



CONTENT IS KING, BUT METADATA RULES

***THREE REASONS WHY PREMIUM METADATA
DELIVERS PREMIUM RETURNS***

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Different Platforms Require Different Strategies

Although most programming executives understand that where people watch video, whether on television, mobile or broadband, affects their viewing experience, it's critical they also understand that different strategies are required when publishing video to the broadband platform. These strategies must a) deliver the best possible user experience and b) maximize the financial return.

For the sake of clarity, let's state the obvious. When watching a show on television, a viewer is typically in a lean-back, feet-up type of mode. Interactive TV is still in its infancy, so when a viewer changes channels, they can expect an almost identical viewing experience on the new channel, even though the content is different. The video will be full screen, a new show will start "at the top of the hour," and assuming the channel is ad-supported, the ad breaks occur at the same time and are roughly the same length from channel to channel. So to one-up another network and vie for better ratings, programming executives focus on the content. They aim to create hit shows, showcase new talent, and focus on the storytelling aspects – to enhance and maximize the content, so the audience and, in turn, the ad dollars will follow.

The broadband platform and user experience are entirely different. The viewer is leaning forward, with hand-on-the-mouse, ready to click away from the screen if they are not instantly entertained or informed. Rather than a limited amount of scheduled programming, the Internet contains far more options for video content, all ready for immediate viewing (if the user can find it). Video sites also differ widely in terms of the community, interactivity, advertising policies and other features of the viewing experience. With so many more video options, and so many more things to do on the broadband platform (email, shopping, reading, browsing, instant messaging), the challenge of attracting and retaining viewers is significant. Unlike the television platform, it's not just about content.

With the bar raised even higher on the broadband platform, programming executives must now answer three key questions:

- 1) How can I attract an audience to my video, amidst the highly competitive and cluttered Internet playing field?
- 2) Once they find my video, how can I keep them engaged and maximize their session time on each visit?
- 3) How can I implement an ad strategy that maximizes the revenue opportunity while minimizing the negative impact to the viewing experience?

The answers can be found in premium metadata.

Three Reasons Why Premium Content Warrants Premium Metadata

We offer three reasons why programmers must add premium metadata about their premium video content to unleash its full value on the broadband platform. For the purposes of this whitepaper, *premium metadata is defined as temporal information describing each individual scene within the original source video*. This goes beyond the standard, video asset-level metadata, to identifying the title, description, thumbnail, start time, end time, and other attributes for each individual scene. The scenes are critical because they are the smallest usable elements within the larger source video.

Premium metadata is defined as temporal information describing each individual scene.

This scene-level, premium metadata is the best way to 1) help the audience find the video, 2) deliver the most engaging user experience, and 3) maximize the ad revenues.

Reason #1: Premium Metadata Increases Traffic

In order for programming executives to maximize their advertising revenue, they need to maximize the size of their audience. The first step toward achieving this is helping viewers find video content. Consumers typically find content in one of three ways. They already know what they're looking for and go directly to the site, they are sent a link by a friend, or, most commonly, they find it by entering terms in a search engine.

Programming executives can improve their ability to drive a larger audience by optimizing a search engine's ability to index their content. Without scene-level, premium metadata, the source asset might have six to ten data elements in the search engine. With scene-level, premium metadata, the number of data elements can grow by an order of magnitude. For example, a 30 minute video that contains 15 scenes has a minimum of 15x more information in the search index, assuming there are the same number of data elements on each scene as on the original video. This number grows even larger if additional metadata is included about each scene.

The scene-level information also drives better precision and relevancy of the search results. If your audience is searching for a particular character, player, play, moment, location, emotion, etc., having metadata that describes precisely where those elements are in your source video will make your content stand out from all the rest and show up at the top of the displayed search results. The combination of the tremendous increase in information in the search engines and the greater relevancy of the search results drives traffic from the search engines directly to the site.

Traffic gains from premium metadata are also achieved if the user experience drives people to return to the site, and to virally share the links with their friends and family. This brings us to reason #2.

Reason #2: Premium Metadata Increases Viewer Engagement

If you have been successful in getting a visitor to your site, your next challenge is to convert that visitor into a viewer and keep them fully engaged and watching your video. Having a rich understanding of the individual scenes within each of the video assets, instead of just information about the asset itself, means that the video library can be packaged, presented, and watched in fundamentally different ways to deepen the viewer's engagement.

First, the viewer can now be presented with playlists of scenes from one or more video assets that are organized in a way that draws the viewer's attention by providing them with more interesting choices. One option could be to present the scenes in the linear order of the original program, but other options could include presenting only scenes of favorite characters, actors, players, or musicians. Or, choices like top ten moments, funniest scenes, flashbacks, by plot line, etc. are now options – giving the publisher a limitless ability to provide editorial organization of the content. Providing compelling paths through the content, at the scene level, makes it much easier to surface a large archive of content and increase the shelf life of the video assets.

