



Warner Bros. Entertainment

IMSB

Metadata Service Bureau

AMPAS SCIENCE & TECHNOLOGY COUNCIL
DIGITAL MOTION PICTURE
METADATA SYMPOSIUM - JUNE 11, 2009

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Yes Man

Genre: Comedy, Romance
Studio: Warner Bros.
Director: Peyton Reed
Cast: Jim Carrey, Bradley Cooper, Zoey Deschanel, Terence Stamp, Danny Masterson, Molly Sims
Released: 2008
Run Time: 1 hours, 44 minutes
Rating: PG-13

Golden Globe-winner Jim Carrey ("Bruce Almighty," "The Truman Show") stars in the hilarious comedy about a man who decides to say "yes" to everything, instead of saying "no" all the time, which had left him depressed and alone. Now, as the "Yes Man," he finds himself leading an exciting life, traveling the world meeting interesting people, and along the way finding romance. Also starring Bradley Cooper ("Wedding Crashers," "Failure to Launch"). Directed by Peyton Reed ("The Break-Up," "Bring It On") and produced by David Heyman ("Harry Potter" franchise) and Academy Award-winner Richard Zanuck ("Charlie and the Chocolate Factory," "Big Fish").

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Yes Man
Full Movie Rental
Released: 12/19/2008

480
File Size: 5 GB
320
File Size: 1 GB

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Golden Globe-winner Jim Carrey stars in the hilarious comedy 'Yes Man', where he agrees to everything, instead of saying no. Now, he's traveling the world on his own. Also starring Zooey Deschanel ('Mean Girls Launch'). Directed by Peyton Reed, produced by David Zaslav, and executive produced by Richard Zaslav.

iTunes Top 100

The Wrath of Con is one of the top 100 TV shows on the iTunes Store. [View all Top 100 TV shows](#)



The Wrath of Con

Gossip Girl
Genre: Teens
Released: May 4, 2009
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Blair pressures Georgina (recurring guest star Michelle Trachtenberg) to help her in a scheme to make amends for her past bad behavior. The rivalry between Nate and Chuck over B...

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 4. Gossip Girl - Seder Anything
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The Wrath of Con

Gossip Girl

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Gran Torino (Widescreen Edition) (2008)
Starring: [Clint Eastwood](#), [Brian Haley](#) Director: [Clint Eastwood](#) Rating: Format:

☆☆☆☆ (106 customer reviews)
List Price: ~~\$28.98~~
Price: **\$17.49** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)
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This title will be released on June 9, 2009.
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Add to Baby Registry
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Gran Torino (Widescreen Edition) (2008)

Starring: Clint Eastwood, Brian Haley Director: Clint Eastwood Rating: R Format: DVD

★★★★★ (106 customer reviews)

List Price: \$35.99

Price: \$17.49 & eligible for FREE Super Saver Shipping on orders over \$25. Details

You Save: \$11.49 (40%)

Pre-order Price Guarantee. Learn more.

This title will be released on June 9, 2009.

Pre-order now!

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ZOOM See larger image and other views (with zoom)



Also Available in:	List Price:	Our Price:	Other Offers:
Blu-ray	\$35.99	\$24.99	
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“SERVICING” METADATA TYPES



