Solution Brief

TwelveLabs

Operationalizing Video Intelligence



EMBRACE AND TWELVELABS SOLUTION BRIEF

EMBRACE

Faster Content Discovery

- Turn archives into searchable, monetizable assets
- Reduce reliance on manual logging

Scalable AI Automation

- Extract structured data across entire libraries
- Trigger workflows without added headcount

Smarter Content Reuse

- Repurpose footage into clips, highlights, and localized versions
- Move from storage cost to strategic asset

FROM CONTENT UNDERSTANDING TO CONTENT ACTIVATION

AI is rapidly transforming how organizations understand and interact with video. The challenge with AI in media operations is no longer generating insights from content. It is operationalizing those insights — getting them into production, archive, distribution, and monetization workflows where they change what teams actually do.

Most media organizations already know their archives hold value they can't reach. Manual logging and keyword search were never built for the volume or the business demands now placed on content. AI video understanding solves the first half of that problem. The second half, turning understanding into action, is where most projects stall.

As a Verified TwelveLabs Partner, Embrace closes that gap. Together, they enable organizations to transform video from a storage cost into a strategic asset by combining industry-leading video understanding with enterprise-grade workflow orchestration and automation.

TwelveLabs provides multimodal AI that understands video at scene level: semantic search, video reasoning, and structured metadata extraction across live and archived content. With Pegasus 1.5, video becomes structured, timestamped business data. Organizations define the events that matter to their operations (goals, interviews, sponsor appearances, editorial segments, compliance markers) and extract them at scale across entire libraries.

ABOUT TWELVELABS

TwelveLabs is the world's most powerful video intelligence platform, enabling machines to see, hear, and reason about video like humans do.

From semantic search to automated summaries and multimodal embeddings, TwelveLabs empowers developers, enterprises, and creatives to unlock the full potential of video data across industries including media, advertising, government, security, and automotive.

For more information, visit www.twelvelabs.io

Embrace is the operating layer that puts this intelligence to work. Pulse-IT orchestrates the connection between TwelveLabs and the systems your teams already run such as MAM, editing, archive, publishing so AI-generated insight triggers real operational processes instead of sitting in a dashboard.

The combined solution enables organizations to move beyond content discovery and into content activation.

FIND

Using TwelveLabs' multimodal search capabilities, users can locate relevant content through natural language rather than relying solely on manually created metadata. Whether searching for a specific event, topic, visual element, person, brand, or spoken phrase, content becomes immediately accessible across large media libraries.

UNDERSTAND

TwelveLabs automatically analyzes and structures video content into meaningful business information through scene-level understanding, event detection, segmentation, summarization, and metadata extraction. Organizations gain deeper visibility into their content and can identify the moments that matter most.

ACTIVATE

Pulse-IT turns insight into process. AI results trigger workflows for enrichment, clipping, review and approval, QC, archive management, publishing, and compliance. Operators stay in control through configurable review and governance, every automated decision can escalate to a human when it should. AI on your terms, under your rules.

CREATE

Once relevant content has been identified and processed, Embrace orchestrates adaptation and distribution. Through integrations with editing platforms, media processing services, AI technologies, and Automate-IT, organizations can automatically generate highlights, promotional assets, social media content, localized versions, personalized experiences, and platform-specific deliverables.

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

WHAT THIS LOOKS LIKE IN PRACTICE

A sports broadcaster wants sponsor appearances tagged across a full season archive. TwelveLabs detects every appearance with timestamps. Pulse-IT routes the results into review, generates verified clips, updates the MAM, and delivers a sponsorship report — a job that used to mean weeks of manual logging, now runs as a standing workflow the operations team owns and adjusts themselves.

The same pattern applies to archive activation, newsroom workflows, highlight generation, social publishing, metadata enrichment, and content monetization.

Built on open APIs, running in the cloud, on-prem, or hybrid. Your infrastructure, your models, your rules. The result: content teams find, verify, and publish from their archives without waiting on manual logging — and operations decide what runs automatically and what needs a human first.

> Our customers don't just want to find moments in their archives — they want those moments to trigger value-generating outcomes. Embrace closes that last mile, and this partnership means media organizations get that end-to-end value without stitching it together themselves
>
> **John Reigart,**
> **Sr. Manager, Business Development Ecosystem,**
> **TwelveLabs**



EMBRACE

Embrace is the operating layer for media companies — connecting people, technology and processes since 2015. Pulse-IT and Automate-IT run at Sinclair, TF1, RTL Group, CANAL+, and other major studios and sports organizations across Europe and North America.

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