The background features a complex network of thin, curved lines in various colors (blue, green, purple, red, white) against a dark blue gradient. Small, semi-transparent diamond-shaped markers are scattered along these lines, creating a sense of movement and data flow.

# A BLUEPRINT FOR METADATA TRANSFORMATION

Meta   
Broadcast  
**EBOOK**

# DON'T WAIT NOW IS THE TIME TO COST-OPTIMISE YOUR METADATA

The business of putting professional TV, film, sport or live event content in front of the consumer has undergone dramatic change as the ongoing adoption of IP delivery gives consumers numerous, seemingly cost-effective options for consuming this content. There is much talk about the tipping point where streaming video overtakes traditional broadcast and cable TV.

But, even as consumers continue to pursue and adopt lower-cost alternatives, the owners and distributors of content are facing economic pressures resulting from persistent subscriber churn, declining revenue and contracting margins. In fact, efficiency is the new buzzword motivating anyone delivering video. And a key element impacting efficiency is... **METADATA**.

Metadata is everywhere.

- ▣ It underpins content sales between studios and content distributors such as networks, broadcasters or streaming services.
- ▣ It supports monetisation by helping service providers promote content and align ads to relevant content.
- ▣ It attracts consumers through contextual descriptions of available content.

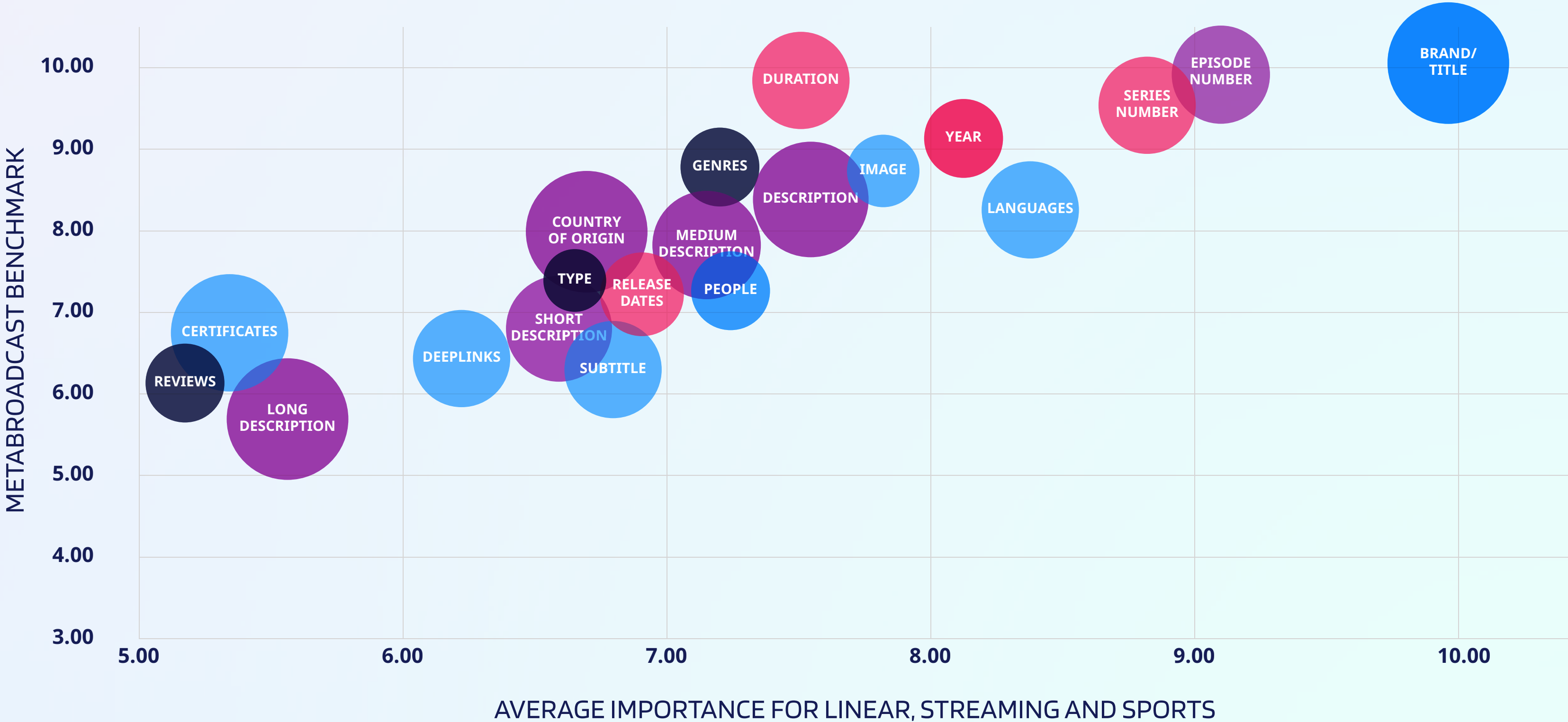


# ALL DATA SCHEMAS ARE NOT THE SAME

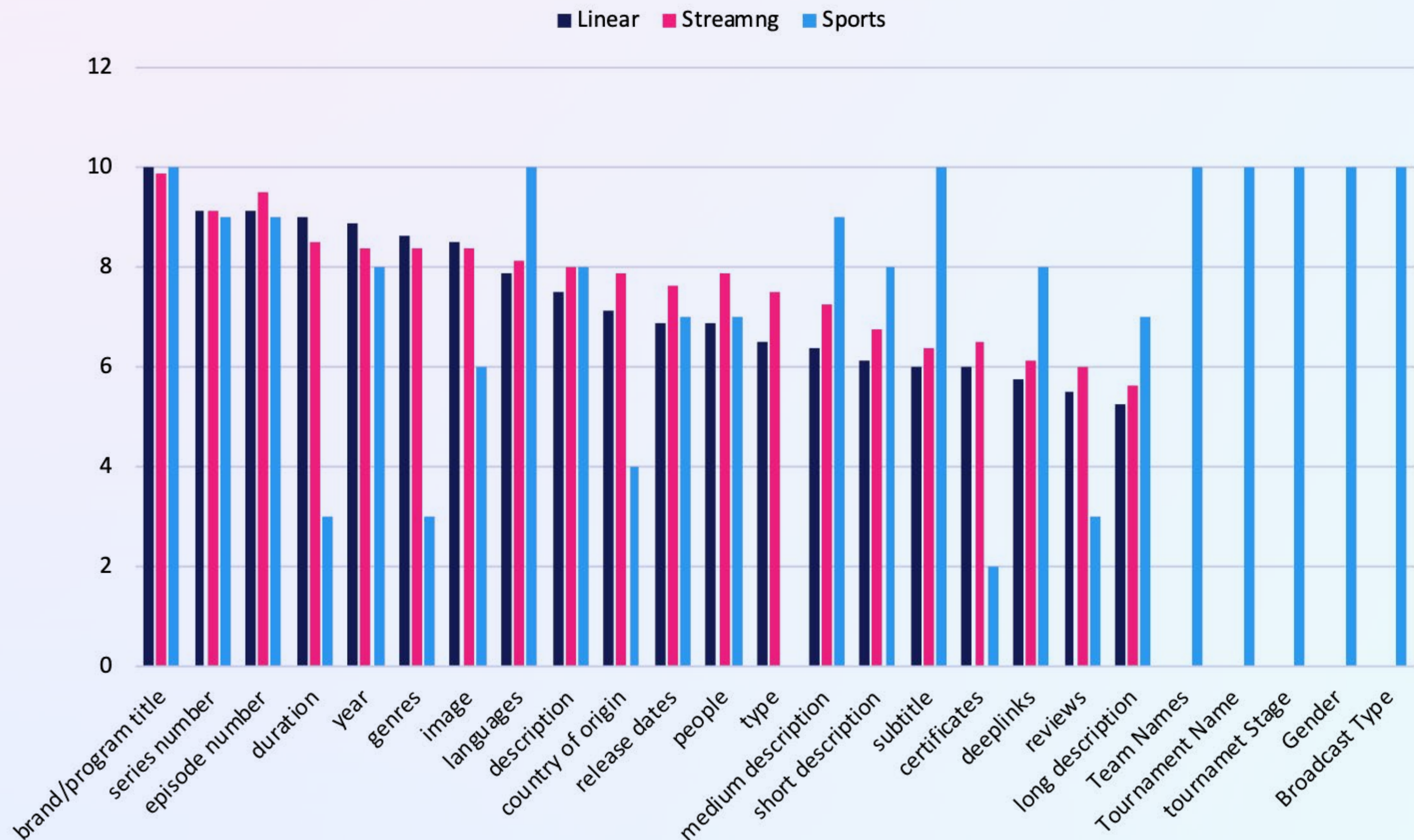
Our data schema includes over 200 fields giving our customers depth and breadth in how they classify and organise their data.

