

Managing Digital Assets for Profit

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Subjects to Cover

- Value in content assets
- Definitions and functions
- Digital media life cycle
- Evolution of broadcast production
- Indexing through metadata
- Evidence of enhanced profit
- Asset management conclusions

Value in Asset Management

- Broadcasters spend money to acquire, produce, manage, and distribute content.
 - Asset management can lead to more efficient processes which lowers **COST**
- Broadcasters are finding new uses for content and new ways to deliver it.
 - Asset management enables the user to find, extract, and exploit the content assets to earn more **REVENUE**

Asset Management Lexicon

- A Media Object = undifferentiated media object (BLOB)
- Media Object + Metadata = CONTENT
- Content + Rights = MEDIA ASSET
- Media Asset + Broadband Pipe = SERVICE
- Service + Customer Profile = PERSONALIZED SERVICE
- Personalized Service + Secure Distribution = NEW BUSINESS MODELS/OPPORTUNITIES

Asset Management Functions

Storage and Management

- advanced data modeling
- advanced storage management
- broad data type support
 - o static and streaming
- search/item integrity

Rights Protection

- low value through high value
- marking and secure content delivery

Search and Access

- comprehensive search
- comprehensive access control

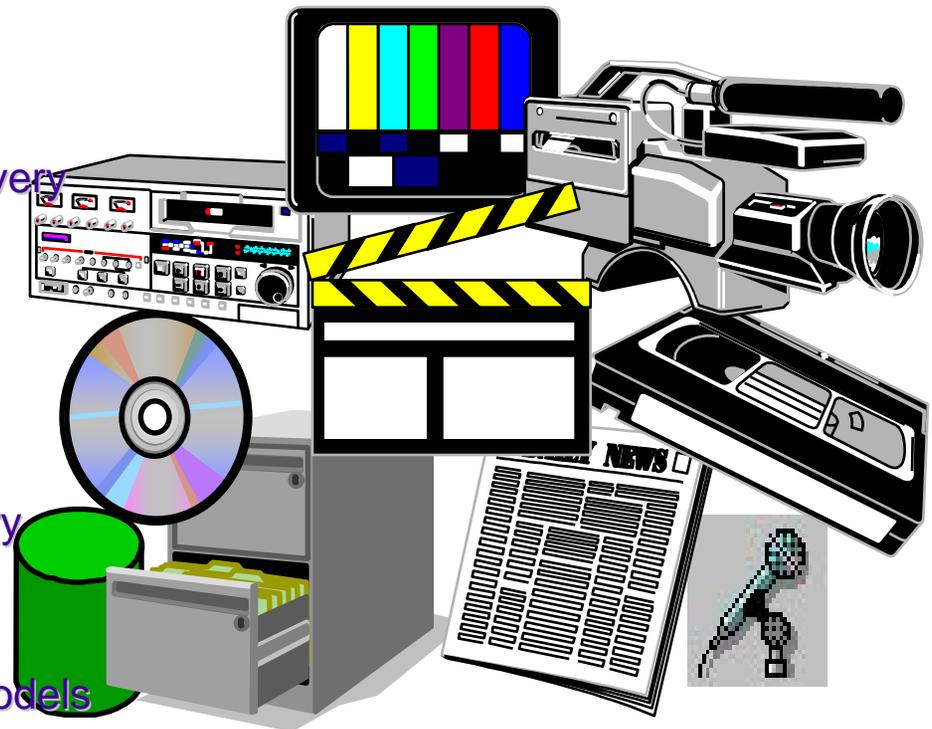
Distribution

- intranet, internet, notes
- forwarding and streaming delivery

Application Support

- open to the industry
- support popular programming models
- open to common data types

Source: IBM



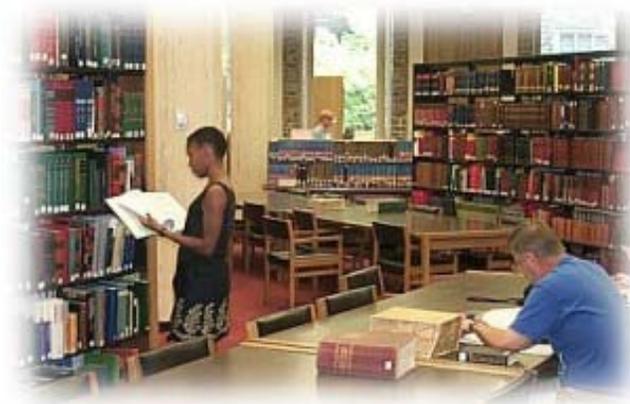
The digital media lifecycle

- All digital media moves through the same lifecycle



Create

Planning, creating, producing and encoding information and unstructured assets such as video, audio, animation and images.



