

## Meta is the cloud application delivering powerful entertainment catalogue management, deep metadata enrichment, and an intuitive front-end for today's media supply chains.

Meta began as a title catalogue management application for media and entertainment catalogues, that enabled title enrichment with IDs, editorial & descriptive, technical, rights and AI-generated content metadata, alongside storing related assets like images and videos. However, a process of rapid product evolution has brought together a comprehensive suite of tools and API capabilities that now position Meta as the market-leading front-end user interface for the modern media value-chain.

The platform was conceived as a response to two key industry changes; firstly - the explosion of VOD services transformed how customers discover and consume content, raising their expectations for entertainment platform experiences. The second change was at the enterprise level, where cloud migrations & new digital supply chains provided a clear opportunity for consolidation and optimisation, along with the emergence of a plethora of sophisticated 3rd party AI tools and services.

### What Does Meta Do?

First and foremost, Meta customers use the platform to store their catalogue of titles, movies, short-form, supplemental content, TV show hierarchies, and even games records. Each title stored on the Meta platform has a multiplicity of metadata options available, with huge scope for configuration and automated enrichment.

### Content Discovery

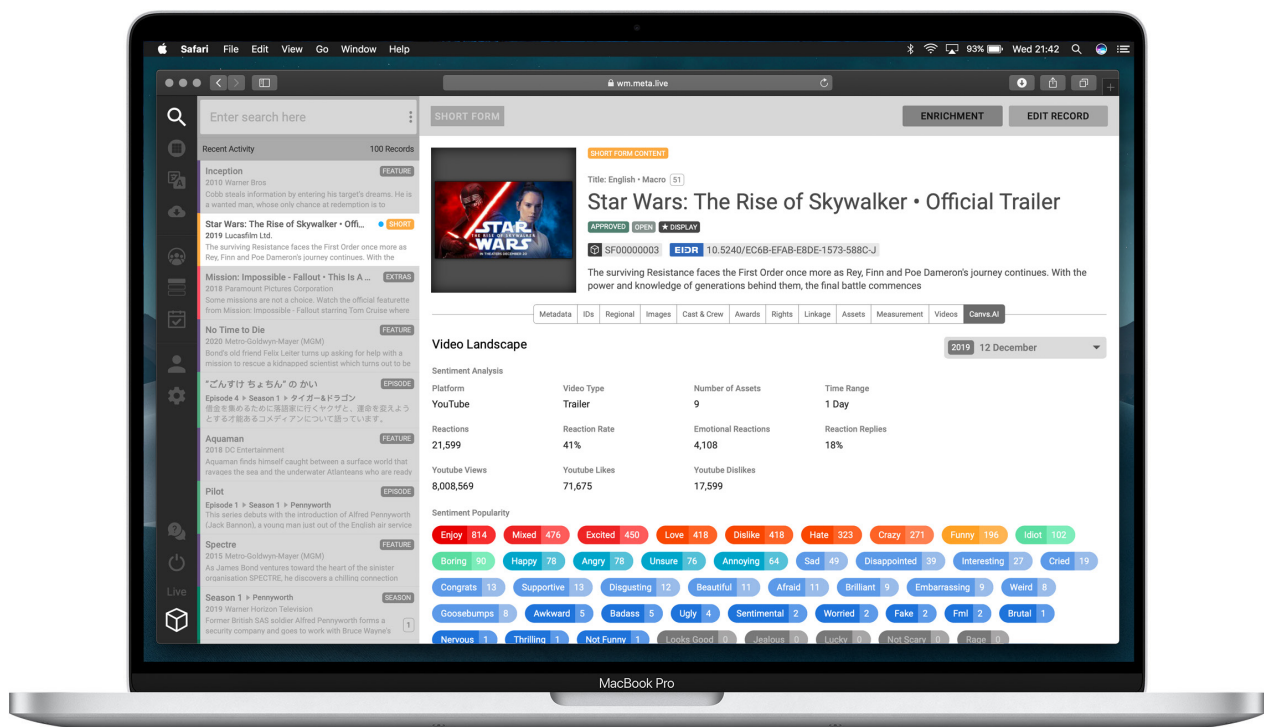
Detailed contextual metadata is essential for modern VOD platform search and discovery - as users make voice command requests such as "Show me award-winning movies with Christian Bale". Meta stores all of the necessary metadata attributes against titles, enabling users to consistently find them through voice command.

