scalable, AI-driven automation.

AI enables a shift from static, generic previews to real-time, context-aware and storytelling. Platforms can deliver hyper-targeted micro-trailers, personality-driven player reels and live sports highlights within seconds boosting viral potential while dramatically shortening production cycles.

Industry Context & Trends



Explosion of Streaming Content

Viewers increasingly demand quick, relevant previews to navigate choice overload. The rapid growth of available content has intensified competition among platforms, making efficient discovery tools critical for retention.



AI in Media Workflows

Machine Learning enables automated scene detection, sentiment analysis and personalized content creation. These capabilities streamline production workflows, reduce manual effort and accelerate time-to market promotional assets.



Social-First Consumption

Short-form, snackable content dominates engagement on platforms such as TikTok and Instagram. This shift highlights the need for highlights and trailers optimized for mobile and social formats to capture attention instantly.



Solution Overview

Key Tenets



Automated Scene Selection

AI identifies high-impact moments of computer vision, audio and sentiment cues.



Personalized Highlights

Previews are tailored based on user viewing history, genre affinity and real-time trending patterns.



Multi-Platform Optimization

Outputs are automatically formatted for OTT platforms, social feeds and mobile-first experiences.



Real-Time Adaptation

Highlights dynamically update based on engagement metrics and emerging content trends.



Scalable Workflow

Automation significantly reduces manual editing time, enabling faster go-to-market for promotional assets at scale.

Foundational Pillars

The solution is built on four core pillars that ensure speed, scalability and high-quality output.

Time-to-Market Acceleration and Stability

Enables near-instant generation of trailers and highlights across extensive content libraries, dramatically reducing dependence on manual editing.

AI-Driven Intelligence

Leverages scene detection, audio analysis, emotion recognition and semantic understanding to precisely identify the most compelling moments.

Quality Assurance and Personalization

Ensures every output is optimized for specific audiences, platforms and contextual cues, resulting in more engaging and relevant previews.

Cost Effective Automation

Simplifies traditionally complex editing workflows by minimizing human intervention, reducing production overhead and allowing teams to focus on creativity rather than labor-intensive tasks

