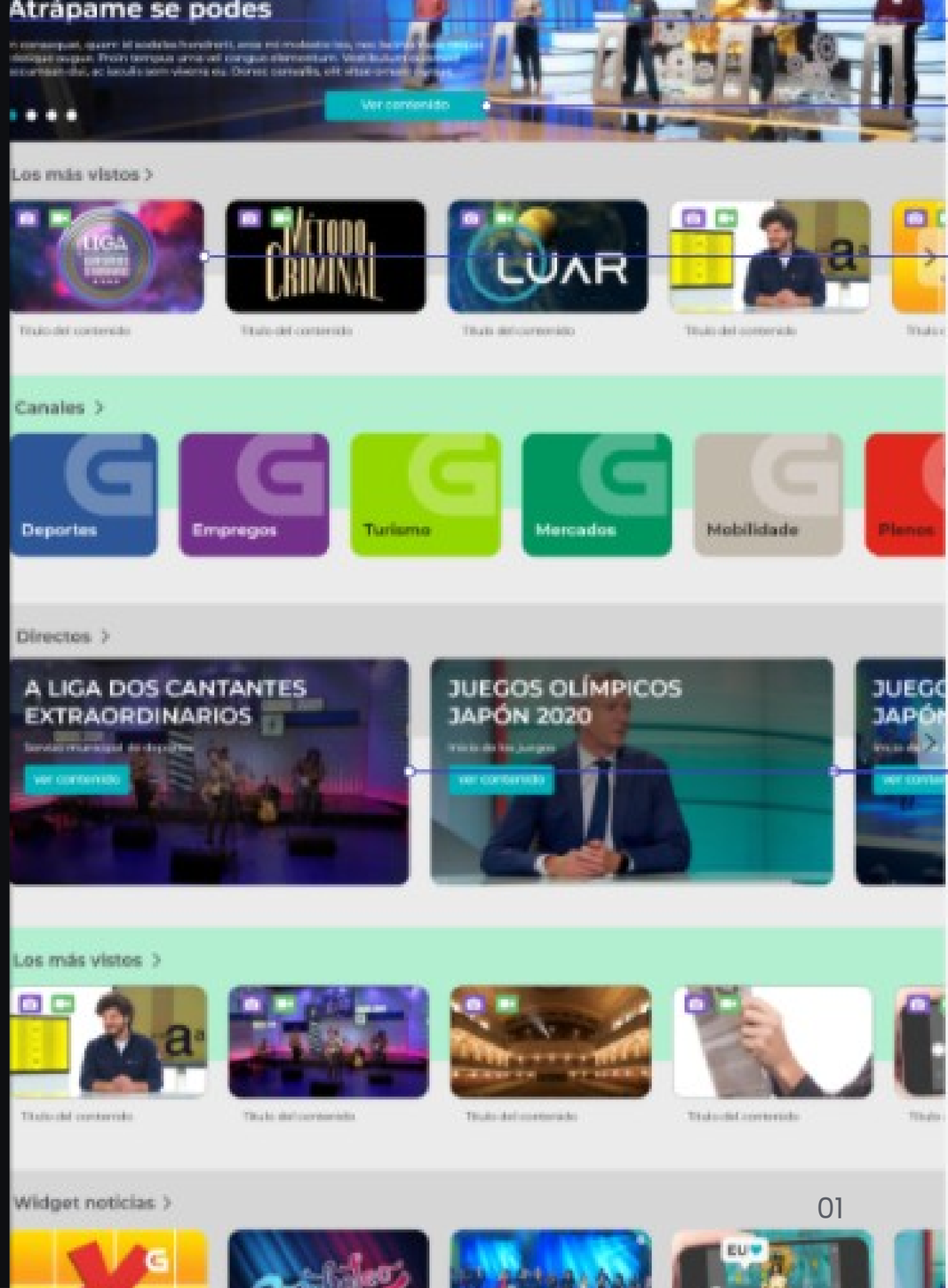
PRODUCT · TIIVII SUITE

AI previews

Video previews, not static artwork.

A service that automatically generates a trailer for every title and serves it on web, apps and Smart TV.



cinfo

THE CHALLENGE

The catalogue is huge and the viewer decides in two seconds

On a platform with thousands of titles, static artwork is all the user has to decide with. And hand-producing trailers for the whole catalogue is not viable.

01

Artwork that tells nothing

A still image conveys neither the pace, nor the tone, nor the real appeal of a title.

02

Trailer production does not scale

Manually editing one preview per title is impossible in large, constantly changing catalogues.

03

Every device is different

What works on a TV does not work on a phone: different formats and bitrates are needed.

WHAT IT IS

A service that turns every video into its own trailer

The system reads the source video in near real time, analyses it and generates a video sequence that appears instead of the still image: animated artwork on web, mobile apps, tablets and Smart TV.

- Automatic generation from the cloud, with no editorial work.
- Transcoding and optimisation for each device type.
- Storage and delivery over a global CDN.
- Video thumbnails are also part of the service.



HOW IT WORKS

From master file to animated artwork, hands off

The service is delivered as SaaS: cinfo provides code samples and deployment takes a few weeks.

