Smart Content
Connecting the Data Behind the Hits

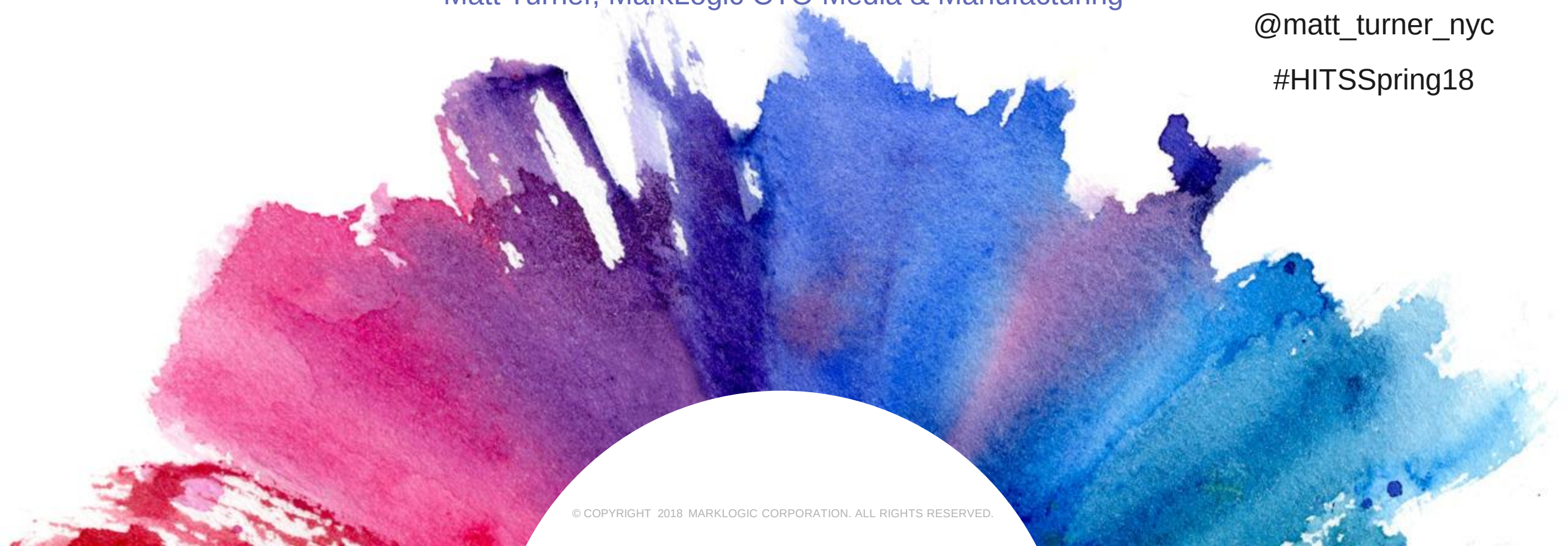
Rob Maxwell, Vice President, Worldwide IT, Sony Pictures Television

Niraj Motwani, Director Solutions Architecture, Sony Pictures Television

Matt Turner, MarkLogic CTO Media & Manufacturing

@matt_turner_nyc

#HITSSpring18



© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

MarkLogic

smart content sum

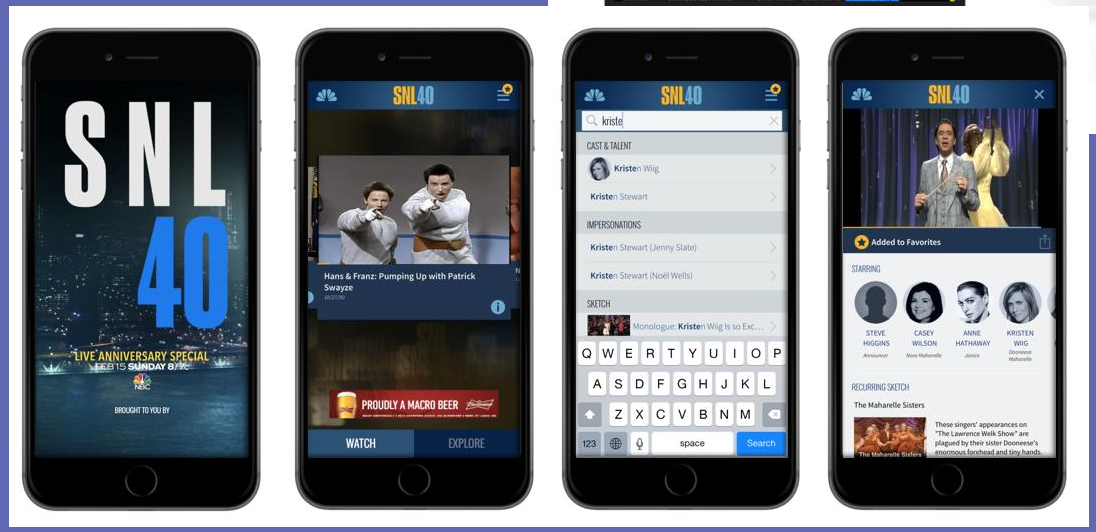
InterCo os Angeles
Century City
November 5, 2014

presented by MarkLogic

What is Smart Content?

