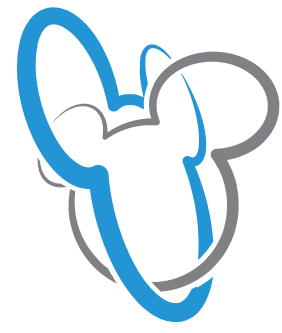


TECHNOLOGY


Disney Media & Entertainment Distribution

Building a Data Driven Supply Chain



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 **Andrew Trask** @iamtrask · Mar 12

self-supervised learning == input-supervised learning

Rebranding of unsupervised learning circa 2017 (chart) - which occurred for 2 reasons:

- un-sup. learning turned out to not work as well as supervised
- "self" implies it doesn't require paying people to create data

 **Andrew Trask** @iamtrask · Mar 12

It also continues the personification trend away from "data mining" and towards "intelligence that teaches itself".

Important: It's not really a change in technology or technique - it's a change in narrative.

For this reason - I prefer to use the phrase "input-supervised"

1 6 18


 **Andrew Trask** @iamtrask · Mar 12

The latter is false - which is why the term is plausibly harmful to be using as a community.

Basically - advertising incentivises people to create text/images and put them on the internet for free.

Train AI on it and call it "self-supervised" cuz we didn't pay an annotator

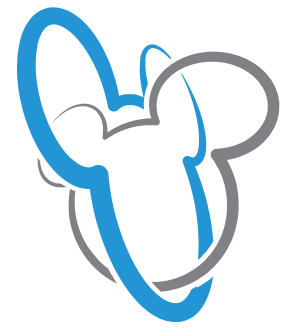
2 1 13

 **Andrew Trask** @iamtrask · Mar 12

Speaking as a ML teacher - "input-supervised" is also WAY more clear. You hear it and you immediately know what it means.

"Self-supervised" sounds like the model is just navel gazing.

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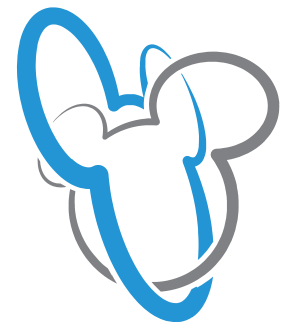
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ARCHIVE

OR

SUPPLY CHAIN





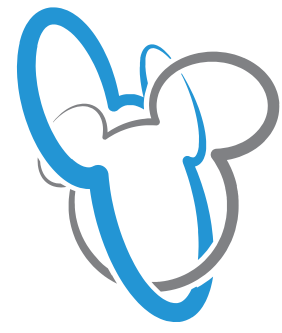
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~~ARCHIVE~~

OR

SUPPLY CHAIN



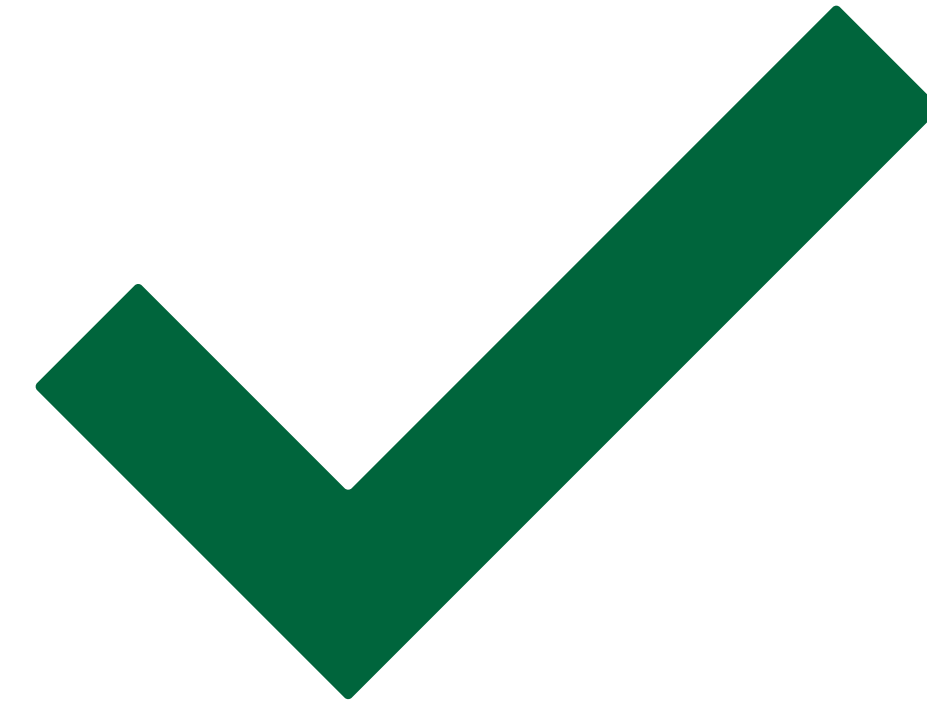
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~~ARCHIVE~~

