



# Metadata Lab

7 critical metadata capabilities for UX personalization

*The expectations about what metadata should tell us about each item have grown steadily, to encompass extensive technical and content information.*

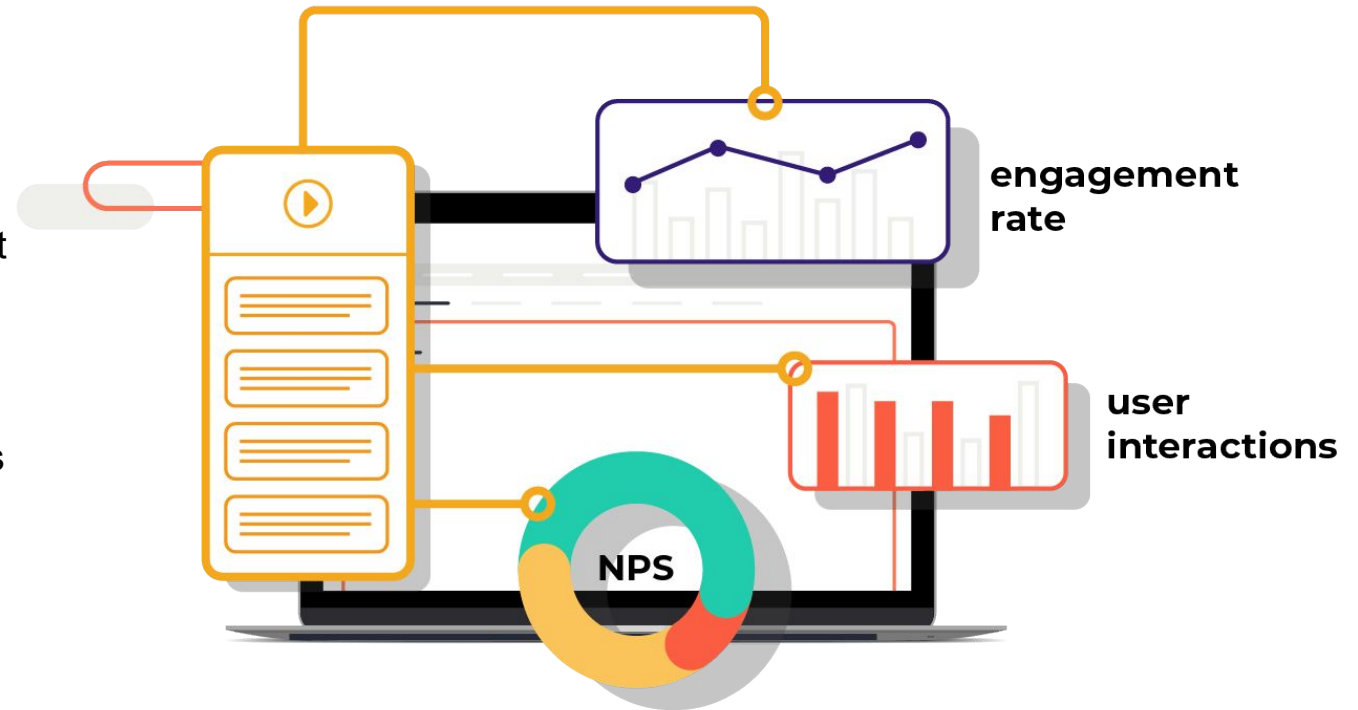
*The huge demand for content on an ever-increasing array of platforms and services is being matched by an increasing reliance on metadata.*

*With so much content, brands should rethink the role that metadata plays in their video UX. Is today's metadata ready for tomorrow? Is yesterday's metadata still valuable?*