Title and Product

- Title Name, Version, Production Company, Distributor, Copyright, UPC Code

Descriptive

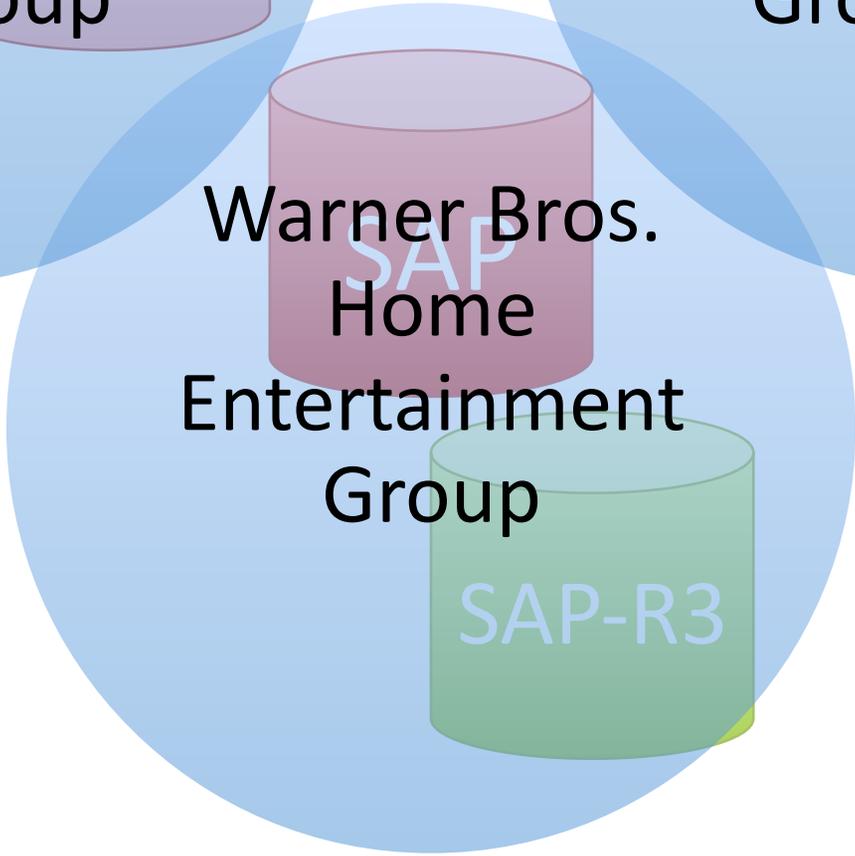
