



10 Major Data Trends From NAB 2010

At the National Association of Broadcasters (NAB) 2010 exhibition, here's what the CloverETL Media team saw as the major data trends facing the media industry today.

- 1. Metadata is everywhere.** What's growing faster than content? The metadata that describe the content. What we learned from practically everyone at NAB was that media companies are up to their eyeballs in data. As fields, descriptors, and device profiles grow, so too are the metadata wrapping them. In addition, metadata are pushing backwards from post production right into where the creation of the content comes from. Large post houses are demanding more from producers and studios for greater access, which means... more metadata. Finally, existing metadata standards are focused around single sources of metadata and poorly handle input from multiple sources, including users who either create or modify metadata for media assets.
- 2. The resurgence of IT and data organizations as profit centers.** Welcome Back Kotter. Teams of media IT experts at NAB 2010 were looking for better workflow and a way to get more from their databases. The theme – IT is a profit center that reports and drives new sources of revenue; for example, accessing media from digital libraries faster or packaging titles for resale, especially online. One important trend is the ability to provide real-time financial reporting for online inventory by subscriber, which utilizes data crunching from ETL (Extract-Transform-Load) data integration and drives greater business intelligence.
- 3. Social networks are redefining the concept of "subscribers."** Federated users (meaning register once, but belonging to many online communities) are growing in importance. We heard one market value of a federated user put at \$50; even though that's a long way off from the classic \$5,000 paid for one cable subscriber, it is significant due to the volume and growth of new networks. User profile data are regarded as critical to online advertising strategies as well as "search and recommend" engine growth, where user profile and pull can be mashed up with "just in time" programming choices. The business intelligence from data is showing the power of one subscriber to influence program choices to the relevant and "federated" community.
- 4. Many different metadata taxonomies.** Every media programmer we spoke to, held a different view on how they described their library of media assets, or in other words, which *media taxonomy* they preferred. Most were using a legacy system, where new fields or descriptors did not fit exactly into the older hierarchies. Most were aware of initiatives for an interoperable media ontology system, but because different approaches (such as MPEG-7, SMPTE and other XML-schemas, to name a few) were tied to a proprietary system, all were struggling with how to integrate different libraries across their inventory. Again, the introduction of an ETL data integration effort, which preserves the systems in place and pulls what is needed in the correct format, was viewed as extremely valuable.
- 5. Which formats? All formats. ...MXF, BXF, GXF.** As media assets move around the plant and are readied for broadcast or distribution or online strategies, a lack of consensus was seen the formats for media. Major post houses favor what they have invested in and both Harris and Sony as major suppliers are sharing their view in a growing need to tie assets to a both hardware/software combo of media asset management. We were left with the opinion that this may be one of the biggest challenges for data management coming out of NAB 2010. As data management and BI grow in importance, a greater need is evolving to sort out and translate among formats, not create silos of media asset management philosophies.



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- 6. Media Workflow and Media Asset Management growth.** News flash. Data drives workflow, not content. We saw three exciting developments on the floor from major companies. 1) Avid's resurgence to move beyond NLE post and truly into a workflow company; 2) Sony's media backbone philosophy where data becomes the foundation of media workflow and 3) Microsoft's leverage of their database architecture, where many of their mini kiosk vendors were basing their business ultimately on application data, not the content. Finally, Asset Management and metadata do not live in isolated environments. Organizations are integrating data from BI; marketing with media from disparate databases across federated networks and databases to maximize the value of the asset and data sets.
- 7. Hidden Gem – data in corporate media.** Corporate media is almost always a second cousin to mainstream media, nonetheless important for corporate strategies. The major trend we understood is how new corporate media software platforms are mixing programming with data across the enterprise. What used to be called "BTV" (Business TV) has now evolved into a secure access library of media assets important to digital signage, retailers and banks, to name a few. Globecom's new platform, *Tempo*, showed how revolutionary a platform can be for business users. The ability to access video assets, match them across authorized users and have both "Director and Administrator Chairs" built in, was a hit of the show for our team. But... it will be the integrated and automated reporting, matched with the video assets that will show the greatest value.
- 8. Hidden Gem Two – data in sports programming.** Most companies have discovered the Sports Video Group, better known as "SVG," as the lead trade group that speaks to the needs of sports programmers and broadcasters in the media industry. And in conversation with a SVG and a few sports programmers, one of their main initiatives may well be in the area of sports statistics tied to greater online consumption and subscription of games and highlights. The success stories of mlb.com and nhl.com were built on great video quality, but new growth exists in the area of enriched statistics. Well, stats mean raw data and as we create an integrated experience going forward, a large volume of data will follow... and it won't be on your TV, it will be online.
- 9. Next step after transcoding... translating:** It appears video transcoding has mostly been solved and this segment of the market is moving to a license or commodity position. Companies in the area of transcoding, like Digital Rapids as a leader for instance, are looking towards greater workflow as well. Speaking with a technician at a major Burbank post house we realized that beyond the commoditization of the transcode lies a deeper need of translation from one set of formatted data to another. Transcoding companies are in a perfect position to really understand how the "wrapper" around the media asset can be leveraged as it is transcoded. Watch Apple, Adobe and Microsoft for what they will be doing with data with their online players.
- 10. Media... meet Data.** We used this as a tagline for our CloverETL Media offer and it really grabbed the attention of many of our visitors. As a data integration software company, we saw connections with the parts of the media industry that are coping with the sheer volume of data. We found that legacy systems in broadcasting or even post are struggling to keep up either because of a lack of data expertise in-house or due to systems limitations relating to database and data integration architecture currently in place. Growth in media will come from a new team of data experts and innovative new toolsets that are already being implemented in forward looking media plants.