### Entertainment Metadata

Every record has a bank of standardised data points, such as 'Origination' metadata - which includes the type of record, country of origin, primary & additional spoken languages, release year, participating studios, genres and certifications. In addition to this Meta has sections devoted to Cast and Crew, Regional Descriptions & Translations, Relationships, Images, Videos, Running Orders, Collections, Rights, Classifiers, Contextual Metadata, and many more.

### Content Identification

The bedrock of a modern data-driven supply chain, and the preferred Meta record identifier is the EIDR ID. As an EIDR-ready partner Meta has the most advanced API integration of any application, allowing for instant, native matching with the EIDR catalogue. Meta can also store an unlimited number of additional IDs against each record, allowing for the reconciliation of multiple catalogues and the aggregation and retrieval of data from external sources.



## Full Value Chain Visibility with Meta's Cutting-Edge API Gateway

The complexity of the modern media value chain means that huge volumes of data are generated at each point of the chain. With a large number of component systems, each with its own unique and complex UI, it's not practical or efficient to visit each system independently to access required data points. Meta allows all the data from across the chain to be aggregated and made clearly accessible to your business and users within a crisp and intuitive unified user interface, saving both time and training, and improving access and visibility.

All of this is enabled by Meta's uniquely advanced API Gateway, a configurable integration layer that was developed to seamlessly manage data flows from across our customer's supply chain systems (including popular systems like Rightsline, Movida and Mediagenix) and to source metadata from popular third party enrichment sources (current integrations include EIDR, Metacritic, IMDB, Box office Mojo, Rotten Tomatoes, Common Sense Media and Gracenote, with more being added regularly). The API Gateway allows for the rapid build and deployment of integrations, enables powerful and comprehensive automatic enrichment of titles, and performs data aggregation and delivery at scale - all at incredible speeds.

But more than this, crucial to the value that Meta provides, is the array of core services and process orchestration that can be run against the whole catalogue from within the platform. For instance, users are able to quickly make a selection of titles from the catalogue and send it off for a language localisation order, complete with workflow notifications and an approval process to keep business stakeholders informed and involved.

Likewise content can be sent off to 3rd party AI metadata generation services such as AWS Rekognition or Wirewax Media Services, and then the metadata output can be returned back into the application. Users are also able to make a curated selection of that catalogue and make it available to clients through Meta Connect - our sales and syndication platform.

## The Cost of Not Changing

Data Management Review puts the financial impact of bad data within an organisation at an average of 15% of net revenue annually. This equates to \$108B dollars lost across the Media & Entertainment industry in 2020 alone. Can you afford not to upgrade to Meta?

## Tried & Tested

Meta delivers content to thousands of channels and platforms internationally and stores over 7,000,000 Entertainment title records for the World's leading Film Studios, Platform Owners and Distributors including: MGM, EPIX, WarnerMedia, HBO and Global Eagle.



## Meta Application Feature List

Additional features & functionality are continuously added to the platform, below is a list of key features and components supported in today's application.

