DATASHEET

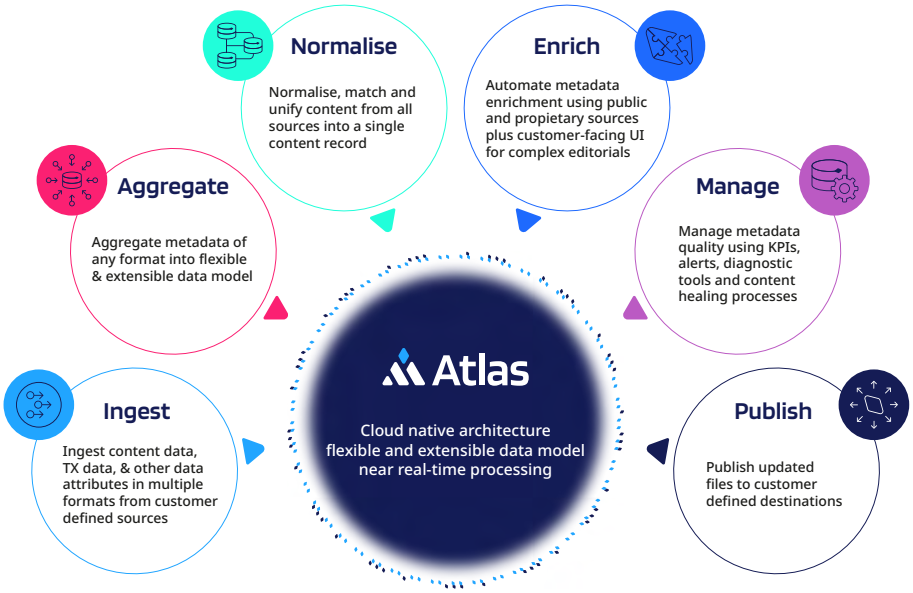
Content aggregation: Unlocking seamless viewer experiences

Content aggregation has become a powerful strategy for Pay TV providers and streaming platforms, enabling them to attract diverse subscribers with expansive content libraries. However, providers face a significant challenge behind the scenes: ensuring consistency in data types and formats across multiple content catalogues. To fully monetise these assets, aggregators must first standardise metadata, integrating various formats, fields, and structures into a single, unified schema. Traditionally, this process has been time-consuming and resource-intensive.

Atlas: Matching content, maximizing value

Atlas

Enter **Atlas**, our cloud-based active metadata platform designed to handle vast amounts of data efficiently. Built on a modern data stack, Atlas automates metadata ingestion, harmonisation, and normalisation, eliminating the complexities of aggregating content from multiple sources.



One of Atlas's core capabilities is **ID mapping and matching**, ensuring subscribers can effortlessly discover and access the correct video content, regardless of naming conventions, metadata structures, or source variations.

