

Unlock Smart Content with the Right (Data) Pattern

Matt Turner, CTO Media & Manufacturing

@matt_turner_nyc

#SCCWest18

smart
content

sun



InterCo Los Angeles

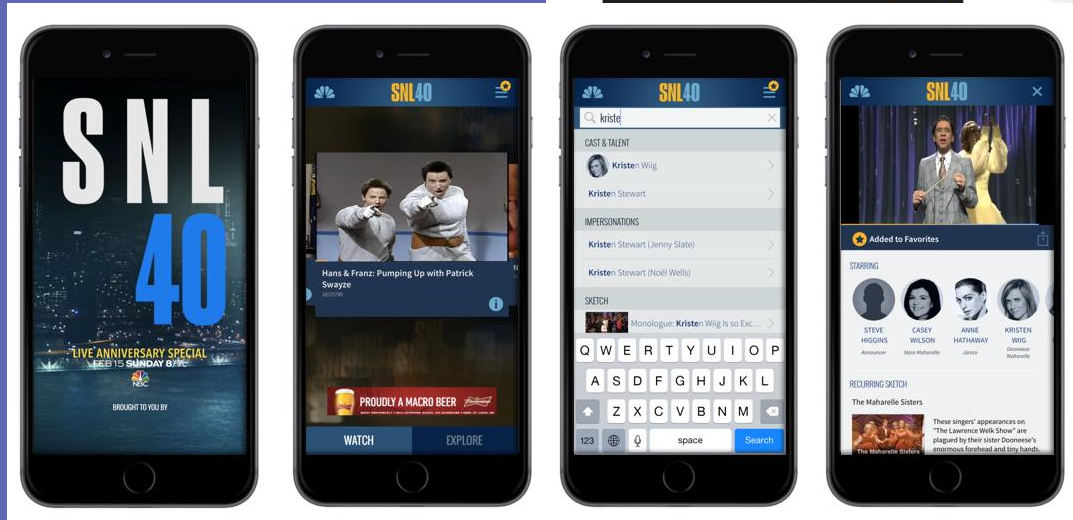
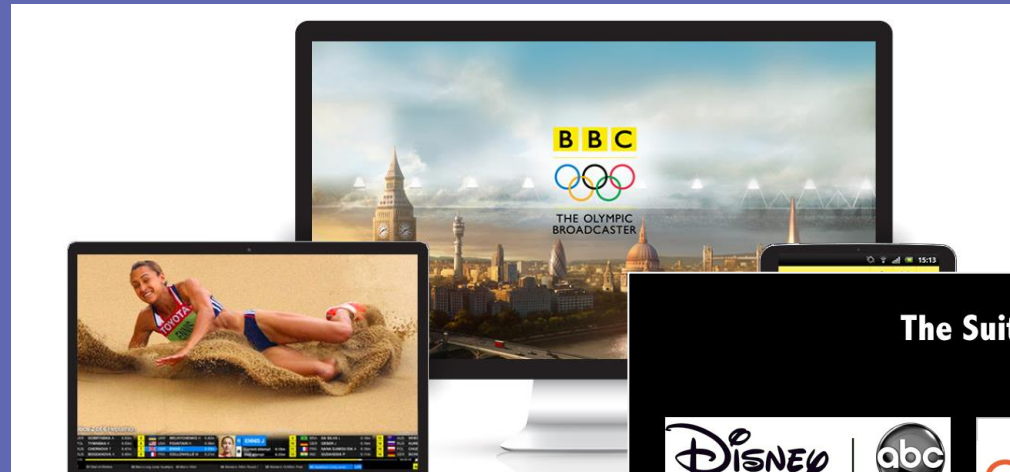
Century City

