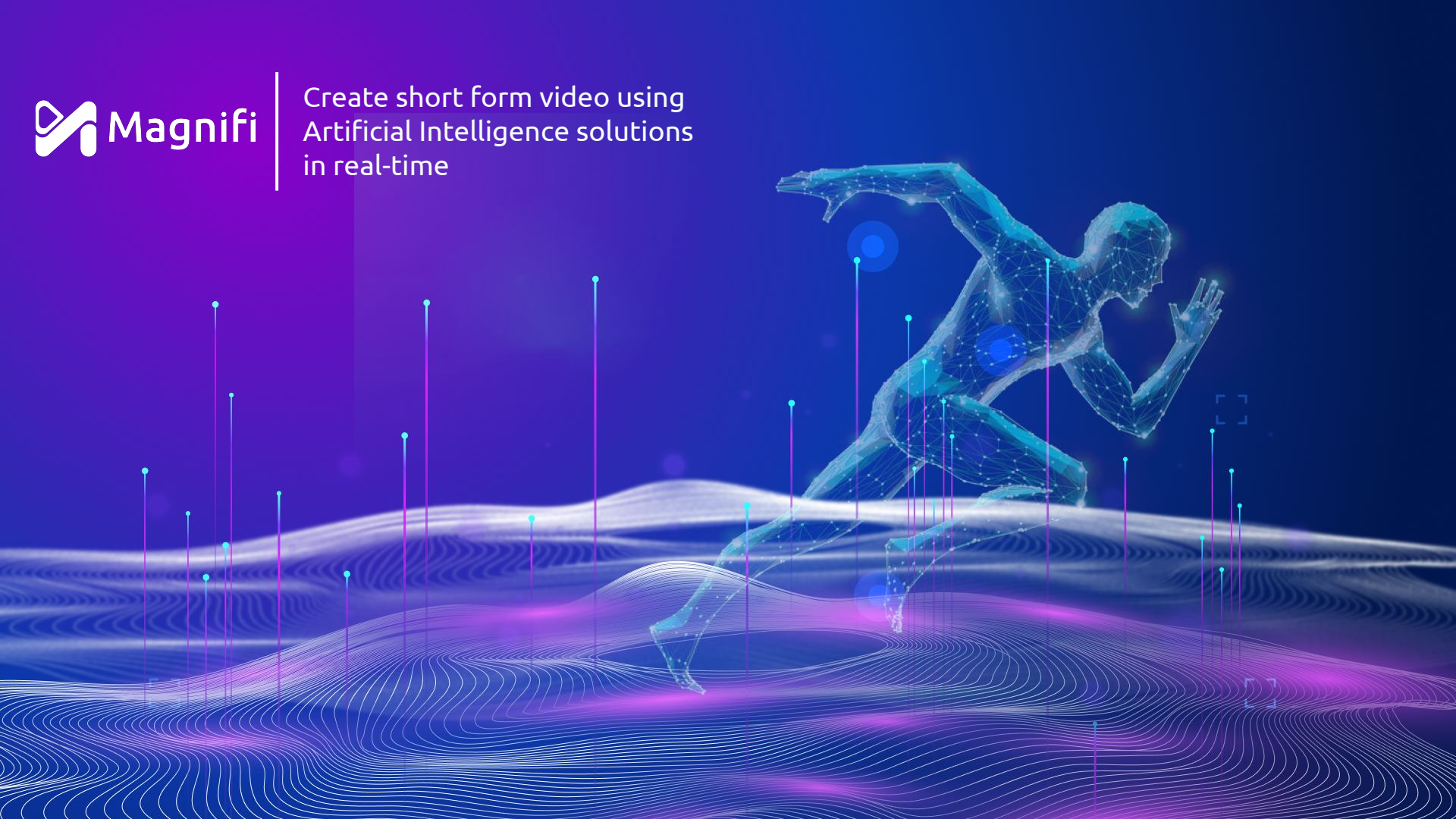
