Unlock Smart Content with the Right (Data) Pattern

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#SCCWest18
What is Smart Content?
## Traditional Database Approach

### Data Table

<table>
<thead>
<tr>
<th>Title</th>
<th>Production Date</th>
<th>Category</th>
<th>Asset Type</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film1</td>
<td>3/1/14</td>
<td>Feature</td>
<td>HD Master</td>
<td>2:40</td>
</tr>
<tr>
<td>Show1</td>
<td>6/4/13</td>
<td>Series</td>
<td>HD720</td>
<td>0:40</td>
</tr>
<tr>
<td>Film2</td>
<td>6/4/05</td>
<td>Feature</td>
<td>Archive</td>
<td>1:55</td>
</tr>
</tbody>
</table>

### Diagram

- **Category**
  - Action
  - Drama
  - Comedy
  - Documentary
  - ... (more categories)

- **Feature**
  - ... (more features)

- **Series**
  - Cable
    - Drama
    - Comedy
    - ... (more genres)

- **Broadcast**
  - Action
  - Drama
  - Family
  - Documentary
  - ... (more categories)
The Result: Data in Silos
A New Approach
NoSQL and Semantics = Smart Content!
The SNL App
Semantics-driven search

- Talent: Kristen Wiig
- Acted in: Episode 4
- Part of: Anne Hathaway and Killers
- Date: 10/4/08
- Aired on: The Lawrence Welk Show
- Segment: The Lawrence Welk Show
- Played: Maharelle
- Sister
- Season 34
- Includes: Late 80's, Early 90's
- Era: Late 90's
- Part of: Early 90's
- Current: Early 10's
- Which SNL era do you love most?
NoSQL and Semantics … and More Data
Operational Data Hub Pattern

**SMART CONTENT**

**INGEST**
- RDBMS
- MESSAGE BUS
- CONTENT FEED

**STAGING**
(RAW DATA AS IS)
- SOURCE 1 DOCUMENTS
- SOURCE 2 DOCUMENTS
- SOURCE N DOCUMENTS
- INDEX, SEARCH, DISCOVERY, & HARMONIZATION

**HARMONIZE**
- Index, Search, & Harmonization

**FINAL**
(HARMONIZED, INDEXED DATA)
- ENVELOPED DOCS (ENTITY 1)
- ENVELOPED DOCS (ENTITY 2)
- ENVELOPED DOCS (ENTITY N)
- INDEX, SEARCH, & SERVICES

**DELIVER**
- OPERATIONAL APPS
- ANALYTICAL APPS
- DOWNSTREAM SYSTEMS
Operational Data Hub for Media

1. PLANNING
2. PRE-PRODUCTION
3. PRODUCTION
4. POST-PRODUCTION
5. DISTRIBUTION
6. ARCHIVE

GET SMART!
Thank You!

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