November 5, 2014

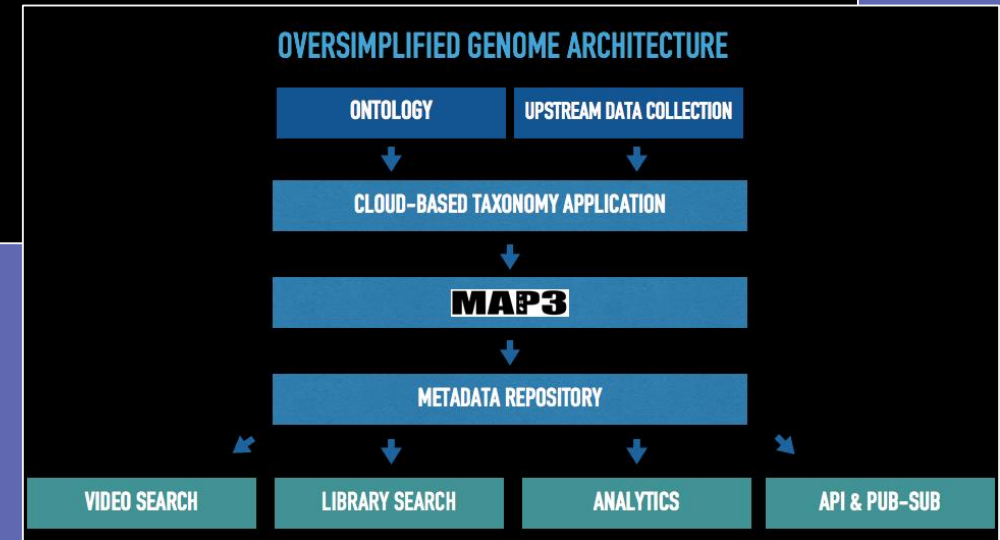
presented by MarkLogic®

What is Smart Content?