### Catalogue Management Capabilities

- Record Types; Features, Supplemental Content, Short-Form Content, Shows, Seasons, Episodes, Storylines & Games.
- Origination; Country of Origin, Primary & Additional Language, Release Year, Duration, Participating Studios.
- Descriptors; Genres, Sub-Genres, Keywords, Moods, Emotions + custom Customer Controlled or Free Indexes.
- Classifications; Age Guidance, MovieLabs Ratings, Common Sense Media, Official & Internal Certifications.
- URLs; Unlimited related Links & Link Descriptions for internal or external system reference.
- Identifiers; Configurable Customer Internal & Supply Chain IDs + all common third party source IDs.
- Regional Descriptions; Multiple Title & Synopsis Length Descriptions in 120+ Languages & Writing Systems.
- Images; JPG, PNG, AVIF & GIF Support with dedicated Image Metadata Records (IDs, tags, links & more).
- Cast & Crew; Object-based - all common roles types with Character Names, Ranking & Regional Character Support.
- Awards; Object-based - Popular Bodies with Year, Result & Category with Ranking & Regional Character Support.
- Rights; Configurable Integration-Driven storage of all standard Linear & Non-Linear Rights Attributes.
- Linkage; Manage all relationships between Titles - TV Show Hierarchy, Feature + Trailer, Value-Add Content & more.
- Assets; Standalone or Integration-Driven storage of Asset + Component Metadata, Subtitles & Dub Tracks.
- Measurement; IMDB, Metacritic & Rotten Tomato Ratings, Box Office Data and Physical, Theatrical & Digital Releases.
- Financial; Store Catalogue Buy / Sell Rates for titles and collections of titles, calculate margins, export data & more.
- Streaming Videos; Store lightweight streaming versions of your videos for rapid playback through the Meta UI.
- People; Biographies, Images, Life Dates, IDs, Names, Height, Key Places, Nationality, Credits, Companies & Sports Data.

### Core Meta Application Components

- Title Collections: Group titles together with a unified Metadata record & Imagery for Platform Presentation.
- Localisation Manager: Place and track Localisation Orders for Translations, Subtitles, Dub Tracks and much more.
- Advanced Search: Create detailed logic-driven searches and reports across any of your catalogue attributes.
- Data Manager: Manage all your system Lists and Data sets through the elegant and powerful List & Data Set Manager.
- Sources; IMDB, EIDR, Common Sense Media, Rotten Tomatoes, Canvs, Rekognition, Gracenote, Box Office Mojo.
- APIs; Rightsline, Wirewax, Accurate Player, Movida, Sony MB, Workato, Reshuffle, Looker, Elemental & Mediagenix.

## Contact Meta

To find out how Meta could help transform your titles & metadata contacts us by emailing [enquiries@meta.how](mailto:enquiries@meta.how) or call us directly on +44-203-637-9467.

## More Information

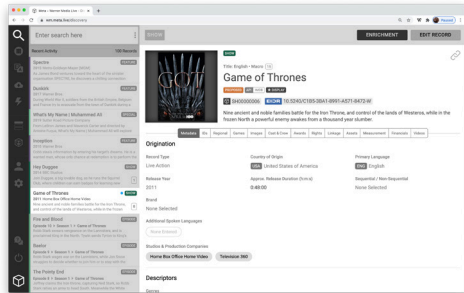
For detailed product information or for more about our other products and services, please visit [www.meta.how](http://www.meta.how) or check out our demo at <https://youtu.be/zgC7fKHolKQ>



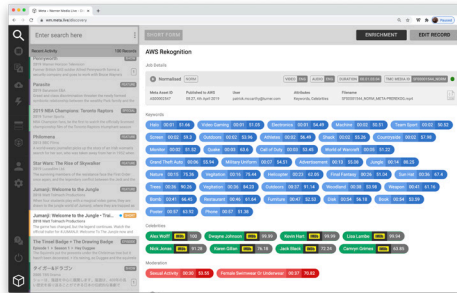


## Meta Application Gallery

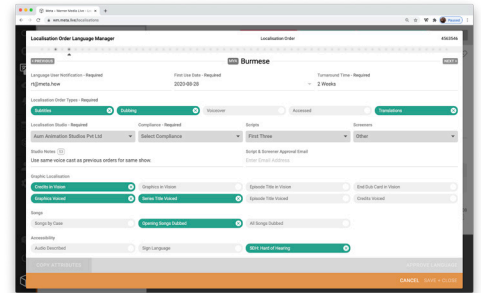
Every pixel of the Meta application has been designed with usability and intuitiveness front and centre. We believe that all software used in the workplace should resemble consumer experiences as closely as possible with rational, logical tools and features that are friendly and familiar. This allows users to be more productive and requires substantially less training and support. Below are some examples of the key Meta application components.



