

THE IMPORTANT ROLE OF DATA IN MEDIA



PEOPLE, PROCESS, TECHNOLOGY
MEDIA DATA GOVERNANCE WHITEPAPER

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Introduction

Metadata is no longer a dirty word! All media companies in Sports, Cinema, Television, Radio, Music and Publishing have accepted the changes in their workflows. Where their primary business and type of content typically had one format of product feeding into singular distribution channels, they are now challenged with the need to produce their content in multiple formats specific to the requirements of the multiple platforms. These formats are designed to optimize the benefit of each platform while at the same time introducing new offerings and services. Consumers expect the same level of access to their content to be available on all devices anytime and anywhere. Organizations now fully expect everyone to be connected at all times. These changes are facilitated by a myriad of technologies, workflows and business processes involved in the creation, production, management, business and distribution of the content.

The content delivery services and platforms has changed the way media businesses and productions operate. Content is now a file or a stream, delivered live or on demand, protected with encryption and rights management. There are new tools used to create and manage the content; consequently a higher demand for integration between business units exists, with each unit possessing a different set of requirements and information needs.

Transition to Digital

The evolution of the different media forms into digital assets has created new opportunities as well as different business challenges. Interactivity, social networking and the desire for portability has created an overwhelming amount of content and data. Media has also proliferated in the business community as a tool for communication, business transactions, social networking and information gathering for business intelligence analytics.

The media **Essence** (e.g. the image, video, graphic, sound or document) needs a description and information to become useable, valuable and considered as true digital content. This description is called **Metadata** and there are different data sets important in operations and workflow. Essence with no description has no value; once a description is assigned it moves forward as a defined piece of **Content**. Finally, because media has become very dependent on data, be it as a product or a communication tool, we can now see media as an **Asset**, which is simply the Content with a value placed against it.

SMPTE and EBU have published their definition for the creation of an asset:

Creation of an Asset

- **Essence:** Text, images, sound, moving images
- **Metadata:** “Data about data”; properties of the Essence
- **Content:** Essence + Metadata
- **Asset:** Content + Value

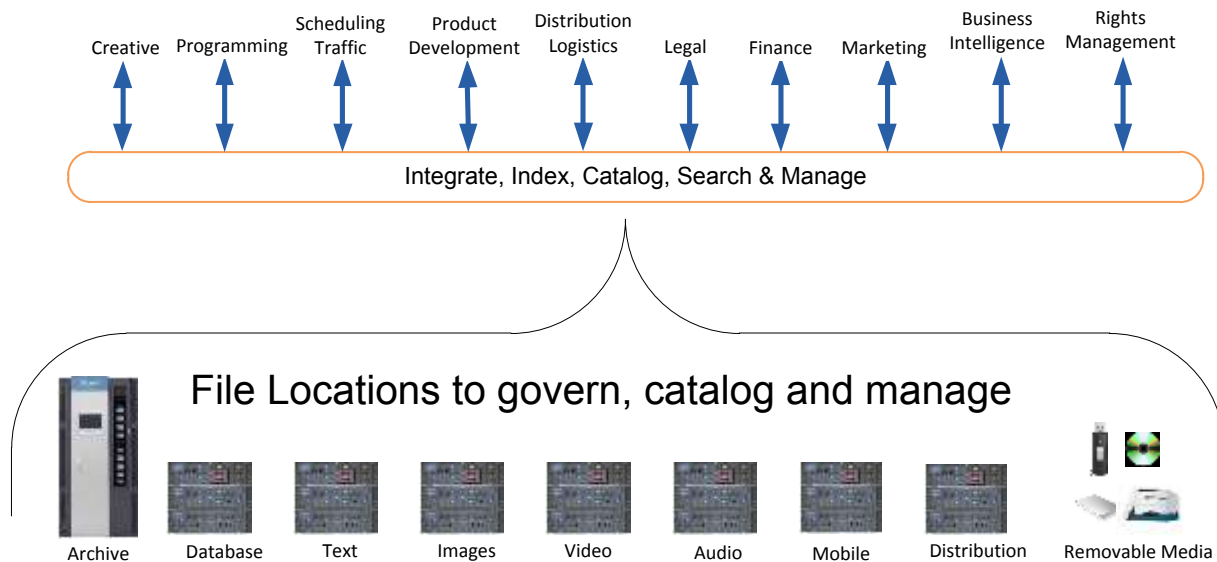
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New Workflows

There are numerous operations within an organization that support business and production operations. These systems each have their own dedicated application and associated database. These have become data touchpoints and there is a requirement to manage and integrate the data between the different business and operations units. There are new tools to facilitate this integration, which have rules and policies that enable different databases with control and security, ensure the data is protected and manage a workflow where only the required data moves between systems. These are some of the touchpoints in a file based workflow and Figure 1 illustrates the integration:

- Creative
- Program & Scheduling
- Product Development
- Distribution and logistics
- Legal
- Finance
- Marketing
- Business Intelligence
- Rights Management

