SARAFAN VIDEO+

Set your offerings apart from the competitors
and convert viewers to subscribers

Sarafan Video+

AI-based features for video content enrichment to educate, entertain and inspire audience

All the processes are run by Sarafan.AI neural networks set

The way Sarafan.AI works:

1. Recognizes objects and actions in streaming video

2. Matches the data with the info from authorized third parties' sources

3. Returns timestamped metadata and matched results

🍿 Movies and TV shows

Julia Roberts

Elisabeth Gilgert

Starred in: Pretty Woman, The Mexican, Ocean's Eleven and more...

James Franco

David

Starred in: Of Mice and Men, James Dean, 127 Hours, Spider-Man, Zeroville and more...

Do you know that...

Filming began in August 2009 and was held in New York, Naples, Pataudi and Bali.

Explore more

Soundtracks

Josh Rouse, Sumi Jo, Wiener Philharmoniker, Georg Solti

Flight Attendant

Sly & The Family Stone

Thank You (Falettinme Be Mice Elf Agin)

Celebrity recognition

Person identification and search for relevant information. A user receives a celebrity profile with biographical facts and links to social media

Partner info sources:

MediaWiki, Cosmopolitan, Glamour, Elle

Stories

Info service: a feed of top facts about the film, TV shows

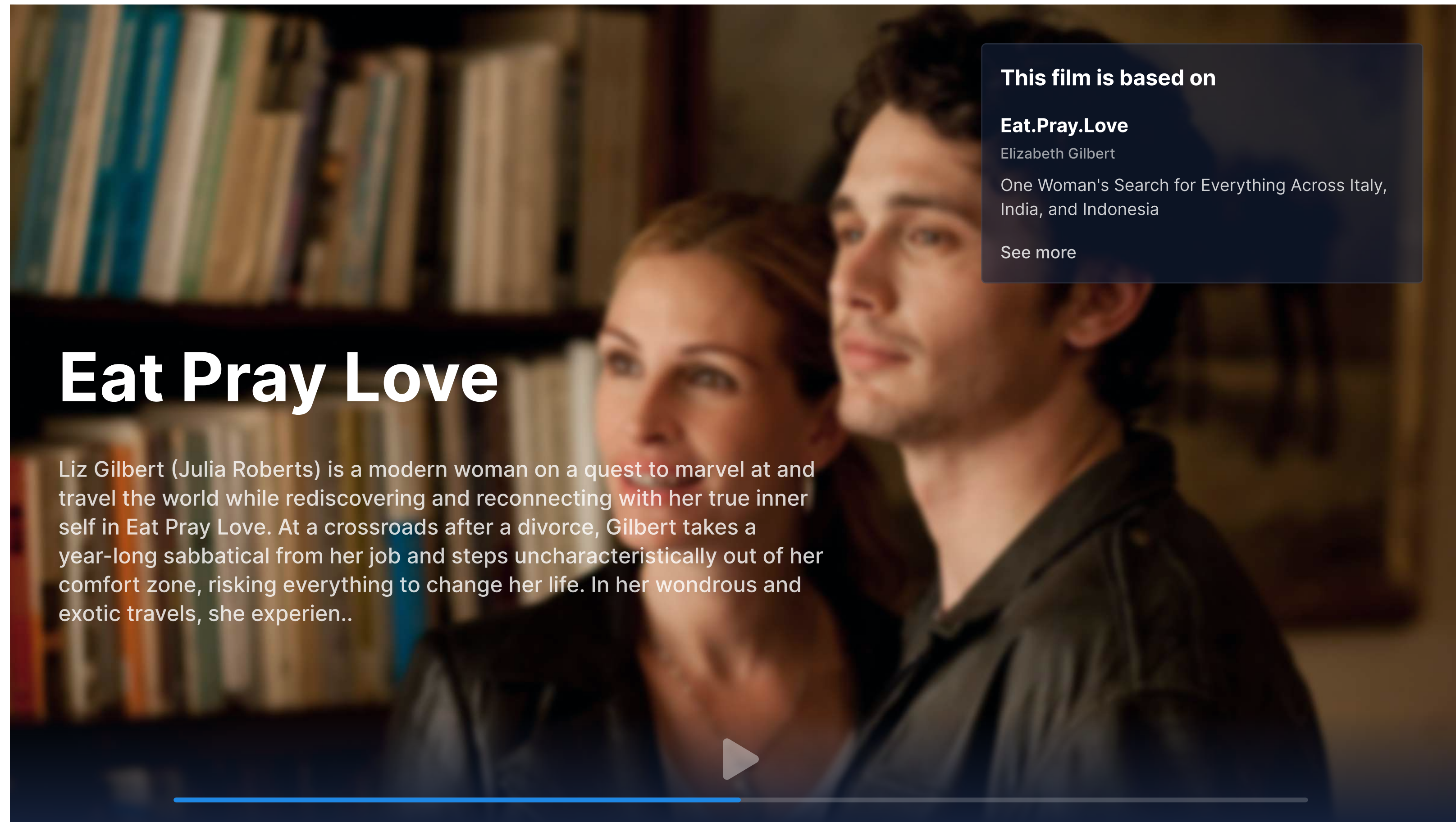Partner info sources:

IMDb, TMDB

Soundtracks

Music service: a user get a link to listen to the soundtrack album on the partner music streaming service

Our partners:

Apple Music, Spotify, Soundcloud

🍿 Movies and TV shows

Eat Pray Love

Liz Gilbert (Julia Roberts) is a modern woman on a quest to marvel at and travel the world while rediscovering and reconnecting with her true inner self in Eat Pray Love. At a crossroads after a divorce, Gilbert takes a year-long sabbatical from her job and steps uncharacteristically out of her comfort zone, risking everything to change her life. In her wondrous and exotic travels, she experien..

This film is based on

Eat.Pray.Love
Elizabeth Gilbert

One Woman's Search for Everything Across Italy, India, and Indonesia

See more

Based on

A collection of books and comics related with video. A user can proceed to a partner website for reading or purchasing a paper version

Partner info sources:

Amazon, eBooks, Kobo

Highlights
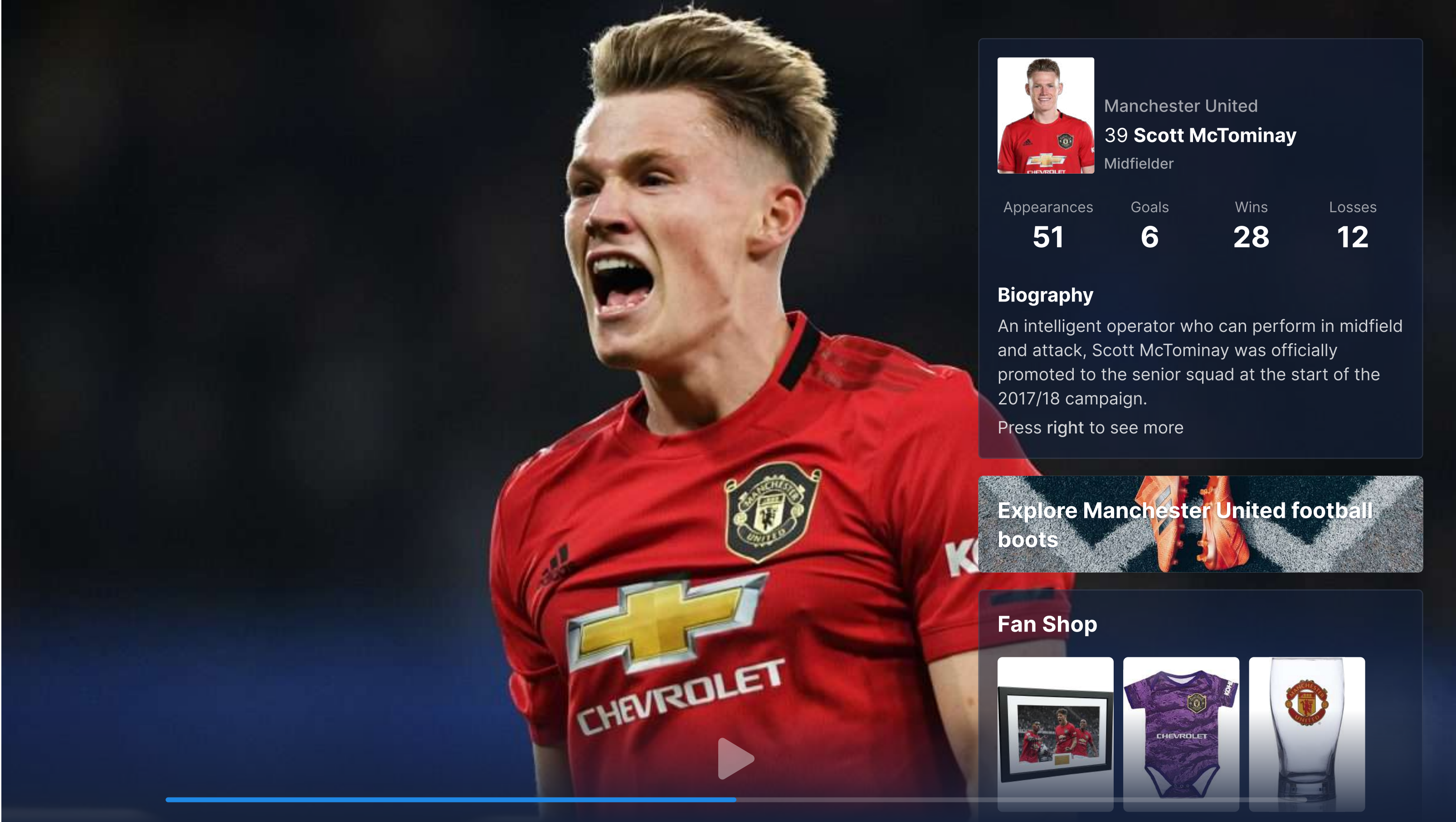
An automatically creation of short clips and gifs with highlights. A user can share a highlight in social media or create personal collection of highlights

