



MESA PUBLISHES M&E INDUSTRY LANGUAGE METADATA TABLE

HBO-developed Language Metadata Table (LMT) Released for Industry Consideration

NEW YORK — A new language metadata resource developed by HBO is being released for industry consideration with the goal of uniting data specialists with a single, open-source table of language metadata values for media & entertainment.

Based on the work conducted over the past sixteen months for international HBO productions, the new MESA Language Metadata Table (LMT) is an expandable mapping resource that organizes language metadata from a preliminary list of almost 140 languages and dialects.

At the recent MESA Smart Content Summit in NYC, HBO Manager, Taxonomy, Yonah Levenson and HBO Metadata Analyst, Laura Dawson explained that broadcast and media companies are all dealing with multiple language standards, typically using both proprietary and non-proprietary terms. Global distribution requirements are exposing the need to consistently present languages for audio, text on the screen, packaging/display, and online user interfaces. They encouraged industry adoption of the IETF BCP 47 languages standard and, in the spirit of industry collaboration, granted MESA the rights to HBO's work for industry collaboration.

MESA Executive Director Guy Finley explained that the LMT has been posted for open source download on MESA's website. An LMT Working Group will be formed under the auspices of MESA's Smart Content Council for ongoing development. Content creators, owners and distributors, as well as MESA members, are invited to apply to participate, with the inaugural meeting taking place in October.

To download LMT v1.0 (PDF Format) [click here](#) (Excel Format) [click here](#)

If you are interested in participating in the LMT Working Group [click here](#)

For additional information, or to learn more, contact: Mary Yurkovic, Director, Smart Content via email: Mary@MESAlliance.org

ABOUT MESA

Media & Entertainment Services Alliance (MESA) advances new technologies that are enabling the digital transformation of media & entertainment. Focused on three core M&E technologies: data, IT and security, MESA's 120+ members and content advisors collaborate to advance change management, new workflow solutions and production/supply chain efficiencies. Founded in 2008, MESA's Content Advisors direct an annual event schedule of over 25 meetings, conferences and summits. MESA creates and curates content for 10 weekly newsletters and their M&E Journal that is published bi-annually. For information visit: www.MESAlliance.org