OR

SUPPLY CHAIN[S]



123 Network Example



News



Sports



In House Studio Scripted



International Distribution



In House Studio
Unscripted



Marketing Systems

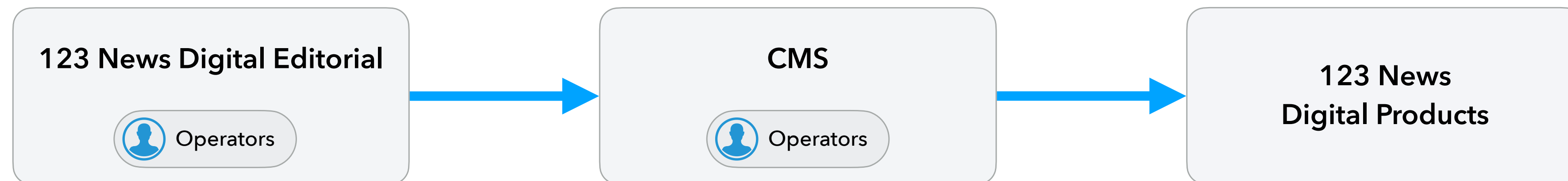
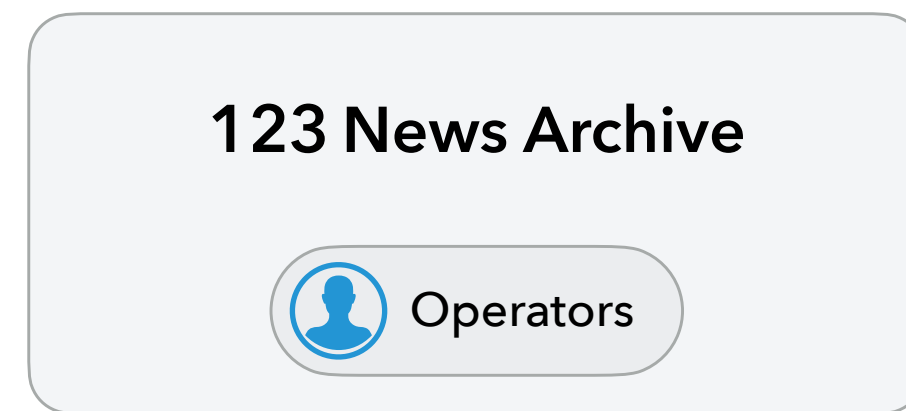


Digital Studio



3rd Party Acquired

123 News Example



123 Network Example



News



Sports



In House Studio Scripted



International Distribution



In House Studio
Unscripted



Marketing Systems



Digital Studio



3rd Party Acquired

Broadcast Nets

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Cable Sports/News

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Kids Cable

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Adults Cable

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Movie Studios

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Digital Originals

Business Systems

(CMS, Ad Sales, Media Archives, etc.)



Broadcast Nets

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(CMS, Ad Sales, Media Archives, etc.)



