

UNIQUE METADATA SERVICES REACHING MILLIONS OF HOUSEHOLDS

Metadata service powering a large network of video service providers in countries around the world in a variety of languages. Service is continually evolving to support developing video platforms and easily maintain existing ones, helping video distributors: (1) increase operational efficiency, (2) enable rich user experiences, and (3) enter new markets. Key capabilities include Rights & Planning, Enrichment & Normalization, Bulk Processing, Custom Business-Rules Enforcement, Localization, Compliance, Transformation Engine, Editing & Updates, Validation, 3rd Party Data Source Linkage and more.

Avails Management

- Ingest & Normalization
- EMA Avails Standards Compliance
- Title / Title Edit Registry
- Informs Metadata Repository
- Informs Content Catalog

Rights & Planning

- Title-Specific Rights Validation
- Planning based on licensing per client, per territory
- Retail Price Management, triggered by: wholesale price, revenue share, studio, title lifecycle, and pricing strategy

Scheduling

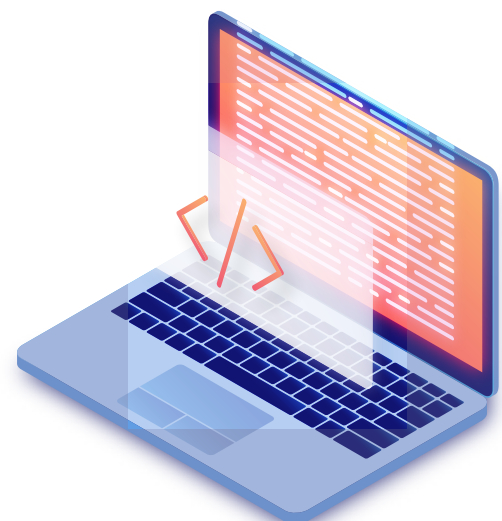
- Scheduling Services, driven by targeted promotions and geographical interests
- Adherence to direct-license planners
- Maximize license windows

Enrichment & Normalization

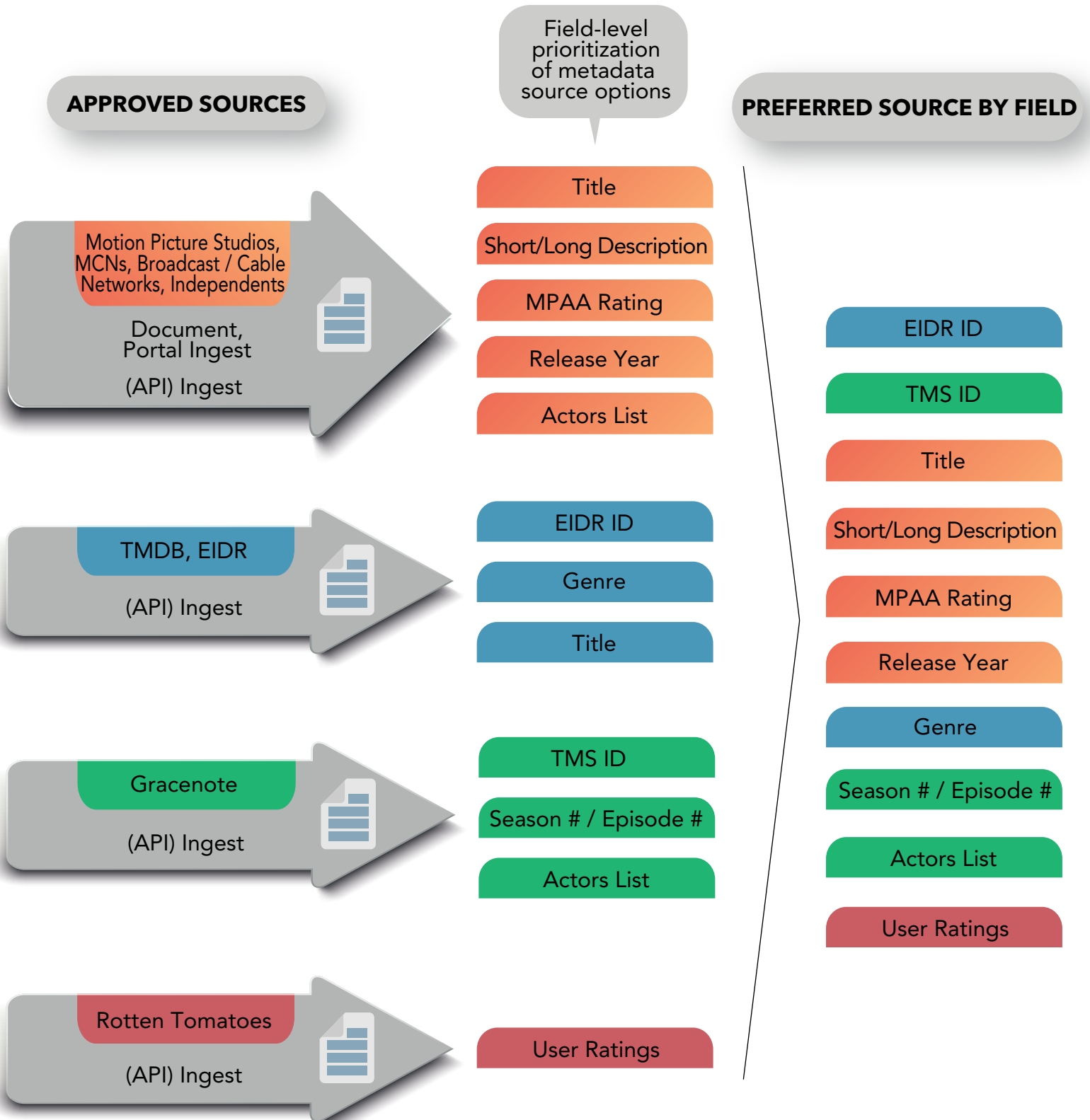
- Multi-Source Enrichment leveraging 3rd party data sources (e.g. TMS, Rotten Tomatoes)
- Industry ID Management (EIDR)
- DAI Data - Nielsen Watermarking for C3, D4 & national/local ad pod in/out marks
- Translation Services
- Early Metadata Delivery for bandwidth planning & advance EPG data population

Publishing & APIs

- Access metadata catalog via APIs, with change insights
- Publish metadata to any global content platform, in any spec or standard



Use Case: Metadata Enrichment*



* Sample for illustrative purposes only.

Support for custom formats and established standards (SCTE's ADI 1.1 & 3.0, EMA Avails Standards, MovieLabs MMC/MEC).