Metadata - king of content

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OOYALA®

ABOUT OOYALA

Ooyala helps companies get premium video to market faster, minimize costs, and maximize returns with its full suite of technologies and services.

OOYALA® FLEX

OOYALA® PULSE

OOYALA® IQ

OOYALA® LIVE
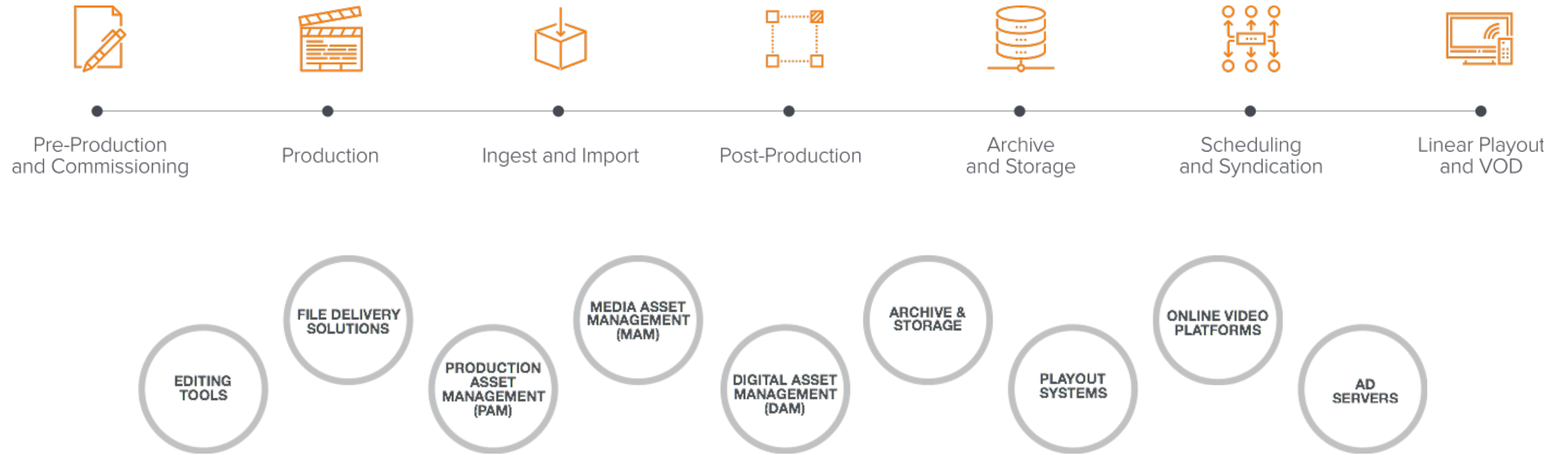
VALUED CUSTOMERS

sky SPORTS

Telegraph

SCHIBSTED MEDIA GROUP

VUDU

RTL

AccuWeather

media prima

mediacorp

VIACOM 18

TRUSTED PARTNERS

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OOYALA® FLEX

Streamline video production and distribution

Pre-Production
and Commissioning

Production

Ingest and Import

Post-Production

Archive
and Storage

Scheduling
and Syndication

Linear Playout
and VOD

EDITING
TOOLS

FILE DELIVERY
SOLUTIONS

PRODUCTION
ASSET
MANAGEMENT
(PAM)

MEDIA ASSET
MANAGEMENT
(MAM)

DIGITAL ASSET
MANAGEMENT
(DAM)