Manage

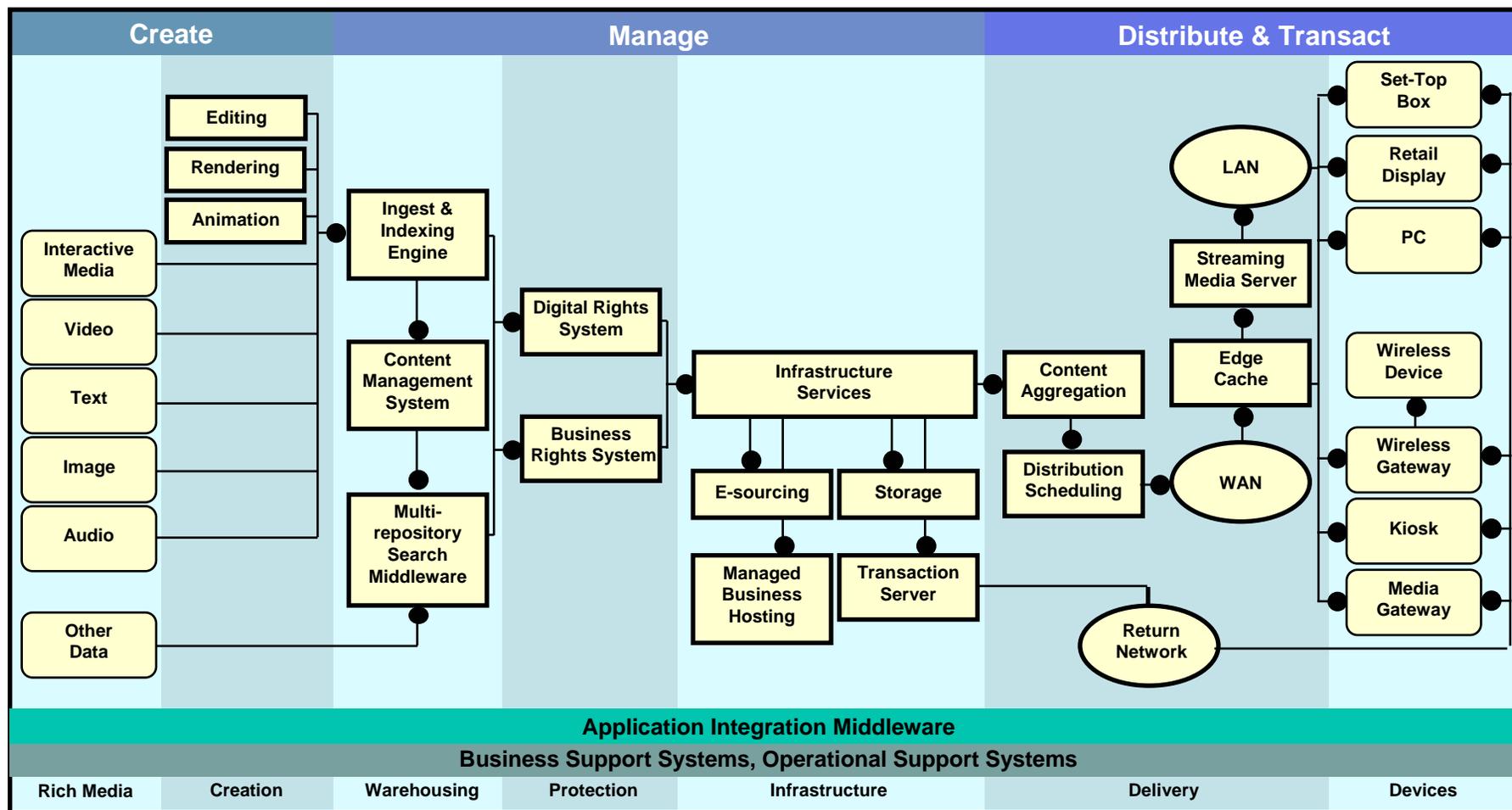
Managing the workflow, processing production, storage and retrieval of digital media, as well as the cataloging, indexing and annotation of original content



