The Perfect Search

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This document has been finalised in August 2011 and may not reflect the developments that may have taken place after its finalisation.

Limecraft

- **Limecraft**
  - Incorporated May 2010
  - Profitable(!)
  - Genuinely expert

- **So what do we do?**
  - Infrastructure
  - Media Asset Management
  - Workflow Automation
  - ***Search Technology***

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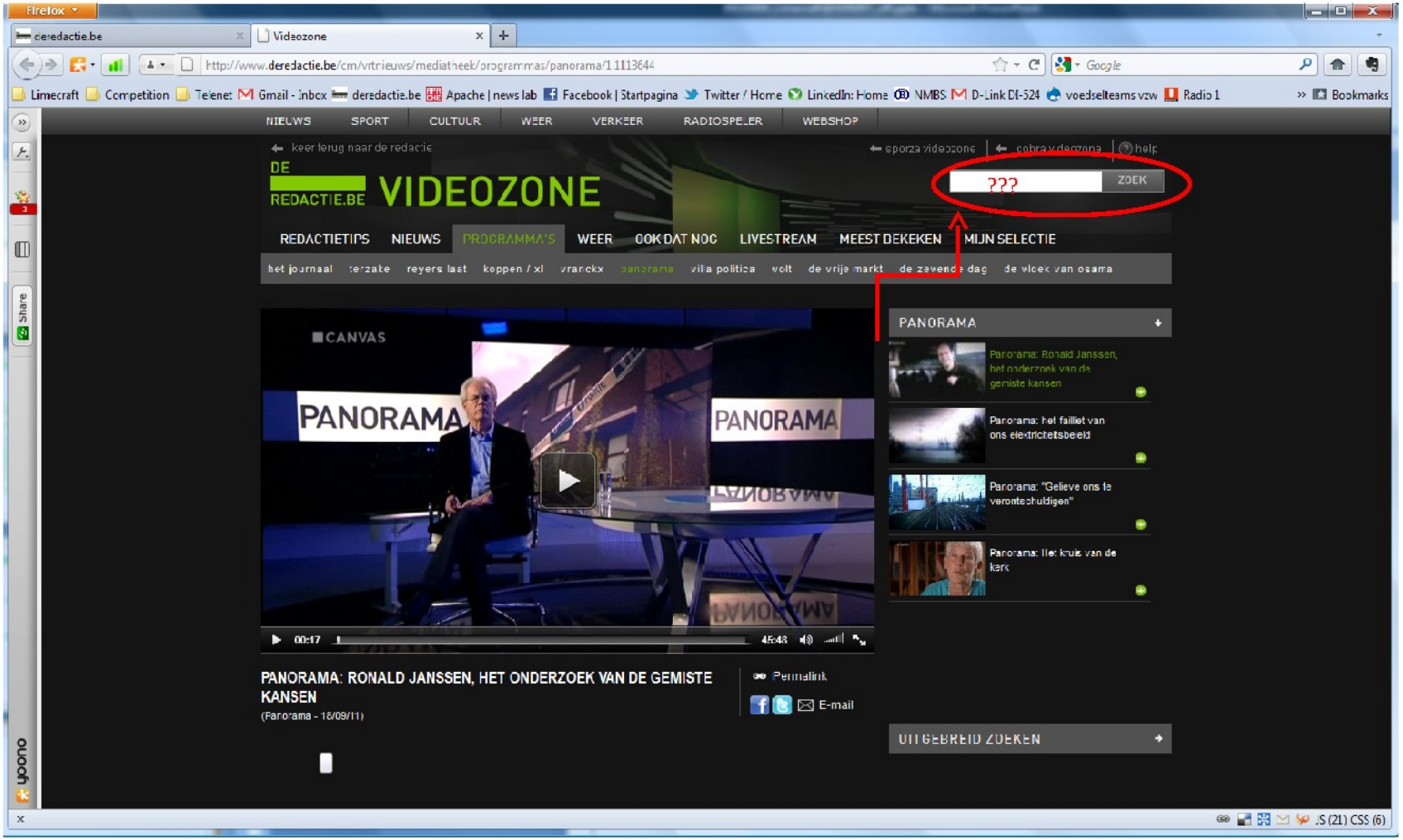

