Mining Movie Moments with Metadata
How Sony Pictures Entertainment Used Wazee Digital’s Converge to Make Money, Build Audiences, and Reduce Risk

Overview
Sony Pictures Entertainment (SPE) is one of Hollywood’s premier film studios. With acclaimed masterpieces such as Lawrence of Arabia and blockbuster franchises including The Amazing Spider-Man™ and Ghostbusters, the studio sits on a trove of content and brands that audiences clamor for.

But, across their massive catalog, SPE found that their descriptive metadata needed further enrichment. While the studio had a centralized title master system for creating and managing metadata at the title level, they were missing detailed, time-code based metadata that described the scenes and moments within each of their films. To close the gap, SPE tapped into the robust capabilities of Wazee Digital’s Converge, increasing discoverability, driving revenue with more licensing opportunities, enhancing consumer experiences through metadata, and uncovering new insights across the studio.

The Challenge
What valuable moments lie hidden within content libraries? And how do you find them? It was these questions that prompted one of Hollywood’s most respected studios – Sony Pictures Entertainment – to take control of their metadata.

While the studio had systems in place for creating and managing metadata at a title level, they had very little metadata that described the key components and magic moments of their films at a granular level. The studio lacked automated processes to aggregate, extract and capture detailed, time-code based metadata – and, as a result, often relied on collective memory to meet licensing inquiries from customers seeking specific movie moments.

Adding to the challenge, the studio is often bound by stringent contractual obligations about how, when and where they can use various creative elements like actor images or musical compositions. The absence of time-code level metadata created extra risk in compliance and led to massive manual effort to clear and approve content for downstream use.

Sony Pictures Entertainment needed metadata capabilities that would allow them to seamlessly and flexibly capture and augment all of their movie metadata – and share those insights across the organization, driving new opportunities for content monetization, risk reduction, and marketing reach.
The Solution
Sony Pictures Entertainment knew the time had come to tackle their metadata hurdle. With the opportunity costs of missed licensing opportunities growing – and the increasing demands from digital to make content infinitely discoverable on any channel – SPE knew it was time to take action.

SPE considered the current crop of digital services vendors. They needed mature, end-to-end metadata capabilities that allowed them to quickly extract embedded metadata from their content through sophisticated automation, plus the flexibility to manually tag and manage that metadata to meet their needs.

Business Benefits
While Sony knew they needed to undertake a metadata transformation to streamline their licensing business, what they didn’t realize was the far-reaching impact the effort would have across the studio. To date, they’ve indexed more than 400 movie titles – each with 10,000 to 15,000 unique, temporal metadata tags. This revelatory level of detail has allowed SPE to perhaps the first time - to answer questions about their content they couldn’t answer before. Wazee Digital’s Converge enabled Sony to enrich their content for streamlined discoverability – allowing them to more quickly unearth those moments their customers seek to license – and to exploit that content in ways they hadn’t even realized yet.

They learned that granular, centralized metadata could solve multiple problems in the studio. It allows the studio to identify moments within their catalog that match licensing requests they receive. It unlocks previously unrealized opportunities to drive revenue by licensing subset libraries of scenes, moments, and lines of dialogue. It enhances digital products purchased by consumers. It helps minimize risk by identifying legal restrictions that previously limited the studios ability to leverage content through marketing and audience building.

With Wazee Digital’s Converge, not only has Sony Pictures Entertainment dug further into their content to meet the needs of their clients, they’ve created a foundational layer of metadata that can communicate to everyone in the studio the moment-to-moment pulse of their library, and they’ve changed their metadata game.

Contact us
For more information about Wazee Digital’s Archive and Content Management services, please visit www.wazeedigital.com.