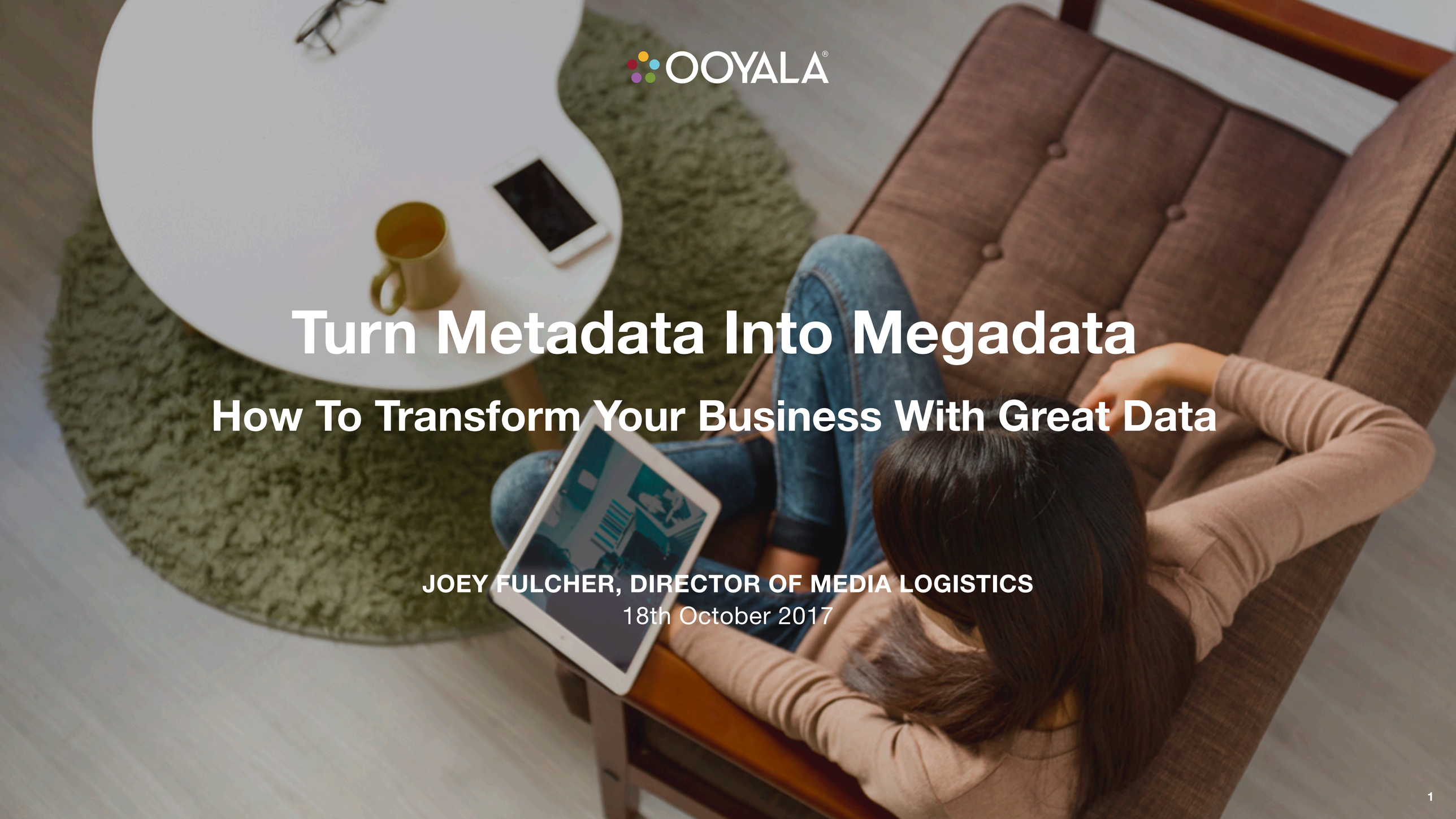


Turn Metadata Into Megadata

How To Transform Your Business With Great Data

JOEY FULCHER, DIRECTOR OF MEDIA LOGISTICS

18th October 2017

OOYALA®

ABOUT OOYALA

Ooyala is a leading provider of software and services that simplify the complexity of producing, distributing and monetizing video.

VALUED CUSTOMERS

zone·tv

SiriusXM SATELLITE RADIO

AccuWeather

FLOSPORTS

NRL

ZOOMIN.TV

intel

ROOT SPORTS

Crown Media FAMILY NETWORKS

MGM

TRUSTED PARTNERS

Microsoft

Adobe

TELSTRA

Infosys®

Ooyala is a wholly-owned subsidiary of Telstra

The Changing Landscape

We've reached **Peak TV**…

- Growth of competitive global video streaming services like **Netflix** and **Amazon**… and **Disney** coming soon!
- How is this evolution impacting content creators, production studios, networks and distributors?
- OTT services enables on-demand efficiency for the consumer, but **challenges remain**.

