Transform Your Content Supply Chain With Smarter Metadata

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Ooyala N.A.

Content is King, Timing is Everything, Scale out Rules

- The demand for first-to-market, high quality, cost competitive video content is growing exponentially

- *Netflix*, *Hulu*, and *Amazon Prime Video* are expected to triple their combined investments in originals to over $10B annually by 2022*

- Among Ooyala's top customers, long-form OTT content supplies **increased 159%** in Q4 2017 compared to the same period in 2016

- The entire content supply chain ***requires*** flexible, extensible content processing, analytics and reporting to keep pace
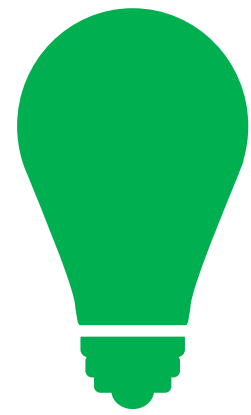
*The Diffusion Group 2018

Does that change the game or push it to the limit?
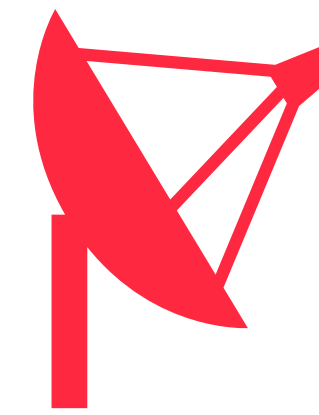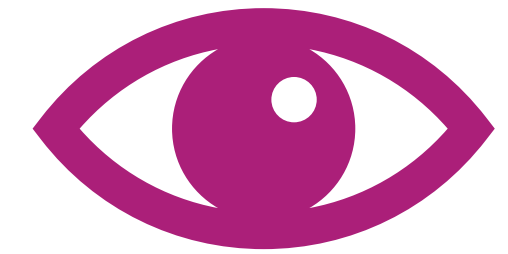
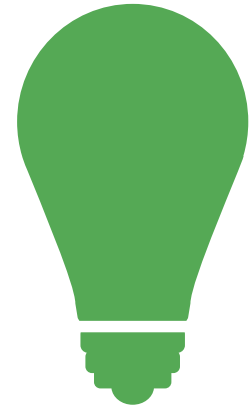**Ideation**   **Production**   **Post**   **Distribution**   **Consumption**

What do we *really* do?
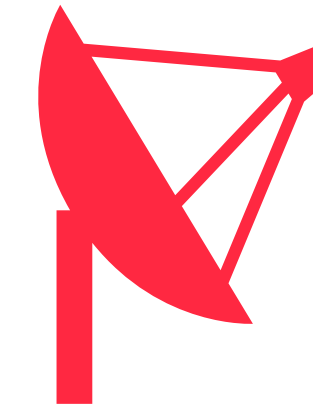
Ideation
- Budgeting
- Licensing
- Rights Mgmt

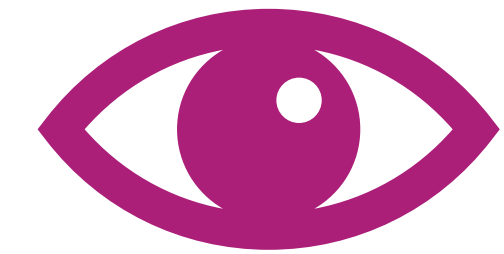## Production
- Capture
- Acquire
- Create
- Facilities

Post
- Editorial
- Creative
- Conform
- Compliance
- Promos

Distribution
- Package
- B2B
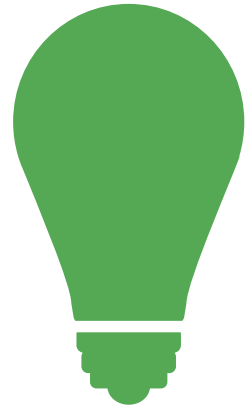- B2C
- Format(s)
- Localize
- Repackage