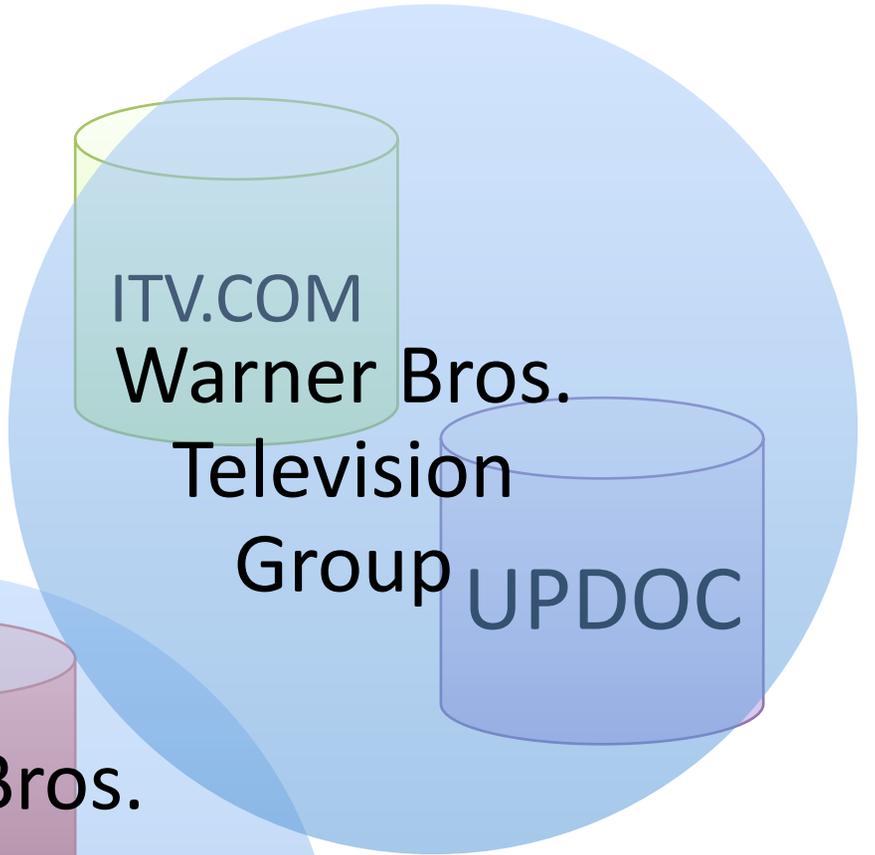
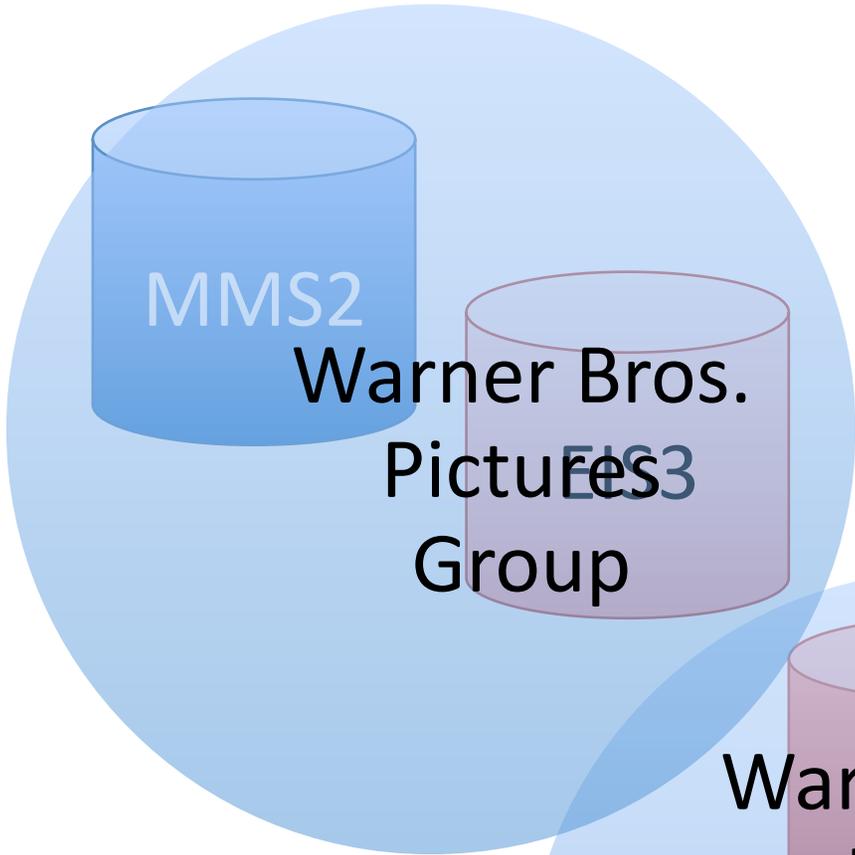
- Genre, Synopsis, Cast, Crew, Rating, Content Advisory, Box Office, Awards