01

Reading the source

The system accesses the source video in near real time, as it is published.

02

Analysis and edit

The AI selects the relevant fragments and assembles the preview as a trailer.

03

Per-device optimisation

Transcoding for mobile, Smart TV and streaming players.

04

CDN delivery

The preview is delivered over a global CDN and consumed from your interface.

FEATURES

A service built for large, live catalogues

- **Automatic generation**

  No manual editing: every new title gets its preview as soon as it is published.

- **Near real time**

  Reading and analysis of the source happen as the content enters the platform.

- **REST API**

  Scheduled or real time, with heterogeneous destinations and an admin site.

- **Multi-device**

  Valid for web, mobile apps, tablets and Smart TV, iOS and tvOS included.

- **Video thumbnails**

  Beyond the trailer, thumbnail generation for catalogue browsing.

- **Global CDN**

  Storage and delivery ready for peaks of millions of daily requests.

- **Delivered as SaaS**

  Hosted in the cinfo cloud, with no infrastructure for you to maintain.

- **Platform-agnostic**

  Available in tiivii OTT, but it works with any platform on the market.

BENEFITS

More clicks on the catalogue, with no extra editorial work

01

Better discovery

The user sees what a title is about before playing it, and chooses better.

02

Zero editorial cost

No team has to cut trailers: the whole catalogue is covered.

03

A big-platform experience

The same product feel the international platforms deliver.

04

Fast deployment

API integration in a few weeks, with code samples provided by cinfo.

INTEGRATIONS

It fits the platform you already run

The service is independent of the video platform: it delivers the preview wherever you point it.

tiivii OTT

Included by default in the platform's AI enrichment.

Third-party platforms

Integrates with any OVP or CMS on the market through a REST API.

Smart TV apps

Formats optimised for connected TVs and streaming players.

iOS and Android apps

Delivery adapted to mobile devices and tablets.

Your own CDN

Delivery over the cinfo CDN or over the one you already use.

Admin site

Control of which titles are processed and under which criteria.

HOW IT IS CONTRACTED

A SaaS service priced by catalogue volume

Pilot

PROOF OF CONCEPT

- Processing of a catalogue subset
- REST API and code samples
- CDN delivery
- Results report

Fixed pilot price

Production

FULL CATALOGUE

- Continuous processing of new titles
- Previews and thumbnails
- Per-device optimisation
- Admin site
- Support

Monthly fee by volume

Large platform

OPERATORS AND BROADCASTERS

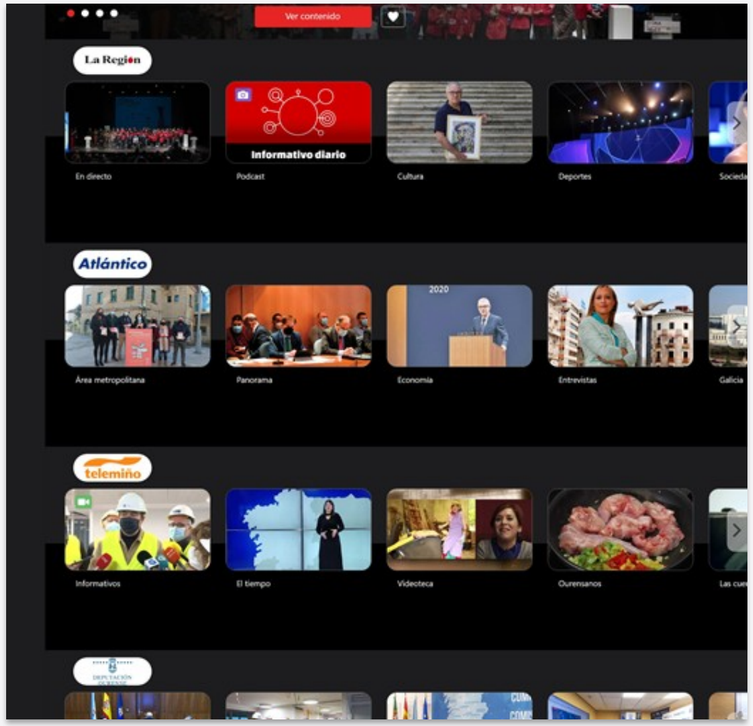
- Millions of daily requests
- Service level agreement
- Integration with your CDN
- 24/7 support

