

# 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 at the beginning of content creation are now directly elevating consumer experiences and profits at the end.

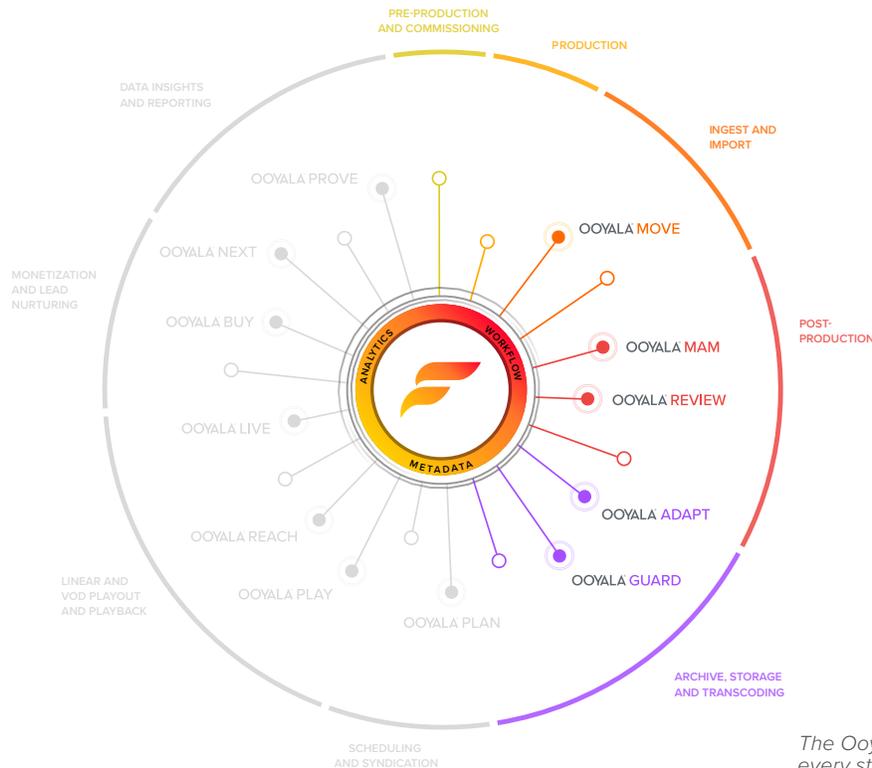
Our recent white paper, ***The Video Revolution is Here***, introduced the **Ooyala Flex Media Platform**, which orchestrates and optimizes media systems and processes through metadata and automation. *It helps streamline, connect and power the entire content supply chain, wherever companies touch it.* Our **Content Production, Content Distribution, Digital Video Playout** and **Live** solutions include Ooyala and integrated partner applications within the platform that are designed specifically for each of these workflow stages. The platform helps content companies become more productive, make the most of existing and future system investments, and stay ahead at every step.

But what does that really mean for companies — whether they're broadcasters, publishers, producers, operators or enterprises — who work within one or all stages of this chain?

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 challenges. These changes have also given them the insights needed to connect content and resource costs with revenue to make more informed content decisions and to develop more highly engaged audiences and expand returns. Simply put, greater efficiencies = greater ROI.

Here in our first part, we'll look at **Content Production**. Companies now need to create and manage tremendous volumes of content on tighter schedules and budgets, often with remote global teams. For example, just among **Ooyala's top customers**, long-form OTT content supplies alone increased 159% in Q4 2017 compared to a year earlier. We'll discuss how the use of rich metadata to automate asset logging and management has simplified production operations and kickstarted improvements for organizations of all shapes and sizes.

To explain further, let's start at the beginning, when media assets meet media systems.



The Ooyala Flex Media Platform serves every stage of the content supply chain

## ASSET LOGGING

The **OoyalaMOVE** application within the Ooyala Flex Media Platform allows the import or manual entry of metadata from the various types of assets used to make finished content (such as raw video footage, images and text) as they're input into a content production system. **OoyalaMOVE** assesses the metadata and logs it. The assets can originate from many different sources, whether they're newly ingested from an in-house production team, imported from third-party systems or input as growing files during a live event.

These initial platform actions alone solve for what has historically been among the most problematic steps for content companies: manual metadata input and logging. Manual metadata is often rife with errors and duplication, and can make it hard to catalog and find assets. Now, video elements can be transcribed automatically based on their audio or metadata, instead of manually populating at a substantial cost of time and resources.

Companies are starting to adopt artificial intelligence (A.I.) during asset logging as well. For example, the Ooyala Flex Media Platform **integrates** with the A.I. technology of Microsoft Video Indexer to further enhance metadata. As a result, not only can the logging process be automated but services such as facial recognition, audio transcription, multi-language translation and object tagging can be applied at this stage for benefits all the way down the line.

Here are some of the many use cases where metadata, automation and A.I. can significantly improve logging efficiencies, and ultimately, impact what each viewer consumes:

- ◆ Sports broadcasters with live match clips to distribute globally in minutes
- ◆ Reality TV producers with hundreds of content hours to edit and craft into compelling stories
- ◆ News site editors with topical content that can be used to recommend similar pieces of interest
- ◆ Retail site managers with video assets that educate consumers on e-commerce product SKUs
- ◆ All video content providers with timed text that can extend their audiences and promote discovery

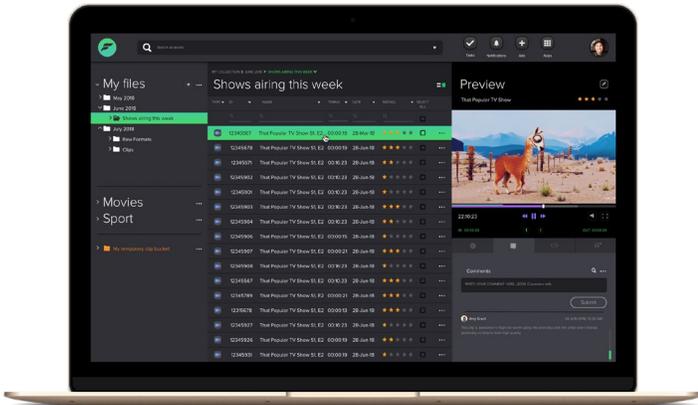
Smarter logging means production staff can focus on higher-value tasks that improve creativity, business strategy and audience experiences. More content can be processed in less time to increase revenue opportunities.