MarkLogic

BBC
THE OLYMPIC BROADCASTER
LIVE
Starting 25 July 2012
We'll bring you...
Over 2500 hours of coverage
Live video - Up to 24 streams
Daily live text commentaries
Never miss a moment of the Olympic games on the BBC.


SNL 40
LIVE ANNIVERSARY SPECIAL
FEB 15 SUNDAY 8/7c
BROUGHT TO YOU BY
SNL40
Hans & Franz: Pumping Up with Patrick Swayze
PROUDLY A MACRO BEER
WATCH
EXPLORE
SNL40
kriste
CAST & TALENT
Kristen Wiig
Kristen Stewart
IMPERSONATIONS
Kristen Stewart (Jenny Slate)
Kristen Stewart (Noël Wells)
SKETCH
Monologue: Kristen Wiig Is so Exc...
SNL40
Added to Favorites
STARRING
STEVE HIGGINS
CASEY WILSON
ANNE HATHAWAY
KRISTEN WIIG
RECURRING SKETCH
The Maharelle Sisters

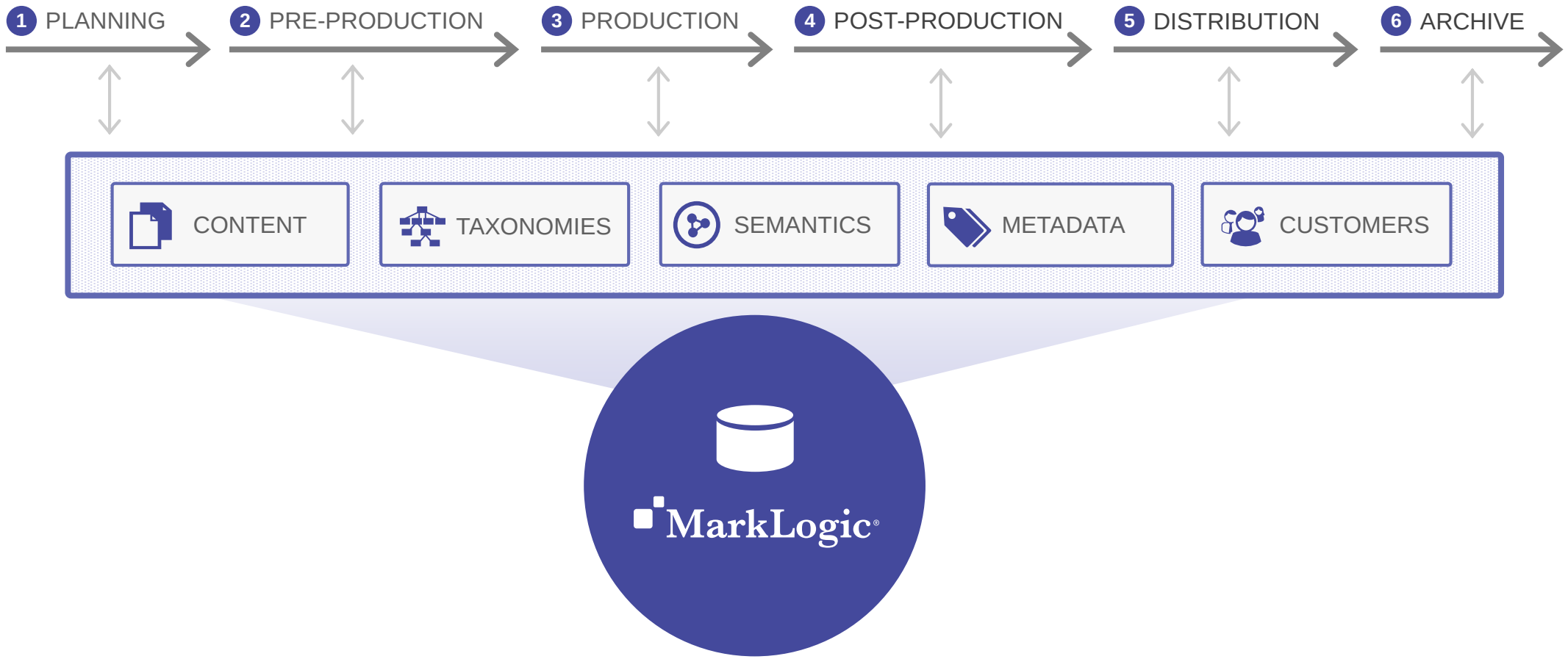
The Suitcase Movie Metadata
Disney | abc Television Group
etc ENTERTAINMENT TECHNOLOGY CENTER
MarkLogic