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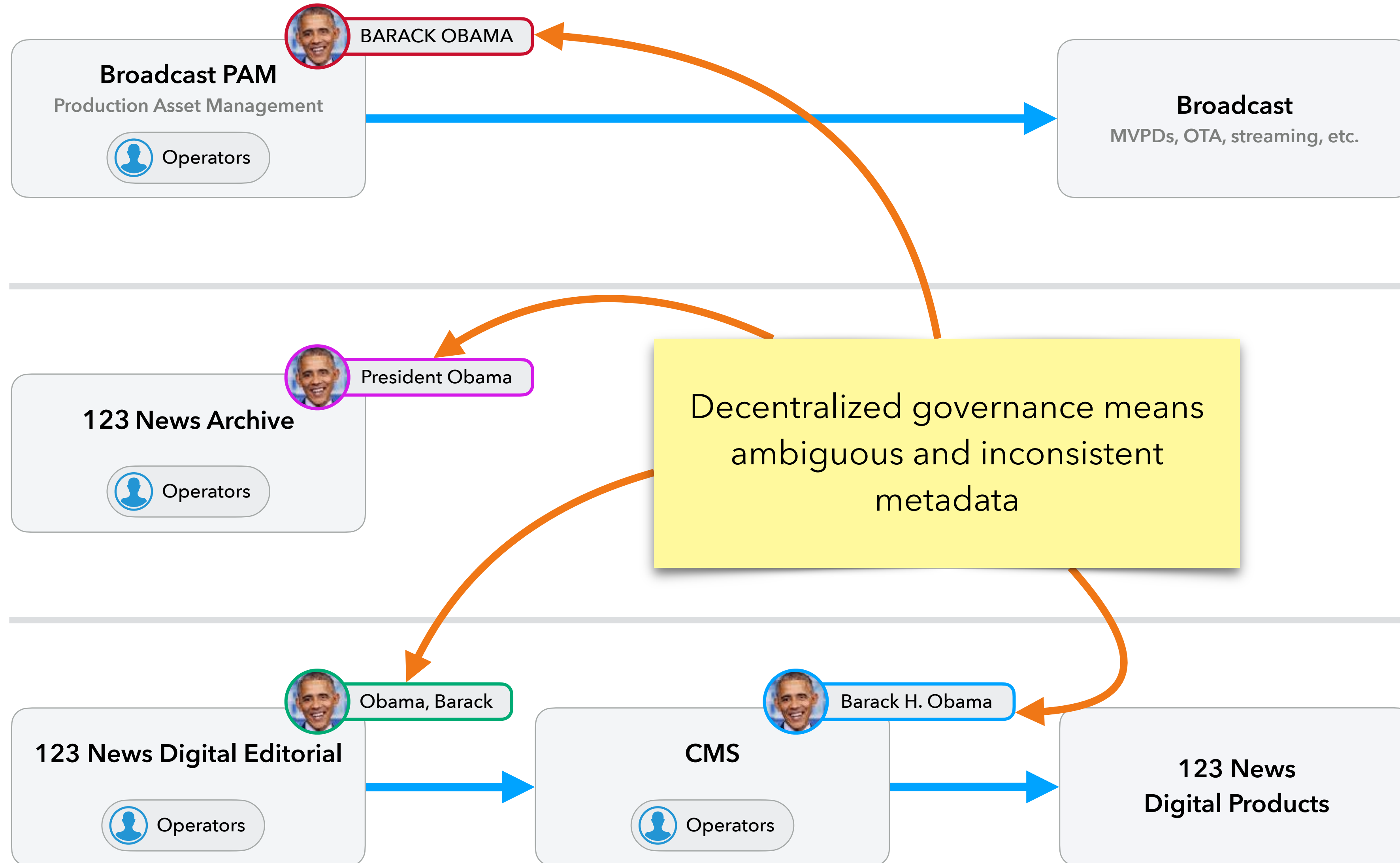
Digital Originals

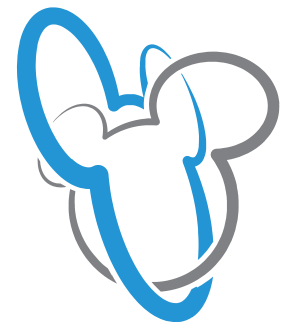
Business Systems

(CMS, Ad Sales, Media Archives, etc.)



123 News Example



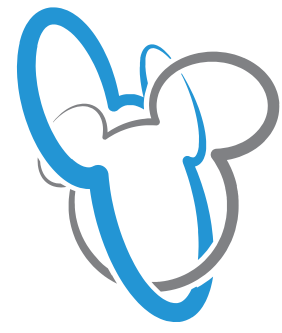


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Mapping / Integration layer OR Implement governance upstream





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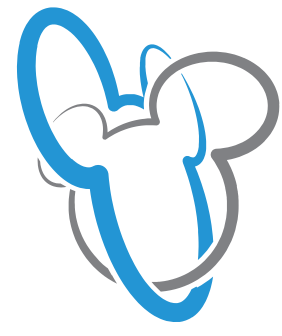
Mapping / Integration layer

