DATASHEET

Content Discovery

Let's find something to watch tonight

This is a common statement made in households around the world. However, the ability to find just the right program can be challenging. 38% of streaming service consumers say that they find a new show by chance.[1] This is the challenge consumers face every time they turn on the TV or access a streaming service - finding and discovering content.

Effective content discovery must simplify user choice and improve content findability. 60% of consumers say that images in the on-screen guide influence their view choice.[2] The foundation for a meaningful user guide is high quality metadata. Whatever service consumers choose for viewing their video programmes, content libraries are represented by metadata tags and synopses describing the show, typically with data about lead actors, when it was produced and length. Sometimes this includes images and links to further details.

However, the broadcasters and streaming providers delivering TV and video content are often faced with limitations of where and how they can acquire the metadata that underlies their programme guides and user interfaces. While there are many metadata providers, no one source can provide the full set of metadata desired.

Our customers often tell us they would like:

- Multiple types of metadata aggregated from more than one source
- A flexible & extensible data model
- Data files enriched with images, deep links and other complementary data
- Intelligent, automated equivalence or matching
- Continuously updated high-quality data

MetaBroadcast is uniquely focused on addressing these issues.

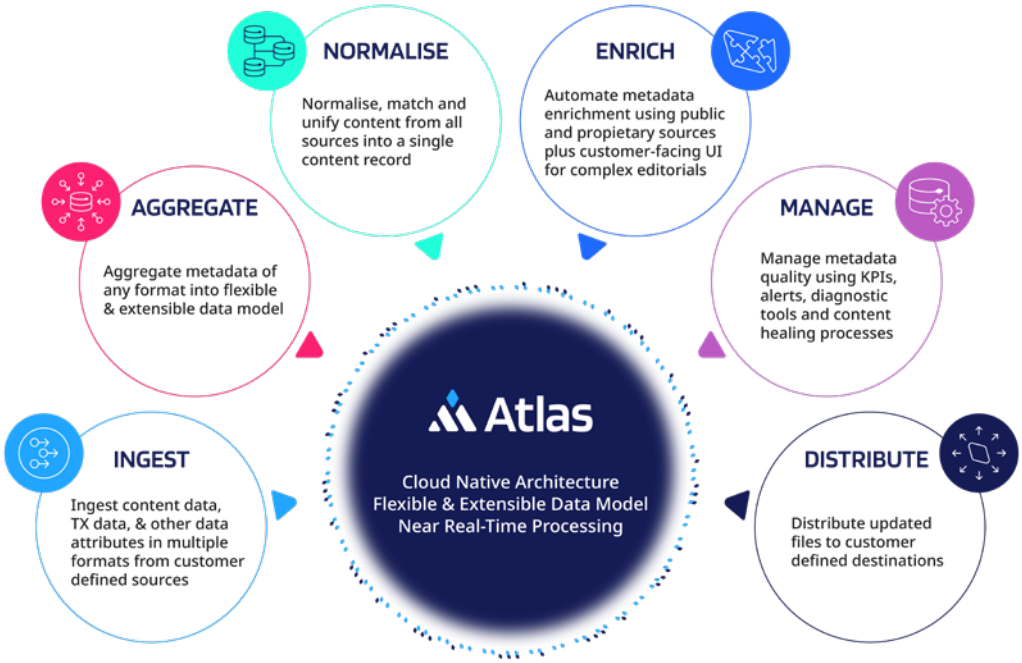
[1] Conviva _State of Streaming_Content Discovery 2021
[2] NScreen Media TV Universe 2019

Consistent, high-quality metadata is the key to exploiting TV and video assets

MetaBroadcast is passionate about metadata. We believe it has the power to differentiate all kinds of video services. However, before metadata can power next-generation services, it needs to be unified, normalised and enriched.

We do this using **Atlas**, our award winning 4th generation cloud-native active data platform. Atlas uses advanced data science techniques, AI and Machine Learning combined with innovative proprietary software and processes to continuously ingest and update data from customer defined sources.

Atlas' flexible and extensible data model automatically organises data with unique IDs to ensure consistency across delivery platforms. Our data model is broad, complex and covers a wide range of requirements. Atlas also looks for gaps in metadata, applies healers and enriches data from multiple defined sources. The platform also provides a set of tools for video service operators to manage, assess and edit their data.



Atlas processes millions of data feeds simultaneously, in near real-time; and is easily integrated with 3rd party platforms. The efficiency and accuracy of our platform and long-term relationships with existing customers are proof that we can continuously adapt to market-driven requirements and deliver high quality metadata empower to maximise audience awareness of all available content.

Customer **benefits**

- Automated processes for content ingest, normalising, enriching, tracking, healing
- Ingest & aggregate data from multiple sources
- Normalise aggregated content and define consistent IDs
- Enrich files with data from public and private sources
- Tools to establish alerts identifying faulty data records
- APIs to simplify ingest from and distribution to multiple sources and destinations

Elevating the value of metadata

One of the top reasons that consumers abandon a video service is the perceived lack of value and the "findabilty" of content is one key measure of how consumers value their video services. While most TV and video service providers have deep content libraries, viewers only consume a fraction of these libraries. Enriched metadata is a critical enabler of content discovery and recommendation platforms. For example, deploying federated search with deep links is increasingly important to video service providers. Studies have found that providers who are not using personalised content discovery platforms experience 3X more churn than those who do use such platforms.

Metadata serves a dual purpose within video delivery platforms. Metadata powers the recommendations that suggest content of interest to subscribers based on their viewing patterns. That same metadata also generates search results based on user queries. The value of the metadata is measured by the relevance of the recommendations or search results. As video services focus on subscriber engagement and retention, the depth and breadth of metadata tags applied increases in importance.

We elevate the value of metadata - providing value to our customers by making their content more easily discovered and enjoyed.

Founded in 2007, MetaBroadcast is headquartered in London, UK; the company has ingested metadata from over 50 different sources; serves 70+ broadcasters and 310+ channels, and manages over 65M content records and billions of transactions.

For more information, please visit: www.metabroadcast.com

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