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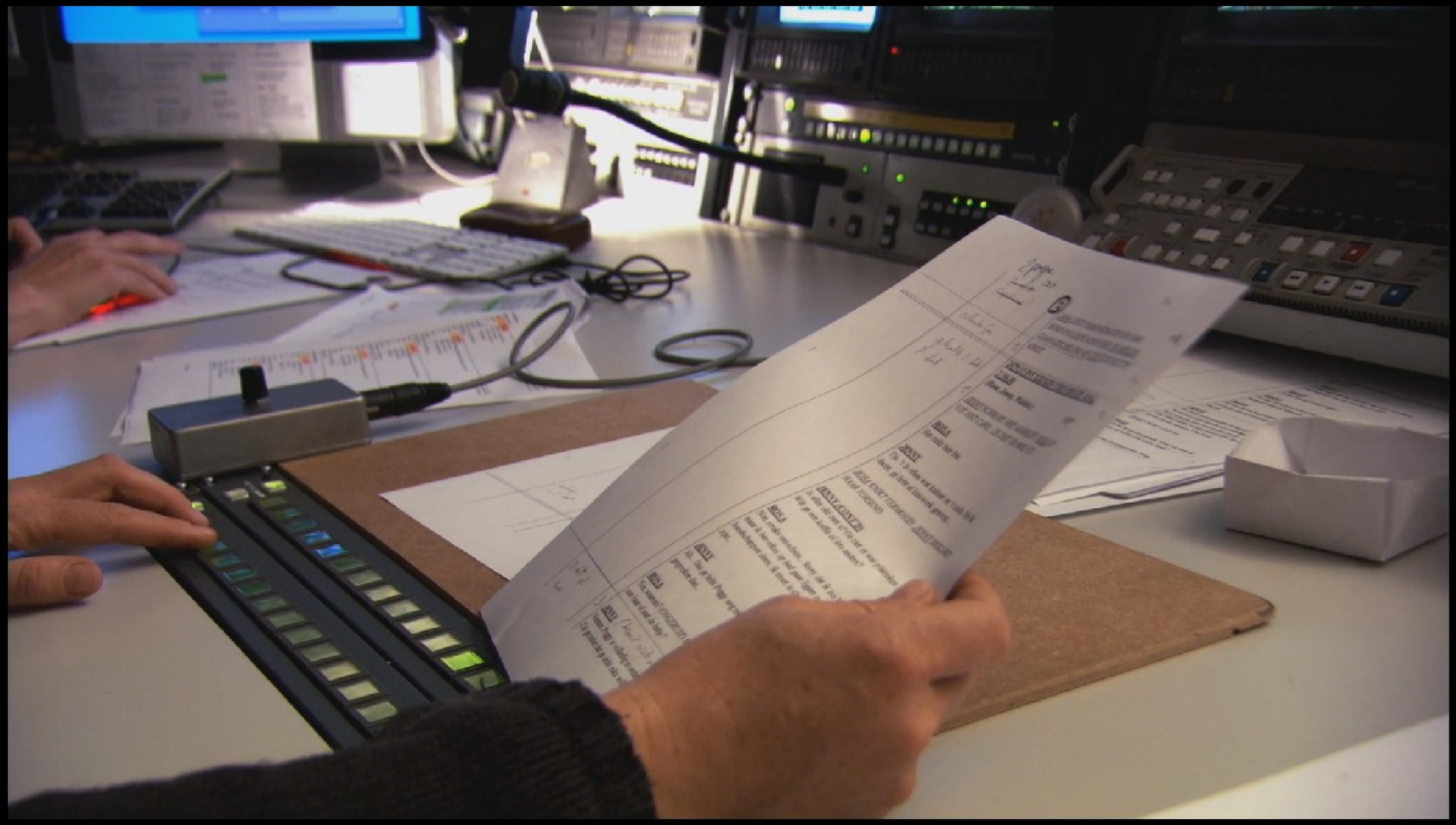
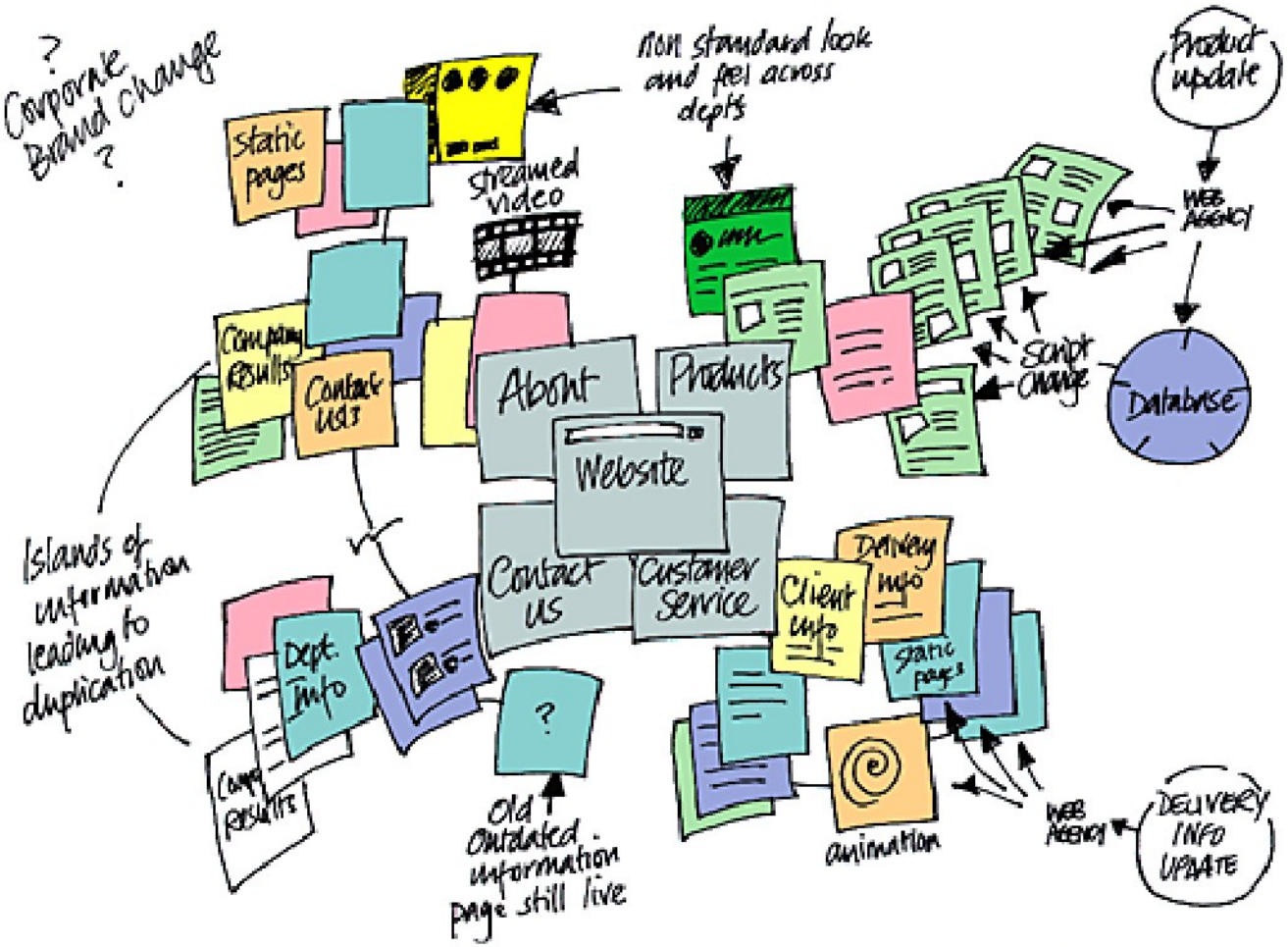
The rush for technology
has lead to
“Digital Isles”

