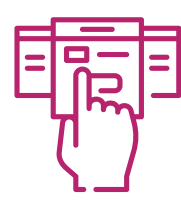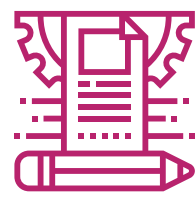# METADATA SERVICES

WHEN CONTEXT IS APPLIED...

When context is applied to content through relevant tags and labels, it serves as a beacon to enable content discovery and monetization.

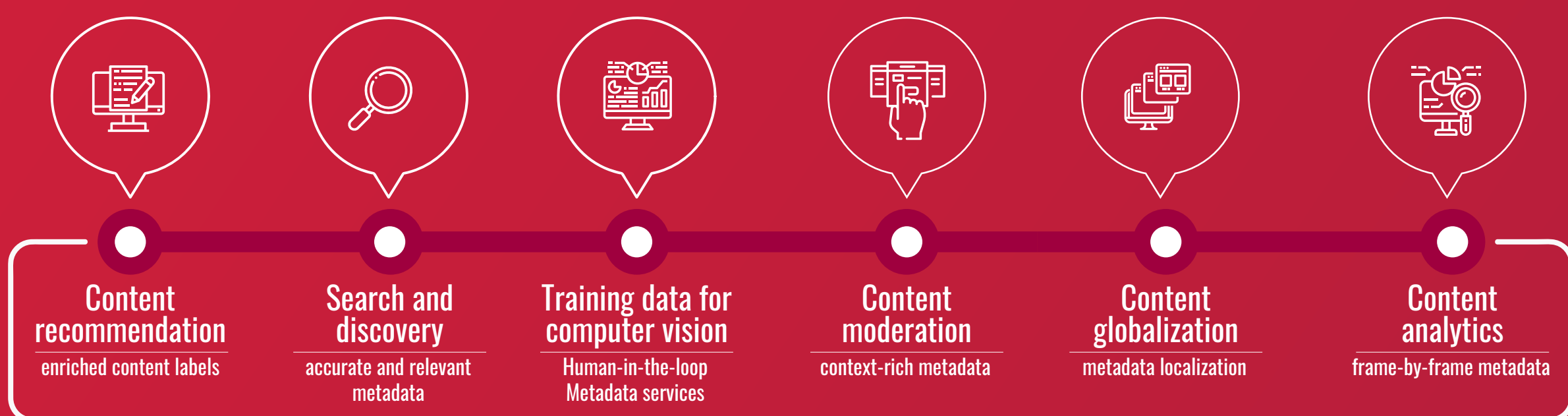The two user groups, metadata benefits the most are:

