



5 principles of metadata enrichment



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Let content discovery put viewers at the centre

With more choices, more industry fragmentation, and more ways to watch content, video service providers increasingly find themselves up against super-aggregators. As they focus on creating a simple and unified viewer-centric experience (while selling some 3rd-party content on the side), your subscribers are struggling to find the content they want. It's no wonder their frustration is leading to churn.

One way to bridge the gap with aggregators is by putting viewers at the centre of the entertainment experience via effective content discovery. Metadata enrichment is key to making your data not only more discoverable, but also more usable and more accurate... as long as you keep in mind our five principles.

In this guide, we'll show you what you really need to know about metadata enrichment, and how that know-how can benefit your subscribers and your business.

Metadata is complex, inconsistent and expensive

Video metadata enables operators to label the characteristics of a file to make it easier for viewers to search for/discover, use and manage video. Examples range from the video's creation date and creator to its location and camera ID.

There's clearly no shortage of available metadata. Leveraging it, however, is another story. You've probably faced several, if not all, of the following metadata challenges:

- Applying metadata to your full catalogue/archive
- Sourcing metadata from multiple licensees and catalogues
- Managing thousands of assets from different sources which have inconsistent data quality
- Dealing with a thin dataset – i.e. small number of fields
- Working with a lack of data depth – e.g. empty descriptions, no actors, no thumbnails
- Delivering a poor content discovery experience – e.g. viewers can't find what they need
- Incurring high operational expenses to extend and curate metadata

By taking your metadata to another level, enrichment helps you overcome these and related challenges that are holding you back from delivering outstanding experiences.

Potpourri of information across all forms

Metadata enrichment is the enhancement of information to existing metadata to improve its quality, relevance and usability. The additional data may include keywords, descriptions, business terms, data classes, quality assessments, and links to related content. And you can apply it to all metadata forms including:

- **Categorisation** (Action, Drama)
- **Availability** (4K, HDR)
- **Descriptive** (Director, Title)
- **Structural** (Episode, Rating)



Enrichment improves the user experience

As the new kid on the block, metadata enrichment is still a work in progress. That's why we've defined five principles to make metadata enrichment work best for your video service.

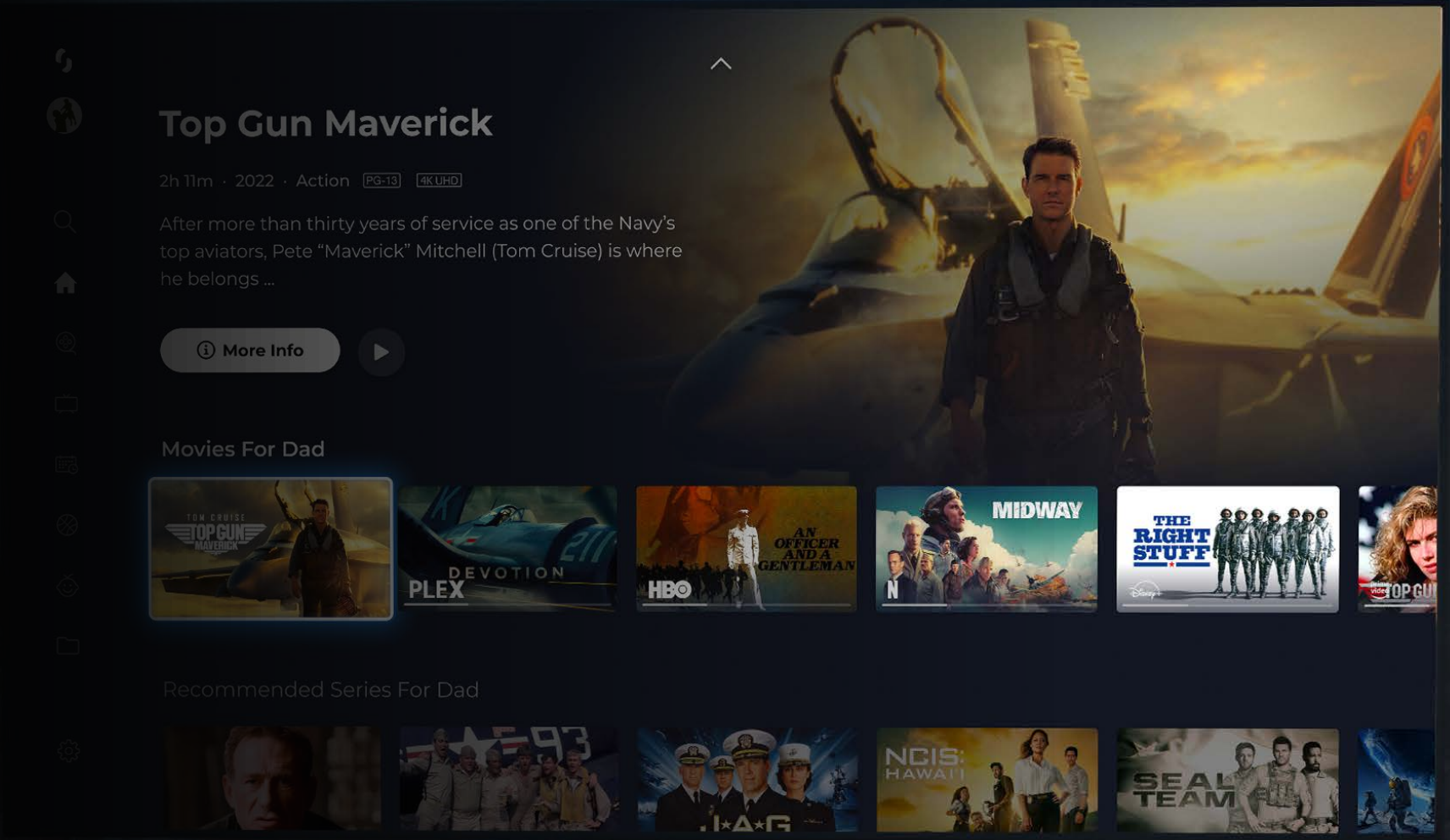
Before diving into the basic ingredients for successful metadata enrichment, it's important to understand the value it brings to the table.