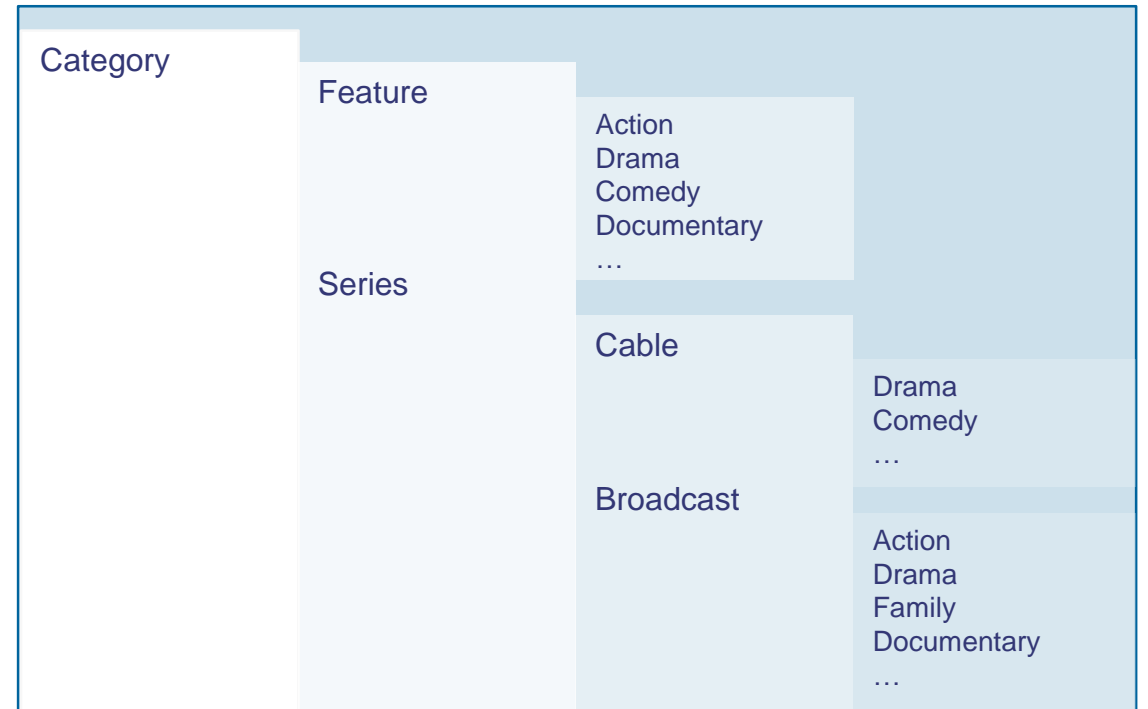


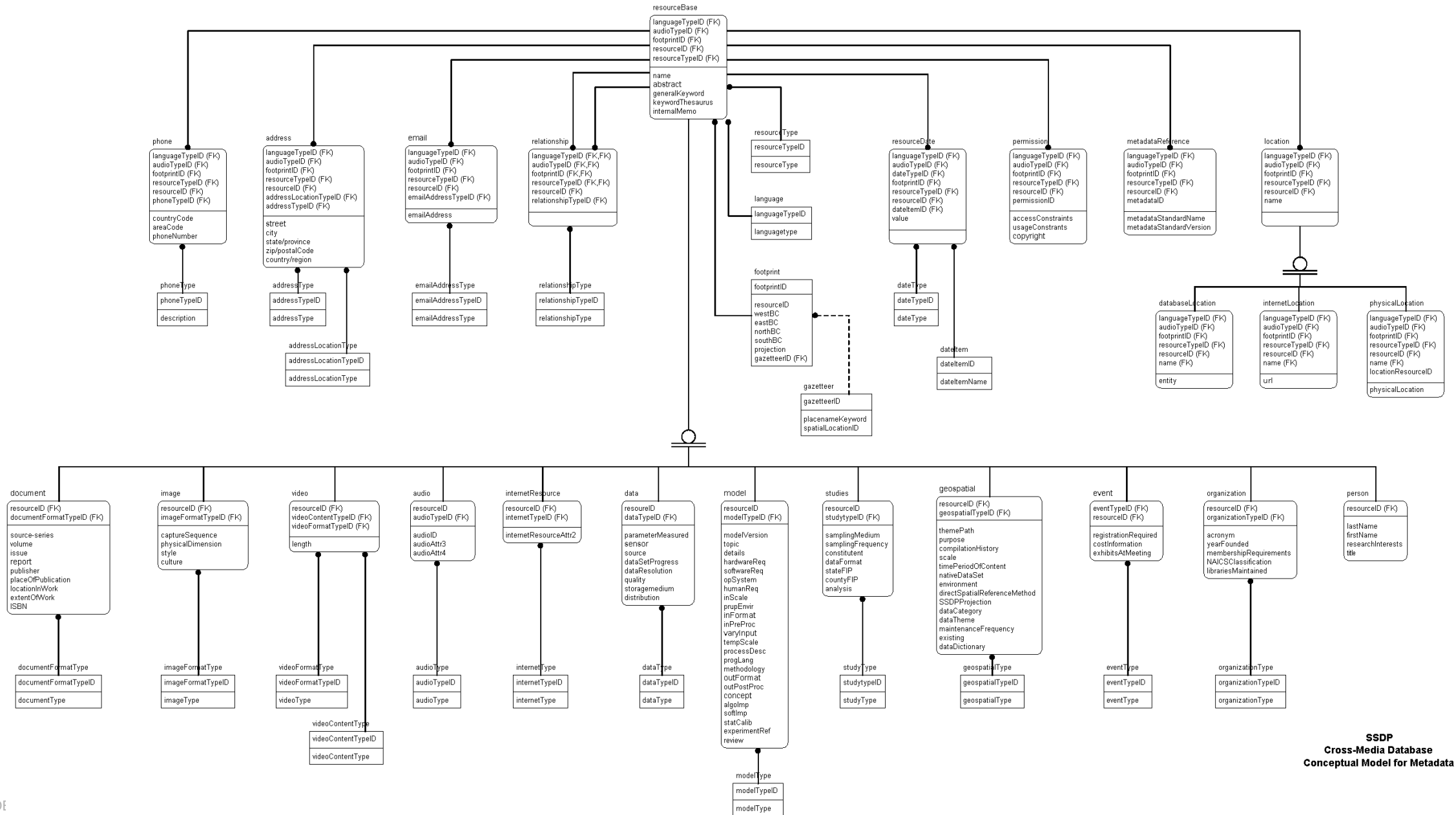
The Suitcase Movie Metadata



Traditional Database Approach

Title	ProductionDate	Category	AssetType	Length
Film1	3/1/14	Feature	HD Master	2:40
Show1	6/4/13	Series	HD720	0:40
Film2	6/4/05	Feature	Archive	1:55