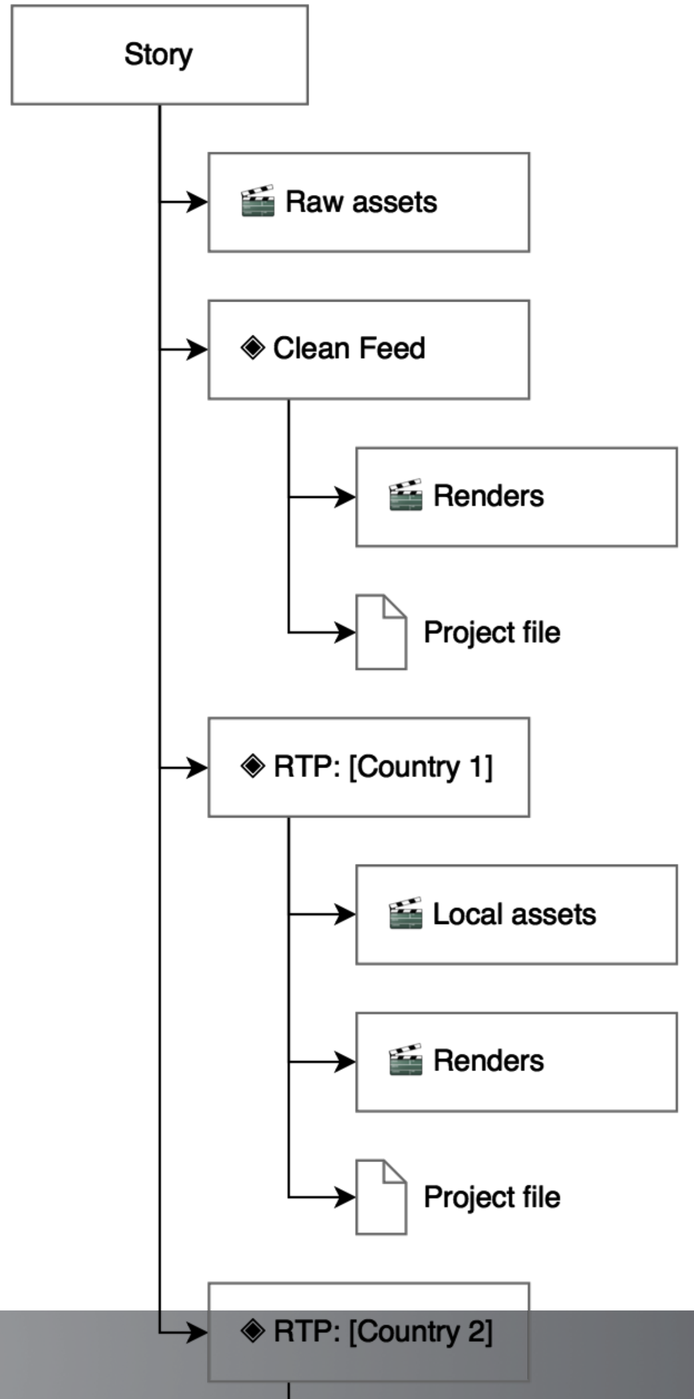
- **Delivery requirements growing:**
  - more markets
  - more languages
  - more platforms
  - more formats
- **Timescales shrinking**
- **Archive monetization**