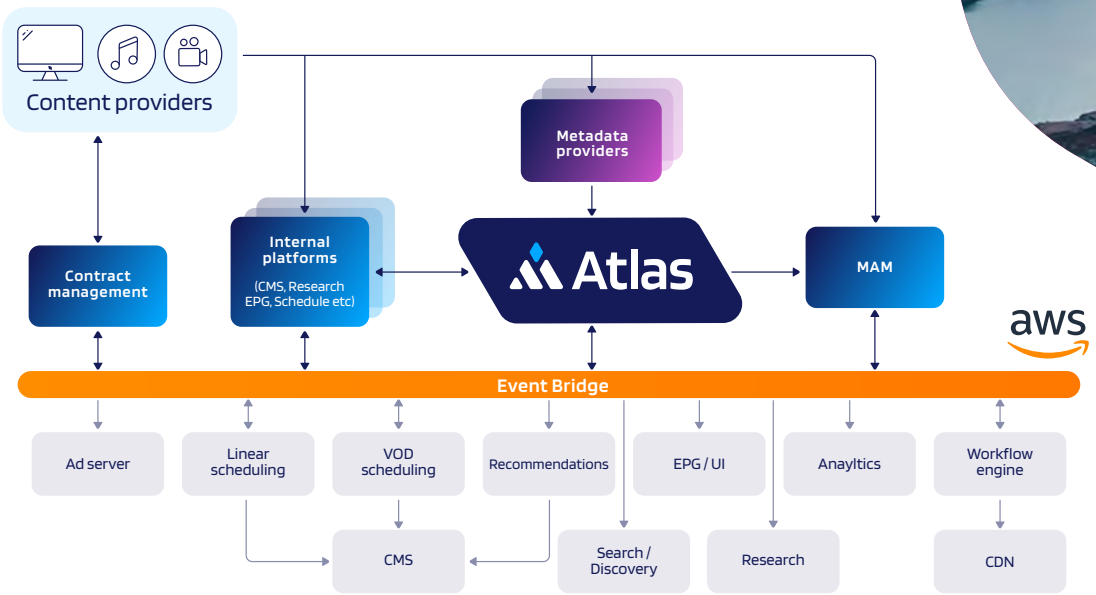
How it works

1

When aggregators ingest content, they often encounter multiple unique IDs for the same title. For example, Breaking Bad might have different IDs assigned by the studio, distributor, and broadcaster—each with its own variations based on language, region, or licensing rights.

2

Atlas intelligently maps these disparate IDs to a single master ID (e.g., a MetaBroadcast ID, EIDR ID, or IMDb ID), consolidating metadata into a unified record.



Atlas utilises our extensive ID registry of MetaBroadcast content IDs (MBIDs), developed over a decade of integrating, matching, and normalising content IDs from leading broadcasters, content owners, and metadata providers, including the BBC, ITV, PA, EIDR, Gracenote, and IMDb. This registry of more than 140 million IDs provides a standardised, unified, and validated dataset, thus accelerating advanced ID matching. By comparing metadata fields such as title, release date, and cast, Atlas can ascertain whether different records genuinely refer to the same content. By resolving discrepancies and preventing duplicate entries, Atlas aids providers in delivering a seamless browsing and search experience to their subscribers.

Enhancing metadata quality, granularity and standardisation

Poor metadata—whether incomplete, inconsistent, or inaccurate—can hinder searchability, recommendations, and content discovery. Content aggregators rely on metadata to drive content discovery and personalised recommendations, but content providers often supply varying levels of detail. Some sources offer rich metadata, including actor roles, genres, and moods, while others provide only the basics. Atlas automatically assesses metadata quality upon ingestion, applying cleansing rules and normalising data into the aggregator's preferred schema. The resulting unified schema ensures consistency and interoperability across different platforms and content sources.

Aggregators that license and distribute content to multiple geographical regions face the challenge of differing standards due to regional regulations, cultural norms, and classification systems. Atlas maps metadata across different regions, aligning language support, localised titles, and regional content ratings. For instance, a film rated PG-13 in one country may be labelled 15+ elsewhere—Atlas ensures these variations are accurately mapped and presented to viewers in the correct format.

The result is a standardised metadata repository ensuring:

- Standardised metadata across all content providers
- Identification and resolution of missing or inconsistent data
- Enhanced personalisation and recommendation accuracy

Customer **benefits**

- Accelerated onboarding of new content
- Seamless user experience
- Improved search, recommendations, and watchlist synchronisation
- Harmonised data field labelling to avoid duplicate, incorrect, incomplete data in the platform's catalogue
- Efficient catalogue management is due to the availability of metadata in one coherent structure

Powering the future of content aggregation

MetaBroadcast's Atlas active metadata platform automates the ingestion, cleansing, harmonisation, and normalisation of metadata from diverse sources. By identifying equivalent fields and attributes across multiple providers and mapping them into a single, unified schema, Atlas enables streaming platforms to efficiently manage and monetise content catalogues—while delivering a seamless, high-quality user experience.

Embrace the future of automated, intelligent content aggregation with Atlas.

Founded in 2007 and headquartered in London, UK, MetaBroadcast has processed metadata from over 150 sources, serving 80+ broadcasters and 310+ channels. Our system manages over 140 million MetaBroadcast IDs, related content records, and billions of transactions—ensuring data accuracy and seamless content aggregation.

For more information, please visit: www.metabroadcast.com

MetaBroadcast