

AI CAPTIONS: SUPER BOWL LIX

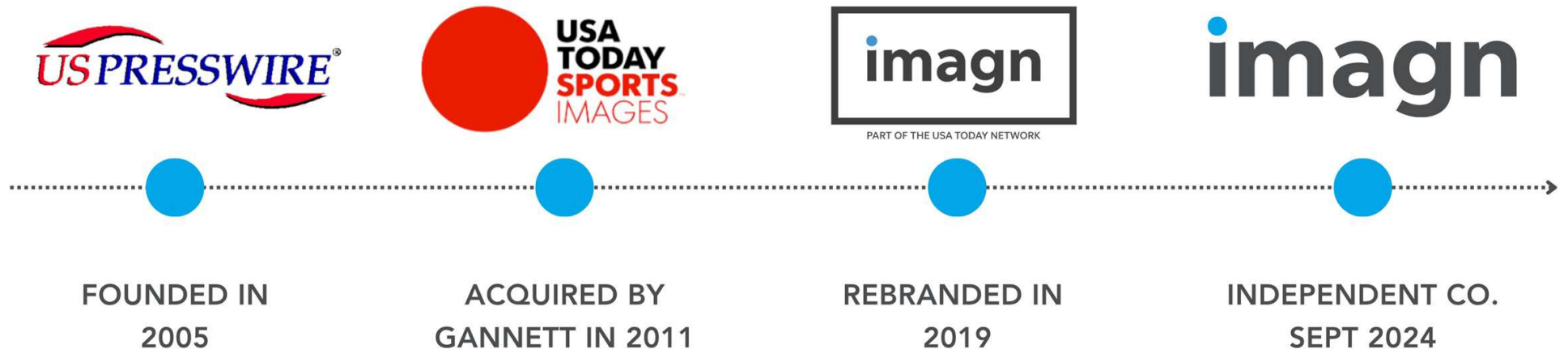
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BROADCAST



The Singapore Grand Prix practice race was delayed due to an unexpected visitor on the track. | David Kirouac-Imagn Images



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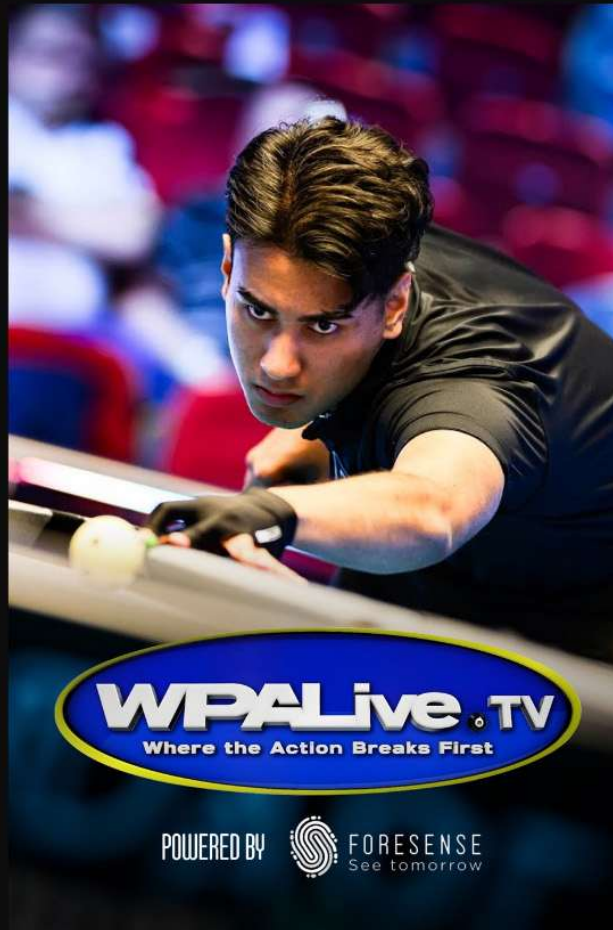
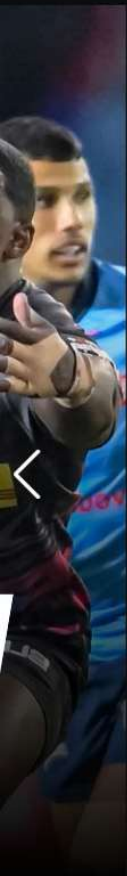
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Existing Challenges with AI Models - Goggles and Helmets



METHODOLOGY

- Train the AI model with full takes from previous games
- Beginning with press conferences leading up to Super Bowl LIX, we uploaded two copies of photographer files with a base XMP template: one to Imagn editors, and the other to Eluv.io's "Content Fabric"
- Keep in mind this is solely a captioning test, and not an evaluation of AI photo editing or cropping
- Compare timing and results

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NFL: NFC Championship-Washington Commanders at Philadelphia Eagles (270 Items)

Page 1 of 9 →



NFL: NFC Championship-Washington...
Jalen Carter | Jayden Daniels
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NFL: NFC Championship-Washington...
A.J. Brown | Jalen Hurts
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NFL: NFC Champ...
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HALLUCINATIONS!