Technical

- Color Space, Audio, Aspect Ratio, Running Time, Filename, File Format, Codec

Use

- Distribution Rights, Rights Windows, Street Dates, Pricing Tiers



COLLECTED SOMEWHERE

- Hand Keyed
- Copy/Paste
- External Websites
- Phone Calls



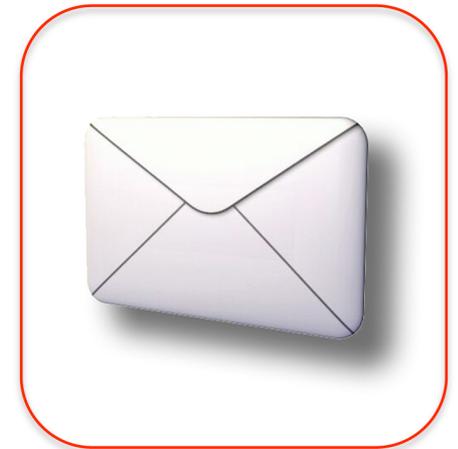
CONFIGURED SOMEHOW

- Spreadsheet
- XML

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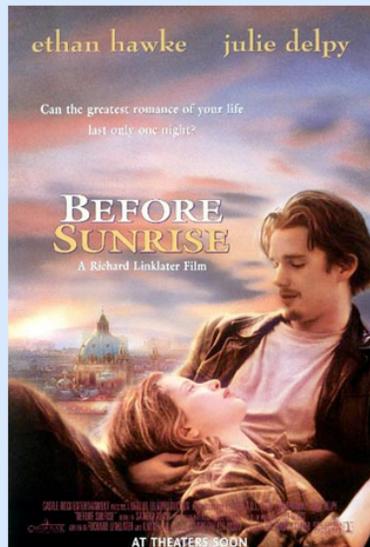
SENT SOMEPLACE

- Packaged in Content
- E-mail
- FTP





MISB
Metadata Service Bureau



A French grad student named Celine (Julie Delpy) meets an American boy named Jesse (Ethan Hawke) on the Budapest-Vienna train. They get off the train in Vienna and hang out for a while.



Brian McLean is a ruthless bush-pilot in Canada. He offers some other pilots an opportunity of earning a lot of money, but he marries the girl-friend of one of them. After listening to Churchill's famous "Blood, Sweat and tears" radio address he and some other pilots decide to join the RCAF - and his superior is always the pilot who's girlfriend he has married. Due to this and the fact, that McLean doesn't like to obey he gets troubles.

THE NEED FOR MANAGED DATA



- Relevant metadata is spread across multiple systems
- Distribution partners have a variety of metadata specification formats and varied field requirements
- Manual and repetitive processes exist to service the myriad of requested metadata
- Different groups within Warner Bros. servicing the same titles to similar clients duplicate work and potentially send conflicting data



MISB

Metadata Service Bureau

The purpose of the Metadata Service Bureau is to source and collect the best information for Warner Bros. products, organize and present that information in a way that can be easily accessed and easily exported in configurable formats.

FEATURES



- Automated creation of a single product record from multiple sources
- Localized records translations
- Web Portal for searching, approving and exporting metadata reports
- Web Services for exporting metadata reports as a part of an automated servicing workflow
- Workflow to approve records for export
- Ability to quickly configure new metadata reports

