

DATASHEET



## 5th generation cloud native active metadata platform

Systematically unify and update the descriptive metadata showcasing the depth and breadth of your content investments.

Every day Atlas processes tens of millions of transactions and delivers updated metadata records to our customers. Our 5th generation platform has been optimised since its launch to deliver the scale and velocity of accurate processing, equivalence and workflows needed by video service providers.

### The cornerstones of active metadata management:

- **Volume** - Atlas, leveraging Amazon Web Services, is designed to enable reliable ingest, processing and management of high volumes of data from multiple customer-defined sources
- **Velocity** - Atlas provides near real-time processing of millions of new or updated files on a daily basis - providing customers with the most up-to-date data
- **Variety** - Atlas' flexible & extensible data models support structured, semi-structured and unstructured data of various formats in one centralised repository
- **Veracity** - Daily updates and QA processes ensure metadata does not become outdated

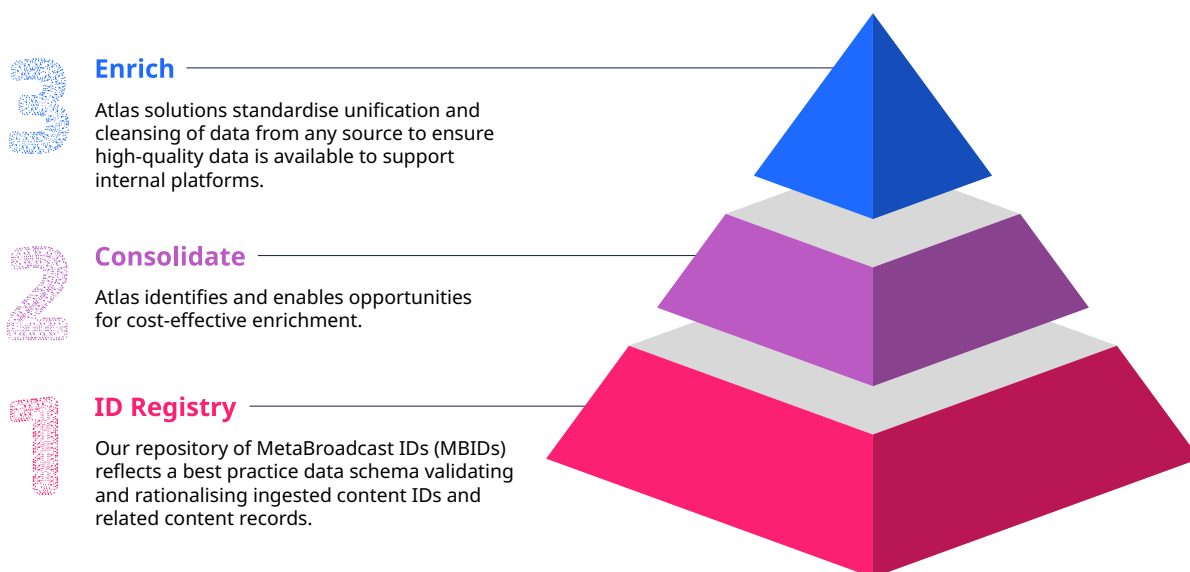
*Leverage data science techniques, machine learning & artificial intelligence to automate data management processes to aggregate, unify and heal descriptive metadata while minimising human intervention.*





## Address your hierarchy of needs

Atlas is the foundation for fulfilling a hierarchy of metadata management needs. From establishing a Content ID Registry to managing a fully enriched single source of truth, Atlas provides the sophisticated metadata management needed to register, consolidate and enrich your metadata records.



