

CASE STUDY:

Mind the Gap in Metadata Quality

Lessons from the RadioTimes.com Audit



 **MetaBroadcast**

RadioTimes

Introduction

As the trusted provider of the latest broadcast and streaming TV guides in the UK, RadioTimes.com depends on robust, accurate, and timely metadata aggregated from a variety of sources. Behind the scenes, MetaBroadcast has been playing a key supporting role in managing this metadata.

Since 2013, MetaBroadcast's Atlas active metadata management platform has created a unified high-quality data set that gives the RadioTimes.com editorial team the flexibility to prioritise metadata source ingest, perform editorial overrides, and manage channel groups. On average, the RadioTimes.com website receives c. 20M visitors per month and is the UK's most popular online TV/streaming guide.

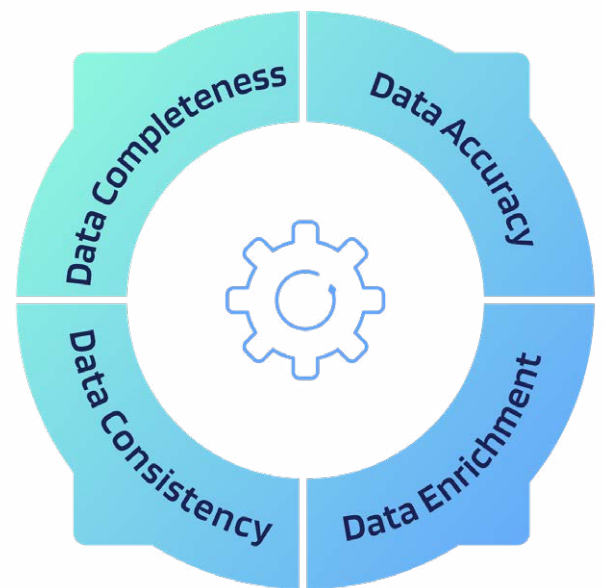
During the contract renewal process, RadioTimes.com emphasised the importance of SEO and user experience. With that in mind, MetaBroadcast proposed an audit to highlight opportunities to enhance the current offering. Aligned with RadioTimes.com priorities, the audit would assess the quality and availability of the comprehensive descriptive and schedule metadata necessary to help consumers expedite content discovery and identify where and when to watch programmes.

MetaBroadcast and RadioTimes.com agreed to analyse a curated sample of content records that included films, TV shows, seasons, and episodes. The Audit would assess metadata from three primary sources based on the following attributes:

- ◆ Completeness and availability of content descriptions
- ◆ Accuracy and coverage of key metadata elements such as descriptions, cast, ratings, certificates, and production details
- ◆ Timeliness of metadata availability

In addition, further metadata solutions would be evaluated to identify strengths, weaknesses, and opportunities for improving content enrichment.

Case study: Radio Times





MetaBroadcast's ID Registry Enabling Systematic Analysis

As Radio Times licenses the metadata used for the Audit, MetaBroadcast is only responsible for aggregating, cleansing, equiving, and normalising the data. Consolidated content records reflect Atlas' strength in ID matching and automated equivalence processes to identify candidates and score relationships between subject and candidate content records that may be considered for matching.

Atlas stores the merged record, reflecting which data fields were provided by which sources. These merged records were the basis for the Audit.

Case study: Radio Times

Addressing known areas for improvement for **RadioTimes.com** was an important component of the Audit. The Audit specifically looked at the following data fields:

- 1 Descriptions
- 2 Completion Year (Brand level only)
- 3 Deeplinks
- 4 Series and Episodes
including landscape and 16:9 imagery
- 5 Cast and Crew

Gaining Perspective

The Audit assessed the availability and completeness of content descriptions and associated metadata across three primary data sources. RadioTimes.com curated a list of titles for quality assurance (QA), consisting of TV shows/brands and films. To ensure thorough hierarchy verification, additional episodes were added for each brand, along with a full series. This allowed for a comprehensive review of all hierarchical levels, from the brand level down to individual episodes. The goal was to identify gaps and variations in data quality across the platforms, ensuring that metadata accurately reflects the content in all its forms and hierarchies.

The Audit provided specific recommendations to optimise the use of data from existing sources based on the depth of data available, timeliness of data availability and the consistency of data provided.

The second phase of the Audit leveraged MetaBroadcast's ID registry to map additional IDs from sources not currently used by RadioTimes.com. Assessing the data available and the timing of receiving that data from additional sources, MetaBroadcast was able to provide objective recommendations for potential data enrichment that would improve the availability and quality of metadata presented on the RadioTimes.com website.

Outcomes to improve operations and engagement

The Audit results underscore the critical role of high-quality metadata in driving user engagement and maintaining a competitive edge. The Audit gave RadioTimes.com insight into addressing metadata gaps and overcoming or avoiding inefficiencies in using existing metadata sources.

By prioritising completeness, accuracy, and timeliness, RadioTimes.com is poised to enhance content discovery, streamline operations, and deliver a more dynamic, engaging experience for its 20 million monthly users. This effort highlights the value of a collaborative, data-driven approach to metadata management - serving as a blueprint for how robust audits can transform operational efficiency and customer satisfaction in the fast-evolving world of streaming and broadcast media.

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