CASE STUDY:

A Data-Driven Approach to
Maximising Content Value

MetaBroadcast

Fremantle

Background

Fremantle has been at the forefront of global content creation, production, and distribution for over 100 years. With a rich heritage that includes iconic shows such as Got Talent, X Factor, The Price is Right, This England, and Neighbours, they are one of the world's most influential entertainment producers. Each year, Fremantle generates over 600 formats, series, and films, totalling 11,000 hours of fresh content across 180 countries and 20 languages. With a vast catalogue of more than 40,000 hours of programming, efficient metadata management is essential to maintaining seamless content discovery and distribution.

The Metadata Challenge

Despite Fremantle's extensive content portfolio, the federated nature of Fremantle's organisational structure meant metadata was scattered across multiple internal platforms without a single source of truth. Efforts to centralise corporate functions exposed existing data inconsistencies, leading Fremantle to prioritise getting a handle on metadata quality. Fremantle partnered with MetaBroadcast to conduct a comprehensive audit to clearly understand their metadata landscape before initiating data cleansing. Understanding Fremantle use cases and data priorities was essential to applying relevant rules for assessing data quality and automating data cleansing. Fremantle users need the ability to search for shows by title or genre, learn about the show, and differentiate between brands, seasons, and episodes.

The MetaBroadcast Audit would ingest, cleanse, and deduplicate metadata from four Fremantle sources before harmonising and normalising data into a defined schema for export to Fremantle's catalogue platform.
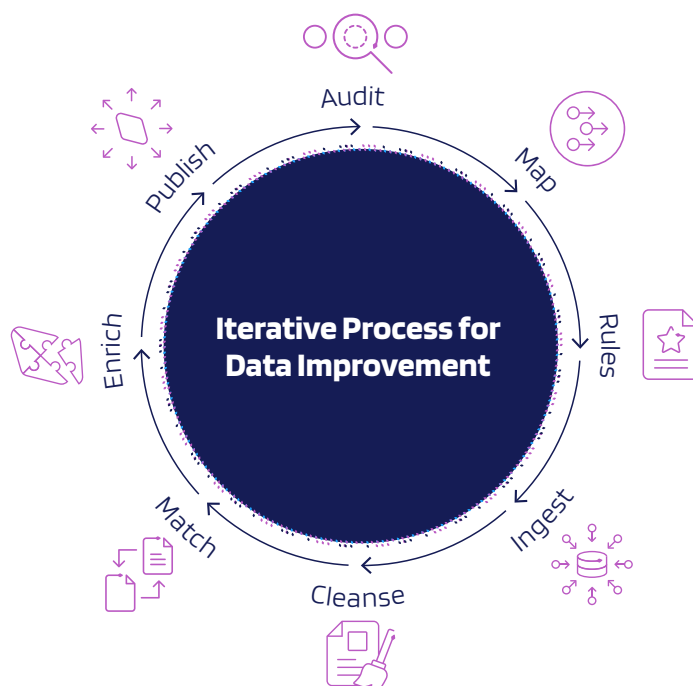
A Data-Driven Foundation

Audit

The MetaBroadcast Audit leverages the expertise of a multidisciplinary team of project management, data engineers and editorial QA resources to pursue an iterative process to assess data completeness, accuracy and consistency.

- **Data completeness** impacts the overall efficacy of a metadata schema. Upon the definition of required fields, it is crucial that the required fields are populated with relevant data, as missing data could lead to errors and confusion.

- When it comes to **data accuracy** - details matter. Data such as programme titles and descriptions, duration, cast or suitability ratings impact internal platforms and licensing to various international markets. It is important to identify and rectify malformed data before issues arise.

- **Data consistency** reduces the potential for errors caused by conflicting or incompatible formats. Ensuring consistency makes data easier to retrieve and navigate, improving the efficiency of internal teams.

The Iterative Audit and Data Cleansing Process

The Audit began by mapping metadata from four Fremantle sources into MetaBroadcast's Atlas platform. Over the years, the Atlas data model has evolved to capture a full range of use and edge cases.

Data was ingested on an iterative basis, with the understanding that the rules would evolve at each step to enhance cleansing and the process of matching (also known as equivalencing) records from each source. Automated rules removed duplicate records upon ingestion - a critical first step to streamline analysis and consolidate data from various platforms. →

Iterative Process for Data Improvement

Audit · Map · Rules · Ingest · Cleanse · Match · Enrich · Publish

A detailed report was provided to Fremantle, identifying data readiness for cleansing and a list of exceptions revealed data that required further analysis. Automated cleansing rules were defined and applied to c.20 key data fields by reviewing the exceptions and collaborating with Fremantle. These rules included, but were not limited to, the following:

- Ensured titles were formatted into Title Case and removed "TBD" titles
- Season information was extracted from the title
- Keywords removed HTML elements
- Changed the language to ISO format
- Mapped parental advisories to the provided content warning enumeration

In addition to validating data quality, the Audit revealed inconsistent data field formats, which were addressed by applying data cleansing rules to fix formatting inconsistencies. The Audit also revealed data gaps that gave Fremantle the insight necessary to investigate alternative data sources to provide missing data.

Improving Genre Classification

The Audit highlighted a significant challenge related to genre categories, which are essential for programme classification. It revealed genre fragmentation - meaning the presence of numerous narrow, specialised, overlapping, high-level genres. Fremantle collaborated with the MetaBroadcast team to create a consistent genre classification model of primary and sub-genre categories, enhancing internal content discovery. Without an audit encompassing data from various organisational silos, this inconsistency would have gone unnoticed, potentially affecting revenue targets.

> " Metadata is the backbone of how we manage, discover, and monetise our content globally. The MetaBroadcast Audit has started to give us the clarity and structure we needed to move forward with confidence. It uncovered hidden challenges - like genre classification - and turned them into opportunities for smarter, more efficient content operations. "
>
> **- Iain Harrison,**
> VP, Product | Information Technology, Fremantle

The Road Ahead

The MetaBroadcast Audit gave Fremantle a crucial foundation for enhancing metadata quality, streamlining internal processes, and improving content discoverability. The audit boosted operational efficiency by identifying inconsistencies, automating data cleansing, establishing a standardised genre classification model, and positioning Fremantle for superior content management and distribution. With a more structured and accurate metadata system, Fremantle is now equipped with a metadata framework that supports its global content strategy. With this foundation in place, the company is well-positioned to continue delivering world-class entertainment to audiences worldwide while maximising the value of its extensive content library.

Case study: Fremantle