BENEFITS

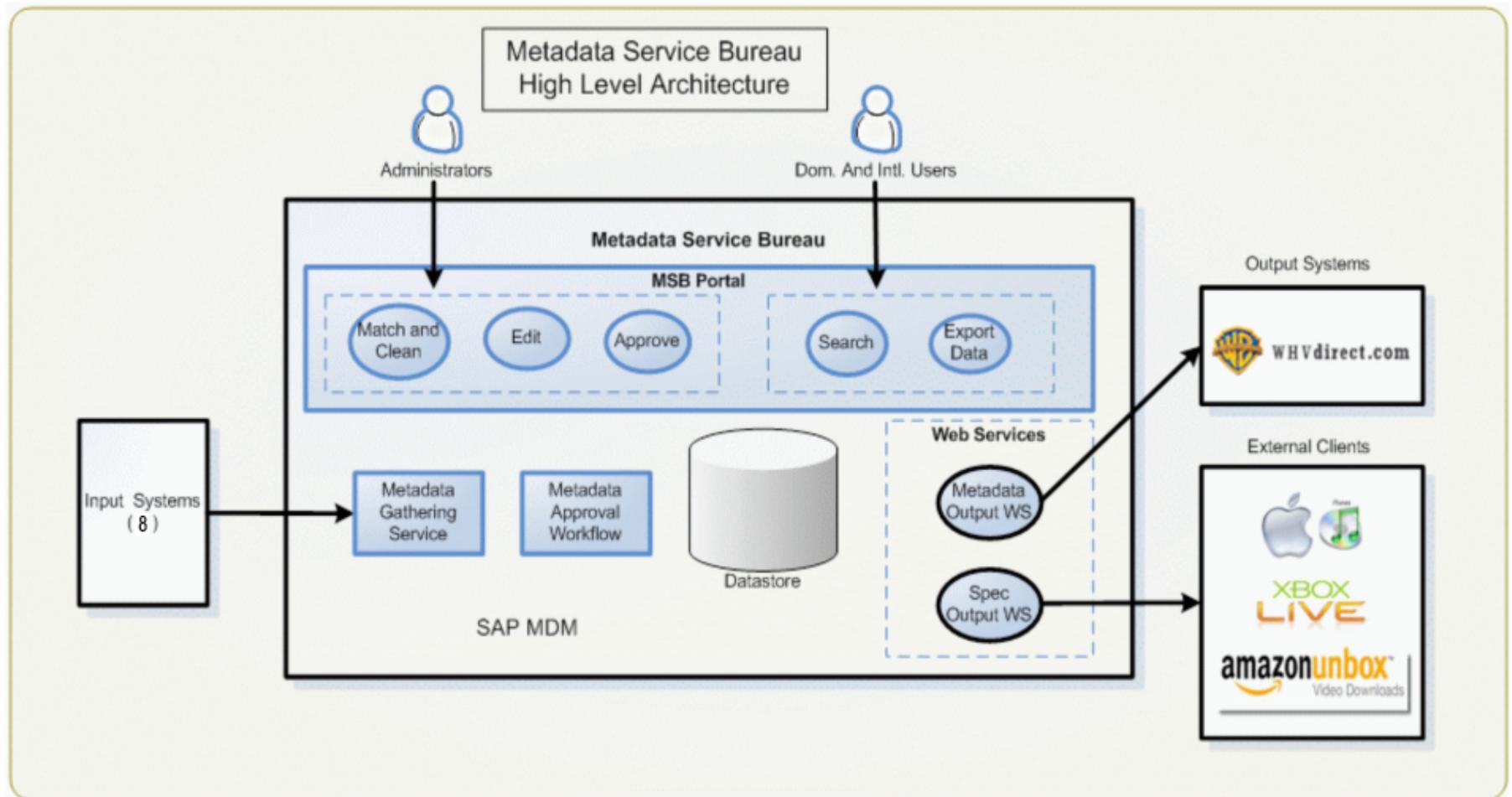


- Reduction in time and labor spent manually compiling data
- Reduction in time and labor formatting reports
- Ability to review and approve product data using a single view
- All metadata reporting is managed centrally allowing for easy storage, tracking and auditing

Key Cost Savings:

- 90% time reduction in manually managing spreadsheets
- 50% time reduction in encoding houses preparing metadata
- Discontinue use of 3rd party vendors for metadata servicing
- Retirement of two Warner Bros. systems

HOW IT WORKS



INPUT SYSTEMS



To gather metadata for creation of the MSB, or “gold”, record

- MSB takes regular feeds from 8 input systems
- Each input system holds its own set of metadata
 - Some information is unique to an input system
 - Here, the input system is the “go to” source
 - Some information may reside in multiple systems with slightly different values in each
 - Here, a “system of record” ranking has been established

