

welcome

A Hollywood Thriller

The Data Journey to
Today's Consumer

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Successful Data Journey for the Business of Content

The Drivers Shaping
the Journey

In the Beginning:
Reality vs Perception

Moving Forward



Change Matters

Defining Your Data
Plan



The Destination: Consumer Expectations



The...

I Want What I Want When I Want It
(and I Want it Now)

“IWWIWWIWIWIN”



The Evolution of the Environment

Industry Drivers

Data Challenges

2018

Volume

Quality - Unforced Errors

Complexity

2019

Time Consuming Workflows

Speed to Market

Marketplace Stumbles

High Consumer Expectations

2020

Negative Consumer Feedback

Organizational Disruption

Heroic Efforts

2021



Data's Heroic Journey

Change driving Data to be 'Heroic' will Increase

- Compressed Timelines
- Faster Market Cycles
- Stretched Financial Goals
- Shifting Consumer Attitudes

10/04 **2018**

01/01 **2019**

20

20

volume
complexity



1) Build Your Data Journey Philosophy



Foundation for Success!



- What are the business goals?
- Realization that Content Data should not be Static
 - What is the scope of Dynamic Data?
 - How Dynamic is Dynamic?
- Metadata Enrichment
- Potential for Automation
- Defining where to Begin – The Data Plan



The Assessment...and Strategy *(not Magic Beans)*

“Dirty Data”

Silos

‘Locked Up’
Data

Governance
?

Levels of
Acceptance

Divergent
Systems

Incompatible
Framework

What
Taxonomy
?

Data
is Simply
Lost



Data & Metadata Can be Intimidating for Anyone

Setting a *flexible* structure at the beginning...

PlayableSequence	Optional, specifically intended in the Core for Dub cards.
PictureGroups/PictureGroup	At least one PictureGroup is required for metadata images. Additional PictureGroups are optional.
AppGroups/AppGroup	Optional
TextGroups/TextGroup	Optional
Experiences/Experience	First Experience instance is top-level Experience. All other Experience instance must be referenced as descendants of this Experience. See Delivery Model in Section 2.1.1.
@ExperienceID	Required
@updateNum	Required of Experience has been updated.
Language, ExcludedLanguage, Region and ExcludedRegion	Optional. Typically handled by Avails.
ContentID	Required. Most reference metadata in Inventory. Note that BasicMetadata is not allowed.
Audiovisual	Included if this Experience references this object. At least one must be present in an Experience object.
App	Included if this Experience references this object
Gallery	Included if this Experience references this object
PictureGroupID	Must be included if the ContentID references metadata with images. Additional instances are to be Included if this Experience references this object.
TextGroupID	Included if this Experience references this object
TimedSequenceID	Included if this Experience references this object
ExperienceChild	Included if Experience has child Experiences.

Element or Attribute	Usage Rules
MediaManifest-type	Required
@ManifestID	Required
updateNum	Shall be included if the record is an update (i.e., not the first record distributed)
Compatibility	Required. Compatibility/Profile="MMC-1"
Inventory	Required For subordinate objects, sufficient information is required to identify the referenced media. This depends on how media is delivered. For example, if a file is delivered then ContainerReference is required. If track within a container is ambiguous, then TrackReference or TrackIdentifier must be provided.
Audio	Required for each track of this type
Video	Required for each track of this type
Subtitle	Required for each track of this type
Image	Required for each image
Interactive	Required for each application
Ancillary	Required for each ancillary track (e.g., Dolby Vision)
Metadata	Required
TextObject	Required if text objects are included
Presentations/Presentation	One Presentation instance is required for each set of conformed tracks.
TrackMetadata	Required.
TrackSelectionNumber	Required