Early adopters are spending
incredible amounts
of money

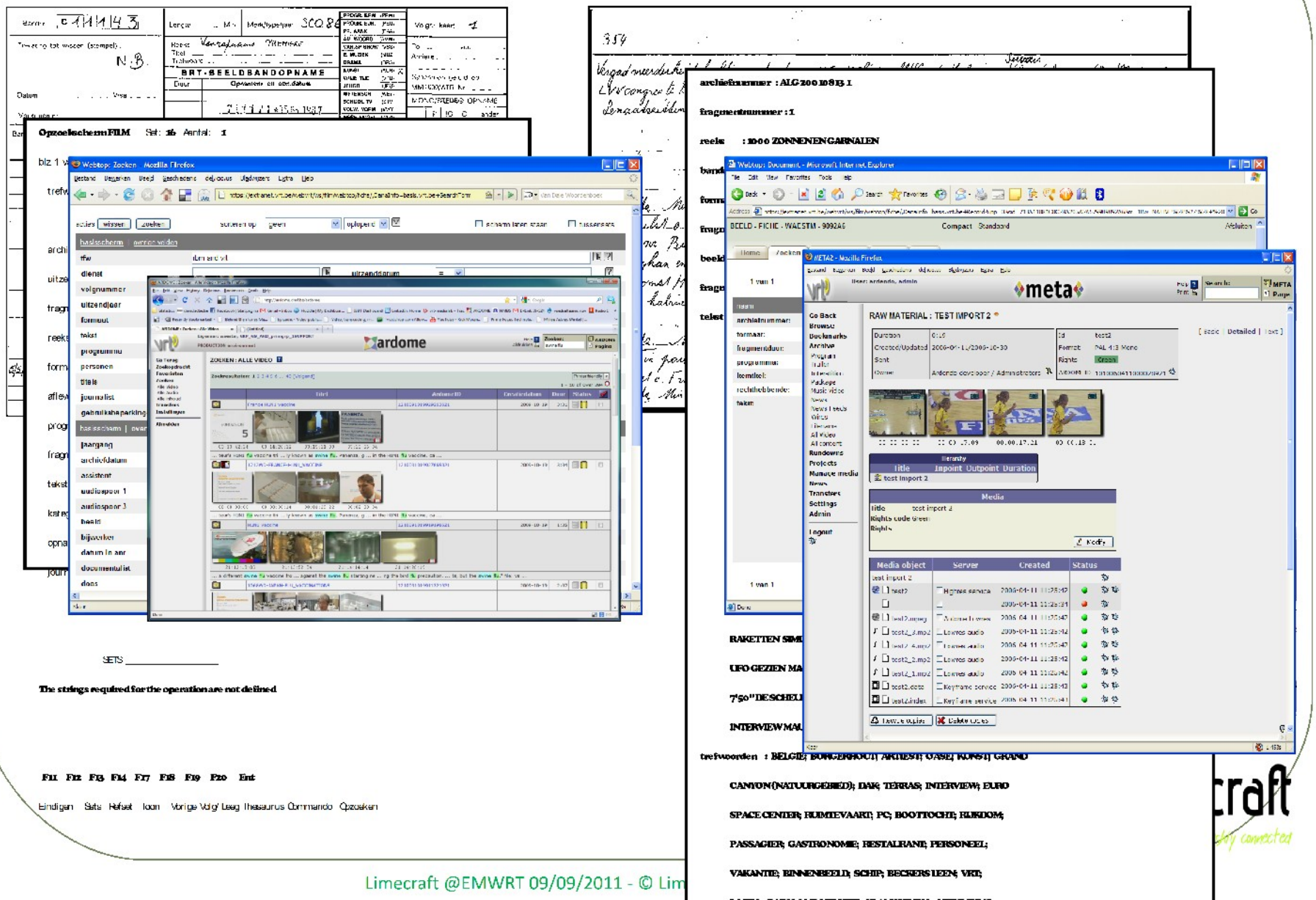
Smaller producers don’t
have access to
Innovation



The digitisation has just begun...


? Corporate Brand change ?
Static pages
Streamed video
non standard look and feel across depts
Product update
Web Agency
Company Results
Contact us
About
Products
Website
Script change
Database
Islands of information leading to duplication
Contact us
Customer Service
Client info
Delivery info
Static pages
Dept. Info
Comp Results
?
Old Outdated information page still live
animation
Web Agency
DELIVERY INFO UPDATE

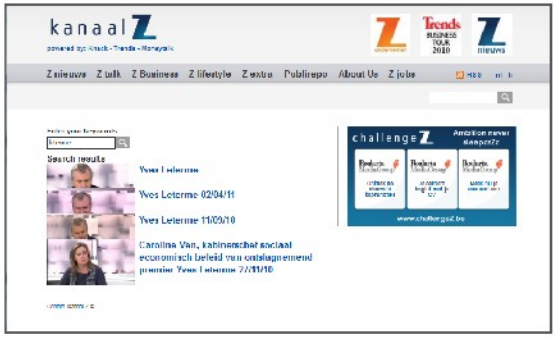
State of the Art

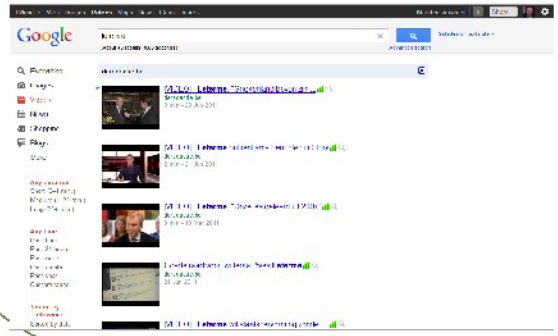


I'M SWITCHING EVERYTHING OVER TO THE INTERNET- MY PHONE MY BILLS, MY TV, MY HUMAN CONTACT.
WASSERMAN
©6.06 THE BOSTON GLOBE
DIST. BY TRIBUNE MEDIA SERVICES

GOOGle

Issues





Current Best Practices

- Index natural language based tags
- Application of a thesaurus is expensive
- The social network doesn't always work

Issues

- Professionally produced content has metadata, but is not integrated
- Synonyms and homonyms
- Multi-lingual issues

