WIKIO AI®

ShortClip — AI-Powered Short-Form Video

An AI-driven short-form video creation tool that automatically extracts the best moments from long-form content, adds captions, reframes for any platform, and maximizes engagement.

● AI Clipping   ● Auto Captions   ● Smart Reframing   ● Multi-Platform

Executive Summary

ShortClip turns long-form video into scroll-stopping short clips in minutes. Powered by multimodal AI, it handles clipping, captioning, reframing, and distribution so content teams can focus on storytelling, not editing.

PLATFORM
All-in-one
Clip + Caption + Distribute

AI ENGINE
Multimodal
NLP + Computer Vision + Audio

OUTPUT
Multi-platform
TikTok, Shorts, Reels, LinkedIn

LANGUAGES
50+
Captions & translations

Why ShortClip: Short-form video drives 2.5x more engagement than long-form, yet repurposing a single video takes hours of manual work. ShortClip automates the entire pipeline from highlight detection to platform-optimized publishing, cutting production time by 90%.

Product Overview

A modular platform organized around three pillars: AI Clipping Engine, Content Enhancement, and Distribution & Analytics. Each pillar works independently but delivers maximum value when combined.

AI Clipping Engine

- AI-powered highlight detection
- Virality scoring & content ranking
- Smart reframing (16:9 to 9:16/1:1)
- Speaker tracking & scene analysis
- Auto-chapter detection

Content Enhancement

- Word-by-word animated captions
- Shortclip Studio full editor
- Multi-platform export
- Analytics & feedback loop

Distribution & Analytics

- Multi-platform optimized exports
- Social scheduler & auto-posting
- Performance tracking & ROI dashboards
- AI feedback loop from engagement data

Modular approach: Start with AI Clipping to generate short clips from existing content, then add Enhancement for brand-consistent polish, and Distribution for end-to-end automation. Each module delivers standalone value while unlocking compounding benefits together.

Smart Clipping

AI analyzes your long-form video to identify the most engaging moments and automatically extracts them as standalone clips.

Clip Parts 10

1 **Part 1** Hook
00:00 → 00:19   18.8s

2 **Part 2** Body
00:44 → 01:04   20.6s

3 **Part 3** Body
02:43 → 03:01   17.8s

4 **Part 4** Body
03:12 → 03:24   11.5s

5 **Part 5** Body
04:06 → 04:24   17.4s

AI highlight detection
Identifies key moments using NLP, sentiment, and visual analysis

Speaker tracking
Automatic speaker identification and focus during multi-person content

Scene analysis
Detects visual transitions, action peaks, and emotional moments

Auto-chapter detection
Segments long videos into topic-based chapters for targeted clipping

Virality Score

AI-predicted engagement scoring that ranks clips by their potential to go viral on each platform.

Engagement prediction
ML models trained on millions of viral clips score each extract