Metadata enrichment enables:

- More accurate and comprehensive searches
- More reliable recommendations
- Easier content discovery
- Greater automation
- Better content discovery via connected entities
- Enhanced data quality and coverage for richer asset display



Go.Enrich fills gaps and add new attributes to your metadata to provide the total picture.



Automation and AI are a must

Metadata is always evolving, making it nearly impossible to work solely with manual processes. Even if you could keep up with the constant changes, manual processes are time-consuming and resource-intensive. Moreover, they increase the risk of introducing errors and inconsistencies into your metadata. And if you're still not convinced, it's difficult to determine which enrichment techniques are most appropriate for a given dataset, leading to inefficient and ineffective results.

That's why your enrichment strategy needs to involve a combination of techniques – from automated processes, through machine learning (ML) algorithms, to manual auditing and editing – to achieve tangible benefits:

- Conduct automated enrichment with a variety of tools and techniques, including natural language processing (NLP), ML and rule-based systems, to optimise your results.
- Use machine learning across the entire metadata enrichment process to better predict changes.
- Target manual tasks for only the “last mile” of your dataset auditing to uncover discrepancies.



Go.Enrich is designed to ensure that your subscribers find the content they want.

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Treat it as a process

We've already established that enrichment is a process. To ensure that it leads to effective outcomes, you need to:

- Establish clear guidelines and standards to increase your efficiency.
- Put quality control measures in place to get your desired results.
- Continually monitor and refine the metadata to ensure accuracy and relevance over time.



Go.Enrich leverages a process refined through years of experience.

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Not all tools are created equal

In the vast landscape of metadata enrichment tools, a multitude of options awaits, each with its unique strengths and limitations. From the simple web-based applications that offer convenience but may fall short in comprehensive coverage, to the intricate software platforms demanding substantial time and expertise, the quest for the perfect tool can be a daunting endeavor. Striking a balance between efficiency and effectiveness becomes paramount, as one seeks a solution that maximizes metadata utilization without overwhelming resources.

Finding the middle ground, where practicality and effectiveness converge, is the key to unlocking the true potential of metadata utilization. By carefully evaluating the strengths and limitations of each tool, organizations can choose a path that optimizes their metadata utilization, enabling them to extract the utmost value from their data assets while maintaining a prudent allocation of resources.



Go.Enrich goes beyond just video to provide a true entertainment experience.

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It takes a village

Effective metadata enrichment requires collaboration among subject matter experts, data managers, and stakeholders. By working together, they ensure that the enriched metadata meets the needs of both the service and its users. Subject matter experts contribute their specialized knowledge, infusing the metadata with valuable insights. Data managers play a crucial role in curating and refining the metadata, organizing it for clarity and relevance. Other stakeholders provide feedback and requirements, shaping the enriched metadata to align with collective goals. This collaborative effort results in enriched metadata that serves as a powerful tool, guiding users on a journey of discovery and insight.

Collaboration among subject matter experts, data managers, and stakeholders is essential for effective metadata enrichment. By combining expertise, meticulous curation, and collective input, the resulting enriched metadata becomes a valuable asset that fulfills the needs of the service and its users, facilitating knowledge exploration and discovery.



Go.Enrich has a long history of integrating and working with key metadata providers and partners.

Engage and keep your subscribers

Metadata enrichment can be used for many purposes, including improving the discoverability and accessibility of research data, enhancing the accuracy of predictive models, and facilitating the reuse of digital assets in different contexts.

Applying these various use cases can deliver the following benefits to your business:

- **More discoverable data:** Improve data filtering and search to make your data more discoverable.
- **More usable data:** Understand the meaning of your data and how best to utilise it.
- **Better data governance:** Add information for tracking and managing your data to improve your data governance.
- **Better data quality:** Provide information that can be used to identify and correct errors to enhance your data quality.

Our five Principles of metadata enrichment principles help improve your content discovery. And by keeping your subscribers more engaged and retaining them, you can stay ahead of all competition, super-aggregators included.



Ready to take the next step and unlock the full potential of your business? Don't miss out on the opportunity to learn more about how our Go.Enrich can revolutionise your operations.

Book your discovery call here today!