Second, the viewer can take control of the viewing experience and navigate directly to the portions of the video content that are of most interest. Displaying the individual scenes within any particular asset, and giving the viewer the ability to jump directly to any scene, creates a personalized experience that better meets the expectations of the broadband viewer.

Third, the viewer enjoys an immersive playback experience with virtually no latency when viewing the scenes. This is due to the fact that the scene-based metadata is being used to jump within the same video stream, so the player does not have to stop one stream and start a new stream, which would be required if the video asset was edited into separate video clips.

Fourth, the viewer can search across the library and inside every asset directly on the site itself. All the scene-level premium metadata, including the scene title, description and any other keyword attributes can be included in the search engine to present more precise search results. The search results are more accurate and relevant, presenting the viewer with exactly the scenes they were looking for, but also in the context of the original video asset so that the viewer can easily see the scenes before and after the scene they selected.

Fifth, the viewer can see recommended scenes based on what they have watched. However, now they can do this at the scene level and not just at the asset level as they do today. The ability to “dive in” to the asset can drive more sampling and discovery of additional content by both the original viewer and the viewers they recommend it to.

Finally, the viewer can use the scene-level metadata and organized playlists to share more precise links with their friends or embedded players on their blogs. Publishers could even go so far as let the viewers themselves define new metadata about the scenes, and create remixes based on their creativity – all using metadata.

Figure 1: Fox Reality Really Awards

An example of a premium content provider who understands the value of premium metadata is Fox Reality. To optimize their broadband presentation of the Fox Reality Really Awards, they took the linear award show that aired on their network and added premium metadata defining all video segments. This drove a far richer experience that better matched the viewing behavior and expectations of the broadband audience. Viewers were presented with not only the Full Show scene playlist (in their linear order), but also playlists such as Awards, Presenters, Interviews, Musical Acts, and Funniest Moments. Viewers could instantly choose the path they wanted to take through the library, and jump precisely from scene to scene. They could also send links or embed their favorite scenes. When the original linear asset was wrapped in scene-level, premium metadata, it added a depth and richness to the Fox's video library that they had never been able to provide before. They didn't just upload their made-for-TV content to the internet, they enhanced it to meet the viewing habits and expectations of their broadband viewers.

Reason #3: Premium Metadata Increases Ad Inventory And Ad Revenue

As discussed above, premium metadata can be used to drive a larger audience to spend more time watching video. This, by itself, directly increases the amount of advertising inventory and ad revenue that can be generated. But, premium scene-level metadata goes beyond this direct benefit in two significant ways: 1) the scene boundaries define more precise advertising insertion points, and 2) the rich metadata allows for keyword ad targeting down to the scene level.

More ad insertion points equal more ad inventory. Figure 2 below shows a traditional television “programming wheel.” It details how a 60-minute program is divided up into show segments, the length of the segments, the number of the advertising pods, and the length of these pods. Many networks take this same programming format and apply it to the Internet, with the exception that they serve fewer ads on the same content. No broadband viewer would tolerate the three minute ad breaks that are delivered on the television platform.

But, if today’s broadband programming wheel could be enabled down to the individual scene (as suggested in Figure 2 below), this would allow viewers to select exactly what they want to watch, but also create ad insertion opportunities at a finer degree of detail – the scene boundaries.

Scene boundaries are the advertising insertion points.

