Tech Mahindra

<Content Metadata Services/>

DISCOVERY

LABELLING

METADATA

ANNOTATION

Connected World
Connected Experiences

What is content metadata service?

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

As the content archivist Jason Scott famously describes **"Metadata is the love note to the future". It is the key to transforming any video content into a dynamic smart asset.**

Fine-grain descriptive content tags help refine search results for simple open ended queries. As example, someone could request a thriller shot in Texas, or a romantic comedy that involves European travel. With augmented metadata, the viewer or a studio editor could search on the basis of show + character(s) + location + subject + any other descriptor.

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.

Key Use Cases

The key uses cases supported by TechM Metadata Services are:

Content Recommendation:
Turbo charge your recommendation engine by combining TechM enriched content labels and users' viewing history, preferences, to serve viewers the next best content they want to watch.

Search and Discovery:
Create an indexed archive of your entire video library, at a micro-genre level, by using TechM extracted accurate and relevant metadata. Enable unstructured search (explorative or voice based) results using timeframe and scene-specific labels.

Training Data for Computer Vision:
While AI can auto-generate tags buried within the content, the output needs high validation. TechM Human-in-the-loop Metadata services uses human moderators to validate AI generated output for more meaningful commercial metadata.

Content Moderation:
Filter out inappropriate content in a given video. TechM context-rich metadata services transcends cultures and languages, and helps you identify moderation requirements across your archival content, and also for your user-generated content.

Content Globalization:
For effective global distribution, TechM offers metadata localization thus ensuring metadata is generated not just for the languages of the target market but also for its cultural context.

Content Analytics:
Analyzing frame-by-frame metadata can give a graphical overview of the main themes within the content, the dominant scenes and even the personality traits of different actors. Metrics for more dynamic and targeted advertising can be applied, like promoting a travel destination or a coffee chain.
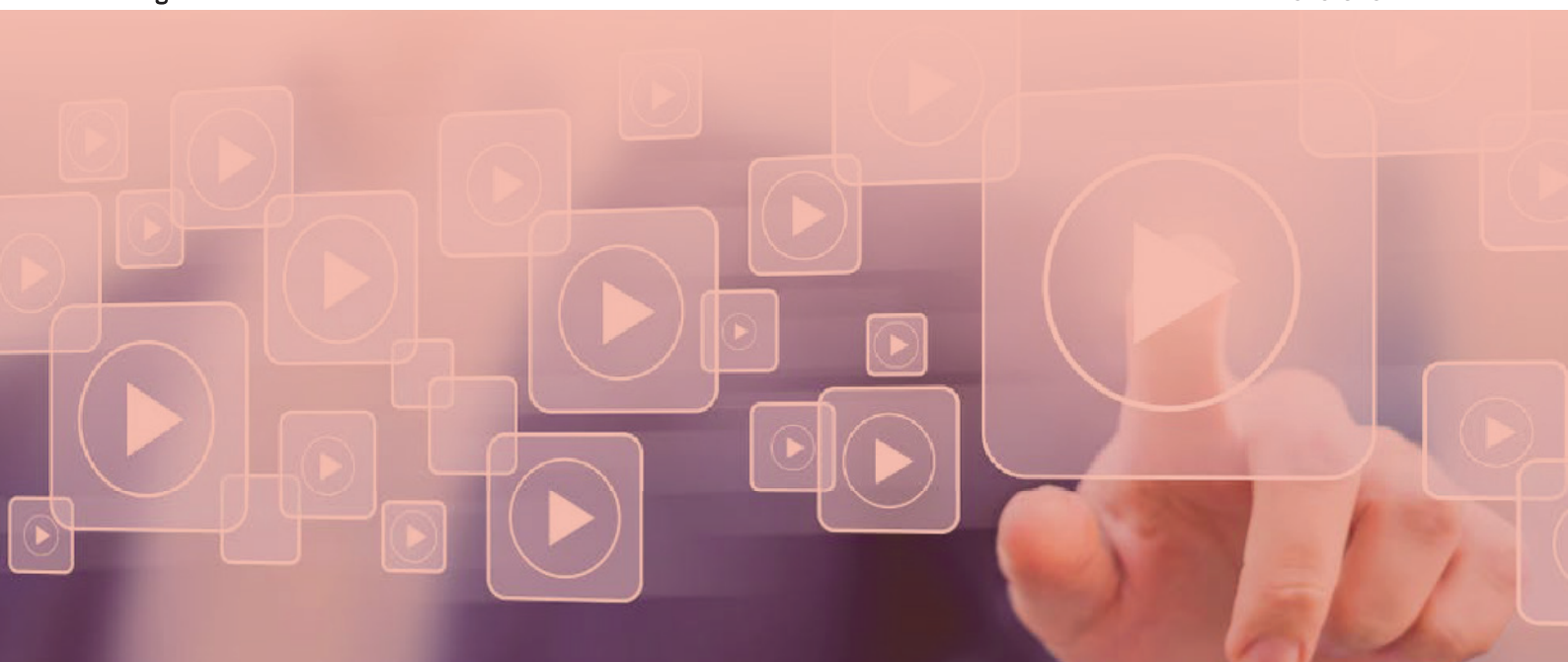
- Our **humanized approach to metadata** in order to increase relevance to consumers, editors and advertisers.
- **Scene-level descriptive metadata** - wherein your objectives of smart content, by making it discoverable, monetizable and engaging, are easily met.
- Flexible, scalable and cost-effective engagement, enabled using a **secure workflow-enabled solution**
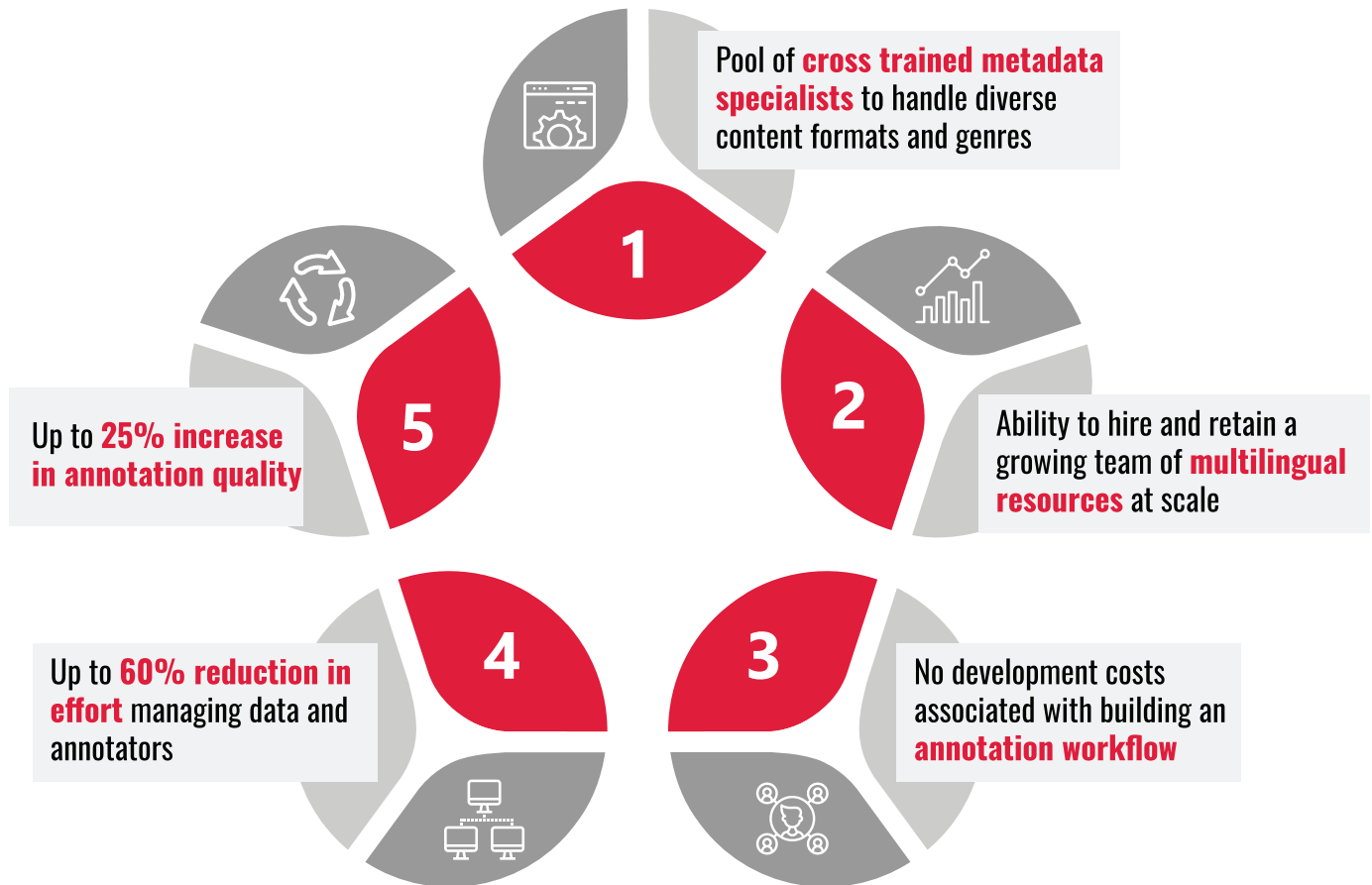
Engagement Model