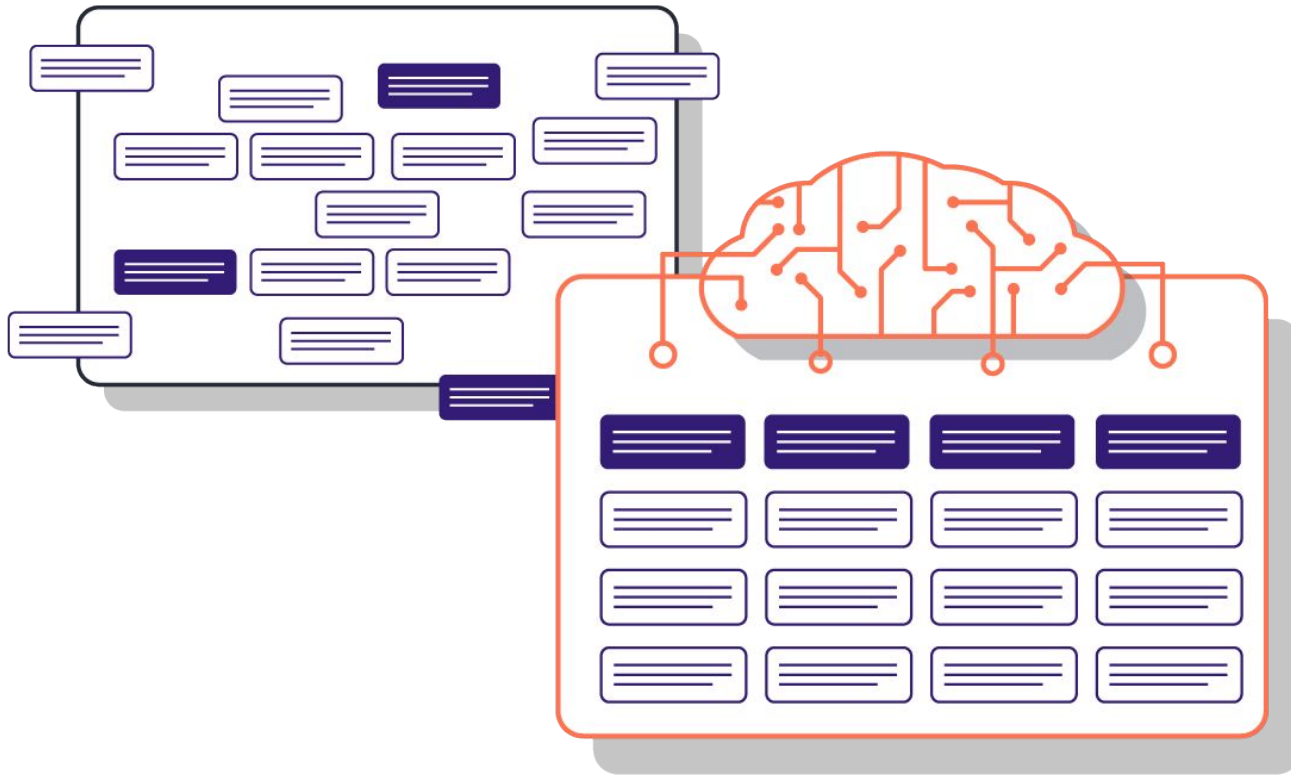
*Media brands with large, rich content catalogs must confront the issue of metadata quality, as it directly affects their ability to build engaging search, discovery, and user experience.*

# Measure metadata impact on catalog performance, consumption, and UX

- ✓ Get precise and granular intelligence on metadata performance, coverage, and distribution
- ✓ Inform, leverage, and optimize your content investment strategy
- ✓ Get a holistic view through comprehensive dashboards that showcase catalog performances
- ✓ Spot hidden errors and inconsistencies that negatively affect the personalization