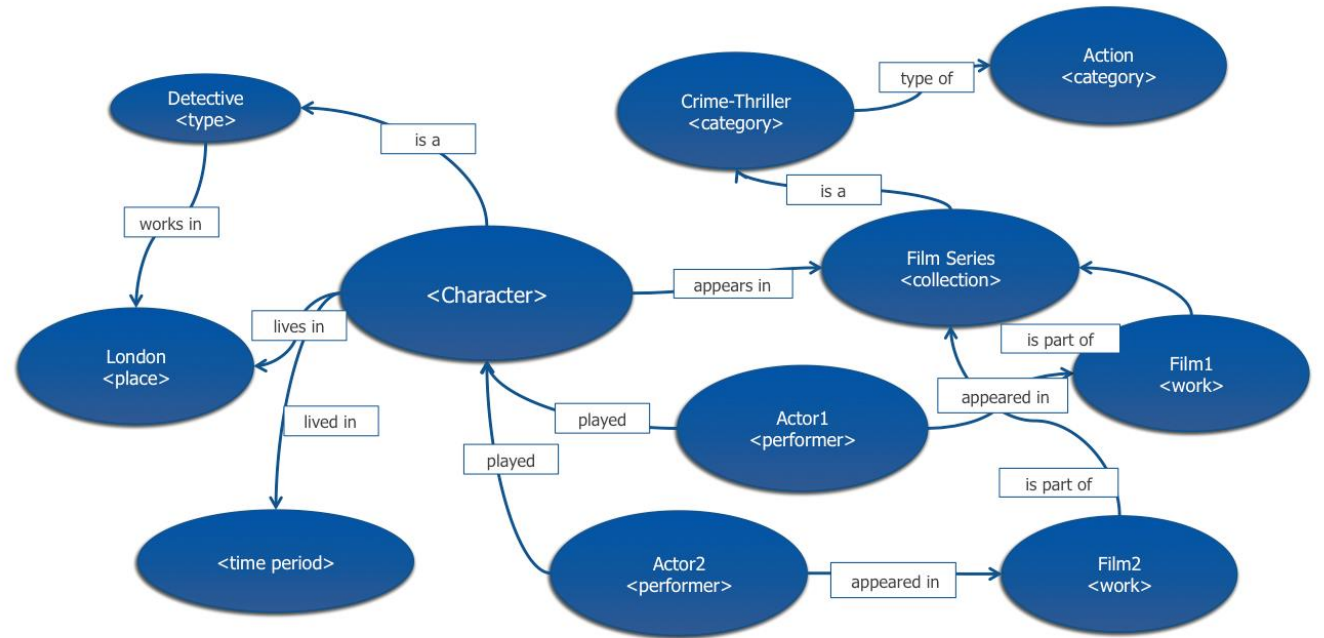
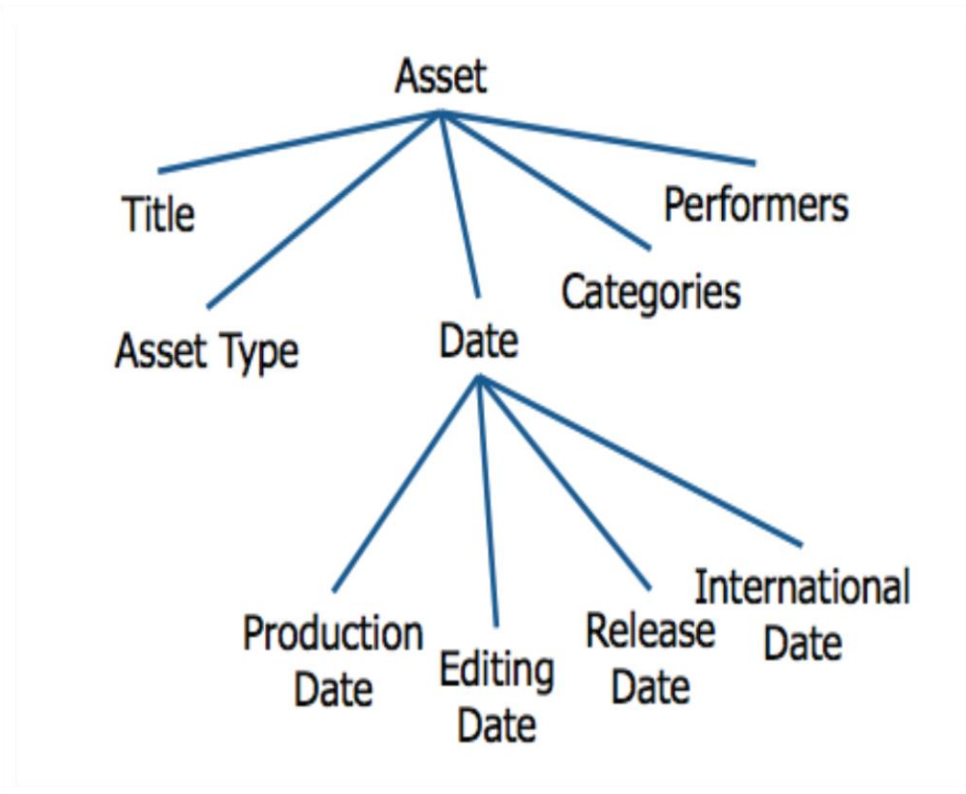


