

Metadata and the Digital Supply Chain

Eric Hanson, Digital Media Industry Evangelist, EMA



The Vision

The digital supply chain for video content is efficient, reliable, scalable and secure; enabling innovation across the ecosystem to be expressed in new experiences, business models and expanded content availability worldwide.

Or

The digital supply chain should *enable*, NOT *encumber* innovations across the ecosystem for video content

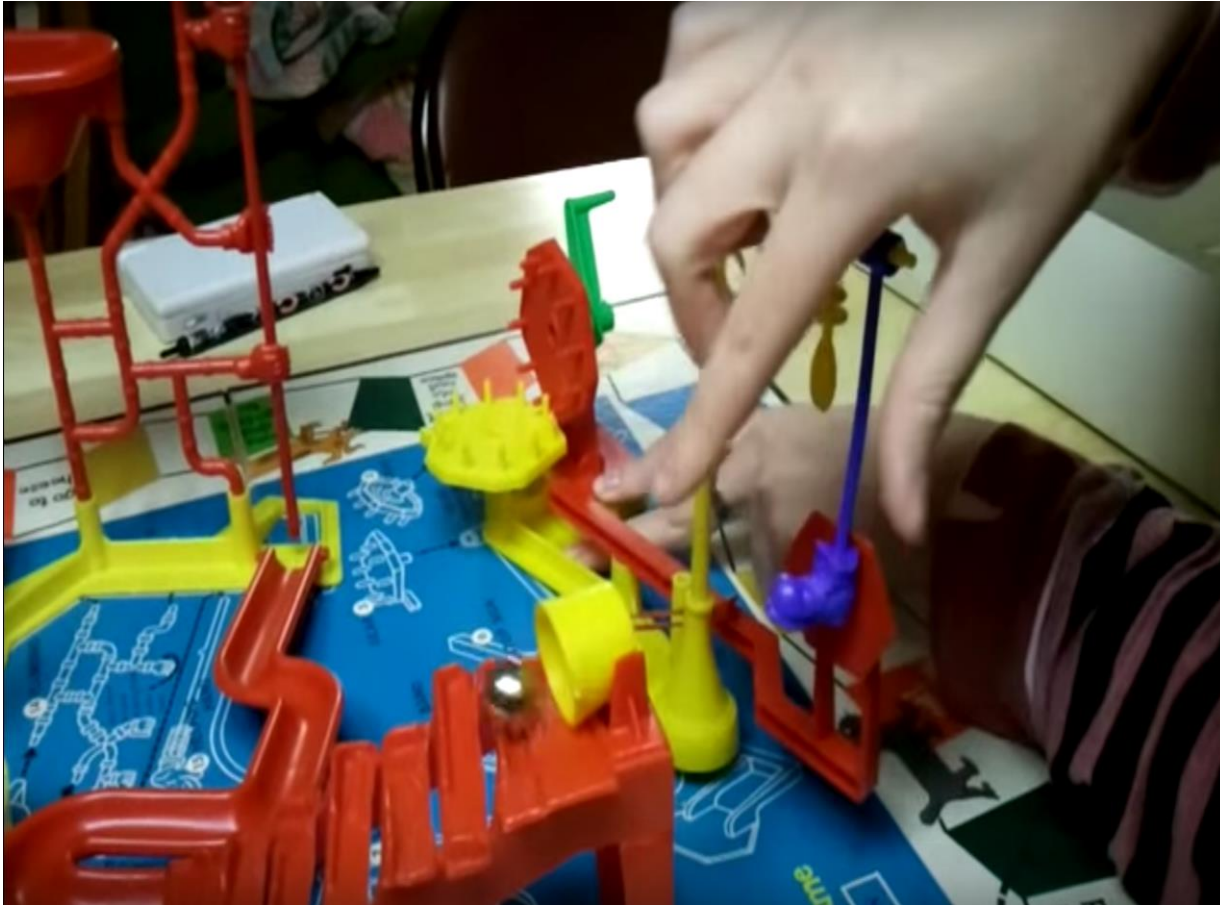
Automation – The Ideal



Efficient, Reliable, Scalable

- Standard desired output
- Standard inputs
- Consistent environment
- Reliable systems

Another Attempt at Automation – Not as Ideal



Inefficient, Unreliable, Not Scalable

- Non Standard desired output
- Non-standard input
- Inconsistent environment
- Unreliable systems

<https://www.youtube.com/watch?v=ll14Vk0RAhA>




Variability in
the Digital
Supply Chain
for on-line
video content

Metadata provides data about outputs, inputs and the environment to systems delivering efficient, scalable and reliable automation



CAPTAIN METADATA

A bright blue starburst light is centered in the upper left quadrant of a dark blue, starry space background. The starburst has multiple sharp points radiating outwards, creating a glowing effect. The background is filled with numerous small, distant stars of varying brightness.

Metadata describes the outputs, inputs and environment to systems enabling a supply chain that supports innovation for consumers and businesses



How You Can Help

- Participate in industry working groups (avails, media manifest, display metadata)
- Initiate or support DSC projects in your organizations
- Evangelize industry specifications within your company