



DATASHEET



4th 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 4th 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-define 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- **Veracity** - Daily updates and QA processes ensure metadata does not become outdated

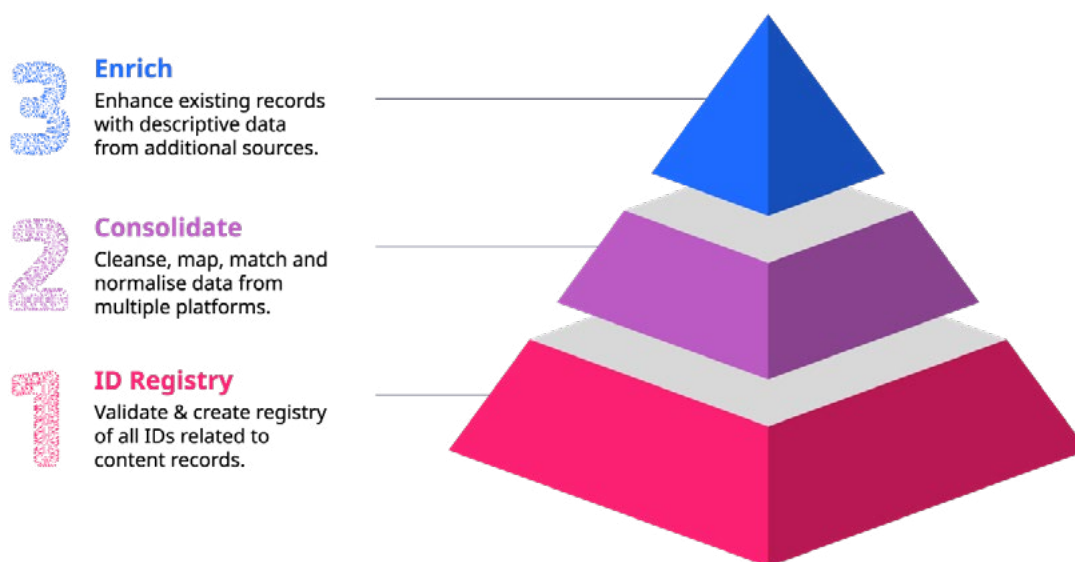
Leverage data science techniques, machine learning & artificial intelligence to automate data management processes to aggregate, unify, and heal descriptive metadata while minimising human intervention.





Address Your Hierarchy of Needs

Atlas is the foundation for fulfilling a hierarchy of metadata management needs. From establishing a registry of Content IDs to creating 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

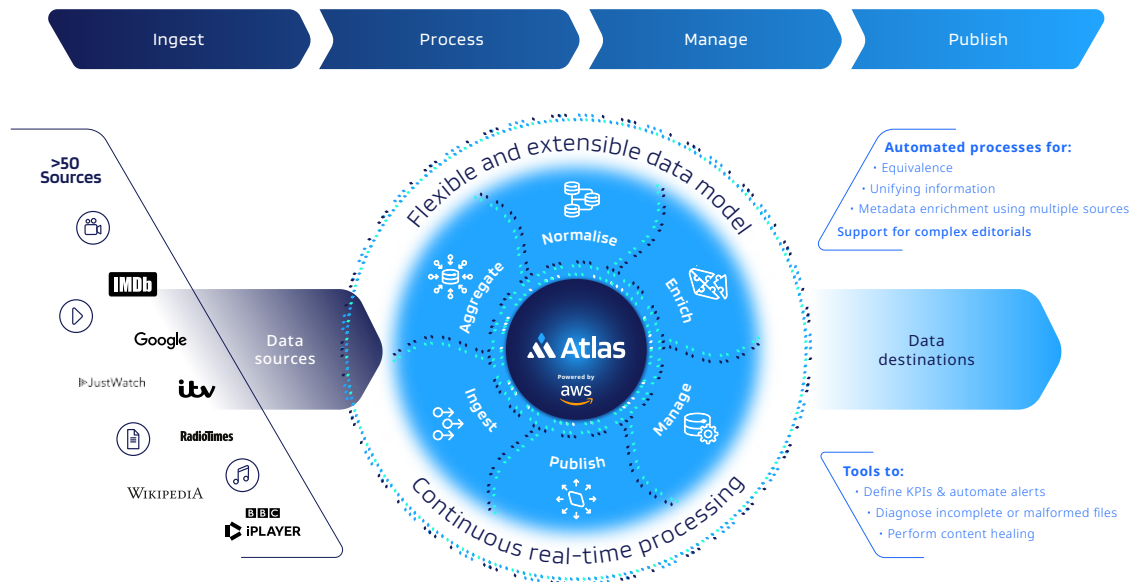
Atlas uses automated processes for metadata ingestion from multiple sources (e.g., Commercial metadata providers, TX logs, Avails, Tier 1 CMS, editors and legacy databases), content matching and unification of content records. Atlas also gives customers the flexibility to prioritise sources into a master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

Atlas is able to map multiple content IDs, creating an equivalence map helping 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 transports mechanisms.



