



DATASHEET

# Viewer Engagement

## Give viewers what they want

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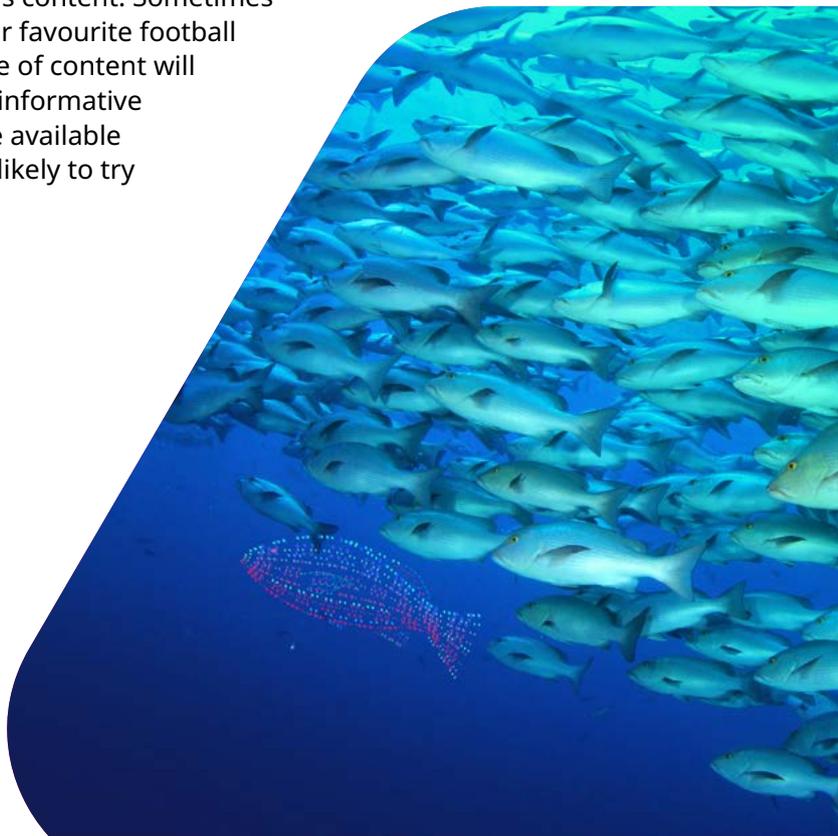
Consumer expectations are constantly evolving, but one underlying theme is ease-of use. Content Providers, Aggregators, App Developers and Interface Designers all know that when it comes to providing a video service, user experience is a top priority. Metadata is ubiquitous in user interfaces that create meaningful viewer engagement.

Consumers navigate TV and streaming services with expectations for seamless access to entertainment, sports and news content. Sometimes they arrive with clear expectations of enjoying their favourite football team while other times they are not sure what type of content will appeal. In either case, they expect an inviting and informative experience that allows them to peruse and sample available content. For example, 63% of streamers are more likely to try a new show if they can watch a trailer.

## Optimize the User Experience

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Engaging subscribers is critical to the success of video services. Investments have been made to create and procure robust content libraries with the intention of earning revenue through subscriptions or advertising. The primary method of helping subscribers explore these content libraries is the user interface or electronic program guide.



When subscribers access these user interfaces, they expect to see programme synopses, data about cast and crew, ratings from other viewers and professional critics. They are attracted to thumbnail images and often seek deep links to access more information. Every piece of metadata enhances user navigation by adding context to content catalogues through descriptive terms and tags that identify genres, themes, moods and more.

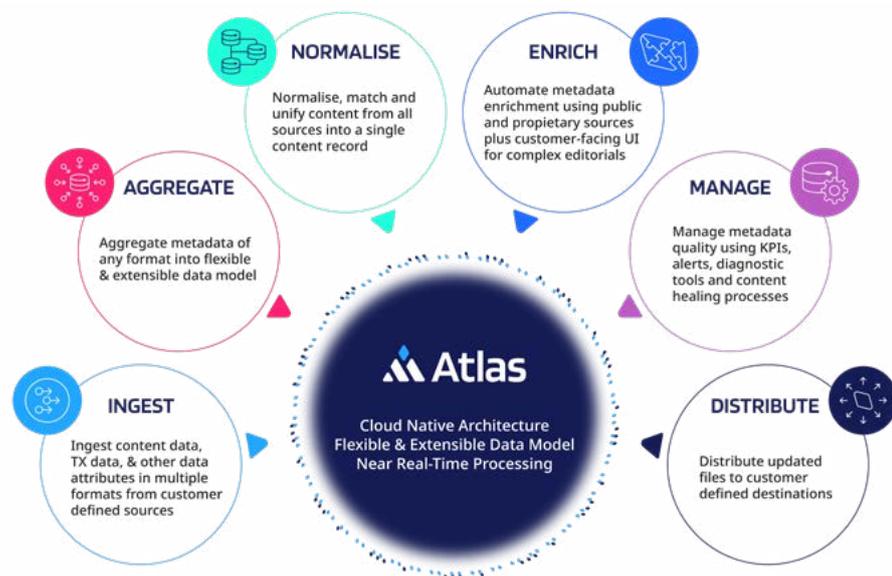
**Simplifying navigation is a necessity for keeping subscribers engaged with video services. To achieve their viewer engagement goals our customers tell us they need:**

- Metadata from more than one source
- Descriptive metadata like getting sports data right
- Images and deep links to trailers and other complementary content such as ratings and reviews
- Support for multiple file types
- Automated processes to accelerate delivery of regularly updated high-quality metadata
- Ease of integration with existing platforms and solutions (e.g., content recommendation, content management, marketing platforms)

## Continuous provisioning of metadata that matters

MetaBroadcast is passionate about metadata. We believe it has the power to differentiate all kinds of video services.

We process and manage metadata from multiple sources 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 linear and on-demand metadata from customer defined sources.



Atlas' flexible and extensible data model automatically organises and maps data with unique IDs to ensure consistency and accuracy across delivery platforms. Our data model is broad, complex and covers a wide range of requirements. Atlas looks for gaps in metadata, applies healers and enriches files with data from a variety of sources. A combination of automated processes and editorial capabilities deliver consistent and independent genre classifications using clearly defined taxonomies. The platform also provides a set of tools for video service operators to manage, assess and edit their data.

Atlas consistently processes metadata to connect the dots and provide value to the platforms with which it easily integrates. It is able to manage the volume, variety and velocity of data in near real-time. It is agnostic to delivery technology or consumption platforms, as it is all about the data. The efficiency and accuracy of our platform combined with our ability to continuously adapt to market-driven requirements results in long-term relationships with our customers.

## Customer benefits

- SaaS business model
- Ingest & aggregate data from > 50 metadata sources
- Support for multiple file types of files
- Automated processes for content ingest, normalising, enriching, tracking, healing
- Enrich files with data from public and private sources
- APIs to simplify ingest from and distribution to multiple sources and destinations



## Aspire to New Levels of Engagement

The future of TV blends existing business models with evolving delivery technologies and user interfaces. Subscriber retention requires video service providers to engage their viewers by delivering a contextual, informative and entertaining user experience. Even as their expectations change and they embrace new forms of interactivity, the underlying foundation remains the same - high-quality metadata.

We elevate the value of metadata - aggregating and normalising the descriptive metadata needed to captivate your subscribers.

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](http://www.metabroadcast.com)