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CloverETL Media

CloverETL Media builds on the legacy of the CloverETL product line (www.cloveretl.com), which includes an industry leading GUI and a broad range of server software. Because it is embeddable and flexible, the software engine is a perfect fit for OEM strategies where CloverETL Media can be a vital component in a larger system. Its adaptability makes it possible to preserve investments in current infrastructure and operational procedures, augmenting them with raw speed and greater reach.

CloverETL Media works well in many different use cases such as Media Asset Management or Business Intelligence for Media (www.cloveretl.com/solutions/media).

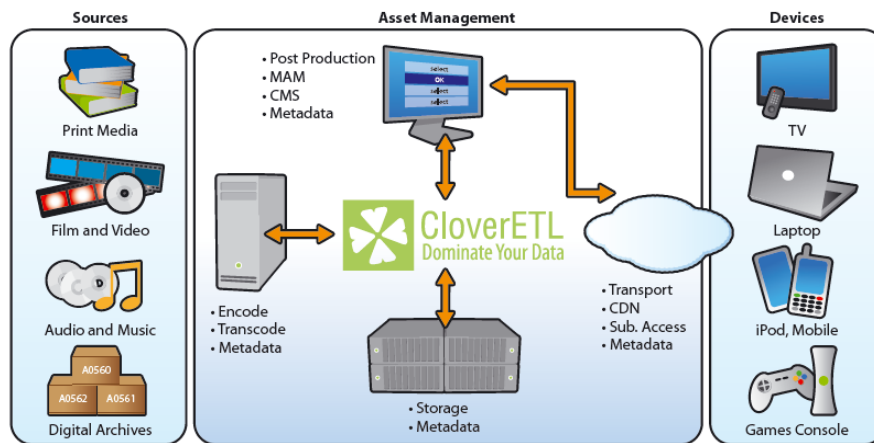


Figure one: Media Asset Management workflow

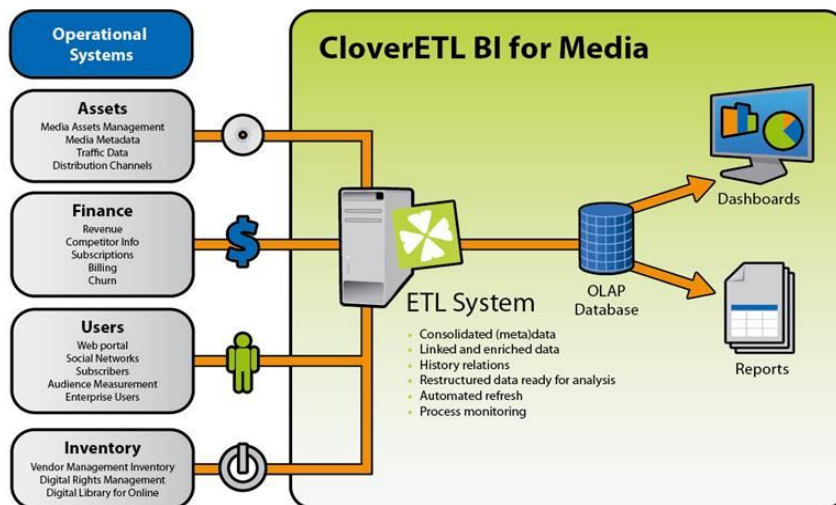


Figure two: Business Intelligence for Media

For more information, call us or contact us at info@cloveretl.com