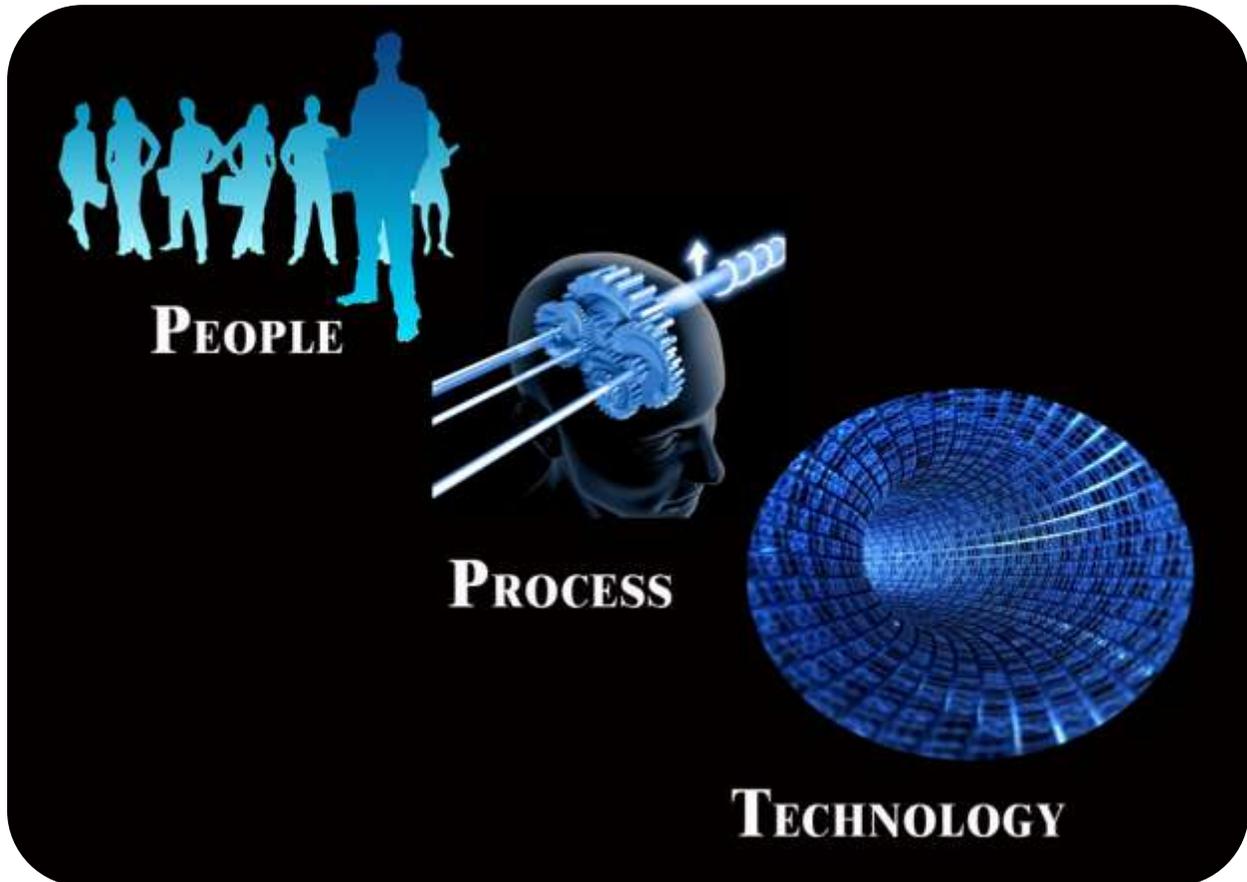# THE IMPORTANT ROLE OF DATA IN MEDIA

MEDIA DATA GOVERNANCE - A WHITE PAPER

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December 2010

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Introduction

Traditional media companies are in transition as their primary business and type of content, (ie Film, Television, Radio, Music & Publishing) that typically had one format of product feeding into their distribution channels is changing. They are now challenged with the need to produce multiple formats of their content across multiple distribution platforms.   These new formats are designed to optimize the benefit of each of the platforms while introducing new offerings and services. Consumers expect access to content on all devices and available anywhere and organizations now expect everyone to be connected at all times.   These changes are facilitated by a myriad of different technologies, workflows and business processes that are involved in the creation, production, management, business and distribution of the content.