We understand that data is being used to support a wide variety of use cases that include linear EPGs, programme promotion on linear and streaming services, voice or text search, and personalised recommendations. We analysed our data to determine the top 20 fields used by our customers.

## OVERALL IMPORTANCE OF FREQUENTLY USED METADATA FIELDS



### Importance of Data Fields: Linear vs. Streaming vs. Sports



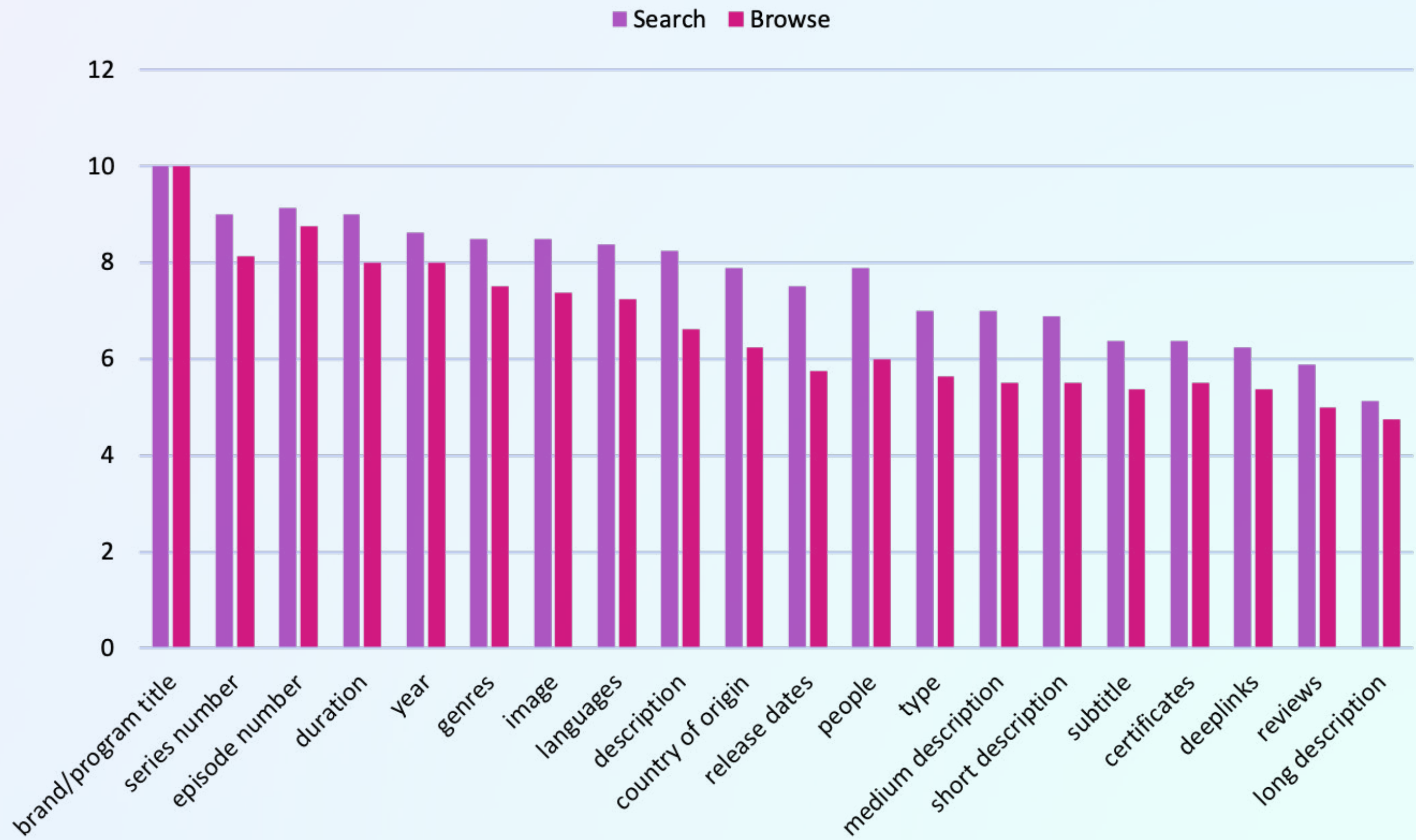
**At first glance, the importance of specific metadata fields appears consistent across different types of services.**

