# CLAIMS

1. A method for automatically generating enhancements to audio-visual (AV) content, comprising:

receiving, by a network interface, data about previous consumer interactions with original AV content;

by a processing unit:

analyzing the data about the previous consumer interactions to generate consumer insights about the original AV content;

automatically associating the consumer insights with a segment of the original AV content;

automatically generating content for the segment responsive to the consumer insights; and

injecting the generated content into the original AV content to create modified AV content; and

automatically transmitting, by the network interface, the modified AV content.

2. The method of claim 1, further comprising collecting the data about the previous consumer interactions with the original AV content.

3. The method of claim 1, wherein the data comprises comments about the original AV content created in response to viewing the original AV content; and further comprising analyzing the comments to generate the consumer insights.

4. The method of claim 3, wherein the analyzing comprises:

performing natural language processing on the comments to determine meaning; and

clustering the comments using the determined meaning.

5. The method of claim 3, wherein the analyzing comprises performing sentiment analysis of the comments to determine a sentiment and sentiment direction.

6. The method of claim 1, wherein the automatically generating of the content comprises:

generating a transcript of the original AV content;

comparing the consumer insights to the transcript.

7. The method of claim 6, wherein the automatically generating of the content further comprises:

modifying the transcript responsive to the consumer insights; and

generating a simulated performance using the modified transcript.

8. The method of claim 7, wherein the automatically generating of the content further comprises using a generative adversarial network to generate the simulated performance, wherein the simulated performance resembles a performer's voice and likeness.

9. The method of claim 6, further comprising:

generating supplemental textual material using the consumer insights; and

overlaying supplemental material over the content segment.

10. The method of claim 6, further comprising:

analyzing the data about consumer interactions to generate a plurality of consumer insights about the original AV content;

detecting a conflict between at least two of the plurality of consumer insights;

selecting a priority insight from among the conflicting at least two insights,

wherein the automatically generated content is responsive to the priority insight;

automatically generating comments responsive to ~~the~~ a lower priority insight; and

publishing the generated comment as responses to comments about the original AV content.

11. The method of claim 6, further comprising:

selecting external content responsive to the consumer insights; and

adding the external content to the original AV content.

12. The method of claim 1, further comprising:

generating metadata about the modified AV content; and

appending the metadata to the modified AV content.

13. The method of claim 1, wherein the consumer interactions comprise:

comments about the content; and

data about consumers' use of the content.

14. The method of claim 1, further comprising:

receiving data about the consumer interactions with the modified AV content;

comparing the data about the consumer interactions with the modified AV content to the data about the consumer interactions with the original AV content; and

removing the modified AV content or the original AV content based on the comparison.

15. The method of claim 1, further comprising:

receiving a profile from an owner of the original AV content, the profile specifying at least one preference and at least one restriction; and

by the processing unit, automatically generating content for the segment responsive to the at least one preference and the at least one restriction.

16. The method of claim 15, further comprising:

automatically generating a plurality of potential content for the segment responsive to the consumer insights;

estimating an additional amount of time associated with the plurality of potential content; and

selecting from among the plurality of potential content using the at least one preference and the at least one restriction.

17. The method of claim 1, wherein the data about consumer interactions with the original AV content comprises trending search terms related to the original AV content.

18. The method of claim 1, further comprising, by the processing unit, automatically modifying the segment responsive to the consumer insights.

19. A content manager, comprising:

a content creation server communicatively coupled to a plurality of content consumer devices, wherein the server comprises a processor coupled to a memory, wherein the processor and the memory are configured to:

receive data about previous consumer interactions with original audio-visual (AV) content;

analyze the data about the previous consumer interactions to generate consumer insights about the original AV content;

automatically associate the consumer insights with a segment of the original AV content;

automatically generating content for the segment responsive to the consumer insights;

inject the generated content into the original AV content to create modified AV content; and

automatically transmit the modified AV content.

20. A computer program product for automatically generating enhancements to audio-visual (AV) content, the computer program product comprising a computer readable storage medium having program instructions embodied therewith, the program instructions executable by a processor to cause the processor to:

receive data about previous consumer interactions with original AV content;

analyze the data about the previous consumer interactions to generate consumer insights about the original AV content;

automatically associate the consumer insights with a segment of the original AV content;

automatically generating content for the segment responsive to the consumer insights;

inject the generated content into the original AV content to create modified AV content; and

automatically transmit the modified AV content.

21. A method for automatically generating enhancements to audio-visual (AV) content, comprising:

receiving, by a network interface, data about consumer interactions with original AV content;

by a processing unit:

analyzing the data about consumer interactions to generate consumer insights about the original AV content;

automatically associating the consumer insights with a segment of the original AV content;

automatically generating content for the segment responsive to the consumer insights; and

injecting the generated content into the original AV content to create modified AV content;

automatically transmitting, by the network interface, the modified AV content;

receiving data about the consumer interactions with the modified AV content;

comparing the data about the consumer interactions with the modified AV content to the data about the consumer interactions with the original AV content; and

removing the modified AV content or the original AV content based on the comparison.

22. The method of claim 21, further comprising collecting the data about the consumer interactions with the original AV content by a plurality of consumers of the original AV content.

23. The method of claim 22, wherein the data comprises comments about the original AV content created in response to viewing the original AV content by a plurality of consumers of the original AV content; and further comprising analyzing the comments to generate the consumer insights.

24. A method for automatically generating enhancements to audio-visual (AV) content, comprising: receiving, by a network interface, data about consumer interactions with original AV content; receiving a profile from an owner of the original AV content, the profile specifying at least one preference and at least one restriction; and by a processing unit: analyzing the data about consumer interactions to generate consumer insights about the original AV content; automatically associating the consumer insights with a segment of the original AV content; automatically generating content for the segment responsive to the consumer insights, the at least one preference, and the at least one restriction; and injecting the generated content into the original AV content to create modified AV content; and automatically transmitting, by the network interface, the modified AV content.

25. The method of claim 24, further comprising: automatically generating a plurality of potential content for the segment responsive to the consumer insights; estimating an additional amount of time associated with the plurality of potential content; and selecting from among the plurality of potential content using the at least one preference and the at least one restriction.