Our 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 a genre tree, with an evolving taxonomy that enables 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.

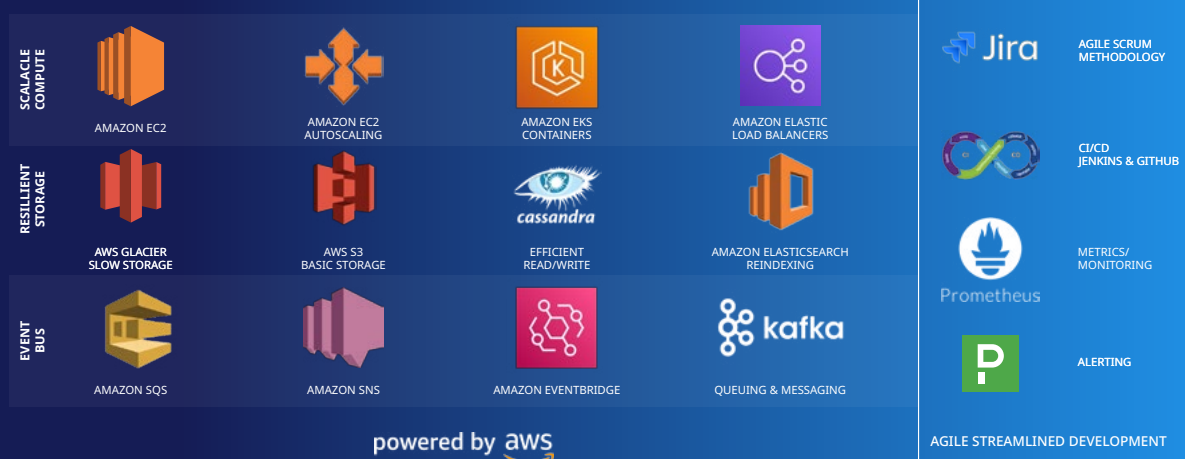


While our advanced data science techniques and sophisticated algorithms deliver a complex data model to identify, match and organise IDs and descriptive data, Atlas leverages Amazon Web Services to support the compute, elastic search, storage and event orchestration needed to fulfill continuous metadata 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 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 Bn 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



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.. Scalable, flexible deployment packages address the unique needs of single or multi-service providers.

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

FOUNDATION	HUB	MANAGE+
<ul style="list-style-type: none">■ User portal■ Role-based access■ Standard ingest/publish APIs*■ Data migration and cleansing■ ID mapping and cleansing■ Brand allocation■ Hierarchy healing■ Multi-service data hierarchy■ Genre classification	<ul style="list-style-type: none">■ User portal■ Role-based access■ Multi-tenant group service■ Standard ingest/publish APIs*■ Custom ingest/publish APIs*■ Data migration and cleansing■ ID mapping and cleansing■ ID equivalence map■ Brand allocation■ Hierarchy healing■ Multi-service data hierarchy■ Genre classification	<ul style="list-style-type: none">■ User portal■ Role-based access■ Multi-tenant group service■ Super user functionality■ Standard ingest/publish APIs*■ Custom ingest/publish APIs*■ Data migration and cleansing■ ID mapping and cleansing■ ID equivalence map■ Brand allocation■ Hierarchy healing■ Multi-service data hierarchy■ Genre classification■ Genre tree and workflow■ Channel group service■ Image override service■ Representative ID service■ Data lineage
STARTING AT £10k PER MONTH	REQUEST PRICING	REQUEST PRICING

*Pricing includes 5 APIs. £500 per month per API for more than 5 APIs. With a minimum 1-year contract period.

MetaBroadcast also partners with specialists to offer a full range of professional services including cloud architecture, systems integration and product set-up 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 public, national and local broadcasters delivering linear and on-demand TV programs require improved metadata management solutions to consolidate and validate the accuracy of metadata used in content management, scheduling, and playout platforms.

Streaming Providers multinational and local video streaming providers demand enriched descriptive data with deep links, ratings, reviews and more, to help consumers find and enjoy selected content in their catalogs.

Pay TV Providers Video service providers are leading the way in consolidating and delivering a combination of linear and streaming content. They require high-quality metadata to enhance content search, recommendation and discovery.

JIC Audience measurement organisations Firms capturing audience behaviour, provide the insight driving monetization. They require high volume, high frequency ingest and management of metadata from many sources to support measurement of consumer viewing behaviour.

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

Commercial benefits

- Boost monetisation options for content investments
- Reduce redundant or unnecessary metadata costs
- Heighten subscriber engagement and reduce churn
- Improve NPS scores



Founded in 2007, MetaBroadcast is headquartered in London, UK; the company has ingested metadata from over 50 different sources; serves 70+ broadcasters and 310+ channels, and manages over 65M content records and billions of transactions.

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

