Mainstream Data
Photo Metadata Conference - Metadata and Social Media
26th May 2016

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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](http://newscom.com), multi-agency digital library (almost 100 million images, videos, graphics, and news stories)
Mainstreams Customers

- Thomson Reuters
- Bloomberg
- technicolor
- Lusa
- Newscom
- The New York Times
- UPI.com
- ANP
- Microsoft
- SOLO syndication
- PR Newswire
- INF
- U.S. Chamber of Commerce
- Aflo corbis IMAGES
- AcePictures, Inc.
- LimeLight
- USA Mobility
- Sipa Press
- Condé Nast
- Edwardian Group
- Splash
- Graphic News
- Featureflash
- most wanted PICTURES
- The Grosby Group
- 310Pix.com
- KEYSTONE
What is the relevance of metadata for Mainstream Data?

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

- An image without metadata won't 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 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.
What is Mainstream doing internally to keep metadata alive?

• 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 Mainstream's 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?