A Netflix Original

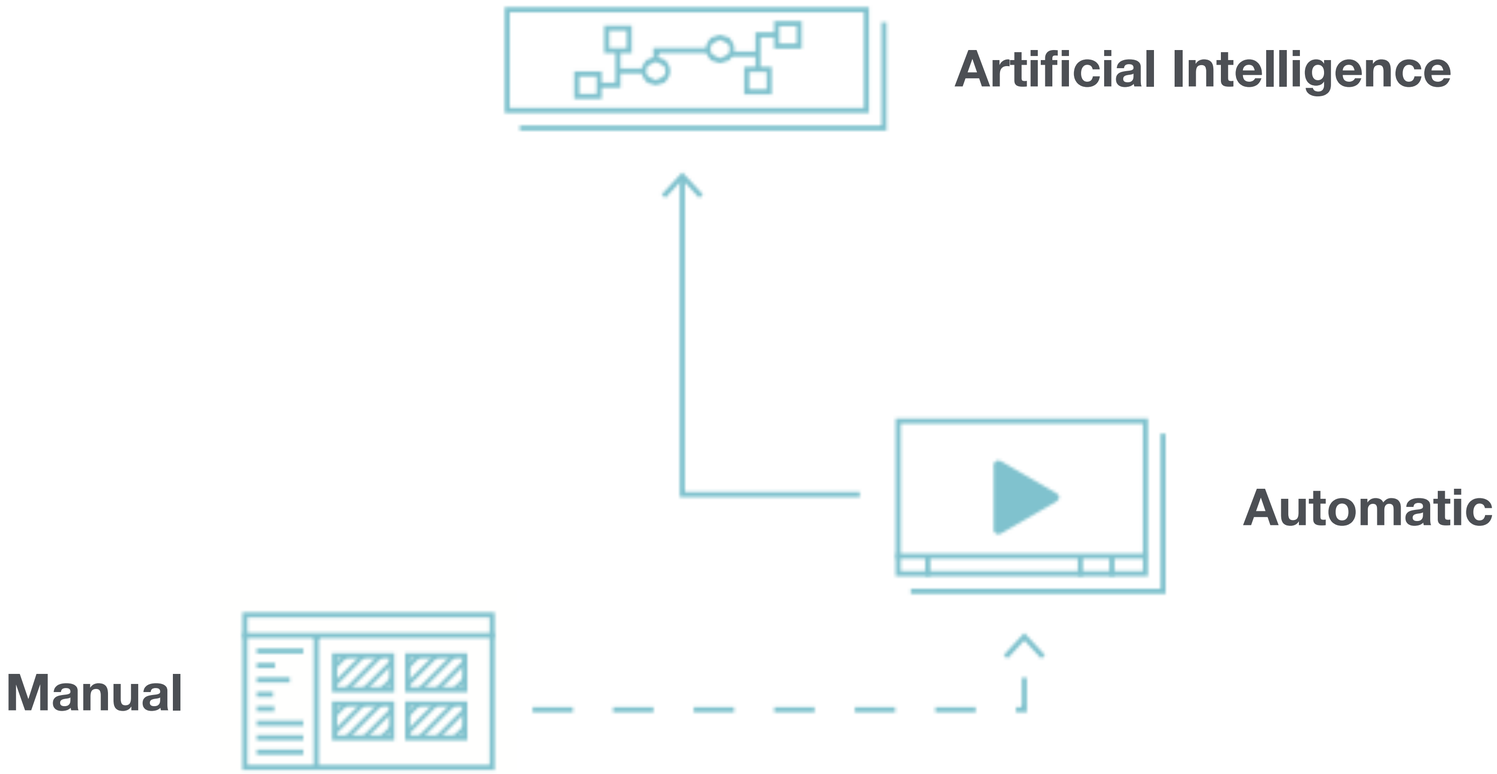
- **The tale of ‘House of Cards’**
- **Netflix verticalizes**
  - Optimize production
  - Optimize management
  - Optimize distribution
- **They’re also defining how the industry will operate — IMF…**
- **Amazon and others in pursuit — armed with consumer data**
- **How do you keep up?**
- **Netflix-in-a-box**

Metadata Is King

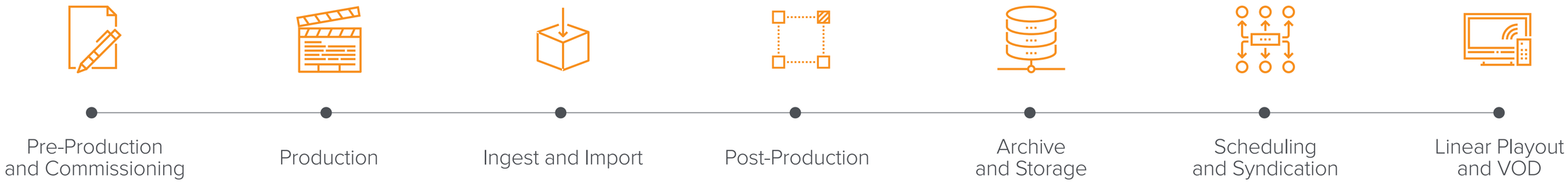
- Asset Metadata
- Custom Metadata
- Event metadata
- Temporal Metadata
- Business Metadata



