

## AMPAS Digital Motion Picture Metadata Symposium

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# Managing Multi-Source Metadata Across Disparate Media Formats

# AGENDA

- Who we are
- Why we care about metadata
- Why we should work together

# GRACENOTE INRODUCTION

- **Who is Gracenote?**

- Provider of media information and services
- Industry leader around the globe
- Wholly owned subsidiary of Sony Corporation of America

- **Why do we care about metadata?**

- Metadata drives our business
- Metadata creates challenges
- Metadata creates opportunities

- **What do we consider “metadata”?**

- Unique to this symposium

# GRACENOTE ECOSYSTEM

**YAHOO!** imeem **Disney** **MTV**  
**PANDORA** amazon.com. **AOL**  
**LALA.COM** dwango **Dada.**  
 metrolyrics **cd Universe**  
**CLEARCHANNEL**

**TOYOTA** **SONY** **NOKIA**  
**DAIMLERCHRYSLER** **SAMSUNG** Sony Ericsson  
**HONDA** **LEXUS** **CREATIVE**  
**Ford** **Panasonic** iriver **B&O**  
**GM** **PHILIPS** BANG & OLUFSEN  
**YAMAHA** **JUST. AOL**  
**DENON** **nero**  
**clarion** **ALPINE** **SONIC**  
**SANYO** **BOSE** **Pioneer** **marantz** **roxio**

Apple **at&t** Sony Ericsson  
**YAHOO!** **RIM** **verizon** **KTF**  
**napster.** **Virgin mobile** **KDDI** **am9na**  
**OMNIFONE** **Jamba** **OPEN WAVE** **oi**  
**amazon.com.** **OPTIMUS** **ENTEL**

## Internet & Technology



## content owners

**SONY MUSIC** **EMI** **BMG**  
**ioda** **WARNER CHAPPELL** **BERTELSMANN**  
**UNIVERSAL** **EMI MUSIC PUBLISHING**  
**warner music group** **Sony/ATV Music PUBLISHING**

## content services

**Nielsen Broadcast Data Systems** **RIAA** **Sound Aware**  
**JASRAC** **NTV TELEVISION NETWORK**

## Entertainment

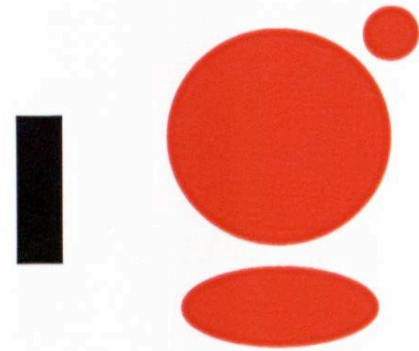
# GRACENOTE INRODUCTION

- **What metadata do we collect?**

- Identifiers
- Factual data
- Editorial data
- Descriptive data
- Grouping and Relating data
- Linking data

- **What metadata do we create?**

- Fingerprints
- “DSP” data
- Phonetic
- Event synchronization data



# metadata

[www.gracenote.com](http://www.gracenote.com)

# GRACENOTE AND METADATA

## • What makes Gracenote unique?

- Platform support
  - Services in every entertainment platform
- Global deployments
  - Services that address the global market
- Management of metadata *across* media types
  - Metadata *about* CDs, DVDs, BDs, etc
  - Metadata *on* CDs, DVDs, BDs, etc

# GRACENOTE AND METADATA

## •What *e/*se makes Gracenote unique?

- Volume
  - Metadata
  - Sources
  - Transactions
- Solutions to address these volumes
  - Submit and Ingestion platform
  - Comparison and certification engines
  - Data warehouse
  - Network Service
  - Work Order System



8B Searches / Month from  
Gracenote-Enabled Products

## Content Partners

- 2000 Content Owners
  - Labels, Publishers, Artists, Distributors, Aggregators
  - Studios, Networks
- Value-Add Partners
  - Muze, CD Journal, ZACR
  - BFI, Stingray

## Media Experts

- 65 Media Experts in 20 Countries
- 10 DSP Technology Experts
- DSP Research Partners: Philips, Sony, Fraunhofer

## Consumers

- 235M Consumers using Gracenote

Gracenote  
Global Media  
Database

## Music Metadata

- 7M CDs, 97M Tracks
- 400K Artists
- Global Genre System
- Basic Metadata
  - Artist, Album, Track, ...
- Enhanced Metadata
  - Artist: Era, Origin, Gender...
  - Track: Tempo, Mood ..... (DSP Generated)

## Video Metadata

- 195K Feature Films
- 600K TV Programs
- Global Genre System
- Basic Metadata
  - Title, Director, Actor....
- Enhanced Metadata
  - Cast & Crew Listing
  - Awards & Events

## Enriched Content

- Artwork
- Biographies
- Reviews
- Awards (Movies)
- Lyrics (Music)
- Phonetic Data (Music)

## Popularity Data

- Global Music Popularity
- Metro Level Artist, Album & Track Rankings
- Gracenote Top 10

# GRACENOTE SERVICE XML

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The follow-up to Batman Begins, The Dark Knight reunites director Christopher Nolan and star Christian Bale, who reprises the role of Batman/Bruce Wayne in his continuing war on crime. With the help of Lt. Jim Gordon and District Attorney Harvey Dent, Batman sets out to destroy organized crime in Gotham for good. The triumvirate proves effective. But soon the three find themselves prey to a rising criminal mastermind known as The Joker, who thrusts Gotham into anarchy and forces Batman closer to crossing the line between hero and vigilante. Heath Ledger stars as archvillain The Joker, and Aaron Eckhart plays Dent. Maggie Gyllenhaal joins the cast as Rachel Dawes. Returning from Batman Begins are Gary Oldman as Gordon, Michael Caine as Alfred and Morgan Freeman as Lucius Fox.
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# METADATA CHALLENGES / OPPORTUNITIES

- **What makes our job harder?**
  - Different standards
  - Different identifiers
  - Duplicates and versions
  - Localization
  - Regionalization
  - Timing

## IDEAS FOR COLLABORATION

- **How do we address these challenges?**
  - Learn about standards (or sections of standards)
  - Share data models and concepts
  - Think global, think commerce
- **Why work with Gracernote?**
  - Representation of art
  - Product experience (end users)
  - Participate in the growth of our video business
  - *and because ...*



# **we all metadata**

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