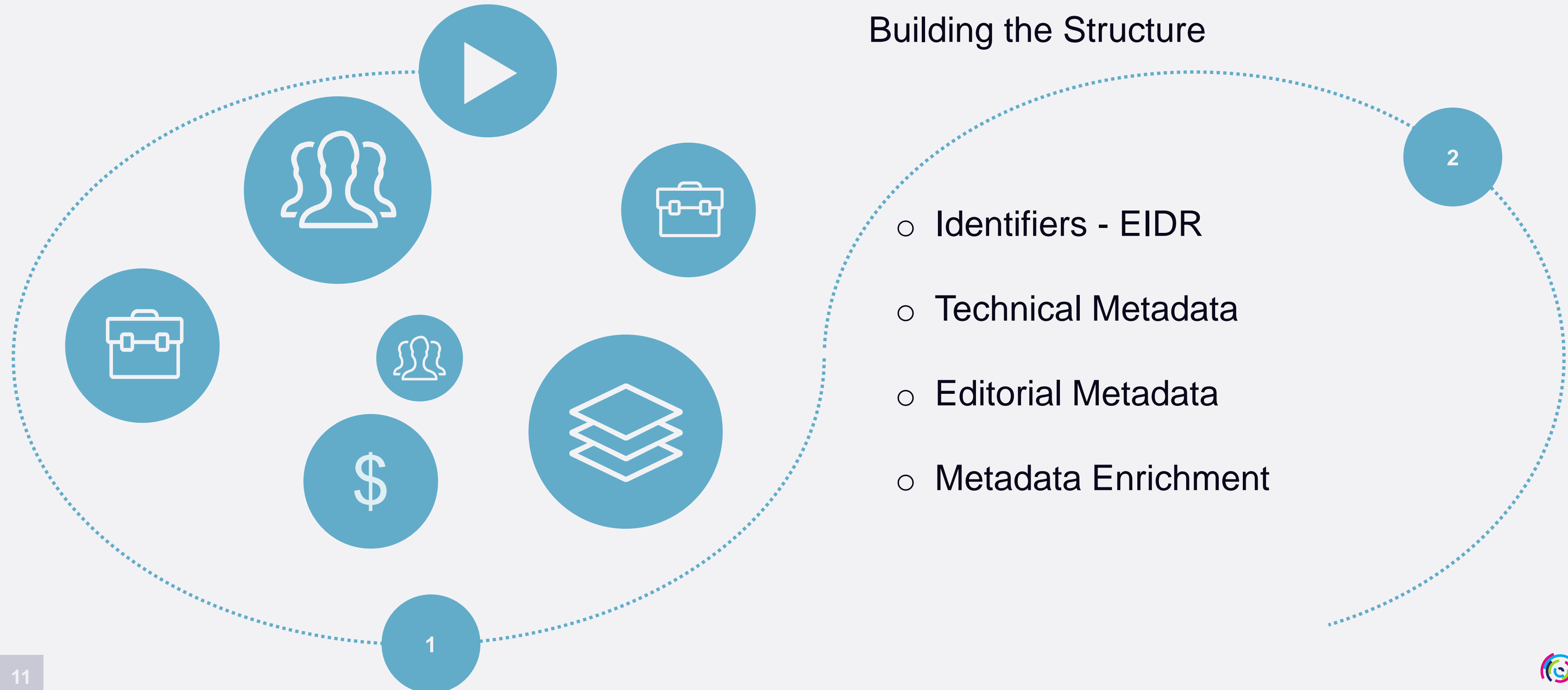
```
<mdmec:CoreMetadata xmlns:md="http://www.movielabs.com/schema/md/v2.4/md" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:mdmec="http://www.movielabs.com/schema/mdmec/v2.4" xsi:schemaLocation="http://www.movielabs.com/schema/mdmec/v2.4 mdmec-v2.4.xsd">
  <mdmec:Basic ContentID="md:cid:eidr-s:AD07-310C-C59D-6785-C63A-G">
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        Michael Fassbender, Brad Pitt, Cameron Diaz, Javier Bardem and Penélope Cruz sizzle in this action-packed thriller from visionary director Ridley Scott and acclaimed writer Cormac McCarthy. A savvy lawyer (Fassbender) known for doing the right thing for