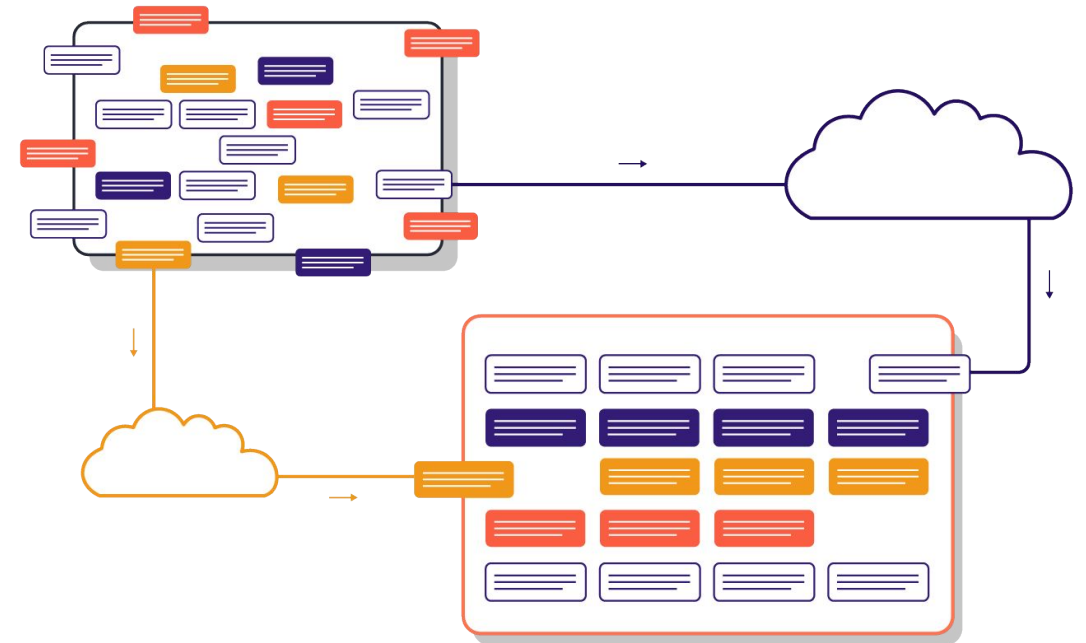
# Improve UX performance by optimizing metadata with the same technology stack



- ✓ Leverage optimized metadata to enhance personalization performance managing churn and increasing lifetime value
- ✓ Increase catalog coverage and content ROI, by measuring metadata impact on the UX, from the homepage down to the single-use case
- ✓ Retune collaborative and content-based algorithms based on user behaviors, distribution, and digital catalog interactions

# Enrich metadata to improve quality, targeting, and UX performance

- ✓ Enrich the catalog with automatically-generated content fingerprints to unlock granular, uniform, and deep metadata for every digital asset
- ✓ Aggregate, enhance, and standardize metadata from different sources to propel your personalization strategy
- ✓ Expand operators' choices, unlocking new and compelling use cases and personalization recipes
- ✓ Leverage deeper and richer content metadata to grasp users' intent, mood, and context, and improve financial KPIs

