



#### KATAPY INSIGHT

Artificial intelligence is rapidly changing the media industry, but its greatest value is not simply generating content. The real opportunity lies in helping media companies work faster, understand their audiences more deeply, make better use of their content libraries, and create more revenue from every piece of programming they own.

For broadcasters, networks, publishers and content creators, the challenge is no longer just producing great content. They must manage enormous libraries, operate live and linear channels, publish across multiple platforms, create promotional clips, reach fragmented audiences and support several monetization models - all while controlling costs.

**AI can transform these complex processes into intelligent, automated workflows.**

## Turning Every Program Into More Content

A long-form program may contain dozens of valuable moments: a breaking-news development, an arrest, an emotional interview, a decisive play, a memorable statement or a compelling exchange. Traditionally, identifying those moments requires someone to watch the entire program, manually choose the start and end points, and create each clip.

That process is slow, expensive and difficult to scale.

Katapy's AI-based Dynamic Sub-Clipping technology can analyze live and recorded content to identify meaningful stories, topics and moments within a program. It can then determine appropriate clip boundaries and create shorter, relevant pieces of content that can be used across websites, OTT applications, social media, promotional campaigns and other digital destinations.

Instead of treating a two-hour program as a single asset, Katapy helps transform it into a library of discoverable, promotable and monetizable moments.

For live content, this becomes even more powerful. Relevant clips can be identified while the program is still being broadcast, helping media companies engage audiences while an event or story remains timely.

## Making Content Easier to Discover

Many media organizations own thousands - or even hundreds of thousands - of hours of valuable programming. Unfortunately, much of that content becomes difficult to find, promote or reuse because its metadata is incomplete or inconsistent.

AI can help identify people, subjects, locations, themes and important moments within a video. That information can improve metadata, search, recommendations and content organization.

For the viewer, this creates a more relevant and personalized experience. For the content owner, it makes the entire library more valuable.

Katapy brings content management, distribution and audience engagement together within one cloud platform. AI-generated insights can therefore become part of the broader media workflow rather than remaining isolated inside another disconnected system.

Content can be ingested, organized, processed, clipped, scheduled, published and analyzed within a connected operating environment.

## Improving Media Workflows

AI is most effective when it removes repetitive work and helps people make better decisions.

Media teams frequently perform the same operational tasks across hundreds of programs and thousands of assets. They prepare metadata, organize libraries, build schedules, create clips, publish content, monitor performance and distribute programming to numerous platforms.

Katapy combines AI capabilities with workflow automation to reduce these manual steps. The objective is not to replace the creative or editorial team. It is to give that team more time to focus on programming, storytelling, audience development and revenue growth.

Editorial control remains important. AI can identify and recommend a strong moment, but the content owner should still control what is approved, published and monetized. Katapy's approach is designed to combine machine speed with human judgment.

**Machine speed. Human judgment. One connected media workflow.**

## Connecting Content Intelligence With Audience Intelligence

Creating more content only matters if it reaches the right audience.

Every viewer interaction provides useful information: what people watch, when they watch, how long they remain engaged, which devices they use and where they stop watching. When these signals are connected, media companies can better understand what audiences value.

Katapy provides audience management and real-time analytics alongside its media-management capabilities. This allows content and performance data to work together.

A media company can identify which programs, subjects and clips generate the strongest engagement and use those insights to improve future programming, promotion and distribution. Over time, this creates a continuous cycle: create content, understand performance, identify what resonates and use those insights to create and promote more of what audiences want.

## Creating New Monetization Opportunities

AI also changes the economics of media.

A program that was previously monetized only as a full-length episode can produce multiple clips, promotional assets and audience entry points. Those shorter assets can attract viewers who may not initially commit to watching an entire program.

Once viewers enter the experience, Katapy can support multiple business models, including advertising, subscriptions, pay-per-view and hybrid monetization. Content owners can deliver live, VOD, linear and FAST programming while maintaining ownership of their content, brand and customer relationships.

AI-powered clipping can also help extend the useful life of a content library. Important moments from older programs can be rediscovered, repackaged and reintroduced to new audiences.

The result is not simply more content. It is more opportunities to generate engagement and revenue from content that has already been produced.

## AI Must Be Part of the Platform

Many AI tools solve only one isolated problem. They may generate a transcript, recommend a clip or produce metadata, but they do not manage the rest of the media lifecycle.

That leaves companies moving files and information between multiple vendors, systems and workflows.

Katapy takes a different approach. AI is integrated into a complete media operating platform that supports content ingestion, Video CMS, live streaming, automated workflows, Dynamic Sub-Clipping, channel creation, cloud master control, OTT applications, global distribution, monetization, audience management and analytics.

A clip identified by AI should not remain trapped inside a separate tool. It should be capable of becoming a managed media asset that can be reviewed, enriched, published, distributed, monetized and measured.

This is where AI moves from being an interesting feature to becoming a practical business advantage.

## The Future of Media Is Intelligent, Connected and Automated

AI will not replace great programming, trusted brands or creative storytelling. It will help media organizations extract more value from all three.

The companies that benefit most will be those that use AI as part of an integrated strategy - connecting content intelligence, workflow automation, distribution, monetization and audience data.

Katapy is building that future by giving media companies one platform from which to build, manage, distribute, monetize and grow their media businesses.

**AI provides the intelligence. Katapy turns that intelligence into action.**

**EVERYTHING YOU NEED. ONE PLATFORM.**