

Solution Brief



Integrated Orchestration & Deduplication

EMBRACE AND AD SIGNAL SOLUTION BRIEF

EMBRACE



On average up to 60% reduction in storage costs



On average up to 75% reduction in AI processing and carbon footprint



Faster compliance and editorial review cycles



Accelerated time to market for monetisation of archives

The Challenge: Uncontrolled Versions of Content, Rising Costs, and Workflow Complexity

Media organisations are dealing with content growth on a massive scale. Every day, new versions of the same programs, promos, and assets are created in different codecs, resolutions, and formats. While this is essential to serve multiple platforms and regions, it also creates duplication across libraries:

- **Rising Storage & Processing Costs:** The sheer scale of new content creation, combined with redundant versions across multiple formats, translates directly into inflated cloud and storage expenses. Every unnecessary copy consumes resources and increases downstream processing costs.
- **Missed Revenue Opportunities:** Without an accurate, unified view of their archives, broadcasters often fail to monetise valuable content. Duplicated, mismanaged, or undiscovered assets remain underutilised, limiting syndication, licensing, and repurposing potential.
- **Inefficient Content Management:** Outdated or duplicate files clog archives and slow operations. Teams spend valuable time reconciling versions and metadata, while compliance and editorial reviews become longer and more complex.

ABOUT AD SIGNAL

Ad Signal enables media organisations to unlock greater value from their video libraries by intelligently identifying duplicate and derivative content across extensive collections. Using proprietary fingerprinting technology, Ad Signal analyses content at scale to determine what can be safely removed, what should be retained, and what delivers the greatest value. This helps streamline ingest, storage, discovery, and retrieval workflows, reducing redundant data, improving operational efficiency, and supporting sustainability goals by lowering storage demand.

Learn more at ad-signal.io

ABOUT EMBRACE

Embrace excels in the market with its powerful specialized business process management technology for media workflow orchestration.

Embrace emphasizes low-code, human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively.

Learn more at embrace.fr

- **Balancing Sustainability with Cost:** Broadcasters face growing pressure to cut the carbon footprint of their operations. Yet efficiency and sustainability initiatives often come with high upfront costs. The challenge is to reduce energy intensive storage and AI usage while also lowering operating expenses.

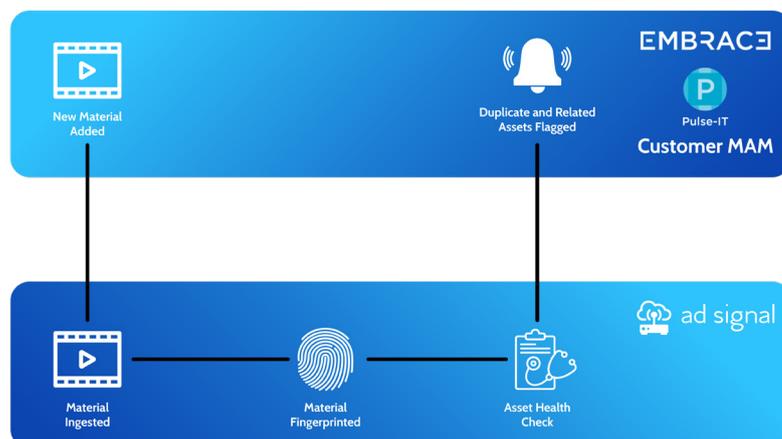
Understanding Orchestration, Workflow Automation & Deduplication

To solve these challenges, it's important to distinguish between automation, workflow management, orchestration, and deduplication:

- **Automation** accelerates individual, repetitive tasks
- **Workflow Management** organises those tasks into structured pipelines
- **Orchestration** delivers an adaptive, intelligent framework across the entire supply chain, coordinating people, tools, and data with real-time visibility and control
- **Deduplication** strengthens the entire system by ensuring only unique, high quality content enters the workflow

Traditional automation helps accelerate repetitive tasks like transcoding or captioning, but it does not address the root of the problem. If redundant media is allowed into the supply chain, every downstream process, no matter how automated, becomes inefficient.

