

How can we enable a single user to publish thousands of titles to multiple Video On-Demand platforms with no mistakes? That was our mission when we designed our **Metadata** product and that is exactly what it does today.

Our Metadata product enables a single user to look after thousands of titles when it comes to Metadata editing, transformation and publication. You can focus on the editorial and commercial decisions, rather than wasting time fiddling with text editors and hand-crafted XML files.

# The Challenge

How can we enable a single user to publish thousands of titles to multiple Video On-Demand platforms with no mistakes? How do you take the Title, Synopsis, Cast, Crew and every other piece of metadata associated to a single media asset and magically make it just right for iTunes, YouTube, YouView or any other platform out there? Is that even possible, considering that there is unfortunately no universally adopted video metadata standard that we can rely on?

All of those questions we were trying to answer when we set out to design and build our Metadata product, because we could feel your pain.

While your team understands films and series and how they are described, all of the great platforms and devices where your content ends up insist on having different ways of ingesting and storing content metadata. All of these involve complex XML documents and obscure communication protocols, annoying error messages and a lot of other things you really shouldn't have to worry about.

All you should care about is making the right commercial and editorial decisions and getting your content out there to as many platforms as possible, as quickly as you can and with the highest possible quality. How can you do that?

Well, first you need...

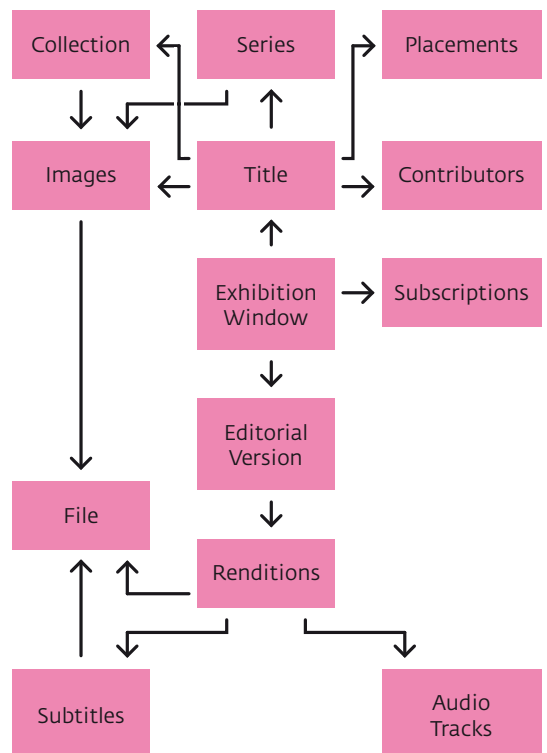
# The Right Metadata Structure

If the idea is to have a single source of Metadata that you can re-use to publish to multiple Video On-Demand platforms, you need a metadata structure that can:

- Comfortably host all of the common, well-known and expected metadata fields (title, synopsis, cast, etc.)
- Flexibly extend to host all of the unusual and often proprietary fields that some platforms require.

After reviewing tens of metadata specs, at BeBanjo we came up with our own Metadata structure that gathered the best bits of all of them in order to achieve these goals. It is a hierarchical structure that covers:

- All of the purely **editorial** entities: *Brands* (or Shows) like "Mad Men" or "True Blood", their *Seasons* and *Episodes*, standalone *Features* and *Editorial Versions* of the actual media.



# Strike a balance between editorial control and productivity.

Why publish content to a platform if it can fail? No matter if it is going to be published to one Video On-Demand platform or ten, **we will help fill in the blanks** and make sure that you don't forget the information each title requires in order to be published to each one of them.

- All of the **commercial** entities: what *Platform* is the content scheduled on, during what *Exhibition Window* and under what *Price* or *Subscription* model.
- All of the purely **technical** entities: what video *Renditions* for each *Version*, what *Audio Tracks*, does it have *Subtitles*, what are the associated *Images*, etc.

## Great Metadata Storage

Once you have the structure defined, you need to be able to actually store somewhere the metadata of each title according to that structure. And not only you need to store it, you also need to be able to find it quickly, classify it correctly and an easy way to import and export it.

To meet those needs, our Metadata system builds on Movida's spectacular content catalog. Movida is our award-winning non-linear rights and scheduling system.