Metadata Sources

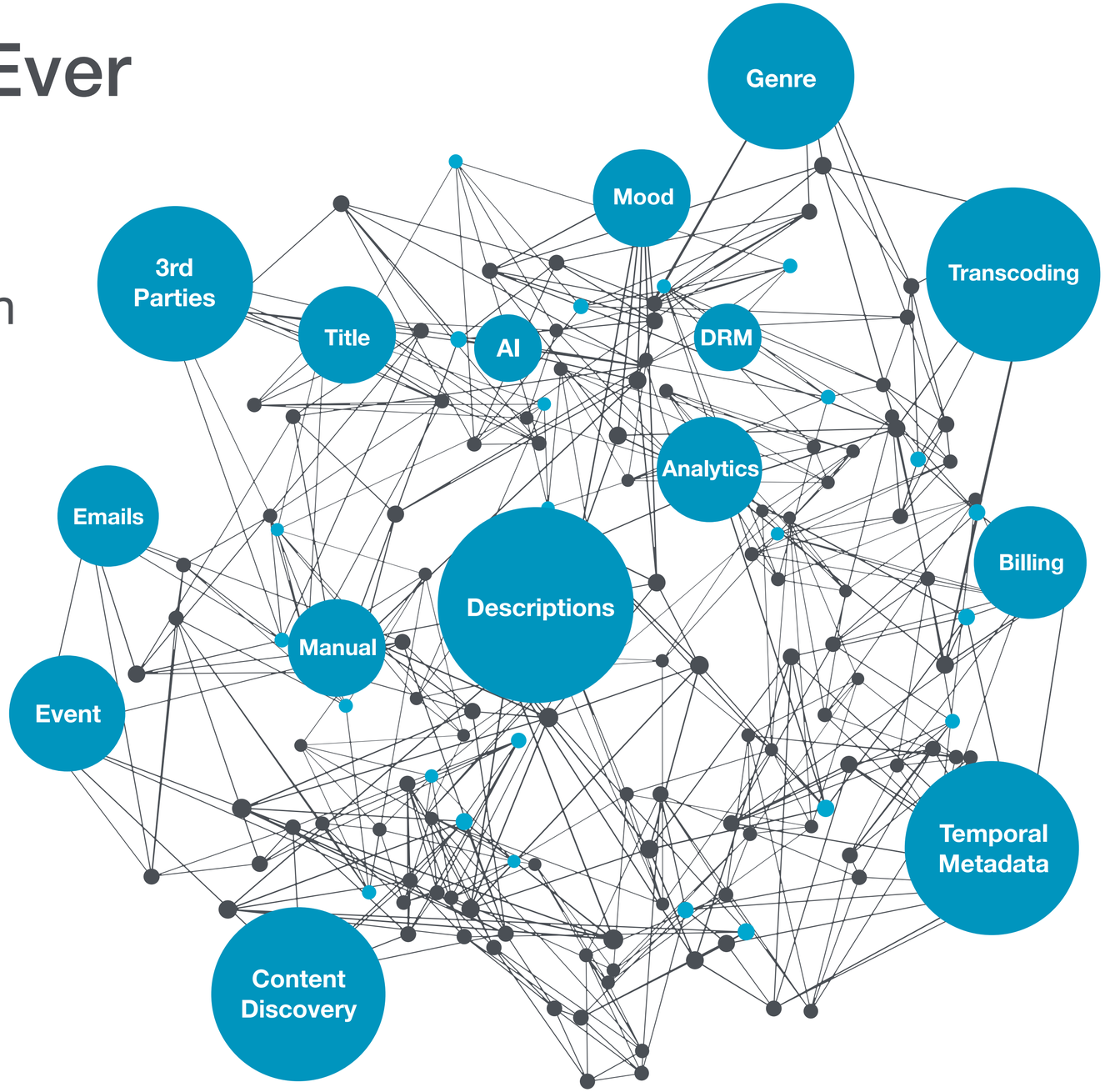


Chain Of Data



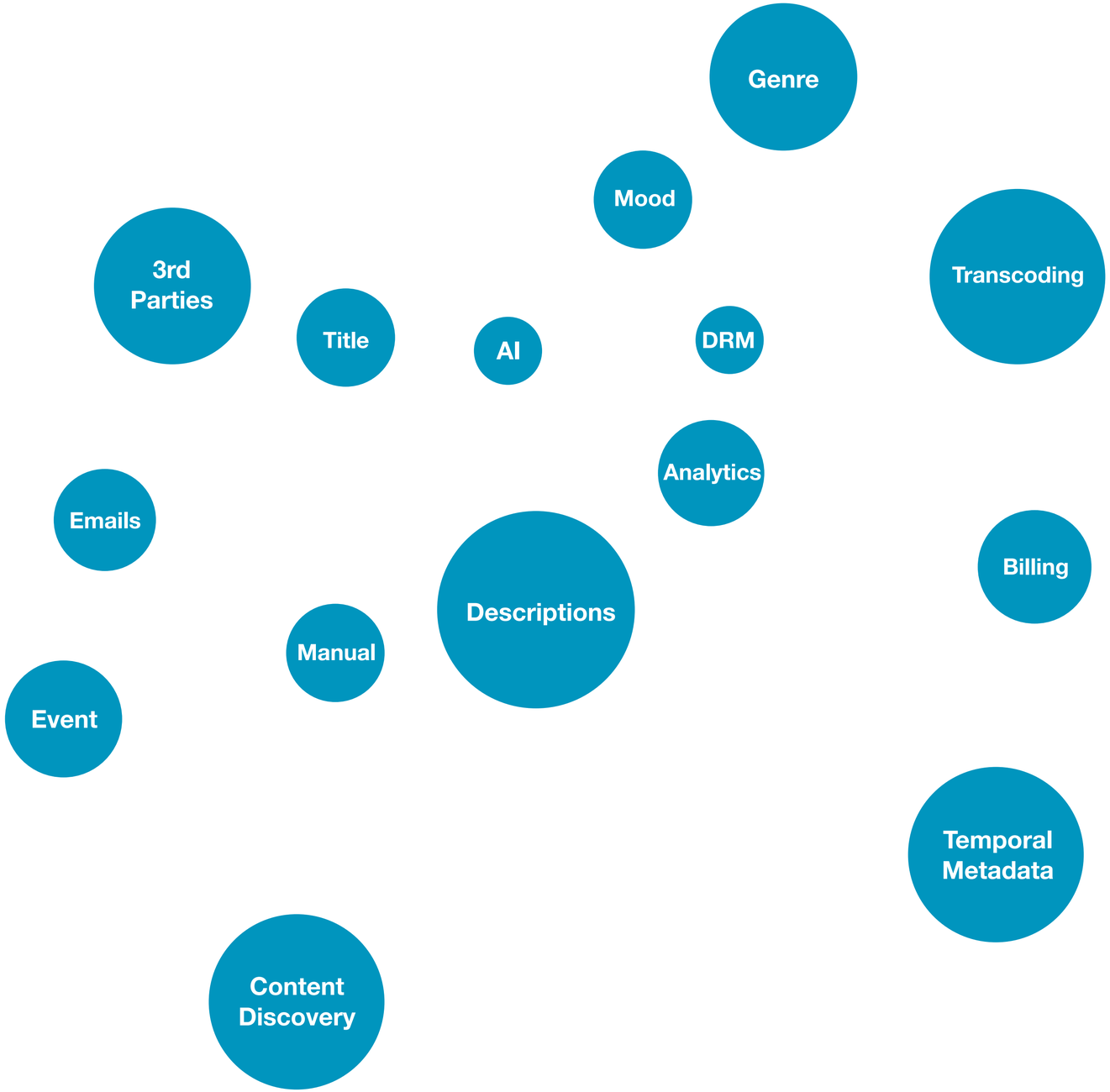
More Complexity Than Ever

Challenge: Information is not centralized and often relies heavily on tribal knowledge and manual spreadsheets.

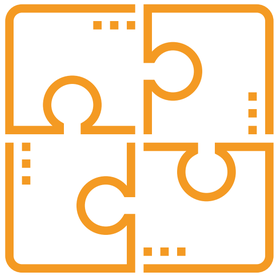


Data Exists In Silos

Challenge: Make informed business decisions with incomplete data.