Content Subscribers:
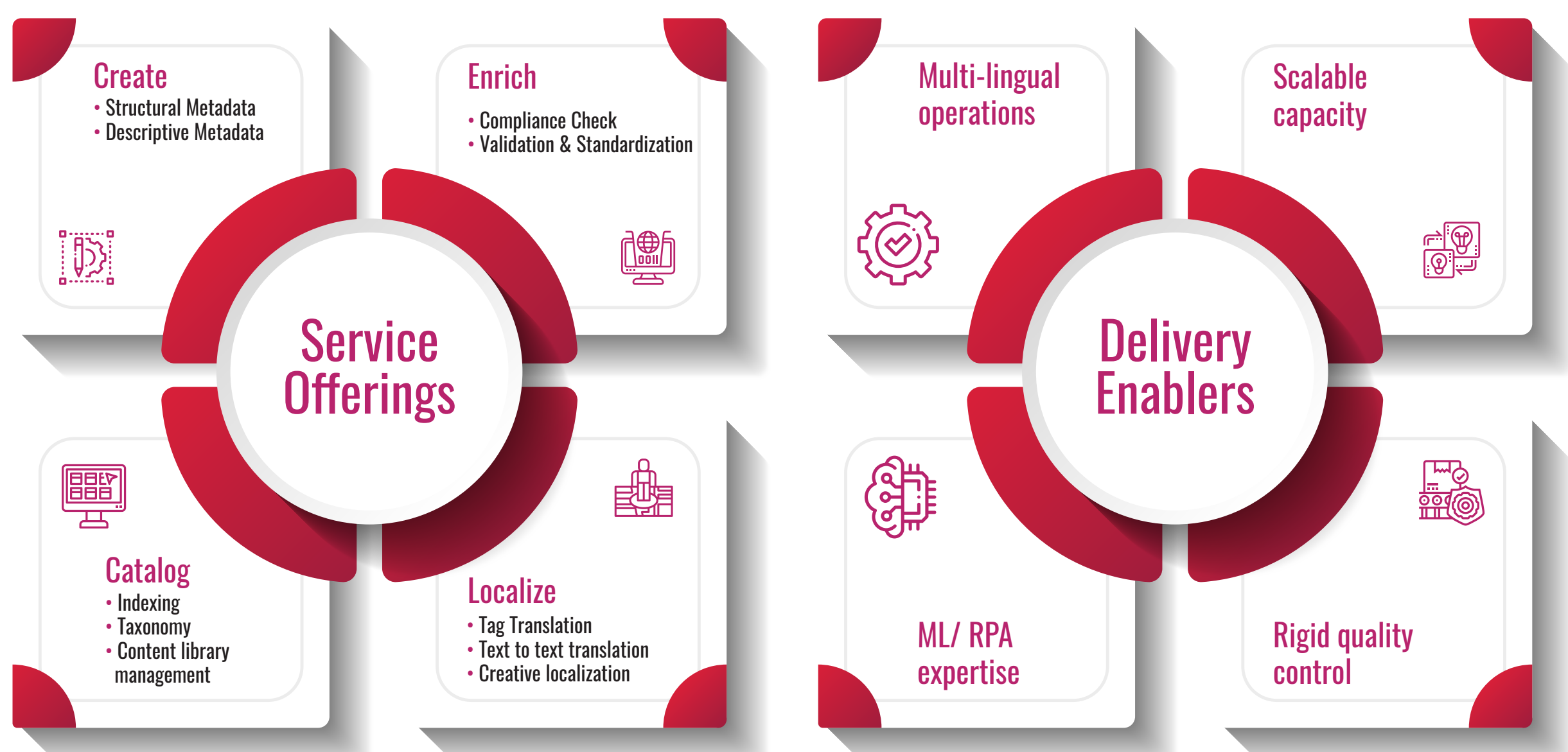For them to search & discover with relevance and context

Content Editors
For them to extend the life of the content, add relevance and context to attract advertisers and ensure right holders are paid their due

Content metadata, which is - complete, correct and consistent - is now an integral part of content delivery and needs to be managed independently by a specialized service provider.

THE KEY USES CASES SUPPORTED BY TECHM METADATA SERVICES ARE:

Content recommendation	Search and discovery	Training data for computer vision	Content moderation	Content globalization	Content analytics
enriched content labels	accurate and relevant metadata	Human-in-the-loop Metadata services	context-rich metadata	metadata localization	frame-by-frame metadata

WE DELIVER END-TO-END METADATA SERVICES AT A GLOBAL SCALE

Service Offerings

Create
- Structural Metadata
- Descriptive Metadata

Enrich
- Compliance Check
- Validation & Standardization

Catalog
- Indexing
- Taxonomy
- Content library management

Localize
- Tag Translation
- Text to text translation
- Creative localization

Delivery Enablers

Multi-lingual operations

Scalable capacity

ML/ RPA expertise

Rigid quality control

WHAT WE OFFER

PROCESS CONSULTING
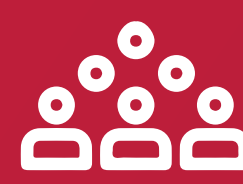
CONTENT WORKFLOW PLATOFRM

ENTERPRISE-GRADE SLA MANAGEMENT

LANGUAGE SERVICES

CROSS SKILLED METADATA SPECIALISTS

Managed Services Model

Crowdsourcing Model

Pre-determined, long term — High context, quality — High flexibility, scalability — Project-based, short term