



Who I am



Lionel FAUCHER

Founder & CEO

MBA AGSM, Sydney, Australia

MS in Electronics Engineering, Paris, France

14 years of experience in media innovation and in new ventures

Languages: French, English, German



Where I come from



95' DOUBLE REVOLUTION

- > Workflow Digitization
- > Internet



Where I come from



DOUBLE IMPACT

- > Production costs / 2
- > Time to market / 10





Where I come from

THIS WERE THE TIMES WHEN
MOST NEWS AGENCIES & PUBLISHERS
MOVED TO DIGITAL



What we do

- > We have been developing an automated footage distribution solution
- > We run newspusher.com, a market place for news footage (500 stories/day, 100 000+ stories available online)
- > We licence our solution to Cannes Film Festival, PPL (UK music collecting society)...



What we do



Aggregate
Index
Organise
Sell online
Deliver
Track



WE AUTOMATE
VIDEO LICENSING



Metadata issues

- > Create them
- > Share them
- > Store them, somehow linked to the media



Metadata in the video world

CREATE THEM

- > There are not often created by cameras!
- > When they are created by recent cameras, they do not appear on the tape or in the file!

Most information about the shooting are lost



Metadata in the video world

SHARE THEM – part 1

- > News are delivered via Satellite links and the description via Fax or email!
- > Footage & Programs are delivered on Tape

Description are on paper!



Metadata in the video world

SHARE THEM – part 2

- > File metadata fields are not used!
- > New file formats aren't standardised!

File do not carry much information!



Metadata in the video world

STORE THEM

- > As long as we receive some
- > As long as clients have a proper DAM to receive them

And finally, that is the easy part



Example 1: The file!

This is what we receive:

0409_Sharen_Shopping.mpg



Example 2: The file & the still!

We are happy when we have:

200603_Maradona itw.mpg



with EXIF data

SLUG: bc-fox-39-OBAMA-KING-ABDULLAH-MEETING-4/21
CATEGORY: NATIONAL / POLITICS
ITEM: 39
BLOCK: MIDDAY
SLUG: OBAMA / KING ABDULLAH MEETING 4/21 (VO/SOT)

Example 3: The Dopesheet

SOURCE: FOX

TRT: 1:49

NOTES: ++ADD++

EMBARGO:

SCRIPT:

(anchor lead)

PRESIDENT OBAMA SAT DOWN WITH THE KING OF JORDAN TO DISCUSS ...

(take vo)

THE PRESIDENT AND KING ABDULLAH THE SECOND MET WITH
REPORTERS...

(take sot)

OBAMA says: "We can't ... build confidence."

CHYRONS:

WASHINGTON, D.C.

(president obama - no chyron necessary)



Example 4: A proprietary XML!

And the great surprise

The XML is in Mandarin!



Example 5: An RSS feed!

And the good news is:

It is not standardised!



Example 5: A NewsML!

That is Champagne time in the office !



Our solution

Waiting for better times of standardisation:

- > we developed our library to ingest any structured information, from TXT to XML
- > we created source profiles with default data
- > we standardise data as much as possible (UN & ISO location, IPTC subject codes, ISRC code for music...)



Our solution

- > and we deliver to our clients what they need, whether it is a Dopesheet or their XML...



Thank you very much for your attention!



Lionel FAUCHER



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