

# Teradata Metadata Management and Transformation

## Bridge the Gap between Metadata and Monetization

Life used to be much simpler for content owners. A few distribution channels. Linear release windows. And predictable geographic territory concerns. Today, of course, it's a new world. Exploding distribution channels, intense pressure for simultaneous theatrical releases around the globe, and shrinking release windows make the landscape look dramatically different.

As content owners struggle to navigate new media challenges, metadata management is increasingly becoming more complex and cumbersome. Studios and content owners are managing more content than ever and delivering that content to more partners than ever.

Managing title metadata isn't a new challenge. But it's more important than ever.

Metadata about your content exists long before the content actually does, running across the content lifecycle. All too often, content owners struggle to aggregate and validate the title metadata they do have, and aren't aware of the metadata they lack. That's because metadata is stored inconsistently – and in bits and pieces – across multiple systems. Metadata management becomes even more critical for content owners challenged with rapidly repurposing metadata to meet the needs of distribution partners and to drive revenue – especially when they have limited or unavailable tools to do so.

Without total control of metadata creation and output, the risks are significant:

- > Incomplete and inaccurate creative, business, and technical metadata about

titles – everything from movie title and actors to summaries and ratings – that misrepresents your content and risks brand consistency in the market.

- > Delays in meeting output specification requirements to licensees due to cumbersome and time-consuming metadata output processes, delaying downstream fulfillment and licensing revenue.
- > A need for additional data entry staff or outsourcing to solve data quality problems, adding cost to the entire metadata creation and output creation process.

## Streamline Processes and Maximize Revenue

To thrive in today's landscape you need new and better ways to fully monetize content across multiple platforms. Accurate, complete, and accessible metadata – in combination with the ability to rapidly repurpose that data – is critical to your strategy.

Teradata® Metadata Management and Transformation allows you to:

- > Ensure complete, accurate, and consistent title metadata for content across your organization and beyond.
- > Rapidly scale your multi-platform strategy through automation of outputs, allowing you to drive more revenue more quickly.
- > Improve your profits with a solution that cuts through the complexities and cost of metadata management.



Figure 1. Teradata Metadata Management and Transformation streamlines title management and multi-platform distribution.

# Teradata Metadata Management and Transformation

## Meet Every Challenge Across the Content Lifecycle

Teradata Metadata Management and Transformation solves the challenges you face every day. First, the solution enables detailed, accurate, and complete metadata capture across every stage, from production through distribution. The solution centralizes your metadata and allows you to define a comprehensive metadata schema to meet your needs. Then it allows you to assign “ownership” for every field to ensure only the appropriate users have editing rights. It also supports workflow approvals to ensure all required metadata attributes are completed, and changes approved. With the solution, you can establish your own approval paths and perform extensive auditing and tracking with a record of who touched a piece of metadata, when they touched it, and why. Imagine the benefits when production, marketing, and technical operations can create, authorize, and control their title and technical metadata input.

The solution helps guarantee that metadata is accurate by providing a single point of accountability and field-level validation controls. That’s a vital advantage in overcoming inaccurate and inconsistent metadata that contains missing attributes, misspellings, and other errors.

And to help you meet the demand for outputting multiple formats, Teradata Metadata Management and Transformation automates the metadata output process, allowing you to meet each distributor’s unique metadata requirements

## Too Much of a Good Thing?

Studios today certainly aren’t lacking for metadata. The average studio releases more than 20 new features per year. And the feature is just the beginning, with a supply of trailers, spots, EPKs, and other derivatives flowing from that asset. Metadata for these assets and elements is created from the moment the idea originates in development, and is enriched throughout the production and distribution process. The result is a sea of data – much of it residing in scattered silos, and some of it incomplete or inaccurate.

Now, multiply those assets against the dozens of distribution channels available – some studios have 50 or even 100 distribution partners – and you begin to understand why solutions that rely on extensive manual data entry and that fail to automate metadata repurposing aren’t scalable.

