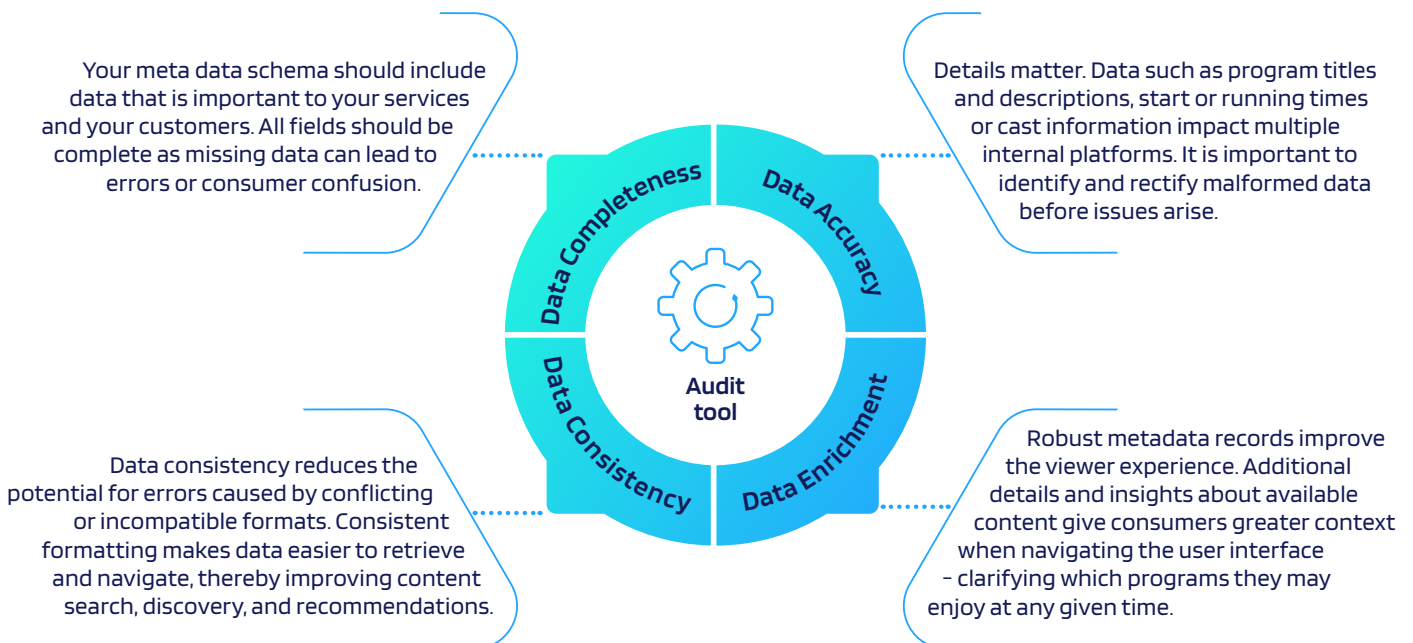# Audit

Metadata has long been the unsung hero of the media industry. It provides the fundamental detail, descriptors and context to help studios, broadcasters, and streaming services create and monetize their films, events, and programs.

As many organizations seek to streamline operations while optimising revenue, they are updating their metadata strategies to capitalise upon these valuable assets. Yet, while many organizations know the importance of the metadata used in their various platforms, they do not know the status of that metadata or if it is fit for purpose.

Jump Start your Metadata Strategy

The first step in any strategy is to assess the current state. Our Audit tool compares your data against MetaBroadcast's best practice framework. We recognize the challenge of metadata stored in legacy files, such as outdated spreadsheets. We also understand that this metadata may be disconnected from a defined data schema or overarching data strategy. Our Audit tool automates processes to examine the following attributes which are vital for a high-quality metadata repository:

Your meta data schema should include data that is important to your services and your customers. All fields should be complete as missing data can lead to errors or consumer confusion.

Details matter. Data such as program titles and descriptions, start or running times or cast information impact multiple internal platforms. It is important to identify and rectify malformed data before issues arise.

Data consistency reduces the potential for errors caused by conflicting or incompatible formats. Consistent formatting makes data easier to retrieve and navigate, thereby improving content search, discovery, and recommendations.

Robust metadata records improve the viewer experience. Additional details and insights about available content give consumers greater context when navigating the user interface – clarifying which programs they may enjoy at any given time.

Data Completeness

Data Accuracy

Data Consistency

Data Enrichment

Audit tool

We Make it Simple

Leveraging our years of experience in managing descriptive metadata, Our Audit tool compares your metadata files to our data schema which is derived from extensive engagement with our customers and reflects over 200 data fields.

Step 1 - Metadata Ingest
Upload your metadata files from any source. We work with structured and unstructured data in many file formats. As the data is ingested, we map the data into our best practices data schema.

Step 2 - Audit Processing
Automated rules-based processes identify missing, malformed or incomplete metadata.
Our rules identify:
- Gaps in your current metadata repository (ies) such as missing fields, genres, titles, brands, images, etc.
- Inconsistencies in metadata formats, brand allocation or hierarchy.
- Exceptions such as invalid character types, data sequences, abbreviations or lack of consistency of data formats across similar fields.

Step 3 - Audit Results
A detailed report is provided quantifying the level of data completeness, accuracy, consistency and enrichment. The report includes a heat map visualising the quality of data fields while also providing actionable recommendations as to what can be done to get maximum value from existing data sources and how to improve data quality and depth.

This systems-based approach gives you the diagnostic insight to create a comprehensive, intuitive metadata repository based on a data schema that defines what type of data will be in each field - making it easier to identify and fix issues such as malformed or missing data.

The components of a meaningful, valuable metadata repository include:
- Accurate data, including correct titles, spelling and use of alpha, numeric or special characters
- Validated data IDs, brands, hierarchies and genres
- Relevant data that provides context about the content and that is useful to various lines of business.

Benefits

- Visualise the status of existing metadata
- Recommendations to optimise data investment
- Set the stage for data consolidation and data clean-up

Rehabilitate Your Metadata

Before you can elevate the value of your metadata you need to identify the root cause(s) of current challenges. Our Audit is the first step. We identify the issues and provide guidance on how to fix them. We can then provide further assistance to help you attain a Single Source of Truth.

Metadata management is a combination of best-practice processes and technologies that help businesses, like yours, manage the data about their content. Atlas, our active metadata management platform provides continuous analysis of all available data using automated processes to identify exceptions between existing data and what is actually required. Additionally, the platform provides the capabilities to cleanse, heal and unify the data being used by your platforms.

Do you want to take control of your metadata? Let's start with an Audit.

MetaBroadcast