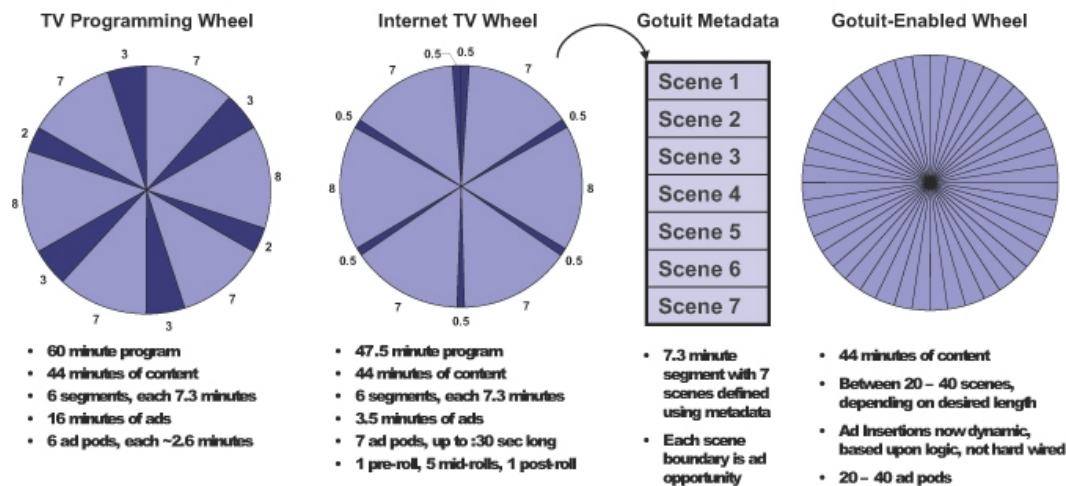


Figure 2: Programming and Advertising Wheels

This ability to define more frequent, more precise advertising insertion points allows the programmer to better balance the advertising goals with the user experience. It does not mean that an ad would be served every minute, but delivers greater flexibility to serve ads at scene boundaries at whatever time frequency the publisher desires.

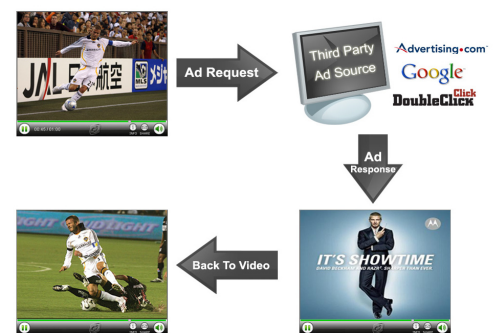
Better targeting. Not only is there more ad inventory, but premium metadata also creates the ability for far greater targeting, another highly desired capability for advertisers. Advertisers want their brands and messaging married with the “right” content, however they interpret that. Marrying their message with the content that matters to them is of great importance to them when they evaluate their media plans.



Figure 3: Targeted Banner Ads Example

Figure 3 above shows a screenshot of Major League Soccer’s QuickKicks video portal. Each game video is published along with a premium metadata file that identifies each specific play in the game and presents the video with playlists for each type of play (goals, saves) or highlights of plays from a particular player, like David Beckham. Each time the viewer chooses a new scene to watch, a targeted banner can be displayed that uses the metadata of that scene for targeting purposes. These banners command a premium due to their targeted nature.

The same targeting based on scene-metadata can be done for in-stream video advertising as well. The graphic on the right shows how the QuickKicks portal can send the keyword “Beckham” to third-party ad providers, such as DoubleClick, when a Beckham scene is watched. The third-party ad provider can use that metadata to match one of the many brands that use Beckham as a global brand ambassador. Again, a higher CPM can be realized due to the targetable metadata.



Increased Ad Revenue. The combination of a larger, more engaged audience, with the ability to offer more ads, at a higher CPM due to better targeting and relevance for advertisers all leads to the ultimate goal, optimized content monetization. To ensure success for viewers, programmers and advertisers, premium metadata must be part of the roadmap for broadband video products.

Further Validation. Not only is premium metadata essential for optimizing the broadband experience, but other significant players consider it a “must have” too. Further evidence of the importance of metadata can be seen in the CableLabs 2.0, and SCTE 130 requirements and Sony’s Blu-Ray Disc (BD) Live specifications.

Summary

Because broadband viewing is very different from television viewing, publishers must not treat the “programming” of the two platforms the same. Delivering the best performance on the broadband platform requires solving the three key challenges: 1) driving a larger audience to the content, 2) delivering greater viewer engagement and longer session times, and 3) implementing an ad strategy that delivers the required revenue without harming the user experience.

Premium, scene-level metadata is the key that unlocks the full value of video libraries and solves these three challenges. By understanding the content down to the smallest usable element - the scene - the needs of the viewer, programmer, and advertiser are more effectively met. The viewer is able to personalize their viewing experience and easily get to what they want to watch, the advertiser can target their message down to most appropriate content, and the programmer realizes a larger audience that watches more video and generates more revenue. This is the roadmap to success for video on the broadband platform.

About Gotuit

Gotuit is the leading provider of premium metadata technology which optimizes the value of stored video libraries for professional content publishers. The Company’s patented Video Metadata Management System is an end-to-end system that unleashes the power of the metadata-defined scene to greatly enhance the presentation, discovery, advertising, and profitability of video libraries. Gotuit powers video for leading brands such as World Wrestling Entertainment, Lifetime, Fox, Sports Illustrated and Major League Soccer.

To learn more about how Gotuit can help implement solutions to create greater use and monetization of your video programming over the Internet, visit our website at www.gotuit.com, or contact our sales team at: 781.970.5414.