How Sony is Leveraging Curated Descriptive Metadata for Competitive Business Value

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What is Smart Content?

- Inception
- Pre/Production
- Entertainment Content
- Post Production
- Distribution
  - Primary
  - Secondary
- Archive
Key to Digital Transformation is making sure people know where data comes from and how they can use it.
DATA IS THE NEW OIL OF THE DIGITAL ECONOMY
Sony Pictures Content Licensing

- Film clips
- Stock footage
- Production stills
- Posters
- Portrait photography
- Screenplay excerpts
- Thematic elements
Challenge

- No easy way to **find and access** memorable moments in the studio’s catalog
- No **centralized repository** of film clip information that would enable future exploitation
- Time and money was wasted on **duplicated efforts** across the company
- Difficult to support **compliance** activities for advertising and publicity
Solution

Create a repository of *time-based metadata* (actors, transcript, descriptive, legal restrictions) to support numerous applications and use cases throughout SPE.
What is time-based metadata?
Time-based Metadata
Describing content at a granular level

CREATING METADATA TIMELINES
TAG ACTORS USING FACIAL RECOGNITION

Identifying actors as they appear on screen, as well as the characters they play, their IMDb ID’s, etc.

Dan Aykroyd
Character: Dr. Raymond Stantz
IMDb ID: nm0000101
Gender: Male
Main Credits: Yes
Notes: Ghostbuster, Doctor, Scientist, Parapsychologist

Bill Murray
Character: Dr. Peter Venkman
IMDb ID: nm0000195
Gender: Male
Main Credits: Yes
Notes: Ghostbuster, Doctor, Scientist, Parapsychologist
ALIGN DIALOGUE USING PHONETIC INDEXING

Time-aligning script files in order to make a film's dialogue searchable

RANDOLPH: You don't have to answer that question.

JESSE: I'll answer the question. You want answers.

KAFFEE: I think I'm entitled to them.

JESSE: You want answers?

KAFFEE: I want the truth!!

JESSE: You can't handle the truth! Son, we live in a world that has walls and those walls have to be guarded by men with guns. Whose gonna do it? You? You, Lieutenant Weinberg? I have greater responsibility than you can possibly fathom. You weep for Santiago and you curse the marines. You have that luxury. You have the luxury of not knowing what I know. That Santiago's death, while tragic, probably saved lives. And my existence, while...grotesque and incomprehensible
CREATING METADATA TIMELINES

Time-based Metadata
Describing content at a granular level

Metadata Timeline

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DESCRIPTIVE INDEXING
Time-based Metadata

Subjects
Smurf, candy, toy, customer, display, toy store

Actions
hiding, holding still, pretending, shopping

Emotions
frightened, scared

Themes
Out of Control, Fish Out of Water

Tones
exciting, fun, funny, humorous, mischievous

Features
chase sequence, montage

Brands
M&M’s, Mars, The Smurfs, FAO Schweetz

Setting
FAO Schwartz, New York City
TIME-BASED METADATA

Automated

Descriptive

Actor 1
Actor 2
Actor 1
Actor 2
Actor 1
Actor 2
Actor 3
Dialogue
Dialogue
Dialogue
Dialogue
Dialogue

Keywords
Theme
Keywords
Location
Brands

Scene 1
Scene 2
Scene 3

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Music and legal restrictions (as well as potential S&P issues) identified in order to facilitate advertising & publicity related use cases for groups throughout the studio.
Each new use case creates additional inventory and metadata that can be shared across the ecosystem.
TIME-BASED METADATA

- Find a Scene containing a specific Theme and a specific phrase (Dialogue) for a Licensing opportunity…
Village Well Demo!
That’s Smart Content!
Village Well – MarkLogic Data Hub

MEDIA DATA

DESCRIPTIVE METADATA

ASSET INFORMATION

SOCIAL MEDIA

CAMPAIGN DATA

INGESTION

AS IS DATA

CURATED DATA

HARMONIZATION

SMART MASTERING

GOVERNANCE

SECURITY

CLOUD READY

ACCESS

DISTRIBUTION PARTNERS

MARKETING PARTNERS

OTHER APPS

DATA FIRST • CLOUD READY • SECURE
Questions?
MarkLogic Media Solutions

Media Data Hub helps you:

• Create Great Experiences
• Lead the Digital Transformation

DATA FIRST • CLOUD READY • SECURE
Data Hub Service

Cloud service that deploys in minutes with predictable, low cost
Get Started

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