



Smart Content

Connecting the Data Behind the Hits

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#HITSSpring18

smart
content

sun



InterCo Los Angeles

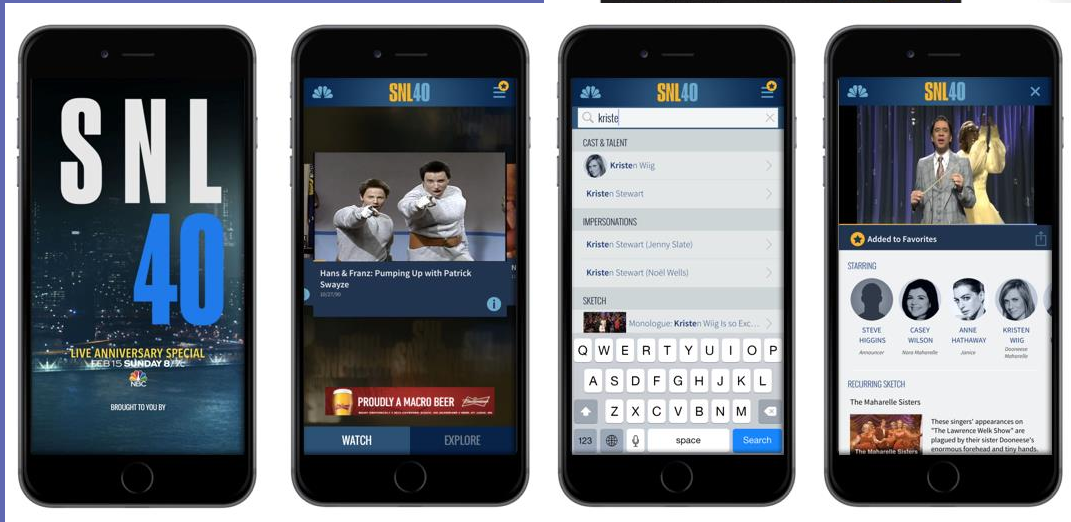
Century City

November 5, 2014

presented by MarkLogic®

What is Smart Content?