Tailored annual contract

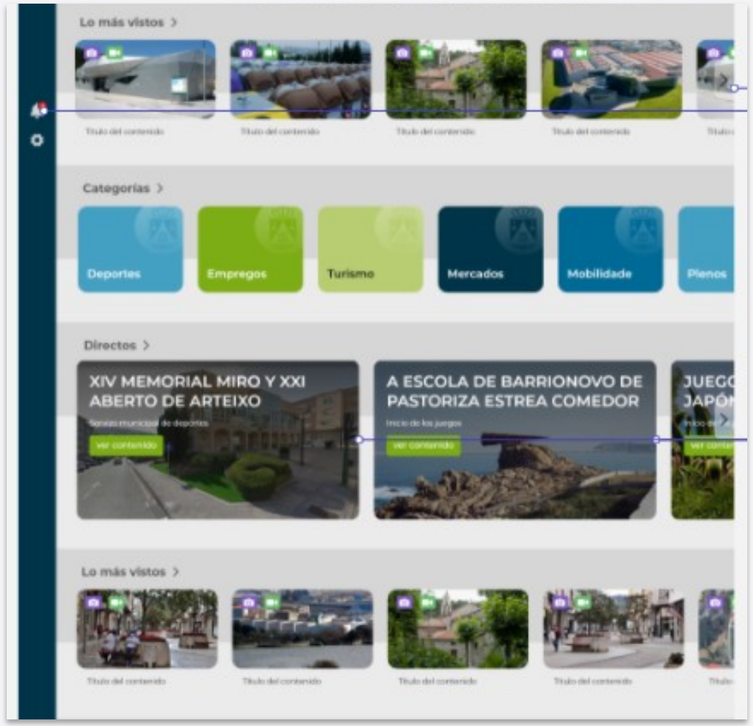
Indicative models. Price depends on the number of titles processed per month and the traffic served.

GALLERY

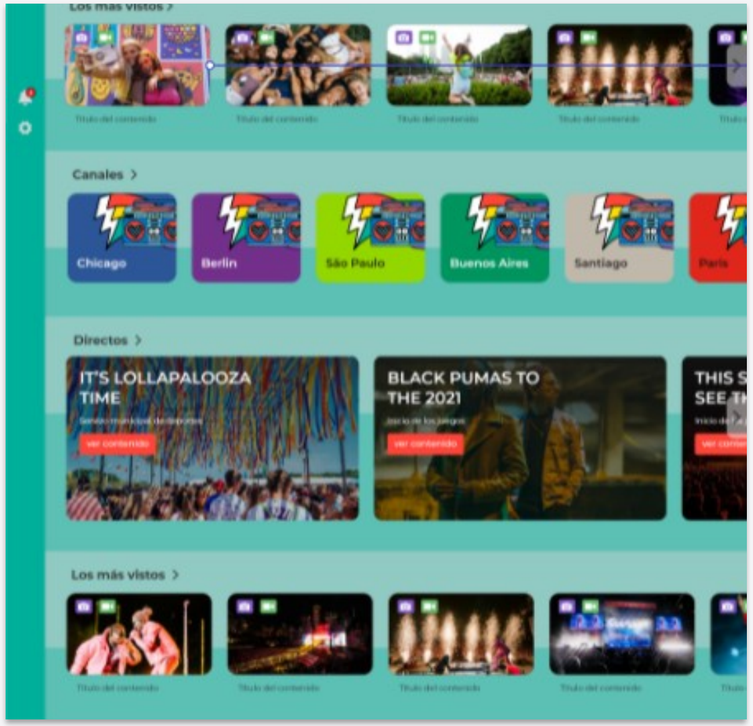
Previews on real platforms



A catalogue with animated artwork in the browser.



Category browsing with previews on focus.



The same experience on a connected TV interface.

CASE STUDIES

In production on Spain's public platform

RTVE PLAY

Over 7 million videos served a day

The cinfo preview service is deployed in production on RTVE Play, with more than four million daily views of the service itself.

https://www.rtve.es/play/

TIIVII OTT

AI enrichment out of the box

Every tiivii OTT platform includes automatically generated previews, thumbnails, subtitles and transcription.

https://cinfo.es

TV OPERATORS

Integrable without changing platform

The service integrates into third-party platforms through an API, deployed in a few weeks with code samples provided by cinfo.

https://cinfo.es

CINFO IN NUMBERS

The service at real scale

+7 M

videos served daily on RTVE Play

+4 M

daily views of the service

0

hours of manual editing per title

Semanas

to deploy the integration

FREQUENTLY ASKED QUESTIONS

Common questions from platforms

Do I have to change video platform?

No. The service is independent: it ships with tiivii OTT, but it integrates through a REST API with any platform on the market.

How long does a preview take?

Reading and analysis happen in near real time on the source video, so new content is covered as it is published.

Who picks the trailer fragments?

The AI selects them from the video analysis. The admin site controls which titles are processed and under which criteria.

Does it work for live content?

The service works on published content. On tiivii platforms, live turns into on-demand in under ten minutes, and the preview is generated from there.

On which devices is it shown?

On web, mobile apps, tablets, Smart TV and streaming players, with formats and bitrates optimised for each.

Can it handle a very large catalogue?

Yes. The service is in production serving more than seven million videos a day on a national public platform.

WHO IT IS FOR

Who needs it

01

OTT platforms

Large catalogues where discovery drives consumption.

02

Broadcasters and operators

Services with thousands of titles and constant new additions.

03

Federations and clubs

Sports video libraries where each match needs its visual summary.

04

Archives and libraries

Historical collections that become browsable with automatic previews.

LET'S TALK

Animate your catalogue in a few weeks

We process a sample of your catalogue and compare the result with your current artwork.

Request a pilot

See the service on video

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