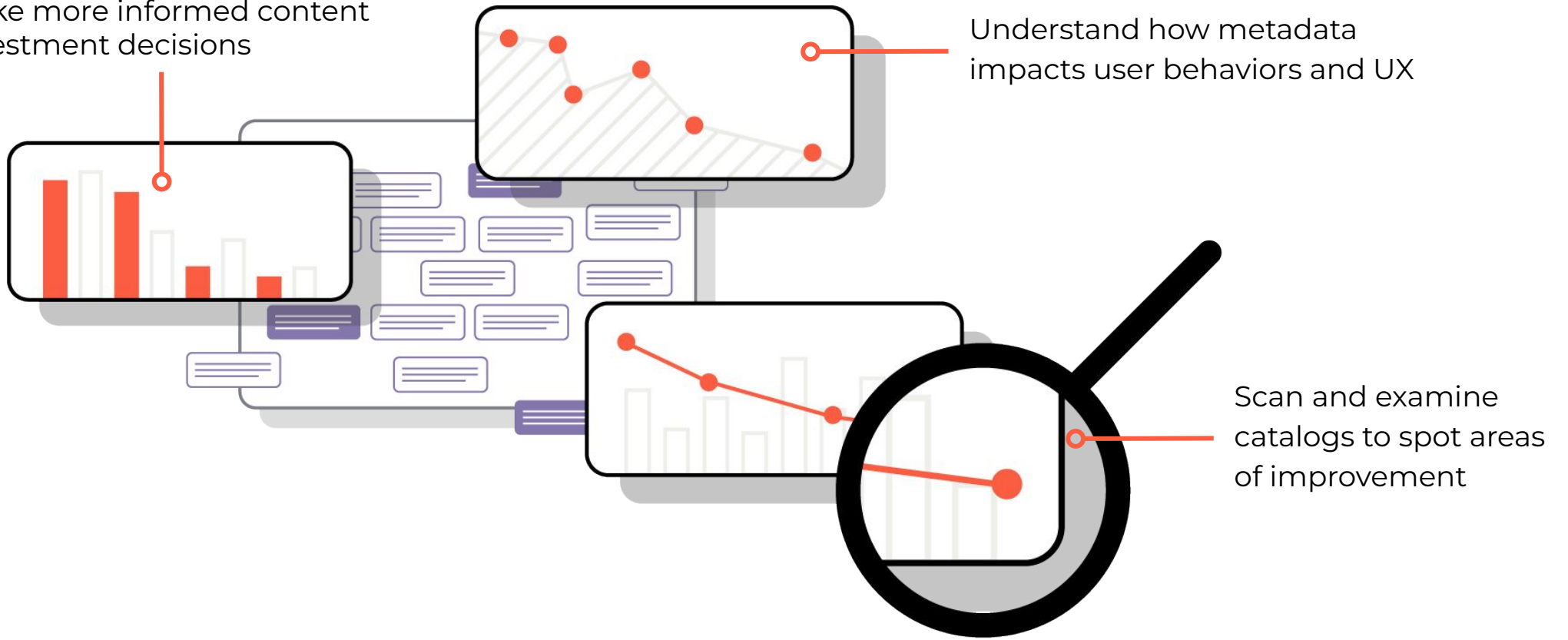


# The Seven Key Capabilities

1. Catalog Analysis
2. Personalization Tuning
3. Metadata Pipeline
4. Fingerprint Enrichment
5. Binge Markers
6. Mood Personalization
7. Metadata Normalization

