

RICH METADATA PACKAGES FOR PLATFORMS

Red Bee's Rich Metadata is a modular offering organised around two foundation packages, with add-ons which can be built onto the Premium Promotion pack.



FOUNDATION PACKS:

Essentials Pack

The 'Essentials Pack' comprises an aggregation service for publicly available listings data. Under this service, all data made available by broadcasters is automatically collected, validated, formatted and delivered to the platform destination.

Premium Promotion Pack

This package is made up of an editorially enhanced dataset to maximise the presentation and promotion of flagship and premium content.

All datasets are quality assured and managed for optimal presentation on destination platforms.

ADD-ON PACKS (AVAILABLE WITH PREMIUM PROMOTION PACK):

Groups

Group linking organises related programme files into a structure which can be easily navigated by a viewer who wants to record the next episode(s) in a series or a group of related programmes or films. Unlike series linking, the links are attached to programme files rather than to events. This creates a tree-like structure containing related programmes

Images

The 'Images' add-on delivers the most appropriate, editorially selected images for the selected content.

Celebrities

The 'Celebrities' add-on brings celebrity and cast information such as biographies, date of birth, Twitter accounts and more to interfaces, enticing the viewer into a deeper experience.

Ratings

The 'ratings' add-on provides information on content ratings, reviews and awards

Connections

The 'connections' add-on provides depth to the user experience via a series of web links to related content concerning programmes and contributors, including catch-up TV, official programme sites, Wikipedia, IMDB, Facebook and Twitter.

Updates

The 'Updates' add-on provides schedule updates to destination platforms as soon as they are made available to Red Bee in near-real time.

ANY QUESTIONS?

For more information on Red Bee Media and Metadata and TV Listings, please contact us.

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