## CLAIMS

What is claimed is:

**1.** A computer-implemented method comprising:

extracting, by the computer, an inbound embedding for an inbound speaker by applying a machine-learning model on an inbound audio signal;

generating, by the computer, a similarity score based upon a distance between the inbound embedding and a voiceprint stored in speaker profile in a speaker profile database; and

responsive to the computer determining that the similarity score for the inbound embedding fails to satisfy a similarity threshold:

generating, by the computer, in the speaker profile database a new speaker profile for the inbound speaker containing the inbound embedding, the new speaker profile is database record storing the inbound embedding as a new voiceprint.

**2.** The method according to claim 1, further comprising:

receiving, by the computer, the inbound audio signal from an end-user device via an intermediate server; and

transmitting, by the computer, a new speaker identifier associated with the new speaker profile to the server.

**3.** The method according to claim 2, wherein the end-user device is at least one of a smart television, a media device coupled to a television, and an edge device.

**4.** The method according to claim 1, further comprising extracting, by the computer, one or more features from the inbound audio signal, wherein the computer generates the inbound embedding by applying the machine-learning model on the one or more features the computer extracted from the inbound audio signal.

**5.** The method according to claim 1, further comprising:

extracting, by the computer, a second inbound embedding from a second inbound signal by applying the machine-learning model on the second inbound audio signal;

generating, by the computer, a second similarity score based upon the distance between the second inbound embedding and the new voiceprint stored in the new speaker profile; and

responsive to the computer determining that the second similarity score for the second inbound embedding satisfies a similarity threshold:

updating, by the computer, the new voiceprint for the inbound speaker based upon the second inbound signal.

**6.** The method according to claim 1, further comprising:

receiving, by the computer, a subscriber identifier associated with the inbound audio signal; and

identifying, by the computer, one or more speaker profiles associated with the subscriber identifier stored in the speaker profile database, wherein the computer generates one or more similarity scores for the inbound embedding based upon one or more voiceprints stored in the one or more speaker profiles associated with the subscriber identifier.

**7.** The method according to claim 6, wherein the subscriber identifier is associated with one or more speaker identifiers, and wherein each speaker profile is associated with a corresponding speaker identifier.

**8.** The method according to claim 7, wherein at least one of the subscriber identifier and each speaker identifier is an anonymized identifier.

**9.** The method according to claim 1, wherein the computer generates the new voiceprint based upon one or more inbound embeddings, the method further comprising:

identifying, by the computer, one or more maturity factors for the new voiceprint based upon the one or more inbound embeddings; and

determining, by the computer, a level of maturity for the new voiceprint based upon the one or more maturity factors.

**10.** The method according to claim 9, further comprising updating, by the computer, a new similarity threshold of the new speaker profile in response to the computer determining that the level of maturity for the new voiceprint satisfies a maturity threshold.

**11.** The method according to claim 9, further comprising:

responsive to the computer determining that the level of maturity fails a maturity threshold:

generating, by the computer, an active enrollment prompts the active enrollment prompt comprising a user interface configured to display a request for an additional inbound audio signal;

extracting, by the computer, an additional embedding from the additional inbound signal; and

updating, by the computer, the new voiceprint according to an additional embedding extracted from the additional inbound signal.

**12.** The method according to claim 9, further comprising updating, by the computer, the new speaker profile from a temporary profile to a permanent profile in response to the computer determining that the level of maturity satisfies a maturity threshold.

**13.** A system comprising:

a speaker database comprising non-transitory machine-readable storage media configured to store data records containing speaker profiles; and

a computer comprising a processor configured to:

extract an inbound embedding for an inbound speaker by applying a machine-learning model on an inbound audio signal;

generate a similarity score based upon a distance between the inbound embedding and a voiceprint stored in speaker profile in the speaker profile database; and

responsive to the computer determining that the similarity score for the inbound embedding fails to satisfy a similarity threshold:

generate in the speaker profile database a new speaker profile for the inbound speaker containing the inbound embedding, the new speaker profile is database record storing the inbound embedding as a new voiceprint.

**14.** The system according to claim 13, wherein the computer is further configured to:

receive the inbound audio signal from an end-user device via an intermediate server; and

transmit a new speaker identifier associated with the new speaker profile to the server.

**15.** The system according to claim 14, wherein the end-user device is at least one of a smart television, a media device coupled to a television, and an edge device.

**16.** The system according to claim 13, wherein the computer is further configured to extract one or more features from the inbound audio signal, wherein the computer generates the inbound embedding by applying the machine-learning model on the one or more features the computer extracted from the inbound audio signal.

**17.** The system according to claim 13, wherein the computer is further configured to:

extract a second inbound embedding from a second inbound signal by applying the machine-learning model on the second inbound audio signal;

generate a second similarity score based upon the distance between the second inbound embedding and the new voiceprint stored in the new speaker profile; and

responsive to the computer determining that the second similarity score for the second inbound embedding satisfies a similarity threshold:

update the new voiceprint for the inbound speaker based upon the second inbound signal.

**18.** The system according to claim 13, wherein the computer is further configured to:

receive a subscriber identifier associated with the inbound audio signal; and

identify one or more speaker profiles associated with the subscriber identifier stored in the speaker profile database, wherein the computer generates one or more similarity scores for the inbound embedding based upon one or more voiceprints stored in the one or more speaker profiles associated with the subscriber identifier.

**19.** The system according to claim 18, wherein the subscriber identifier is associated with one or more speaker identifiers, and wherein each speaker profile is associated with a corresponding speaker identifier.

**20.** The system according to claim 19, wherein at least one of the subscriber identifier and each speaker identifier is an anonymized identifier.

**21.** The system according to claim 13, wherein the computer generates the new voiceprint based upon one or more inbound embeddings, and wherein the computer is further configured to:

identify one or more maturity factors for the new voice print based upon the one or more inbound embeddings; and

determine a level of maturity for the new voiceprint based upon the one or more maturity factors.

**22.** The system according to claim 21, wherein the computer is further configured to update a new similarity threshold of the new speaker profile in response to the computer determining that the level of maturity for the new voiceprint satisfies a maturity threshold.

**23.** The system according to claim 21, wherein the computer is further configured to:

responsive to determining that the level of maturity fails a maturity threshold:

generate an active enrollment prompts the active enrollment prompt comprising a user interface configured to display a request for an additional inbound audio signal;

extract an additional embedding from the additional inbound signal; and

update the new voiceprint according to an additional embedding extracted from the additional inbound signal.

**24.** The system according to claim 21, wherein the computer is further configured to update the new speaker profile from a temporary profile to a permanent profile in response to the computer determining that the level of maturity satisfies a maturity threshold.