However, the prioritisation of data fields may vary based on the type of service, the content provided, or the intent of the consumer. While all services prioritise brand or program title data, streaming services emphasise the value of episode numbers, descriptions, country of origin and people/cast data more than linear services do. When it comes to sports (broadcast or streamed) there are different priorities including additional data fields to provide greater clarity.

**The consumer intent when engaging with service providers impacts their expectations for available data.**

Intentional searching vs casual browsing changes how they search and how they react to suggestions. For example, when searching for specific content, series and episode numbers as well as duration are prioritised, while when browsing series number is less important than the episode number. And, people/cast data is far more important when searching for specific content versus browsing for comfort content.

### Importance of Data Fields: Search for Specific Content vs. Casual Browsing



# MAKE THE MOST OF YOUR **META DATA**



- Metadata manually entered into spreadsheets
- Metadata model managed on an ad hoc basis
- Limited operational data – no analytics
- Reliance on compilers

- Common asset numbering system exists
- Basic metadata strategy
- Fragmented data with limited capability to extract and analyse
- Compilers used regularly for key activities

- Centrally managed metadata taxonomy and ontology
- Inconsistent use and access to centralised metadata repository
- One-off analysis of operational data is possible
- Compilers restricted to strategic projects

- Metadata managed with little human interactions
- Rich consistent use of metadata throughout the enterprise
- Flexible extraction and analysis of operational data
- Near real-time visibility

**With pressure to fully exploit content investments, video service providers must capitalise upon existing metadata.**

This requires a commitment to metadata management and a centralised holistic view of metadata that has often been:

- Distributed across multiple internal platforms, and/or
- Acquired from various data sources or data providers

Behind the scenes, video services employ varying degrees of sophistication in their approach to metadata management. It is time to align their metadata strategies to their objectives for improved operational efficiency, reduced metadata costs and audience engagement.

# DEMYSTIFY DATA QUALITY

In all cases data quality is paramount. In fact, ensuring data is available and complete is vital to the success of a meaningful metadata management strategy.