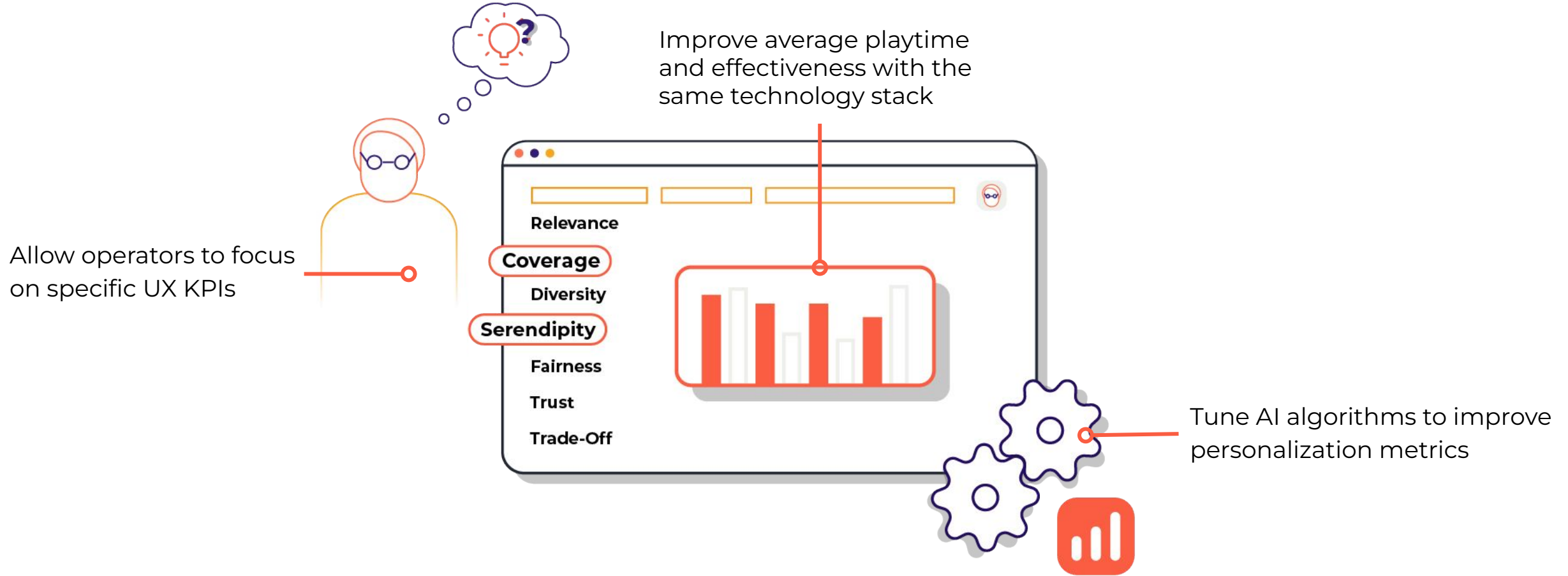
# 1. Catalog Analysis

Make more informed content investment decisions





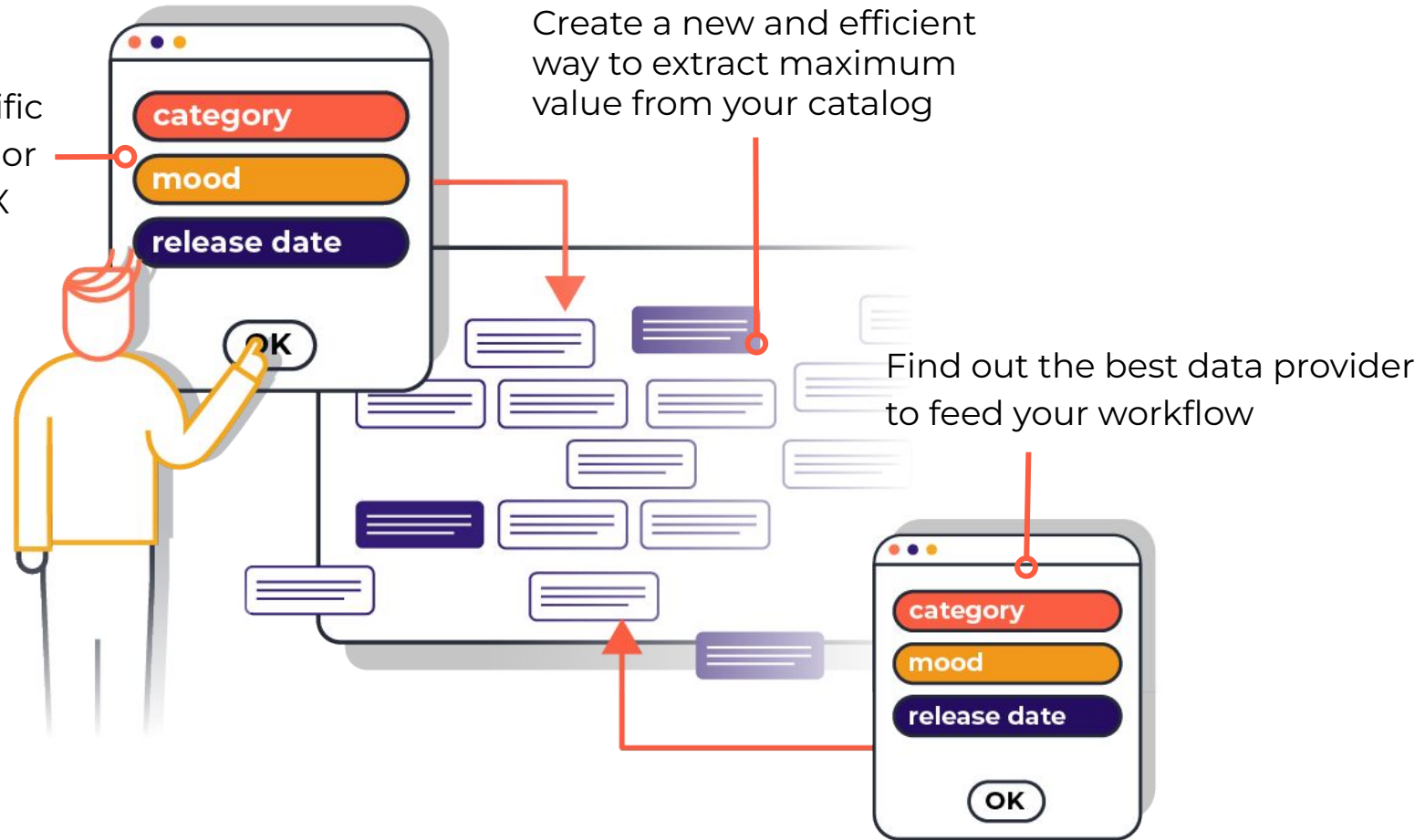
## 2. Personalized Tuning



