How the BaM Content Chain® can help your business

Lorenzo Zanni, Head of Insight & Analysis, IABM
The BaM Content Chain® - Interview with GrayMeta

Jon Coles
Global Partnerships Director
GrayMeta
About GrayMeta

Led by a team of industry, technology, and machine learning experts – GrayMeta focuses on digital transformation solutions to meet evolving business needs

GrayMeta Platform: An enterprise solution that applies best-of-breed AI solutions to business processes and workflows

GrayMeta Iris: A studio-grade media player and quality control solution

Without data migration or ingest, the GrayMeta Platform extracts and creates metadata using machine learning and artificial intelligence, allowing you to scale the same data across multiple areas of your workflow and organization.

The Iris solution enables media professionals to quickly and accurately collaborate and deliver ALL forms of professional file-based content through the production life cycle.

Established

2015

Locations

LOS ANGELES - THOUSAND OAKS
NYC - LONDON - HONG KONG
GLOBAL PARTNER PROGRAMME

Employees

60+
The BaM Content Chain® - Contents

Why?  What?  How?
Industry Change – A lot has happened in the last decade

**New Tech**

- Cloud
- AI
- Streaming
- Mobile
- Connectivity

**New Entrants**

- Netflix
- Amazon
- Facebook

**New Expectations**

> While media firms were still debating whether content or distribution was king, digital technology completely altered the behavior, expectations and power of consumers, making them the ultimate authority to whom even kings must bend the knee.

Bob Iger, Disney CEO
December 2017
Industry Change – A historical view

Technology Shift

2010-2012: End of HD Transition / Rise of OTT


2016-2018: Rate of Change Accelerates: Rise of Cloud, AI and BIY

2019-2022: Move to Optimised & Data-Driven Supply Chains
The BaM Content Chain® - In a Nutshell

• Launched at NAB Show 2018, new initiatives and increased adoption since then

• Focus moved on technology users’ activities

• Readily accommodates emerging technology and innovation
The BaM Content Chain®—A Supply Chain View of the Industry

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Create</td>
<td>Original acquisition of raw content. Live (“real time”) or recorded. In a studio or in the field.</td>
</tr>
<tr>
<td>Produce</td>
<td>The production process (real-time/live) and post-production (file-based) to create a finished piece of content.</td>
</tr>
<tr>
<td>Manage</td>
<td>The aggregation, preparation and management of completed content items ready for distribution.</td>
</tr>
<tr>
<td>Publish</td>
<td>The playout or publication of content ready for consumers, and its subsequent distribution to reach consumers.</td>
</tr>
<tr>
<td>Monetize</td>
<td>The business activities that support the creation, acquisition and generation of sales/advertising revenue of content.</td>
</tr>
<tr>
<td>Consume</td>
<td>The touchpoints with the end consumer of the content.</td>
</tr>
<tr>
<td>Store</td>
<td>The storage of raw, work-in-progress, completed and archived content.</td>
</tr>
<tr>
<td>Connect</td>
<td>The infrastructure, connectivity and bandwidth used to move content within and between facilities.</td>
</tr>
<tr>
<td>Support</td>
<td>The supporting capabilities used across the content supply chain to monitor and secure content and run operations.</td>
</tr>
</tbody>
</table>
The BaM Content Chain®— A Supply Chain View of the Industry

Create
Produce
Manage
Publish
Monetize
Consume
Store
Connect
Support

Three segments join all of the others together

THE BaM® CONTENT CHAIN
from Creator to Consumer
The BaM Content Chain® - Main Features

• **9 Segments**: 6 representing content lifecycle, 3 representing the activities that make this happen (Store, Connect, Support)

• **Segments clearly map the creative and business activities** carried out between camera and consumer → to technology buyers → connects technology to where this is used

• **Applies to wider media & entertainment sector** rather than just to the broadcast industry

• **Applies regardless of how value is created** (HW, SW or service)

• **Increased focus on file-based**

• **It is organic**: it can be easily updated as the industry continues to change and as we receive feedback from the sector

• **Consumer at the centre**
The Content Lifecycle

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Wide Scope

Three segments join all of the others together

Broadcast

Digital

Not Only Broadcast...
The BaM Content Chain® – Real-Time vs. File-Based

Is Live Production Giving Way to File-Based?

Create

- Real-Time Acquisition
  - Studio | Event | Social
- Recorded Acquisition
  - Field | Location

Produce

- Real-Time Production
  - Direct | Mix
- Manage Production
  - Plan | Write | Run
- Post-Production
  - Edit | Grade | Dub VFX

Real-Time Production

File-Based Production
The BaM Content Chain® – Future-Proof

- The model’s management is ongoing: we have updated some product categories in Nov. 2018
- As the industry continues to change, we continue to listen to suppliers and users’ feedback to understand changes in specific product categories
- This activity also safeguards the wider applicability of the model
The BaM Content Chain® - Mapping Activities to Buying Groups

Create Content → Post-Production → Manage Content → Publish Content → Consume Content

Production Companies | Post Houses | Channel Owners | Platforms | Consumers
The BaM Content Chain® – Aiding Technology Discovery

• The new model can be applied to a variety of activities

• By connecting technology to where it is used, the new model aids technology discovery for buyers

• This is a major issue for media technology vendors – and particularly, smaller vendors

• Possible applications include: sales/marketing tool and industry directory
The BaM Content Chain® – Sales & Marketing Tool

- Understand your customers: Which markets/content chain steps do your customers come from?
- Relevance test: Will a certain initiative be relevant to all market segments? Will it target underrepresented segments?
- Broad applicability: from industry awards to niche events and vendors’ own marketing initiatives
The BaM Content Chain®

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