the wrong people dives into a treacherous drug deal for some quick cash...but he soon learns that having it all could mean losing everything.
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...will pay dividends down the road.

(Yes...Flexible)

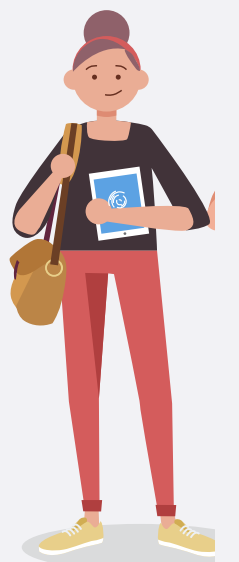
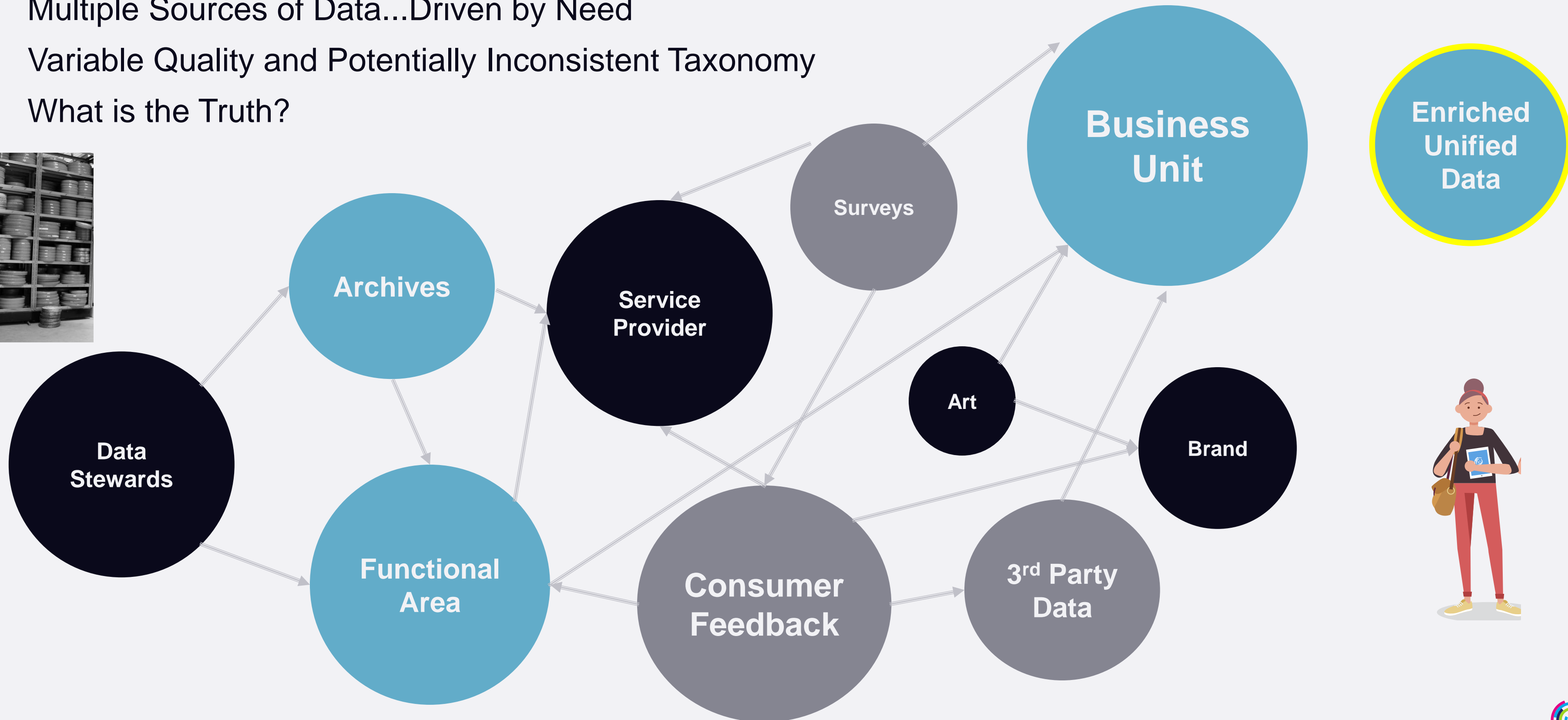


2) Empowering the Business – Defining the Basics



3) Stops Along the Way

- Multiple Sources of Data...Driven by Need
- Variable Quality and Potentially Inconsistent Taxonomy
- What is the Truth?



4) Highlighting the Benefits of a Data Plan

Data Bridges the Gap

Structure Supports Internal Discipline

Ability to Scale Work

Opportunity to Automate



