

A high-angle, top-down photograph of a woman with long dark hair, wearing a beige long-sleeved top and blue jeans, sitting on a brown tufted sofa. She is looking at a tablet computer held in her lap. The tablet screen displays a blue-toned image of a modern building. In front of her is a white, curved coffee table with a gold-colored mug and a smartphone on it. The room has a light-colored wooden floor and a green shag rug under the coffee table.

# Turn Metadata Into Megadata

## How To Transform Your Business With Great Data

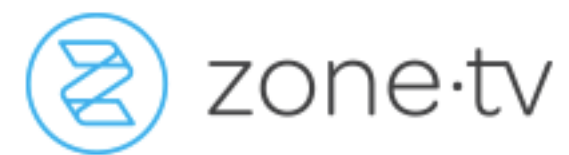
**JOEY FULCHER, DIRECTOR OF MEDIA LOGISTICS**  
18th October 2017



## ABOUT OOYALA

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

## VALUED CUSTOMERS



## TRUSTED PARTNERS



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**

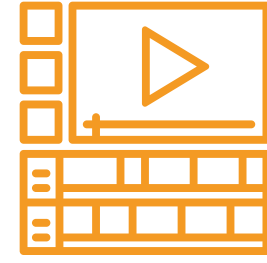
# A **Netflix** Original

- 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

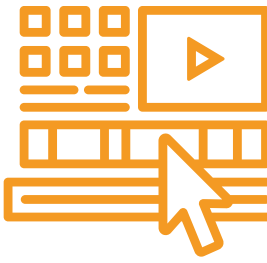
- Asset Metadata



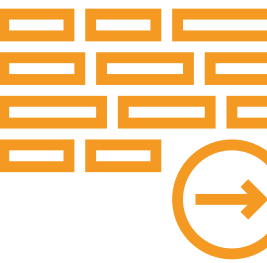
- Custom Metadata



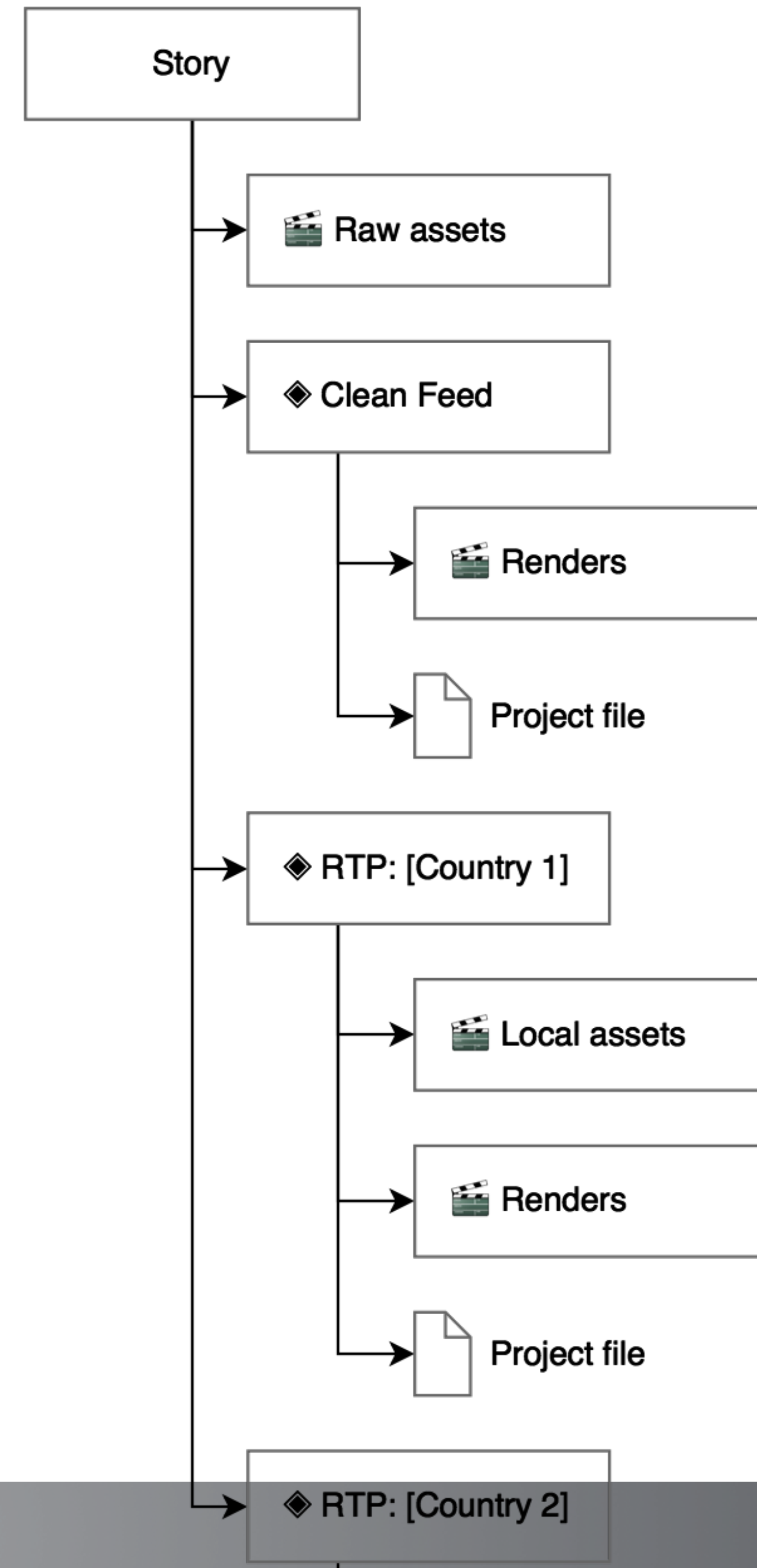
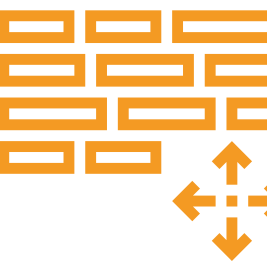
- Event metadata