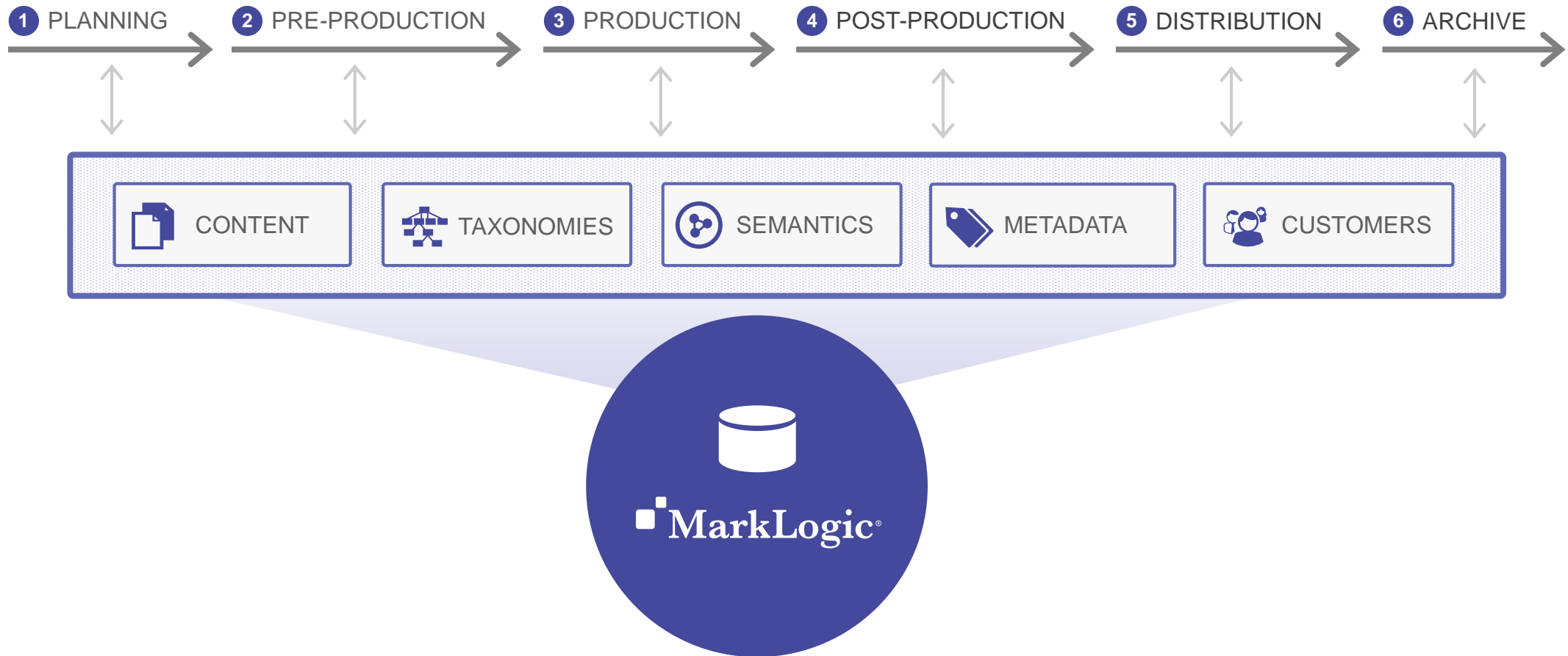
The Suitcase Movie Metadata

Disney | abc Television Group etc ENTERTAINMENT TECHNOLOGY CENTER MarkLogic®

Traditional Data Approach: Data in Silos



Operational Data Hub for Media



Smart Content at Sony Pictures

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Sony Pictures Television Home of Leading Network and VOD Content Distributed to Over 175 Territories Globally



Sony Pictures Television (SPT) is one of the industry's leading content providers, producing, distributing and delivering programming in every genre around the world and for a multitude of platforms.



We merged these groups and retired a mainframe and other antiquated systems in the process!