The introduction of digital services and platforms has changed the way the media business 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. There is a higher demand for integration between business units and each business unit has different requirements and information needs.

Transition to Digital Media

The evolution of the different media forms into Digital Assets has created new opportunities as well as 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, using social networking tools and information gathering for business intelligence analytics.

A media element (Essence) needs a description and information (Metadata) to become useable, valuable and be considered a digital asset.   An image, graphic, sound or document with no description has no value, once a description is assigned it becomes an asset. This description is called Metadata and there are different data sets that are important in operations and workflow. Media has Become Dependent on Data whether it is a product or a communication tool.

Creation of an Asset

- ➢ **Essence:** Text, images, sound, moving images
- ➢ **Metadata:** "data about data"; properties of the Essence
- ➢ **Content:** Essence + Metadata
- ➢ **Content = Asset = Value**
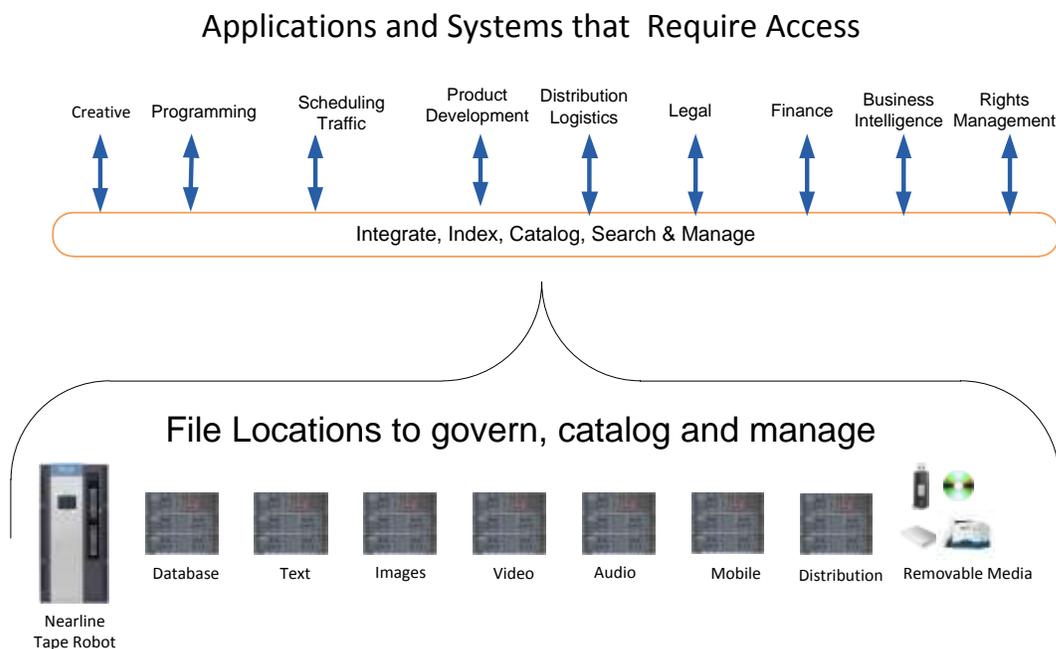
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New Workflows

There are numerous operations within an organization that support business and production operations.   Each of these systems has its own dedicated application and associated database, these are now the data touch points and there is a requirement to manage and integrate the data between the different business and operations units. There are new tools that facilitate this integration, these tools have rules and policies that enable the integration of different databases with control and security to ensure that the data is protected and only the required data moves between systems.

These are some of the touch points in a file workflow and Figure 1 illustrates the integration;

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

Figure 1

Applications and Systems that Require Access

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Media Data Governance

These 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 in a way that maintains the structure and integrity of the data.

Media Data Governance is a structured process that establishes the rules and policies from the hierarchy of 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 our 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 processed. Figure 2 shows the relationship between Ownership and Stewardship.