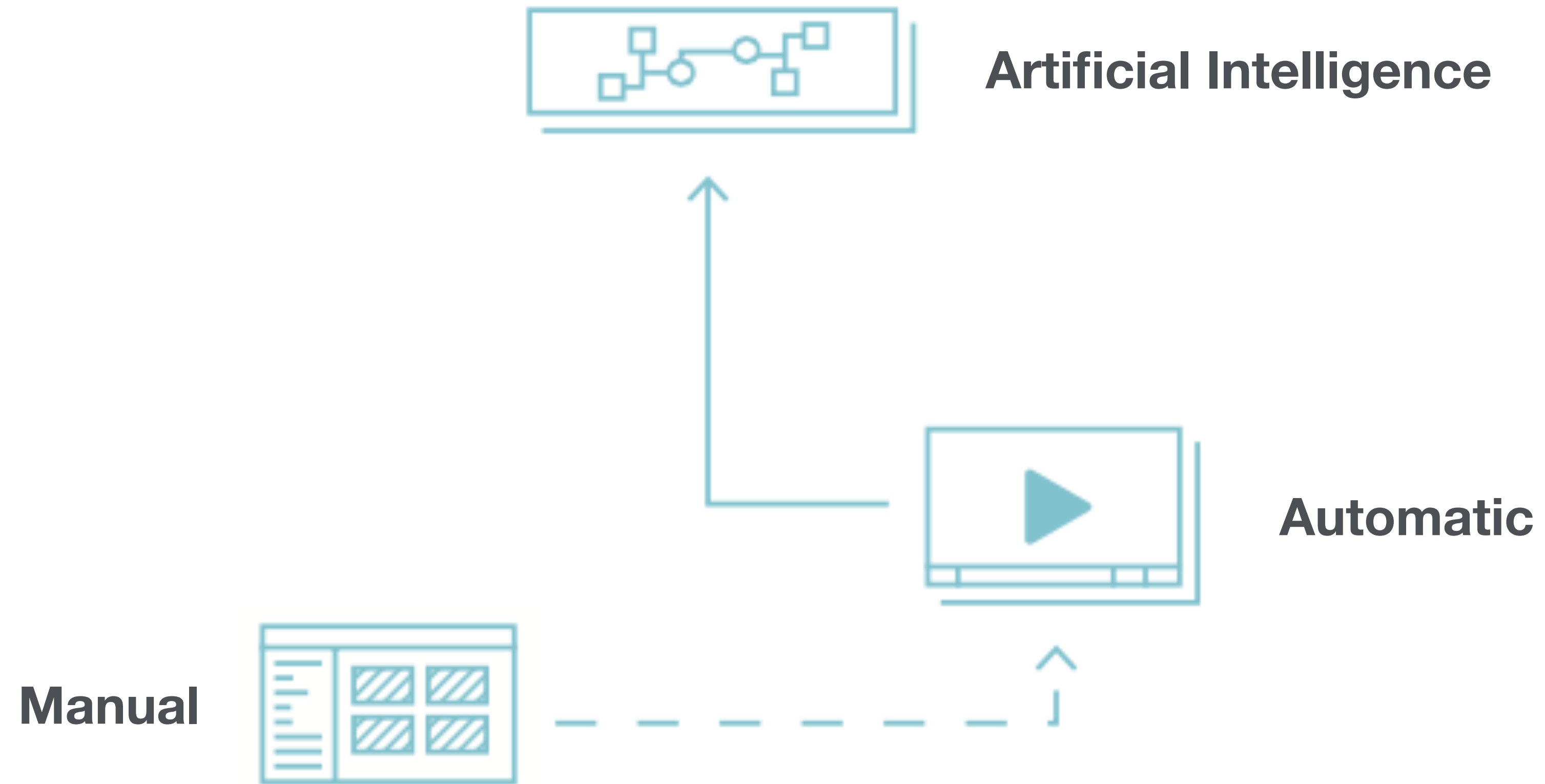
- Temporal Metadata



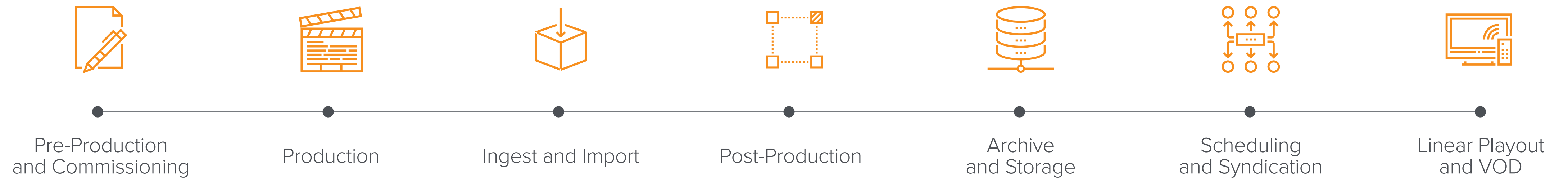
- Business Metadata



