Workflows and Metadata
TwentyThree™
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We are TwentyThree™
Pioneering SaaS and visual sharing, now going global with our breakthrough Video Marketing Platform.

Videos on our platform: +750k
Customers: +300
People: +35
Offices: CPH + SF

Sortedam Dossering 5D
Copenhagen

655 4th Street
San Francisco
dpa
A quick primer about our product
TwentyThree
A complete video platform for publishing live and on-demand video.
The complete video marketing platform

The image shows a screenshot of the TwentyThree™ platform, which is described as the complete video marketing platform. The platform appears to track various video metrics such as total plays, impressions, play rate, and engagement minutes. Examples of videos include showcases from companies and organizations, such as Aria using technology, Sveriges Marketing, and Malchimp. The platform also allows for customization of video sections and integration with social media and analytics tools.
• One complete platform for our customers to run both live and on-demand video.

• Manages video distribution across web pages, social media and dedicated video landing pages.

• Comes with advanced video analytics, individual viewer tracking and integrations with most common marketing tools.
Rasmus Nielsen
rasmus-nielsen@jyskebank.dk
The Senior Strategist: Solid
June 20, 2016
The Senior Strategist: Brexit Fears Ease
June 13, 2016
Related Videos
#EverybodySkalliForm

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**Video hub**
Introducing TwentyThree™

#videomarketing #integratedplatform #launch

TwentyThree House

twentythree.net

Sign up to our newsletter...

Name
Surname
Email Address

Sign up

Collector
We come to the question of meta data from a different angle:

We're not asset management, we're publishing, distribution and tracking. Main challenge is not storing metadata, but exchanging metadata.
Means that I’m coming from a different background...
... but am sharing all the pains of missing standards around video, because we end up repeating the same integrations
Common workflows
Normal workflows: Uploading to TwentyThree

- Upload form
- Open Upload for end-users
- Integration through API
- Integration through FTP
Normal workflows:
Posting from TwentyThree

- Facebook
- Youtube
- Vimeo
- Twitter
- MediaRSS
- E-mail
- FTP delivery

In these cases: Video, thumbnail, titles, descriptions, tags, subtitles.
Normal workflows: Importing from other sources

- Facebook
- Youtube
- Vimeo
- Twitter
- MediaRSS

In these cases: Importing video, thumbnails, titles, descriptions, tags along with subtitles, daily analytics and usage.
Custom integrations
No common thread in metadata
Together we have 10-15 touch points that upload video files to and from the platform.

None of them rely on standards.
Why are we not relying (much) on video file meta data?

• We don't know them by the time users start to fill in meta data.
• What's the canonical version?
• Fused data is hard storing consistently, even worse with object cloud storage.
• How does this work with edited versions? With renditions? Even with multi-bitrate chunks?
• How to manage meta data updates without re-uploading the full file?
• We need to take a broader view on meta data, i.e. analytics, interactive content and publish permissions.
If we were, what would we be missing?

- Analytics data
- Sections and chapters.
- Rich call-to-actions and overlays.
- Support for 360° video.
- Relations to other videos.
- Permissions for different classes of data.
A wishlist of one item: Feeds
A standard to distribute lists of video and their metadata

Currently high-volume users use either

- Custom API implementations
- FTP with custom XML
- MediaRSS in a few cases.

This mirrors how we're doing the same when we're implementing import/export: Custom API with all the maintenance costs associated.
What would such a lovely standard do?

• ... allow for pull instead of push, which allows for more fault-tolerant implementations.
• ... allow for different classes of data to be exchanged, i.e. administrative, descriptive, technical, rights, analytics.
• ... allow implementors to specify extra classes of properties per service.
• ... specify ways for consumers to tell if metadata has changed (for example through a required hash of content).
• ... specify a HTTP callback url for metadata changes to be sent to.
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