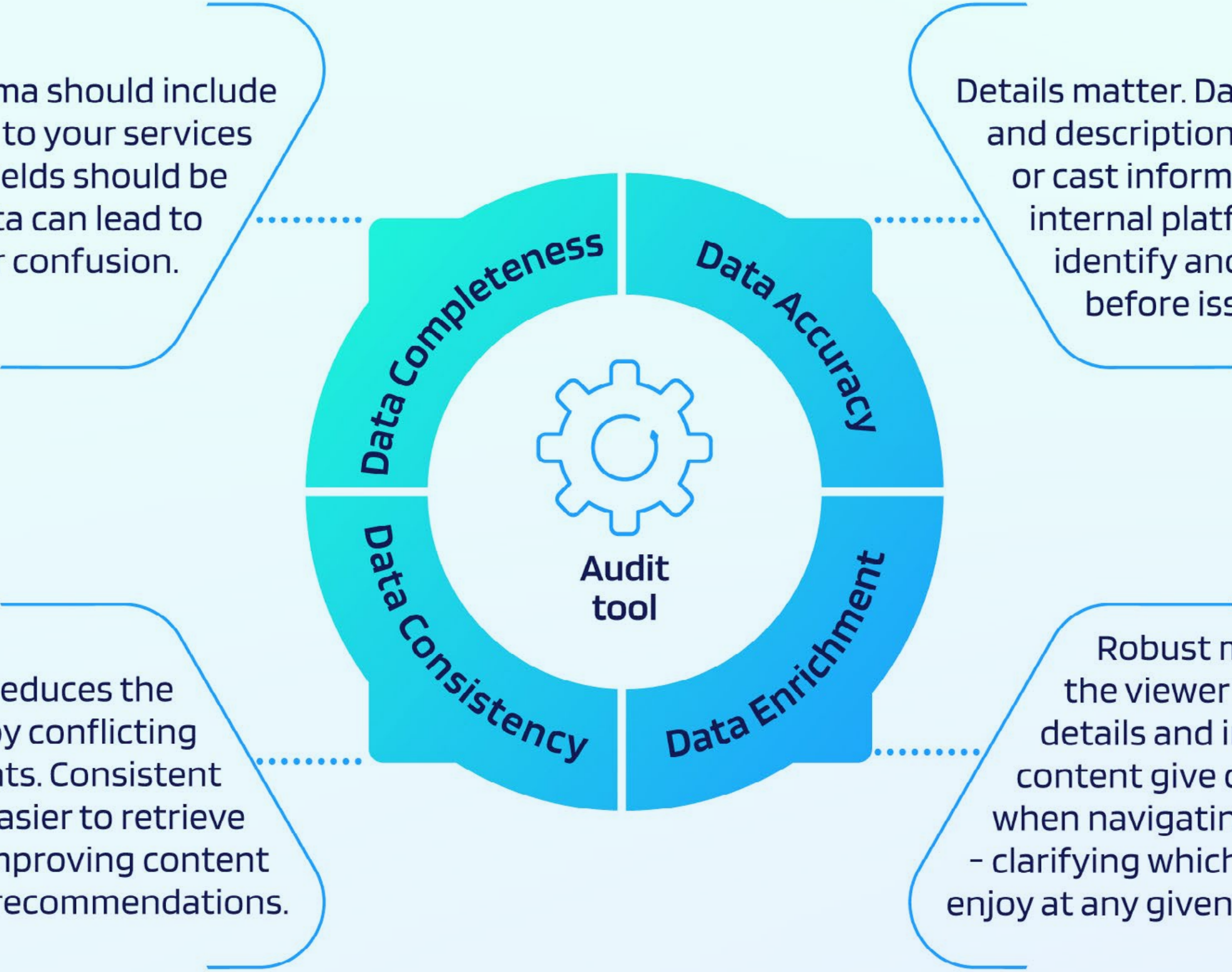
We help customers gain control of their metadata strategy by starting with an assessment of existing data. Often video service providers don't realise how much data they do or don't have, much less the status of that data, or if the data they have is fit for purpose. How can providers measure the quality of their data? We recommend evaluating data from four perspectives.

