

# Content Compass

Tackling Content Compliance Challenges

© 2023

Problem

# Aligning Media Content is hard

Aligning media content with ever-changing guidelines poses a significant challenge.

## Challenge

Current methods of aligning content with guidelines are labor-intensive, error-prone, and struggle to keep pace with digital growth.





# Elevate your content with precision

Meet **ContentCompass**, your AI-powered ally in the realm of content creation.

1.

Effortlessly **align your text, audio, and video content** with any trends or guidelines you want.

2.

Get insightful scores, actionable feedback, and ensure **your work remains compliant.**

3.

Classify, compare, analyze, and relate **without needing manual revision.**

# How it works?



Step 1

## Input Guidelines

Start by inputting your content guidelines, either as text or by providing a YouTube video. Our system extracts key elements to use as a benchmark.

Step 2

## Analyze your content

Upload your content, and Content Compass will perform a comprehensive analysis, comparing your **video and its transcript** against the set guidelines.

Step 3

## Receive Insightful Feedback

Get detailed feedback and scores, highlighting how your content aligns with the guidelines. Understand the areas of excellence and those needing improvement.

The screenshot displays the 'Analysis 2' interface. At the top, there are tabs for 'Content', 'Guidelines', and 'Analysis'. A 'Quick compare' button is visible in the top right corner. Below the tabs, there is a section for 'Guidelines content' with an 'Add new' button and a list of guidelines: 'Analysis 2' and 'The teacher analyzing Jenny Hoyos'. To the right, there are two video thumbnails: '5 Steps To Perfect Short-Form Storytelling' and 'I Threw a Party with ONLY \$20'. Below the thumbnails, there are four analysis points, each with a score of 1:

- Show something familiar or out of the ordinary.** The video starts with a familiar scene of a person in a kitchen, which is relatable and ordinary. However, the person then proceeds to show a Costco rotisserie chicken, which is a bit unexpected and out of the ordinary. This helps to grab the viewer's attention and make them curious about what is going to happen next.
- Pose a question.** The video poses the question of whether it is possible to throw a party for \$20. This is a question that many people are likely to be interested in, as it is a common problem to have a limited budget for a party.
- Show why the information is needed.** The video shows why the information is needed by showing the person going to Costco and looking for the cheapest foods they can find. This helps to demonstrate that it is possible to throw a party for \$20, even if you have a limited budget.
- Build your case and momentum.** The video builds its case and momentum by showing the person preparing the food and decorating for the party. This helps to build excitement and anticipation for the party.



# TruLens evaluation

All the interactions with the LLM are registered into TruLens, so we can ensure the recommendations we are giving are:

- Relevant
- Grounded
- True
- Harmless

The screenshot displays the TruLens interface with a sidebar on the left containing 'Leaderboard', 'Apps', and 'Evaluations'. The main content area is titled 'App Leaderboard' and includes a subtitle: 'Average feedback values displayed in the range from 0 (worst) to 1 (best)'. Below this, there are two sections: 'Feedback congruence' and 'Guidelines Alignment'. Each section contains a table with columns for 'Records', 'Average Latenc...', 'Total Cost (USD)', 'Total Tokens', and a specific metric. The 'Feedback congruence' section shows a value of 0.27 with a 'low' indicator (red circle). The 'Guidelines Alignment' section shows a value of 0.83 with a 'high' indicator (green checkmark). Both sections include a 'Select App' button.

Records	Average Latenc...	Total Cost (USD)	Total Tokens	feedback_cong...	Select App
3	4.33	\$0	0	0.27 low	Select App

Records	Average Latenc...	Total Cost (USD)	Total Tokens	guidelines_alig...	Select App
3	4.33	\$0	0	0.83 high	Select App

# Why this is big



1

2

Video streaming market size, 2021 to 2030 (USD Billion)



# \$517b

Digital advertising  
spending in 2023

Growing market + Huge ads spending = A lot of content to analyze and compare!

(1) <https://www.precedenceresearch.com/video-streaming-market>

(2) <https://www.linearity.io/blog/advertising-statistics/>

# Business Model

- \$/minute
- \$/report generated
- Custom development/support
  - Create specific guidelines for companies
  - Develop custom reports
- Leads with Content creators

# Roadmap



- More sources (FB, X, TikTok, Web Scraping, video upload, Google Drive etc ...)
- Pre made guidelines per industry
- Directed analysis (Batch processing)
- Custom Reporting  
(e.g: competitors analysis)
- Connectors  
(e.g: youtube analytics)

# Use cases



1

## Social Media Platforms

Is my content adequate, is it aligned to the experts guidelines to be impactful?

2

## Digital Advertising and Marketing

Is my content aligned to the guidelines of certain platform? How is performing against my competitors?

3

## E-Learning and Educational Content

Is my content age appropriate? It meet the academic standards?

4

## Corporate Compliance

Are all our videos aligned and meeting the corporation expectations?

5

## News Media and Journalism

Is the content authentic, veridic and ethic?

(1) <https://www.precedenceresearch.com/video-streaming-market>

(2) <https://www.linearity.io/blog/advertising-statistics/>



# Team structure



**Gustavo**

Search Engineer  
**GenAI Backend  
Developer**



**Maxi**

Full Stack Developer  
**GenAI Frontend  
Developer**



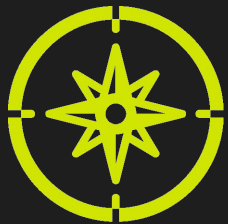
**Mario**

Executive VP  
Kibernum USA  
**Mentor**



**Luis**

Web Designer  
**UI/UX Design**



# Content Compass

Tackling Content Compliance Challenges

© 2023