Cognizant® Ad Moderation Solution

Our Focus

Cognizant with Microsoft are transforming the media landscape by empowering innovation and growth by:

AI and Cloud Synergy

- **Revolutionizing media with integrated AI, cloud management, and secure data storage**

AI and Cloud Synergy

- **Boosting revenue and streamlining operations through technological innovation**

Ad Moderation

Transform Compliance into a Competitive Advantage

Television stations actively review all advertisements before airing, ensuring compliance with both internal standards and regulatory requirements from the FCC, FTC, and FDA.

Current Challenges

- **Time consuming manual reviews** delay campaign launches and strain internal resources

- **Error prone process** increases compliance risks and potential brand damaging content

- **Inconsistent Application** of specific standards and legal requirements

Automate the Ad Moderation Process

Cognizant® Ad Moderation Solution

- **Speed:** estimated on average a 96% decrease in time taken to moderate ads

- **Contextually Understanding:** Ensures ads are culturally sensitive, sentiment appropriate, and compliant with local regulations, enhancing relevance
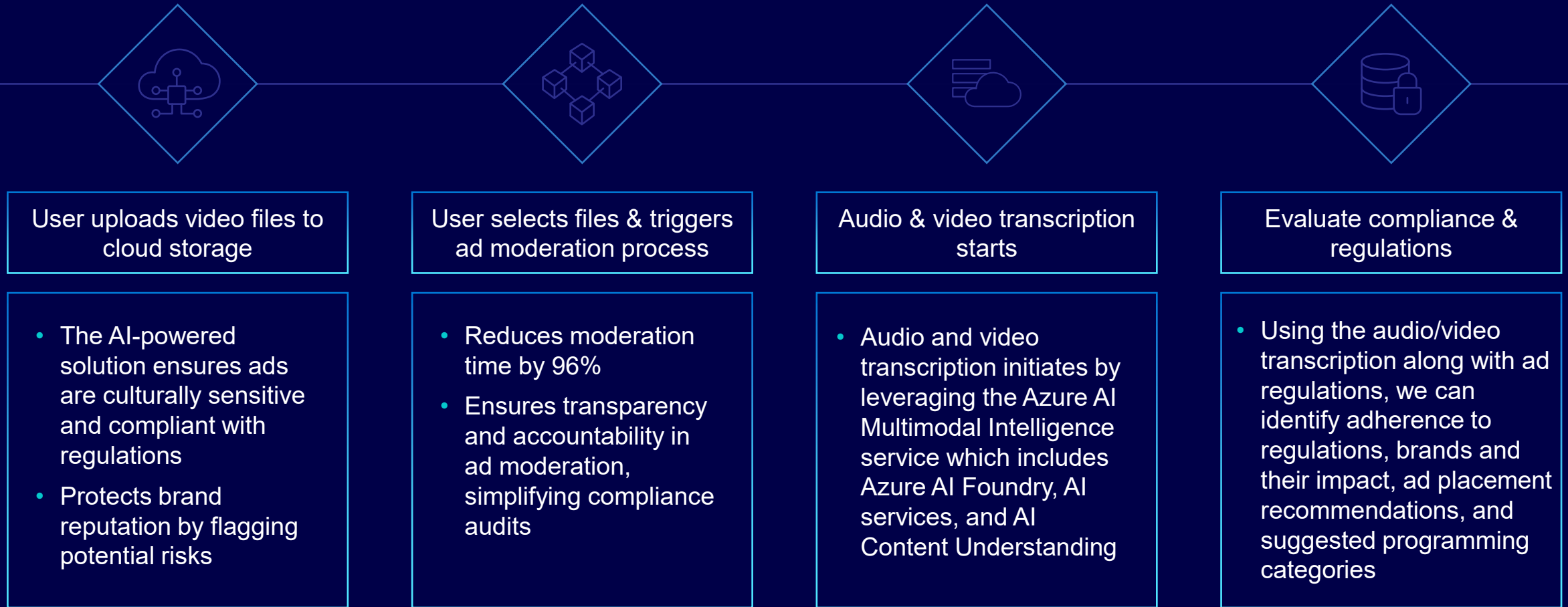
- **Early Detection:** ability to flag risky or non-compliant content before a human even reviews it
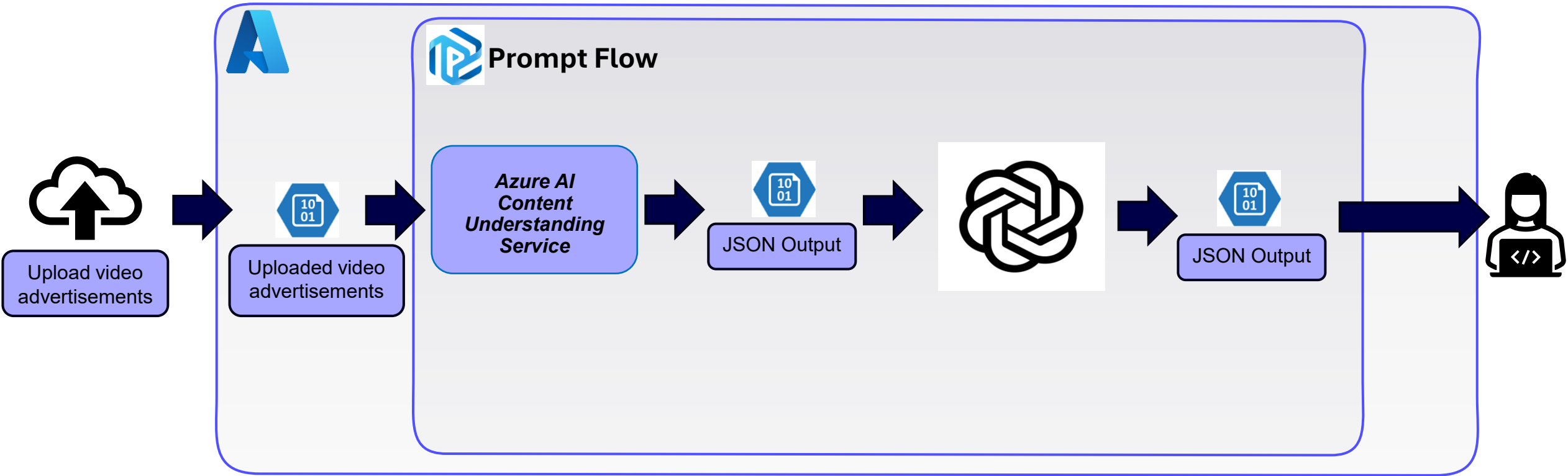
- **Consistent standards** applied with precision across al advertising content

