Solution Brief



Vantage AI Autoframe

AI-Powered Reframing for Multi-Platform Content Distribution

Turn Broadcast Content into Social-Ready Content at Scale

Today's audiences no longer consume content on a single screen. News clips, sports highlights, interviews, and branded content must be repurposed quickly for mobile and social platforms — each with its own preferred format and aspect ratio.



Vantage AI Autoframe helps media teams transform traditional 16:9 broadcast content into platform-ready vertical, square, and social-friendly formats automatically.

Built natively into the Telestream Vantage workflow, AI Autoframe uses intelligent subject tracking to keep the most important action centered across every output. Whether supporting news, sports, entertainment, or corporate media workflows, AI Autoframe enables teams to create once and distribute everywhere — without adding manual editing bottlenecks.

The takeaway is simple: social and mobile distribution are now expected on nearly every project, but manual reframing cannot keep up.

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The Challenge: Manual Reframing Doesn't Scale

Today's media teams are expected to deliver content far beyond traditional broadcast. Audiences increasingly consume news, sports, and entertainment on mobile devices and social platforms. Because each of these platforms demands different aspect ratios such as vertical, square, or 4:5 formats — broadcasters must continuously adapt their standard 16:9 broadcast outputs.

Repurposing traditional 16:9 broadcast content for these platforms has historically been a slow, manual process. Editors must manually reframe each version — tracking speakers, following action, and adjusting crops scene by scene to ensure key content remains visible.

For even a short two-minute clip, creating a single social-ready version can take up to 45 minutes. Multiply that across multiple aspect ratios, platforms, and daily content demands, and teams quickly face hours of repetitive production work for every asset.

The challenge is clear: social and mobile distribution are now expected for nearly every project, but manual reframing workflows simply cannot scale.

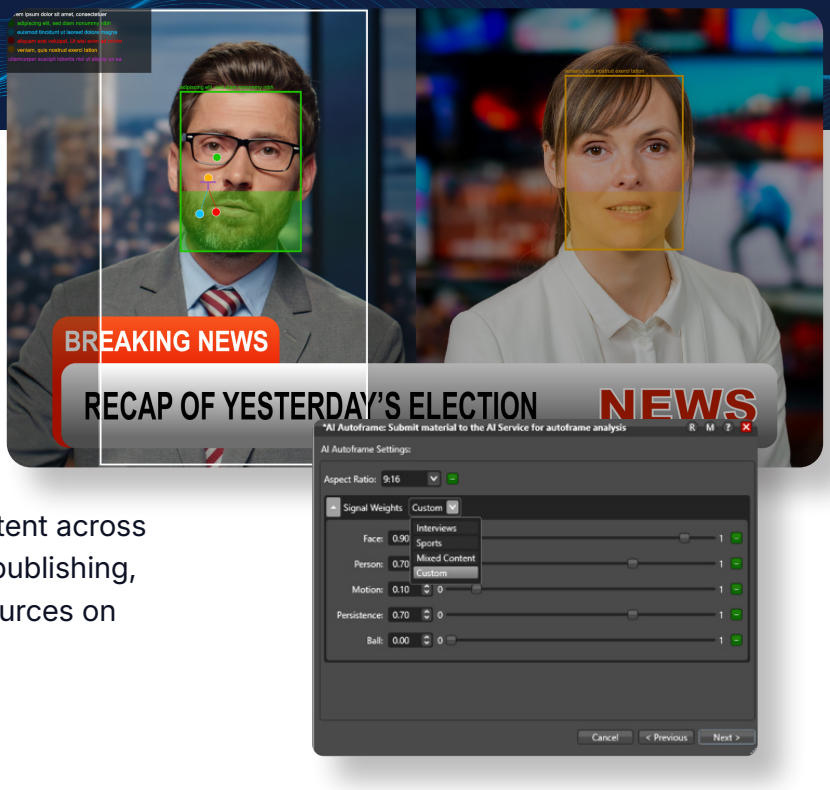
The Solution: AI-Powered Reframing Built for Production Workflows