Distribute & Transact

Securely licensing, selling, and delivering digital content for business across multiple devices and delivery channels

The IBM Digital Media Factory

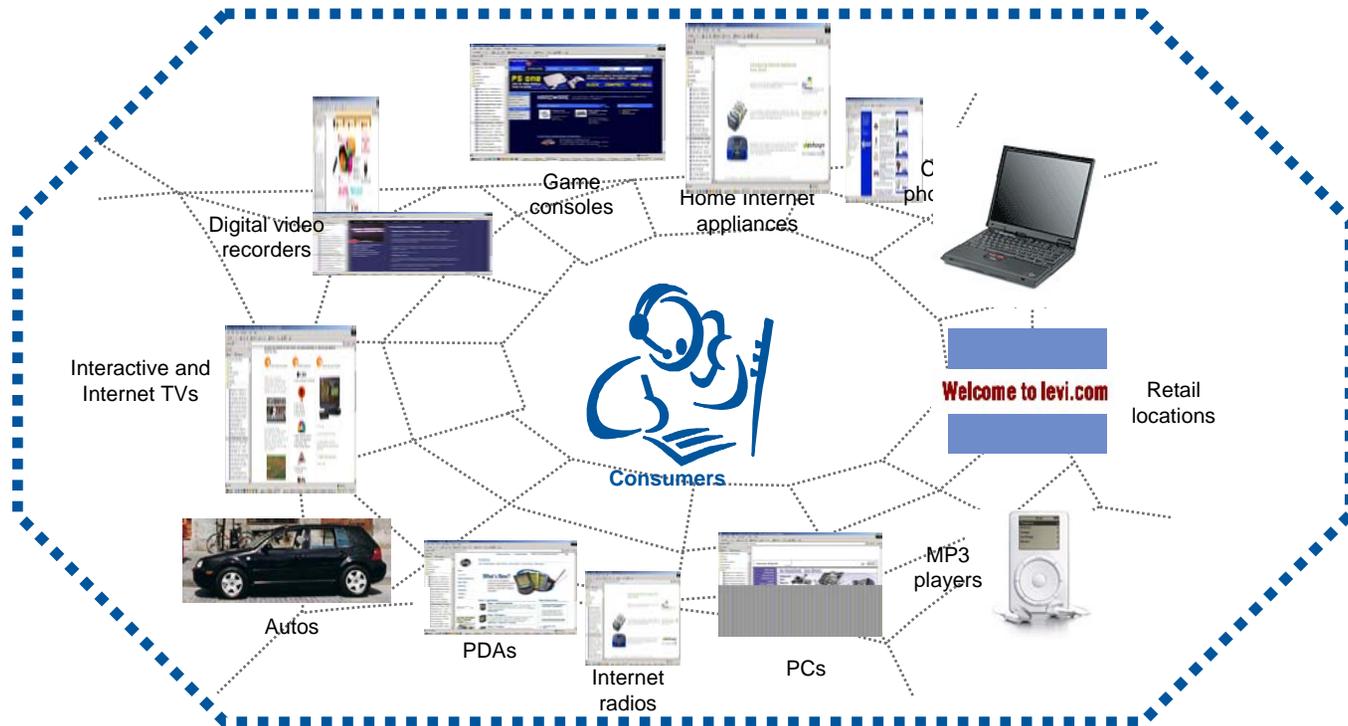


This framework enables companies to distribute digital content securely in any media to anyone, to any place or any device, at anytime and **measure** the result.

