MESA SMART CONTENT SUMMIT 2021:

WHEN VIACOMCBS MET LMT

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Introductions

- Eric Emeric
  - At Showtime, leads all metadata endeavors related to customer facing data flows within enterprise systems from inception to distribution. Additionally, began and leads all Data Governance initiatives.

- Sarah Nix
  - At ViacomCBS leads two teams with unique functions, but similar overall metadata responsibilities. Also serves on the internal Metadata Governance committee and as the ViacomCBS representative on the EIDR board of directors.

Pre-Merger Landscape

Viacom Backstory
- Started data governance company-wide in 2015
- Lots of change management to get to this point
- Adopted BCP-47 as our language standard
  - ES-419 for "neutral Spanish" used in Latin America

Showtime Backstory
- Showtime Data Governance (DG) Board created in 2018
- LMT introduced to the DG board
- Engaged with system stakeholders
- Audit between language tables within Showtime systems and LMT

Post-Merger Landscape

- Joint effort to align LMT to Showtime and Viacom datasets

- Identified the internal teams to determine how LMT was being used

- Spent many, many Zoom sessions to align LMT worksheet together

- Created a master document which contains all ViacomCBS (including Showtime) values aligned with LMT.

Examples

NEW Use Cases (Sample)	
ar-SA	Arabic (Saudi Arabia – MSA)
bas-NG	Basa
be / bel	Belarusian
bin	Edo
de-CH	German (Switzerland)
en-SG	English (Singapore)
en-IE	English (Ireland)
en-NZ	English (New Zealand)
ff / ful	Fulfulde
fy / fry	Frisian
ht / hat	Creole
ibb	Ibibio
nl-BE	Flemish

LMT Desc...	...k #1 ...ag	ViacomCBS Network #2 Visual Language Tag
English as spoken i...	...ca)	Not Currently Used
English as spoken i...	...in)	English (U.K.)
English as spoken i...	...tes)	English (U.S.)
French as spoken i...	...d	Not Currently Used
French as spoken i...		French (Canadian)
French as spoken i...		French
German as spoken...	...d	Not Currently Used
German as spoken...	...)	German
Swiss German	Not Currently Used	Not Currently Used

Next Steps

- Internal ViacomCBS review after LMT completes their assessment

- Locate any gaps in the organization and communicate alignment

- Potential blocker: Internal decisions regarding future technology

- Eric and I will stay on the LMT working group to ensure ViacomCBS stays aligned with any future changes

Learnings & Best Practices

- Use your established Data Governance team

- Reach out to ALL department stakeholders

- Create an audit that encompasses any language gaps between departments

- Create task force across networks to help evangelize this moving forward

THANK YOU

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