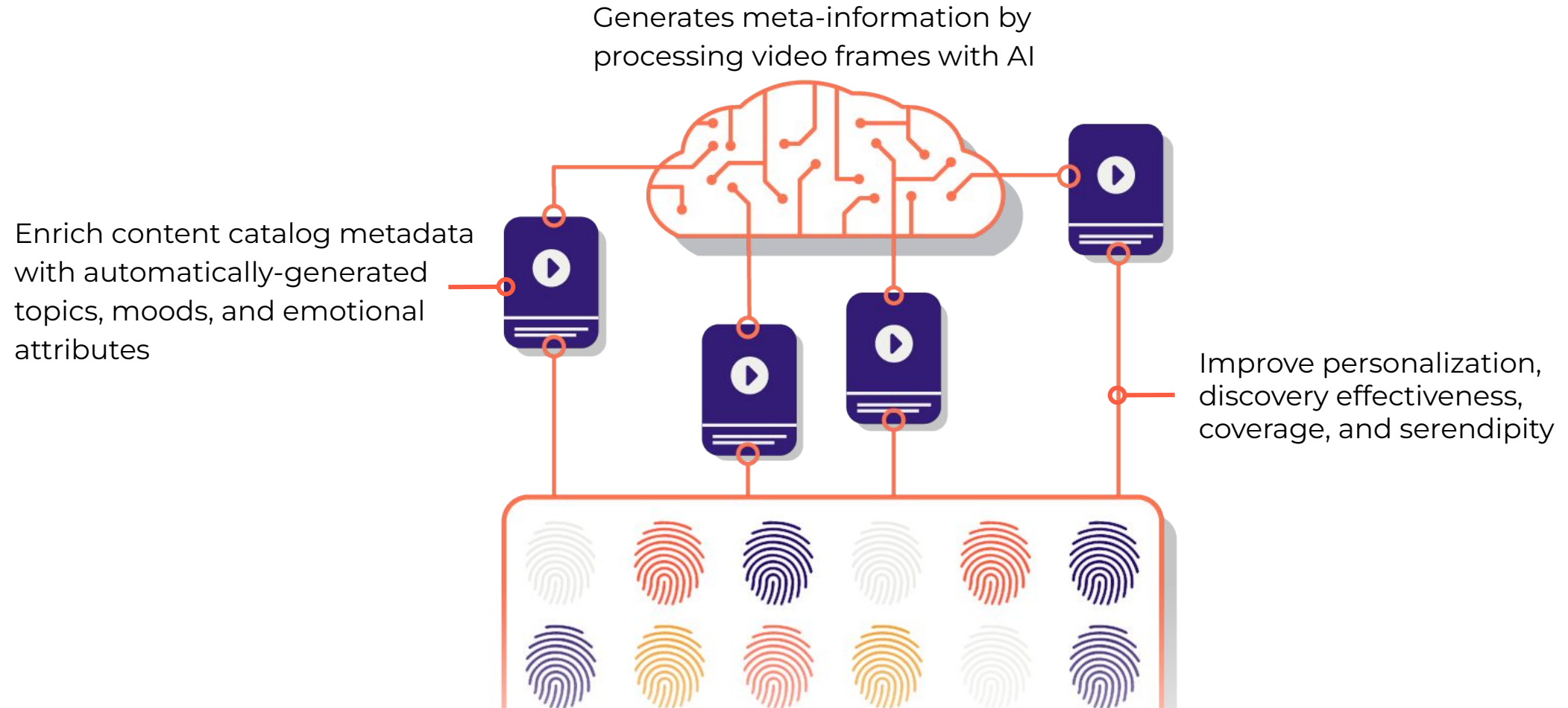


# 3. Metadata Pipeline

Understand which specific kind of metadata drives or constrains your video UX

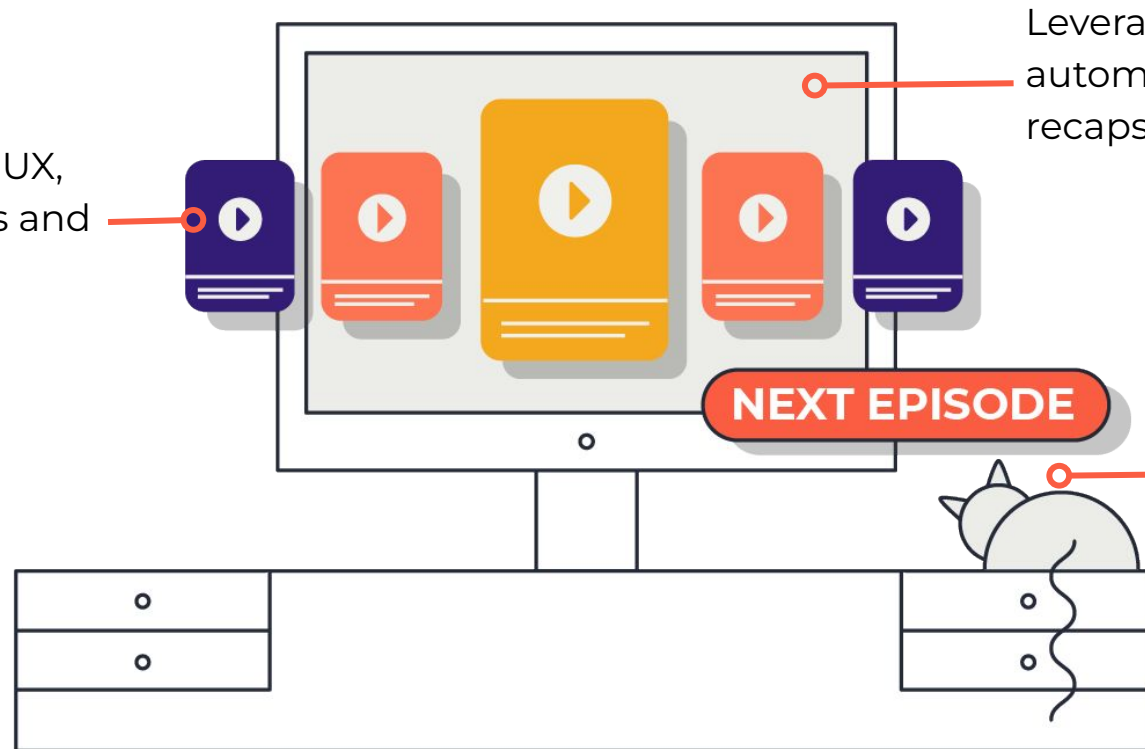


