

DATASHEET

# Metadata management for streaming platforms

## On-demand access to compelling content

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Streaming platforms have disrupted the video delivery market and continue to adopt new business models to drive revenue. The key to their popularity has been their flexible subscription models and on-demand delivery of the content their subscribers crave. Consumer consumption patterns have driven their strategies for content acquisition or production and they must attain a return on those investments. Metadata has been essential for understanding those preferences.

In its initial foray into exclusive content production, Netflix leveraged its knowledge about its subscribers' preferences for political dramas, promotional images, directors, and actors. This is all dependent on the descriptive metadata associated with their content library. With Tivo stating that 82% of consumers spend time browsing before selecting a film or programme to view, metadata is also essential for content search, discovery, and recommendations.

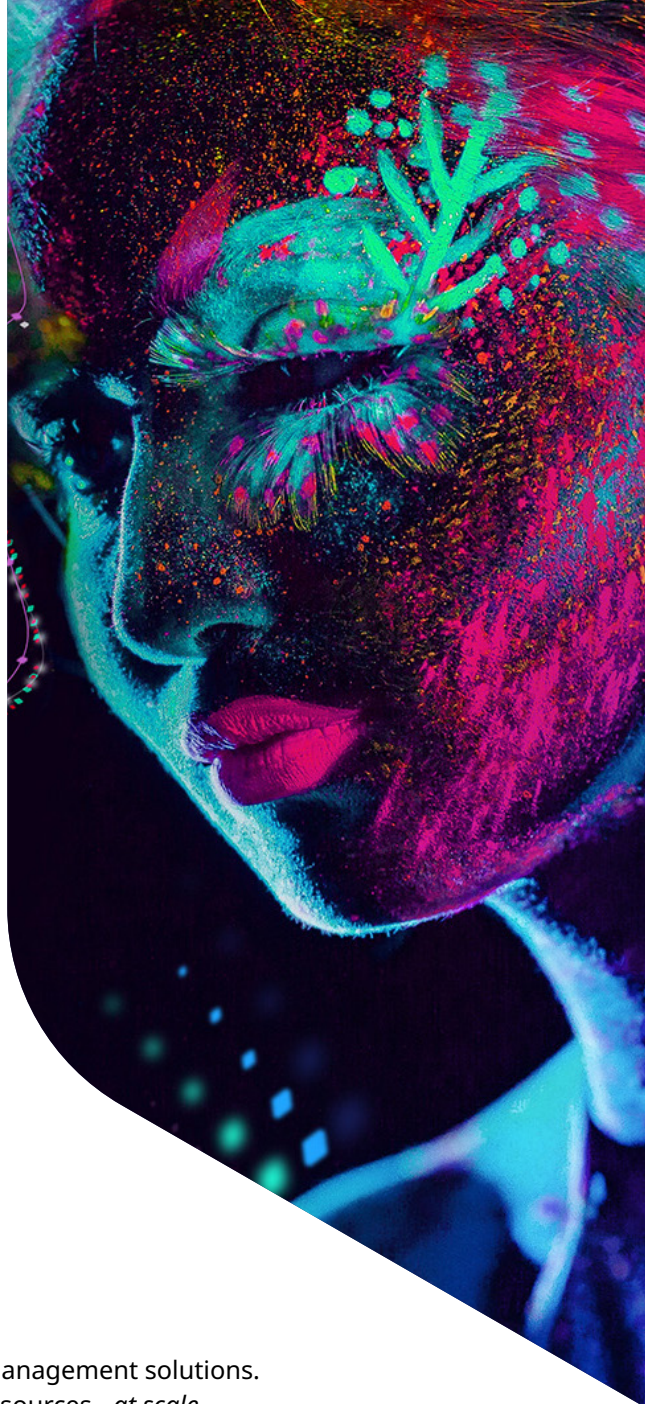
Streaming subscribers have high expectations for the breadth and depth of information available to them. The information giving them context about the films and programmes they choose to watch is metadata. They expect multiple images, short and long descriptions, cast and production data, reviews, ratings, deep links, and more. For streaming platforms to achieve continued success they will need to leverage metadata to inform subscribers, but also to extract insight to support emerging ad-based revenue.



## Retain subscribers. Attract advertisers.

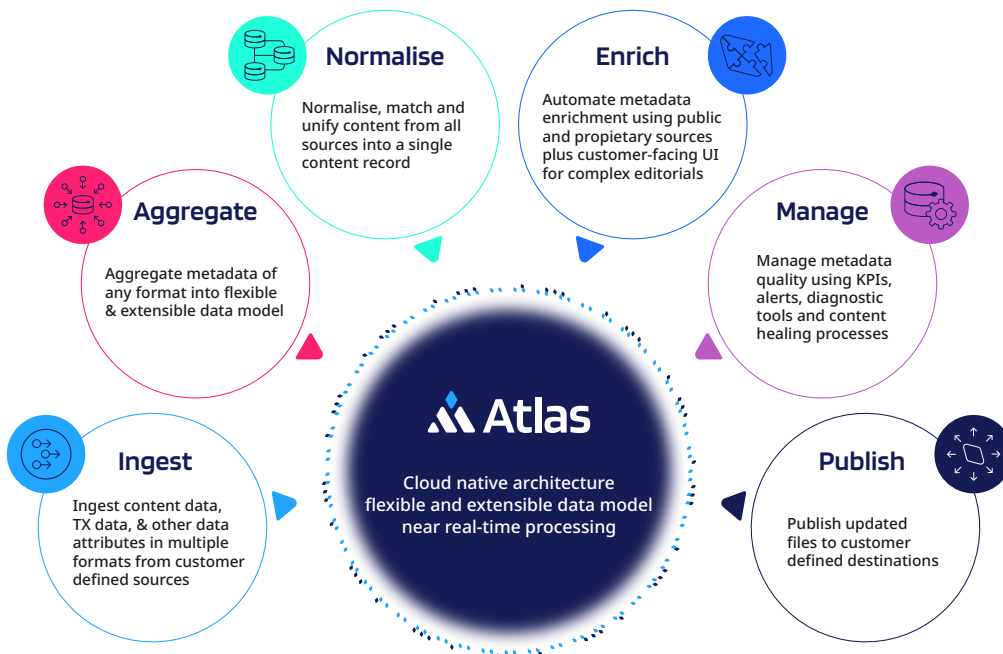
Subscription fatigue is real and the importance of subscriber retention has greater importance as streaming platforms pursue ad-based revenue models. A key component of a customer retention strategy is ensuring subscribers can find the content they want to watch. The metadata that exists in every user interface guides their decision-making. The more relevant the data, the less likely they will slide down the proverbial rabbit hole while figuring out what they want to watch.