Consumption
- Theaters
- TV
- Digital
- Social
- IFE
- Live
- VOD
- Multiscreen

And metadata keeps growing in size and complexity

Ideation

- Licensing
- Rights Mgmt
- Branding
- Sales

Production

- Camera/lens
- Location
- Technical
- Talent
- Logistics

Post

- Origination
- Version
- SDR/HDR
- Audio
- Process
- QC
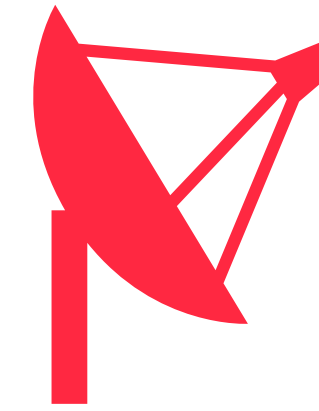
Distribution

- Dubs/Subs
- CC/DV
- Formats
- Compression
- Package
- DRM

Consumption

- Rights Mgmt
- Validation
- Search
- Recommendations
- Personalization
- Analytics
- Monetization

But its not a single perfectly organized schema
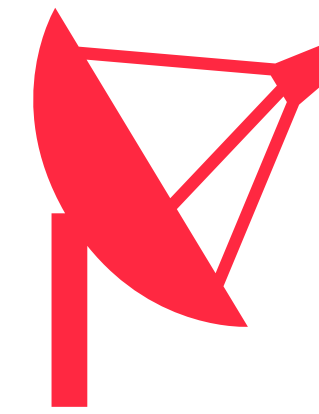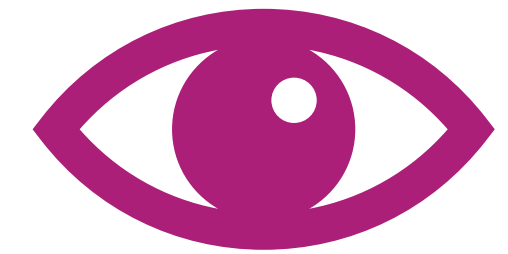
Ideation **Production** **Post** **Distribution** **Consumption**
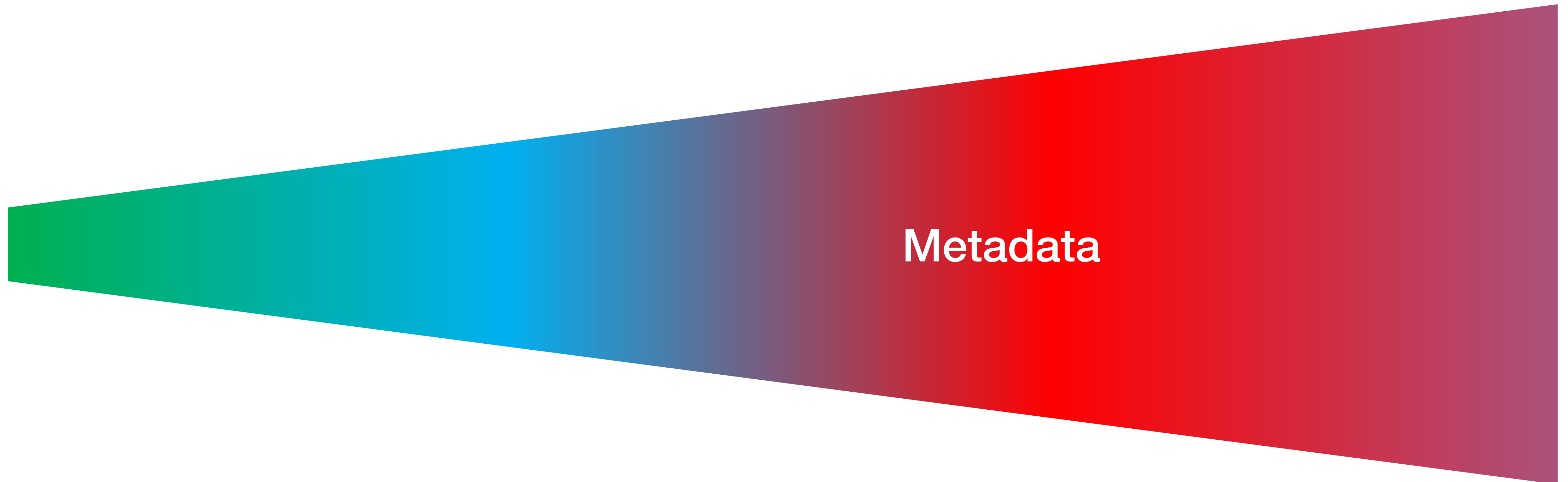
Metadata