SSDP
Cross-Media Database
Conceptual Model for Metadata

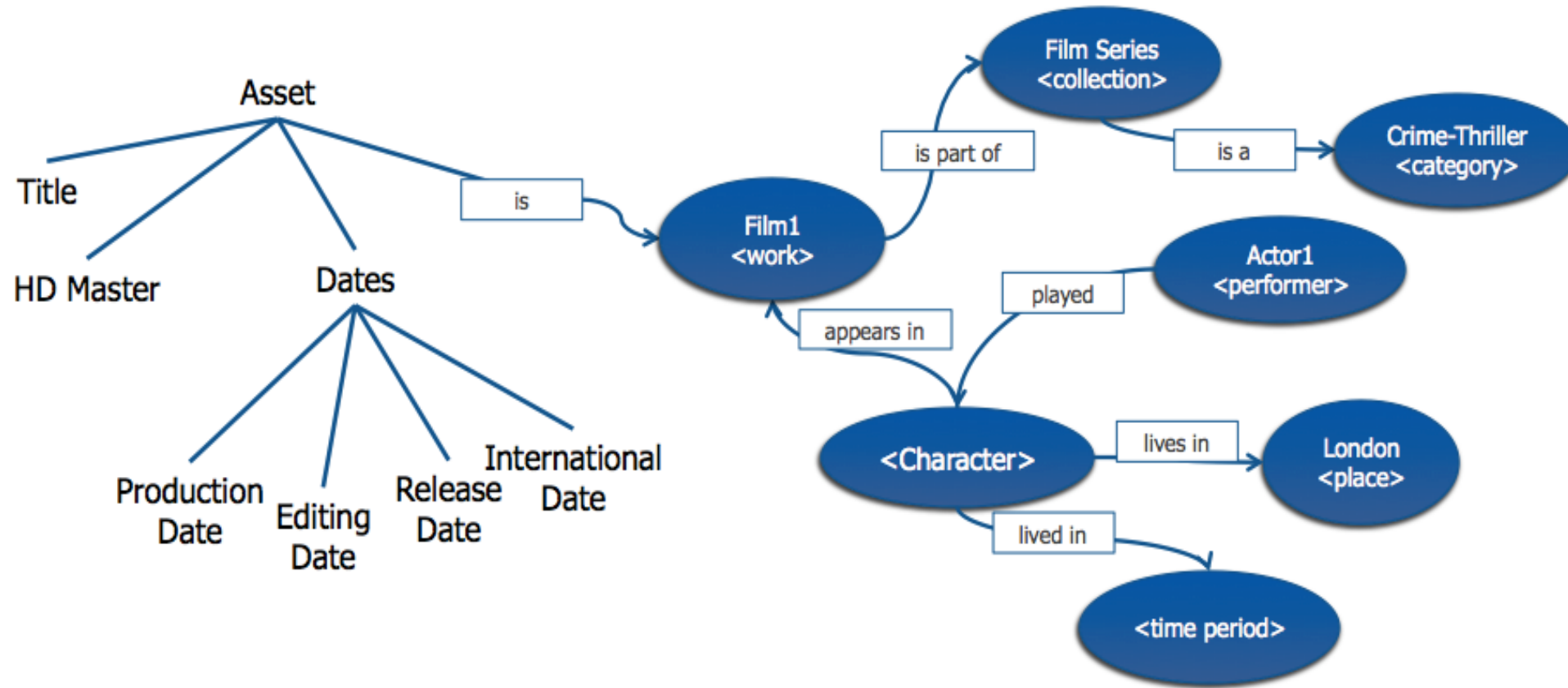
