



DATASHEET

Metadata management for production companies


Maximise your ROI

The goal for production companies is to license and distribute their assets to relevant regional markets. According to industry analyst Omdia, broadcasters, channels, and platforms spent over \$160 billion globally producing programmes in 2023. Their content catalogues include popular scripted and unscripted series and beloved archived content combined with lesser-known documentaries, independent films, foreign language productions, web series, short films, and other content that may not attract mass audiences but appeal to passionate niche fans.

The use of metadata by these firms is critical to their success in monetising and distributing their content libraries and archives. Not only is it important to maximise revenue from popular franchises but establishing a comprehensive and consistent metadata schema can help identify and recommend similar categories or genres of licensable titles. Metadata is essential for identifying all licensable assets - driving incremental long-tail revenue and improving return on investment.

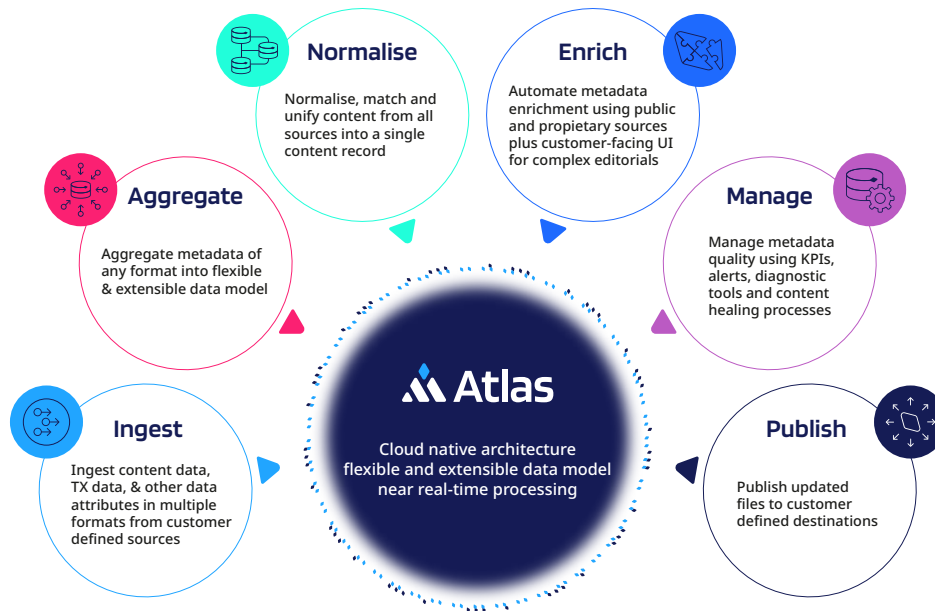
Highlight the right assets

Before production companies can license their assets to broadcasters, streaming platforms or FAST channel providers worldwide, each asset must include relevant metadata. The metadata schema is the basis for categorising content and facilitating easy search and discovery by potential licensees or sales teams. Metadata such as title, cast, localisation, language, and ratings are minimum requirements for surfacing content from a vast archive for licensing to specific distribution channels in various countries. It also supports analysis of past performance data, popularity metrics, and audience demographics. Good metadata can also facilitate the process of identifying underutilised assets with potential licensing appeal. It's time for production companies to take control of their metadata and optimise their revenue potential.



Normalise your content catalogue

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*



With expertise in processing data, Atlas has been tuned for timely aggregation of data from various sources or platforms, it also highlights potential issues related to the data that may impact the visibility of assets in your content library. Atlas ingests and processes millions of data points simultaneously, in near real-time; and is easily integrated with 3rd party platforms.

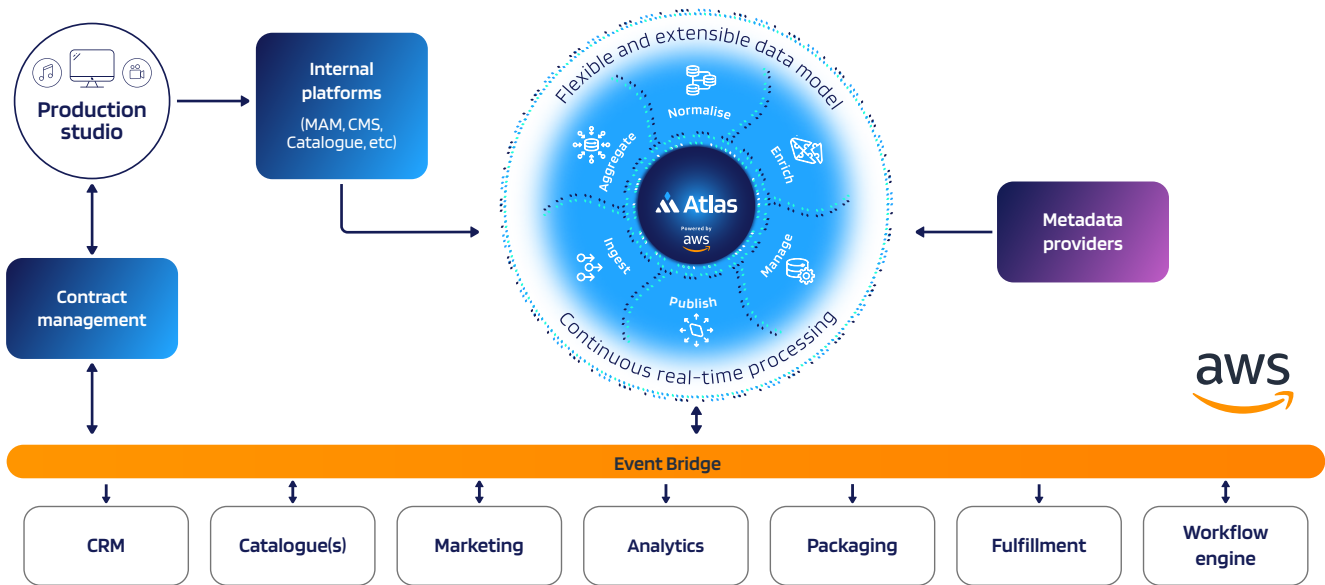
Atlas uses automated processes to ingest metadata from multiple sources (e.g., content catalogues, CMS, or legacy databases), perform content matching, and unify IDs and associated content records. Our unique and vast ID Registry of over 140 million MetaBroadcast content IDs (MBIDs) representing over 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 that has been reviewed, enhanced, and validated by MetaBroadcast and contributing data sources - simplifying and accelerating ID mapping and matching.

Our solutions allow customers 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 organising and discovering content, we provide the option to use a 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.



Drive revenue. Reduce costs.

Regardless of data source or purpose, Atlas streamlines metadata management, creating a single source of truth that delivers high-integrity data to any internal platform. Atlas' automated processes provide production companies with the tools to:

- Ingest & aggregate data from multiple internal or external 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
- Evaluate and standardise metadata from AI sources

Atlas enjoys a reputation for efficiency and accuracy in delivering high-quality metadata, helping content owners optimise the value of their content libraries by surfacing valuable licensable assets.

The market for distributing content archives is more important than ever as media companies pare back production schedules and consumers seek 'comfort content' in the form of familiar series. Identifying the right titles and promoting them to the right distribution channels provides new opportunities but is dependent on unified and cleansed metadata.



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