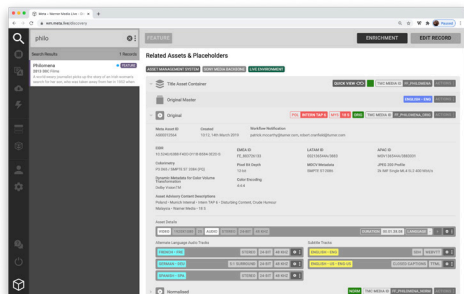
Beautiful & friendly title catalogue management.



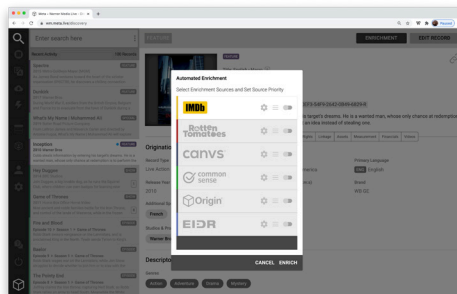
Simple third-party integrations & orchestration.



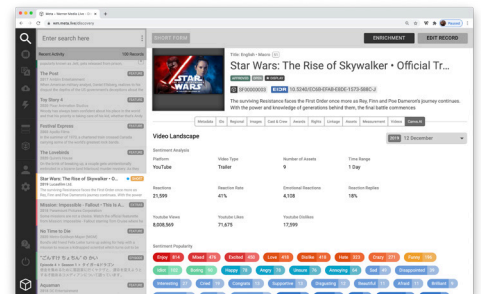
Next-generation localisation management.



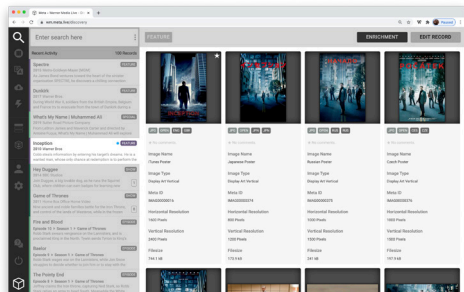
Powerful component and technical metadata management.



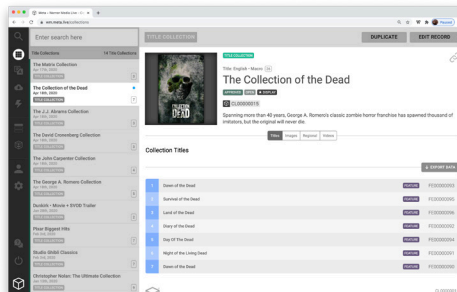
Instant enrichment and robust process automation.



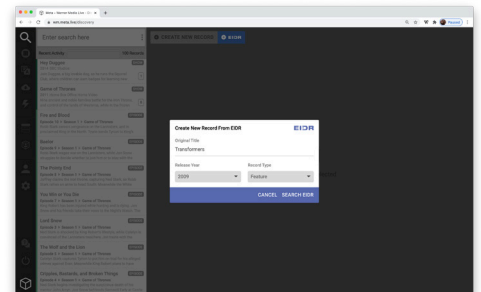
Considered design & presentation of all attribute types.



Manage associated title assets like images & video files.



Group titles together for scheduling or task processing.



World-leading native EIDR integration.



## Awards

The Meta application has been nominated and short-listed in the NAB Product of the Year Awards, the IBC Best in Show Awards and the VideoTech Innovation Awards.

## Partnerships

Meta is an active and contributing member of Industry bodies including EIDR, The DPP, IABM & RTS and is an AWS Technology & Consulting Partner.