How TV Shows are Sold and Managed



Deal Points



Exploitation Rights



Options



Fees



Material Requests



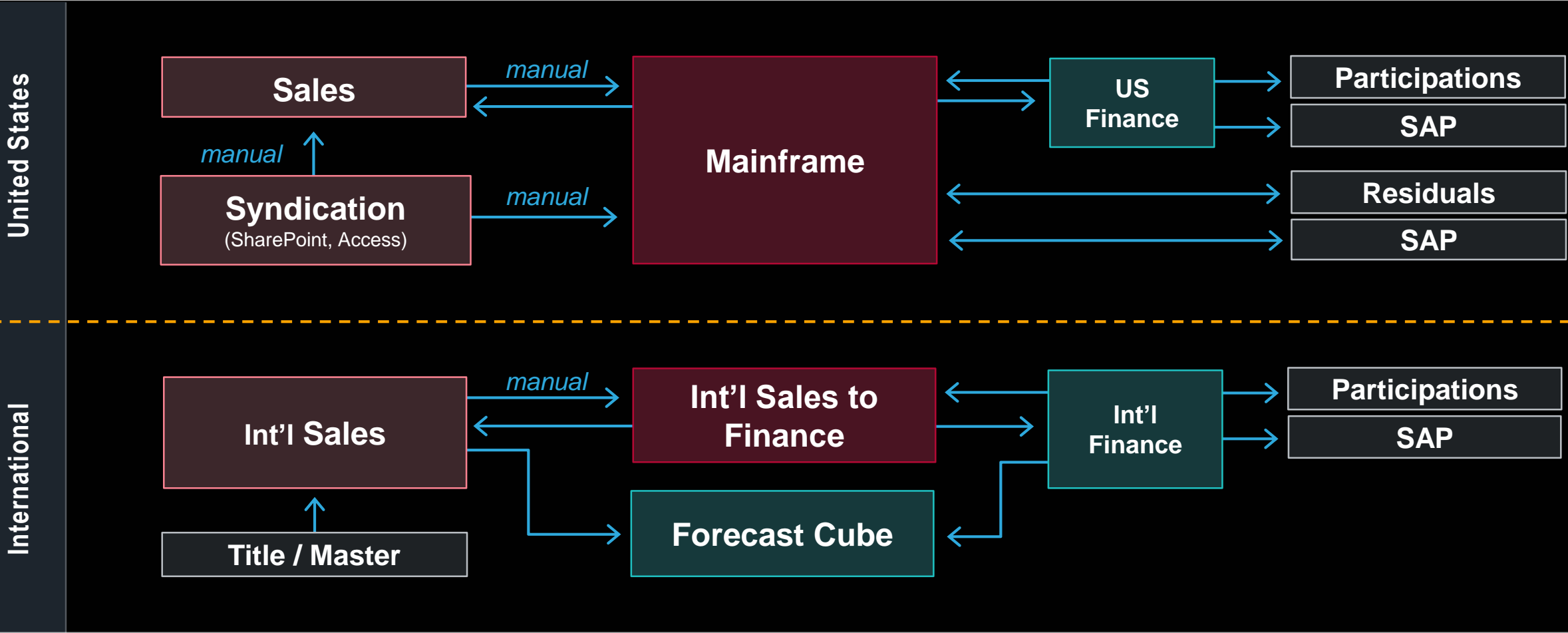
Availability



Documents

- Contract for IP is created
- Rights, Options, Fees, Deal Points are structured in system
- “Avails” system tracks consumption of rights
- Fees are translated to billing templates and payment terms
- Invoicing/Billing/Collections takes place
- Contract is executed and tracked over time, often over years

Legacy TV Program Distribution

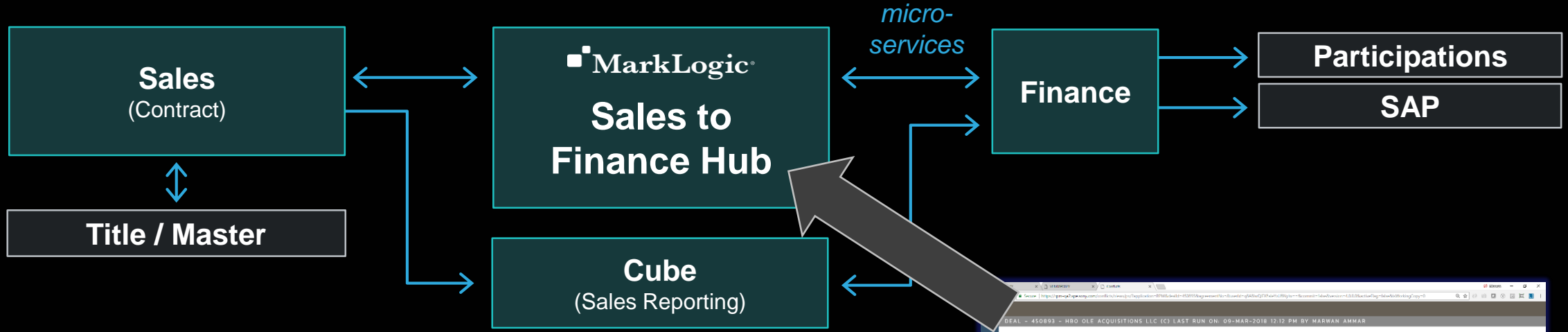


Legend for system types:

- Outdated Technology (Dark Red Box)
- Redundant System (Red Box)
- Proven Technology (Teal Box)
- Non-TV Dist. System (Grey Box)

Future TV Program Distribution

Global Integrated Workflow



DEAL - 450893 - HBO OLF ACQUISITIONS LLC (C) LAST RUN ON: 09-MAR-2016 12:12 PM BY MARWAN AMMAR

CONFLICTS PIVOT GRID

Issue Type	Product	Conflicting Start Date	Conflicting End Date	Right Type	Issue
Deal RG	ATM DAYS, THE	31-Mar-2015	31-Mar-2015	Hiolback	2
	23 SPORTS (2002)	31-Mar-2015	31-Mar-2015	Hiolback	6
	13 COOLING ON 30	15-Jun-2013	30-Apr-2014	Hiolback	4
	AMAZING SPIDER-MAN, THE	01-Aug-2014	27-Dec-2014	Business Hiolback	2
		14-Aug-2014	27-Dec-2014	Business Hiolback	1
		30-Apr-2018	Business Hiolback	1	
		27-Jun-2015	Business Hiolback	7	
		28-Dec-2014	31-Sep-2015	Business Hiolback	1
		10-Mar-2015	Business Hiolback	1	
		01-Feb-2015	06-Mar-2015	Business Hiolback	3
		30-Mar-2015	Business Hiolback	1	
		27-Jun-2015	Business Hiolback	4	
		30-Mar-2015	Business Hiolback	1	
		30-Apr-2015	Business Hiolback	1	
		29-Jun-2018	Business Hiolback	4	
		27-Jun-2015	Business Hiolback	3	
		11-Mar-2014	29-Apr-2014	Foot Back	3
		15-Jun-2013	31-Jul-2013	Hiolback	8
		15-Jun-2012	30-Apr-2014	Hiolback	0
		01-Nov-2014	28-Feb-2015	Hiolback	2
		31-Mar-2015	31-Mar-2015	Hiolback	2
		14-Mar-2015	14-Mar-2015	Hiolback	2

EXAMPLES OF WHERE WE LICENSE CONTENT



Future TV Program Distribution

Global Integrated Workflow

rpm Avails S2F Customer Admin

31665 v1: 1585083 - ADS - Series Package (Posted)

RELEASE PACKAGE

PAYMENT TERMS

1585083 - ADS - TV Se...

