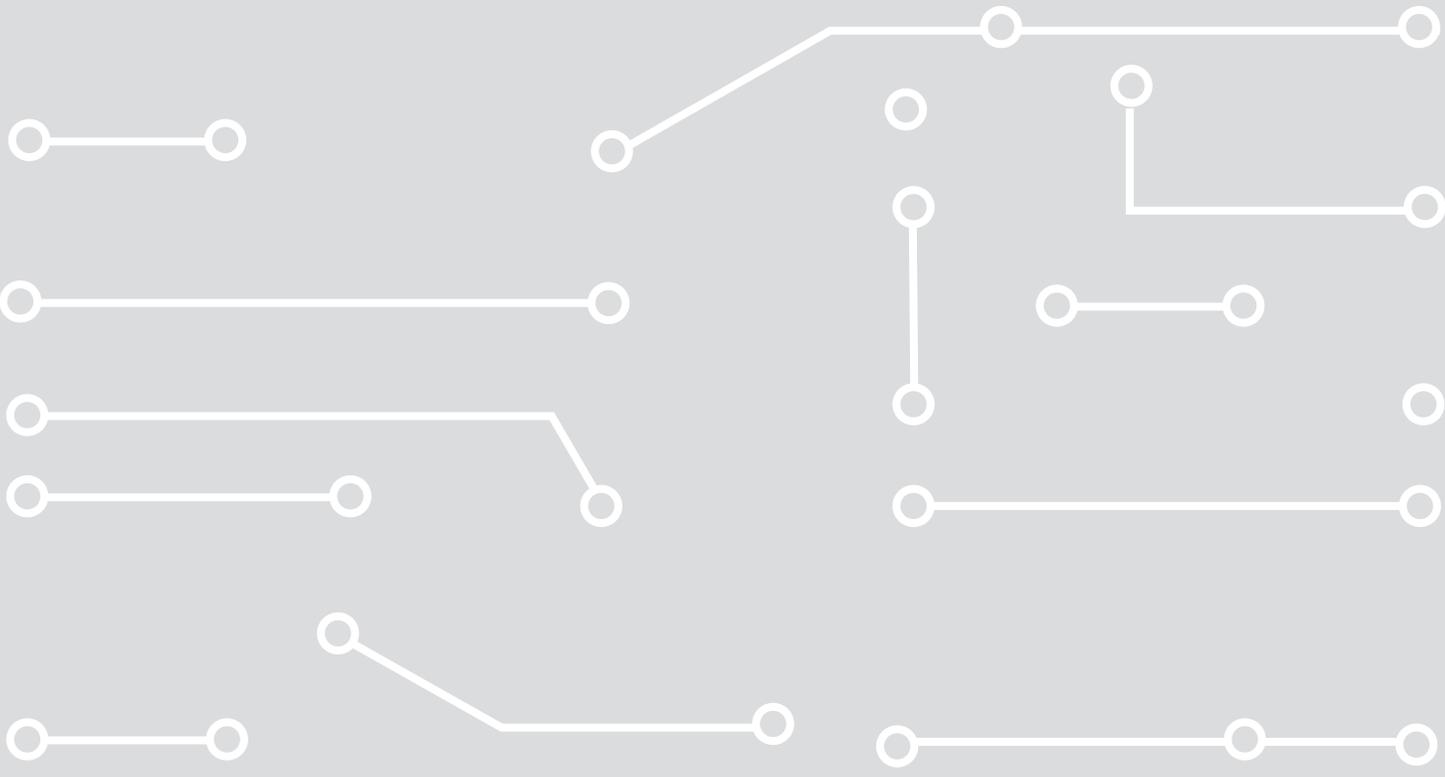
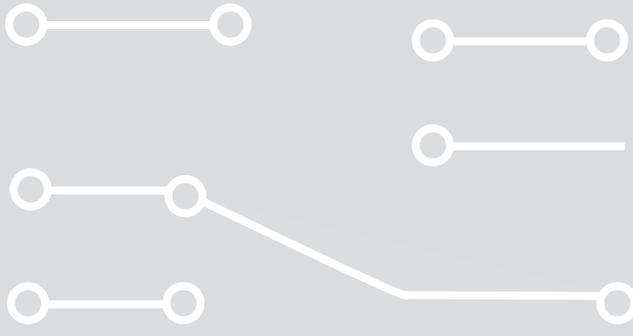




TAIGER

**SUCCESS STORY
SONY DADC**

**LARGE SCALE COPYRIGHT
AND MULTIMEDIA MANAGEMENT**



Sony DADC



INDUSTRY BACKGROUND

Sony DADC is a leading disc and digital solutions provider for the entertainment, education and information industries, offering world-class optical media replication services, digital and physical supply chain solutions and software services. The company's network consists of service offices, optical media production, distribution and digital facilities in 19 countries worldwide. Sony's mission is to enable the most advanced go-to-market strategies for content owners and value chain partners, by delivering world-class, secure and innovative supply chain solutions for its customers to capitalize on media entertainment opportunities around the world. More information about Sony is available at <http://www.sonydadc.com>.