SYSTEM OF RECORD

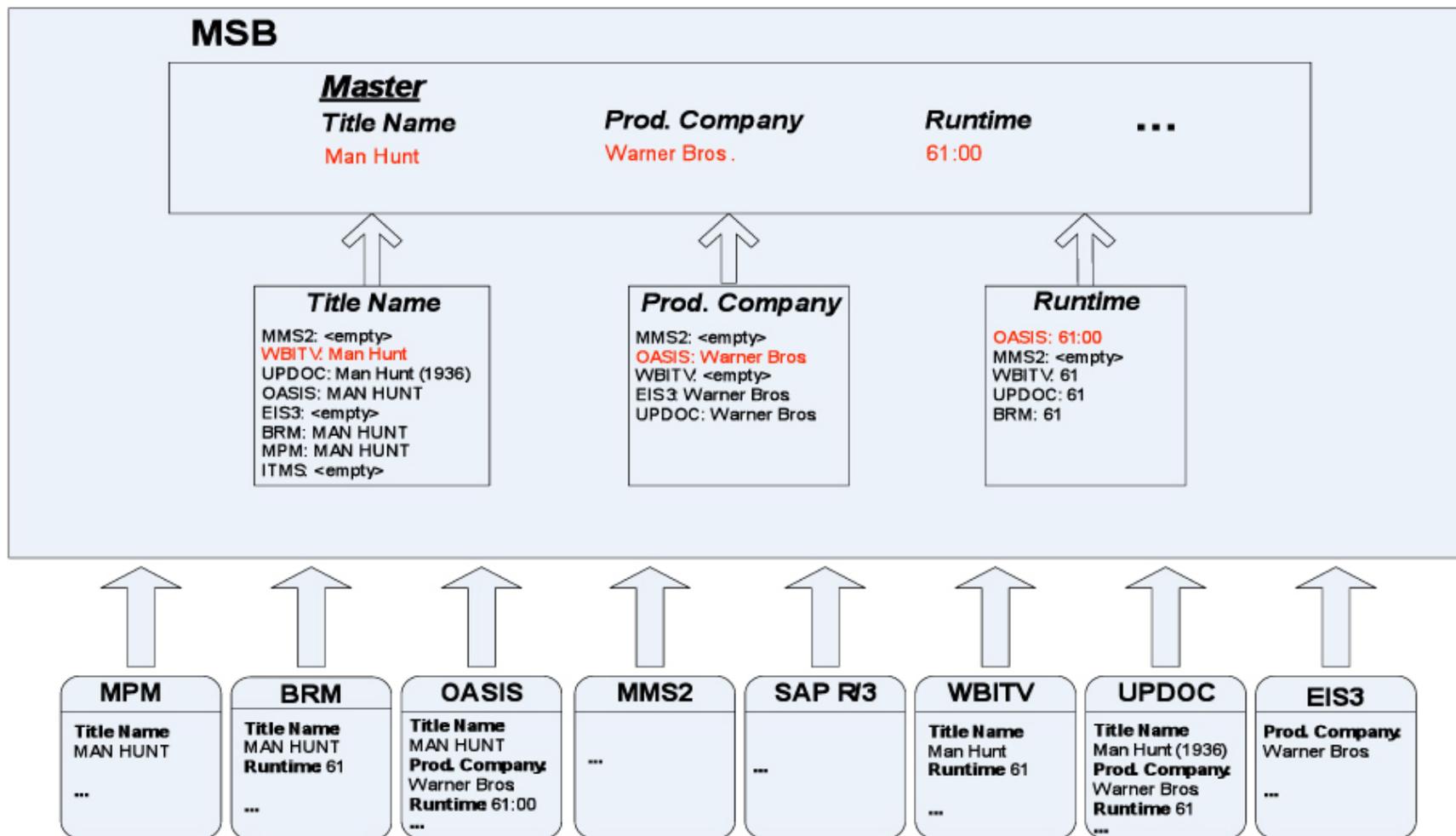


- For information residing in multiple systems, a system is designated as the “most trusted” source
 - As applicable, there is also a 2nd most trusted source, 3rd most trusted, etc.
- If a value is available from the most trusted source, that value is used for the MSB record
- If no value is available, the next system on the list is checked and so on until a value is found that can be used for the MSB record