AI Autoframe is an AI-powered solution that automatically converts 16:9 video masters into 9:16, 1:1, and 4:5 formats. Rather than relying on simple static crops, **AI Autoframe uses intelligent subject tracking to analyze the content and keep the most important action, speakers, or movement centered in every output — and it does so in near-real time, generating all of your target formats concurrently in a single pass rather than running a separate job for each aspect ratio.**

Users can tune how the AI prioritizes content using configurable "signal weights", and by selecting presets or custom configurations, can prioritize faces and people for news interview-driven content or emphasize motion and ball tracking for fast-paced sports footage.

AI Autoframe fits both fully-automated and human-assisted workflows. Publish finished, social media-ready deliverables straight away, or export editable FCP7 XML (XMEML) sequences that import directly into Adobe Premiere Pro and other major NLEs when creative review or final adjustments are needed.

Integrated as a native action within the Vantage workflow, AI Autoframe becomes a seamless part of existing media operations rather than a disconnected manual task. It runs directly on Vantage servers and can be triggered automatically as part of broader content preparation and distribution workflows, helping teams be cost effective, have peace of mind with secure servers, and move faster without adding operational friction.



Scale Social Distribution Without Scaling Manual Work

AI Autoframe helps media teams dramatically reduce the time and effort required to prepare content for social and mobile distribution. By automating the repetitive work of reframing and tracking content across multiple aspect ratios, teams can accelerate publishing, increase output, and focus their editorial resources on higher-value creative work.

The benefits of AI Autoframe are:

Multi-Platform Distribution from a Single Master
Automatically create major social-ready formats – including vertical (9:16), square (1:1), and 4:5 outputs — simultaneously from a single 16:9 master.

Intelligent Subject Tracking
Keeps speakers, actions and critical content centered across every output without manual keyframing or static cropping.

Content-Aware AI Optimization
Tune AI Autoframe to match different content types using configurable signal weights — prioritizing faces for interviews, motion for dynamic scenes, or ball tracking for sports workflows.

Flexible Automation for Different Workflows
Choose fully automated delivery for rapid publishing, or export editable sequences for refinement in supported NLE workflows when creative review is required.

Native Vantage Workflow Integration
AI Autoframe operates as a seamless action inside existing Vantage workflows, eliminating disconnected manual processes and enabling automated content preparation at scale.

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Vantage AI Autoframe

Why Vantage AI?



AI capabilities are only valuable when they fit the realities of media operations. Many AI tools rely on disconnected cloud APIs, usage-based pricing, and workflows that require content to be exported, uploaded, processed externally, and returned — adding cost, delay, and operational complexity.

Vantage AI takes a different approach. Built natively into the Vantage workflow engine, Vantage AI brings practical, production-ready AI directly into media operations – securely, efficiently, and at scale.

Secure, On-Prem AI Processing
Content remains within your controlled media environment, enabling secure AI workflows for organizations that cannot send sensitive media to external cloud services.

Predictable, Session-Based Economics
Vantage AI is licensed by concurrent processing session — not per minute — so the cost to you is the same whether you process two minutes or two thousand hours.

Workflow-Native AI Automation
AI becomes a native part of automated media workflows rather than a disconnected manual process, enabling actions to trigger seamlessly as part of ingest, processing, compliance, and delivery pipelines.

Faster AI Execution
Eliminate the delays of exporting proxies, uploading files to third-party AI services, and waiting for responses. AI processing happens directly within operational workflows.

One AI Platform, Multiple Capabilities
AI Speech, AI Vision, AI Autoframe, and future AI actions operate within a unified Vantage AI framework (trusted by major news networks), simplifying deployment and scaling AI adoption across media operations.

Learn more about AI Autoframe:
telestream.com/practical-ai

Ready to easily scale your content?
Contact us at telestream.com/contact-us

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