Challenges

- Poor retrieval rate
- No relevancy ranking
- Poor search efficienty in general

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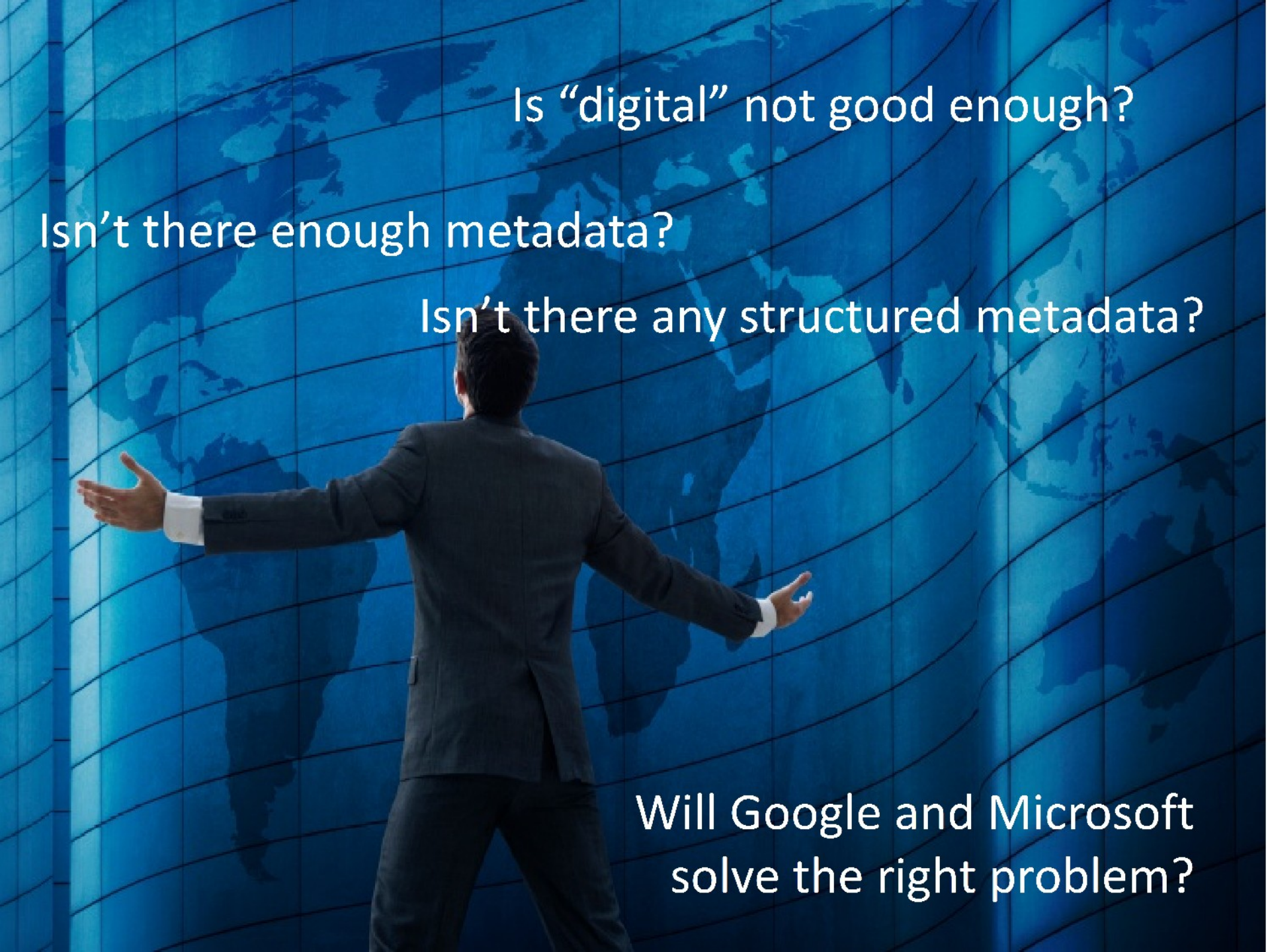
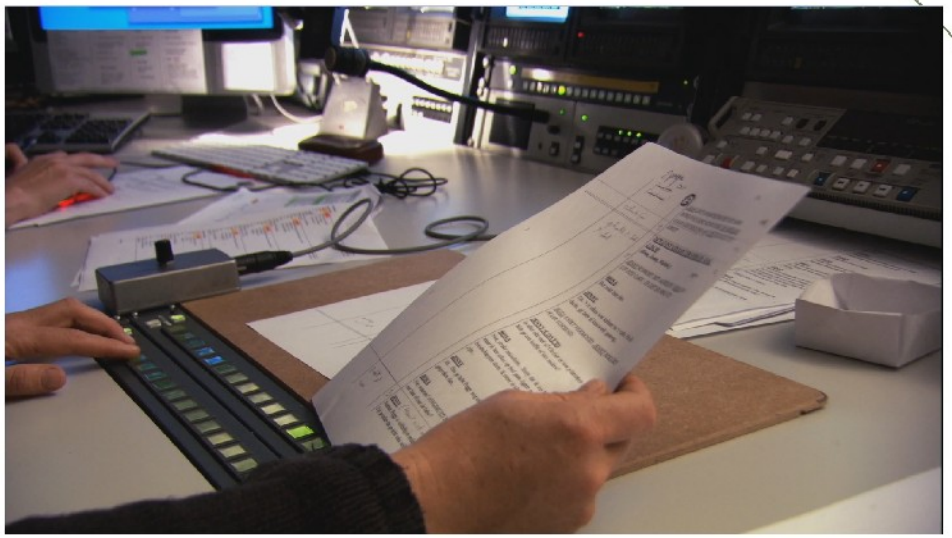

Is “digital” not good enough?
Isn’t there enough metadata?
Isn’t there any structured metadata?
Will Google and Microsoft
solve the right problem?

Business Issues



Current 'Issues' (source: IABM)

- Transition to File

Long-term Goal

- Collaborative production
- Enable real-time co-production

The real problem is system integration

- Media Asset Management is a process shared by many (rights holders, advertisers, distributors,...)
- Media Asset Management Systems are just databases
- Collaboration is implented by office appications, email and printed copies

-> How do we connect individual asset management systems?

-> How can we universally idenfity assets?

-> How can we universally describe assets?

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Technical Challenge

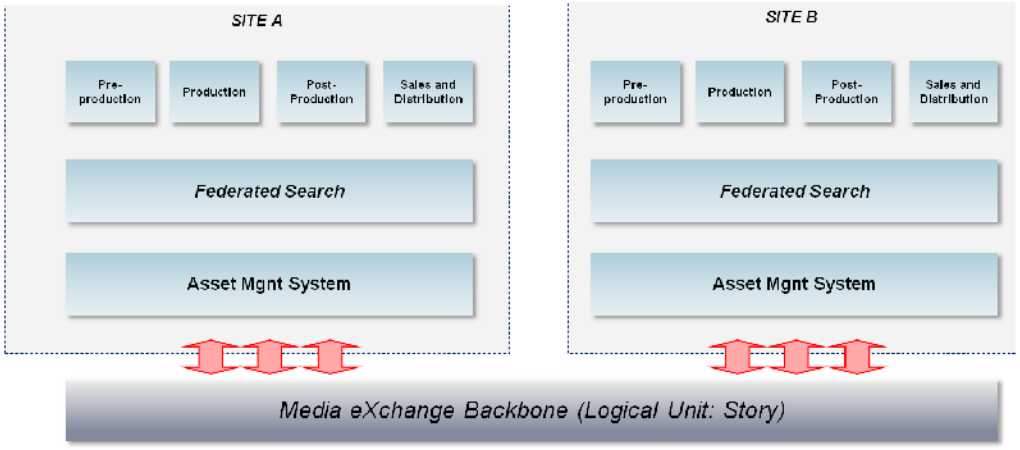
Is it possible to create an application framework that facilitates co-production

- The foundation – a backbone that interconnects existing MAM systems
- Applications
  - Meaningfull script and Newswire processing – semantic "breakdown"
  - Digital Clap (electronic label) during production automates the "logging"
  - Automatic rough-cut editing
  - Intelligent dispatching of content