- No change mgmt
- Move quickly
- Prioritize

OR

Implement governance upstream





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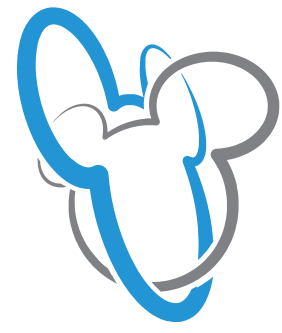
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Mapping / Integration layer

- Avoids modernization
- Rigid business rules break with change
- Complexity & Performance
- Attrition risk
- Destroys meaning

OR Implement governance upstream

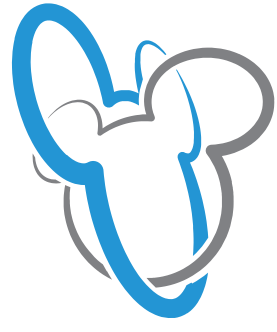




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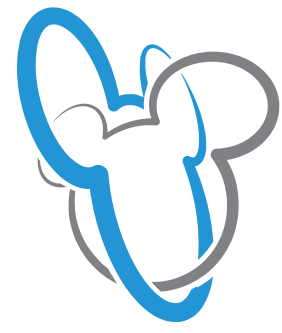


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Bezos Mandate - 2002

1. All teams will henceforth expose their data and functionality through service interfaces.
2. Teams must communicate with each other through these interfaces.
3. There will be no other form of interprocess communication allowed: no direct linking, no direct reads of another team's data store, no shared-memory model, no back-doors whatsoever. The only communication allowed is via service interface calls over the network.
4. It doesn't matter what technology they use. HTTP, Corba, Pubsub, custom protocols – doesn't matter.
5. All service interfaces, without exception, must be designed from the ground up to be externalizable. That is to say, the team must plan and design to be able to expose the interface to developers in the outside world. No exceptions.
6. Anyone who doesn't do this will be fired.
7. Thank you; have a nice day!














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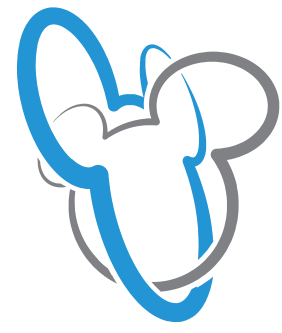
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Data Driven Supply Chain

1. Centralized Knowledge Management via Leadership Mandate

Supply Chain Governance Functions

Title Registration	Management & mastering of titles from production through archive  
Authorities Governance	Characters   
	Talent   
	Real people, places, & things   
Controlled Vocabulary Governance	Genres, topics, aspect ratios, languages, themes, settings, generic locations, ratings, activities, keywords, etc.
Metadata Authoring	The human driven association of Authorities and CV's to titles within the various systems in a supply chain



