MetaBroadcast

THE ROAD TO
HIGH-QUALITY METADATA

1 AUDIT

Asses the current state of your metadata:

- Where is it?
- Does it have a consistent data schema, taxonomy, ontology, etc.?
- Are all the data fields complete and accurate

2 CLEAN UP IDS

- Leverage automated processes to map IDs, match content and align hierarchies
- Create a unified registry of organised and logically associated content IDs

3 CONSOLIDATE RECORDS

- Systematically transform and dedupe multiple databases of identifiers, descriptors and contextual elements
- Create a Single Source of Truth characterised by a consistent data schema, taxonomy, brand definition and genre classification

4 OPTIMISE

- Invest only in the data needed
- Improve metadata management while lowering overall costs

5 INTEGRATE

- Share the Single Source of Truth across the enterprise
- Integrate with enterprise apps and platforms

6 ENRICH

- Continuously enhance your Single Source of Truth to provide context and maintain relevance