# Metadata Sources

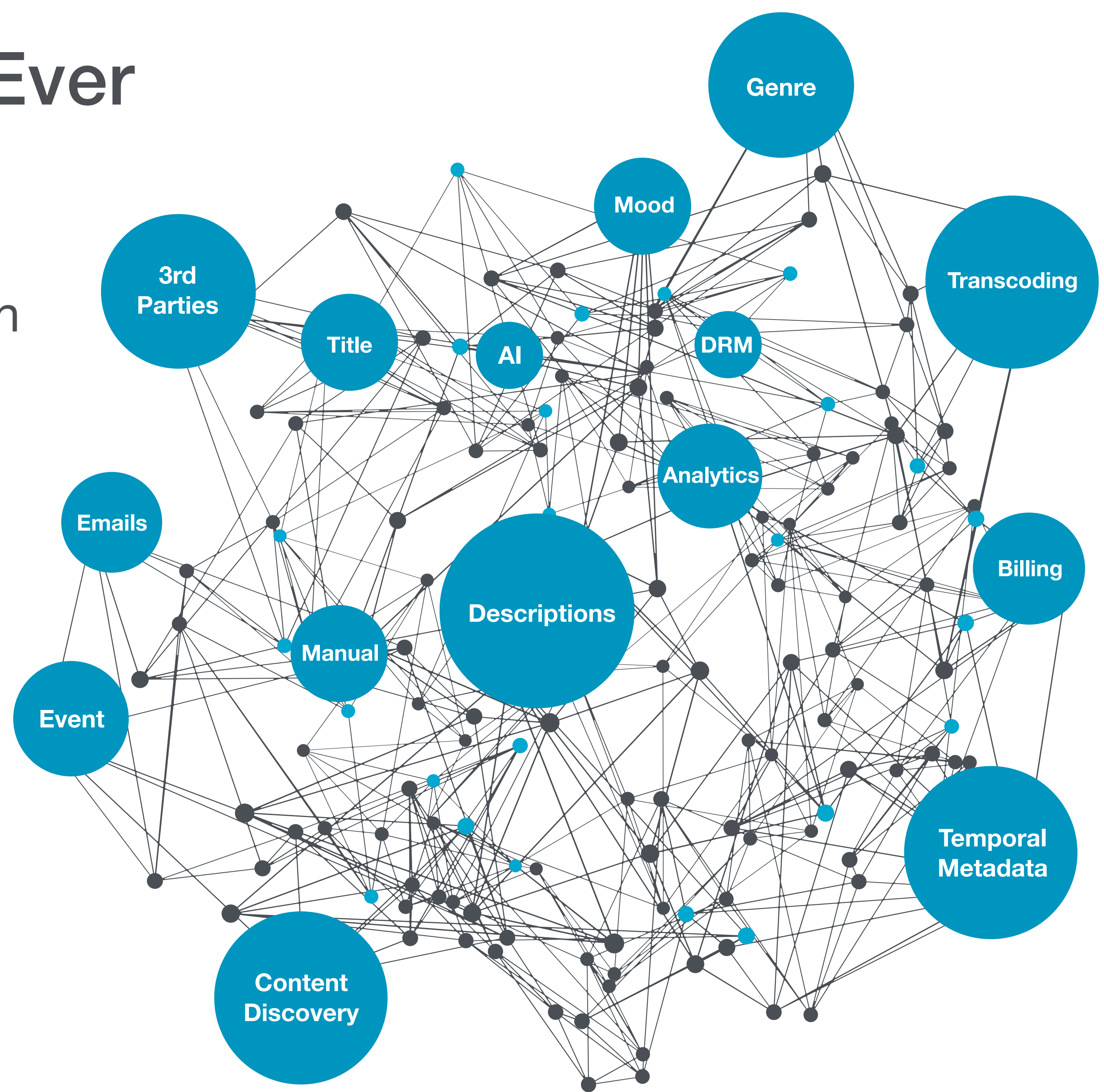


# Chain Of Data



# More Complexity Than Ever

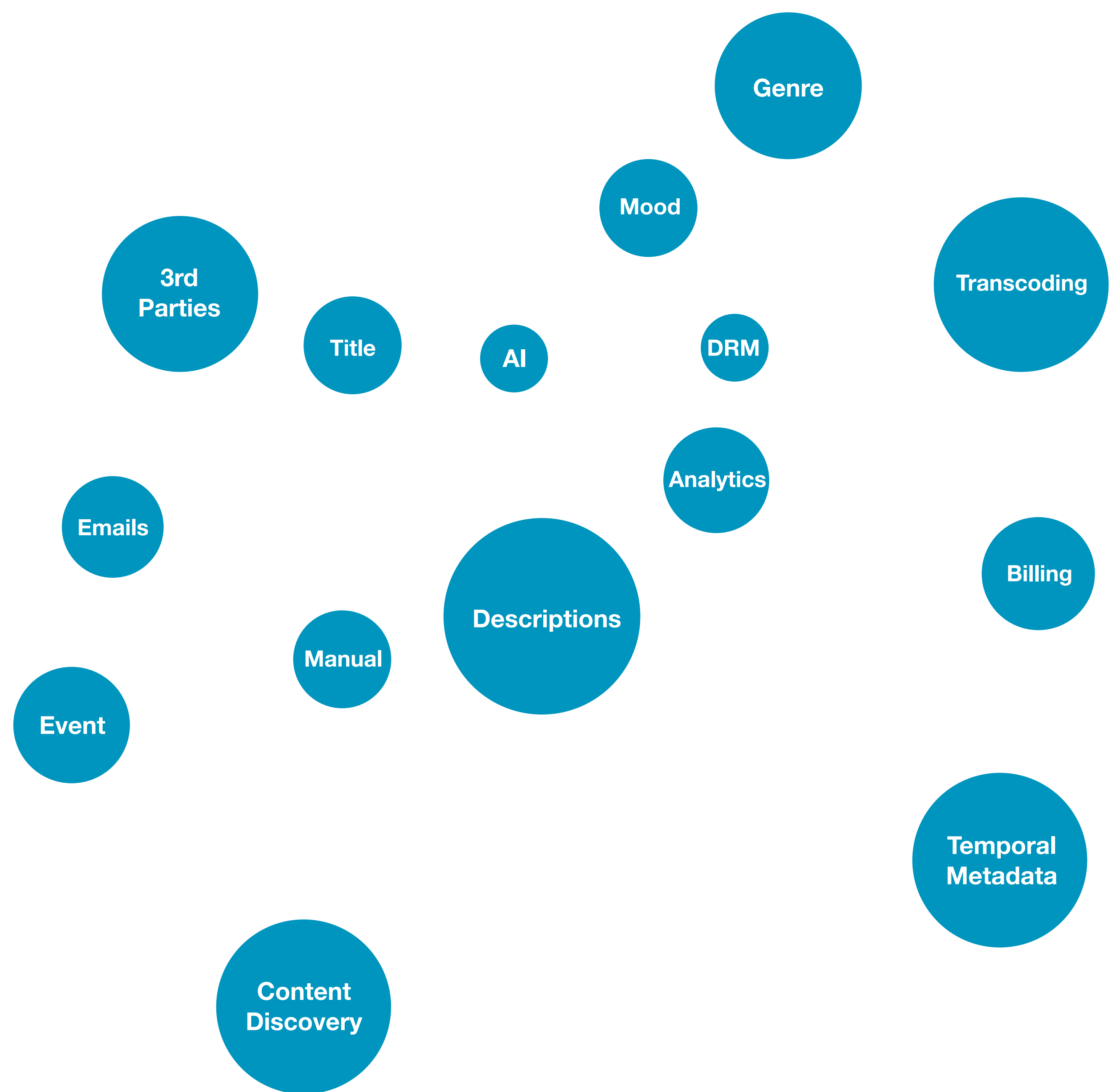
**Challenge:** Information is not centralized and often relies heavily on tribal knowledge and manual spreadsheets.



