



Use Case

Metadata

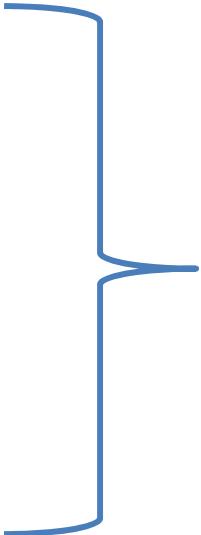
Transactional Digital Distribution



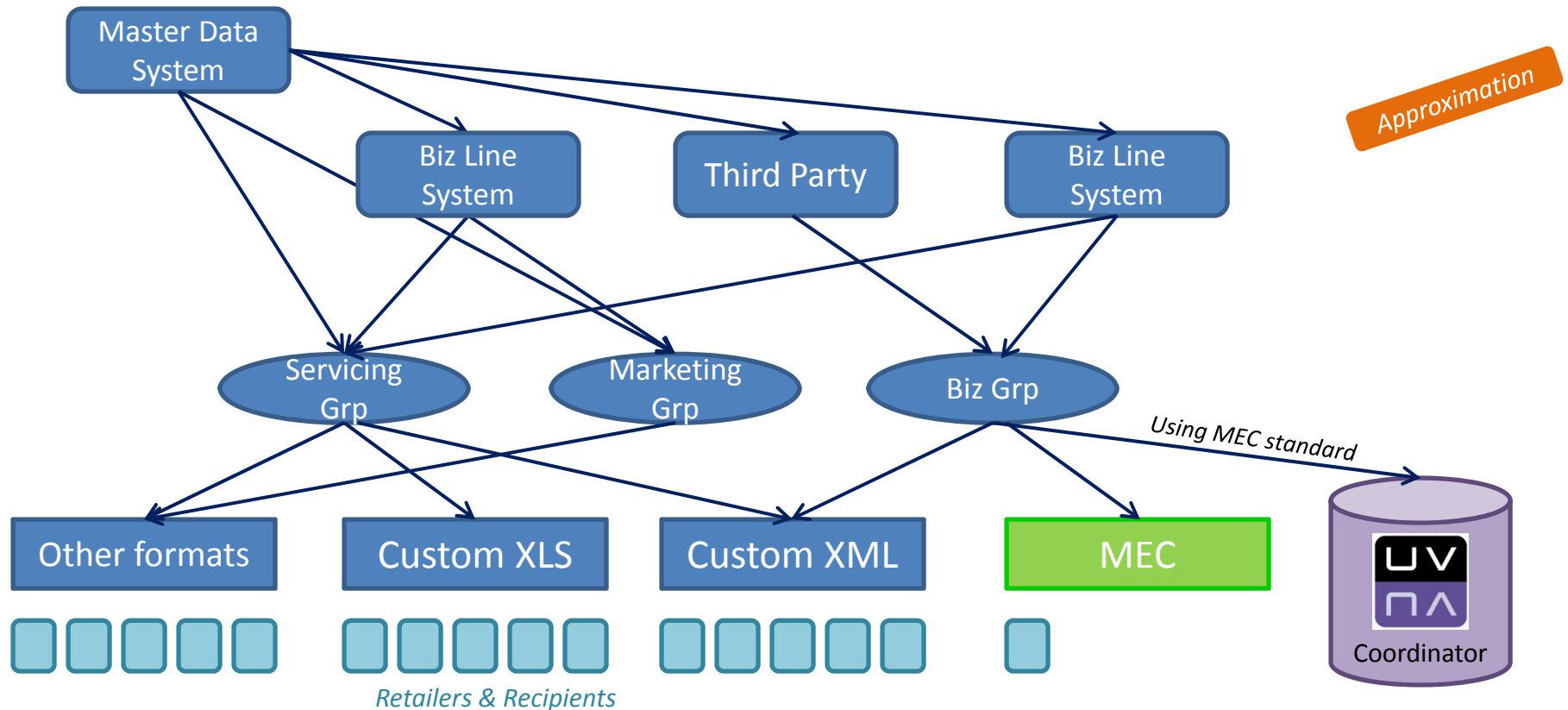
Media Entertainment Core (MEC) Metadata

The EMA and the DEG, in conjunction with MovieLabs has defined this format for transferring metadata from Publishers to Retailers.