Catalog
Create or Import ▾

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**Recently accessed by you**

**RECENTLY ADDED**

25 results

- Batman returns** Warner Bros. Pictures (Aug 12)  
T0002 | Film Thriller +
- Batman** Warner Bros. Pictures (Aug 12)  
T0001 | Film Thriller +
- This is 40** Universal Pictures (Apr 11)  
F0019 | Comedy Drama Film +
- The Bling Ring** A24 (Apr 11)  
F0014 | Drama Film +

**LICENSORS**

- No licensor - (20)

20th Century Fox (1)

A24 (2)

AMC Networks (0)

Columbia Pictures (1)

FilmDistrict (1)

HBQ (0)

Imagio (1)

Lionsgate (1)

Metro-Goldwyn-Mayer (3)

Millennium Entertainment (1)

Miramax Films (1)

Netflix (1)

StudioCanal UK (1)

Tristar Pictures (1)

[Show 3 more licensors...](#)

**TAGS**

A **Ad** (4)

C **Comedy** (4)

**Crime** (1)

**ADVANCED SEARCH**

Select: [all 25 results](#) [none](#)

Keep track of all your content through the Title Catalog

The content catalog allows you to keep track of all your content in one place forever and hold all the information about each *Brand*, *Series* or *Feature* together in a searchable and accessible way. It provides, amongst other things:

- Hierarchical and easy to navigate content structure.
- Fully customisable metadata template per content entity, so that you can add custom fields at the *Brand*, *Series*, *Episode* or *Editorial Version* level.
- UTF-8 encoded data storage,
- The ability to import from and export to Excel documents.
- The ability to use our APIs to populate your catalog from a third-party metadata source.
- Powerful tagging and advanced search capabilities.

Additionally, multiple types of metadata fields can be defined, such as:

- Short, medium and long text fields.
- Configured lists of options (dropdowns).
- Multiple choice of lists or text fields.
- Dates and times.
- Booleans.
- Files.

**Synopsis** ✖

The lives of two mob hit men, a boxer, a gangster's wife, and a pair of diner bandits intertwine in four tales of violence and redemption.

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**Placements** ✖

Film>Search A-Z

Film>Most Popular (Featured)

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**Broadcast Starts At** ✖

31 / 08 / 2014 10:30

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**Broadcast Ends At** ✖

31 / 08 / 2014 11:00

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**Keywords** ✖

film

drama

Silent

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[Update Metadata](#)

Fully configurable metadata fields

## Collections and Title Groups

Often you will want to schedule a number of titles as a *Collection*, and associate to it new metadata to market it differently. In our title catalog you might want to use them to group together a number of *Features* (e.g. "The Lord of

the Rings Trilogy) or *Episodes* (e.g. 'Friends: Best of Ross & Rachel'). This is really easy to do thanks to our nifty collection creation form, which allows you to search for all those titles you want to group together and quickly select them."

#### Create Collection

Name

External ID

Store your own ID for this collection

Poster

Tags

Content (2)

#	Name	External ID
1	<a href="#">Elysium</a>	F0004
2	<a href="#">Blue is the Warmest Colour</a>	F0002

or

Quickly find and group titles together under a Title Group

## Image Management

As they say, a picture is worth a thousand words: *Images* are the first thing that Video On Demand consumers look at when browsing through a VOD store and having great pack shots or production stills can make all the difference in the world when it comes to making buy decisions. This is why with Metadata it is possible to store as many images as you need for each *Feature* film, *Episode*, *Series* or *Collection* by easily dragging and dropping them onto the browser and choosing which ones are the right ones for each target platform. It will even automatically choose one of these as the internal image thumbnail to easily identify content within our applications.

#### Images

**Name**  
drive-film-recenzja.png

**Dimensions**  
590x332

**Aspect ratio**  
16:9

**Encoding**  
png

Box Cover

Poster

Store and manage images for Titles, Series or Brands

Additionally, you can crop images that you upload directly through the browser in order to comply with the requirements of each platform, rather than having to resort to expensive image editing programs.

## Accurate Validation

With Metadata storage solved and once you know to which platforms each piece of content must be published to, the next step is to ensure that, with the Metadata you have, you will be able to do so.

This is where our Metadata Product shines, because: why publish content to a platform if it can fail? No matter if it is going to be published to one platform or ten, we will help fill in the blanks and make sure that you don't forget the information each title requires in order to be published to each platform.

You might have all the required information to publish "Taxi Driver" in "iTunes", but you might be missing a field or two for "Hulu"; Metadata can tell you exactly what fields you are missing, if any, or which ones do not comply with the target platform's spec (whether they are too long, too short, have invalid values set, etc.) This happens typically days or weeks before publication: there is no need to wait till the moment of publishing to discover that the Synopsis is too long.