The Result: Data in Silos



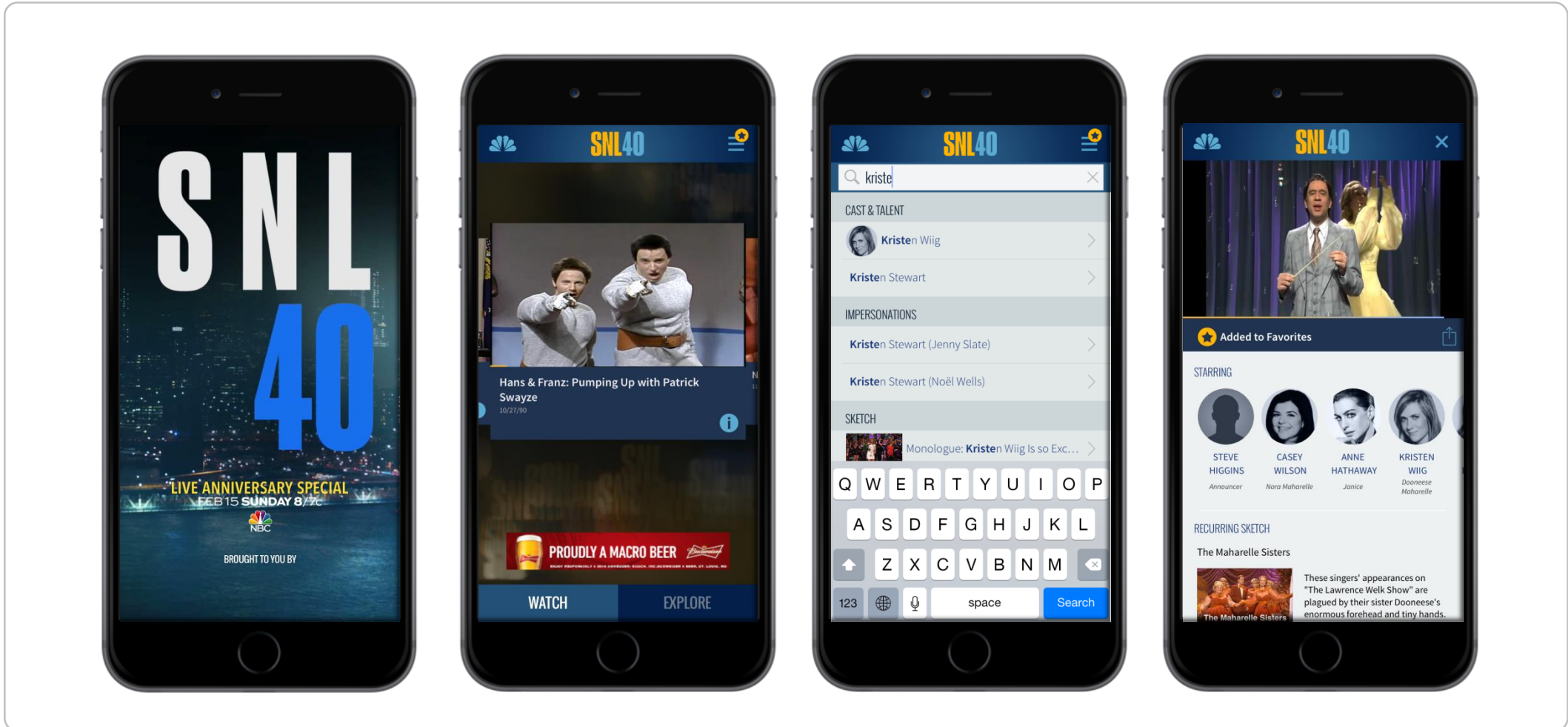
A New Approach



NoSQL and Semantics = Smart Content!

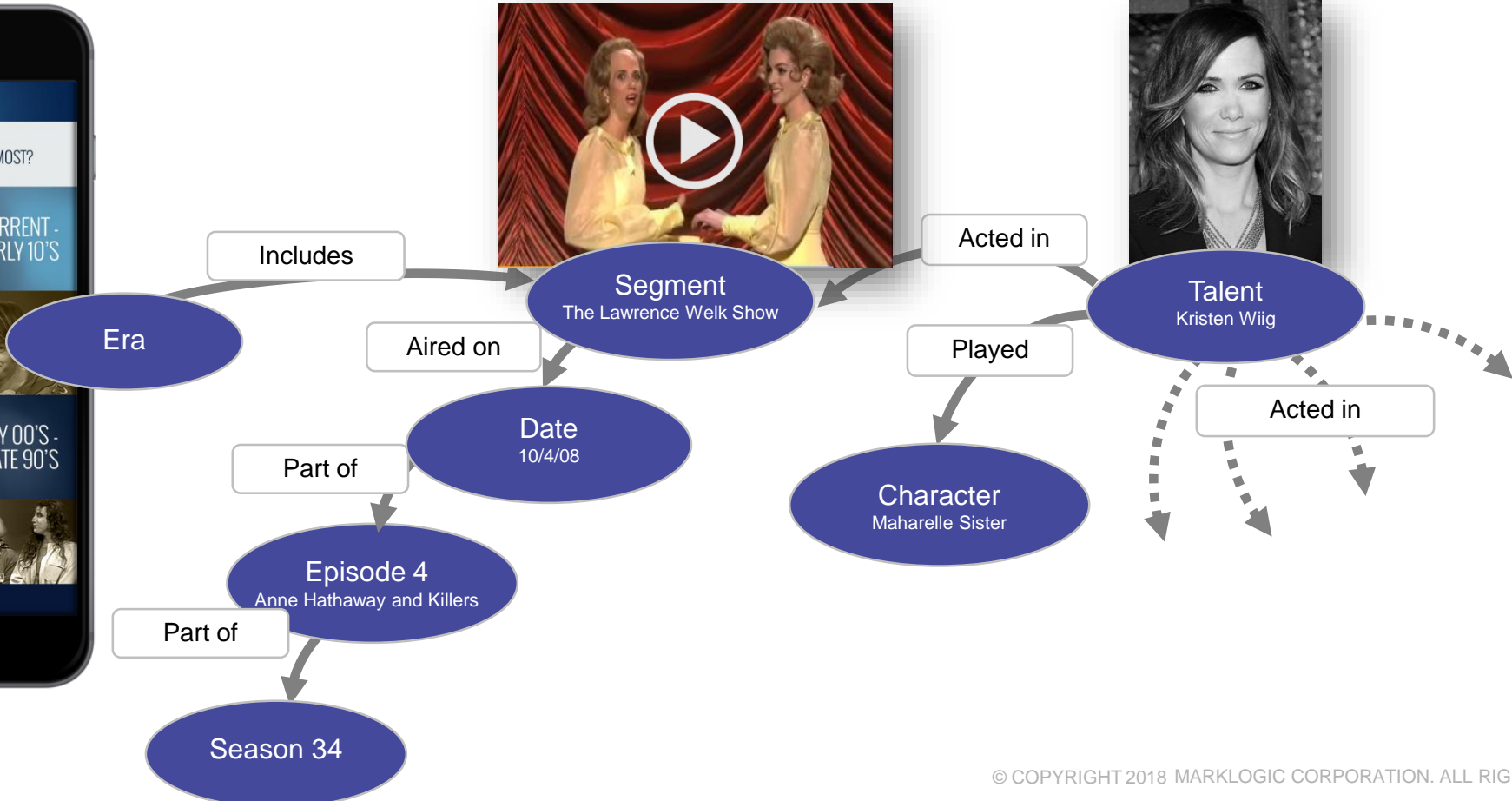
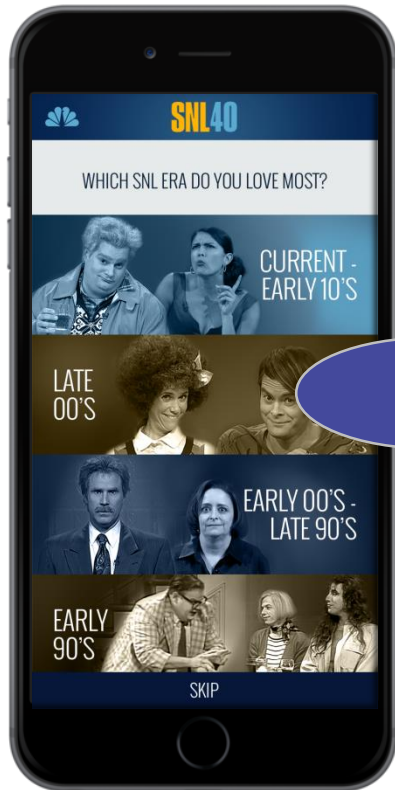