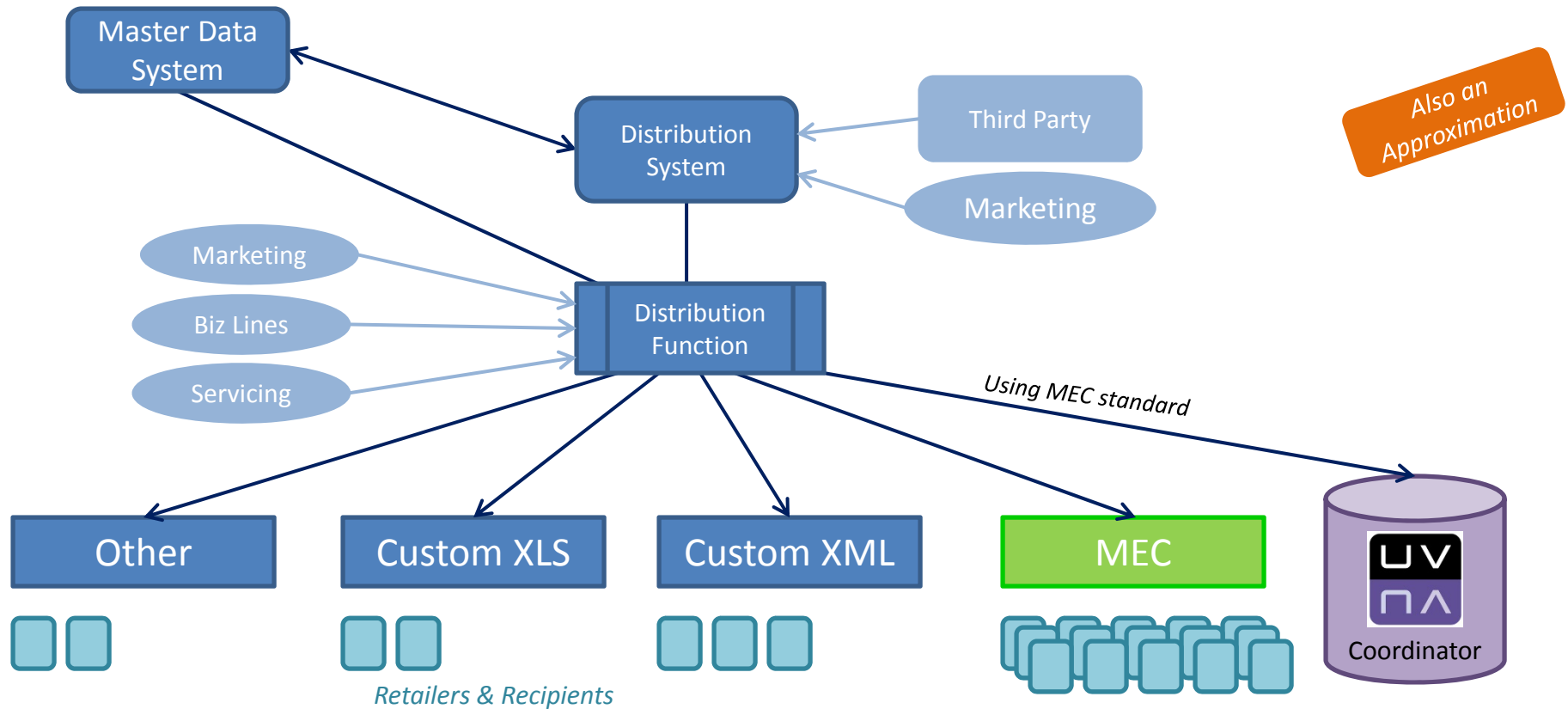
- Title
- Synopsis
- Ratings & Ratings System
- Cast & Crew
- Episodic information
- Production Company
- Genre
- Art reference
- Digital asset metadata
- Localizations of the above
- And more.....

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- Covers basic and detailed elements which describe each piece of content on a Retailer service
 - Dovetails with the other standards discussed today [Avails, Identifiers, Mezz files, Reporting, etc]

Metadata Supply Chain - Now



Metadata Supply Chain - Evolution



Adopting MEC Metadata standards can help us

REDUCE	INCREASE
<ul style="list-style-type: none">• Duplication of work• Inconsistency of data• Number of outputs• Onboarding timeline for new Retailers	<ul style="list-style-type: none">• Consistency of information inside Publisher (Sony)• Consistency & accuracy of information on Retailer storefronts / at point of transaction• Scalability