AUGUST 30, 2014 - 21 Titles

Title	Platform	Availability	Status	Message
<a href="#">True Blood S01 E02_The First Taste</a>	iOS	Aug 20, 2014 to Nov 11, 2014	⊕ ⊖	Publication: This schedule entry has never been published
<a href="#">House of Cards (US) S02 E05_Chapter 19</a>	iOS	Aug 20, 2014 to Aug 26, 2014	⊕ ⊖	Status: Metadata has errors
<a href="#">House of Cards (US) S02 E07_Chapter 20</a>	iOS	Aug 20, 2014 to Aug 26, 2014	⊕ ⊖	Message: The following errors were detected: • Title Country must be a ISO 3166-1 Alpha-2 country code
<a href="#">Layer Cake</a>	iOS	Aug 20, 2014 to Oct 20, 2014	⊕ ⊖	• Title metadata Title Medium Description must be at most 256 characters long
<a href="#">Layer Cake</a>	iTunes France	Aug 20, 2014 to Oct 20, 2014	⊕ ⊖	
<a href="#">Layer Cake</a>	iTunes UK	Aug 20, 2014 to Oct 20, 2014	⊕ ⊖	
<a href="#">Layer Cake</a>	Samsung Smart TV	Aug 20, 2014 to Oct 20, 2014	⊕ ⊖	
<a href="#">Layer Cake</a>	iTunes US	Aug 20, 2014 to Oct 20, 2014	⊕ ⊖	

Find out whether your Metadata is valid or not before you publish

# Transformation

So you already have names, descriptions, cast information and everything else you need to market a piece of content on a given platform. Yet each platform expects to receive it in a different way. Here is an example of how a few platforms expect to receive the synopsis of each movie:

Spec	XML Sample
Brightcove	<pre>&lt;short-description&gt; Travis Bickle is an ex-Marine... &lt;/short-description&gt;</pre>
YouView	<pre>&lt;Synopsis Length="short"&gt; Travis Bickle is an ex-Marine... &lt;/Synopsis&gt;</pre>
CableLabs3.0	<pre>&lt;title:SummaryShort&gt; Travis Bickle is an ex... &lt;/title:SummaryShort&gt;</pre>
Orange TV	<pre>&lt;PCCAD_CD:ShortSummary&gt; Travis Bickle is an ex... &lt;/PCCAD_CD_ShortSummary&gt;</pre>

If you multiply this problem by all the metadata fields typical about a movie or episode, its promotional images, its trailers and its videos, the challenge is enormous. Metadata deals with these differences easily. You really cannot afford spending your time fiddling around with text editors and XML files. Our Metadata product can buy you time and happiness by taking away all the complexity related to XML generation.

Also, we can automate as little or as much as you want for each platform (*e.g.*, mapping "Children" to "Kids", automating truncations, etc.). Thus, you can strike the balance that is right for you between editorial control and productivity.

## Publication

The same way that platforms expect to receive metadata in different formats, they also expect to

receive it in different ways. Some platforms offer an HTTP API, others prefer FTP; some can accept the media assets and the metadata separately, some require that you package it all together and deliver it all with a manifest.

We worry about all that for you to let you know exactly what is going on with your content. And we can also take care of publishing metadata updates automatically if the end platform supports it.

Also, sometimes you might want to publish yourself or via an intermediary; you might be working with a facilities company that encodes your content and wishes to publish directly to the platforms. In that case, we can generate the XML files and deliver to them instead of directly to the platforms.

## A Single User. A lot of Power

Thanks to all of the features described above, our Metadata product allows you or your team to look after thousands of titles when it comes to Metadata editing, transformation and publication. It enables you to focus on the editorial and commercial decisions, rather than wasting time fiddling with text editors and hand-crafted XML files, or on trying to figure out why this or that platform refuses to ingest a faulty XML.

And what happens if you want to publish to new platforms that we don't support? We will support them. Our Metadata product comes with an SDK that enables us to adhere to new XML specs in a matter of days and our Projects team majors in developing these off of any given Metadata spec. And you can also leverage all of the exporters we have built until now, which include platforms like YouTube, YouView, Brightcove, BT VOSP, Orange Cinema Series (PC, TV) or well known specs like Cable Labs 1.1, 2.0 and 3.0, TV Anytime and others.



## **About BeBanjo**

We are an agile company of talented developers, designers and Video On-Demand specialists and we like to take good care of our customers; that is why we focus on making easy to use, easy to learn, collaborative tools that our users love.

We make Video On-Demand operations easier, faster, better, so that our customers are free to concentrate on really running their Video On-Demand business. A wide range of companies successfully operating in the Video On-Demand space already trust us. BeBanjo was founded in 2008 and is part of Arkena.