Figure 1: Business Processes and Technical Operations that Need to Integrate



Media Data Governance

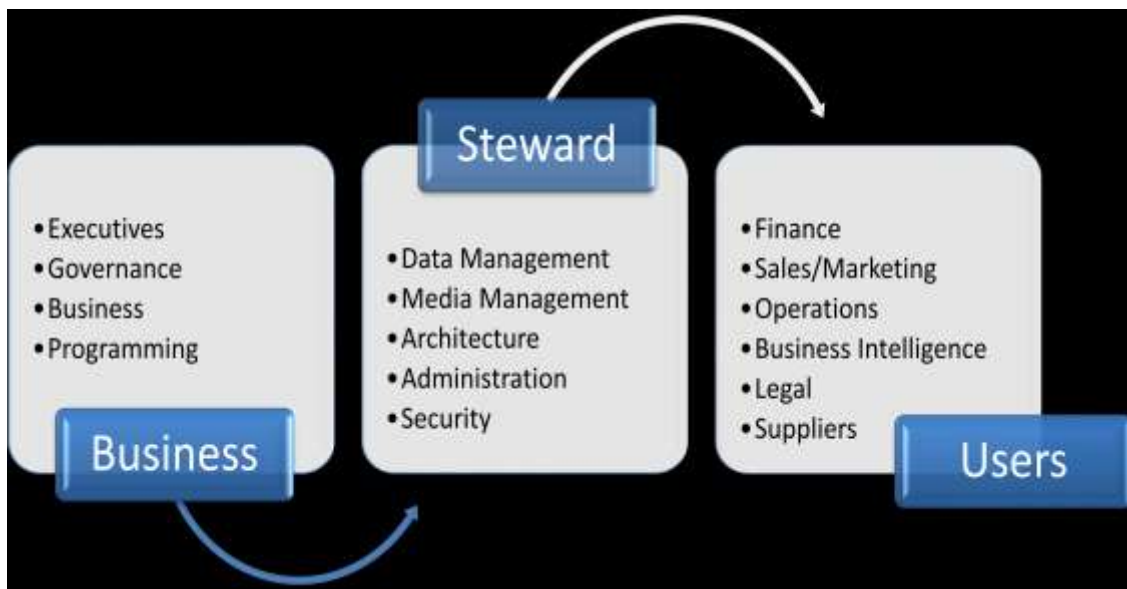
Databases have their own organization based on the application that uses the data. While there is a need to integrate these databases, it needs to be accomplished in ways that maintain the structure and integrity of the data.

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Media Data Governance (MDG) is a structured process that establishes a set of rules and policies (plan) created by the stakeholders who own the data and the end-users that need and use the data. The process identifies the owners of the data and maps the requirements of each owner. The core of this philosophy is based on *defining ownership* and *establishing a stewardship* model to implement the plan.

Stewardship is the key to successful implementation. Stewardship is the guiding process that bridges Business and Users; Executives and Technology. The stewards oversee the implementation of the tools, manage the data integration and provide the training and management for the introduction of new workflows and business processes. Figure 2 outlines the flow of setting goals, ownership and meeting user needs.

Figure 2: Relationship between Ownership and Stewardship



Governance is not an implied set of rules and policies; it is a structure that facilitates the creation of them. While each organization has its own operational structure and infrastructure, the MDG model enables business and production units to integrate their data, processes and workflows to place higher value on the assets and generate new revenue opportunities.

The foundation of the governance model is People, Process and Technology. These are intricately linked together and form the basis of the Media Data Governance model. The Stakeholders, Stewards and Users define the process requirements and then define the technology and resources. Figure 3 shows the hierarchy of where each stakeholder fits and their role, with a typical example of online media advertising.

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Figure 3: Media Stakeholders



Conclusion

Data Governance has been adopted in the business community for managing enterprise data for Master Data Management (MDM). As media crosses business lines, the associated data needs the same level of care and attention. These new media services generate more data, there are new products and technologies that handle the media and new tools to manage an asset and support the media workflow. The integration of systems outside the media workflow has been a consistent challenge.

The process begins by working with the media owners and stakeholders towards a workflow assessment. The steps that follow are to build consensus and create new workflows that integrate business processes. A plan is only successful with a transition plan that enables the adoption of the technology while mitigating risk to business continuity.

There are six basic steps in a structured approach to guide an organization.

1. Analyze workflows and business processes that produce the core products and services
2. Recommend an approach to adopt core products to digital platforms
3. Create new workflows for digital platforms
4. Create a transition program to facilitate the adoption of the workflows will insuring business continuity
5. Create an adoption strategy for executives, managers and operations personnel
6. Create and execute an implementation plan

The Media Governance model provides is greater value to media assets by bringing together the owners and stakeholders. Stewardship then can develop the liaison and consensus between them into a set of executable rules and policies with a methodology that insures business continuity.

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