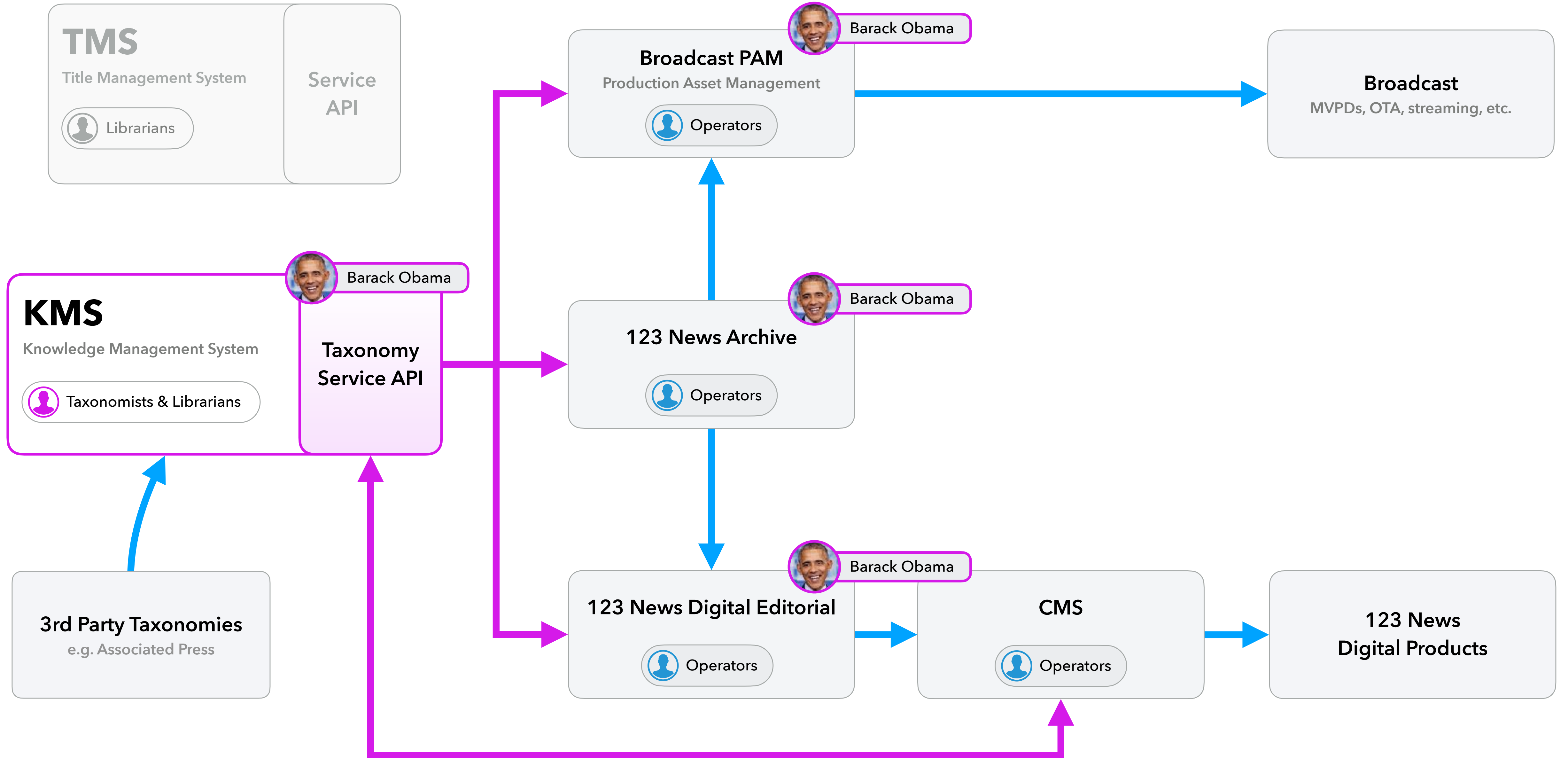
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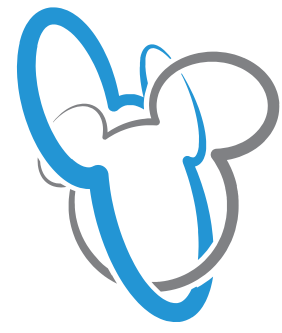
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Data Driven Supply Chain

1. Centralized Knowledge Management via Leadership Mandate
2. Deploy a knowledge management system

123 News Example



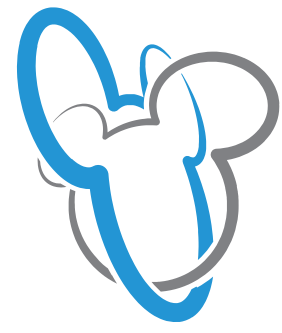


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Data Driven Supply Chain

1. Centralized Knowledge Management via Leadership Mandate
2. Deploy a knowledge management system
3. Build an integration roadmap

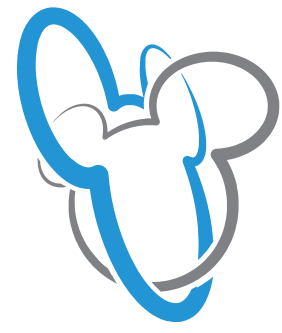


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Data Driven Supply Chain

AXIOM: If a supply chain system generates a field of metadata that hydrates a title or a product at your company and that field is used downstream by any other system or component of the supply chain, that system to be included in the scope of governance for the supply chain.