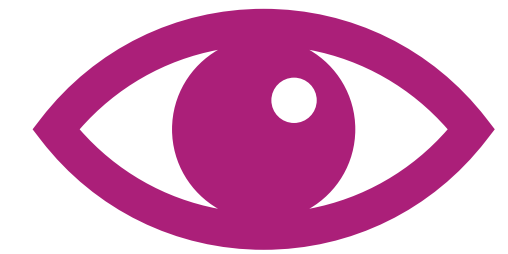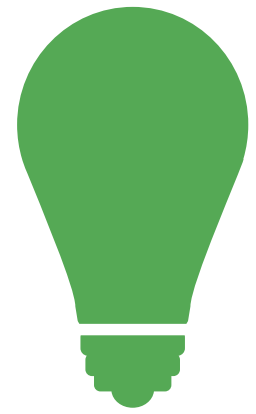# Metadata must be organized, maintained and utilized

Ideation

Production

Post

Distribution

Consumption

Multiple Metadata
Schemas & Models
Intelligently Managed
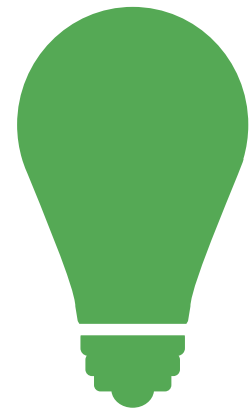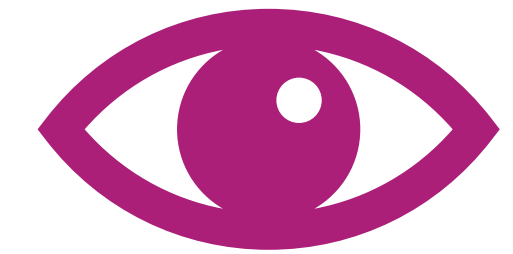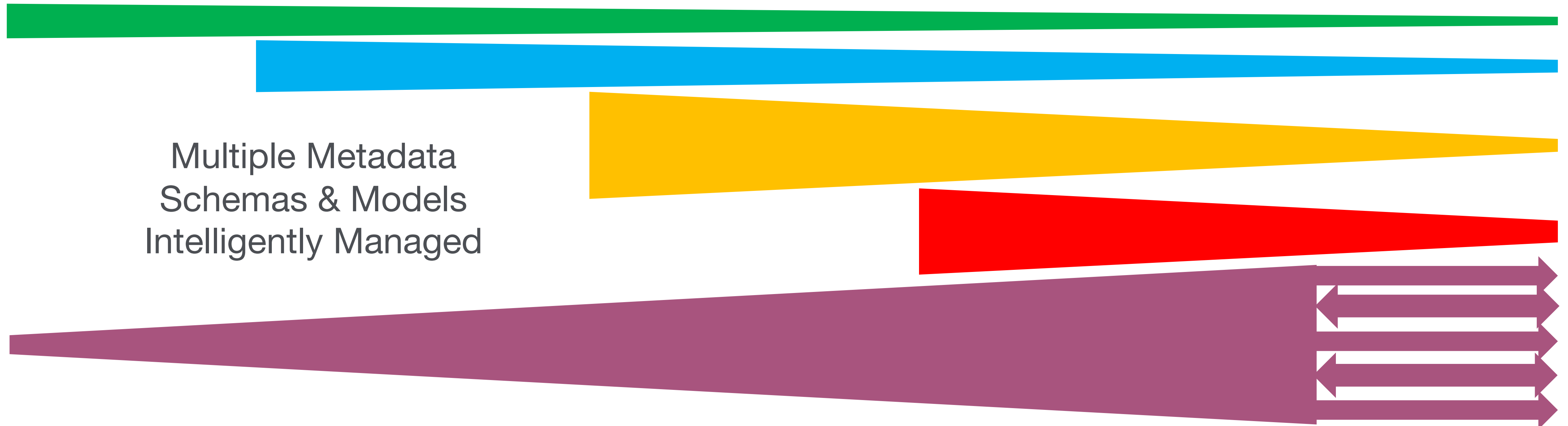
Smarter Metadata - driving The Future of Video

