**Mark**Logic®

# Operational Data Hub for Film and Television Production
## Gain a Competitive Edge

Producers and distributors around the world face increasing demand to deliver content tailored to individual viewers, present unique data and analysis to the lines of business, and target increasingly valuable niche markets for their content. These organizations need to deliver content faster than ever before and reduce production costs at the same time. However, traditional production lifecycles have many components that aren't linked, can complicate access to content, and slow production time.

Leading media and entertainment studios and organizations are taking a different approach with a MarkLogic Operational Data Hub solution for Film and Television Production. A data hub eliminates silos, unifies enterprise data, enables content re-use, and facilitates efficient content creation and delivery.
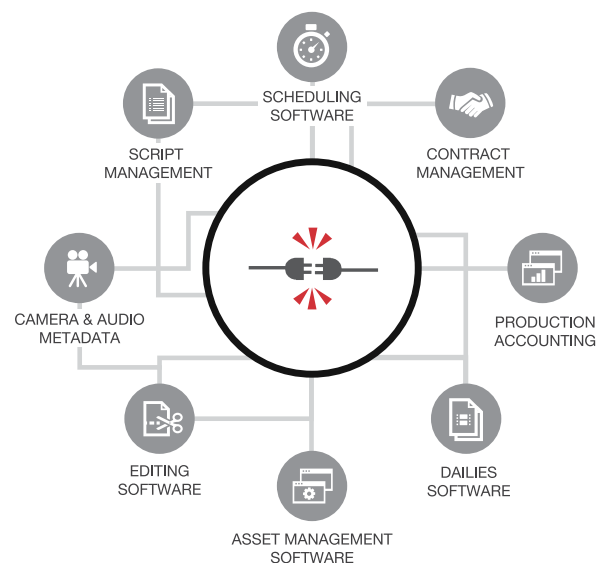
## Content Lifecycles

Access to the right content is key in today's media and entertainment businesses. Automated production workflows and metadata can reduce production time to market, bolster core content revenue, and drive incremental revenue opportunities. Enhanced discoverability of data and content across the production lifecycle provides a number of business benefits:

- Automation of production workflows to speed up and simplify operations
- Secure collaboration across teams, regions and partners
- Faster content distribution

Re-usable content can be made even smarter with the collection of user insights and performance metrics. Linking production lifecycle metadata to content supports continuous process improvement to drive product enhancement and development.

However, today's production workflows are built on multiple siloed systems for planning, designing, packaging, assembly, distribution, and usage analytics. This approach makes it harder to access information and gain the benefits of innovation, continuous improvement, and efficiency. Even worse, often systems are duplicated across business units and geographies, further compounding this challenge.

Linking these systems with traditional point-to-point integration leads to a complex many-to-many architecture that limits the ability to expand production systems and respond to business opportunities with innovative content. Today's market demands timely responses, but inflexible legacy technologies slow television and film productions down and result in missed opportunities.



Current Data Silos for Film & Television Production

## Operational Data Hub Solution

MarkLogic addresses these challenges by deploying the MarkLogic® Enterprise NoSQL platform as a data hub across the content production lifecycle, providing a real-time, enterprise-ready platform for the creation of next generation products and services. This data hub provides a single source of truth for content and metadata, serving existing and future applications with a trusted source of record for key information.

A data hub approach provides a holistic 360 view of the production content lifecycle – from inception, through production, distribution, and archive. The Operational Data Hub solution for Film and Television Production also enables production teams to give their employees, partners, and customers the capability to collaborate, discover, re-use, package, and distribute content.

MarkLogic is a new generation database that is built with a flexible data model to store, manage, and search information generated from an ever changing variety of data sources – without sacrificing the data resiliency and consistency features of relational databases. MarkLogic's Operational Data Hub solution leverages MarkLogic's Enterprise NoSQL capabilities for:

- Search and discovery
- Quick integration and deployment of heterogeneous content data (XML, HTML, JSON)
- Semantically linking content using industry-standard RDF triples
- Instant automatic replication across lines of business and geographies
- High Availability & Disaster Recovery
- Flexibility and scalability



MarkLogic Data Hub Solution

These capabilities enable organizations to:

- **Collaborate** – Share content and re-use content for different geographies, business units and markets
- **Personalize Content** – Drive massively customized, individually targeted viewing experiences for increased engagement
- **Monetize Content** – Leverage assets in unique ways for content monetization
- **Create Data Visualization and Analytics** – Measure content usage and performance
- **Search/Research** – Search across all content, granular facts, and metadata fields, e.g. to generate clips for marketing materials or actor reels

## Conclusion

MarkLogic's data hub solution provides access to content across the entire production lifecycle, streamlines business operations, helps deliver more comprehensive content, and enables a faster time to market. This innovative solution gives content creators, producers, and media organizations a competitive edge and helps them deliver better products to their users and viewers.