When deduplication is embedded into orchestration, supply chains are not only automated, they are optimized. Redundant versions and frames are eliminated before they drain resources. Workflows become faster, leaner, and greener by design.



The Power of Integration

By embedding Match into Pulse-IT, Ad Signal and Embrace deliver orchestration with deduplication built in. Together, they enable organizations to:



Eliminate duplicate storage and prevent uncontrolled growth



Reduce AI and processing waste while cutting carbon impact



Accelerate workflows by keeping only the assets that matter



Improve compliance with frame-level fingerprinting and metadata mapping



Retain operational control via Embrace's UI or API-driven workflows.

This partnership addresses two of the most pressing industry problems, redundant storage and inefficient AI workflows, with one integrated solution.

Match: Deduplication at the Frame Level

Ad Signal's Match is an award-winning perceptual fingerprinting solution that eliminates redundancy and optimises content at the frame level. It transforms the way media libraries are stored, processed, and monetised.

Archive & Storage

Match identifies and removes duplicates across formats, codecs, and resolutions, preserving only the best quality assets. This reduces storage needs on average by 60% and gives organizations a clear, reliable view of their content repositories

AI Optimization

Unlike conventional approaches that sample one frame per second, Match analyzes every frame. Only unique frames are sent to AI, while metadata is propagated across all duplicates. This cuts AI costs and carbon impact on average by 75%, while ensuring greater accuracy and granularity.

Content Supply Chain Efficiency

Match detects duplicates at ingest, enforces version control, and streamlines compliance reviews by surfacing only true differences between versions. Editorial and legal teams can focus solely on what has changed, saving time and reducing errors.

Match ensures archives remain lean, workflows remain efficient, and content libraries become more valuable.

Pulse-IT: Orchestration Without Silos

Embrace's Pulse-IT is a modern orchestration and business process management platform built for the media industry.

It provides:

- End to end orchestration from ingest to archive, QC, enrichment, packaging, and distribution
- Metadata driven automation that adapts workflows in real time
- Seamless integrations with MAMs, AI/ML services, storage, and playout systems
- Visibility and control through intuitive dashboards, alerts, and APIs
- Scalability across hybrid and cloud environments

Pulse-IT ensures that orchestration goes beyond simple task automation, delivering workflows that are connected, intelligent, and business-ready.

Systems

Adobe After Effects,
MAM, PAM, Traffic

People

Design, Production, Programming,
and Information Systems teams

Processes

Campaign, Versioning, Validation

Datasource

Data, Template,
Media, and Schedule

Delivery

Broadcast, Digital,
Apps and Social media



Together with Embrace, we're helping media organisations tackle versionitis and AI inefficiency in a far smarter way.

By building frame level deduplication directly into orchestration, we ensure only unique, high quality content enters the supply chain giving broadcasters back control of their archives, while speeding up workflows and unlocking more value from their content.

Tom Dunning,
CEO & co-founder, Ad Signal



Why This Matters for Content-Led Organisations

Content-led organisations (broadcasters, streamers etc) today are under pressure to scale operations without exploding budgets, to unlock value from their vast content back catalogs, and to meet ambitious sustainability targets. Achieving all three at once has historically been a trade-off, but not anymore.

The combined power of Match and Pulse-IT provides media and content organisations with a practical path forward. By embedding content intelligence into orchestration, they can take back control of their growing archives, reduce waste and inefficiency across both storage and processing, and build a future-ready operational model that is intelligent, automated, and environmentally responsible.



EMBRACE

Since 2015, Embrace has been transforming content creation at scale by connecting people, systems, and processes. The company develops advanced automation, orchestration and collaboration solutions for the Media & Entertainment industry and global brands. Embrace aims to unleash creativity and improve performance around video and graphics supply chains.

GET IN TOUCH

3 rue Castéja
92100 Boulogne-Billancourt
France

+33 1 49 05 46 21

contact@embrace.fr

<https://embrace.fr>



BOOK A DEMO