- Metadata - information about a video asset and any physical media

- Extended Metadata – improved Search, Version control of assets and projects

- Intelligent Metadata - drives workflows, packaging and exception handling

- Smarter Metadata – enables automation, analytics, and decision making. Adds granularity for accelerated enrichment from Machine Learning and AI.
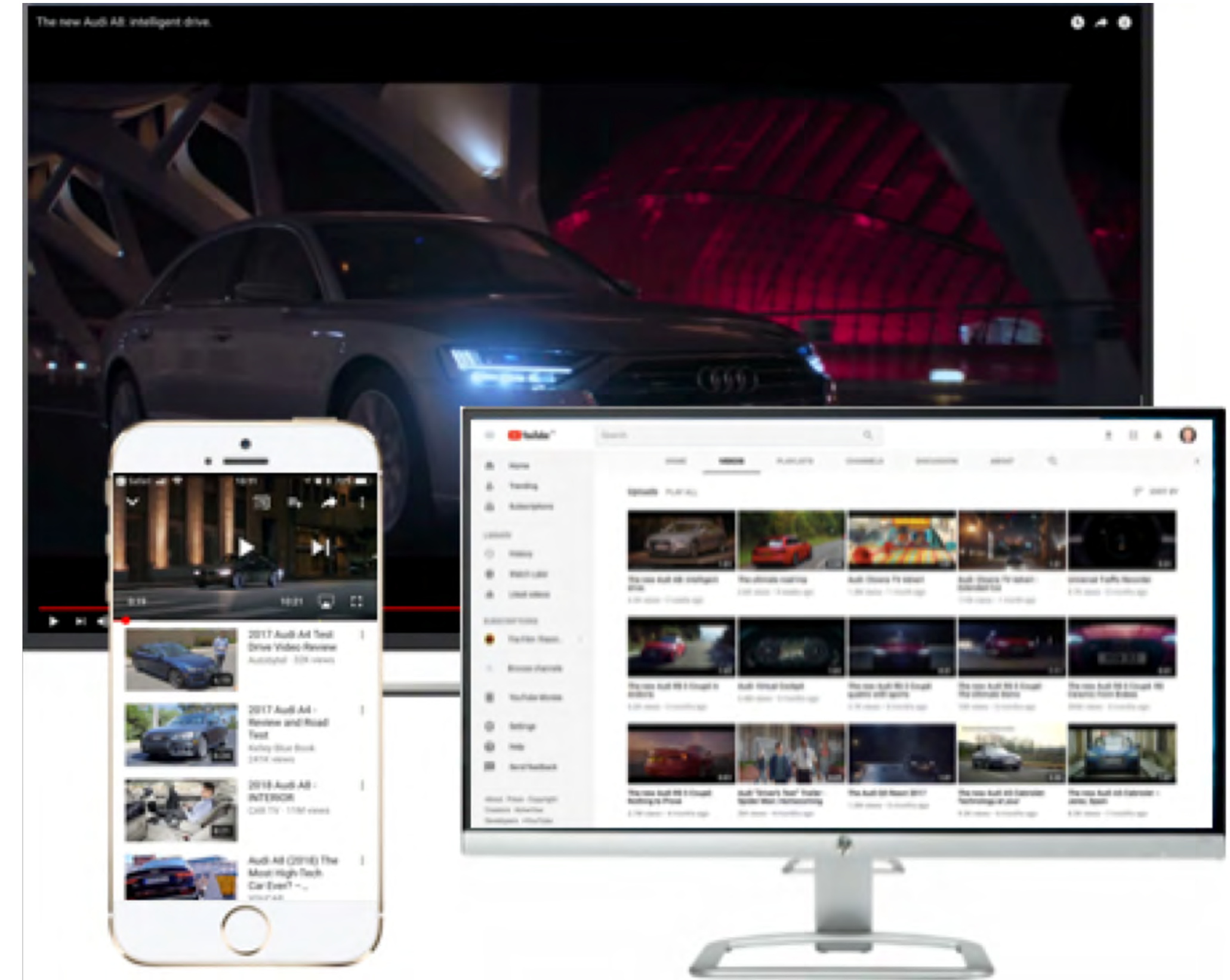
Caveats