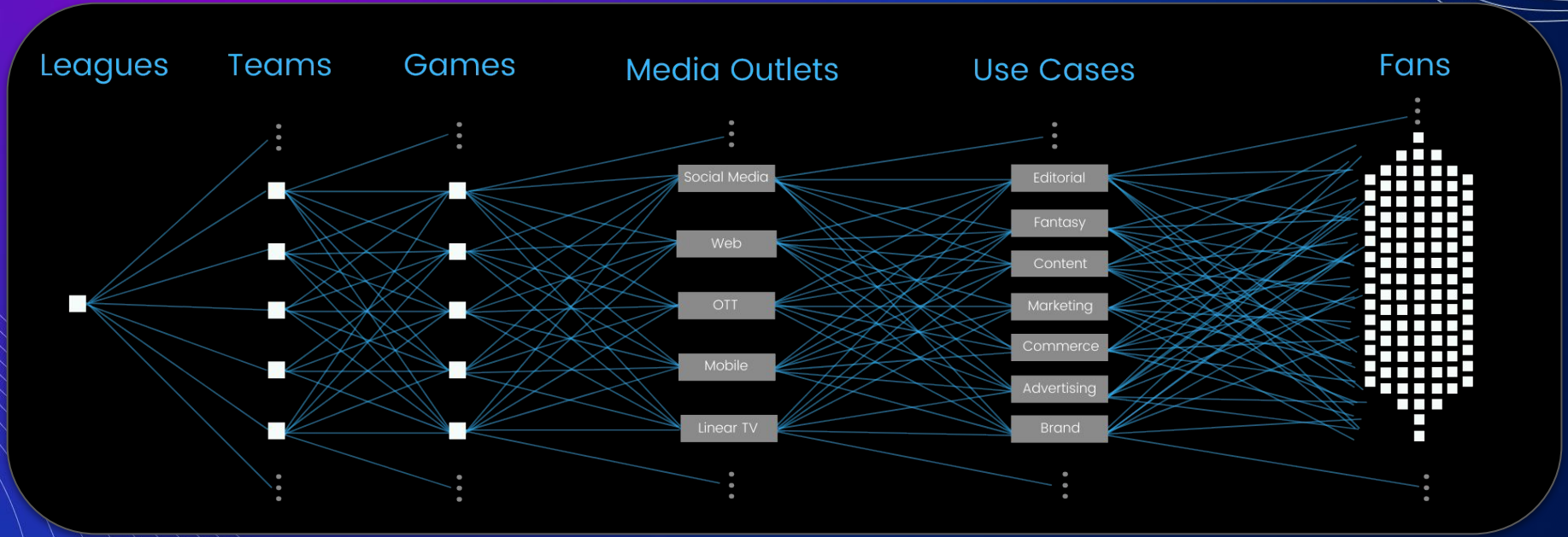
Magnifi