BILL TYPE: License Fees

BILLING METHOD: Aggregate Deal Fee

AGGREGATE AMT: [REDACTED] USD

S.O. AMOUNT ASSIGNED: [REDACTED] USD

TBD: [REDACTED] USD

PRODUCTS: 904

SOI'S: 16095

8 payments: [REDACTED] USD

- [REDACTED] USD Due on 14-FEB-17
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED]0 USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date
- [REDACTED] USD Due on 3 Months After Previous Installment Date

Group	sum(Amount)	Product Id	Product MPM No
1585083 - ADS - [REDACTED]	[REDACTED] U...		
> Made-for-Digital Series (221)	[REDACTED] USD		
> TV Series (15874)	[REDACTED] U...		

Filter...

- Full Title
- Amount
- Product Title
- Product Id
- Product MPM No
- Release Package ID
- Release Package Version
- Release Package Name
- Payment Term Id
- Payment Term Version
- Payment Term Name
- Bill Type
- Billing Method
- Media
- Territory
- Language

Row Groups

- Payment Term Name
- Product Type

Values

- sum(Amount)

Participations

SAP



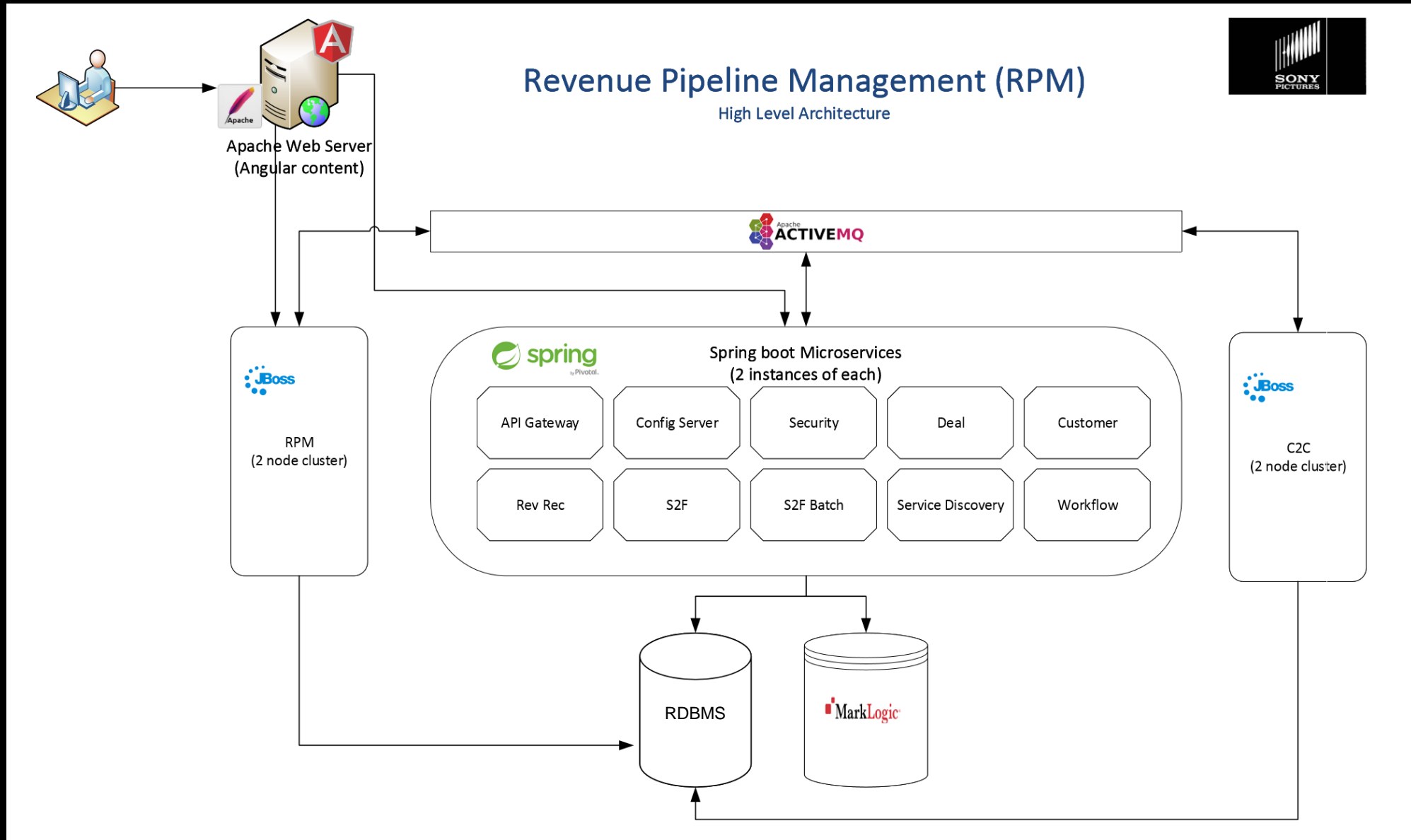
hulu

NETFLIX

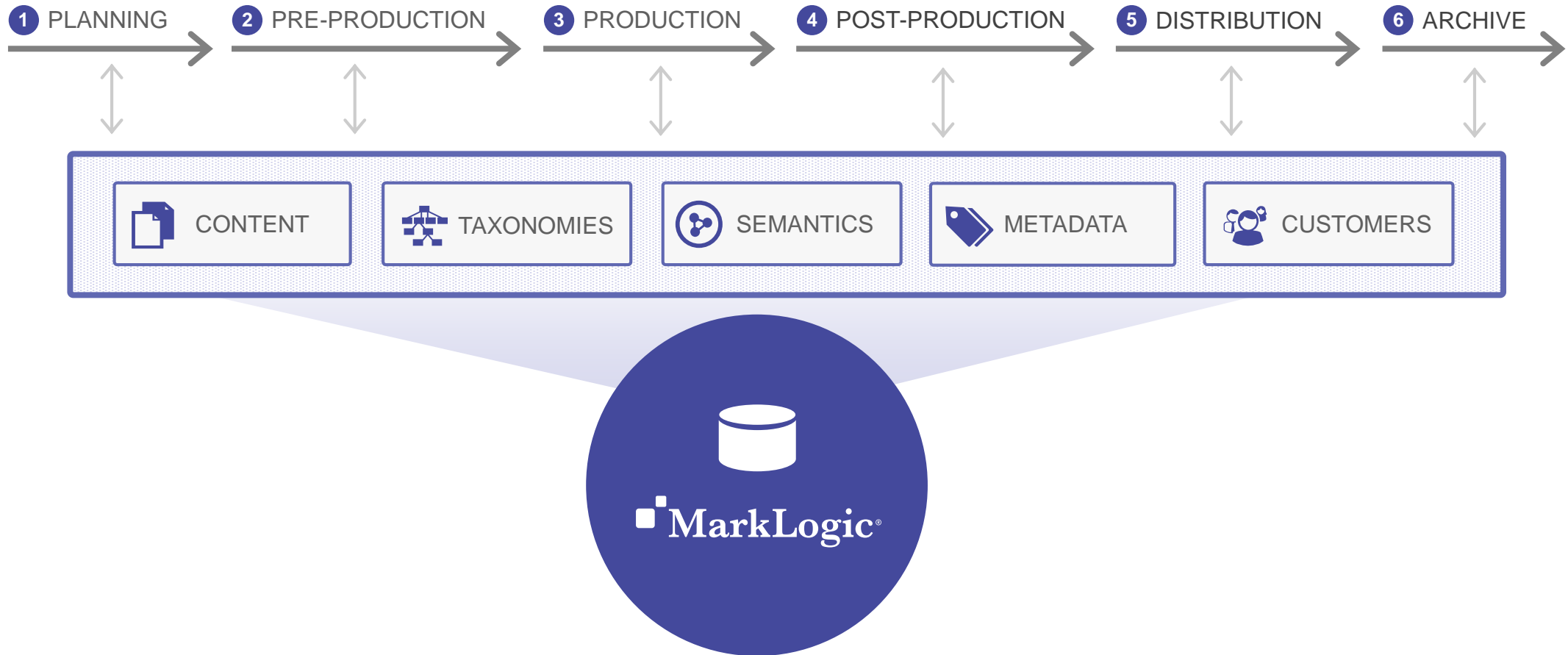


sky

The Microservices Landscape



Operational Data Hub for Media



Operational Data Hub Pattern



Thank You!

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