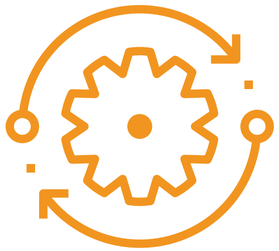


How To Make Metadata Work For You



INTEGRATE SYSTEMS & PROCESSES

CREATE SINGLE SOURCE OF TRUTH



ACCELERATE CONTENT FLOW

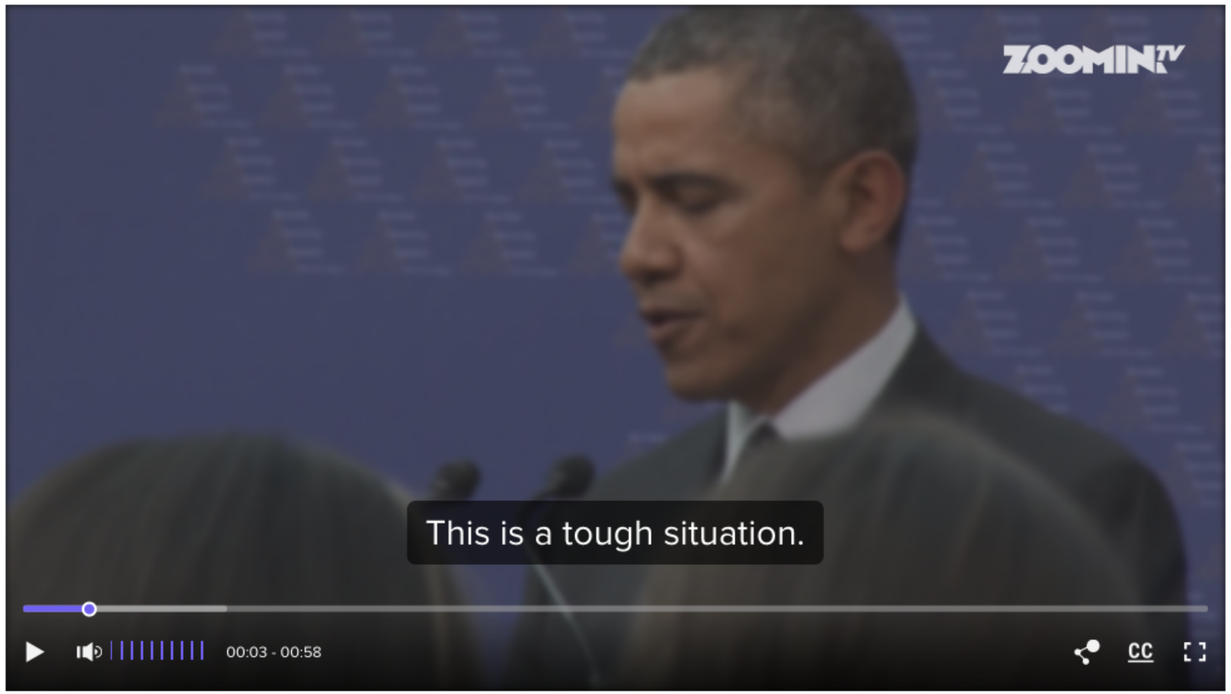
ANALYZE & ADAPT FASTER

OOYALA
CASE STUDY
ZOOMIN TV
An MTG company

Use Case: Cataloging Archive Content

ZOOMINTV

← Back to Gallery



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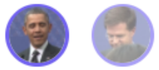
COGNITIVE INSIGHTS | TRANSCRIPT