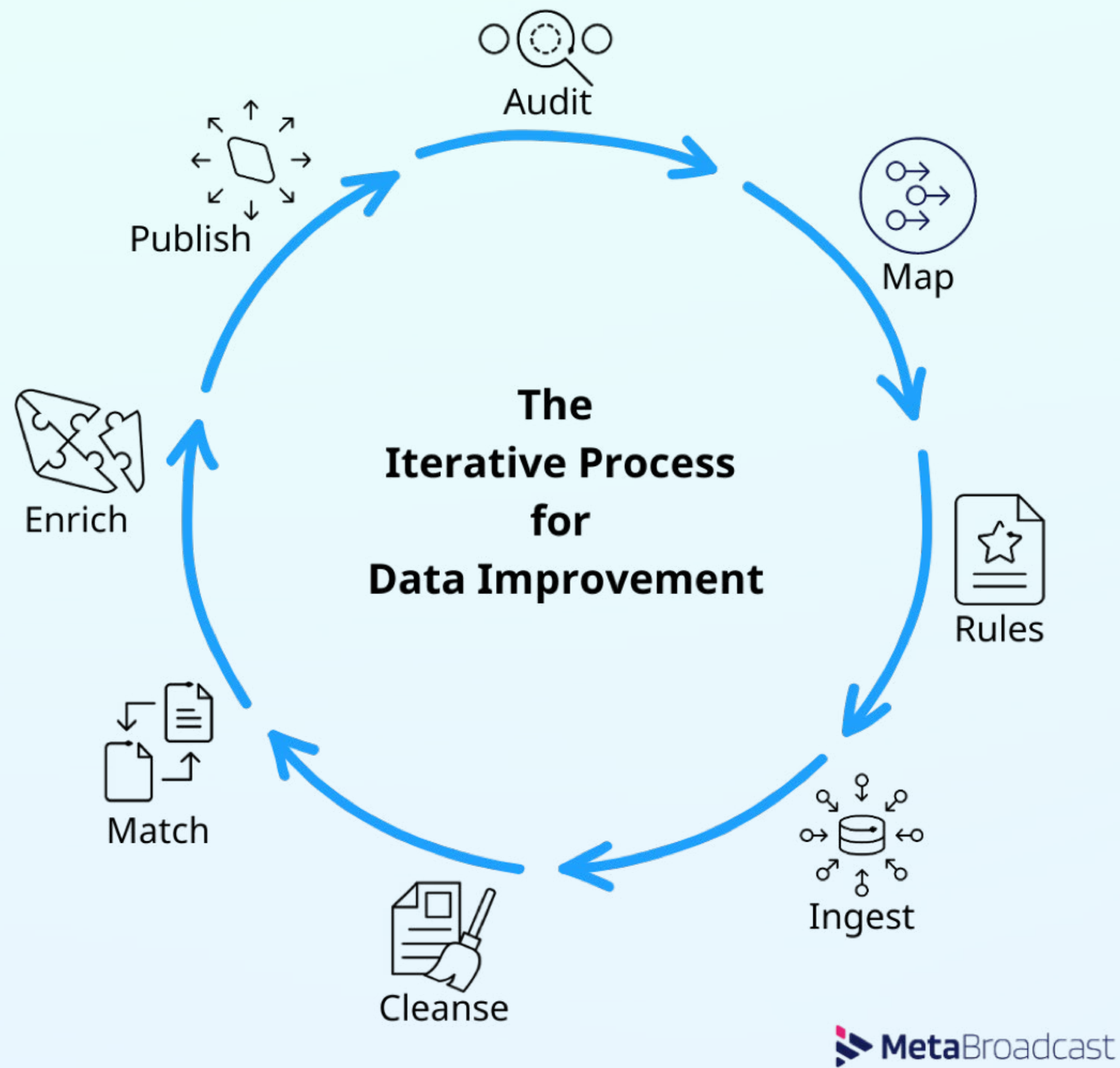
Your meta data schema should include data that is important to your services and your customers. All fields should be complete as missing data can lead to errors or consumer confusion.

Details matter. Data such as program titles and descriptions, start or running times or cast information impact multiple internal platforms. It is important to identify and rectify malformed data before issues arise.

Data consistency reduces the potential for errors caused by conflicting or incompatible formats. Consistent formatting makes data easier to retrieve and navigate, thereby improving content search, discovery, and recommendations.

Robust metadata records improve the viewer experience. Additional details and insights about available content give consumers greater context when navigating the user interface - clarifying which programs they may enjoy at any given time.





**Assessing data quality requires repetition, persistence and automation. A systems-based approach to data quality demystifies the challenge of consolidating a centralized data repository that is complete, accurate and consistent for each end user's needs.**

A good starting point is understanding how many fields in your desired data schema are complete. It may be possible to update incomplete fields with data from existing internal sources. This initial review is an indicator of the effort needed to initiate a comprehensive metadata strategy.

The next step is the accuracy of existing data. Does the title field contain known words? The field should not include unexpected characters. Do numerical fields actually contain numbers? For example, does the field for release date actually contain a four-digit number reflecting an existing calendar year?



**Once accuracy is determined, fields should be reviewed for consistency.**

For example, where and how can sports fans watch English Premier League football? All systems accessing the centralised metadata repository should follow the same data schema. Within that schema, the data in each field should be aligned to agreed-upon definitions, formats and values, regardless of the original source of platform. Duplicate data should be eliminated.



**Metadata status upon Injest**

-  COMPLETE
-  INCOMPLETE/INACCURATE
-  MISSING

Based on MetaBroadcast internal data.