## How Atlas manages your metadata

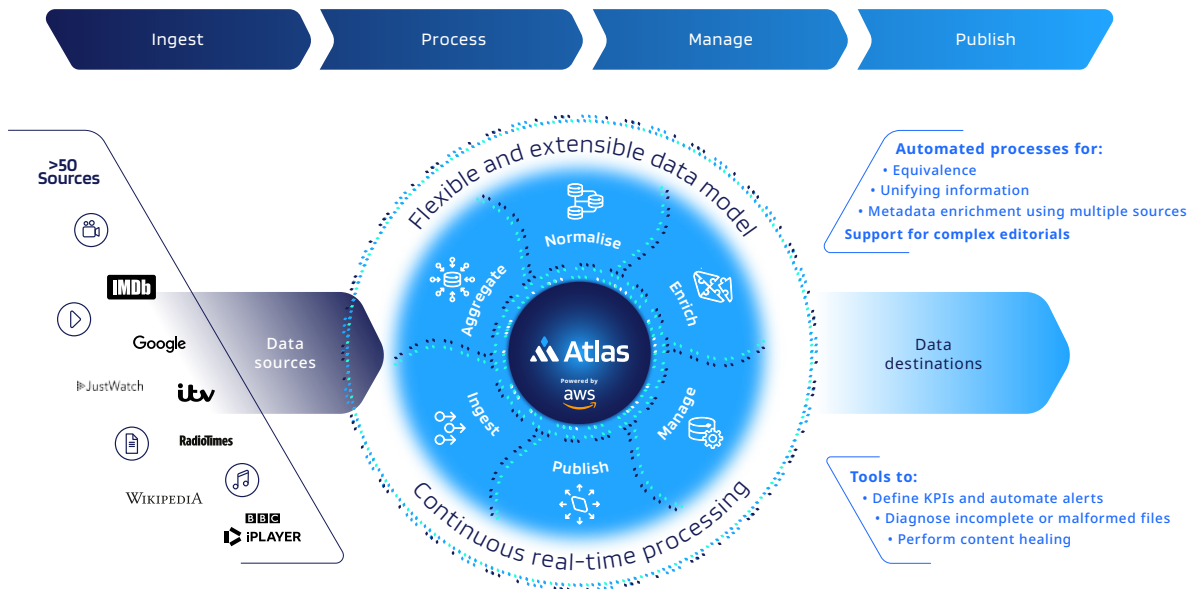
Atlas uses automated processes for metadata ingestion from multiple sources (e.g., TX logs, Avails, Tier 1 CMS, editors and legacy databases), ID matching, content mapping, and overall unification of content records. Atlas also gives customers the flexibility to prioritise sources into a master record using the merged data set.

Atlas easily maps multiple content IDs by leveraging its unique and vast ID Registry of over 140 million MetaBroadcast IDs representing over a decade of unifying, matching, and normalising millions of content IDs from major broadcasters, content owners, and metadata providers (e.g., BBC, ITV, PA, EIDR, Gracenote, IMDb, etc.). The resulting ID map helps customers understand and visualise the relationship between brands, titles, episodes, or franchises. Customers establish the frequency of data ingest, processing, and publishing with options for the use of APIs or other file transport mechanisms.



Our best practise data schema currently supports over 200 data fields enabling video service providers to provide the level of detail expected by their viewers. As metadata records are ingested, Atlas looks for gaps in data fields, applies healers, and enriches records with data from additional sources.

The platform provides the option to deploy specialist workflows, such as a genre tree with an evolving taxonomy that enables the consistent application of genres while also allowing customers to suggest alternative genres. The resulting content records include titles, genres, tags, series, episode numbers, sports data, synopsis, cast and crew, and unique video service provider-defined content IDs.



While our advanced data science techniques and sophisticated algorithms deliver a complex data model to identify, match and organise IDs and descriptive data, Atlas runs on Amazon Web Services (AWS) to support the compute, elastic search, storage, and event orchestration needed to fulfil continuous metadata processing requirements. Our typical automated accuracy on complex data models is c.99%, helping to reduce costs and increase operational efficiency.

Having been cloud-native on AWS since early 2011, Metabroadcast continues to look at ways to leverage the best of cloud computing. Security, resilience and the ability to perform at scale (over 29 billion transactions annually) are all technical requirements that the AWS suite of tools provides. This has enabled Metabroadcast to grow while simultaneously giving clients peace of mind.

The autoscaling capabilities of AWS EC2 aligned with EKS containers set the foundation of scale. Variants of S3 storage, ELB and elastic search provide the required performance as SQS, SNS and EventBridge enable internal and external integrations and messaging. In short, the AWS cloud environment allows us to expedite delivery and performance at scale.