Figure 2
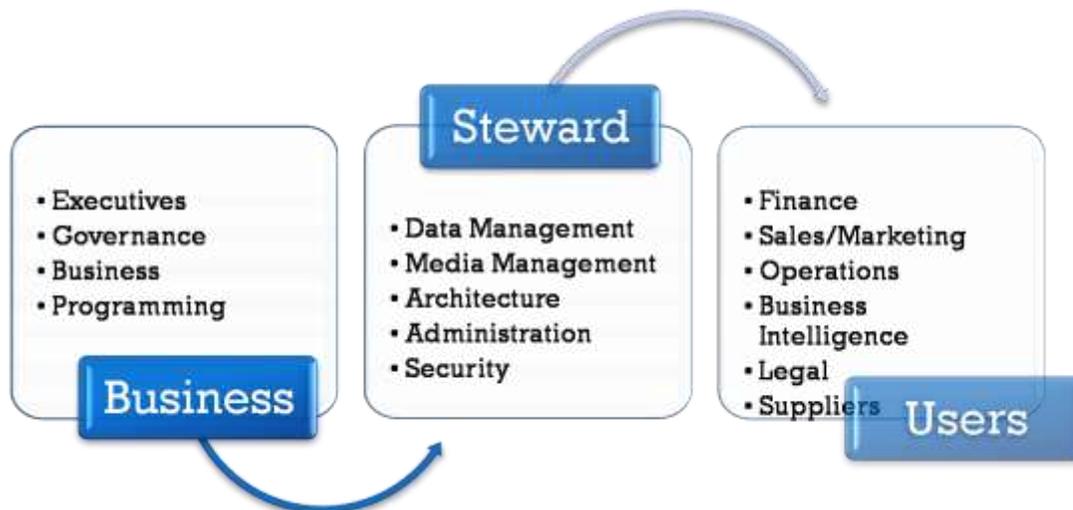
Governance is not an implied set of rules and policies, it is a structure that facilitates the creation of them. While each organization has its own operational structure and infrastructure, the MDG model enables business and production units to integrate their data, processes and workflows to place 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.

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The Stakeholders, Stewards and Users define the process requirements and then define the technology and resources.   Figure 3 shows hierarchy and where each stakeholder fits and their role.

Figure 3
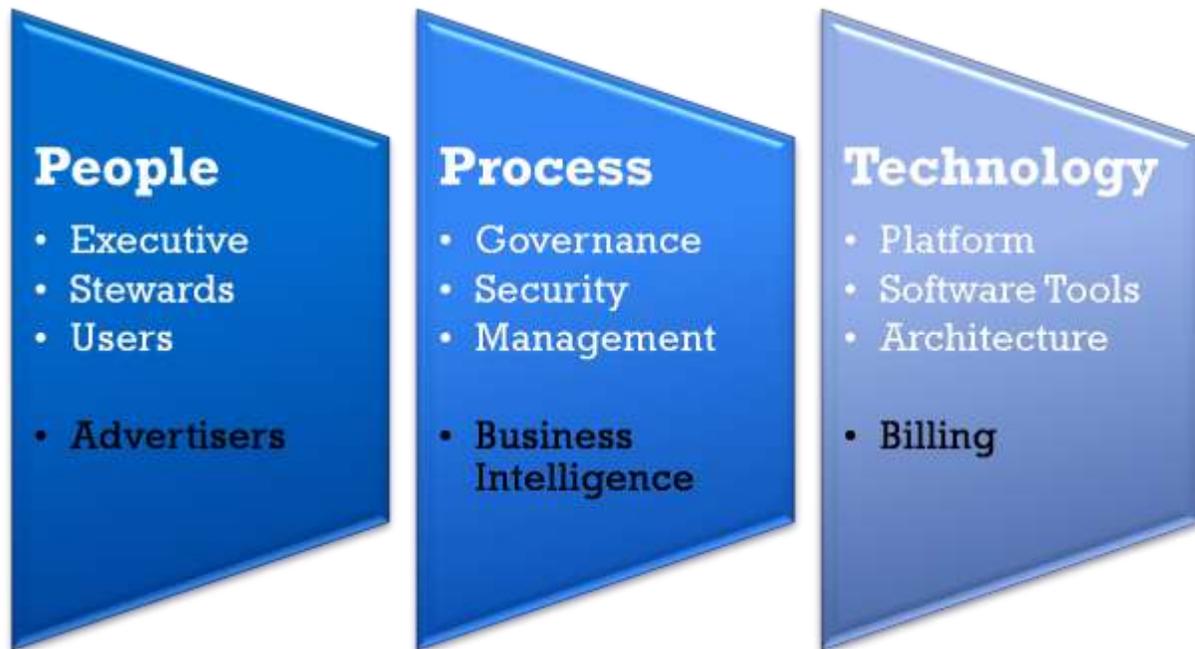
Conclusion

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

The Media Governance Organization model brings together the owners and stakeholders, and with stewardship develops 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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