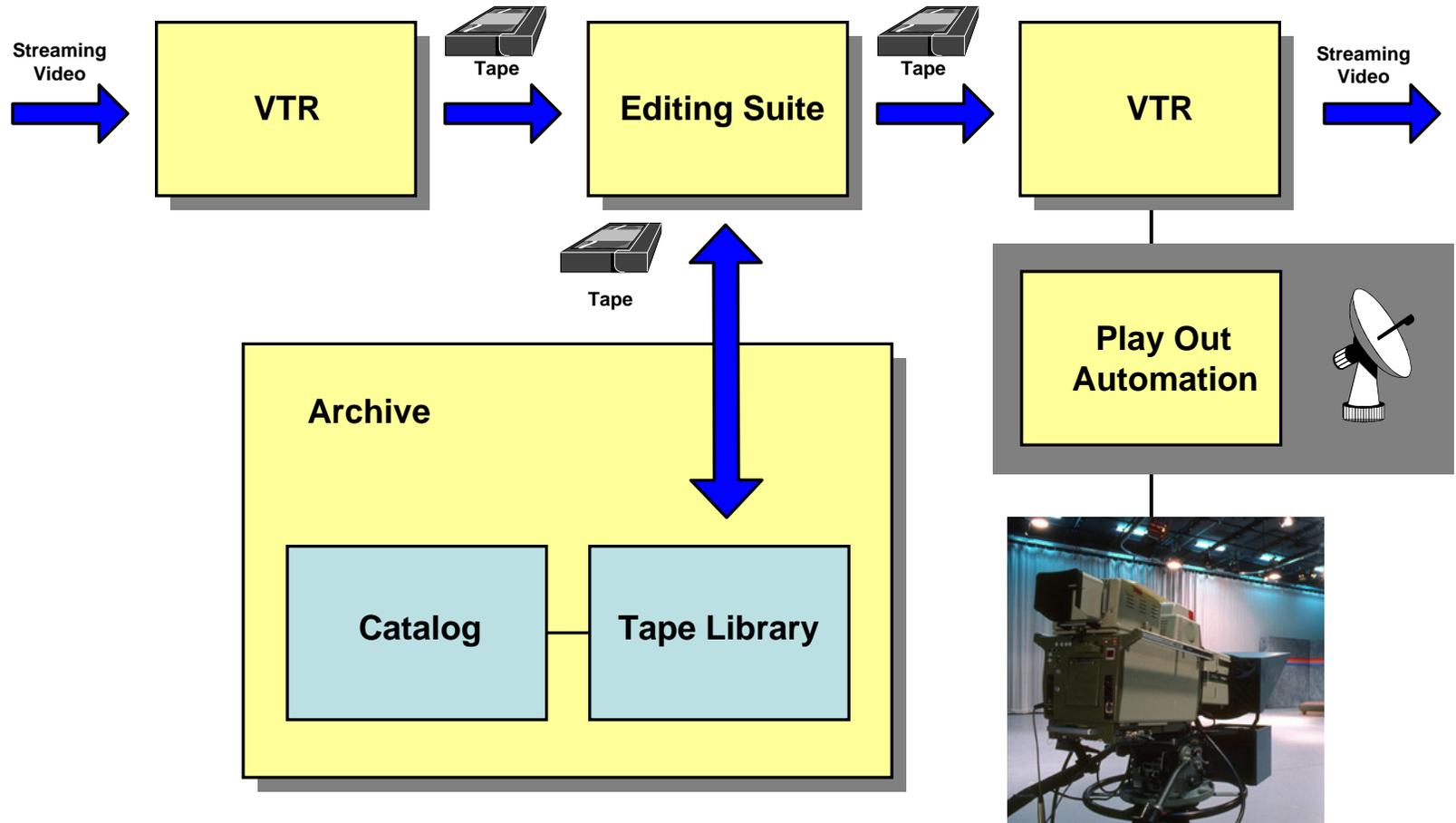
A new pervasive media age is emerging

Pervasive Media Defined:

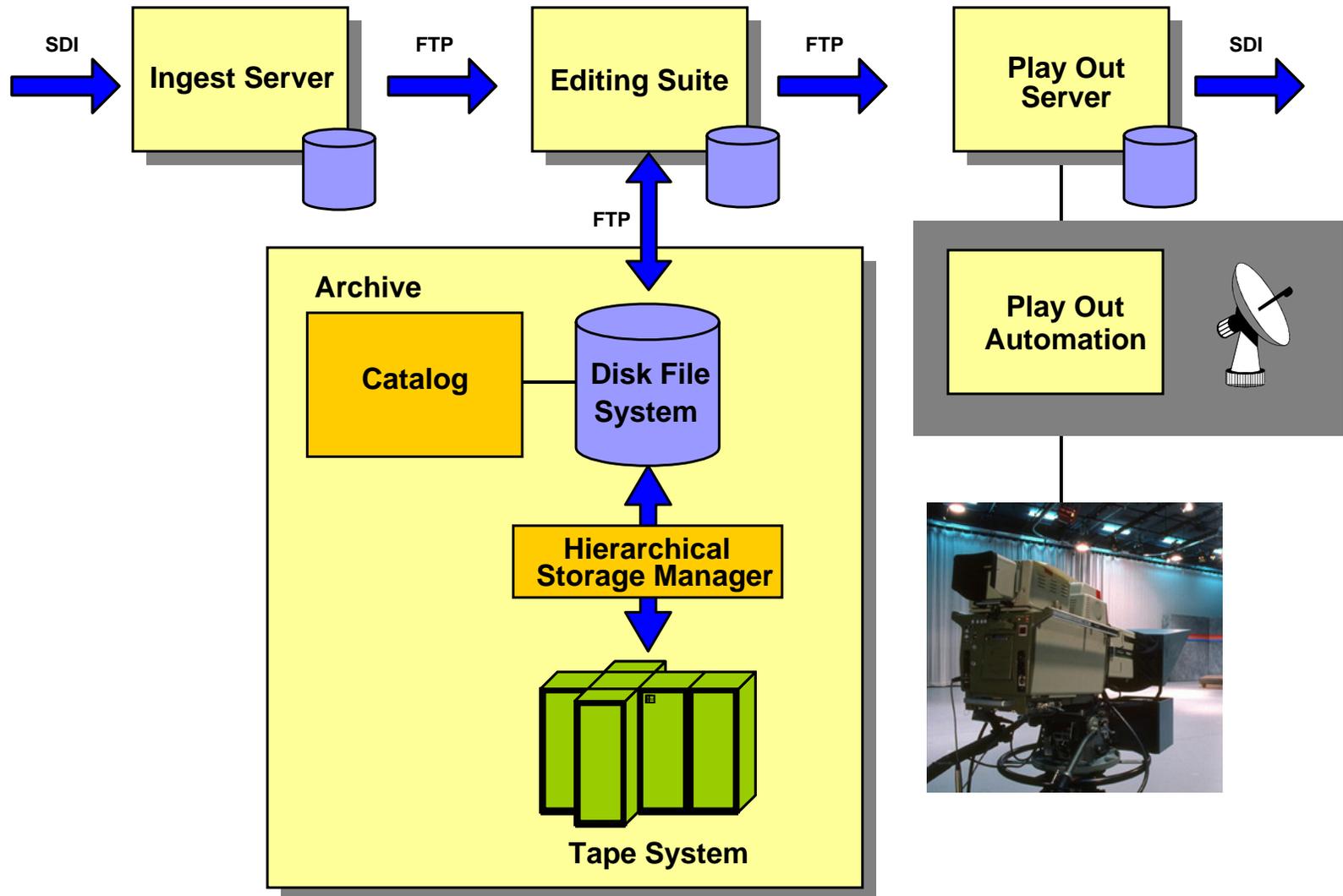
- Pervasive Media Refers to the Availability of Any Media, Anytime, Anywhere
- It is the “Smart” Content that Rides on Ubiquitous, Networked Computing Devices
- Consumers Will Encounter Networked Entertainment Everywhere