-> Search technology must semantically integrate various aspects of 'items' and 'stories'

Key Technologies – Identification and Semantic Upgrade

- Indentification - Unique identification technology (fingerprinting, watermarking, copy detection)
- Metadata – upgrade existing information to structured formats (NewsML,...)
- Semantics – include a selection of taxonomies



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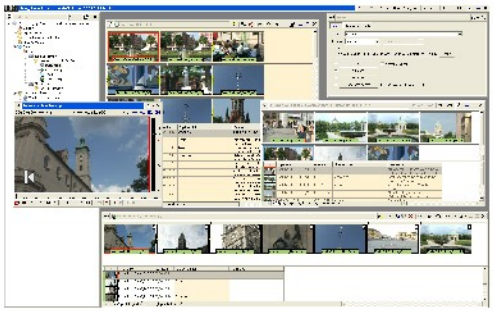
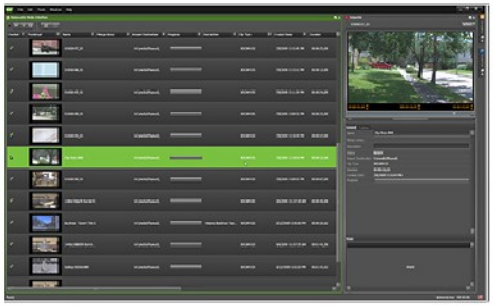
The Usual Suspects



Cinegy

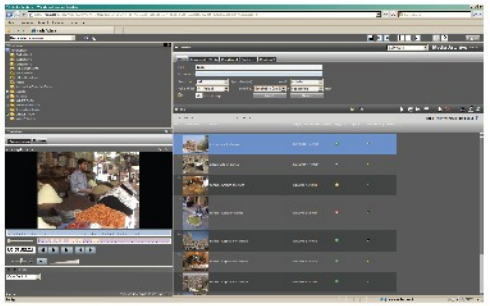
VCS

VizRT



GrassValley

Primestream (B4M)



Avid Interplay

Production Systems (EVS, GrassValley, Cinegy, VCS)

- Optimised for a single workgroup
- No need for structured metadata
- No semantics
- ***No integration capabilities at all!***

?

Archive Systems (VizRT, Avid)

- Optimised for large volumes of items
- Limited Number of supported Metadata Formats
- Occasional thesaurus support
- ***Poor integration capabilities due to a lack of semantics***