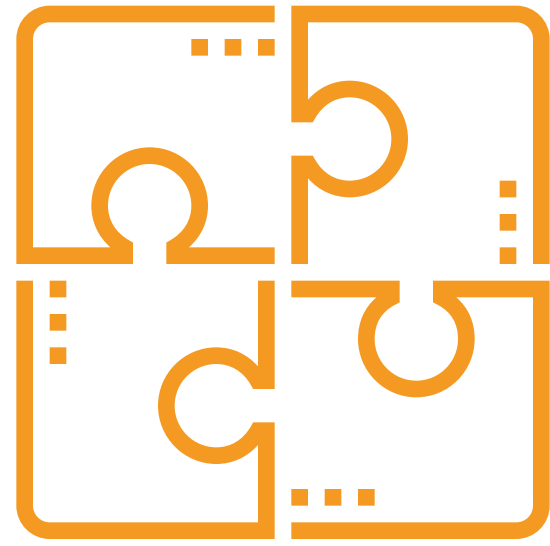


# Data Exists In Silos

**Challenge:** Make informed business decisions with incomplete data.



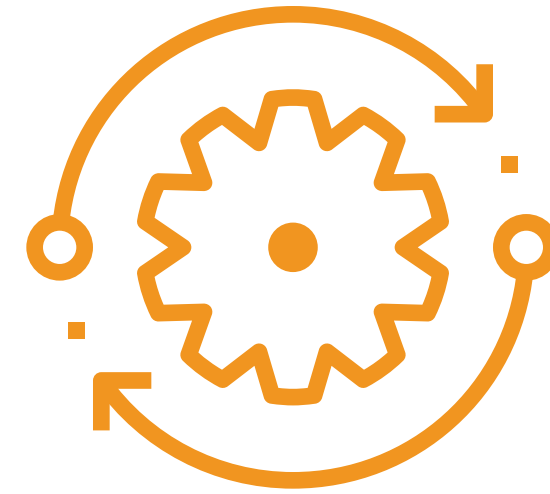
# How To Make Metadata Work For You



**INTEGRATE  
SYSTEMS &  
PROCESSES**



**CREATE SINGLE  
SOURCE OF  
TRUTH**



**ACCELERATE  
CONTENT FLOW**



**ANALYZE &  
ADAPT FASTER**



# CASE STUDY

# ZOOMIN.TV

An **MTG** company

# Use Case: Cataloging Archive Content

ZOOMIN TV

← Back to Gallery

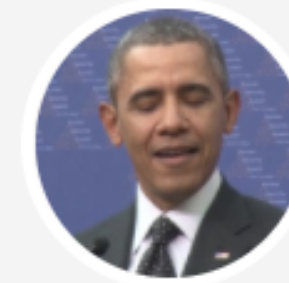
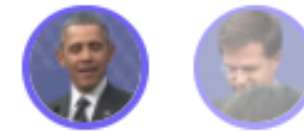


