Mainstream Data

Photo Metadata Conference - Metadata and Social Media
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Who is Mainstream Data?

- Our company has provided news and media agencies with content delivery and **digital asset management** solutions since 1985

- Providing infrastructure to connect information companies and their customers

  - *'We help multimedia content companies focus on creating compelling content by providing advanced, reliable, and custom technology solutions'*

- Transmission, web development and hosting, content processing, and mobile device applications

- We deliver tens of millions of data objects every day (photos, graphics, videos, text news) to tens of thousands of end users and build and manage multimedia websites around the world

- We also own newscom.com, multi-agency digital library (almost 100 million images, videos, graphics, and news stories)

Mainstreams Customers

Content without metadata is like a dusty hard drive without a Digital Asset Management solution.

➢ An image without metadata wont be found with a simple search

➢ Without some form of metadata looking for an image [Video, graphic….] within a DAM is tricky.

➢ All users of a Digital Asset Management solution need to start somewhere, and the beginning is always originates from metadata.

Example – Visual Search

It starts with a search = METADATA
Locating visually similar content still requires a % that still keeps searching within the original metadata keyword search.

- Mainstream provide of Digital Asset Management solutions.
  - *MediasUpload* - Upload tool to help photographers/videographers submit assets.
  - It provides a simple way to submit generic and specific metadata to each asset.
  - *MediasBrowser/MediaShowroom/MediaSphere* –
  - Digital Asset Management and Content licensing platforms which display, edit, append and embed metadata into assets.
  - Designed for individual photographers, Specialist agencies, Corporates and Enterprises who need reliable solutions.
  - DIGITAL ASSET MANAGEMENT NEEDS METADATA!

Social Media within Mainstream

- I asked Mainstreams Marketing team what we use for Social Media and Why?

facebook   twitter   WORDPRESS

Social Media – Why?

Pros:

- 33% consumers use social media to find new products, brands, and services
- 89% of businesses that utilise a social media platform in their marketing plan, see an increase in their exposure, and therefore, sales
- **Benefits:** exposure, building relationships, credibility, increase sales, quick access to consumers – and feedback, boost traffic to site, improve SEO
- *credit: mediabistro

Conclusion is that if we aren't getting seen, people aren't thinking about us when they need to license content.

[Or source a DAM Solution, Distribution, Uploader, mobile app!]

Cons:

- by using social or any kind of digital marketing in the photography and licensing world – we are subject to loss through infringement.
- It's murky waters for everyone who is in the business – but technology, rules, regulations are growing with these new digital ways of marketing, and we shouldn't get left behind out of fear – especially when our competitors are navigating through it too.

Thoughts…..

Q. Why do Social Media Sites remove metadata?
From a technical point, removing metadata reduces the file size, so reducing storage.

Example:- Facebook
- Initially created for the individual.
- Most common pictures are of cats and "what I ate for dinner"

Do those images need to retain the metadata?

Is Facebook removing metadata to protect the user?
- Metadata that automatically tags "my new car" could tell the wrong person the location of a potential high value item

Q. Are business utilising social media tools which were not intended for commercial gain?