Create short form video using Artificial Intelligence solutions in real-time

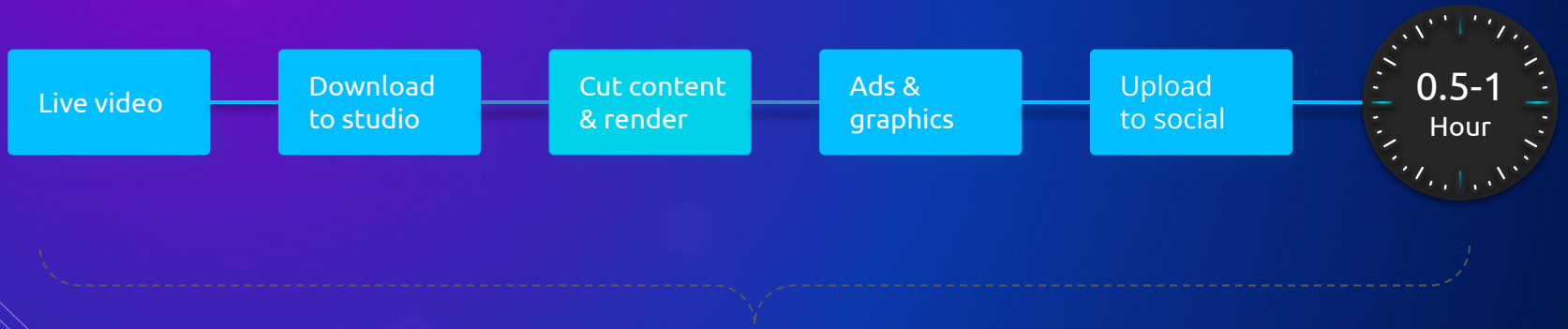


The demand for **#Short-Form** video content is exploding



Producing short-form video content manually
#thechallenge

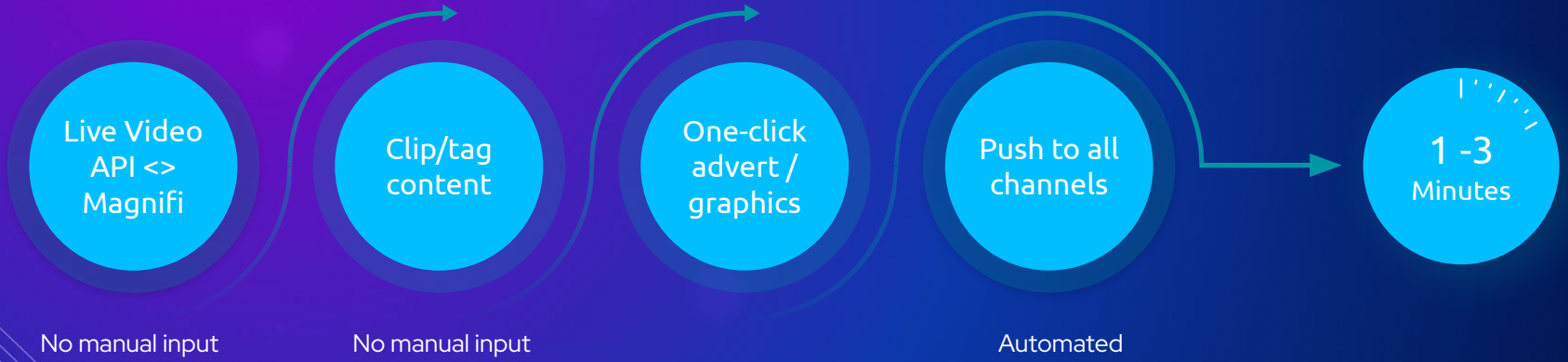
Current Manual Process:



Traditional content production is manual, time consuming and expensive.

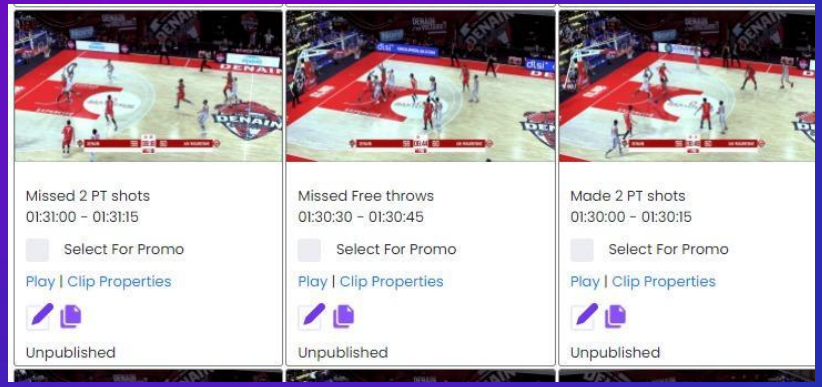
The Magnifi solution
#quickeasyrealtime

The Process



Save time, save resources, increase efficiency.
#higherROI

Real-time automated key moments & highlights
#Bitesizevideo



Identify key moments in live or archive content and create bite-sized videos, teasers and highlights to reel in your audience.