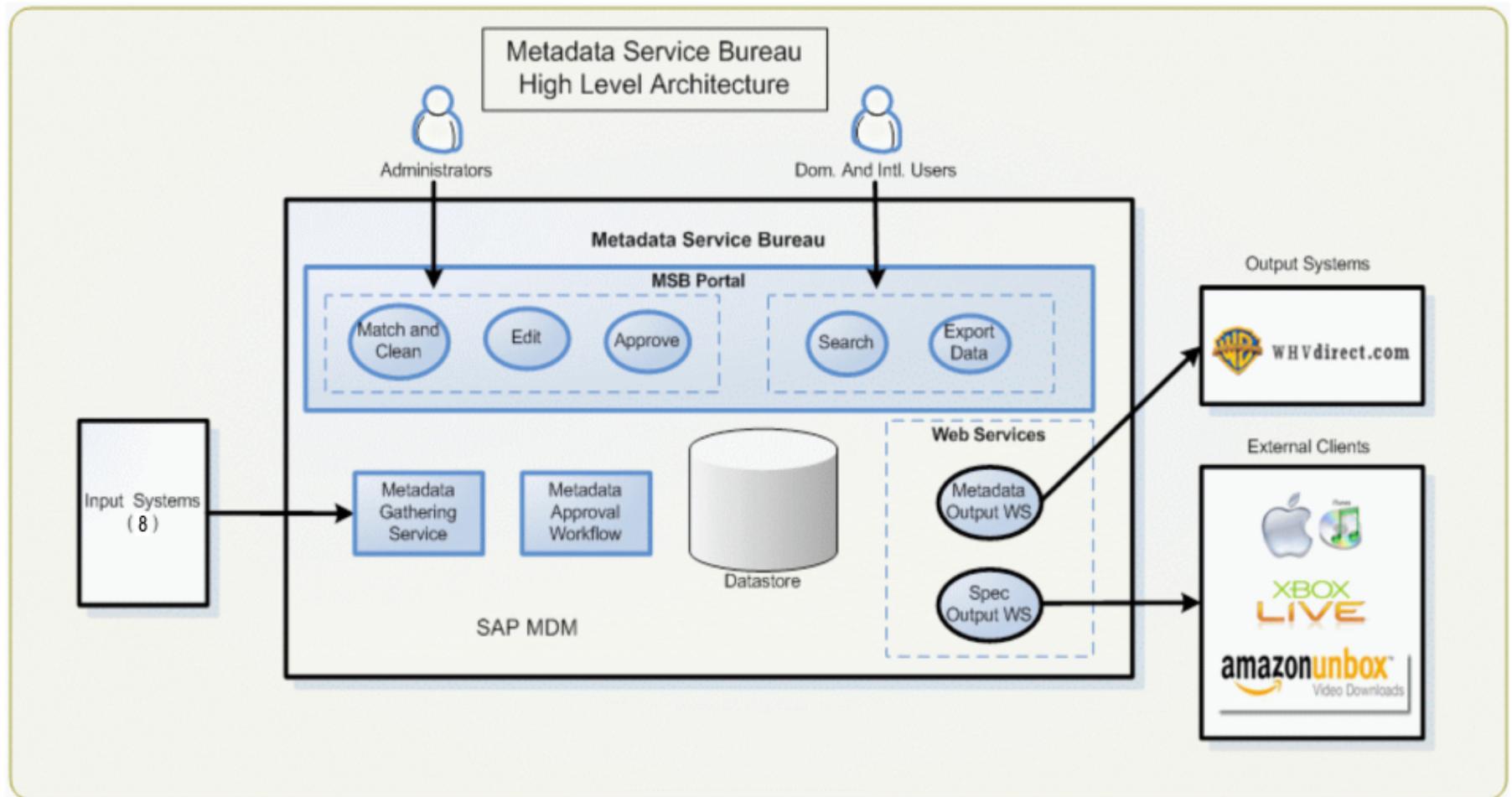
SYSTEM OF RECORD



MMSB
Metadata Service Bureau



HOW IT WORKS



END USER FUNCTIONS



1.SEARCH

2.MAKE A LIST

3.EXPORT

STATISTICS



- Launched November 2008
- Current Key business units include Warner Bros. Pictures Group, Warner Bros. Television Group (Branded Services), Warner Home Entertainment Group (Digital Distribution) and Warner Bros. Technical Operations
- Over 100 users covering the U.S., U.K. and Japan
- 110,000 theatrical, television, game and music product records
- Data collected for over 350 fields

Current Development:

- Integration with territory SAP systems for worldwide metadata servicing
- Data feeds to websites like wb.com
- Physical product (DVD, Blu-ray) support for Warner Home Video

QUESTIONS



MSB
Metadata Service Bureau