THE NEED

The rapid growth in use and adoption of rich media content is opening significant business opportunities across the entertainment market. When it comes to monetizing very large amounts of rich media, all aspects pertaining to the associated copyrights are key. Composers, singers, the label, the recording studio—they all hold different rights depending on the geography, distribution channel, distribution format, etc. Current approaches based on relational databases, and sometimes even excel files, provide a cumbersome mechanism for correctly defining the complex graph of relationships, requiring a great deal of manpower to model, store and keep all assets up-to-date and in sync. This results in complex management and low search quality, leading to poor exploitation and monetization, particularly when it comes to long tail ancillary assets. The ability to model, retrieve and visualize all the different aspects of a digital asset in a flexible yet extensible fashion creates an important competitive advantage that the marketing department at Sony Music particularly values.

Also, it is seldom the case that users find the video or song they are looking for using a single search term. Superior search effectiveness is best achieved through a dialogue with the search application. This requires powerful visual interfaces, enabling the dynamic filtering of results, thereby improving traditional one-shot approaches.

Scalability, high availability, content federation, big data support, profiling, automatic transcription and indexing were must-haves for the new solution. It had to provide access to a very large user base of consumers and marketing specialists, with response times under a second, while ensuring that the defined workflows and access policies were carefully observed. The system was to be deployed as a cloud-based service.

ORGANIZATION

Sony DADC
www.sonydadc.com

COUNTRY/REGION

USA

INDUSTRY

Media and Entertainment

LANGUAGE

English

BUSINESS NEED

- Digital copyright management
- Multimedia management
- Enterprise search



THE SOLUTION

After examining the different alternatives, Sony Music decided to go with the superior modeling capabilities of Semantic Technology, which is integrated into Taiger's iSearch solution. The goal was to set up a flexible and adaptable system that would help the staff at Sony's Marketing Department quickly realize what value and revenue potential was present in their extensive media archives.

iSearch was extended and customized to ensure it met Sony's precise requirements, including interface, ontology and work-flow modules. The key elements of iSearch's conversational GUI were maintained, while adapting particular items according to the wishes and working needs of Sony's staff to ensure improved precision. An ontology to drive information modeling, annotation and access, putting particular emphasis on the copyright management aspect, was tailored to perfectly meet Sony's needs. Furthermore, the workflow and policy access mechanisms were carefully designed with the aim of accommodating granularity, access rights and policy levels across the organization. On top of that, the SaaS solution deployed enabled transparent access across very large repositories, featuring advanced transcription and indexing mechanisms in a redundant, fault-proof configuration.

THE BENEFITS

Taiger's technology was able to produce significant benefits for Sony, with the Marketing Department profiting from improved digital copyright management and more precise information access. Thanks to the adaptability and flexibility of iSearch, staff at Sony Music's Marketing Department is able to elegantly manage and exploit the copyrights associated with very large quantities of media assets, thereby overcoming the limitations of previous solutions and realizing latent value.

Taiger's expressive, flexible semantic modeling capabilities, combined with an advanced search mechanism and iSearch visual and intuitive GUI, enabled Sony to accurately model and exploit the complex graph of relationships associated with digital asset copyrights. The result was that marketers at Sony Music could gain access to the assets needed more accurately and faster. As a consequence, today Sony's Marketing Department enjoys a competitive advantage when it comes to monetizing media assets, particularly long tail ancillary assets.

Taiger's performance and commitment to the project surpassed Sony's expectations by not only fulfilling requirements, but also ensuring 100% customer satisfaction.

TAIGER SOLUTION

- Taiger iSearch
- Transcription module
- Content federation module

FUNCTIONALITY

- Custom mind-maps
- Automatic annotation
- Query expansion
- Serendipity
- Contextual search
- Contextual browsing
- Faceted Search
- Knowledge enrichment
- Speech-to-Text
- Data Integration
- Standard mapping
- Reasoning-based decision-making