MarkLogic

Traditional Data Approach: Data in Silos

© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

Operational Data Hub for Media



© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

MarkLogic

Smart Content at Sony Pictures

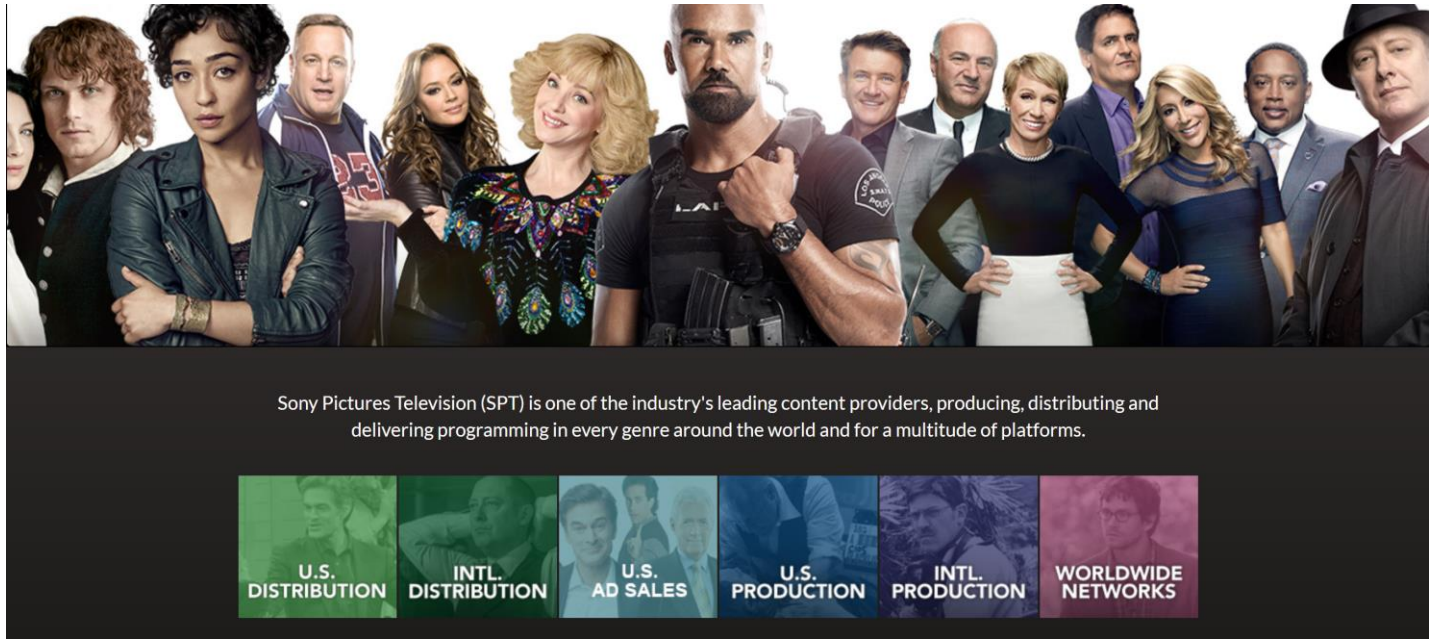
Rob Maxwell, Vice President, Worldwide IT, Sony Pictures Television