One production company has noted that for each hour of content, it takes them four hours of manual labor to enter transcription metadata. Automating this process via the Ooyala Flex Media Platform has cut that down dramatically.



## ASSET MANAGEMENT

Once assets are logged, the centralized **OoyalaMAM** application within the Ooyala Flex Media Platform uses metadata to manage them. It automates and optimizes both human and machine tasks. The result? More teamwork with fewer mistakes in high-pressure production environments.



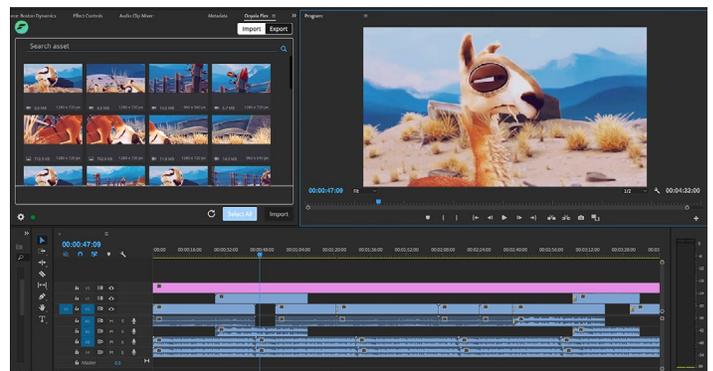
*The OoyalaMAM application*

**OoyalaMAM** provides a controlled way to capture and catalog rich, consistent metadata. A standard metadata design tool, along with advanced data modeling within the platform, makes it easy to create and define metadata, model it and track it. And, automated business logic and user-defined rules can be set up to determine how teams should treat assets and metadata throughout subsequent processes.

Teams can create complex metadata schemas and hierarchies as well. Taxonomy, tag and thesaurus models aid user entry to minimize human error. In these ways, teams can more easily identify and manage assets and then find them at any future point in the content lifecycle — for example, when assets become shows and shows become series syndicated globally for years to come. Advanced asset management also enables teams to collaborate with editors wherever they work, using leading non-linear editing systems like Adobe Premiere Pro and Avid Media Composer integrated with the platform.

Ooyala Flex Query Language can enhance search capabilities, enable in-depth, real-time and historical searches, and lead to more accurate search results. Companies can build their own thesaurus entries and perform advanced searches that return results associated with what was typed, such as spellings of a town in a different language.

A.I. can also come into play as managed assets are connected to other workflow steps, again in conjunction with A.I. partners. For instance, metadata rules can be set up to identify assets that contained, say, a specific topic, personality or location identified when they were logged into the content system. VOD highlights could then be automatically created with those assets, packaged with a superimposed logo, and delivered to multiple syndication channels, increasing audience reach and monetization opportunities. Metadata captured automatically through A.I., such as tags, specific actions (e.g. a sport goal) or brands, can be used to enhance personalized viewing experiences and boost revenues.



*Ooyala Flex Media Platform Panel within Adobe Premiere Pro*



The Ooyala Flex Media Platform ties all of the metadata together into a separate data layer so it's connected, available and visible to permitted users at all times. That's true even when working across workflows and disparate systems. This advancement reduces the risk of data loss and creates a single source of truth in the content supply chain. It adds constant visibility over operations, and gives teams insight into any problem areas so they can fix them quickly for optimal productivity.

One digital network processes about 70,000 assets per week with the Ooyala Flex Media Platform, enered from 130 different content providers. This company curates videos on the fly now, creating a unique and personalized experience for each consumer while maintaining scalability and reducing labor, time to market and errors in metadata transactions.

## CONCLUSION

Production is just one area of the content supply chain where advanced uses of metadata and technology can transform businesses. In the second part of our series, we'll discuss how distribution can be turbo-charged to package and deliver great content to partners and audiences wherever they are.

The Ooyala Flex Media Platform is an open and extensible way to manage, curate, orchestrate, publish, measure and monetize your content. It connects and powers the entire content supply chain, from production to profit, providing central workflows, shared metadata infrastructure and APIs enabling new revenue opportunities for content creators and distributors. To learn more, contact [sales@ooyala.com](mailto:sales@ooyala.com).



[www.ooyala.com](http://www.ooyala.com) [sales@ooyala.com](mailto:sales@ooyala.com)

For over 10 years, Ooyala has been at the forefront of shaping the OTT and media workflow revolutions as a leading provider of software and solutions that optimize the production, distribution and monetization of media. National Rugby League, Dell, SkySports and Media Prima are global customers that rely on the Ooyala Flex Media Platform to successfully produce, manage, and distribute media and become more efficient, more open and more extensible to meet the evolving needs of their viewers. Headquartered in Silicon Valley, Ooyala is a US based subsidiary of global telecommunications and IT services company, Telstra, with offices in Chennai, Cologne, Dallas, Guadalajara, London, Madrid, New York, Paris, Singapore, Stockholm, Sydney, Tokyo, and sales operations in many other countries across the globe. For more information, visit [www.ooyala.com](http://www.ooyala.com). For inquiries, contact us or email [sales@ooyala.com](mailto:sales@ooyala.com).