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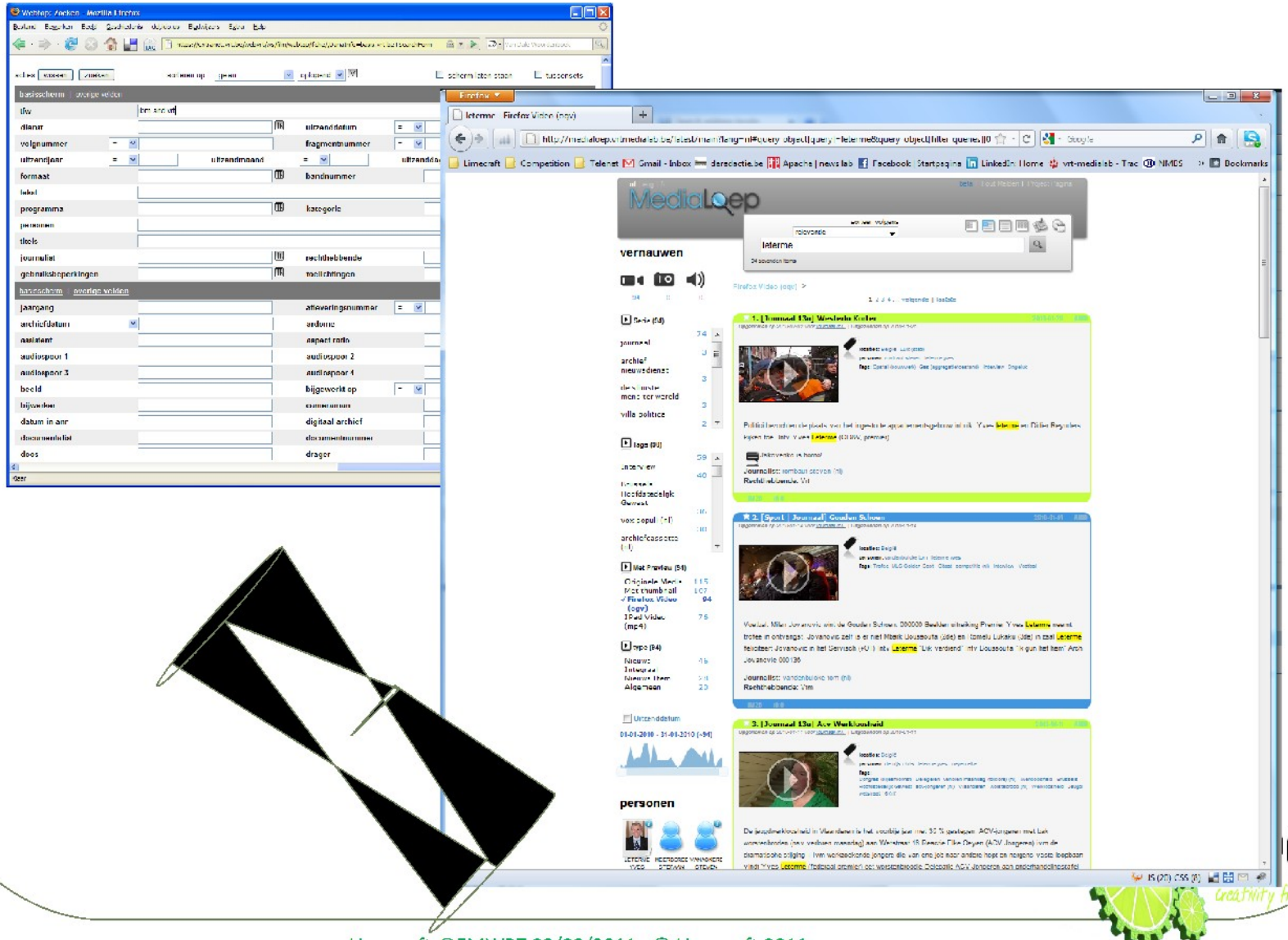
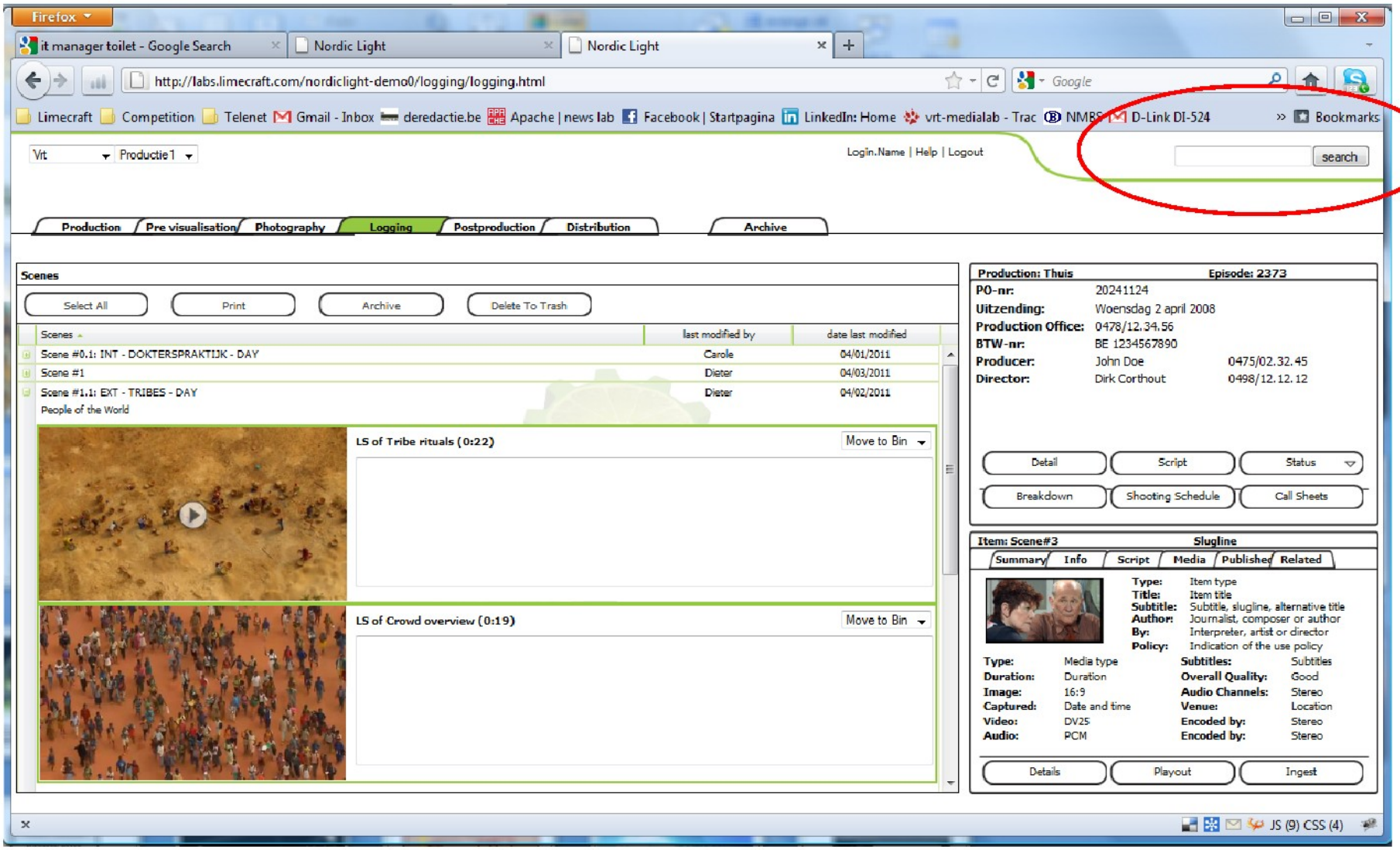
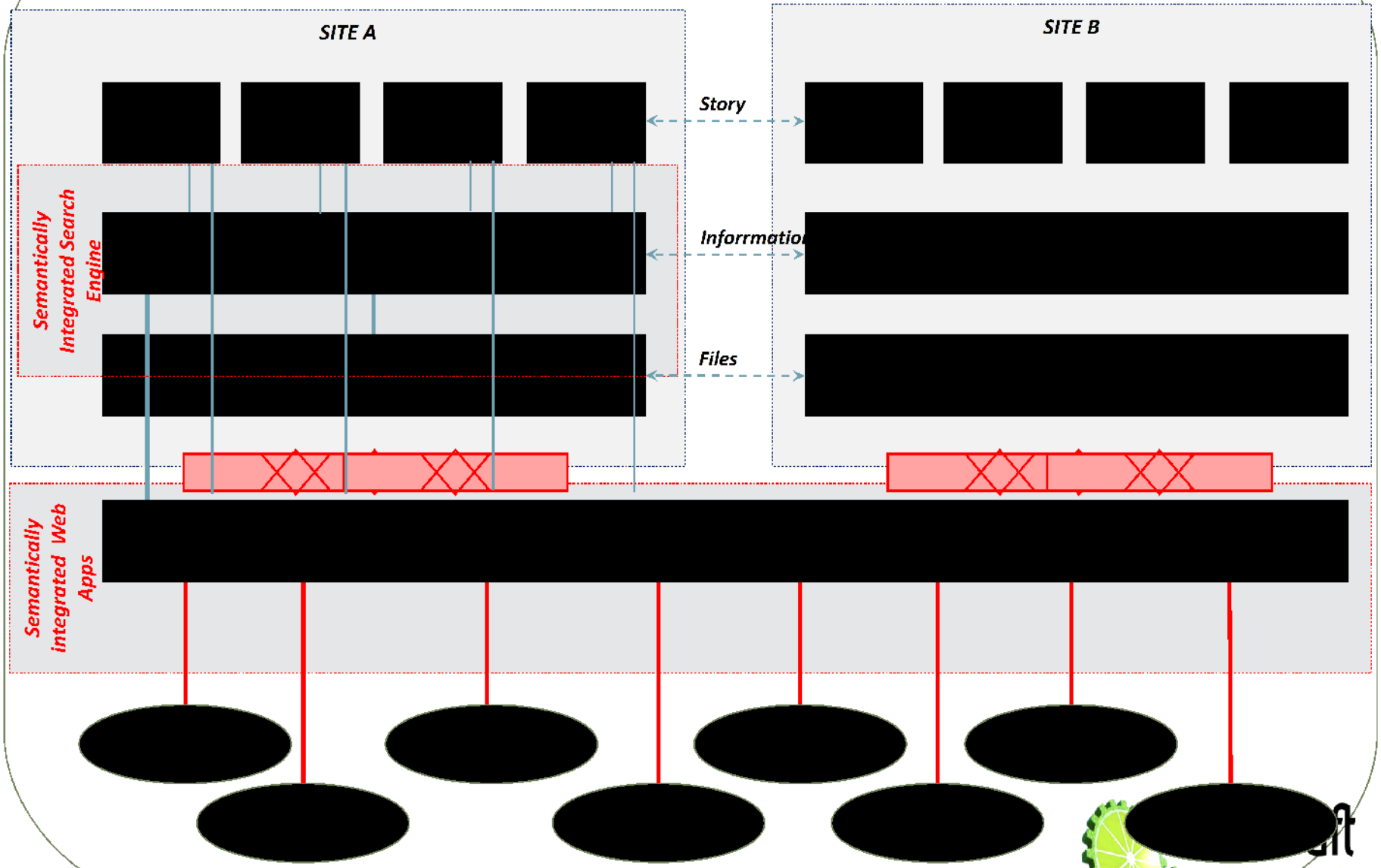
Step 1 – enabling technology