Niraj Motwani, Director Solutions Architecture, Sony Pictures Television

SONY PICTURES TELEVISION

© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

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



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

© 2018 MARKLOGIC CORPORATION

How TV Shows are Sold and Managed

Deal Points

Exploitation Rights

Options

Material Requests

Fees

Availability

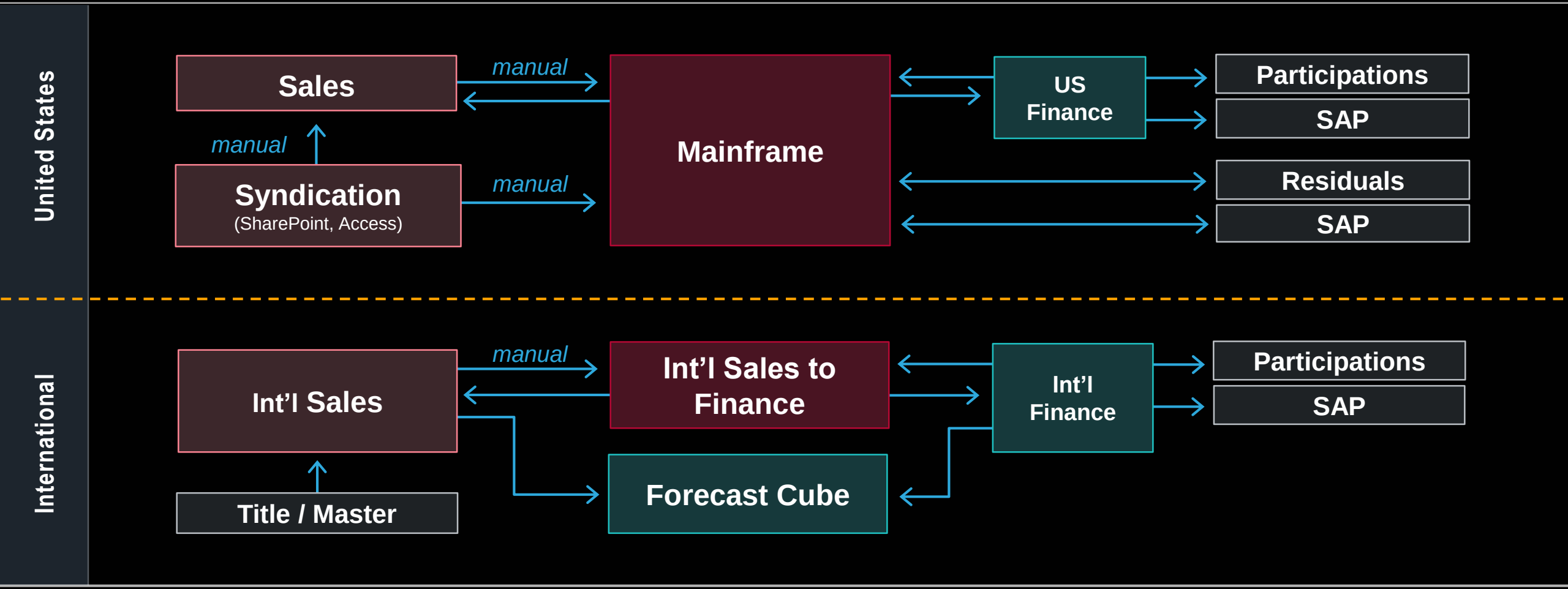
Documents

- 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

© 2018 MARKLOGIC CORPORATION

SONY

Legacy TV Program Distribution



Outdated Technology

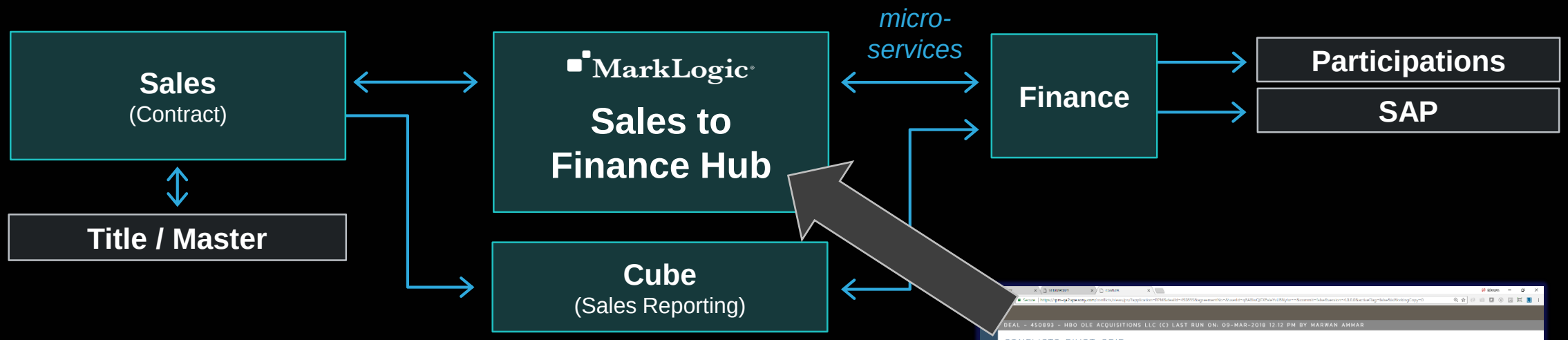
Redundant System

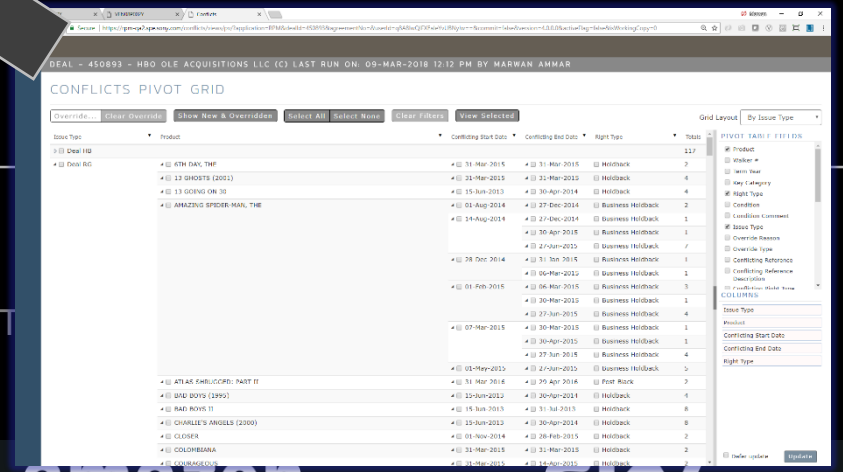