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COGNITIVE INSIGHTS

TRANSCRIPT

People



Barack Obama



Topics

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



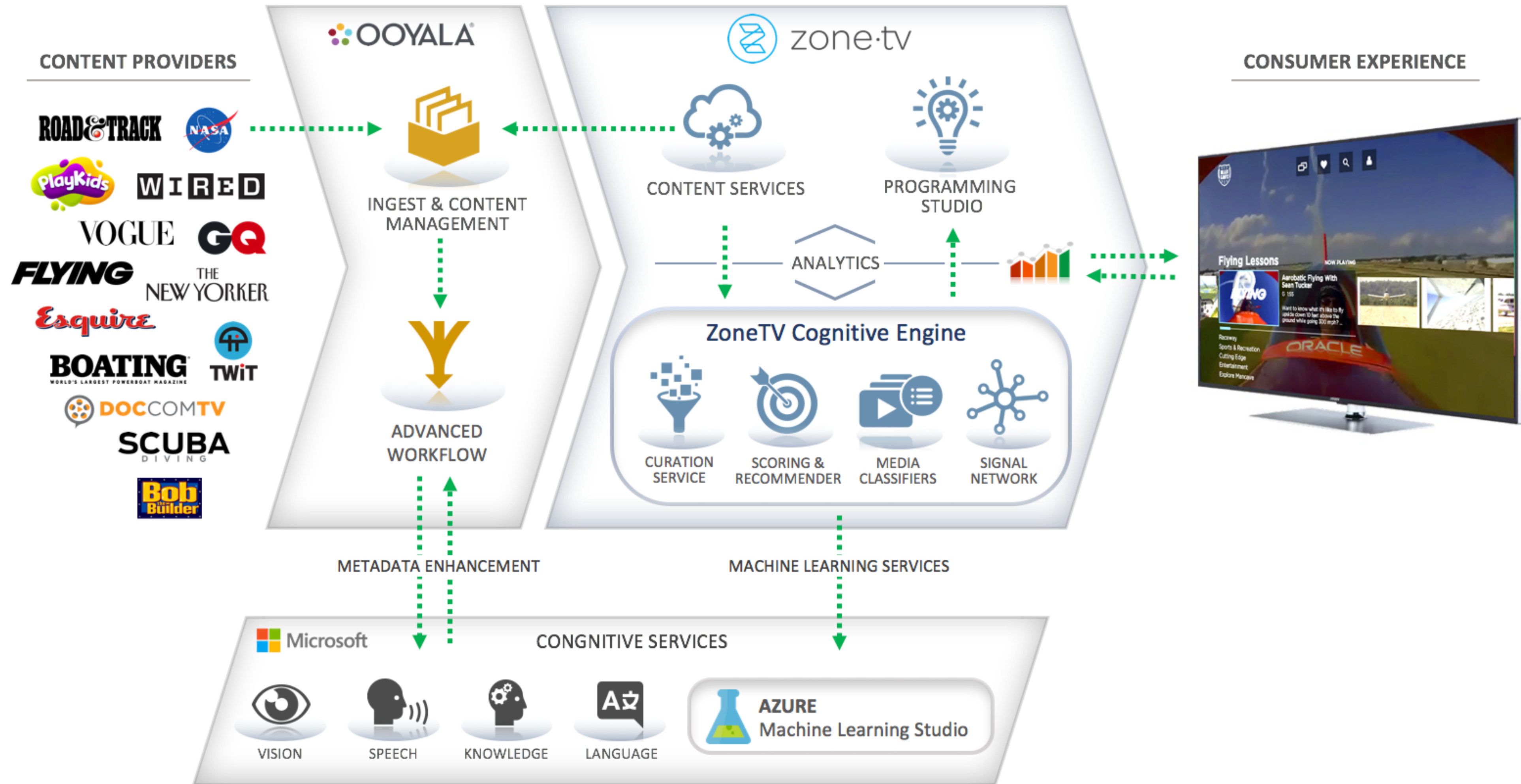
# Use Case: Compliance For User Generated Content