Content ranking
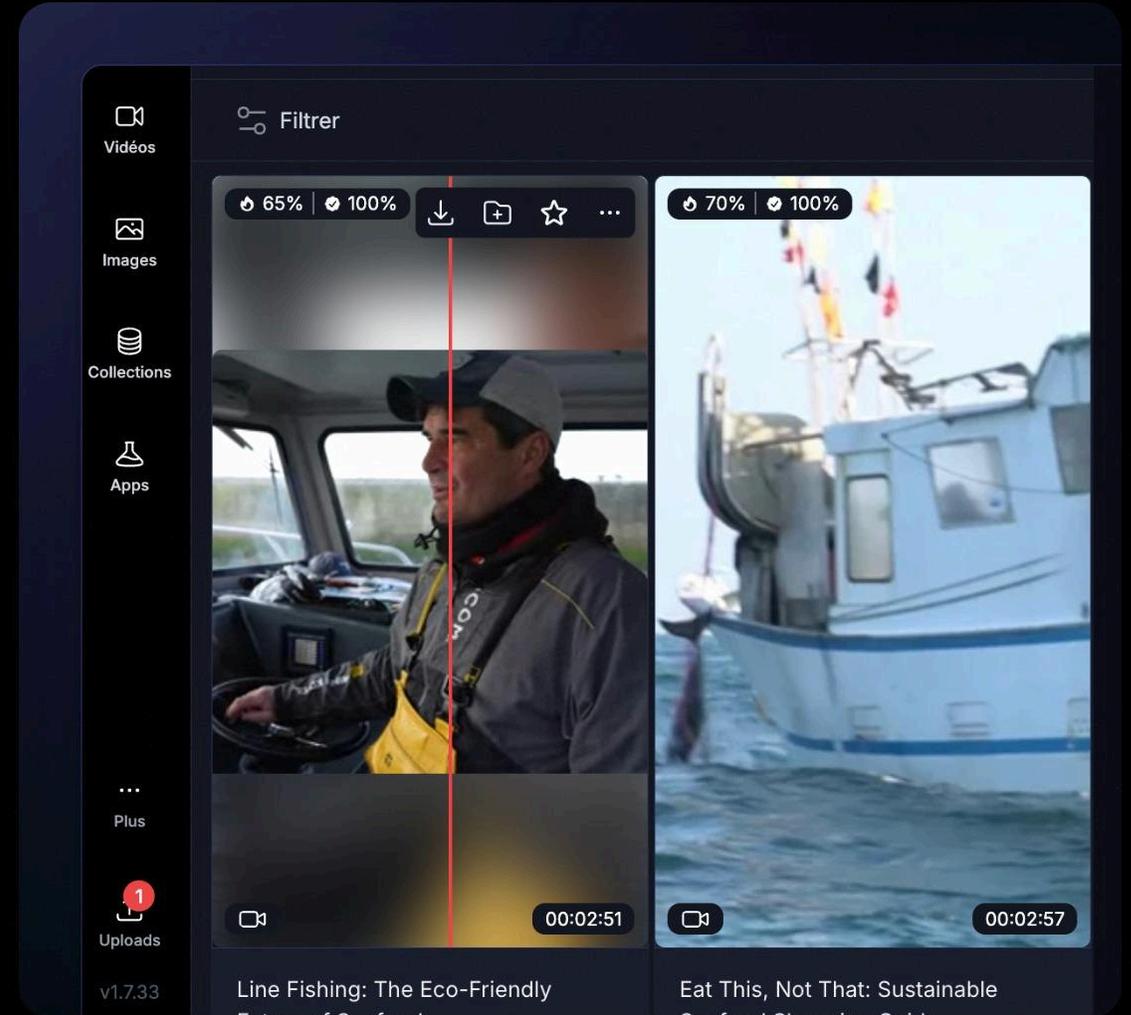Prioritize clips by predicted views, shares, and watch-through rate

Platform optimization
Scores tailored per platform (TikTok, Shorts, Reels, LinkedIn)

A/B suggestions
Alternative clip versions with different hooks and endings

Smart Reframing

Automatically convert landscape video to portrait or square format with intelligent subject tracking.

Auto aspect ratio
16:9 to 9:16 and 1:1 with a single click

Speaker tracking
Keeps the active speaker centered in portrait mode

Active area detection
Identifies and follows the most important visual region

Crop preview
Real-time preview of all aspect ratios before export

Auto Captions

Word-by-word animated captions in 50+ languages, generated automatically from audio with customizable styles.