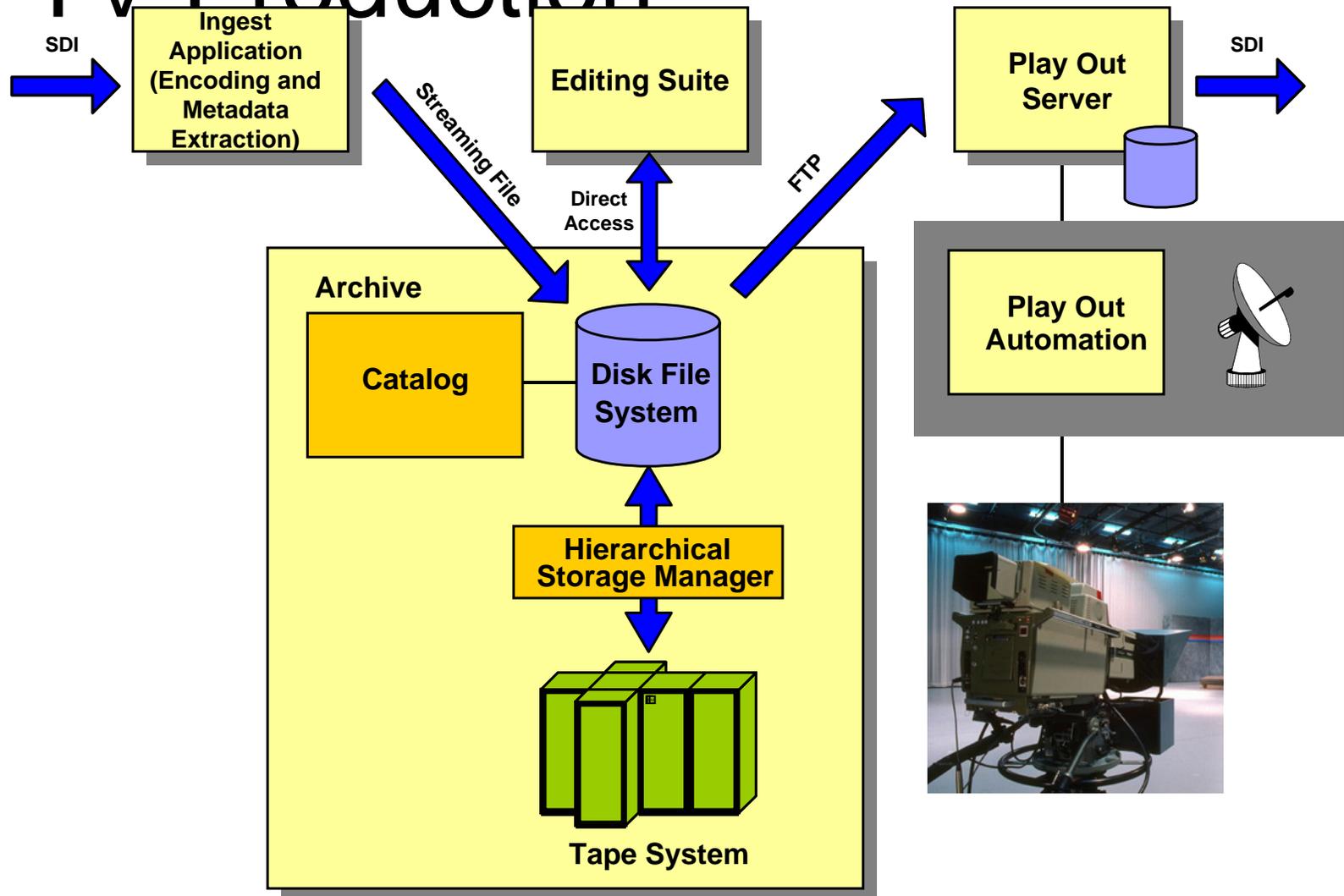
Traditional TV Production



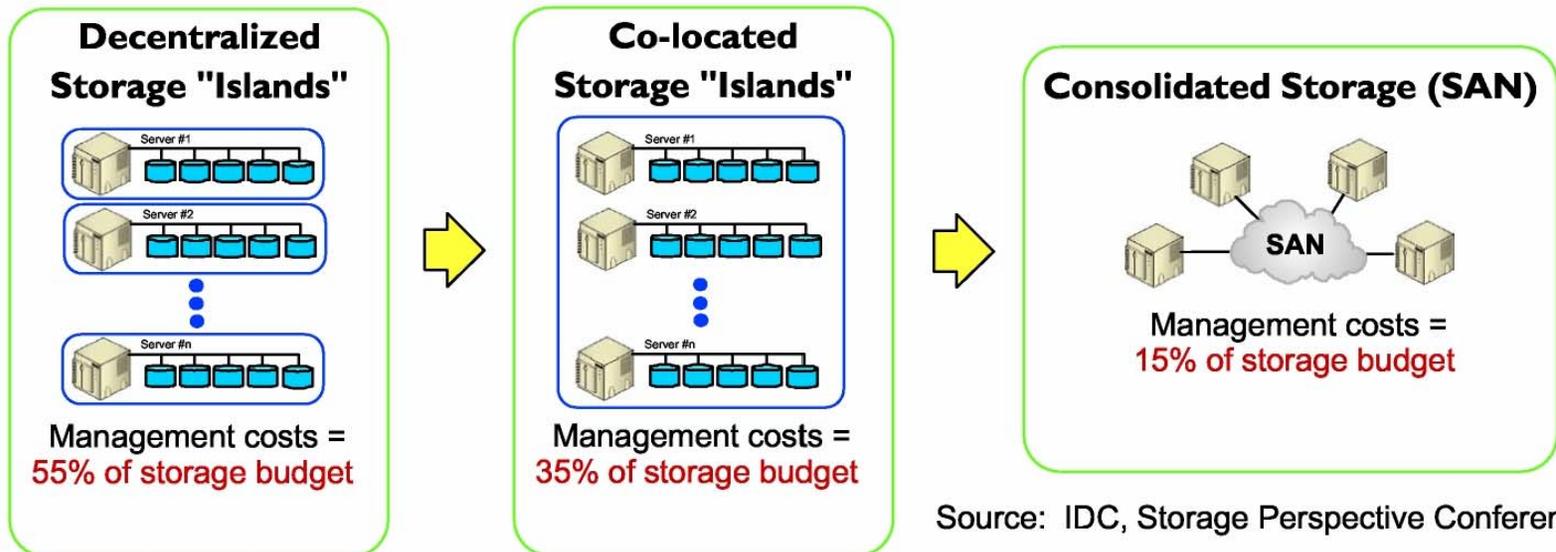
Server-based TV Production



Centralized-Storage-Based TV Production



Reduced Management & Administrative Costs



Sony: “Fasten your seat belt”

- Sony begins the journey that will “revolutionize the way electronic media is produced, edited, distributed and stored for the future.”
- In the “anycast” era, computer technology advanced to respond to stringent broadcast level requirements and today they are moving toward an IT-based infrastructure where content is handled as data files, rather than traditional signals.
-rethinking how A/V production can be enhanced by new, IT-based storage and networking technologies....within an IT infrastructure

Source: Sony NAB brochure 2003

Metadata Tools as the Key to Indexing Content

Type of Info	Purpose	Examples
Structural	To identify the relationship between episodes, series, etc.	<ul style="list-style-type: none"> •This is frame x of episode y of volume 2 of series z
Descriptive	To identify the bibliographic description of the media	<ul style="list-style-type: none"> •Title •Director •Awards •ToonML •Prop number
Rights	To identify the rights acquired and available for a piece of media	<ul style="list-style-type: none"> •Free tv rights rights available for France, but no clear music rights
Administrative	To identify the audit trail for a media object under control of the system	<ul style="list-style-type: none"> •When ingested, archived, or deleted •Where used •Who used

Source: IBM

Metadata's Value