Numerous Highlights

Single or Multi-EVent
Single or Multi Sport

Live Game
Recorded Stream

Any Event

Any Perspective

Any Duration
Any Player
Any Player type
Any Narrative Bias

Social Media
Website
OTT/Mobile Apps
Broadcasting
Internal CMS

Any Destination

Any Use Case

Editorials
Fantasy
Content Mktg/Advertising
Commerce
Betting
Gaming

Customised to viewer preference
#perspective

Create content from different perspectives

Home | Neutral | Away

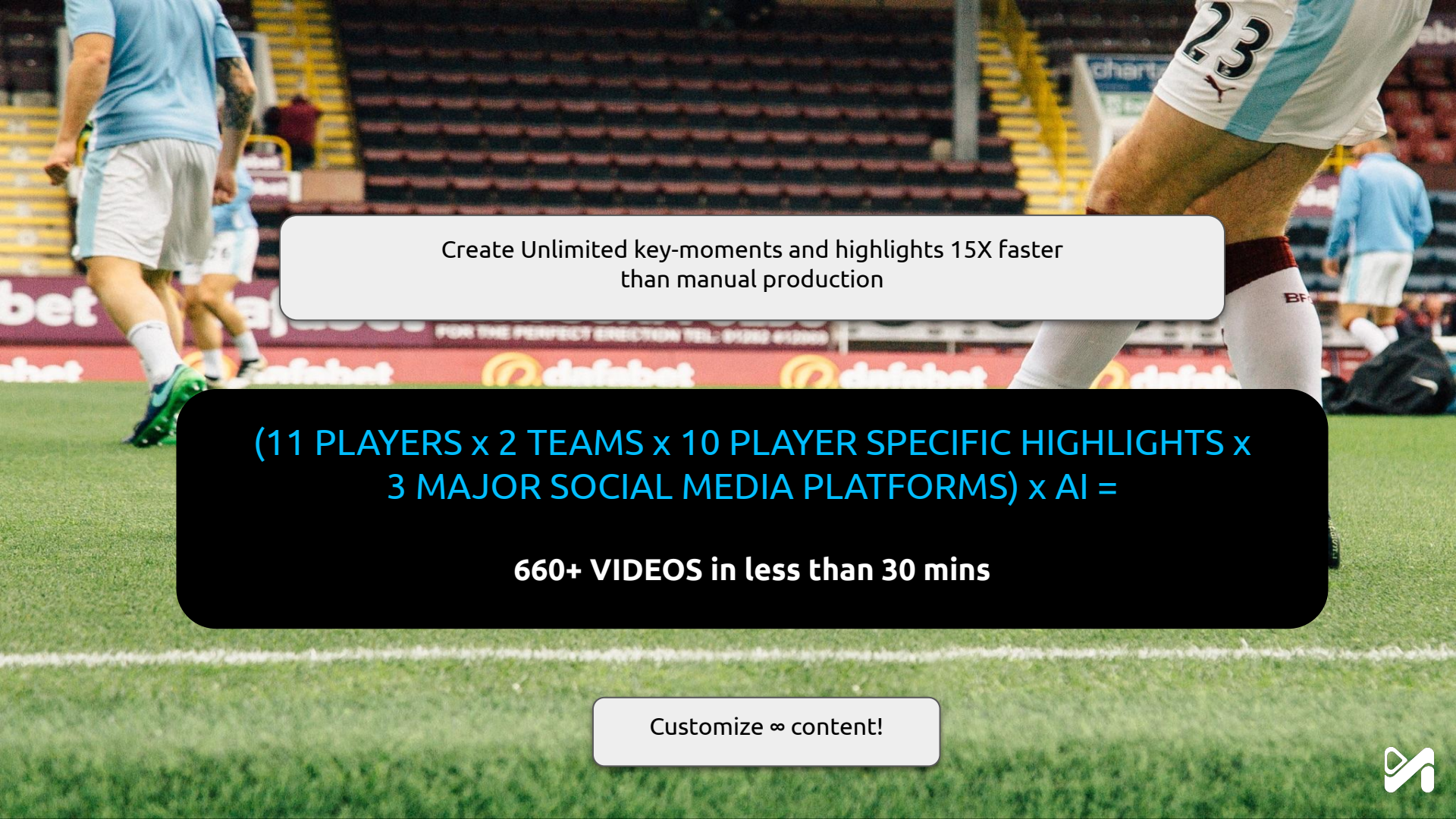
Manchester City

Home | Neutral | Away

Neutral

Home | Neutral | Away

Manchester United



Create Unlimited key-moments and highlights 15X faster
than manual production

(11 PLAYERS x 2 TEAMS x 10 PLAYER SPECIFIC HIGHLIGHTS x
3 MAJOR SOCIAL MEDIA PLATFORMS) x AI =

660+ VIDEOS in less than 30 mins

Customize ∞ content!