People

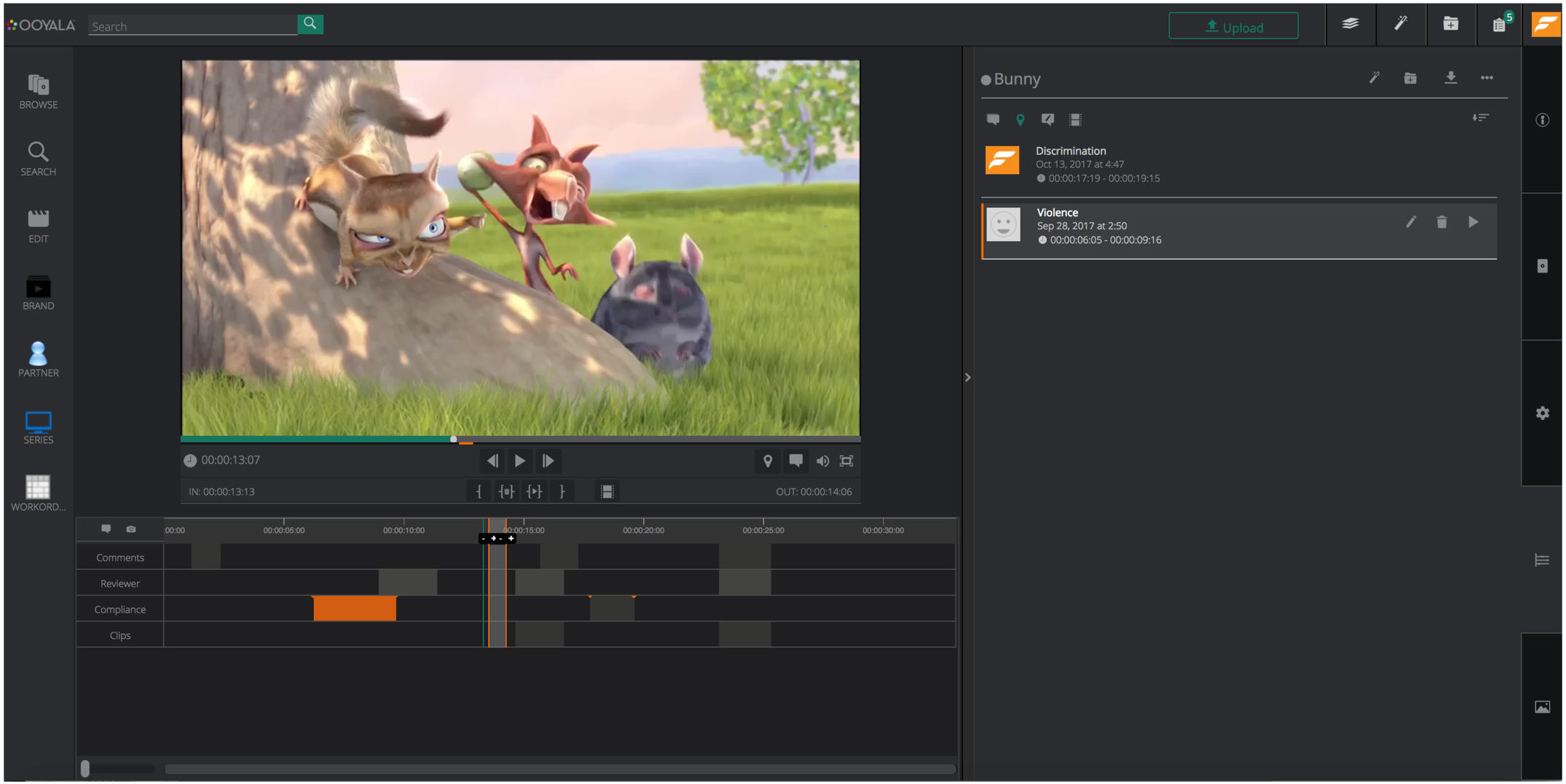


Barack Obama

Topics

tough situation | politics | ne | mall | interview | Anglian English

Use Case: Compliance For User Generated Content



OOYALA®

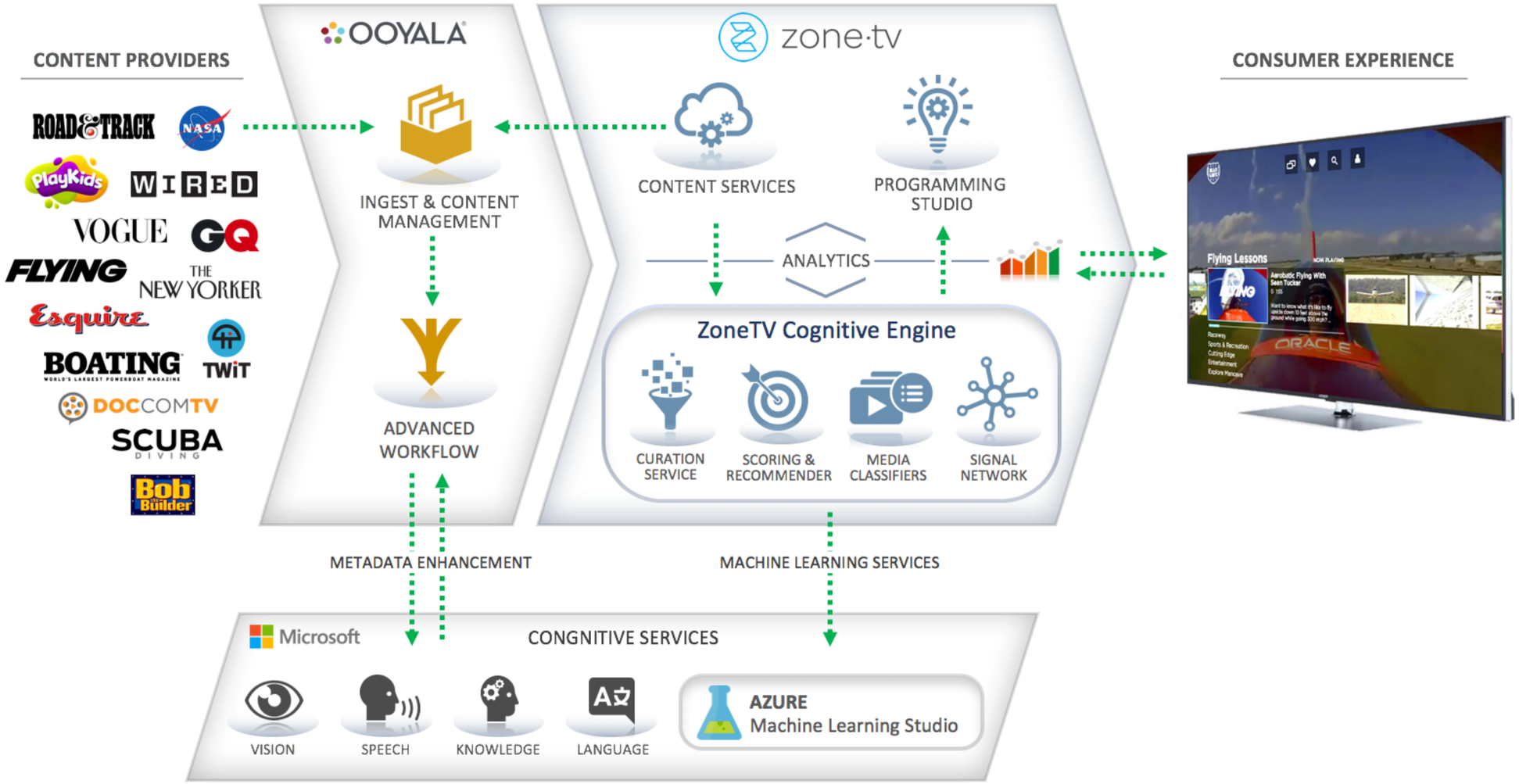
CASE STUDY