- Riding the hype curve ->

- User Defined Objects

- UDOs – Series, Season, Episodes, Version

- Ontologies, Thesauri, Tags

- Scale matter

Hype Cycle Curve (Gartner)
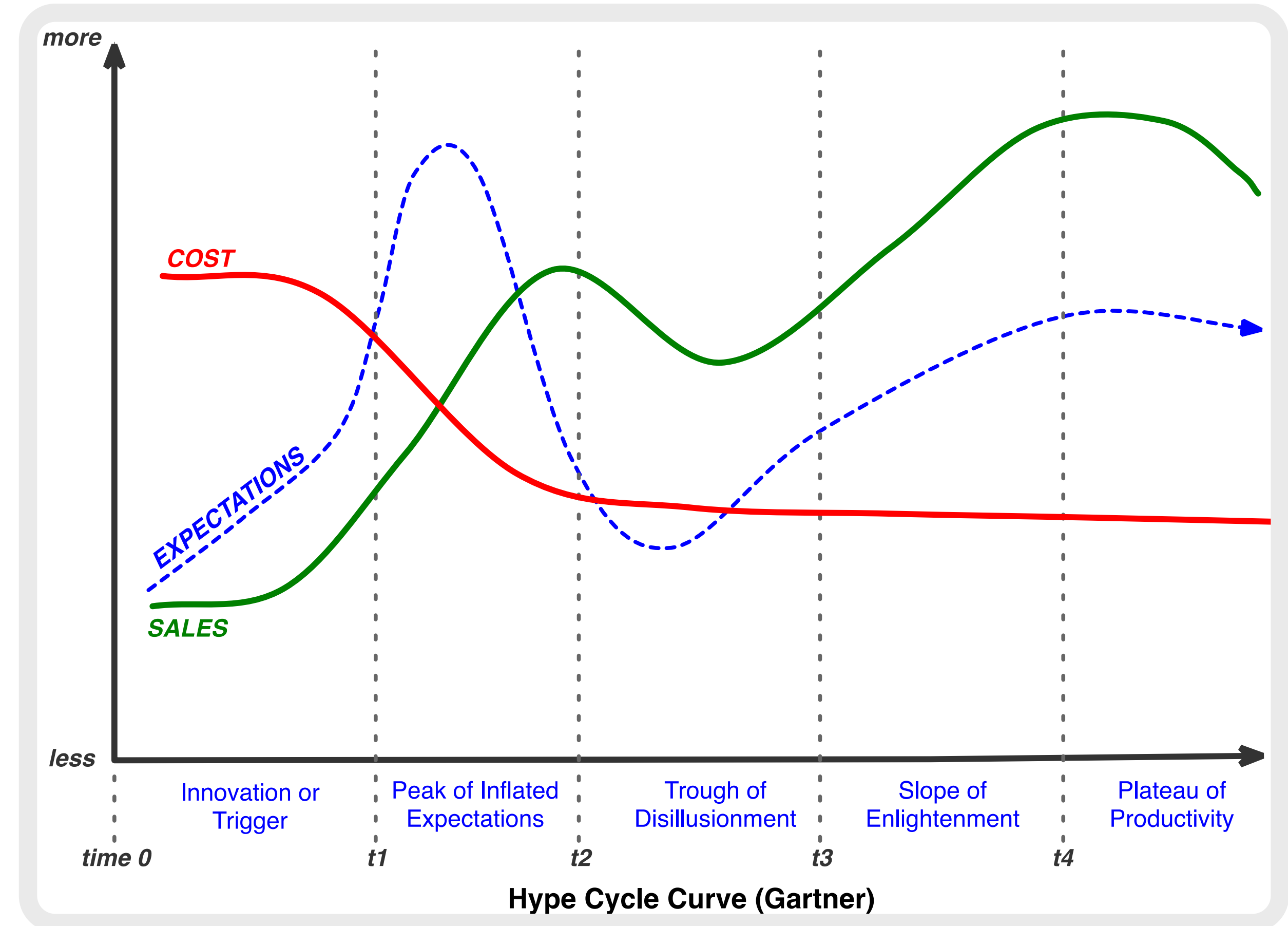
Smarter Metadata…