cognizant®

Cognizant® Ad Moderation Solution

Cognizant is setting new standards in ad moderation, making it faster, mor accurate & economically efficient

User uploads video files to cloud storage	User selects files & triggers ad moderation process	Audio & video transcription starts	Evaluate compliance & regulations
• The AI-powered solution ensures ads are culturally sensitive and compliant with regulations • Protects brand reputation by flagging potential risks	• Reduces moderation time by 96% • Ensures transparency and accountability in ad moderation, simplifying compliance audits	• Audio and video transcription initiates by leveraging the Azure AI Multimodal Intelligence service which includes Azure AI Foundry, AI services, and AI Content Understanding	• Using the audio/video transcription along with ad regulations, we can identify adherence to regulations, brands and their impact, ad placement recommendations, and suggested programming categories

cognizant®

Cognizant® Ad Moderation Solution Architecture

Upload video advertisements → Uploaded video advertisements → **Prompt Flow**: *Azure AI Content Understanding Service* → JSON Output → JSON Output

Search

SANDBOX

Save   Save & Close   + New   Deactivate   Delete   Refresh   Check Access   Process   Flow   Word Templates   Run Report   Share

Vid-10000006 - Saved

Vid-10000006
Ad Identifier

Yes
Moderation Completed?

Yes
Localization Completed?

Advertisement · Ad Moderation

General   Related

Show form fill assist

Ad Description   Heineken Ad

Ad Preview

Choose File   Heineken Ad.mp4   Upload Video

Creative Approach   **Product Demonstration, Storytelling**

Ad Objective   Brand Image/Rebranding (focusing on Heineken Light), Product Features and Benefits

Product or Service Type   Food & Beverages - Alcoholic   Tone & Style   Realistic

Format   30-Second Spot   Process Ad Moderation?   [toggle] Yes

Summary, Overview & Recommendations

Segoe UI   11   B I U S

Video Content Summary: The ad features a series of scenes at an outdoor bar with Heineken branding and various individuals enjoying Heineken beer. The scenes include a bartender serving Heineken, patrons at the bar, and moments highlighting the beer, specifically Heineken Light, with promotional slogans such as "SOMETIMES, LIGHTER IS BETTER" and "LOWER CALORIES GREAT TASTE." The background settings include a clear blue sky, cityscape views, and a stage with a musician.

Audio Content Summary: Limited dialogue with phrases like "It's another scorcher," suggesting a casual, relaxed atmosphere during a hot day suitable for a cold beer.

Compliance with Standards:

FCC Guidelines: The ad would need to ensure appropriate sponsorship identification since it prominently features the Heineken brand, which is compliant with FCC regulations regarding the sponsorship.

FTC Guidelines: The ad claims about Heineken Light, such as "LOWER CALORIES" and "GREAT TASTE," must be substantiated to comply with FTC regulations on evidence-based advertising.

Brand Overview and Impact:

Brand Mentioned: The prominently featured brand is Heineken, particularly focusing on Heineken Light.

Potential Brand Impact: The advertisement is likely to positively impact Heineken by emphasizing attributes like low calories and great taste, potentially appealing to health-conscious consumers or those interested in lighter beer options. The repetition of the brand and its visibility aligns with enhancing brand recognition.