### Modern architecture - scalable, resilient, secure

<b>Scalable compute</b>	Amazon EC2	Amazon EC2 autoscaling	Amazon EKS containers	Amazon Elastic load balancers
<b>Resilient storage</b>	AWS Glacier slow storage	Amazon S3 basic storage	cassandra Efficient read/write	Amazon Elasticsearch reindexing
<b>Event bus</b>	Amazon SQS	Amazon SNS	Amazon Eventbridge	kafka Queuing and messaging

powered by AWS

Jira	Agile scrum methodology
CI/CD	Jenkins and Github
Prometheus	Metrics/monitoring
Alerting	Alerting

Agile streamlined development

MetaBroadcast continuously evaluates and leverages additional AWS services to enhance Atlas capabilities, particularly with attention to the increased volume of metadata resulting from the application of artificial intelligence (AI).

## Scalable pricing aligned with your goals

The path to unified high-quality metadata is different for each video service provider. From Audits and Proofs-of-Concept to full-fledged deployments, MetaBroadcast provides options to leverage its capabilities to elevate the value of your metadata. Atlas functionality is packaged as Software-as-a-Service. Each level of service builds upon the prior level, providing additional functionality or access to unique services.

All service levels include planning and implementation, support and maintenance, access to our customer success team, and the ability to influence our product roadmap.

### ID Director

- User portal and dashboard
- 360° view of data
- Atlas manages
  - Metadata schema import
  - Data ingest, migration, aggregation
  - Data cleansing
  - ID mapping and matching
  - Publish IDs and associated content records
- Users access the Atlas portal to:
  - Search content records
  - View content information (e.g. hierarchy, brand, genre, descriptions, images, ID map, merged data records, etc.)

£2000 per month\*

### Metadata Editor

- User portal and dashboard
- 360° view of data
- Atlas technical processes
- Atlas portal access

#### PLUS Editorial tools

- Suggestions tool to edit brand allocation, titles, genres, descriptions, etc.
- View and prioritise data sources
- Equivalence map

Per seat pricing available upon request

### Metadata Workflow

- All functionality provided by ID Director and Metadata Editor

#### PLUS use case specific workflows

- Genre migration tool
- Genre tree and workflow
- Super user functionality
- Multi-tenant group service
- Multi-service data hierarchy
- Channel group service
- Schedule tool
- Overnight reports

Custom workflows may be designed upon request

Pricing per workflow available upon request

\* Plus data connector fees and AWS processing fees.

MetaBroadcast also provides professional services for initial set-up, metadata data workflow assessment and design, and systems integration as well as data and editorial services. Pricing is available upon request. Additionally, MetaBroadcast has existing agreements with many linear, online, and AI data providers simplifying your enrichment capabilities.



## We manage metadata for

**Broadcasters** - National and local broadcasters of linear and on-demand TV programs seeking improved metadata management solutions to integrate with their content management, scheduling, and research platforms; linear and catch-up distribution; and enhance viewer ability to find and consume the programs they want.

**Streaming services** - Global or regional video-on-demand services using metadata to organise and categorise content records to feed UIs and support search, recommendation, discovery and consumption by subscribers.

**Audience measurement JICs** - Firms consolidating metadata from member video service providers with a need to integrate with census data providers, media consumption providers, schedule providers, and other sources to support the measurement of consumer viewing behaviour.

**Operators** - Service providers delivering a combination of scheduled, live, and on-demand content requiring high-quality metadata to support EPG/User Interface, Voice Search, Content Discovery, Recommendations, and Ad Insertion.

**Production companies** - Content owners managing and licensing video assets for distribution to TVs, tablets and mobile phones. Requirements to unify and cleanse metadata from siloed databases into a master metadata repository that supports underlying content catalogues, content management, CRM or other internal platforms.

**We elevate the value of metadata - providing value to our customers by making their content more easily discovered and enjoyed.**

## Commercial benefits

- Reduce redundant or unnecessary metadata costs
- Improve operational efficiency
- Heighten subscriber engagement and reduce churn



Founded in 2007, MetaBroadcast is headquartered in London, UK; the company has ingested metadata from over 150 different sources; serves 80+ broadcasters and 310+ channels; and manages over 140M MetaBroadcast IDs, related content records and billions of transactions.



For more information, please visit: [www.metabroadcast.com](http://www.metabroadcast.com)