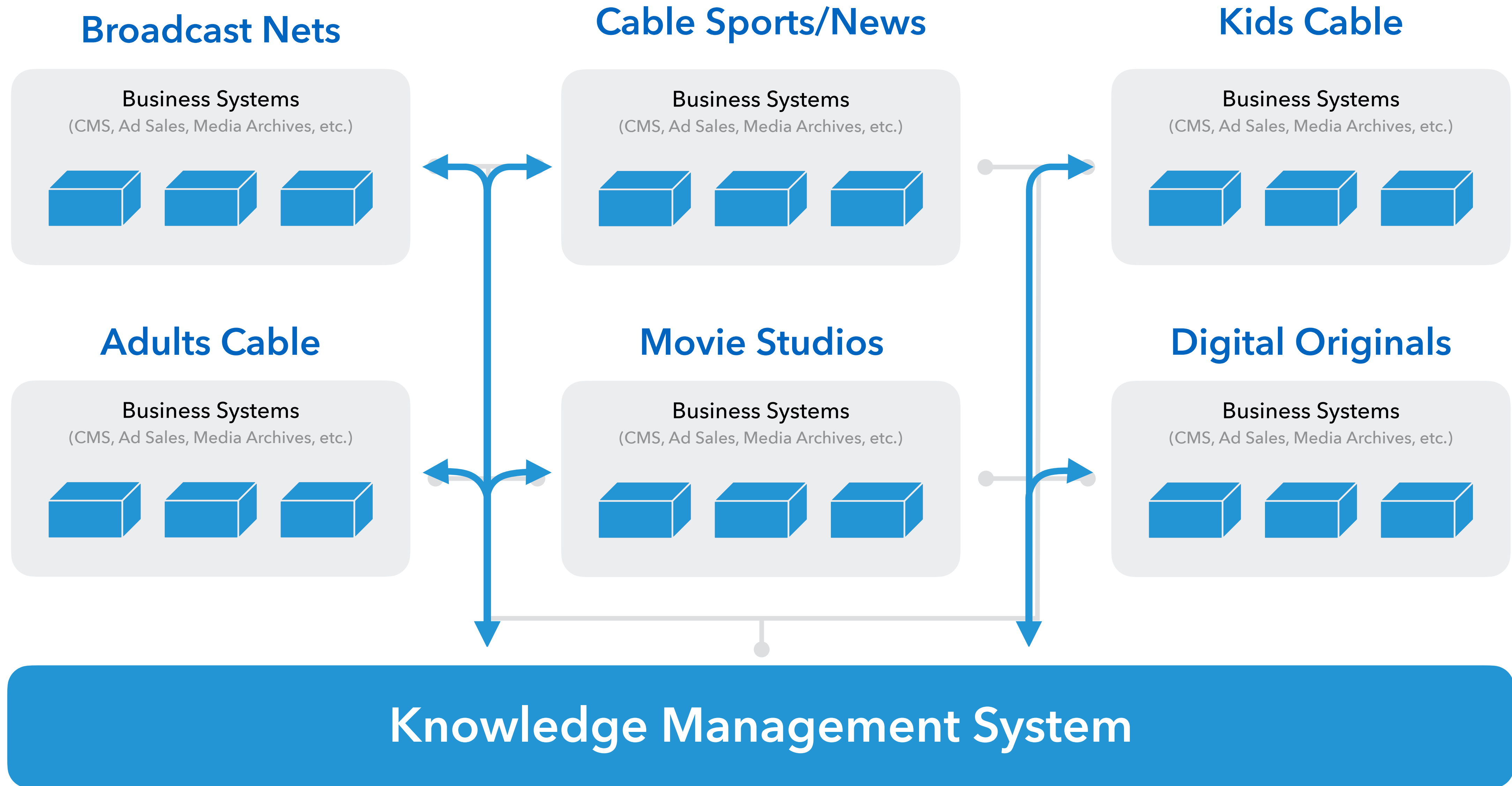
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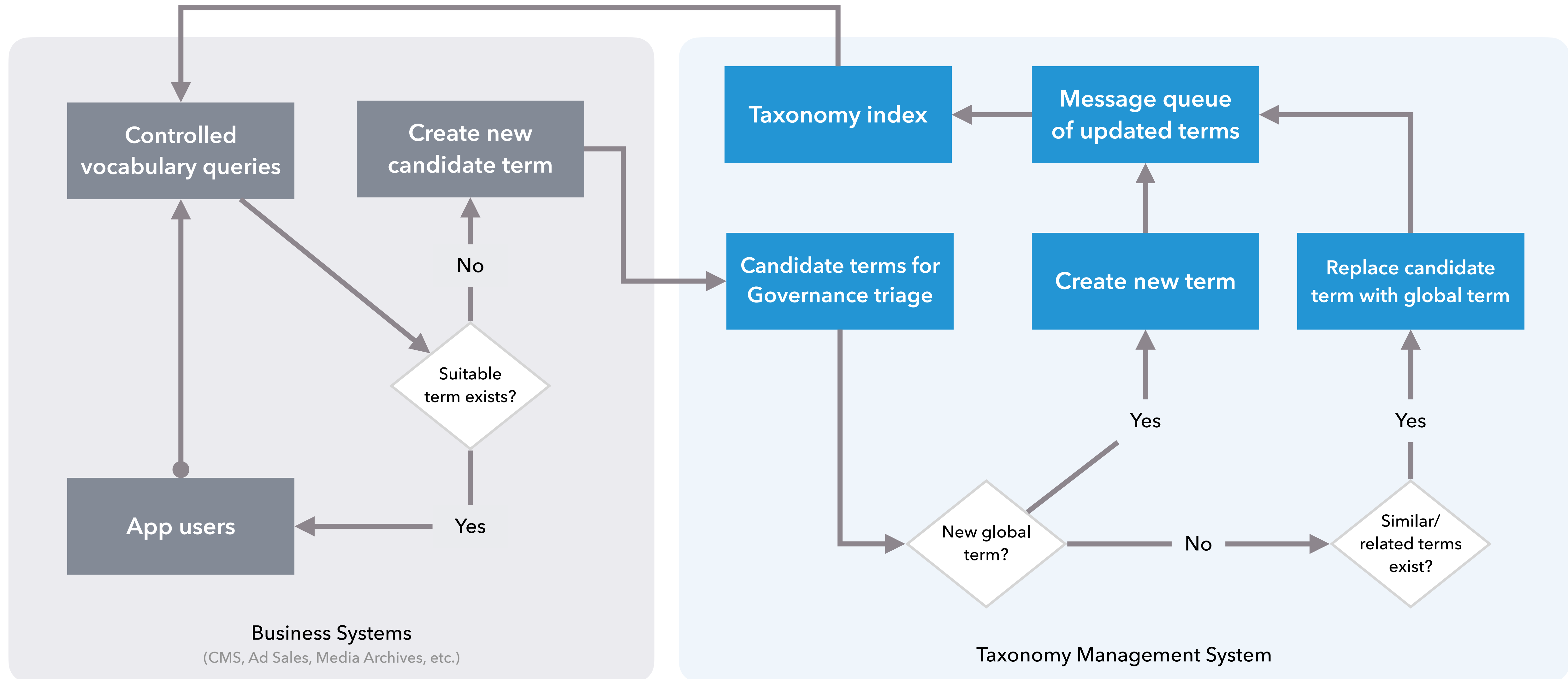
Data Driven Supply Chain