Retailer Placement Accuracy

Increased Sales -
Discoverability

Decreased rights risk

Improved Transactional
Matching

3

4

5) Replacing Your Gut...With Data Driven Impact

Data Should be Relevant & Actionable

Timely Insights can Drive Real-time Decisions

Portable Results

Make it Real for the Business

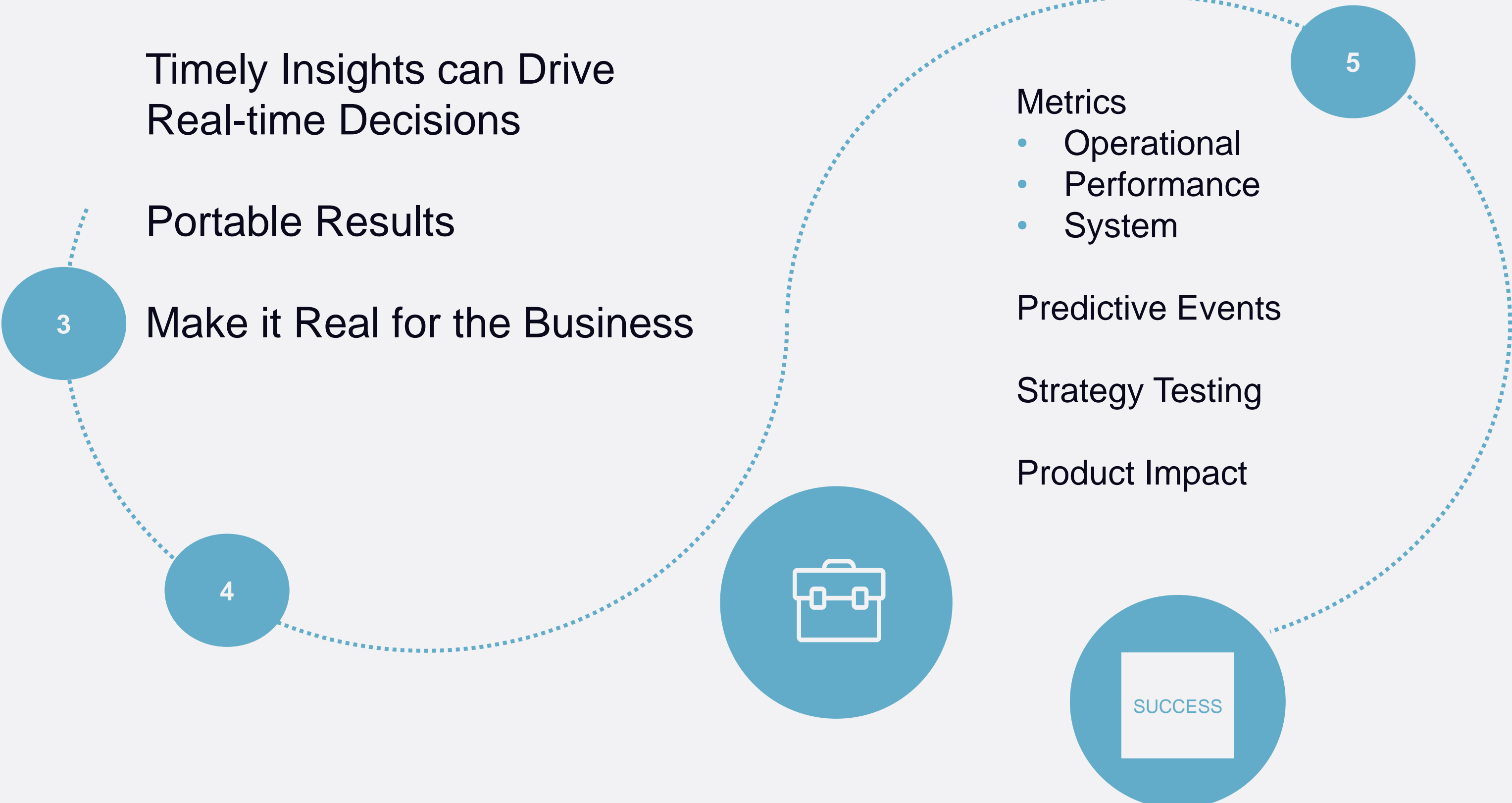
Metrics

- Operational
- Performance
- System

Predictive Events

Strategy Testing

Product Impact



The Middle at the Beginning

**Moving
Fast...**

“The data can only take an organization so far. The real drivers are the people.”
– *Gartner*

**...we start
with...**

thank you

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