The screenshot displays the Ooyala video player interface. The main video player shows a scene from the animated film 'Bunny' featuring a squirrel, a chipmunk, and a mole. The video player includes a search bar at the top left, a navigation menu on the left with options like BROWSE, SEARCH, EDIT, BRAND, PARTNER, SERIES, and WORKORD..., and a control bar at the bottom with play/pause, volume, and full screen buttons. The video title is 'Bunny' and the video ID is 'Discrimination'. The video was uploaded on Oct 13, 2017 at 4:47. A compliance overlay is visible on the video, indicating a 'Violence' flag with a timestamp of Sep 28, 2017 at 2:50. The compliance overlay shows a duration of 00:00:06:05 - 00:00:09:16. Below the video player is a timeline with a grid showing various metadata tracks: Comments, Reviewer, Compliance, and Clips. The Compliance track shows a red bar indicating the flagged content. The timeline also shows the video's start and end times: IN: 00:00:13:13 and OUT: 00:00:14:06.

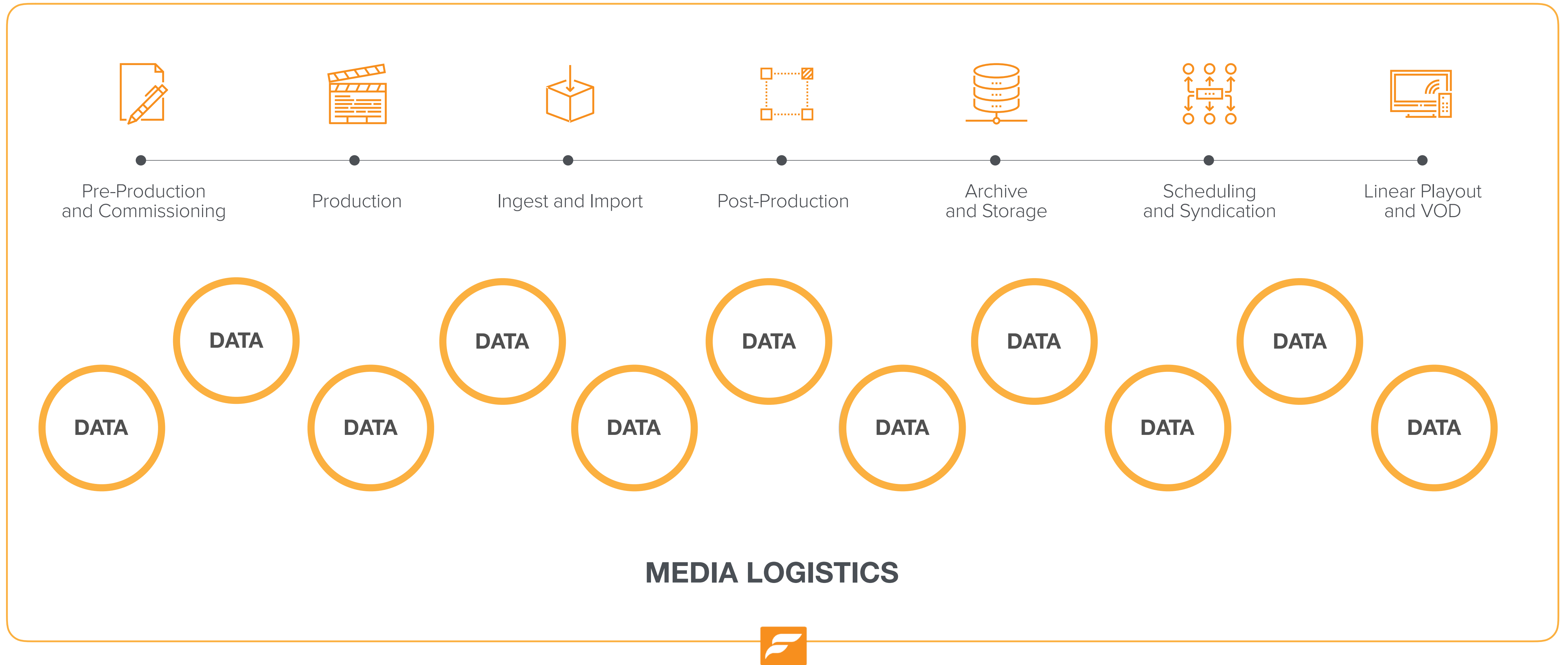


# CASE STUDY





# Breaking Silos







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

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