



## INTELLIGENT TAGGING ACCELERATES WIBBITZ'S TEXT-TO-VIDEO TECH

*“Intelligent Tagging helps us improve our automated video creation for our partners.”*

Uri Meirav  
Chief Technology Officer | Wibbitz

### THE CHALLENGE

Wibbitz is a startup company that enables its partners to increase their video inventory at scale by automatically turning their existing textual content into shortform videos. Wibbitz's text-to-video technology takes mere seconds to convert text into premium quality video summaries. One of the driving forces behind that conversion is Thomson Reuters Intelligent Tagging.

“From the start, NLP analysis was key to our mission,” says Uri Meirav, CTO of Wibbitz. “During our development phase we knew we needed to find a solution that could mark the most relevant entities in a textual document. Thomson Reuters delivered what we needed.”

### DELIVERING THE SOLUTION

Wibbitz's selection of Thomson Reuters Intelligent Tagging solution began in 2012 when the company vetted several tagging solution vendors. Wibbitz tested each vendor's solution by analyzing the results of text from different categories.

“From these vendors we were looking for entity recognition with high precision and recall, entity offsets and relevance score, as well as providing other solutions such as categorization and social tags,” says Mr. Meirav. “Ease of use and usage limits (daily quota, rate limit) also were, and still are, an important aspect of our demands from the solution.”

The Thomson Reuters Intelligent Tagging solution met every criterion, according to Mr. Meirav. The solution seamlessly integrated into Wibbitz's system and immediately made identifying the most relevant entities within text content easy through the solution's natural language processing, text analytics and data-mining technologies. The relative offset of the metadata in the text helps Wibbitz highlight the key entities and match relevant video and photo to text.

Intelligent Tagging can process news articles, blog postings, proprietary data, catalogs, social media and more, providing a relevance score to each entity within seconds. That processing speed, in turn, helps Wibbitz's partners create their own premium videos within seconds.

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### CUSTOMER BENEFITS

Working with Intelligent Tagging has allowed Wibbitz to create a product that is based on entities and categories. By producing its video clips using Intelligent Tagging, Wibbitz can provide its partners with videos that highlight the most relevant entities within the text. The “relevance scoring” feature is the key capability that helps Wibbitz remove non-relevant content, improve searches, and present the most interesting and relevant content to their users.

“Intelligent Tagging helps us improve our automated video creation for our customers,” says Mr. Meirav. “We appreciate the fact that we can trust Intelligent Tagging to provide up-to-date results that rely on the highly curated data of Thomson Reuters, and we know Thomson Reuters works daily to improve Intelligent Tagging as they use it themselves in Reuters agency and many other Thomson Reuters products.”

### FUTURE IMPLEMENTATION

Wibbitz plans to continue using the solution for the foreseeable future. Mr. Meirav and his colleagues are also open to discussions with Thomson Reuters about how to help Intelligent Tagging become an even stronger solution. Looking into the future, Mr. Meirav says, “we are happy to provide feedback and assist in planning new Intelligent Tagging features that will further meet our needs.”

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Wibbitz develops text-to-video technology that allows publishers to repackage textual content into digestible, rich and informative video summaries within seconds. Its text-to-video technology and Control Room video creation platform support simple and scalable video production for thousands of videos each month. Wibbitz hosts offices in both New York City and Tel Aviv.

For more information, visit [wibbitz.com](http://wibbitz.com).

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