There is a lot of discussion about analytics related to what consumers are watching. This analysis drives content licensing or production decisions as well as ad insertion. content IDs and related content records are the linchpins connecting content libraries to consumers and UI platforms, analytics or measurement tools, and ad management solutions. As streaming platforms expand from purely delivering on-demand content to enabling live and scheduled programming, high-value metadata is critical.



## Ensuring metadata is fit for purpose

**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*.







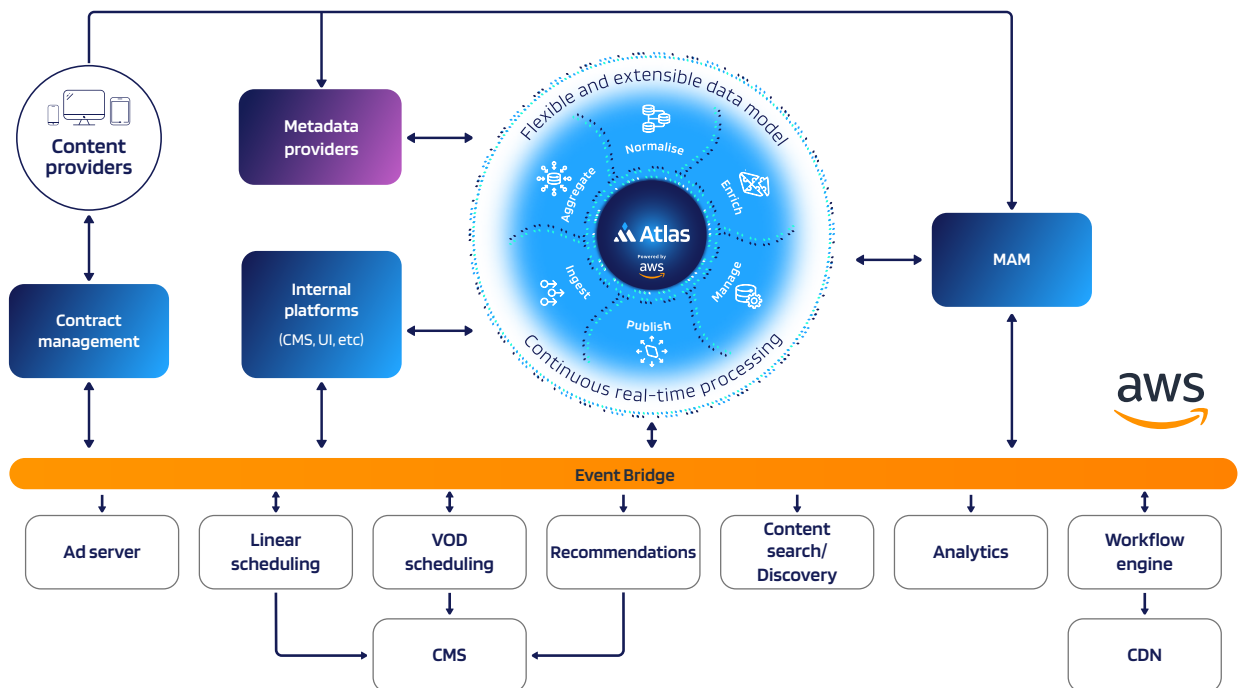
With expertise in processing data, Atlas has been tuned for timely delivery of aggregated descriptive metadata, while also identifying potential data quality issues that are important for live, scheduled, or on-demand content. Atlas ingests and processes millions of data points simultaneously, in near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

Atlas uses automated processes to ingest metadata from multiple sources (e.g., commercial metadata providers, content owner CMS, etc.), perform content matching, and unify IDs and associated content records. Our unique and vast ID Registry of over 140 million MetaBroadcast content IDs (MBIDs) represents 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 content discovery, we provide the option to use 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.

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.





## Metadata facilitating growth

Regardless of data source or purpose, Atlas streamlines metadata management, creating a single source of truth that delivers high-integrity data to any streaming platform. In summary, Atlas automates processes to provide streaming services with near real-time ability to:

- Ingest & aggregate data (including AI-generated 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

Metadata is critical to ongoing service monetisation whether through subscriber retention or in driving ad revenue through alignment of ads to relevant content.

Atlas enjoys a reputation for efficiency and accuracy in delivering high-quality metadata, helping streaming platforms 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.

For more information, please visit: [www metabroadcast.com](http://www metabroadcast.com)