Word-by-word animation
TikTok-style animated captions with highlight effects

50+ languages
Auto-detection with translation and transliteration support
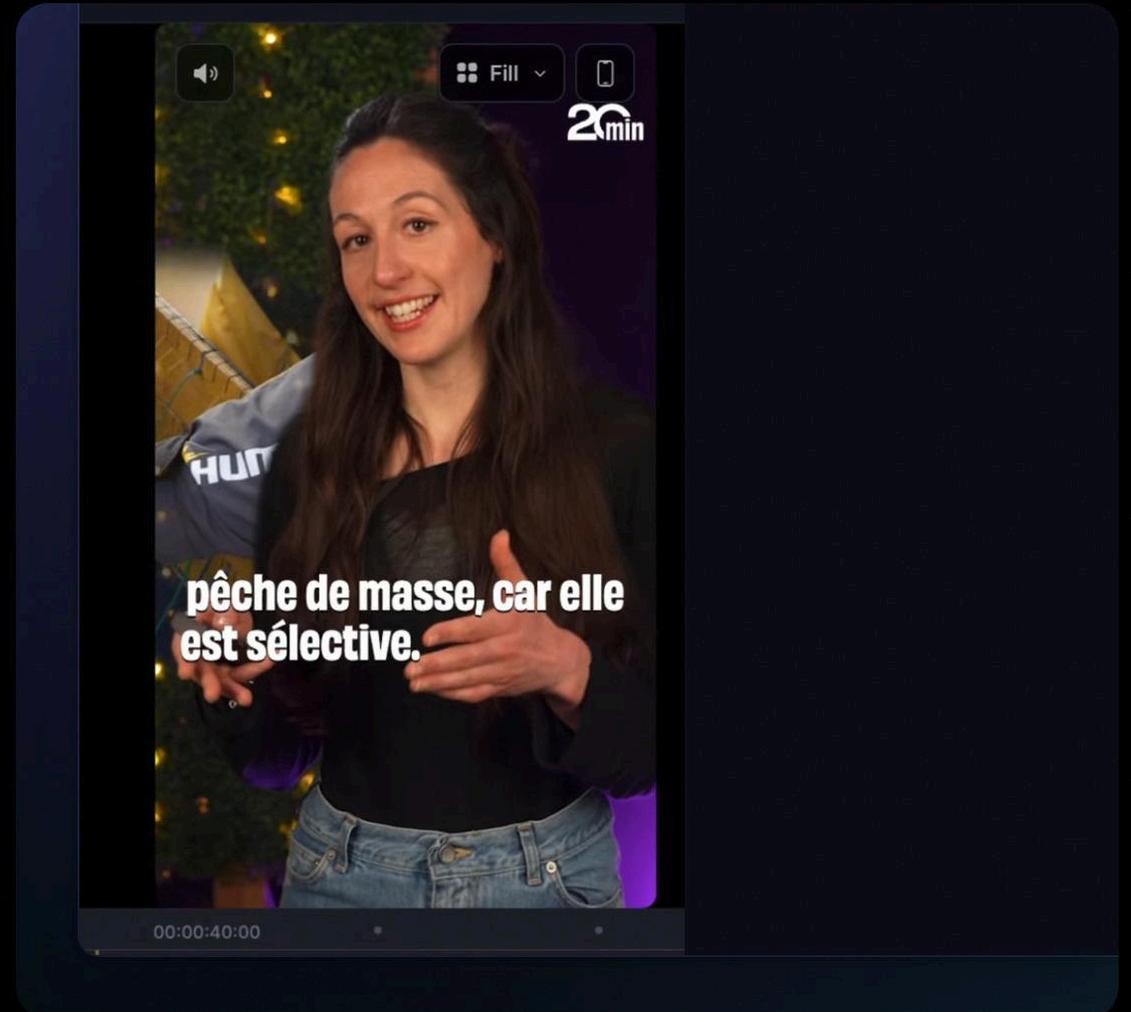
Custom styles
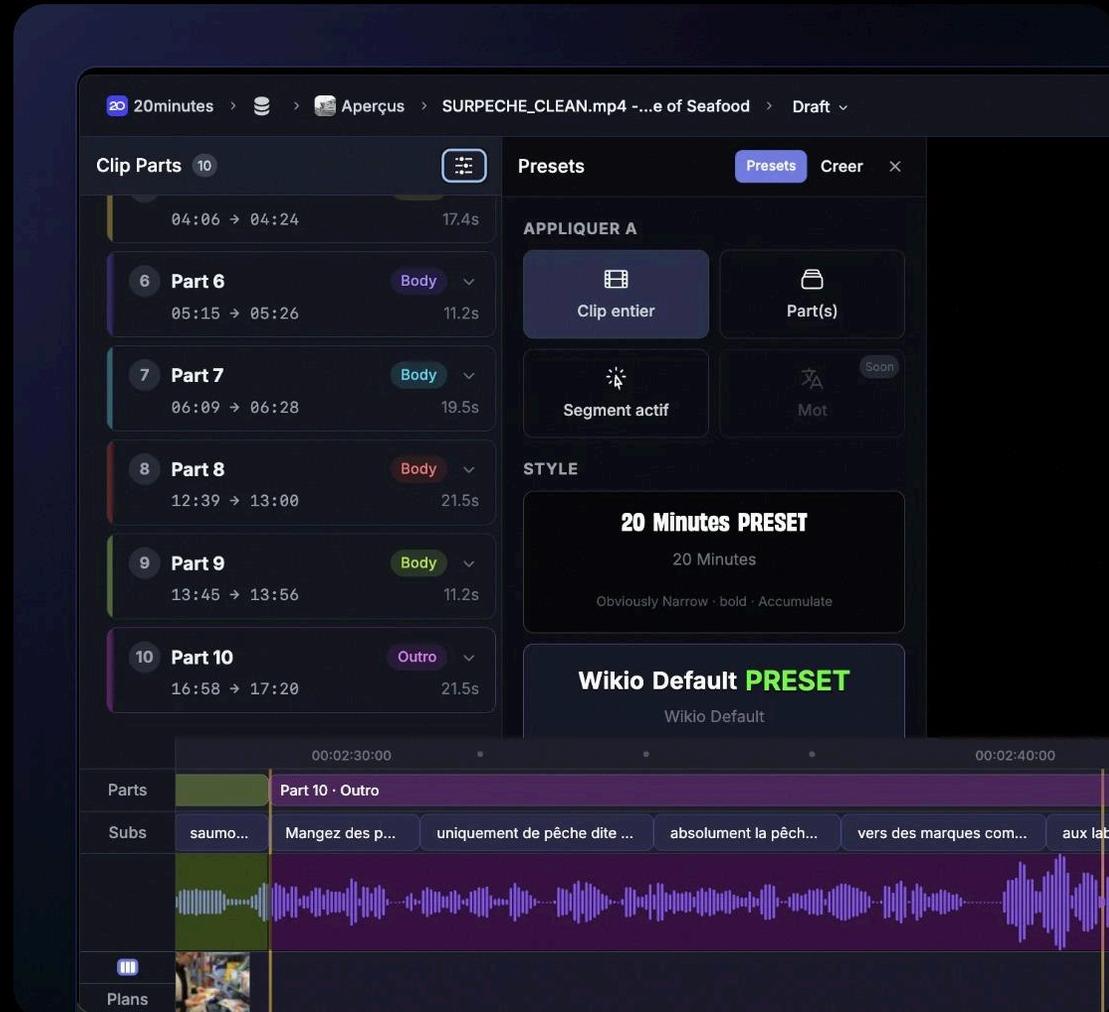Fonts, colors, positioning, and animation presets per brand