Proven Technology

Non-TV Dist. System

Future TV Program Distribution

Global Integrated Workflow





EXAMPLES OF WHERE WE LICENSE CONT

SONY CHANNEL

hulu

NETFLIX

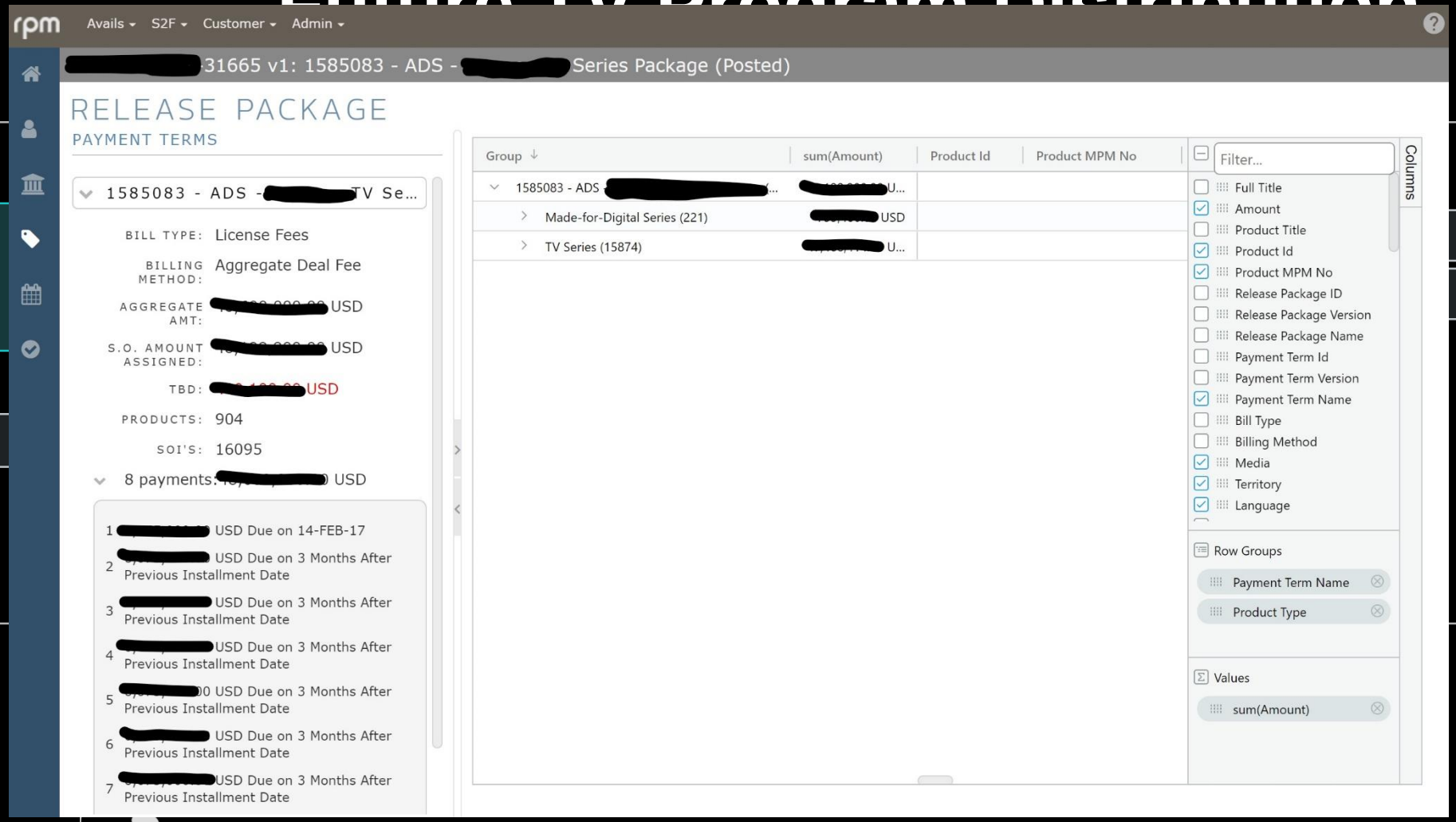
amazon

Sky

SONY

Future TV Program Distribution

Global Integrated Workflow



Participations

SAP

SONY CHANNEL

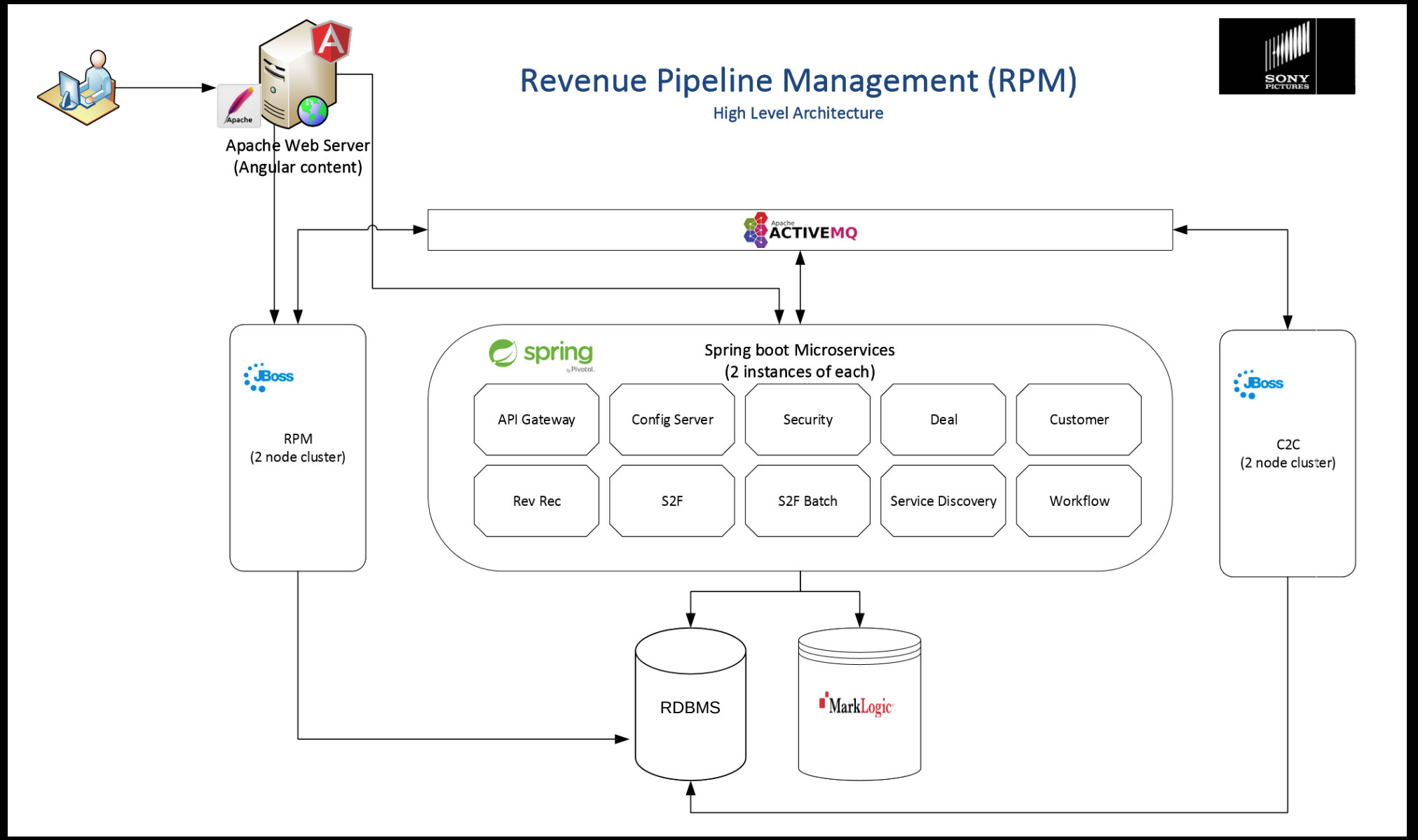