## 4. Fingerprint Enrichment



## 5. Binge Markers

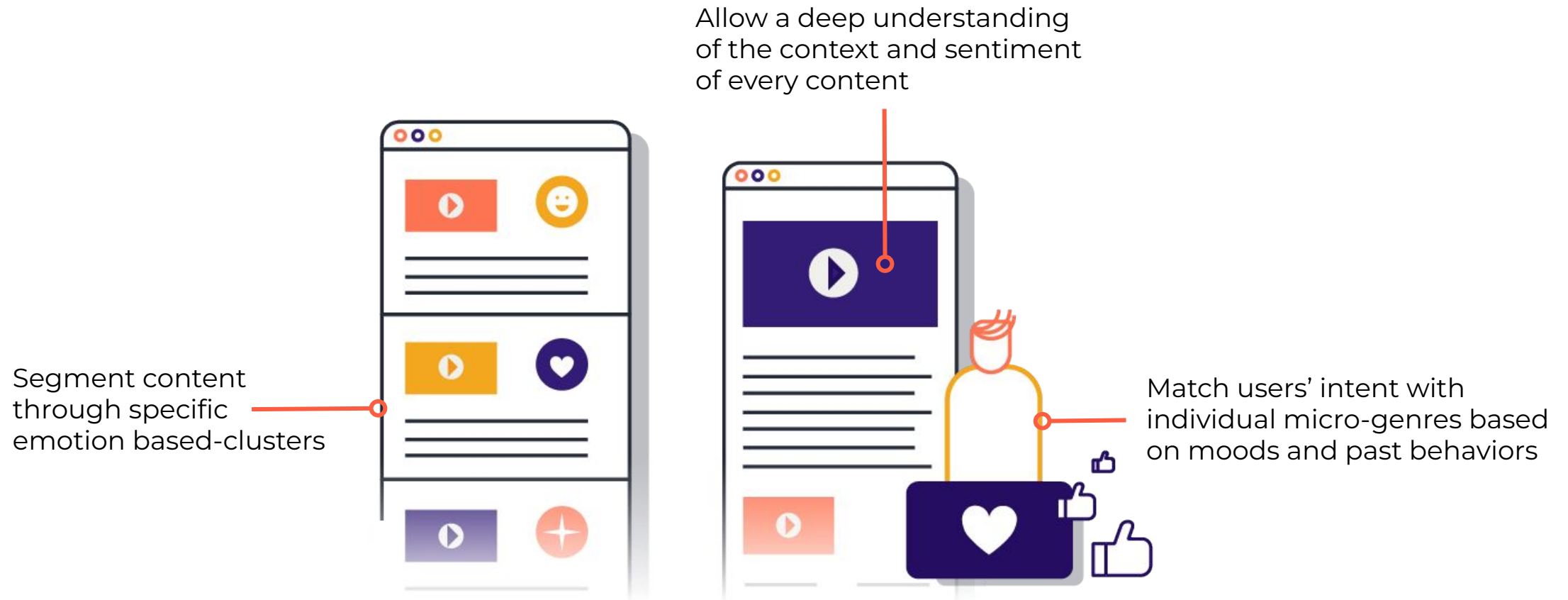
Create a seamless bingeing UX, simplify content transitions and reducing time to content