Amplify your brand and sponsor message

Increase ROI and add new revenue streams

Add Bumpers to new assets

Faster Go-to Market & Customer Engagement

Magnifi can resize your videos as per the destination requirements

30+
Platforms

Share automatically to multiple destinations and

Publish them as web stories

Auto-Publish content across social platforms in real-time to reel in your audience

Stay ahead of competition
#Customhighlights

Title	Duration	Outcome	Overs			
Total Duration: 00:00:00	Add all clips					
	00:00:12	00:08:40	Play	Ace		Add
	00:00:06	00:11:00	Play	Game point		Add
	00:00:16	00:12:40	Play	Best Rally		Add
	00:00:16	00:13:12	Play	Best Rally		Add
	00:00:26	00:14:29	Play	Break point		Add
	00:00:07	00:16:36	Play	Ace		Add
	00:00:10	00:16:56	Play	Game point		Add
	00:00:06	00:19:09	Play	Ace		Add
	00:00:06	00:19:26	Play	Ace		Add
	00:00:22	00:20:03	Play	Best Rally		Add

Create new assets from existing content with the flexibility to differentiate your content from your competitors.
Get more from your content with just a click.

#Sports We Cover

Badminton

Baseball

Basketball

Cricket

Motor Sports

Ice Hockey

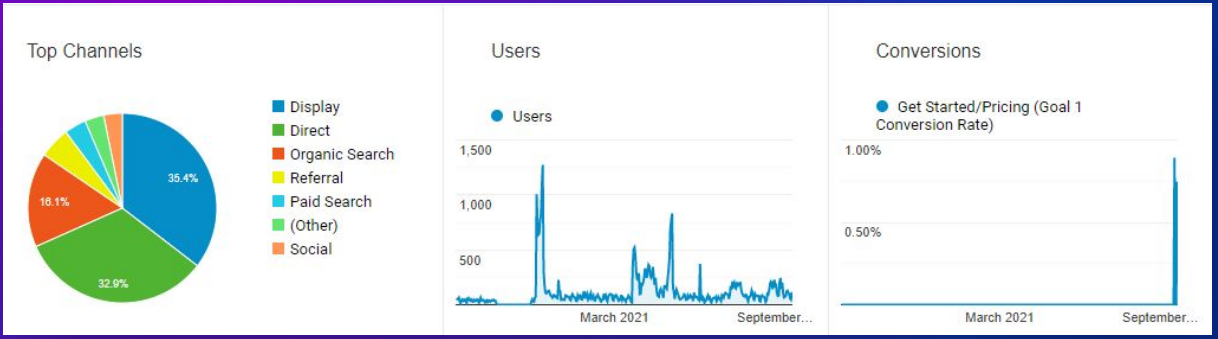
Rugby League

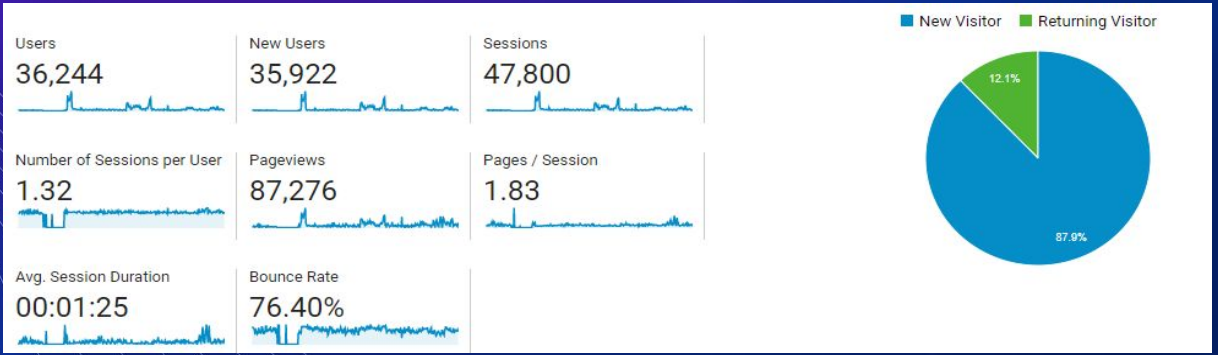
Soccer

Tennis

All Olympic Sports

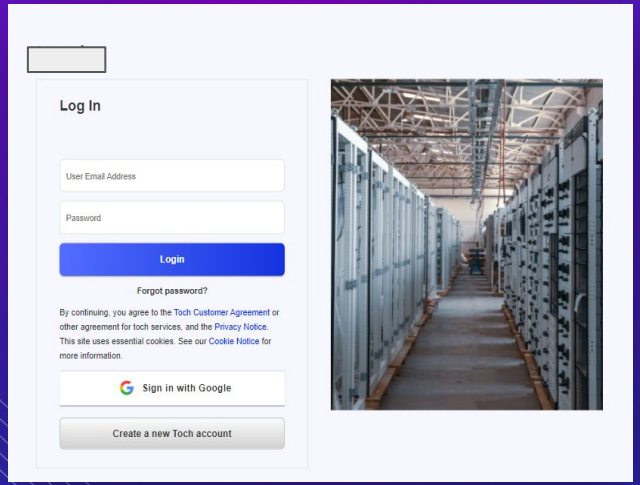
Access video performance data on 3rd party sites
#MagnifiMetrics





We deliver tangible *#results*

No Integration required
#IntuitiveDashboard

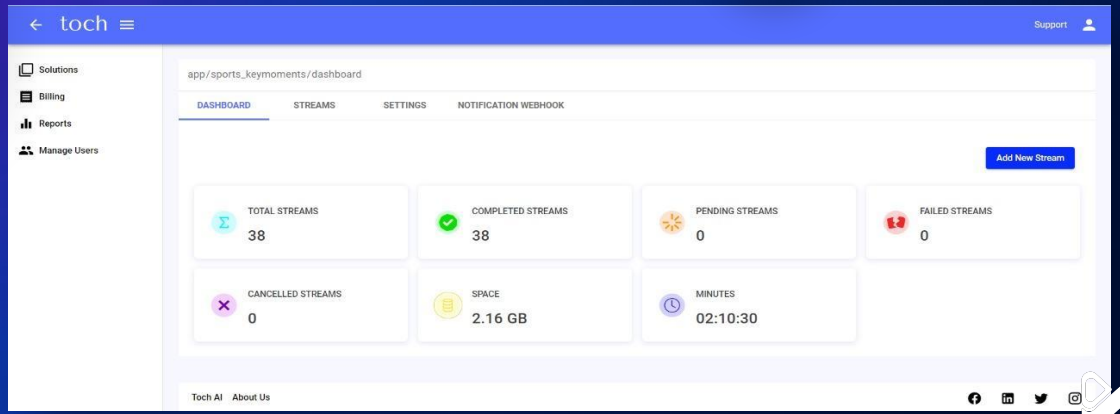


No tech skills required!

Login using your email

Upload your content stream

