DATASHEET

Metadata management for broadcasters

In a 'fit for TV' landscape, where the options for consuming content are vast, consumers continue to turn to Broadcast TV for sports, news and can't miss live cultural events. Whether it is breaking news, favourite sports competitions, live entertainment, or reality TV programmes, linear TV remains a go-to destination for communal viewing experiences. Broadcasters continue to evolve with the adoption of IP delivery providing consumers with flexibility as to how they consume available content. Yet, they also face challenges related to organisational silos aligned to specific distribution models (e.g., linear, FAST, catch-up).

For example, in the UK, Barb Audiences reported that 56% of the time spent in front of the TV set, in 2023, was audiences viewing programmes at the point of broadcast. Familiar long-running sports, kids, soaps, and news programmes were the key attractions. Traditionally, audiences have tuned into Broadcast TV for timely delivery of local and regional news and updates. The highly regulated nature of linear TV creates trust and credibility for both consumers and advertisers. This all reinforces the ongoing value of broadcast TV, even as the technologies enabling the consumption of Broadcast TV continue to evolve.

UK AUDIENCES SPEND

56%

of time in front of the TV set

Source: Barb Audiences

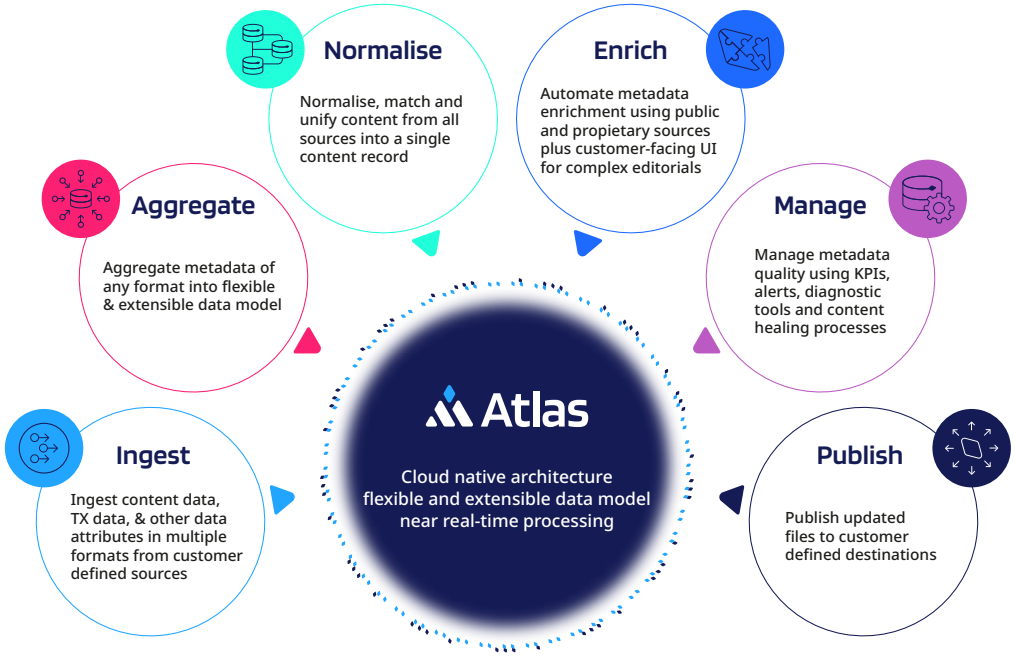
The schedule provides comfort

With the rise of on-demand content, the idea of a schedule brings both anxiety and comfort. A schedule requires a commitment to be at a certain place at a specific time. That commitment can cause anxiety regarding the ability to show up as expected. However, the schedule also provides comfort in the knowledge that what is expected to happen, will happen. This is the case for broadcasters. Their audiences know that the news will be broadcast at dinner time. The drama of Reality TV programmes will continue to unfold week to week. And, sporting events will be aired as they happen, in real-time. This emphasizes the importance of the schedule data as well as the metadata describing the programme. Viewers, at minimum, expect details such as date, start time, programme duration, programme title, and short description for each broadcast programme. This is particularly important when it comes to sporting events. League and team names must be clear and accurate so that fans know when and where they can watch the competition.

Behind the scenes, the platforms that support marketing, advertising, transmission, or audience measurement require additional data such as brand, genre, original air date, blackout restrictions, or content source. Broadcasters need to present content to their audience in a compelling manner live programming.

Real-time data matters

Atlas, our cloud-native active data platform, is designed to ingest, organise and consolidate data from multiple sources - *at scale in near real-time.*



Atlas ingests and processes millions of data points simultaneously and is easily integrated with 3rd party platforms using APIs. With expertise in processing data, Atlas has been tuned for timely delivery of aggregated data, while also identifying potential issues related to the data that are important for live, scheduled, or on-demand content.