- Enables platform intelligence – better decision making for creating content, optimizing resources and monetizing assets

- Drives high quality, cost effective video ecosystems focused on developing greater audience engagement and expand returns

- Automates repetitious and/or complex processes required to meet today's varying business dynamic models

- Provides the heuristics and analytics required to work backwards from delivery endpoints to prioritize processes across partners, platforms and audiences

- Enables ML/AI to move beyond Search and Recommend to provide actionable intelligence across the entire content supply chain

Ooyala Snapshot

OOYALA

ABOUT OOYALA

WORLD-CLASS CUSTOMERS

TRUSTED PARTNERS

OOYALA FLEX MEDIA PLATFORM
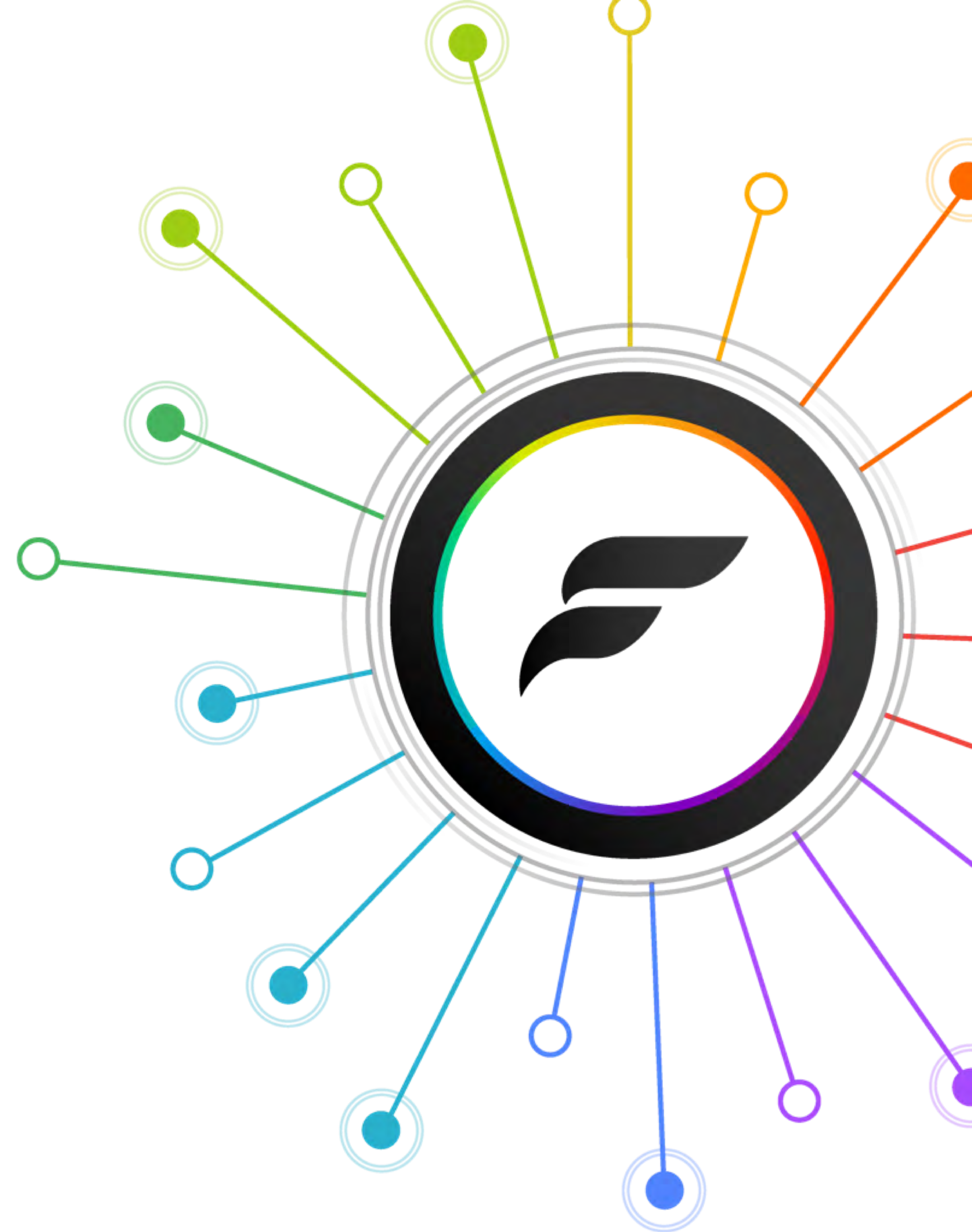
For over 10 years, Ooyala has been at the forefront of shaping the OTT market and defining media logistics as a leading provider of software solutions that optimize the complete media supply chain from creation to consumption.
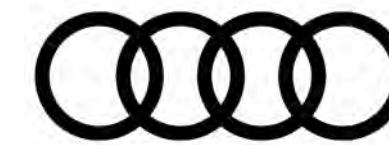
Challenge: The traditional Content Supply Chain was a siloed process, causing lost productivity, mis-management of data and lost revenue opportunities.