ARCHIVE &
STORAGE

PLAYOUT
SYSTEMS

ONLINE VIDEO
PLATFORMS

AD
SERVERS

Integrate Systems and Processes

Pre-Production and Commissioning

Production

Ingest and Import

Post-Production

Archive and Storage

Scheduling and Syndication

Linear Playout and VOD

DATA

DATA

DATA

DATA

DATA

DATA

DATA

DATA

DATA

DATA
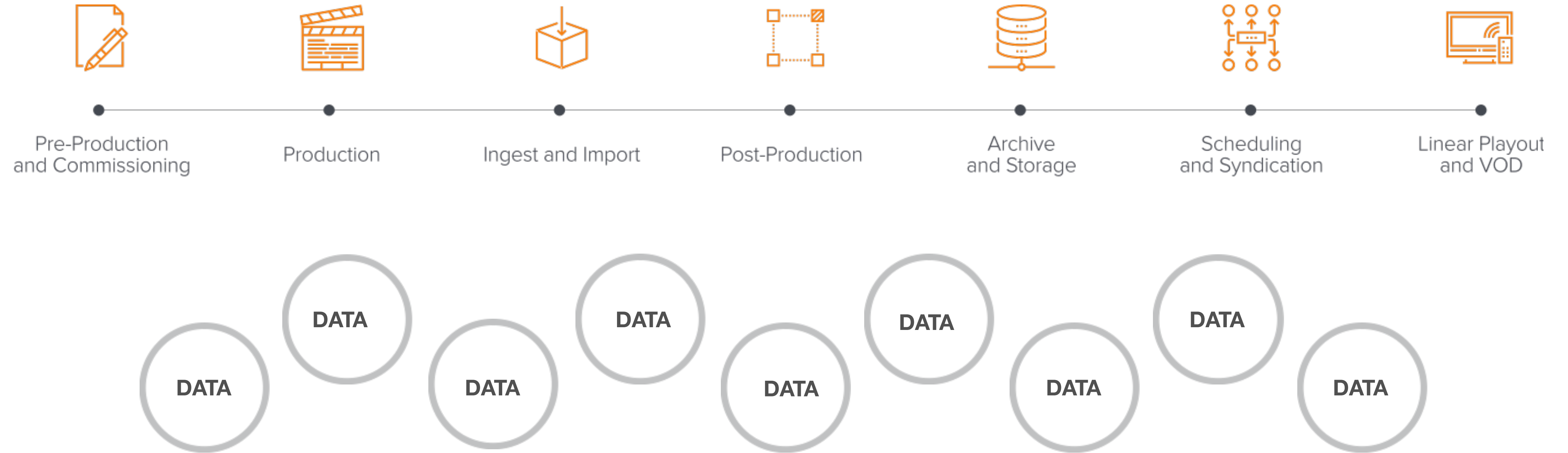
DATA

DATA

DATA

DATA

Problem

- **Most systems treat metadata as part of the file so if you don't have the file you don't have the metadata**

- **Or the metadata stays in the system and ….**
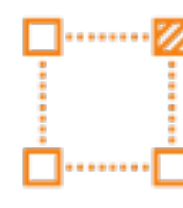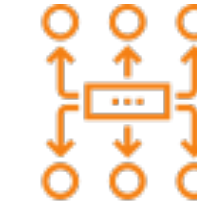
Pre-Production and Commissioning · Production · Ingest and Import · Post-Production · Archive and Storage · Scheduling and Syndication · Linear Playout and VOD

DATA

MEDIA LOGISTICS
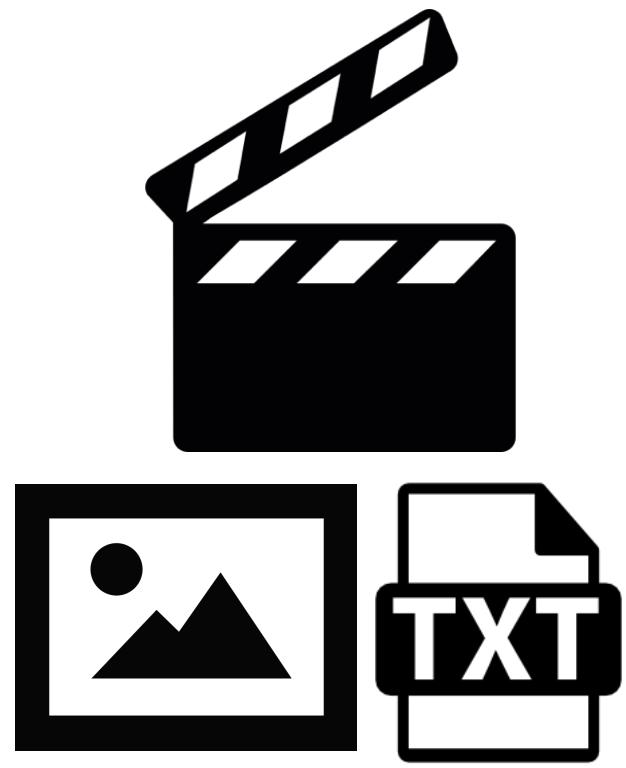
Media Asset

Image Asset

Text Asset

Group Asset

Ooyala Flex supports Media Assets, Image Assets, and Text Assets.
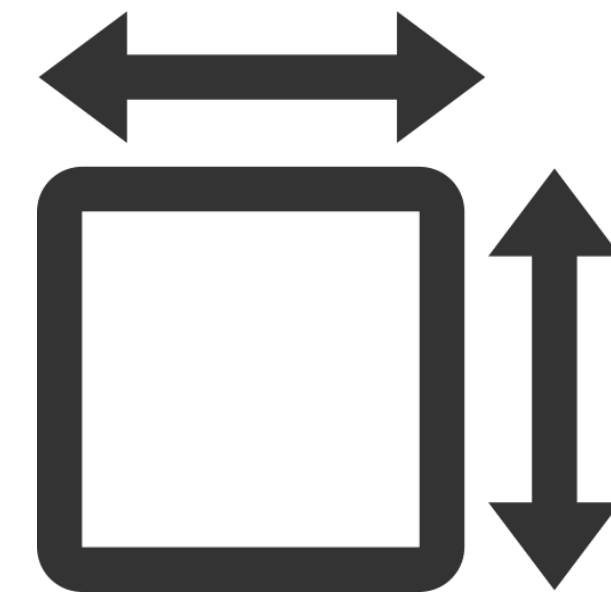
Combinations of these can form Group assets.

Asset
Metadata

Business Object
Metadata

Temporal
Metadata

Spacial
Metadata

Event
Metadata

Solution

- **Treat the metadata as a separate layer independent of the source**

  - Assets can be located more rapidly

  - Higher value automated workflows

  - New types of assets can be managed

What next?

- **AI**

  - Extract cognitive information from assets and build richer metadata

- **Thesaurus**

  - Not defined to exact search terms

- **Elastic Search**

  - Easily find anything, anywhere

Thank You