Publish in real-time



Integrate with ease
#API-Integration

```
var headers = {
'apikey': 'YOUR_API_KEY',
'secretkey': 'YOUR_SECRET_KEY',
};
// Headers must be required with valid api keys.

Var params = {input_video_url:"", webhook_url:""};
var options = {
uri: 'https://km.toch.ai/api/todos/create_cm_request ,
method: 'POST',
body: params,
```

Content moderation

```
var headers = {
'apikey': 'YOUR_API_KEY',
'secretkey': 'YOUR_SECRET_KEY',
};
// Headers must be required with valid api keys.
Var options = {create_keymoments:true/false, isSoundMu
te:true/false, isCreateLive:true/false,watermark_url:"", };
Var params = {input_video_url:"",options:options, webho
ok_url:""};
var options = {
uri: 'https://km.toch.ai/api/v1/assets/create',
```

Subtitle and Closed Caption

```
var headers = {
'apikey': 'YOUR_API_KEY',
'secretkey': 'YOUR_SECRET_KEY',
};
// Headers must be required with valid api keys.
Var options = {auto_km:true/false,contentThreshold:true,
cameraCut:"true",balckSlate:"true" };
// auto_km : true if neede ai based key moment detection
// contentThreshold : true, if need to cut moments accor
ding to change in scene content
//cameraCut : true , if need moments according to camer
```

Key moments

```
var headers = {
'apikey': 'YOUR_API_KEY',
'secretkey': 'YOUR_SECRET_KEY',
};
// Headers must be required with valid api keys.
Var options = {hls:true/false,dash:"true/false",audio:"tru
e/false" };
// hls = True if need to create hls
// dash = True if need to create dash
// audio = Ture if need to extract mp3
Var params = {input_video_url:"",options:options, webho
```