PRE-PRODUCTION AND COMMISSIONING

PRODUCTION

INGEST AND IMPORT

POST-PRODUCTION

ARCHIVE, STORAGE AND TRANSCODING

SCHEDULING AND SYNDICATION

LINEAR AND VOD PLAYOUT AND PLAYBACK

MONETIZATION AND LEAD NURTURING

DATA INSIGHTS AND REPORTING

Content Supply Chain

PRE-PRODUCTION

& COMMISSIONING

DATA INSIGHTS

& REPORTING

PRODUCTION

MONETIZATION
& LEAD NURTURING

INGEST &

IMPORT

LINEAR PLAYOUT
& VOD PUBLISHING

POST-
PRODUCTION

SCHEDULING

&

SYNDICATION

ARCHIVE,
STORAGE &
TRANSCODING

Content Supply Chain

OOYALA FLEX MEDIA PLATFORM

PRE-PRODUCTION
& COMMISSIONING

PRODUCTION

DATA INSIGHTS
& REPORTING

INGEST &
IMPORT

CONSUMPTION &
LEAD NURTURING

POST-
PRODUCTION

LINEAR PLAYOUT
& VOD PUBLISHING

ARCHIVE,
STORAGE &
TRANSCODING

SCHEDULING
&
SYNDICATION

ANALYTICS   WORKFLOW
METADATA

OOYALA FLEX
MEDIA PLATFORM

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Content Supply Chain
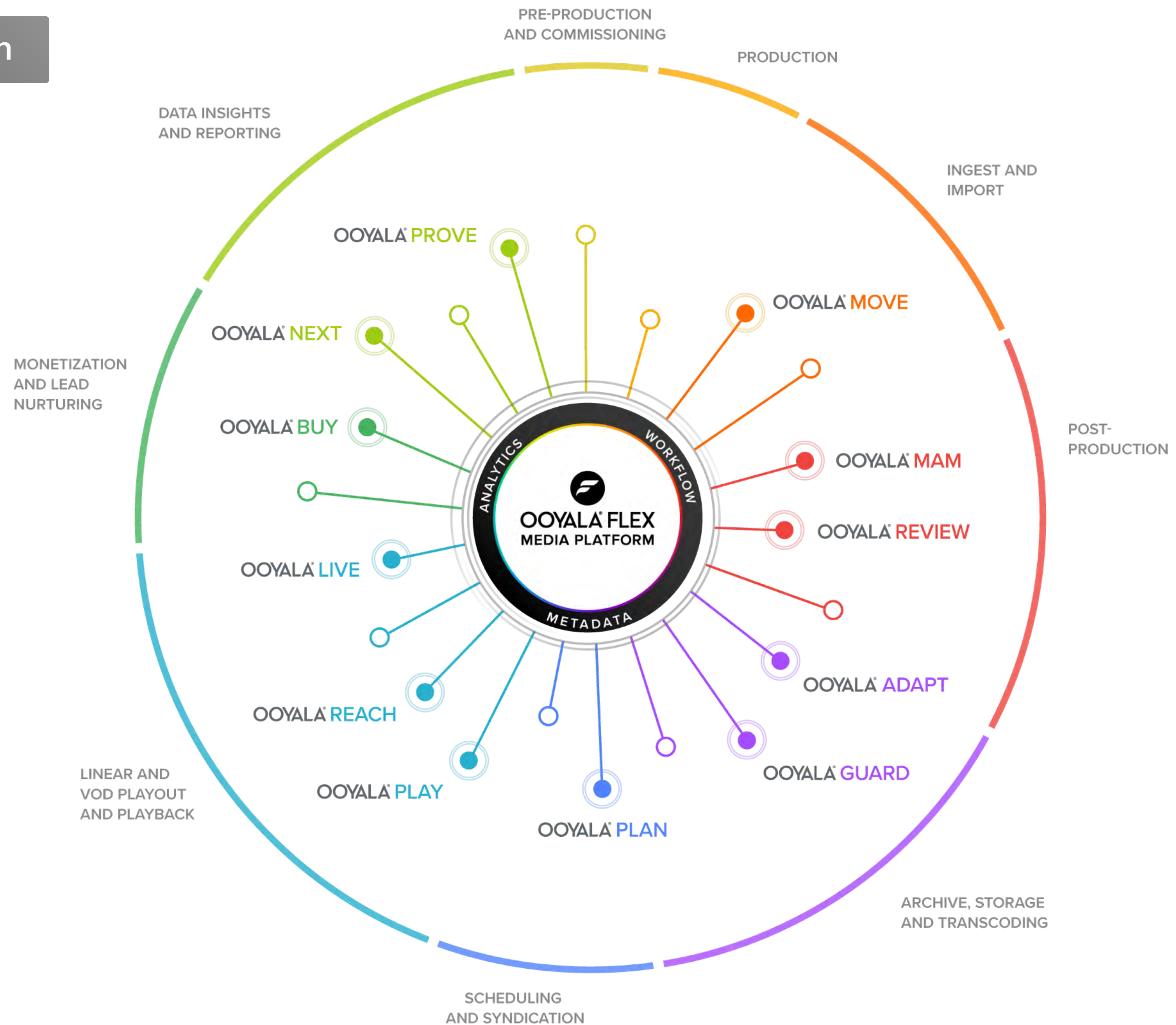
OOYALA®