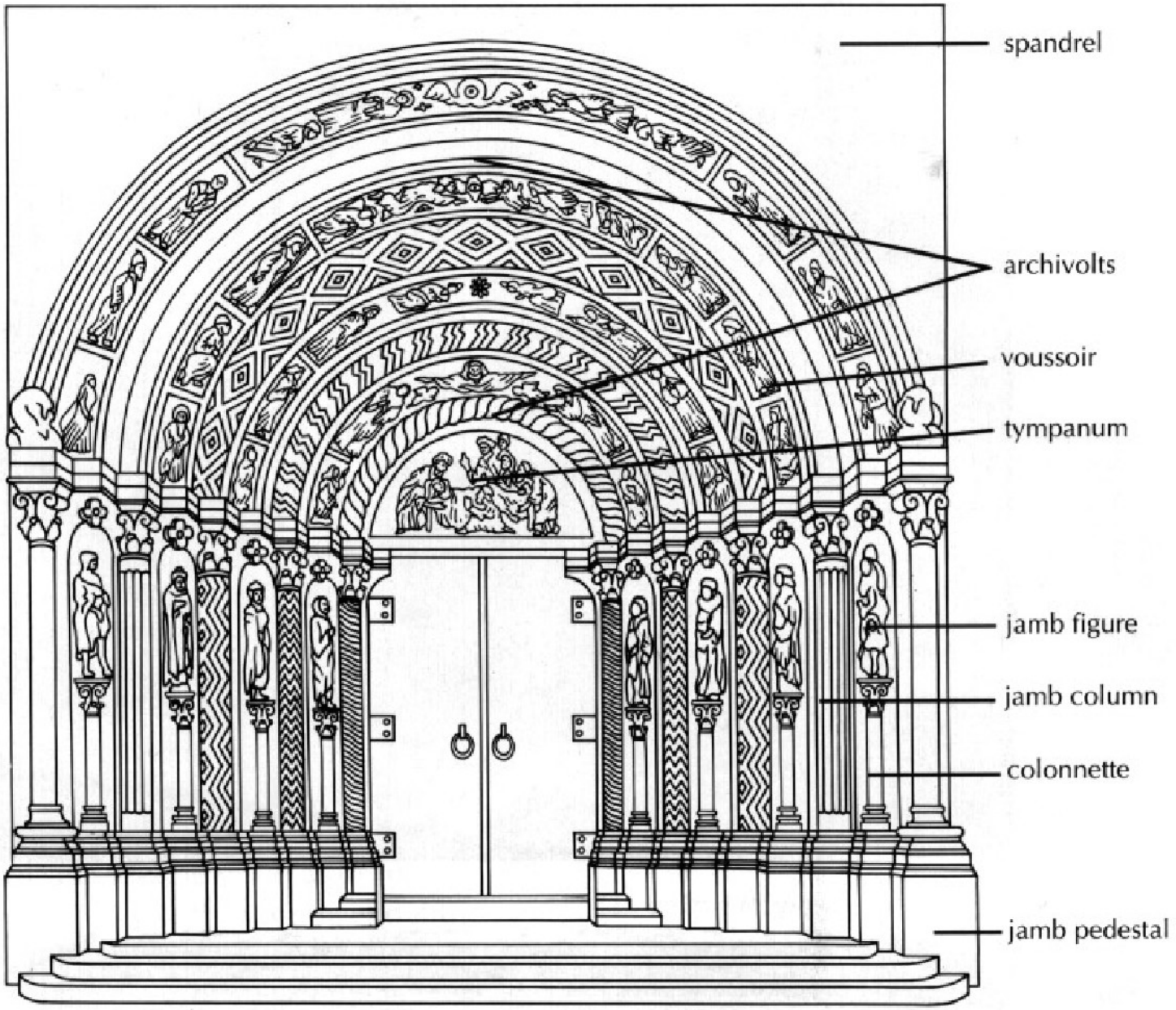
Step 2 – Integrate in the production process!