We can offer a combination or any of the below solution grades for managed services or a crowdsourced model.

PROCESS CONSULTING

CONTENT WORKFLOW PLATOFRM

ENTERPRISE-GRADE SLA MANAGEMENT

LANGUAGE SERVICES

CROSS SKILLED METADATA SPECIALISTS

Managed Services Model

Crowdsourcing Model

High Context, Quality

High flexibility, Scalability

Pre-Determined, Long Term

Project-Based, Short Term

Why Our Services and Solution?

TechM BPS, through its relevant experience, has the ability to deliver the growing need to create, consolidate and curate metadata in order to maximize the value of your content.

Our service differentiators are:

1 — Pool of **cross trained metadata specialists** to handle diverse content formats and genres

2 — Ability to hire and retain a growing team of **multilingual resources** at scale

3 — No development costs associated with building an **annotation workflow**

4 — Up to **60% reduction in effort** managing data and annotators

5 — Up to **25% increase in annotation quality**

Our Credentials

7+	9+	3000+	40+	99%
Success Stories	Years of experience	Annotators*	Languages	Quality (avg.)

Content Operations
- Rights & Permissions mgmt.
- Royalty & Payment Ops
- Digital Creative Services
- Process Consulting

Customer Support
- Omni-channel services
- Process automation
- Conversational AI

Finance & Accounting
- Source to pay
- Order to cash
- Record to report

Supply Chain
- Source to contract
- Procure to pay
- Support services

Digital Marketing
- Website operations
- Campaign operations
- Social media mgmt

Analytics & Insights
- Analytics-as-a-service
- 'Virtual Assistant' for self service

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