hulu

NETFLIX

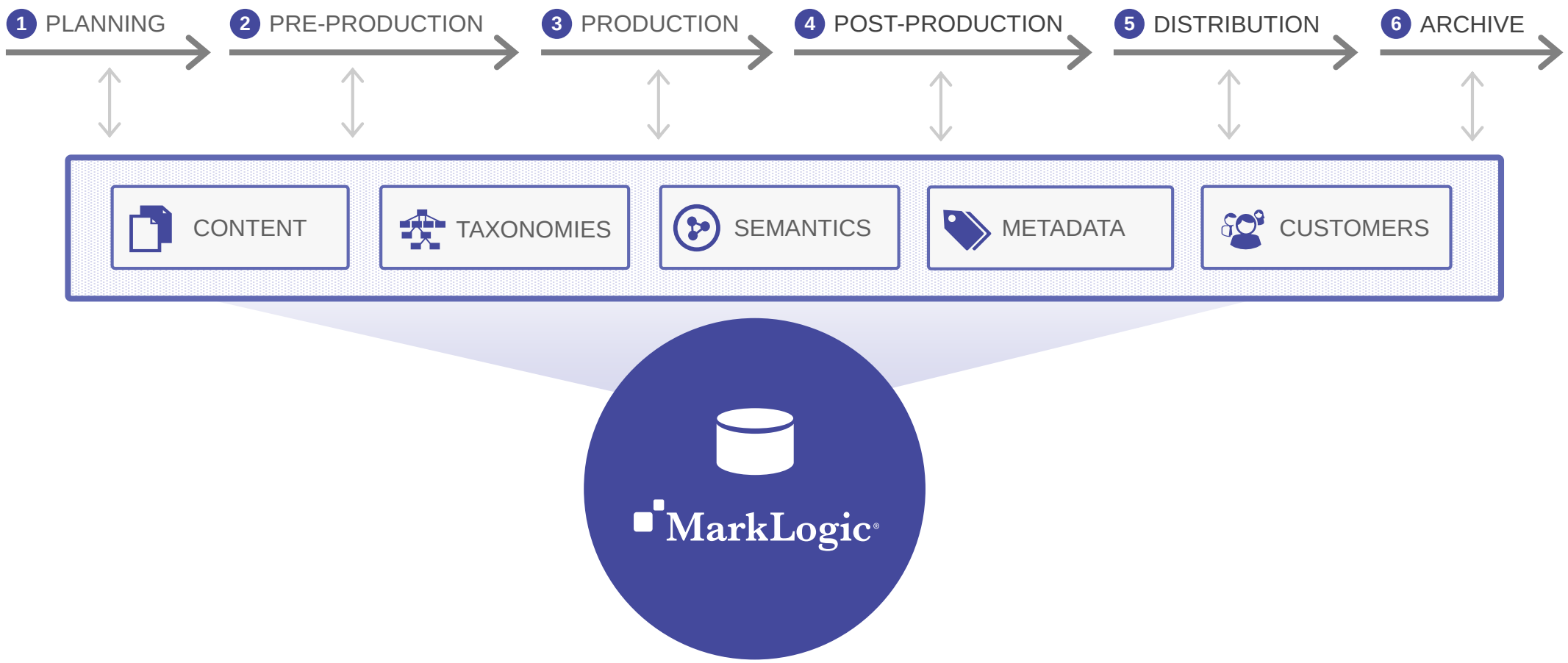
amazon

sky

The Microservices Landscape



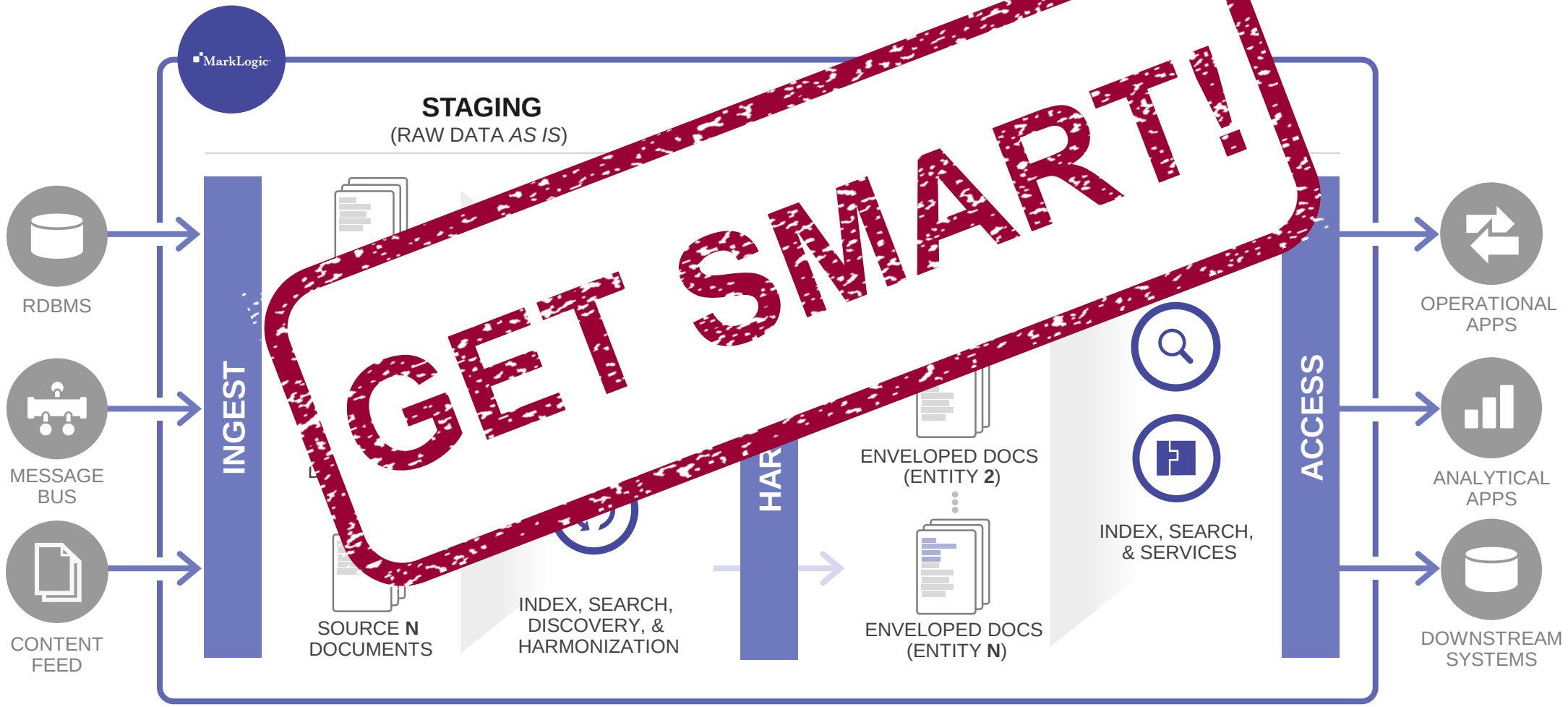
Operational Data Hub for Media



© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

SMART CONTENT

Operational Data Hub Pattern



© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.