The final step in measuring data quality is to evaluate the level of **data enrichment** needed. Providing context to viewers through the inclusion of relevant data about the cast, the plot or market perception helps viewers make decisions to watch content.

**FREQUENTLY ENRICHED METADATA**

**PEOPLE**

- ▣ Names
- ▣ Nicknames
- ▣ Birthdate
- ▣ Birthplace
- ▣ Biography
- ▣ Credits
- ▣ Awards

**RATINGS**

- ▣ IMDB rating
- ▣ Rank within IMDb
- ▣ Amazon ratings
- ▣ Box Office (US\$)
- ▣ Box Office (per market)
- ▣ Rotten Tomatoes
- ▣ Metacritic ratings

**TRIVIA**

- ▣ Relevant movie recommendations
- ▣ Trailer URLs
- ▣ Deep links to external reviews
- ▣ Text blobs describing goofs
- ▣ Quotes from characters in the movie

# BE INTENTIONAL

**Making decisions about whether your existing metadata repository is in good shape is dependent on how the metadata will be used.** Your goals may include viewer engagement which is highly dependent on content discovery or international sales where the popularity or appropriateness of content is significant. While both goals require effective metadata, the value of different types of metadata varies.

## CONTENT DISCOVERY

- Improve findability
- Bare minimum data includes title, brand and genre
- Enrich data schemas to make content more compelling.
- Consider fields such as images, long, medium and short synopses, trailers, behind-the-scenes content

## INTERNATIONAL DISTRIBUTION

- Improve sales
- Maintain a robust catalogue of licensed content
- Unify unique IDs to clarify versions of series or films
- Include metadata such as age ratings, available languages, aliases or local reviews

With your goals and data schema aligned, the next challenge is identifying and selecting data sources.

### Internal Sources

**Archival and descriptive entertainment metadata is data that's pulled from a media's broadcast or streaming history.** It includes details such as original air date, performance metrics from its time on the air, and how it was described and marketed during that time. This data is immensely valuable in facilitating future monetization.

### Commercial Sources

There are many commercial metadata providers enabling video service providers to integrate using APIs. Agreements define the data that will be made available while the API allows automatic updates. The benefit of working with existing metadata resources is that they've already done most of the heavy lifting for you. Using this kind of metadata can significantly accelerate the discoverability and viewing of your content in just a few hours.

# READY TO ELEVATE THE VALUE OF YOUR **METADATA?**

It's time for content owners and providers to take the necessary steps to assess, unify and cleanse their descriptive metadata. Regardless of your goals and priorities, we provide the flexibility and tools to help you:

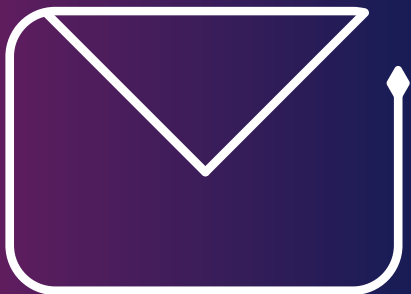
- **Audit** the quality of your metadata and receive recommendations of areas for improvement.
  - Confirm Data Completeness, Data Accuracy, Data Consistency
  - Pinpoint data fields requiring improvement and/or enrichment
  - Prioritise and modify data sources
- Maintain the relevance of your metadata repository with **Atlas**, our cloud-based active metadata platform.
  - Unify and Map IDs
  - Systematically transform metadata into a Single Source of Truth
  - Continuously enhance data to provide context



**3 ENRICH METADATA**  
Enhance existing records with descriptive metadata from additional sources.

**2 CONSOLIDATE METADATA**  
Cleanse, map, match and normalise data from multiple platforms.

**1 REGISTER CONTENT IDs**  
Validate and create registry of all ID related to content records



**CONTACT US  
TO GET STARTED!**  
[hello@metabroadcast.com](mailto:hello@metabroadcast.com)



MetaBroadcast is a metadata specialist. We are a trusted provider of cloud-based technology automating processes to assess data quality and unify, cleanse, organise and harmonise metadata provided or procured by leading broadcasters, streaming service providers and media organisations. With a reputation for ensuring reliable data integrity, we help our customers attain a single source of truth.

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