Demographic Suitability Categories

☐ Select all

A(Adults (21-54)

Al   Alcohol

S(Seniors (55+)

1 - 3 of 3   Page 1

Ad Placement Recommendations

☐ Select all

Da   Daytime

PT   Prime Time

SE   Sporting Event

We   Weekend

Navigation (left sidebar)

Home
Recent
Pinned

Advertisements
Advertisements

Localization
Ad Local Mod Cats
Languages
Ad Localizations

Placement
Ad Placement Cats
Ad Placements
Ad Localization Places

Demographics
Categories
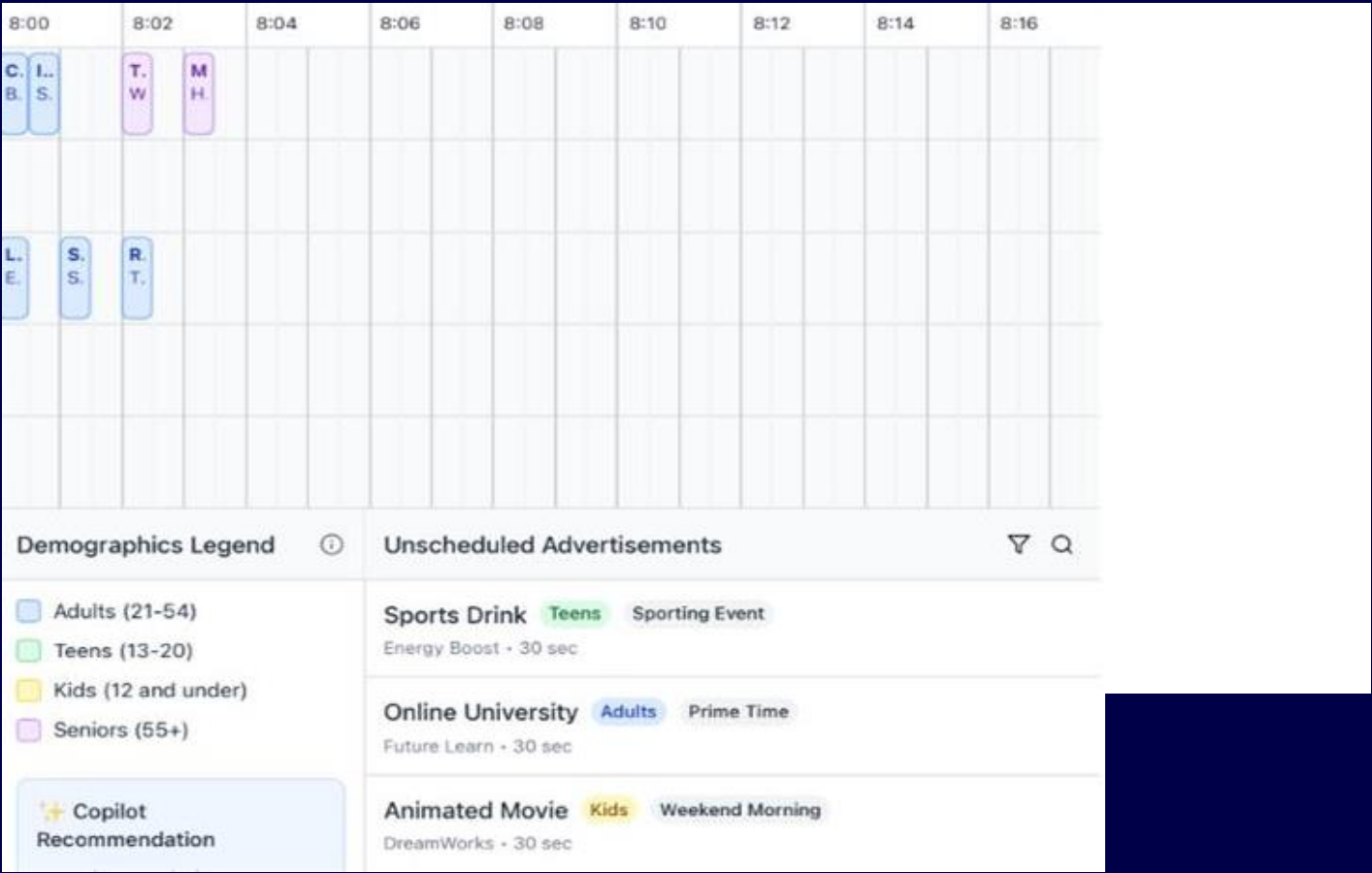Ad Moderation's

cognizant

The Long-Term Vision

Using Cognizant® Ad Moderation Solution output to assist with program scheduling

© 2025–2027 Cognizant

Empowering the Future of Media

Together, Cognizant and Microsoft are setting new standards in media leveraging the power of AI

Thank you