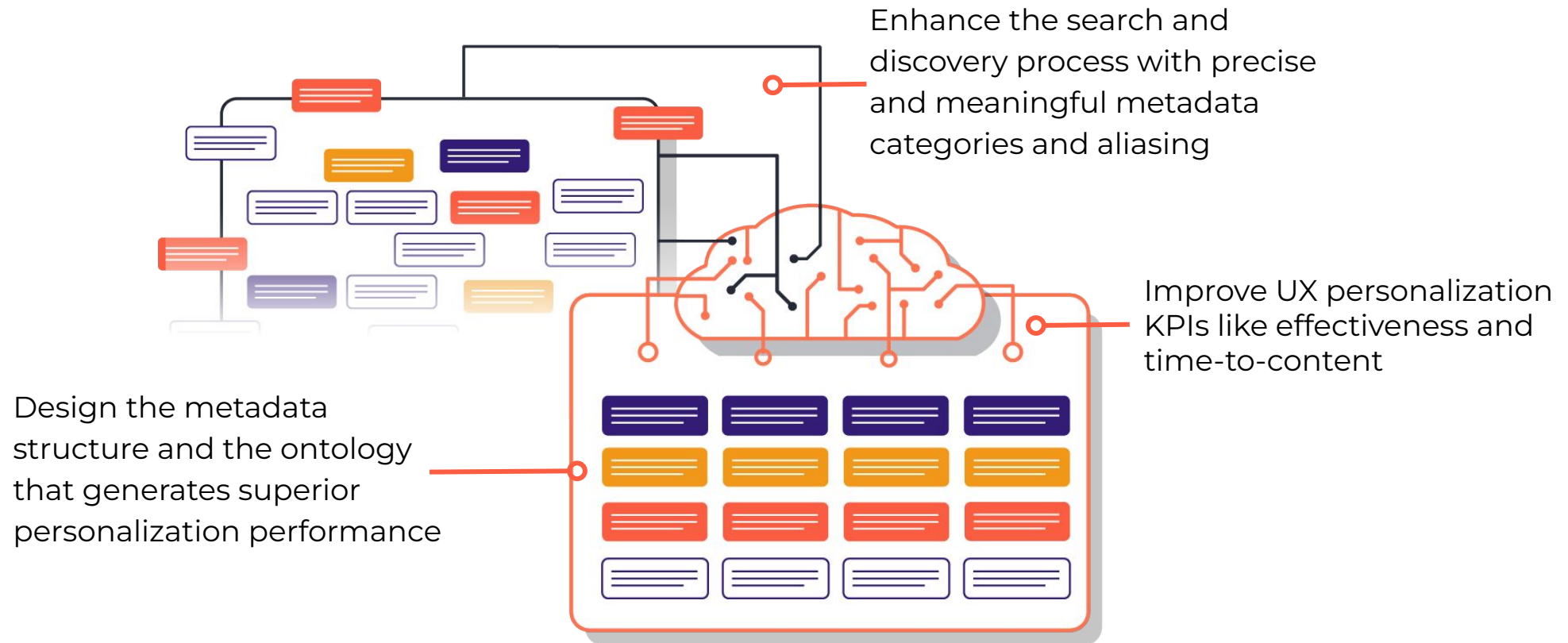
Leverage AI technology to automatically detect intros, recaps, and end credits

Keep users engaged longer, by preventing interruptions and slow transitions

## 6. Mood Personalization



# 7. Metadata Normalization



**Invest in the metadata backbone.**  
**Turn your catalog into a discovery engine!**

**BOOK A DEMO!**