An African American male in dreadlocks, possibly a musical performer or actor, dressed in a white athletic jumpsuit with the Kansas City Chiefs and Super Bowl logos, speaks into a microphone while seated in front of a pink background advertising Gatorade energy drinks during Super Bowl LIX Opening Night at Caesar's Superdome.



Kansas City Chiefs linebacker Nick Bolton speaks to the media during Super Bowl LIX Opening Night at the Caesar's Superdome.

- Set parameters to prevent hallucinations aka "don't guess!"
- Simplify the output text the AI was allowed to use.





Feb 9, 2025 New Orleans, LA Philadelphia Eagles safety C.J. Gardner-Johnson (8) celebrates with a teammate after a touchdown

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles player dives to catch a pass against the Kansas City Chiefs

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles wide receiver A.J. Brown (11) celebrates with tackle Mekhi Becton (77) against the Kansas City Chiefs

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles running back Saquon Barkley (26) runs the ball against the Kansas City Chiefs

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles head coach Nick Sirianni is doused by teammates after the win over the Kansas City Chiefs

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs wide receiver DeAndre Hopkins (8) makes a touchdown catch against Philadelphia Eagles player

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs wide receiver Xavier Worthy (1) attempts to make a catch against Philadelphia Eagles player

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles place kicker Jake Elliott (4) and punter Braden Mann (10) celebrate after the win over the Kansas City Chiefs

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs quarterback Patrick Mahomes walks off the field after the game against the Philadelphia Eagles

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Feb 9, 2025; New Orleans, LA, USA; Kansas City Chiefs player walks through the confetti-filled field after losing the Super Bowl against the Philadelphia Eagles

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs wide receiver Xavier Worthy (1) runs with the ball against the Philadelphia Eagles

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs quarterback Patrick Mahomes (15) runs as Philadelphia Eagles player tackles him

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs tight end Travis Kelce (87) runs with the ball against the Philadelphia Eagles

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Philadelphia Eagles safety Reed Blankenship (32) tackles Kansas City Chiefs player

NFL: Super Bowl LIX-Kansas City Chi...



Feb 9, 2025 New Orleans, LA Kansas City Chiefs wide receiver Xavier Worthy (1) runs after a catch



Feb 9, 2025 New Orleans, LA Kansas City Chiefs wide receiver Xavier Worthy (1) is tackled by Philadelphia Eagles player



Feb 9, 2025 New Orleans, LA Philadelphia Eagles kicker Jake Elliott (4) celebrates with teammates after the win



Feb 9, 2025 New Orleans, LA Philadelphia Eagles player celebrates in jubilation after defeating the Kansas City Chiefs



Feb 9, 2025 New Orleans, LA Philadelphia Eagles players and staff celebrate with the Vince Lombardi Trophy



Feb 9, 2025 New Orleans, LA A triumphant moment for the Philadelphia Eagles team



Feb 9, 2025 New Orleans, LA Kansas City Chiefs Travis Kelce against the Philadelphia Eagles



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Philadelphia Eagles quarterback Jalen Hurts (1) drops back to pass against the Kansas City Chiefs

Feb 9, 2025 New Orleans, LA

NFL: Super Bowl LIX-Kansas City Chiefs at Philadelphia Eagles

Credit: Bill Streicher-Imagn Images



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Philadelphia Eagles safety Reed Blankenship (32) chases Kansas City Chiefs player

Feb 9, 2025 New Orleans, LA

NFL: Super Bowl LIX-Kansas City Chiefs at Philadelphia Eagles



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Philadelphia Eagles player scores a touchdown against the Kansas City Chiefs

Feb 9, 2025 New Orleans, LA

NFL: Super Bowl LIX-Kansas City Chiefs at Philadelphia Eagles



Previous

Philadelphia Eagles running back Saquon Barkley (26) runs the ball against the Kansas City Chiefs

Feb 9, 2025 New Orleans, LA

NFL: Super Bowl LIX-Kansas City Chiefs at Philadelphia Eagles

THE VERDICT

- Despite this trial showing some promise, this version was not at the level of replacing or supplementing our human editors.
- The AI is only going to be good as how well you train it.



IMPLICATIONS

- We are in the age where clients and consumers want MORE content, FASTER than ever, and in a WIDE variety of formats.
- As tools like Eluv.io continue to evolve and improve, expect to see them deployed in a variety of settings
- Potentially revolutionizes the current workflow of how photographers work sports and other events



THANK YOU!

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