



DATASHEET

Metadata management for operators

The super aggregator opportunity

Cable and telco operators have recently borne the brunt of consumer concerns about pricey, inflexible subscriptions bundling linear TV, broadband, and voice services. But what if these very same operators were able to provide bundles that address the current consumer frustration? Operators are well-positioned to help subscribers discover content across their a la carte streaming subscriptions and keep track of their subscriptions.

Research firm Omdia projects that by 2028, bundles with Pay TV, broadband, or wireless plans will generate 70% of OTT video net sub additions, and constitute a fourth of global SVOD subscriptions. Omdia believes that rather than being perceived as an ongoing source of disruption, SVOD will co-exist with linear TV. This presents an important opportunity for existing operators.

Operators, with a global reach of 4-5 billion people, are in the position to give streaming services access to audiences of scale. Their opportunity is to aggregate entertainment, news, sports, gaming, fitness, and lifestyle content into an easily managed service that allows for consolidated billing and simplified subscriber management of all subscriptions. A super aggregated service offering will include:

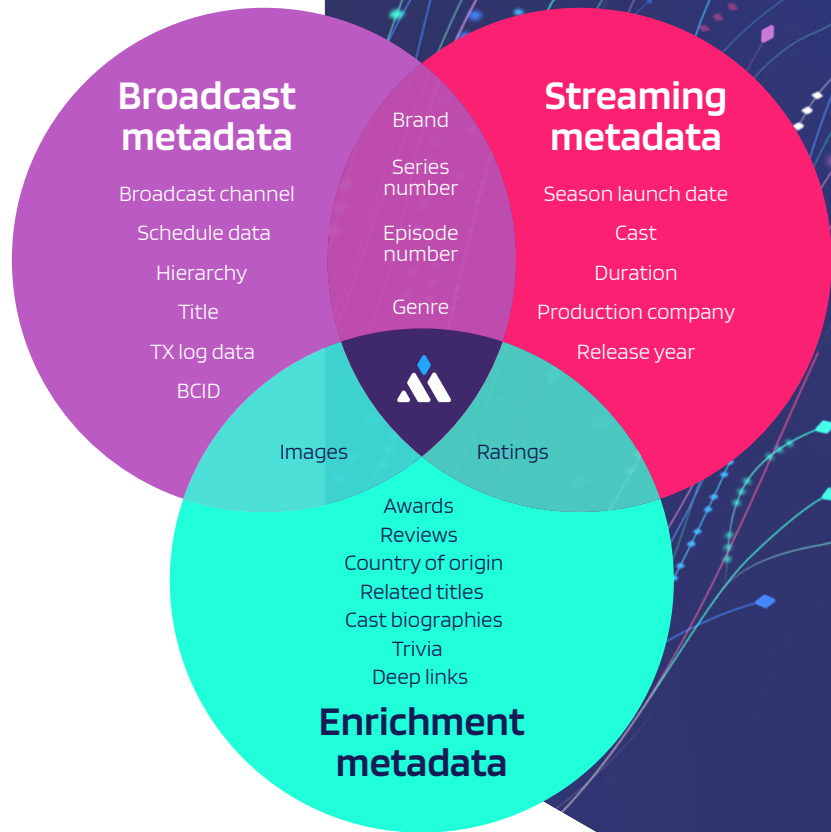
- **Linear TV** - including existing free-to-air, pay channels, and rapidly emerging FAST channels
- **Streaming apps** - regardless of business model (SVOD, AVOD, TVOD, BVOD)
- **Digital services** - such as health and fitness, music, or education



Connecting consumers to the content they want

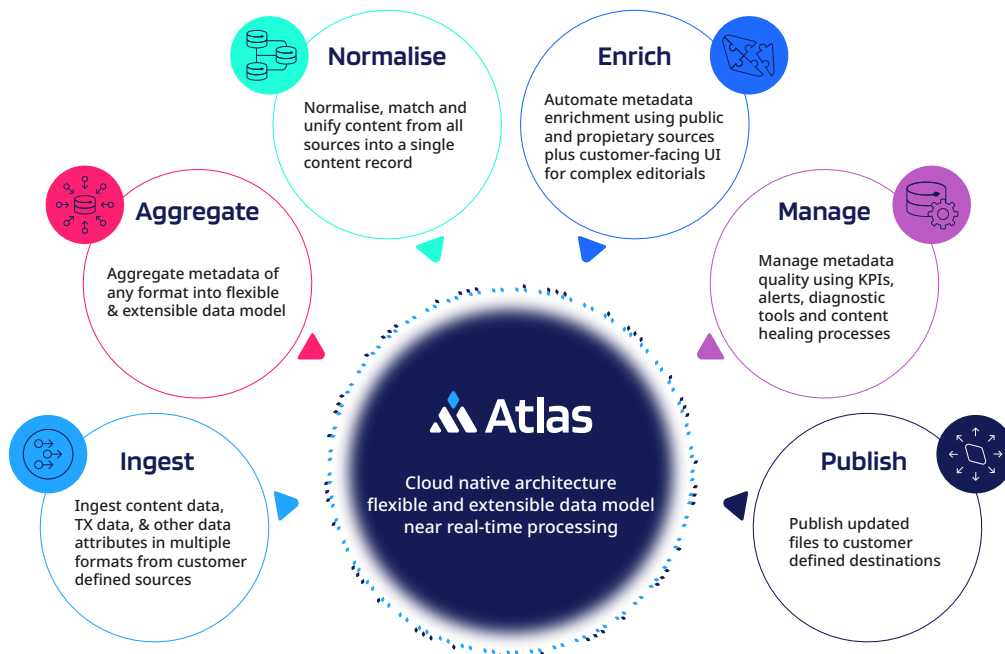
The success of operators delivering super aggregated bundles or services is dependent on delivering unified search and discovery of content and services, allowing consumers to find what they want without needing to know which channel or app can provide it. The service must be able surface new content and services through personalisation and recommendations. This amplifies the importance of metadata.

