

CASE STUDY

From Hundreds of Hours to Minutes: How CMS Evidence Used AI to Transform Podcast Due Diligence

How CMS Evidence proved that hundreds of hours of video due diligence can be done in under an hour



The Challenge

When a CMS client was considering the acquisition of a portfolio of podcasts, the stakes were clear – but the path to due diligence was anything but. The IP team needed absolute confidence that hundreds of hours of audio content contained nothing that could expose the purchaser or brand to reputational harm.

Traditionally, this kind of review would require either sending all audio out for manual transcription and then running keyword searches across the text, or – worse – having reviewers sit and listen to every minute of every episode. With potentially hundreds of hours of content, a manual approach would be prohibitively time-consuming and expensive. The workload multiplier is staggering: **a single minute of audio can demand up to 30 minutes of a reviewer's time** once you account for re-listening, pausing, note-taking, and documentation. At that rate, 100 hours of podcasts could consume over **3,000 hours of reviewer time** – and a six-figure budget.

The team needed a faster, smarter way to assess risk across the entire podcast catalogue – without sacrificing thoroughness or accuracy.



The Solution

CMS Evidence designed and tested an end-to-end AI-powered workflow using Relativity's integrated audio transcription, Relativity aiR for Review, and Harvey – demonstrating how technology can collapse weeks of manual effort into less than an hour of setup.

1

Automated Transcription: 25 minutes

All podcast audio files were ingested into Relativity, where the platform's built-in transcription engine automatically converted speech to searchable, indexed text – complete with speaker identification, colour-coded speaker labels, and waveform visualisation. No manual transcription. No outsourcing. No waiting.

2

AI-Powered Issue Identification: 30 minutes to configure

Using Harvey, the team drafted a comprehensive case summary and precision-tuned prompts for each risk category in Relativity aiR for Review. Each issue was configured as a separate review field, creating a systematic reputational risk checklist.

3

Automated Risk Scanning: At scale

The aiR for Review project was then run across the entire transcribed dataset. The AI assessed every passage against each issue category, classifying content as **relevant**, **not relevant**, or **borderline** – and providing a direct citation linking to the exact moment in the transcript.



The AI didn't just find keywords – it understood context. The results demonstrated a sophisticated understanding of context and nuance. For example, the system correctly flagged a conversation about flouting COVID-19 lockdown rules as *borderline* – recognising the potential legal and reputational implications without over-flagging casual banter. Content from a polarising public figure was accurately categorised across multiple issue types, including discriminatory language, reputational risk, and political extremism.



The Results

The workflow produced compelling results that demonstrate what AI-assisted audio review can achieve at scale:

Transcription time



~25

minutes

for full audio processing

Setup time



~30

minutes

to configure the case, prompts, and aiR project

Review reduction



up to **90%**

reviewers only need to examine flagged passages rather than listen to entire episodes

Estimated time saving



3,000+

reviewer hours avoided

for every 100 hours of audio, reviewers focus only on flagged passages, not the entire catalogue



Why It Matters

This isn't just about podcasts – it's a blueprint for how CMS Evidence leverages Relativity's powerful data management platform to tackle complex, large-scale review challenges across any data type. Audio and video review is just one example of what we can deliver. The same approach applies wherever any unstructured data needs to be reviewed quickly, accurately, and defensibly – for example:

“

Nobody has to sit there and listen to all of this. AI allows us to focus on what matters – giving clients clear visibility of potential risks and confidence when no issues are identified.

Kevin Bannon, CMS Evidence

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Media & entertainment due diligence

evaluating broadcast libraries for acquisition



Regulatory compliance audits

monitoring recorded communications in financial services



Brand protection

reviewing content catalogues for reputational risk



Internal investigations

analysing recorded meetings or calls for misconduct

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CMS Evidence doesn't just review documents – we help clients navigate the full spectrum of unstructured data, turning complexity into clarity.

Ready to explore how CMS Evidence can support your next matter?
Get in touch with our team above or email cms.evidence@cms-cmno.com to learn more.