Keyword highlights
Automatic emphasis on key terms and brand mentions

Fill

20min

pêche de masse, car elle est sélective.

00:00:40:00

Shortclip Studio

A full-featured editor to fine-tune every clip before publishing — timeline, text, graphics, and real-time preview in one workspace.

Multi-track timeline
Drag-and-drop editing with video, audio, captions, and overlay tracks

Text & graphics editor
Titles, lower thirds, stickers, and animated elements with brand presets

Real-time preview
Instant playback with all effects, captions, and overlays applied

Templates & presets
Reusable editing workflows and branded layouts for consistent output

Multi-Platform Export

One clip, every platform. Export optimized for TikTok, YouTube Shorts, Instagram Reels, and LinkedIn in a single batch.

TikTok
9:16 · vertical

YouTube Shorts
9:16 · vertical

Instagram Reels
9:16 · 1:1 · 4:5

LinkedIn
1:1 · 16:9 · subtitled

TikTok optimized
9:16 with platform-specific encoding, hashtags, and sound tags

YouTube Shorts
Vertical format with end screens, cards, and metadata

Instagram Reels
Cover frame selection, caption formatting, and aspect ratio variants

LinkedIn exports
Professional format with subtitles and 1:1 square option

Analytics & Feedback Loop

Track performance across every platform and let AI learn from your results to improve future clips.

TOTAL VIEWS

2.4M

↑ 34% vs last month

AVG. WATCH TIME

42s

↑ 12% vs last month

ENGAGEMENT RATE

8.7%

↑ 2.1pp vs last month

CLIPS GENERATED

847

↑ 156 this week

VIEWS — LAST 30 DAYS   ↑ 34%

Performance tracking
Views, engagement rate, watch time, and shares across platforms

AI learning loop
Engagement data refines future virality predictions and clip selection

Engagement metrics
Per-clip breakdown with best-performing hooks and CTAs

ROI dashboards
Cost-per-clip, time saved, and revenue attribution per campaign

DAM Integration

Direct access to the WIKIO AI video library. No re-upload, no duplication, no lost metadata.

Direct DAM access
Browse and clip from your entire WIKIO AI video library

No re-upload
Clip directly from existing assets without duplicate storage costs

Metadata preservation
Tags, transcriptions, and permissions carry through to clips

Version control
Clips linked to source with full revision history

Cloud Storage

Cloud Storage

API

WIKIO AI.

MCP

Data

Competitive Landscape

ShortClip combines the best of standalone clipping tools with deep enterprise DAM integration that competitors simply cannot match.

WIKIO AI ShortClip

- Enterprise & media teams
- Full DAM integration + AI clipping
- Workspace + credits pricing
- Multimodal AI (NLP + CV + Audio)
- SSO, RBAC, audit trail

Opus Clip

- Creators & SMBs
- Standalone clipping tool
- Per-minute or subscription
- NLP-focused virality scoring
- No enterprise features

Aive

- Marketers & agencies
- Clipping + basic editing
- Subscription tiers
- Template-driven approach
- Limited team features

Key differentiator: ShortClip is the only solution natively integrated with an enterprise DAM. While competitors require re-uploading content and operate in isolation, ShortClip works directly within the WIKIO AI ecosystem — preserving metadata, permissions, and version history across the entire content lifecycle.

Technology

Built on a modern, scalable architecture designed for enterprise reliability. Every component is optimized for video processing and AI inference at scale.

AI Pipeline

- Multimodal analysis (NLP + CV + Audio)
- LLM-powered content understanding
- Computer vision for scene & speaker detection
- Virality prediction models

Infrastructure

- GPU-accelerated video processing
- Auto-scaling render pipeline
- CDN-backed asset delivery
- Multi-region availability

Security

- Enterprise-grade encryption (TLS 1.3 + AES-256)
- SOC 2 Type II compliance roadmap
- SSO (SAML, OAuth) & MFA
- GDPR & data residency support

API

- RESTful API with webhooks
- SDKs (JavaScript, Python)
- Batch processing endpoints
- Real-time status callbacks

Team

Three complementary founders with deep expertise in media technology, product design, and software architecture. Supported by senior advisors from broadcast, SaaS, and AI research.

Founding Team

Gregory Giglietta
CEO & CTO

25 years in media tech. Built and sold video infrastructure companies. Network of 30+ media companies.

Florent Stroppa
COO & CPO

25 years in product and tech. UX and marketplace expert. Managing director experience, exited two businesses.

Christine Turk
CRO

30 years in sales and general management in media. Ex-Executive Director at PREMIERE & Development Director at HILDEGARDE Media.

Advisors

Julien Moulin
Financing & Legal

Sylvain Piquet
Sales & Marketing

Nicolas Stroppa
AI/ML Strategy