

INFORMATION PROCESSING APPARATUS AND INFORMATION
PROCESSING METHOD

[ABSTRACT]

The present technique relates to an information processing apparatus and an information processing method that can improve the convenience of a voice AI assistance service used in coordination with content. A first information processing apparatus including an insertion unit that inserts a token, which is related to use of a voice AI assistance service in coordination with content, into an audio stream of the content and a second information processing apparatus including a detection unit that detects the inserted token from the audio stream of the content can be provided to improve the convenience of the voice AI assistance service used in coordination with the content. The present technique can be applied to, for example, a system in coordination with the voice AI assistance service.

Figure 3