Video Encoding

```
var headers = {
'apikey': 'YOUR_API_KEY',
'secretkey': 'YOUR_SECRET_KEY',
};
// Headers must be required with valid api keys.

Var params = {input_video_url:"", webhook_url:""};
var options = {
uri: 'http://km.toch.ai/api/v1/video_analysis/create_thum
bnail ,
method: 'POST',
```

Video Thumbnail Creation

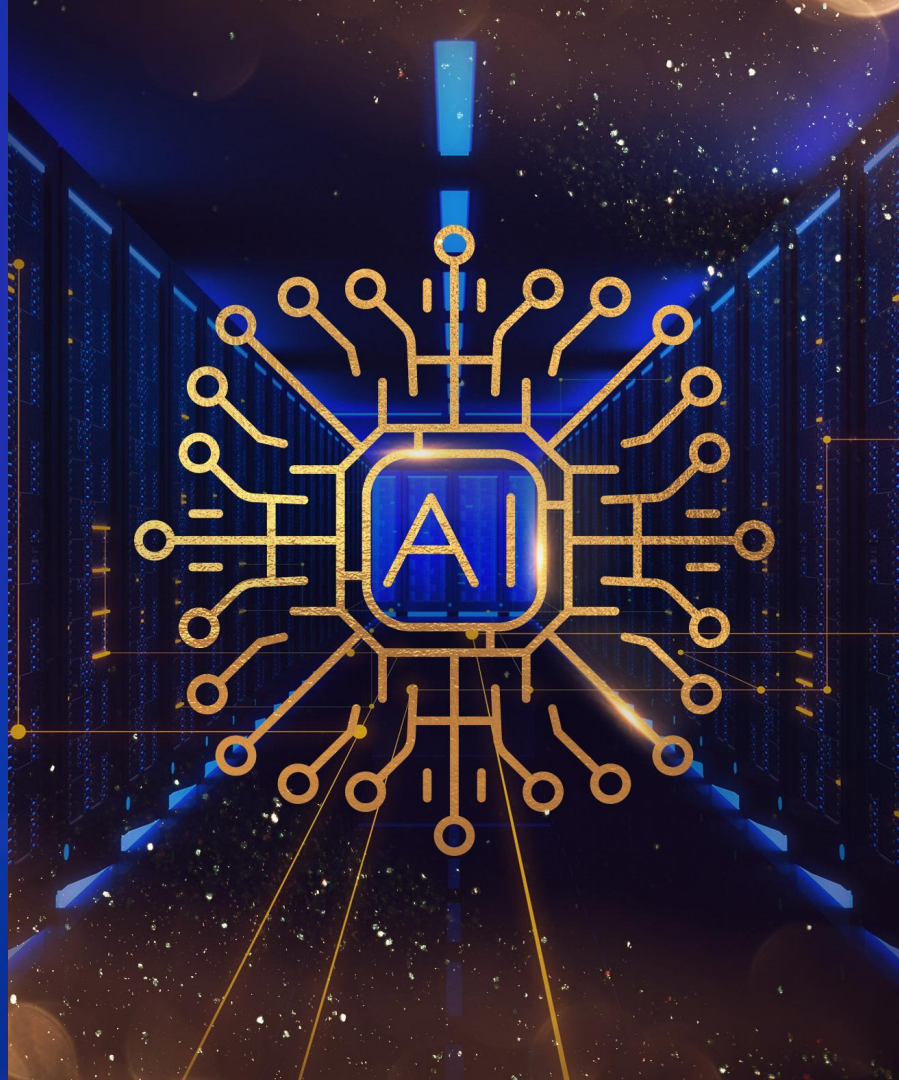
The Magnifi **#Impact**

1.2bn+ Hours of Video processing time saved	**72%** Increase in viewer time spent on video	**8.3x** Increase in viewer engagement rate	**12.9mn+** Hours of video scanned
	15x Faster results	**3x** More assets created per hour	

Saved 90% of manual costs to generate real-time content

Improved viewer engagement to drive higher monetization of same content

Reduced risks across the value chain

Thank You!

www.magnifi.ai