- Improves linkages between program content and content promotion
- Increases ad sales by facilitating context based advertising
- Reduces low value-add handling of media via metadata driven workflow
- Improves access to media assets by all desirable parties
- Improves search tools for creative and editorial handlers of media

Evidence of Enhanced Profit

<u>Broadcaster</u>	<u>Challenge</u>	<u>Benefit</u>
Large European	Efficient workflow among 10 newsrooms	<ul style="list-style-type: none"> •Tighter control over costs •Faster access to sports, news
Large Latin American	<ul style="list-style-type: none"> •Move off tape •Make \$ from syndication 	<ul style="list-style-type: none"> •New syndication revenues •Faster promo trailers, archive repurposing
Digital satellite radio	<ul style="list-style-type: none"> •Offer 100+ channels •Deliver individual CDs 	<ul style="list-style-type: none"> •New e-business digital infrastructure •New e-commerce business model
Major US lifestyle cable channel	<ul style="list-style-type: none"> •Create digital image archive •Improve access to images 	<ul style="list-style-type: none"> •Easier, faster re-use of assets •Increased revenues

Asset Management Conclusions

- Asset management is part of overall IT-centric re-design of a broadcasting plant.
- Broadcasting groups will lose opportunities to reduce cost and gain new revenue opportunities if they do not invest in content asset management.
- Digital asset management can help keep track of, protect, and exploit content rights.....and help develop the trust of rights holders.