zone·tv

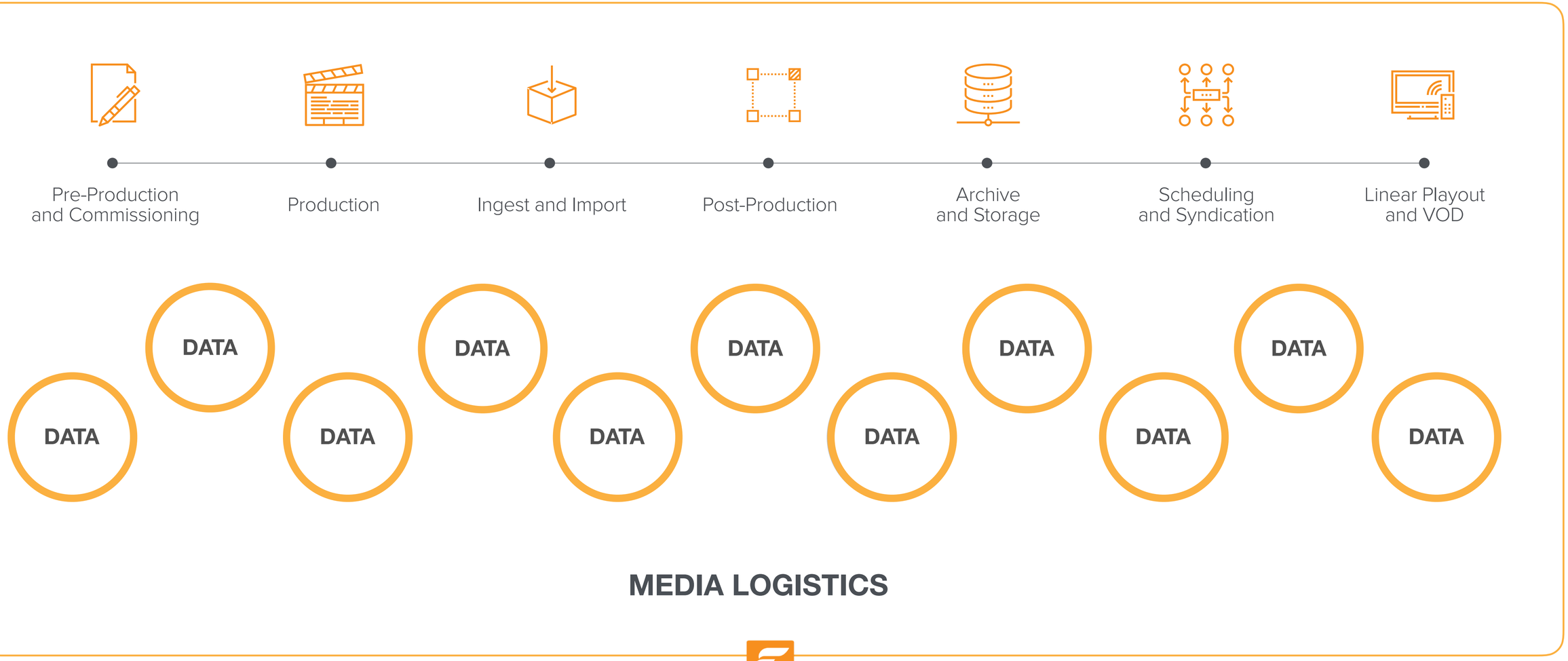
zone·tv

Dominant provider of TV Apps and Games for MVPD's in North America

Delivering into 38 million households



Breaking Silos



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Email: joey@ooyala.com