With post-theatrical revenues accounting for more than 80 percent of a title’s revenue, there has never been a more critical time to eliminate highly fragmented metadata management and costly repurposing with a solution that automates the entire process so you can ensure rapid fulfillment, rising quality, and reduced risk.

without manual effort. It has never been so easy to scale – you can easily add new distributors and respond quickly to the ever-shifting specification changes of your current partners.

## Insight and Innovation

Teradata Metadata Management and Transformation is a unique blend of insight and innovation. It offers you and your company the agility you need to throttle your multi-platform strategy.

## World-Class Technologies for Authoring and Quality

The heart of the solution is our industry-leading master data management application that reduces the complexity of metadata management. It allows you to manage and control metadata creation and updates across the content lifecycle. Teradata’s tool enables total flexibility – it can support

any metadata schema and approval workflow so you can easily tailor our metadata management solution to your unique title management needs.

## Automated Repurposing and Output

The solution also includes our extraction, transformation, and output tools that enable automated repurposing and output of metadata to the specifications your content distributors require. Our extraction services retrieve the required metadata from your metadata systems, prepare the metadata, and make it ready for distribution using automated tools, eliminating manual output creation. Adding new distributors is easier, and managing their ever-changing requirements is no longer an impediment to your ability to fulfill.

# Teradata Metadata Management and Transformation

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## *A Solid Foundation*

The Teradata Media and Entertainment (M&E) Logical Data Model (LDM) provides a comprehensive blueprint to help you make the most of your data warehouse by saving you time and money and providing quick, convenient access to cross-functional, integrated information.

Teradata has modeled the relationships and derivatives among titles to provide foundational schema for critical M&E business key performance indicators (KPIs), including IP Rights Management, Digital Supply Chain, and Title Performance.

You can use this industry-specific LDM to improve your understanding of:

- > Descriptive metadata about each title, including title, multiple synopses, and credits.
- > Territory and licensing rights availability by titles or groups of titles.
- > Content and/or ad performance across every channel.
- > Audience measurement and profiling for online activity.
- > Royalty and payment information.

## *Meet All Your Needs*

The Teradata Purpose-Built Platform Family has been expanded to fit all your M&E business needs, allowing you to start small while trusting that your best-in-class infrastructure will grow with your business. Each platform family member runs

the Teradata Database, the most robust, analytical engine in the industry. These scalable, highly available, reliable platforms enable easy migration from one platform to another. Just as important, each Teradata platform has the kind of built-in functionality that makes it easy to manage and ready to deliver rapid time to value.

## *Develop a Metadata Strategy*

The Teradata Metadata Management and Transformation solution is delivered in collaboration with our consulting and implementation services, to ensure a complete metadata strategy and architecture.

We bring you a network of unequalled professional services consultants who can configure your initial set of output specifications and offer support through every phase of your metadata management program.

With more than 30 years of experience helping customers worldwide, Teradata offers you broad and deep industry expertise – and the ability to tailor best-of-breed technologies and solutions to your company's specific business needs and objectives. And we deliver that support through more than 2,600 consultants worldwide, serving customers in more than 120 countries.

## **Streamlined Capabilities**

Teradata Metadata Management and Transformation makes it easy to streamline your title management and distribution efforts. Plus, it helps build a

consistent representation of your brand across every channel.

Our solution is:

- > **Configurable** – From metadata schema to workflow, our solution can be configured to your best practices.
- > **Automated** – Use it to reduce effort and error through the automation of metadata transformation and output needed for multi-platform fulfillment.
- > **Expansive** – It scales to support any type of content metadata schema and broader data model building a framework for an enterprise-wide data management strategy.

Teradata has developed a powerful assessment to analyze your current metadata management and output processes, identify and analyze metadata sources and schemas, specify partners, uncover process inefficiencies, and more. It's a solid first step in helping you understand the scope of your metadata challenges – and how the Teradata Metadata Management and Transformation solution can help you meet those challenges.

## **For More Information**

To schedule an assessment or to find out more about how the Teradata Metadata Management and Transformation solution can help you maximize your multi-platform strategy and grow your business, contact your local Teradata representative or visit [Teradata.com](http://Teradata.com).

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