The SNL App

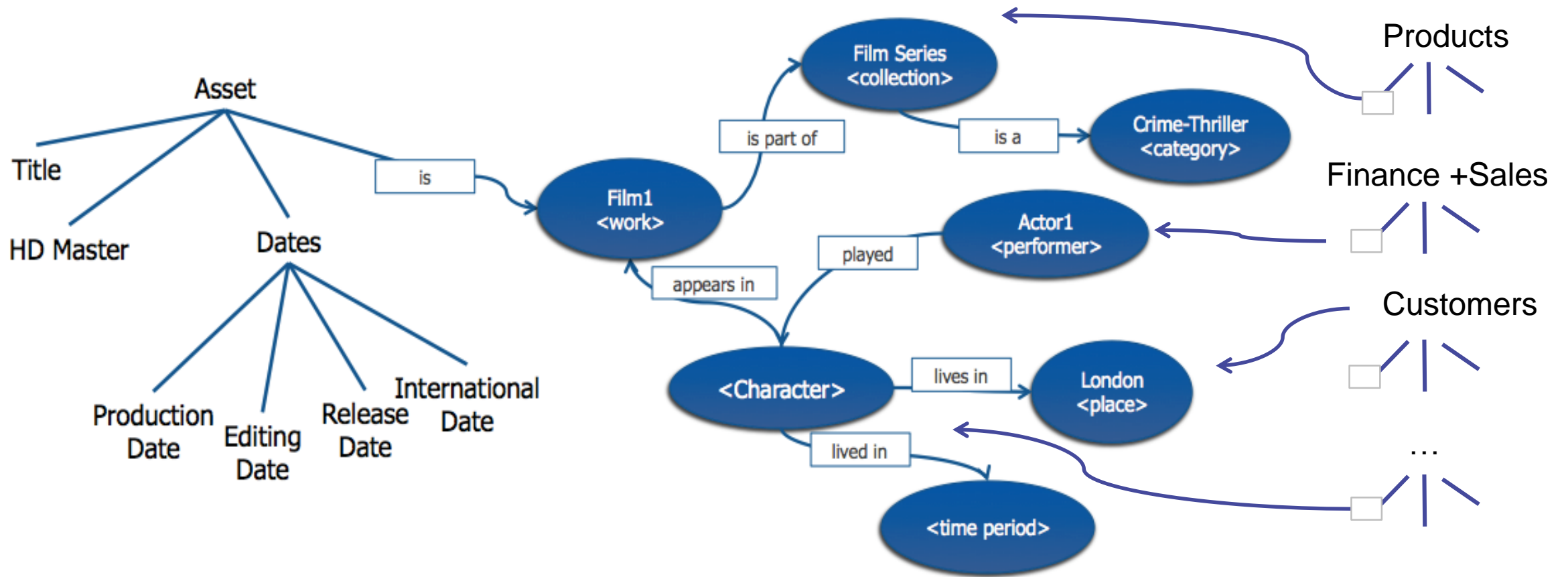


Semantics-driven search

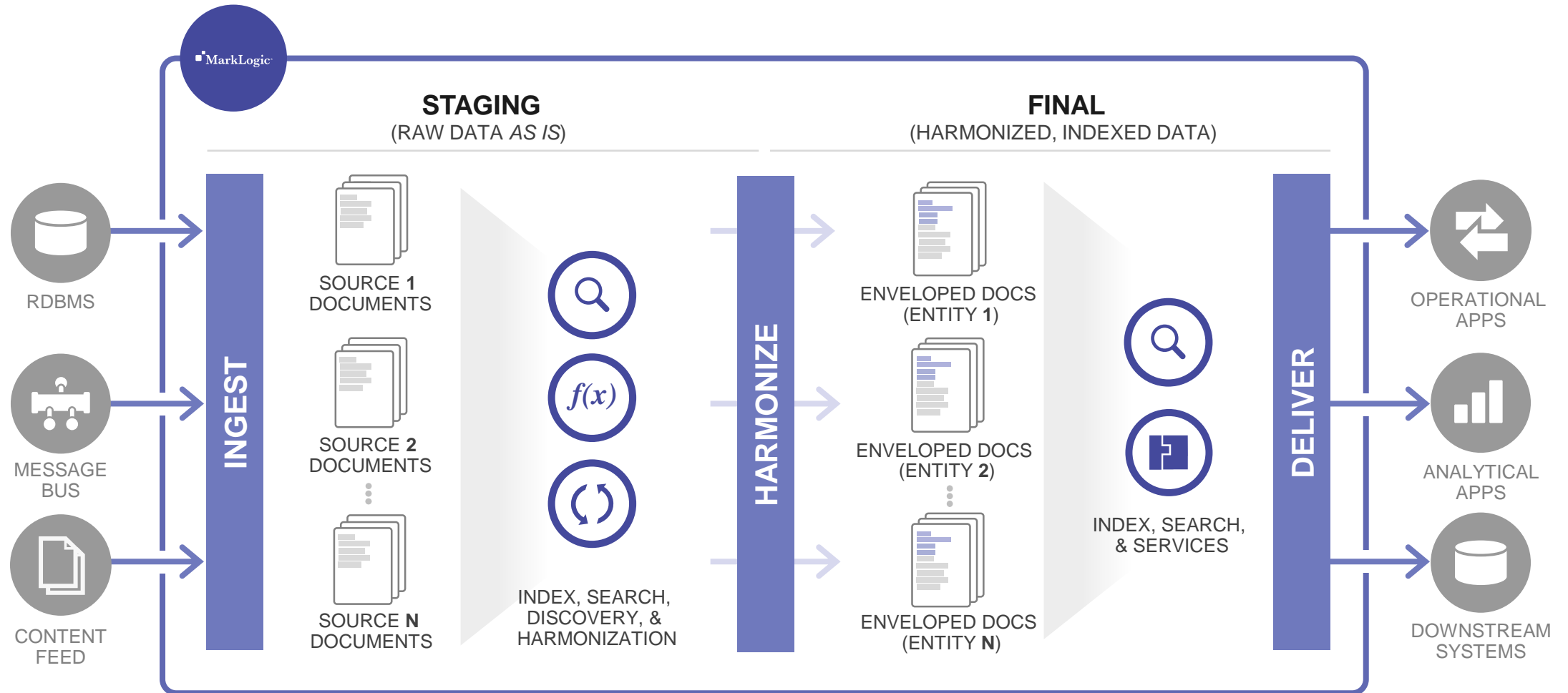
Q kriste X

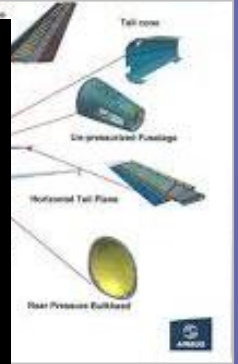
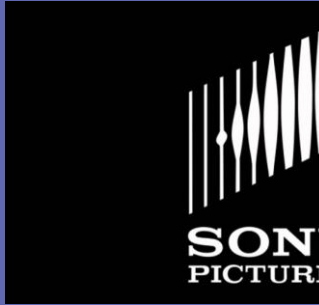


NoSQL and Semantics ... and More Data



Operational Data Hub Pattern





Operational Data Hub for Media



GET SMART!

Thank You!

Matt Turner, CTO Media & Manufacturing

@matt_turner_nyc

#SCCWest18