

# Content creation and editing automation

Automates the complete content creation pipeline from raw footage to polished, distributed content with intelligent editing, quality checks, and multi-platform delivery. Reduces manual editing time by 70% while ensuring consistent brand standards and optimal audience reach.

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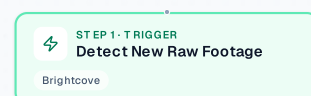


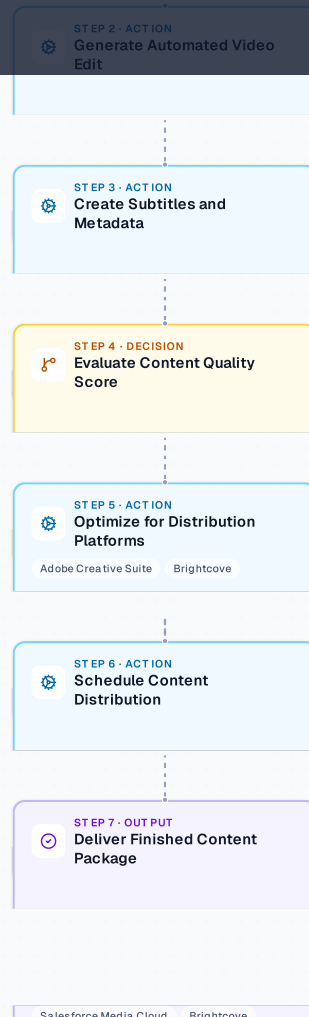
## WORKFLOW TRIGGER

Raw video footage is uploaded to cloud storage system

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### Detect New Raw Footage

Monitors cloud storage for newly uploaded video files and extracts metadata including duration, resolution, and format. Initiates the automated

2

 ACTION

### Generate Automated Video Edit

AI analyzes footage for optimal scenes, applies smart cuts, color correction, and basic transitions. Creates initial rough cut based on predefined templates and brand guidelines.

Adobe Creative Suite

Final Cut Pro

3

 ACTION

### Create Subtitles and Metadata

Automatically generates accurate subtitles using speech recognition and extracts relevant tags, descriptions, and keywords. Prepares content for accessibility and SEO optimization.

Adobe Creative Suite

Kaltura

4

 DECISION

### Evaluate Content Quality Score

AI quality assessment checks video for technical issues, brand compliance, and engagement potential. Routes high-quality content for immediate publishing or flags items needing human review.

Avid Media Composer

5

 ACTION

### Optimize for Distribution Platforms

Automatically creates multiple format versions optimized for different platforms (YouTube, social media, broadcast). Applies platform-specific aspect ratios, compression, and thumbnails.

Adobe Creative Suite

Brightcove

Kaltura

6

 ACTION

## Schedule Content Distribution

Analyzes audience data to determine optimal posting times and automatically schedules content across multiple distribution channels. Coordinates marketing campaigns and promotional activities.

Salesforce Media Cloud

Kaltura

7

 OUTPUT

## Deliver Finished Content Package

Generates final deliverables including edited videos, subtitle files, marketing assets, and distribution reports. Notifies stakeholders of completion and provides performance tracking dashboard.

Salesforce Media Cloud

Brightcove



## Outputs

- Polished video content in multiple formats

## AI Business OS

- Automated subtitle and caption files
- Cross-platform distribution schedule
- Content performance analytics dashboard



### Key Metrics

- Content production time reduction
- Cross-platform engagement rates
- Quality score accuracy
- Distribution reach metrics



### Tools & Integrations

- Adobe Creative Suite
- Avid Media Composer
- Final Cut Pro
- Salesforce Media Cloud
- Brightcove
- Kaltura

# AI Business OS

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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