Transform Your Content Supply Chain with Metadata

OOYALA® — TRANSFORM YOUR CONTENT SUPPLY CHAIN WITH METADATA SERIES — 1 OF 3

Simplify Media Asset Logging and Management

Part 1 of our *Transform Your Content Supply Chain with Metadata* series

Metadata is transforming content.

It's being harnessed now throughout the content supply chain to create benefits at every stage: from pre-production and delivery to audience engagement and monetization. Thanks to metadata and the advanced technologies that use and enhance it, improved processes

This three-part white paper series will break down the content supply chain to explore some of the critical workflow areas that our customers have named as pain points in their daily operations. Smarter metadata use and united processes have made their content production, content distribution, live streaming and digital video playout systems more efficient and cost-effective to address these

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OOYALA® — TRANSFORM YOUR CONTENT SUPPLY CHAIN WITH METADATA SERIES — 2 OF 3

Streamline Syndication Packaging and Security

Part 2 of our *Transform Your Content Supply Chain with Metadata* series

In the **first part** of our three-part series on metadata and the content supply chain, we took a look at how companies are using metadata to improve key content production processes like asset logging and management.

But the benefits of metadata don't stop at production.

Here in the second part of our series, we'll continue to explore some of the critical workflow areas within **Content Distribution** that are streamlined through metadata and automation. For those involved in this area, the task of delivering top-quality content has become a pressure cooker. Companies need to prepare, protect and send content to many platforms now across a multitude of

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OOYALA® — TRANSFORM YOUR CONTENT SUPPLY CHAIN WITH METADATA SERIES — 3 OF 3

Engage Audiences with Live and VOD Delivery

Part 3 of our *Transform Your Content Supply Chain with Metadata* series

In the **first** and **second** parts of our three-part series on metadata and the content supply chain, we explored how companies are using rich metadata to improve and speed up production and distribution.

The benefits of metadata extend far beyond these two stages. Metadata helps companies engage and retain end viewers and monetize their valuable assets

Here in the third part of our series, we'll wrap up our content supply chain exploration by looking at how to streamline some of the critical **Digital Video Playout** and **Live** workflow areas for video-on-demand (VOD) and live content. The quality, speed and breadth of content delivery and playout are just as important as content creation now, as fickle audiences around the globe have

[GET THE WHITEPAPER SERIES](#)