When aggregating content from multiple services, operators will face the challenge of consolidating the metadata that exposes the availability and location of content. This requires the operator to integrate broadcast or streaming app metadata, such as schedule data and content catalogs into their service. It is also possible that operators will ingest metadata from third-party metadata providers such as Gracenote or Xperi, or video search providers like JustWatch or RadioTimes. Before metadata can power next-generation services, it must be unified, cleansed, normalised, and enriched.



Simplifying metadata aggregation

Atlas, our cloud-native active data platform, powers our metadata management solutions. It is designed to ingest, organise and consolidate data from multiple sources - *at scale*.



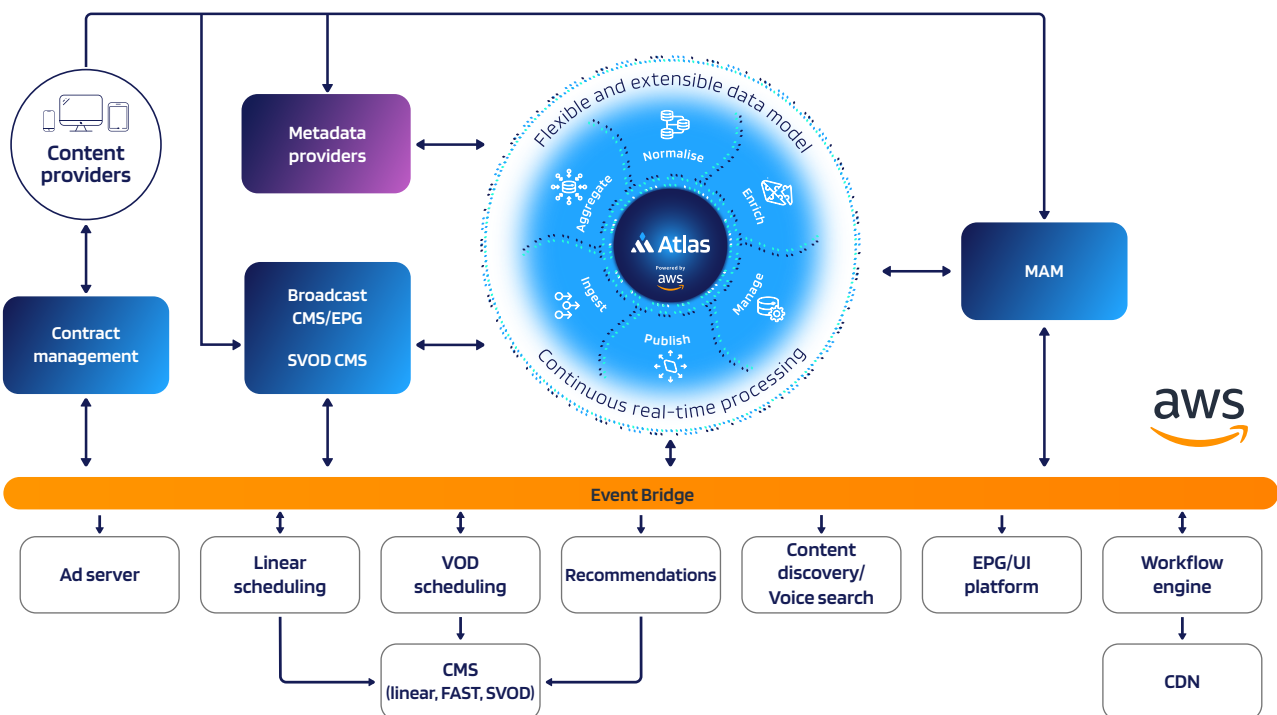
Atlas ingests and processes millions of data points simultaneously, in near real-time; and is easily integrated with 3rd party platforms using APIs. With expertise in processing data, Atlas has been tuned for timely delivery of aggregated data, while also identifying potential issues related to the data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

Atlas uses automated processes to ingest metadata from multiple sources (e.g., commercial metadata providers, TX logs, Avails, CMS, or legacy databases), perform content matching, and unify IDs and associated content records. 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 of our IDs and those ingested from other sources, that has been reviewed, enhanced, and validated by MetaBroadcast and contributing data sources - simplifying and accelerating ID mapping and matching.

Our solutions give customers the flexibility to review merged data sets and prioritise data sources. In its mapping and matching of content IDs, Atlas creates an equivalence map helping customers 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.

Knowing the importance of genres when it comes to content discovery, we provide the option to deploy an auditable workflow genre tree with an evolving taxonomy that enables the 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.

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.





Embrace the next wave

Regardless of data source or purpose, Atlas streamlines metadata management, creating a single source of truth that delivers high-integrity data to any operator platform. 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
- Bring structure to metadata resulting from AI sources

Atlas enjoys a reputation for efficiency and accuracy in delivering high-quality metadata, helping video service providers cost-effectively elevate their service through audience awareness of all available content.

Becoming a metadata hub that simplifies consumer access to all content is the next wave in the evolution of operator-enabled services. With successful bundling of linear and streaming services, and discovery of desired content across those services, operators will achieve strategic targets related to ARPU, subscriber retention, and lifetime customer value.

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.



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