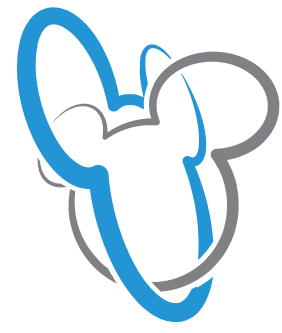
1. Centralized Knowledge Management via Leadership Mandate
2. Deploy a knowledge management system
3. Build an integration roadmap
4. Tackle change management and train supply chain operations

Taxonomy Product Centralization to Enable Governance Success



Collaboration & Integration (for real time events)



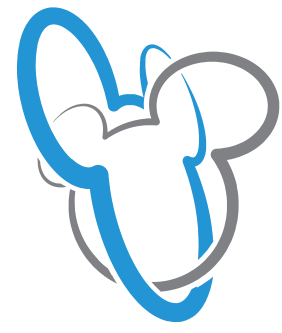


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Data Driven Supply Chain

1. Centralized Knowledge Management via Leadership Mandate
2. Deploy a knowledge management system
3. Build an integration roadmap
4. Tackle change management and train supply chain operations
5. Bask in your data driven supply chain



TECHNOLOGY

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\$\$\$ PROFIT \$\$\$

Data Driven Supply Chain

1. Centralized Knowledge Management via Leadership Mandate
2. Deploy a knowledge management system
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