MarkLogic

Thank You!

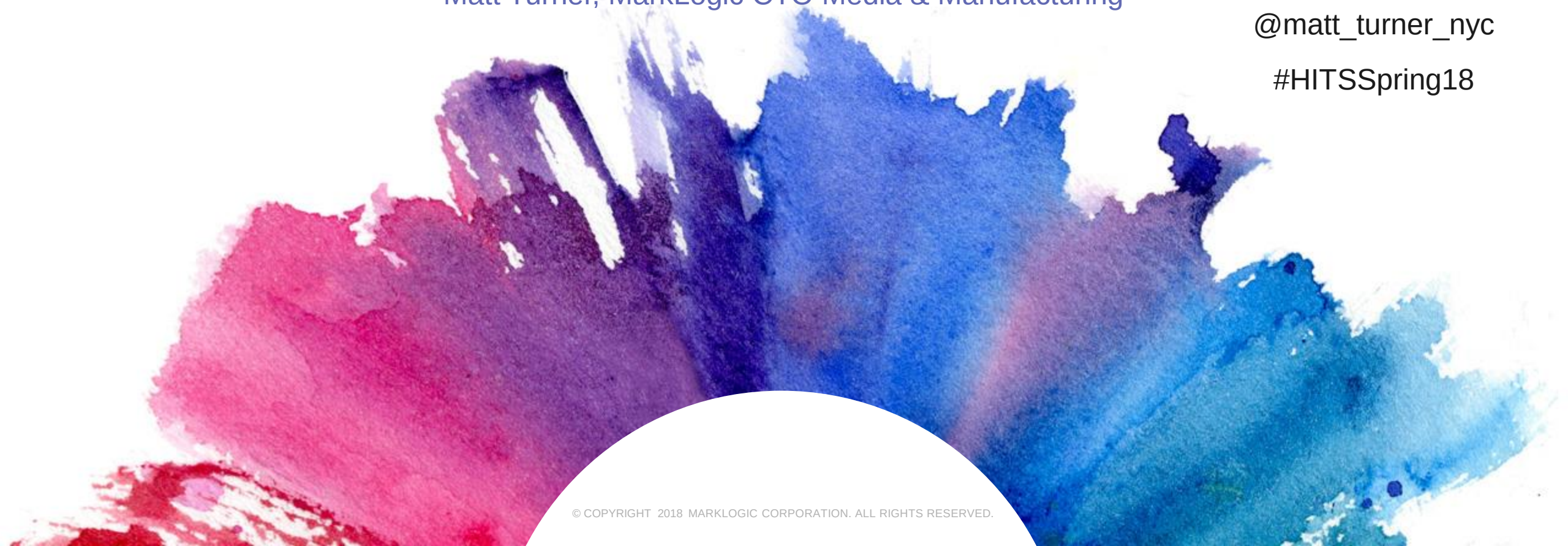
Rob Maxwell, Vice President, Worldwide IT, Sony Pictures Television

Niraj Motwani, Director Solutions Architecture, Sony Pictures Television

Matt Turner, MarkLogic CTO Media & Manufacturing

@matt_turner_nyc

#HITSSpring18



© COPYRIGHT 2018 MARKLOGIC CORPORATION. ALL RIGHTS RESERVED.