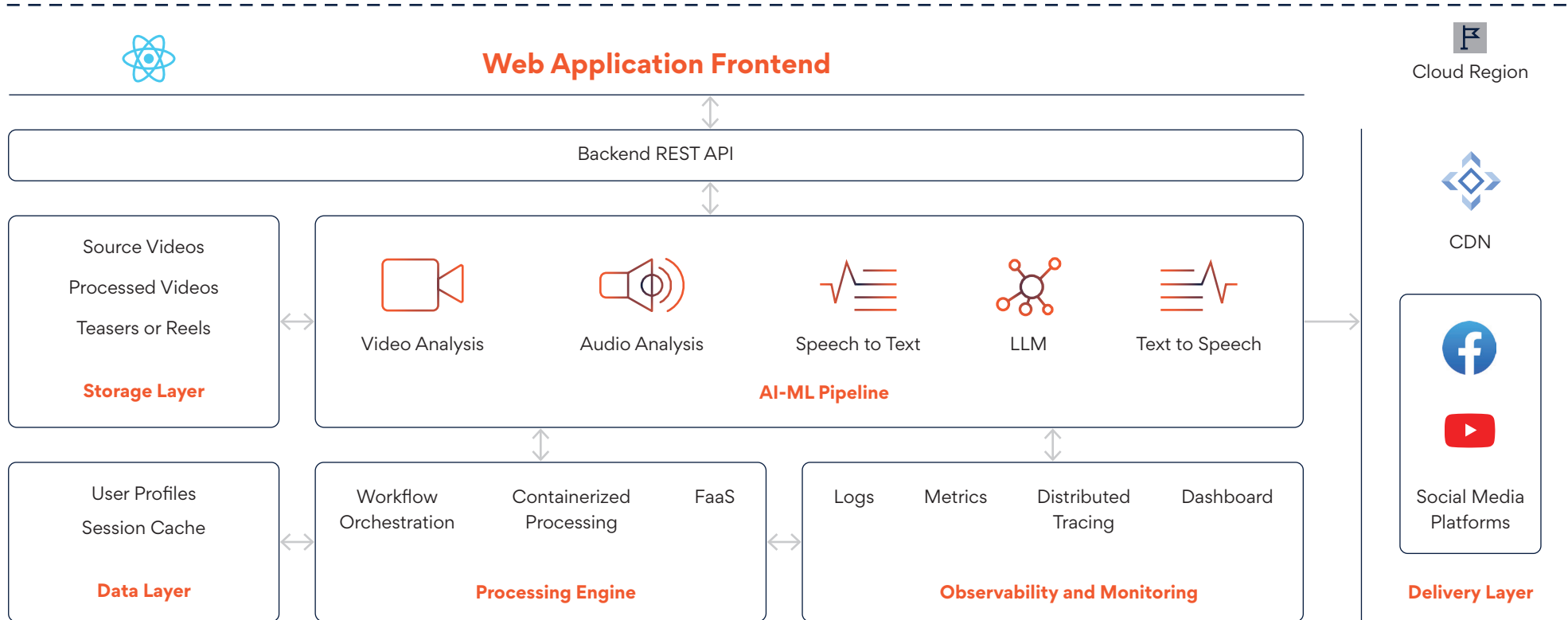
Solution Architecture

AI Engine for Scene Analysis: Leverages computer vision, speech recognition and sentiment scoring to accurately identify highlight worthy moments within video content.

Content Assembly Layer: Automatically stitches selected clips into cohesive trailers and highlight reels, applying adaptive branding, formatting and captions.

Personalization Module: Customizes previews based on user profiles, viewing history and engagement patterns, ensuring optimized delivery across devices and platforms.

Distribution and Analytics Hub: Publishes content seamlessly across OTT, social and mobile channels while tracking performance metrics to enable continuous optimization and improvement.



Implementation Roadmap

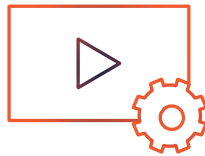
Phase 1



Intelligent Detection

- Deploy AI to analyze video frames, audio tracks, and metadata to identify key moments.
- Integrate sentiment and engagement scoring to accurately rank highlight worthy scenes.

Phase 2



Dynamic Assembly

- Automatically stitch selected clips into cohesive highlight reels and trailers.
- Apply adaptive branding, captions, and formatting optimized for platform specific requirements.

Phase 3



Personalization & Distribution

- Customize previews for individual user-based viewing history, preferences, and engagement behavior.
- Distribute highlights across OTT platforms, social channels, and in-app notifications to maximize reach and impact.

Business Benefits

AI-powered highlights and trailers deliver measurable impact across the media value chain by improving efficiency, engagement and monetization.

Accelerated Time-to-Market

Automated workflows reduce trailer and highlight creation time from hours to minutes.

Cost Efficiency

Minimizes manual labor and operational overhead, freeing up resources for higher value strategic initiatives.

Enhanced Viewer Engagement

Personalized previews increase click-through rates while reducing decision fatigue for viewers.

Global Scalability

Enables multi-language, multi-device distribution, ensuring consistent audience reach worldwide.

AI-driven content workflows are no longer optional but are essential for platforms competing in today's attention economy. By combining automation, personalization and scalability, this solution empowers businesses to deliver richer viewer experiences while optimizing costs and driving sustainable growth.

Contributor: Pawan Anand

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

USA

Persistent Systems, Inc., 2055 Laurelwood Road, Suite 210, Santa Clara, CA 95054, Tel: +1 (408) 216 7010, Fax: +1 (408) 451 9177, Email: info@persistent.com

India

Persistent Systems Limited, Bhageerath, 402, Senapati Bapat Road, Pune 411016, Tel: +91 (20) 6703 0000, Fax: +91 (20) 6703 0008