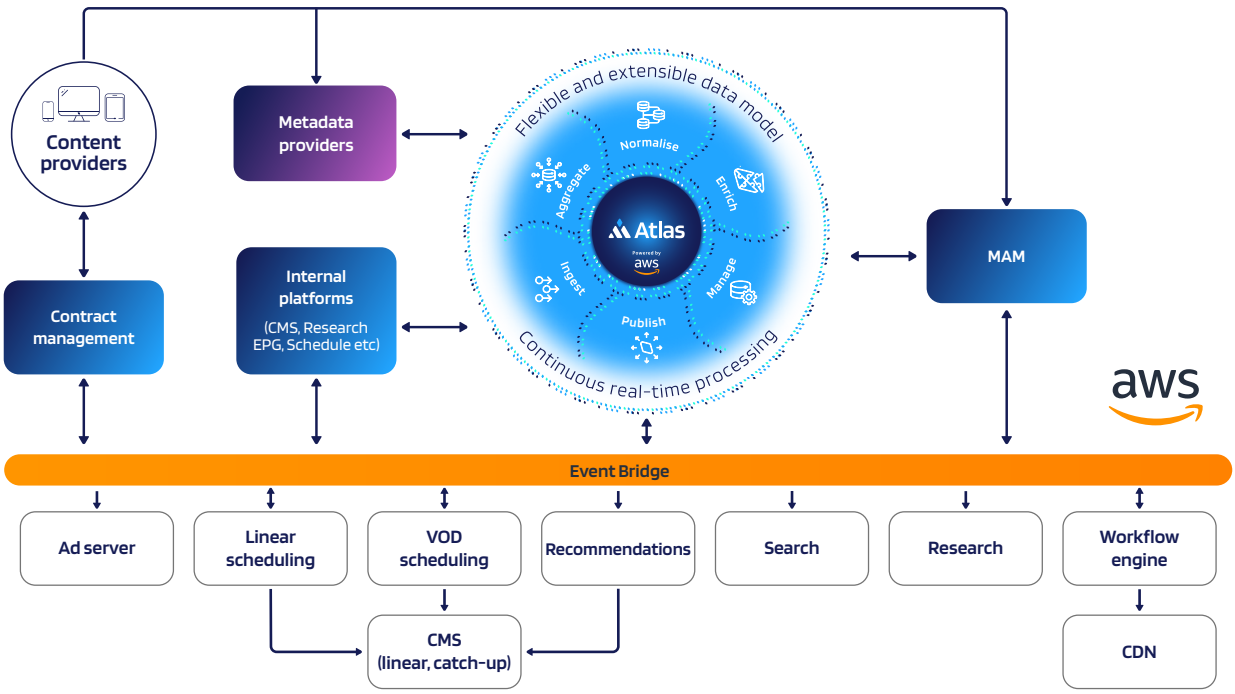
Atlas uses automated processes to ingest metadata from multiple sources such as schedule providers, enrichment sources, broadcaster TX logs, internal CMS databases, legacy databases, and EPG platforms. It automates content ID mapping and ID matching to produce a unified database of logically associated content IDs and related content records.

The quality of the consolidated repository is validated using our unique and vast ID Registry of over 140 million MetaBroadcast content IDs (MBIDs) representing over a decade of unifying, matching, and normalising millions of content IDs from major broadcasters, content owners, and metadata providers (e.g., BBC, ITV, PA, EIDR, Gracenote, IMDb, etc.). The result is a comprehensive metadata repository that has been reviewed, enhanced, and validated by MetaBroadcast and contributing data sources - verifying that a broadcaster's centralised repository contains the high-quality metadata needed for managing scheduling, content, program guides, or ads.

The platform provides a set of tools for broadcasters to review the consolidated metadata repository and assess merged data sets and related data sources. In its mapping and matching of content IDs, an equivalence map helps users understand and visualise the relationship between brands, titles, episodes, or franchises. Customers establish the frequency of data ingest, processing and publishing with options for using APIs or other file transport mechanisms.

The solution provides options to help broadcasters manage genre classifications, providing a genre tree with an evolving taxonomy that enables consistent application of genres while also allowing customers to suggest alternative genres. The resulting content records include titles, genres, tags, series, episode numbers, sports data, synopsis, cast and crew, and unique video service provider-defined content IDs. All of these help broadcasters set expectations with their audience while also providing details important for tailoring ads to specific audiences.

Atlas' cloud-based architecture is designed to normalise and accelerate metadata processing, with optional data management workflows that may be adopted for specific use cases.



Creating a single source of truth

Regardless of data source or purpose, **Atlas** streamlines metadata management, creating a single source of truth that delivers high-integrity data to support broadcast operations. In summary, Atlas automates processes to provide operators with near real-time ability to:

- Ingest and aggregate data from multiple sources
- Normalise aggregated content and define consistent IDs
- Enrich files, when necessary, with data from public and private sources
- Establish alerts identifying faulty data records

Broadcasters have built their reputations by delivering reliable, consistent services. The one-to-many delivery model of broadcast is still important for brands and advertisers. Data integrity is essential for broadcasters focused on maintaining their reputations and connecting audiences to their desired programmes. MetaBroadcast enjoys a reputation for efficiency and accuracy in delivering high-quality metadata, helping broadcasters cost-effectively elevate their service through audience awareness of all available content.

Founded in 2007, MetaBroadcast is headquartered in London, UK; the company has ingested metadata from over 150 different sources; serves 80+ broadcasters and 310+ channels; and manages over 140M MetaBroadcast IDs, related content records and billions of transactions.

MetaBroadcast

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