Fast Forward

Smart rewind of titles and screensavers for TV shows
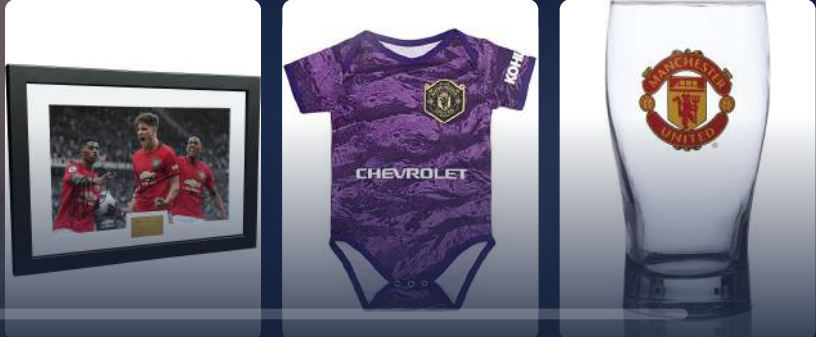
⚽ Sport and eSport

Player recognition

Person identification and search for relevant information. A user receives a profile with biographical facts, sport career details and links to social media

Partner info sources:

GoalServe, MediaWiki

Special projects

Integration of special projects of broadcast or a sport club advertisers

Fanshop

In-platform shop with fan merchandise. A user can do shopping, without leaving the viewing page

Our partners are sellers and distributors of licensed products

Highlights

Automatically creation of short clips, gifs with highlights. A user can share a highlight in social media, create personal collection of highlights

🛍️ Advertisement and Shopping

Auto Tagging

Object and actions recognition. You receive the timestamped data to integrate contextual Ad

Fanshop

In-platform shop with film themed items. A user can do shopping, without leaving the viewing page

Our partners are sellers and distributors of licensed products

Special projects

Integration of special projects from advertisers whose products are presented in the film as part of product placement

Commercial Break

Video recognition and identification of the most suitable for ad integration moments. You receive the timestamped data

SARAFAN TECHNOLOGY

Actors:	Julia Roberts
Persons:	7
Clothes:	jeans, leather jacket, long sleeve shirt, jeans skirt, scarf, leather satchel, flats
Architecture:	cathedral, bench, pavement, fence
Food&Beverage:	icecream
Actions:	eating, chatting, sightseeing, walking
Location:	Piazza Navona, Rome

Pricing

Celebrity Recognition

$799,00
monthly

- Support and upgrades
- Access to database of celebrities
- Continuing database expansion
- Regular addition of new personalities depending on your content
- Legal support for use of celebrity photos
- DevOps, tech support

Soundtracks
You can earn from this feature

$499,00
monthly

- Access to database of soundtracks
- Connecting client to partner programs of music streaming services
- Setup of additional monetization through revenue sharing system
- Recognition of specific musical compositions
- DevOps, tech support

Stories

$599,00
monthly

- Search top facts about films, series, TV shows
- Search top facts about the lives of actors, athletes, celebrities
- Access to full database of facts
- Regular updating of databases with relevant information
- DevOps, tech support

Based on
You can earn from this feature

$599,00
monthly

- Access to database of books, comics, articles related to films and TV shows
- Continual updating of database
- Connecting client to e-commerce partner programs to receive product links
- Setup of additional monetization through revenue sharing system
- DevOps, tech support

SARAFAN TECHNOLOGY

Pricing

Fast Forward	**$299,00** monthly	• API for automatic detection of opening and closing credits in uploaded videos • Continual training of neural networks for identification of credits in new videos • DevOps, tech support
Highlights	**$799,00** monthly	• API for automatic detection of highlights • User interface for editing mini-clips from the video • Conversion of mini-clips into video, gif, or image formats • Option to post mini-clips with client's logo on social networking sites • DevOps, tech support
Fanshop You can earn from this feature	**$899,00** monthly	• Layout of products from films and series • Updating of product gallery and checking for availability • Connecting client to e-commerce partner programs • Assessment of product base • DevOps, tech support
Autotagging	**$599,00** monthly	• Continual tag base expansion • Training of neural networks on client's tags • Connection of additional features is available: identification of locations, actions, situations • DevOps, tech support
Commercial Break	**$299,00** monthly	• Continual training of neural networks • Identification of moments suitable for video ad integration • DevOps, tech support

SARAFAN TECHNOLOGY

What you get with Sarafan Video+

New source of data

Get detailed analytic reports about service engagement, behavioural data and product preferences

Subscription rate boost

Differentiate from the competitors with the new functionality and engage your users further

Higher engagement

New experiences of video content consumption for your viewers – from listening to soundtracks to shopping

Additional inventory for your advertisers

Provide advertisers with unlimited possibilities of targeting by users' interests and preferences

Sarafan Video+ Results

+45%
engagement

+32%
session time

29%
average CTR of services

Contact us

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