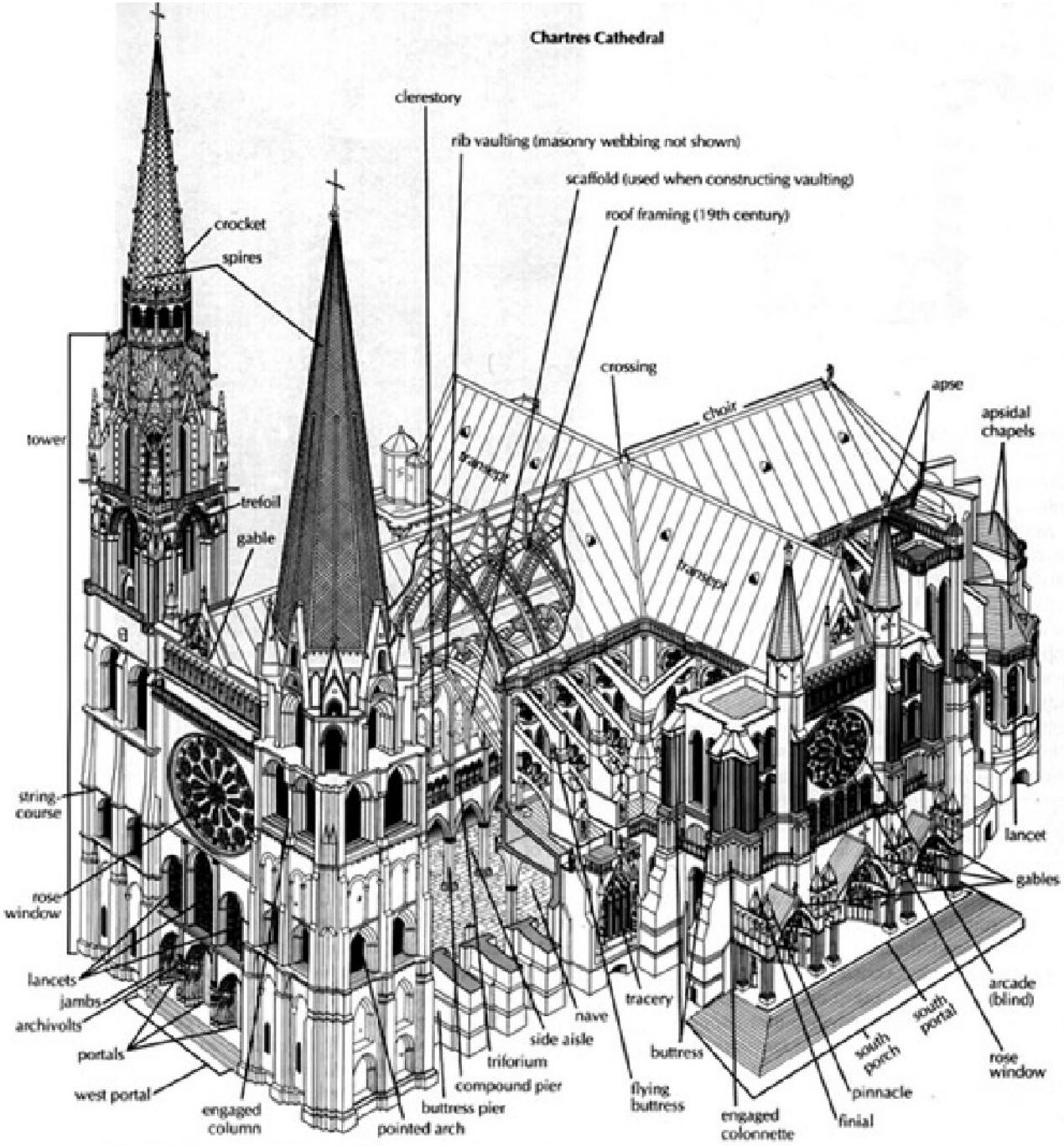
Step 3 – Integrate in the co-production process

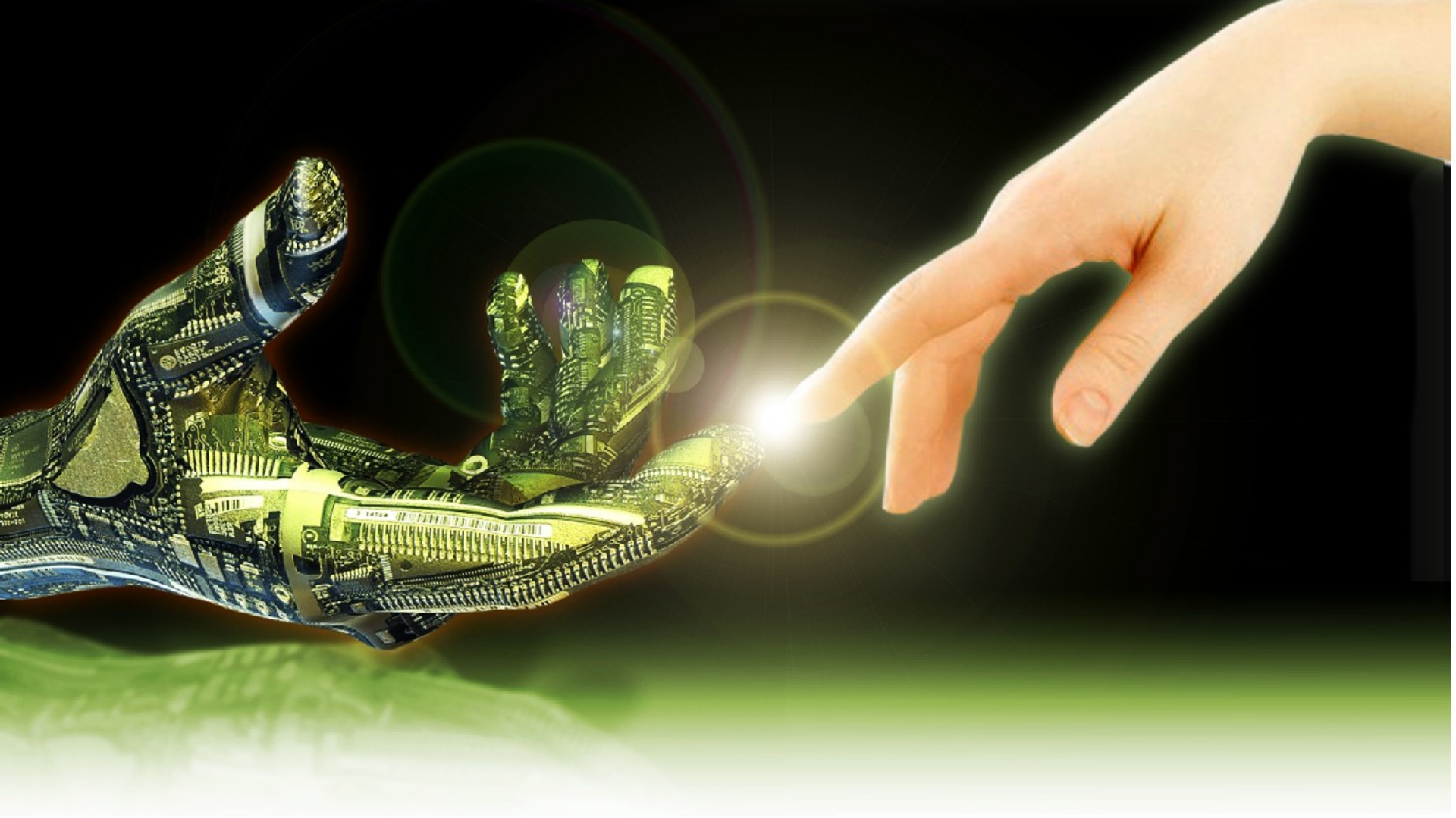


Limecraft fosters Semantic Technology,
which is the key to an
'Online Media Production Ecosystem'



Romanesque church portal


Chartres Cathedral
clerestory
rib vaulting (masonry webbing not shown)
scaffold (used when constructing vaulting)
roof framing (19th century)
crocket
spires
crossing
choir
apse
apsidal chapels
tower
transept
transept
trefoil
gable
string-course
rose window
lancets
jambs
archivolts
portals
west portal
engaged column
pointed arch
buttress pier
compound pier
triforium
side aisle
nave
tracery
flying buttress
buttress
engaged colonnette
finial
pinnacle
south porch
south portal
arcade (blind)
rose window
gables
lancet



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